Media brand

Solutions for your B2B communication

Corporate media

- Immo-Talk

Immobilienmanager-Award
- imFokus event series
- BIM World MUNICH
- Healthy Construction Forum

Media brand

Solutions for your B2B communication

Service

Print

Events

Digital

Social

Twitter, YouTube, Facebook, Instagram, LinkedIn and Xing

im immobilienmanager Edition & Special
Expo Real

www.immobilienmanager.de Newsletter
Stand-alone newsletter
job advert

As of 10/2022. Prices valid from 01/01/2023. All prices are exclusive of value-added tax.
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Title portrait

Eight topics are at the heart of the trade journal:

– Financing
– Projects
– Investment
– Management
– Digitalisation
– Sustainability & ESG
– Locations & Markets
– Companies & People.

They form the new navigation system: in the magazine, online, at events and in the newsletter.

Target group: Investors, financiers, project developers, operators, brokers, service providers, administrators, cities/municipalities, and many more

Magazine format: DIN A4

Programme:
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Media Sales:
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Telephone: + 49 (0) 221 5497-155
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werben.rudolf-mueller.de

Performance

Print run: 10,000 issues
total circulation: 9,811 issues*
Circulation sold: 1,418 issues*
Publication frequency: 6 × annually
2023 32nd year

* 2nd quarter 2022

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Analyses

Circulation control: 2nd quarter 2022 (copies per issue)

Print run: 10,000
Actual total circulation (atc): 9,811 of which abroad: 37
Circulation sold: 1,418 of which abroad: 31
Subscribed copies: 969 of which members’ copies: –

Retail sales: –
Other sales: 449
Free copies: 8,393
Remainder, specimen and archive copies: 189

Total volume (2021: 8 issues) 700 pages = 100.0 %
Editorial section 582 pages = 83.2 %
Advertisement section 118 pages = 16.8 %

Content analysis of the editorial section 582 pages = 100.0 %

Title, contents, editorial, preview 41 pages = 7.0 %
Big data 6 pages = 1.0 %
Cover story 103 pages = 17.7 %
Sustainability & development 34 pages = 5.8 %
Development & design/projects 37 pages = 6.3 %
Companies & people 51 pages = 8.8 %
On our own behalf 10 pages = 1.7 %
Financing & investment 28 pages = 4.8 %
ZIA News 16 pages = 2.7 %
Dossier 39 pages = 6.8 %
Locations & markets 41 pages = 7.0 %
Digitalisation 5 pages = 0.9 %
Management & consultancy/management 17 pages = 2.9 %
On all channels/360 degrees 16 pages = 2.7 %
Trade fair/events & fairs 14 pages = 2.4 %
University & career 2 pages = 0.3 %
Editions, special, extras 123 pages = 21.1 %
### Analyses (continued)

#### Geographical distribution

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Share of atc</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>99.6</td>
<td>9,774</td>
</tr>
<tr>
<td>Abroad</td>
<td>0.4</td>
<td>37</td>
</tr>
<tr>
<td><strong>Actual total circulation (atc)</strong></td>
<td><strong>100.0</strong></td>
<td><strong>9,811</strong></td>
</tr>
</tbody>
</table>

#### Distribution by postcode area

<table>
<thead>
<tr>
<th>Postcode</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>01000 – 09999</td>
<td>5.5</td>
<td>537</td>
</tr>
<tr>
<td>10000 – 19999</td>
<td>14.7</td>
<td>1,432</td>
</tr>
<tr>
<td>20000 – 29999</td>
<td>11.3</td>
<td>1,104</td>
</tr>
<tr>
<td>30000 – 39999</td>
<td>7.5</td>
<td>731</td>
</tr>
<tr>
<td>40000 – 49999</td>
<td>10.9</td>
<td>1,067</td>
</tr>
<tr>
<td>50000 – 59999</td>
<td>10.5</td>
<td>1,029</td>
</tr>
<tr>
<td>60000 – 69999</td>
<td>12</td>
<td>1,171</td>
</tr>
<tr>
<td>70000 – 79999</td>
<td>9.8</td>
<td>961</td>
</tr>
<tr>
<td>80000 – 89999</td>
<td>11.6</td>
<td>1,136</td>
</tr>
<tr>
<td>90000 – 99999</td>
<td>6.2</td>
<td>606</td>
</tr>
<tr>
<td><strong>Actual total circulation (atc) Germany</strong></td>
<td><strong>100.0</strong></td>
<td><strong>9,774</strong></td>
</tr>
</tbody>
</table>

