

Advertising Media

- Target Audience/ Channel
- Portals
- Online Trade Fairs
- Newsletter**

- Submission and Technical Data
- Publisher Information



Online Newsletter

Return to Overview

Immobilienverwaltungs-Newsletter

Deutsche Version



Optimize the effectiveness of your advertising campaign through the cross-media combination with our newsletters:

- Increased awareness and a greater reach
- Targeted and direct address to your target group without spreading loss
- Address the decision-making target groups on all levels of communication

Crossmedia Thema Immobilien

Print Immobilienwirtschaft

Online immobilienwirtschaft.de  
haufe.de/immobilien  
meineimmobilie.de

Newsletter  
meineimmobilie-Newsletter  
Immobilienwirtschaft-Newsletter  
Haufe eBooks-Newsletter

Target Audience

Managers of private and nonresidential property

Performance Data

|                |           |
|----------------|-----------|
| Subscriptions: | 10.300    |
| Frequency:     | weekly    |
| Release date:  | Wednesday |

As of 10/10

Advertising Formats and Rates

Prices valid to 31.12.2011. All prices are quoted excluding VAT.

Anzeigenformen Newsletter



| No. | Advertising media            | max. Pixel (BxH) | max. KB | Price   |
|-----|------------------------------|------------------|---------|---------|
| Nr. | Werbemittel                  | max. Pixel (BxH) | max. KB | Preis   |
| 1   | Textadvertising with image * | 120 x 120        | 20      | 600,- € |
| 2   | ContentAD                    | 300 x 250        | 50      | 750,- € |
| 3   | Promotionfläche              | 500 x 250        | 50      | 750,- € |

File formats: jpg or gif (no animation for textadvertising)

\* Text advertising: max. 300 characters, headline max. 65 characters, links max. 40 characters

Contact Persons

Director of Sales Online

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E-Mail

Key Account Management

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Tobias Schmid  
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Special Advertising Format Standalone



Create a newsletter in your own look&feel and adress your target audience directly.

| No. | Features                               |
|-----|--|
| 1   | An introduction by our editorial staff |
| 2   | HTML template with your content        |
| 3   | Editorial                              |

Standalone-newsletter on demand.

Conditions

Terms of payment  
Net 10 days after receipt of invoice

Agency commission  
15% for booking via agencies

Submission of advertising material  
Submit 7 business days prior to date of publication to [onlinewerbung@haufe.de](mailto:onlinewerbung@haufe.de)

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