### Recipient structure analysis

#### Recipient groups

<table>
<thead>
<tr>
<th>Recipient groups</th>
<th>Share of atc</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering and architecture firms</td>
<td>9.4</td>
<td>926</td>
</tr>
<tr>
<td>Brokerage/rental</td>
<td>25.3</td>
<td>2,486</td>
</tr>
<tr>
<td>Construction and extension</td>
<td>20.9</td>
<td>2,052</td>
</tr>
<tr>
<td>Administration</td>
<td>4.3</td>
<td>424</td>
</tr>
<tr>
<td>Financing and investment</td>
<td>8.5</td>
<td>832</td>
</tr>
<tr>
<td>Service</td>
<td>7.8</td>
<td>769</td>
</tr>
<tr>
<td>Law</td>
<td>0.8</td>
<td>80</td>
</tr>
<tr>
<td>Other</td>
<td>22.9</td>
<td>2,242</td>
</tr>
<tr>
<td><strong>Actual total circulation (atc)</strong></td>
<td><strong>100.0</strong></td>
<td><strong>9,811</strong></td>
</tr>
</tbody>
</table>

#### Survey method:

1. Method: Distribution analysis by file evaluation – total survey
2. Population: atc 9,811 = 100 %
3. Sample: Total census
4. Target person of the survey: not applicable
5. Survey period: July 2022
6. Survey conducted by: Rudolf Müller Mediengruppe
## Topics and schedule

<table>
<thead>
<tr>
<th>Issue no.</th>
<th>Publication date*</th>
<th>Advertising deadline**</th>
<th>Copy deadline</th>
<th>Topics***</th>
<th>Advertising environment</th>
<th>Trade fairs/events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>13/02/2023</td>
<td>09/01/2023</td>
<td>09/01/2023</td>
<td>Projects: Neighbourhood as a success factor Management: What asset managers need to pay attention to now Digitisation: Smart Building, smart data &amp; co. Segment: Foreign property markets</td>
<td>29th Sprengnetter Annual Property Valuation Congress 19–20/01/2023 imFokus “Success Factor Digitalisation” 24/01/2023, Cologne QUO VADIS 13–15/02/2023, Berlin</td>
<td></td>
</tr>
</tbody>
</table>

**Frankfurt/Offenbach edition:** A look at the property market in the region

| 2         | 03/04/2023        | 27/02/2023             | 27/02/2023    | Investment: Who is currently investing in which asset classes at which conditions Sustainability & ESG: From trend to must-have Locations & markets: Property market USA | immobilienmanager AWARD Gala evening 09/03/2023, Cologne MIPIM 14–18/03/2023, FR-Cannes imFokus “ESG” 30/03/2023, Cologne Healthy Construction Forum 23.–24/03/2023, Frankfurt |

**Brochure immobilienmanager Award 2023:** The winners at a glance and impressions of the event

**Hamburg edition:** A look at the property market in the region

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* Postal delivery
** Last date for receipt of order and print data for an issue
*** Subject to change
## Topics and schedule (continued)

<table>
<thead>
<tr>
<th>Issue no.</th>
<th>Publication date*</th>
<th>Advertising deadline**</th>
<th>Copy deadline</th>
<th>Topics***</th>
<th>Advertising environment</th>
<th>Trade fairs/events</th>
</tr>
</thead>
</table>
| 3         | 26/05/2023        | 20/04/2023             | 20/04/2023    | Financing: alternative financing for property companies  
Digitalisation: Latest trends around the topic of BIM  
Companies & minds: Executive salaries of the property companies |                       |                  |
|           |                   |                        |               |           | polis Convention  
26–27/04/2023, Düsseldorf  
imFokus “Logistics & Investment”  
23/05/2023, Cologne  
Real Estate Arena  
24–25/05/2023, Hanover | |
|           | Stuttgart edition: A look at the property market in the region | | |

| 4         | 10/07/2023        | 01/06/2023             | 01/06/2023    | Projects: Existing vs. new construction – which has the better outcome  
Investment: Alternative investors – how do foundations and co. prefer to invest  
Management: Facility management – an underestimated industry |                       |                  |
|           | Cologne edition: A look at the property market in the region | | |

| 5         | 26/09/2023        | 21/08/2023             | 21/08/2023    | Exclusive: immobilienmanager Broker ranking 2022 Sustainability and ESG: Social is the new core  
Digitisation: Industry on the test bench. How digital is the industry  
Locations & markets: B-cities at a glance. Where it pays to invest  
Central Germany segment  
A look at the property market in the region |                       |                  |
|           | Nuremberg metropolitan region edition: A look at the property market in the region | | |

| 6         | 30/11/2023        | 25/10/2023             | 25/10/2023    | Financing: How sustainably can banks act?  
Companies & minds: Who is the management team behind the big names?  
Projects: The property of the future – how will we live and work? |                       |                  |
|           | Berlin edition: A look at the property market in the city | | |

* Postal delivery  
** Last date for receipt of order and print data for an issue  
*** Subject to change
Advertising formats and prices

1/1 page
- 188 × 267 mm
- 210 × 297 mm
Advertisement price:
4-colour: € 9,680
b/w: € 7,630

1/2 page
- portrait (p): 92 × 267 mm
- landscape (l): 188 × 131 mm
Advertisement price:
4-colour: € 5,900
b/w: € 3,730

1/3 page
- portrait (p): 60 × 267 mm
- landscape (l): 188 × 87 mm
Advertisement price:
4-colour: € 4,850
b/w: € 3,310

1/4 page
- 1 column
- 2-column/4 column
Advertisement price:
4-colour: € 4,230
b/w: € 2,690

1/8 page
- 2 column
- 4 column
Advertisement price:
4-colour: € 3,190
b/w: € 1,920

1/1 page 1/2 and 4 column
- 44 × 267
- 92 × 131/188 × 63 mm
Advertisement price:
4-colour: € 4,230
b/w: € 2,690

1/8 page 2 column
- 92 × 63 mm/188 × 30 mm
- 102 × 81 mm/210 × 45 mm
Advertisement price:
4-colour: € 3,190
b/w: € 1,920

Advertisement in editorial look
- Layout and typesetting by graphics team
- Company address and logo (optional)
- No pagination and column
- Labelled as advertisement Font type and size as well as number of columns like editorial part
Advertisement price:
1/1 page 4-colour: € 9,680

Magazine format: 210 × 297 mm, advertisement format details:
- Type area format
- net format
- bleed format = net format plus 3 mm bleed allowance on all sides

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Special forms of advertising

2/1 page over binding
- 203 × 267 mm per page
- 420 × 297 mm total

Advertisement price:
4-colour: on request

Junior page
- 140 × 185 mm
- 150 × 200 mm

Advertisement price:
4-colour: € 7,230

Triangle advertisement
- 210 × 297 mm

Advertisement price:
4-colour: on request

L-format advertisement over 2/1 page
Data must be created for each page
- 210 × 70 mm plus 210 × 70 mm (h)
- 70 × 227 mm (v)

Advertisement price:
4-colour: on request

Title gate folder
Fold-out front page; advertising option on the inner flap and the title side area covered by the flap (format on request)

Advertisement price:
4-colour: on request

Centre advertisement
- 60 × 297 mm

Advertisement price:
4-colour: on request

Magazine format: 210 × 297 mm, advertisement format details: □ Type area format, □ net format, □ bleed format = net format plus 3 mm bleed allowance on all sides

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Special forms of advertising (continued)

**Sleeve**
- Height: minimum 100 mm, maximum 200 mm
- Advertisement price: Prices on request

**Bind-ins**
- Specifications available under “Technical specifications print”
- Advertisement price: 2-page, paper weight up to 150 g/sqm: € 8,710
- Bind-ins over two pages on request

**Supplement**
- 200 × 290 mm
- Specifications available under “Technical specifications print”
- Advertisement price: Up to 25 g per thousand € 550
- More than 25 g on request

**Placements**

<table>
<thead>
<tr>
<th>Format</th>
<th>4-colour (euros)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2./4. cover page</td>
<td>9,995</td>
</tr>
<tr>
<td>1/2 page 2 columns next to content</td>
<td>7,425</td>
</tr>
</tbody>
</table>

For other binding placement specifications: 10 % surcharge on 4c price

Magazine format: 210 × 297 mm, advertisement format details: ■ Type area format, ■ net format, ■ bleed format = net format plus 3 mm bleed allowance on all sides
Classified advertisements, surcharges and discount scales

Classified advertisements:
Per 1-column 44 mm wide line
Classified advertisements ........................................ per mm € 10
Box number fee domestic ........................................ € 15
Colour ................................................................. 15 % surcharge

Marketplace S (4c per 1-column, 44 mm wide, 30 mm high): . . . € 160
Marketplace M (4c per 1-column, 44 mm wide, 60 mm high): . . . € 330
Marketplace L (4c per 1-column, 44 mm wide, 90 mm high): . . . € 490

Colour:
Special colours (HKS, Pantone), per colour for all formats: .......... € 1,660

Format surcharges:
Bleed advertisements: ........................................... 5 % surcharge on 4c price
Crossover advertisements: ........................................ no surcharge

Discounts: Orders within 12 months.

Frequency discount scale
3 ×  5 %  12 × 18 %
6 × 10 %  18 × 20 %
9 × 15 %

Quantity discount scale
3 pages  5 %  12 pages 18 %
5 pages 10 %  18 pages 20 %
9 pages 15 %

Combination discounts: All specialist titles of the Rudolf Müller Mediengruppe can be combined with each other.

Frequency discount scale
4 ×  3 %  18 × 15 %
6 ×  5 %  24 × 18 %
12 × 8 %  30 × 20 %
15 × 10 %

Quantity discount scale
4 pages  5 %  14 pages 15 %
6 pages  8 %  20 pages 18 %
9 pages 10 %  24 pages 20 %

Inserts, classifieds and additional technical costs are not discounted.

Payment terms: Payment within 10 days after invoice date with 2% discount, within 30 days after invoice date net.
VAT ID No. DE 184232376
Alternatively, the fee can be collected by direct debit after prior agreement.

Bank Details:
Sparkasse KölnBonn
IBAN DE63 3705 0198 0056 0429 71
BIC COLSDE33XXX

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Special publications

Edition

The editions of immobilienmanager provide detailed information on a location in all relevant property segments (financial and investment market, office, retail, logistics and hotel market as well as residential market).
Special feature: Our editorial staff invites you to a round table discussion where managing directors of a region talk about the current market.

Advantages:
– Excellent opportunity to draw attention to the business location and companies based there
– Nationwide distribution in the total circulation of immobilienmanager magazine
– Distribution via regional economic development agencies
– In all editions, contacts are established with decision-makers who are important for the property industry
– We provide our advertising customers with production prints of the editions for their own promotional campaigns

Prospects: Editions can be translated into English. Please contact us if you are interested!

Upcoming events

<table>
<thead>
<tr>
<th>Edition</th>
<th>Advertising deadline</th>
<th>Publication date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frankfurt/Mainz/Offenbach</td>
<td>27/01/23</td>
<td>13/02/23</td>
</tr>
<tr>
<td>Hamburg</td>
<td>17/03/23</td>
<td>03/04/23</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>10/05/23</td>
<td>26/05/23</td>
</tr>
<tr>
<td>Cologne + Nuremberg metropolitan region</td>
<td>23/06/23</td>
<td>11/07/23</td>
</tr>
<tr>
<td>Munich</td>
<td>08/09/23</td>
<td>26/09/23</td>
</tr>
<tr>
<td>Berlin</td>
<td>15/11/23</td>
<td>30/11/23</td>
</tr>
</tbody>
</table>

Advertising prices and formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Width × height in mm</th>
<th>b/w (euros)</th>
<th>4-coloured (euros)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>188 × 267</td>
<td>7.630,–</td>
<td>9.680,–</td>
</tr>
<tr>
<td>1/2</td>
<td>188 × 131 / 92 × 267</td>
<td>3.730,–</td>
<td>5.900,–</td>
</tr>
<tr>
<td>1/3</td>
<td>188 × 87 / 60 × 267</td>
<td>3.310,–</td>
<td>4.850,–</td>
</tr>
<tr>
<td>1/4</td>
<td>188 × 63 / 92 × 131 / 44 × 267</td>
<td>2.690,–</td>
<td>4.230,–</td>
</tr>
<tr>
<td>1/8</td>
<td>188 × 30 / 92 × 63</td>
<td>1.920,–</td>
<td>3.190,–</td>
</tr>
</tbody>
</table>

25 % Local discount
**Special publications**

**Special**

immobilienmanager magazine regularly publishes specials on certain topics or events that are included in the main issue as supplements. Our Expo Special is well known as a full supplement in cooperation with the City of Mönchengladbach’s Economic Development Department. But you can also request a desired topic and sponsor a special. Together with the editors of Immobilien Manager, you will develop the topics and/or suggest topics. The contents are independently researched by immobilienmanager magazine. You also have the opportunity to contribute your own articles in consultation with the editorial team. The distribution takes place according to your needs as ePaper, print magazine or in combination print + online. You will receive a special edition for your own promotional use.

Do you want to sponsor a special? Please contact us. Prices on request.

**Volume:** from 16 pages

**Price table:** on request

**Trade Fair Special Expo Real**

We publish our trade fair editions of immobilienmanager in the context of Expo Real. As the largest B2B trade fair in Europe, Expo Real offers the best conditions for efficient networking. On 64,000 square metres, almost 2,000 exhibitors present their property and investment products to more than 44,000 participants from around 72 countries - the trade fair is the meeting place for the property sector. immobilienmanager will be reporting on the trade fair and the expectations of the sector in the run-up to the event from September onwards. The October issue will be available in the press boxes at the fair. In addition, our trade fair special is published with the October issue, regular reports appear on the website under the Expo Real channel and the and the Expo Real special newsletter keeps you up to date.

With us you get a very special Expo Real trade fair BONUS

**immobilienmanager *doubles your advertisement!**

**Example:** You book a half-page in our issue 5/22 at the list price, your format increases automatically to a full page.

* Only valid for issue 5/2023
Website

www.immobilienmanager.de

In addition to daily news from the property industry, the internet portal also offers specialist articles on the complete range of property topics – from financing to project development, from management to consulting, from career to law. This is rounded off by an extensive news archive and the digital editions of the printed industry magazine.

Target group: Investors, financiers, developers, operators, brokers, administrators, service providers, cities/municipalities, and many more.

Performance*

* Source: Google Analytics

Sessions: 37,923  
Page views: 63,063  

average per month for the period  
August 2021 – July 2022

Discounts: 12 weeks – 5 %  
24 weeks – 10 %  
36 weeks – 15 %  
48 weeks – 20 %

Cross-platform online campaigns are possible.
Advertising formats and prices, display

- **XXL super banner**
  - Format: 1.280 × 180 px
  - Price (4 weeks): € 2,530

- **Super banner**
  - Format: 728 × 90 px
  - Price (4 weeks): € 2,430

- **Content ad**
  - Format: 300 × 250 px
  - Price (4 weeks): € 2,880

- **Billboard**
  - Format: 970 × 250 px
  - Price (4 weeks): € 4,260

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Advertising formats and prices, native

Content is a decisive factor when planning digital campaigns. Our native advertising formats enable you to position your content and solutions professionally edited in a specialist context. You reach your target group on www.immobilienmanager.de and the other online platforms of the Rudolf Müller Mediengruppe exactly where they get their information.

Your advantages:
- You present yourself as a solution provider and expert in your respective field.
- You meet the users where they go to look for specialist information on their topics.
- Strengthen your company’s image and brand.
- Expand your direct sales by generating leads.
- Increase your reach through cross-media positioning of your content.

Further details: https://werben.rudolf-mueller.de/service

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertorials</strong></td>
<td>Your advertising message in the look &amp; feel of an editorial article on the website.</td>
<td>4 weeks</td>
<td>€ 2,170</td>
</tr>
<tr>
<td><strong>Component 1</strong></td>
<td>Teaser text: Placement on the homepage or in a section Text: max. 150 characters incl. spaces, headline: max. 45 characters</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Component 2</strong></td>
<td>Link from the teaser to a long text or your website Image formats: jpg, 16:9, landscape format only, max. 5 images with image credits (recommended max. characters: 2,500–3,000) We do not edit the content.</td>
<td>4 weeks</td>
<td>€ 600</td>
</tr>
<tr>
<td><strong>Microsite</strong></td>
<td>Microsites are ideally suited to presenting yourself individually to your target group as a competent partner on a specific topic. The articles come from you: Up to 5 extensive articles. Possible formats: Texts, videos, downloads, image and audio files. Promotion of the microsite via newsletter and social media</td>
<td>6 months</td>
<td>€ 7,200</td>
</tr>
</tbody>
</table>

Further details: https://werben.rudolf-mueller.de/service
Newsletter

The newsletter provides you with the most important personnel news, running deals, project development and financing. From the daily flood of news, we filter out the relevant content for you and deliver it directly to your email inbox twice a week. Our themed newsletter provides you with exclusive specialist articles on the respective theme every Tuesday. On Friday you will find the most important news of the week – so you are always well informed. Register for free and be always up-to-date.

Take advantage of our great monthly offers from now on! See page 19

Performance*

* Source: Optimizley
** As at 01/10/2022

Publication frequency: Every Tues. & Fri.
Delivery addresses: 5,312**
Opening rate (unique): 53.67 %**
### Newsletter (continued)

#### Advertising forms and prices

<table>
<thead>
<tr>
<th>Advertising form</th>
<th>Format</th>
<th>Price in euros per dispatch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text advertisement plus image</td>
<td>Headline max. 45 characters, text max. 300 characters plus link Image, jpg, at least 72 dpi in image size, 16:9</td>
<td></td>
</tr>
<tr>
<td><strong>Full banner</strong></td>
<td>598 x 80 pixel</td>
<td></td>
</tr>
<tr>
<td><strong>Full banner or text ad plus image</strong></td>
<td>March, April, May, July, August, September, November per month</td>
<td>2,290</td>
</tr>
<tr>
<td></td>
<td>February, June, October per month</td>
<td>2,090</td>
</tr>
<tr>
<td></td>
<td>January, December per month</td>
<td>1,850</td>
</tr>
<tr>
<td>Data volume up to 1 MB</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As of 10/2022. Prices valid from 01/01/2023. All prices are exclusive of value-added tax. The General Terms and Conditions at werben.rudolf-mueller.de/agb apply. Subject to change!
Stand-alone newsletter

Send a “stand-alone newsletter” with us to all our registered users. The info letter is sent in the name of immobilienmanager and contains 100% customer content.
Link to further information on your website or to your customer integration within our website.
The stand-alone newsletter ensures you absolute and maximum exclusivity in spreading your message. It allows you to communicate with interested users who have actively registered for topical info letters via double opt-in. The layout, texts and graphics/imag-es will be individually designed by you.
Reach the decision makers of the property industry digitally with us!

Delivery addresses: 9,600 (01/10/2022)

Advantages of the info letters:
– Highest attention through 100% exclusivity
– Design of the info letter with your content

Advertising forms and prices:
Version 1 – based on our template construction kit
(incl. creation and one correction loop) ............................ € 3,580
Version 2 – based on the customer’s HTML template
(incl. creation and one correction loop) ............................ € 3,580
Version 3 – Programming of the newsletter by the publisher
(incl. creation and one correction loop) ............................ € 4,150

Additional correction loops will be charged (€100).

Specification: Total width 598 px, font Arial
We will be happy to provide you with a sample of the sponsored info letter.

Delivery address: anzeigenposition@rudolf-mueller.de

Delivery deadline: At least 15 working days before newsletter dispatch
Job advertisements

Our job advertisements on www.immobilienmanager.de are online 24/7 for your company.

You have the option to relieve your HR budget with interesting monthly packages. With your monthly package there is no limit to your job advertisements, so you get an immobilienmanager flat rate from us.

If you book half or annual packages straight away, you will receive free print job advertising in our magazine*.

**Budget:** Per month your flat rate is €490.

When booking the *half-year package, you will receive 2 print job advertisements in 1/4 page format. When booking the *annual package, you will receive 2 print job advertisements in 1/2 page format.
immobilienmanager AWARD

BE THE BEST – MEET THE BEST

With this motto, the fifteenth award ceremony of the renowned immobilienmanager Award will take place on 9 March 2023 at Motorworld in Cologne. In fifteen different categories, successful companies, projects and individuals in the property industry are honoured for their influence and thus shine far beyond the boundaries of the industry.

A top-notch independent jury of renowned experts from the property industry nominates up to three extraordinary and award-worthy candidates per category. The nominees in each category will receive multimedia attention from the time of announcement, both before and during the exclusive gala evening. In front of more than 400 top decision-makers in the industry, the winners will be awarded the immobilienmanager Award 2021 for their innovative achievements.

Dates:
Jury meeting: 12/01/2023
Announcement of the shortlist: 13/01/2023
Award ceremony: 09/03/2023

Prices:
Partnership: Prices on request
Application fee: € 295
Single ticket (maximum 6 tickets bookable): € 339*/€ 394
Corporate table (12 seats + preferred placement + logo): € 5,165*/5,825

*Reduced price for candidates

Further information is available at www.immobilienmanager.de/award

All questions and request regarding the award to award@immobilienmanager.de
imFokus event series

A topic in depth

The multimedia imFokus communication project highlights selected topics of the property industry on several channels: Print, online and as a hybrid event. While conventional articles, special issues or conferences usually deal with a topic only briefly and in isolation, our imFokus series provides an in-depth examination. The individual building blocks of the project interlock and ensure a great presence of the topic over several months.

Sponsorship models:
– Digital: including an online special on the topic
– Corporate: incl. participation in panel discussion
– Premium: incl. own individual speaker slot
– Premium Plus: incl. participation panel + individual speaker slot

Prices: ................................................................................................................. on request

An imFokus event sponsorship consists of:
1. Thematic prelude as part of the event
2. Our online special: Slightly delayed from the event, the topic is examined from different angles in several specialist articles
3. Cover story: in the following magazine issue, the topic is examined from different angles in several specialist articles

By combining this dynamic form of editorial work with an unusual event format, we continue to bring focal points to life.

You can reach up to 70,000 contacts with us.

Dates:
Success factor digitalisation ................................................................. 24/01/2023
ESG – techniques, digital, redevelopment, existing real estate, CO₂ .................. 30/03/2023
Logistics & investment .................................................................................. 23/05/2023
ESG – social, investments, digitization, funding, HR ........................................ 21/09/2023
Assetclass Healthcare ................................................................................... 30/11/2023
BIM World MUNICH

BIM World MUNICH is the leading platform for all topics relating to digitalisation in the architecture, engineering and construction sectors.

The annual event in Munich includes a two-day international congress and a fast-growing trade exhibition with open forums, as well as the BIM Town Innovation Area with pitch sessions and the Smart Building/Smart Construction Innovation World Cup awards. With more than 8,000 participants, numerous start-ups and over 200 expert speakers on six stages, as well as a rapidly growing exhibition, BIM World MUNICH brings together the entire BIM ecosystem and is the meeting place for industry partners.

The 7th BIM World MUNICH takes place live on the grounds of the ICM, the International Congress Center Munich, from 28-29 November 2023.

More information at www.bim-world.de

Contact person:
Christian Stammel (Managing Director)
info@bim-world.de
Telephone: + 49 8152 9988621

Healthy Construction Forum

The call for healthy buildings is becoming louder and louder, and with it the effort to avoid the causes of damage or pollutant emissions as early as the planning phase. Common buzzwords are healthy living, clean living, natural building materials and sustainability.

At the major congress in March 2023, Rudolf Müller will address the important issues surrounding healthy building: a wide range of lectures, practice-relevant workshops and intensive exchange with like-minded people will be the focus.

More information at www.forum-gesundes-bauen.de

Date: Healthy Construction Forum Congress, 23-24/03/2023, Scandic Frankfurt Hafenpark

Participants: 100 planners, architects and builders

Advertising and participation opportunities:
Trade fair stand 6 sqm (incl. 2 persons stand staff): € 1,320
Sponsoring (incl. trade fair stand 6 sqm, 2 persons, integration into the congress communication): € 3,480
Short presentation – optionally available (approx. 10 minutes): € 600
Corporate media

Corporate Podcast

In the Vordenker Podcast, the editorial team brings together one expert each from science and industry to the microphone every two months to discuss a topic relevant to the industry. The podcast is part of our new "imPlus" offer.

**Dates:** every two months

Use immobilienmanager to create your **corporate podcast** with us!

immobilienmanager brings you to the microphone as an expert.

Extend your reach with the "podcast" audio format

**Service catalogue when you create your customised corporate podcast with us:**

**Corporate podcast service catalogue:**
- Production of the corporate podcast in cooperation with the IMV editorial team
- Production of a 15-minute podcast
- If desired, invitation of another participant to the podcast
- Preparation of the podcast content

**We accompany the corporate podcast with:**
- 1 × advertisement in the newsletter with text message and logo
- 1 × advertisement via our social media channels (as at 01/10/2022 with just over 28,000 followers)
- Recording of the podcast and unrestricted availability for an unlimited period of time
- Integration into our YouTube channel
- You receive the right to your own distribution

**Price:** from € 2,550
Corporate media (continued)

IMV-Immo-Talk

Are you looking for a "catchy" format for addressing your topics? You want it to be quick and as fuss-free as possible?
Then opt for Immo Talk, the video forum "To Go".

Profile: You are interviewed via video call.
- The interview is conducted by a Programme Manager.
- Duration: approx. 5 minutes.
- The conversation focuses on the new product(s) and the technical information.
  You can talk about all the details here.
- The Zoom or Teams video call is recorded and post-processed by us.
- We publish the video and you get the rights for free distribution

Distribution: Message on our IMV platform with integration of the video
- Newsletter message with reference to the interview
- Social media postings directly on the video or on the message
- Integration into our YouTube channel
- You receive the right to your own distribution
- Supportive social media campaign on release (over 24,500 followers)

Budget for an interview: € 2,980
- Dates: Coordinating the interview date with you.
- Post-production and publication (duration unlimited)
- Invoicing on the following 15th of the month after receipt of order.
- The offer for an IMV-Immo-Talk is not discountable or eligible for agency discounts.
Corporate media (continued)

Do you want to develop a customer medium or are you looking for an individual communication solution? Then we can offer you a wide range of corporate media services. Examples from the portfolio:

- Print: Guidebooks, customer magazines, corporate books
- Digital: Microsites, videos, apps, e-magazines, podcasts
- Events: Content conceptualisation and media support of digital and live events
- Consulting: Market research, workshops

Your exclusive benefit: You determine the content goal. We support you in conceptualisation and implementation with our entire specialist media competence. We also offer you high-quality target group penetration for the distribution of your finished customer medium.

Conveying competence with special prints: Your specialist articles in our magazine and articles about your company underline your competence. You can also use these specialist articles for your own advertising.

- You stand out from your competitors with an exclusive media product.
- You benefit from the reputation of a market-leading specialist medium.
- You achieve an extraordinary attention value with your target group.
- You receive professional and personal content support from our competent team.
- You ensure that you benefit from a complete handling service by our team (conceptualisation, contents, layout, production, printing, dispatch, translation, etc.).

Further information: https://werben.rudolf-mueller.de/service

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<thead>
<tr>
<th>As internet PDF – digital</th>
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</tr>
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<tbody>
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<table>
<thead>
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<tbody>
<tr>
<td>Description</td>
<td>Price (euros)</td>
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<tr>
<td>High-resolution print file in PDF format for passing on to your own print shop</td>
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<td>Unlimited print run; unlimited reprint right</td>
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<tr>
<td>Including authorisation to distribute your prints</td>
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</tbody>
</table>
The brand world of the Rudolf Müller Mediengruppe

4builders

ausbau.praxis.de

b fb barrierfrei bauen

B+B Bauen im Bestand

b mH bauen mit Holz

Baumarkt Manager

Baustoff Markt

baustoff wissen.de

DD/H Das Dachdecker-Handwerk

Der Zimmermann

Emergency Trutz

F+P Fliesen und Platten

Im immobilienmanager

Klempner Magazin

M&T Metallhandwerk & Technik

Motorist

S+B Schloss- und Beschlagmarkt

Sicherheits Magazin

T+I Technische Isolierung

T+A Trockenbau und Ausbau

zunft schwestern
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