

Advertising Media

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

Submission and Technical Data

Publisher Information



Online Newsletter

Return to Overview

Immobilienwirtschaft-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
- Immobilienverwaltung Newsletter
- Haufe eBooks-Newsletter

Target Audience

CEOs of real estate companies, real estate agents, developers, asset managers, project developers, administrators and investors

Performance Data

Subscriptions:	9.700
Frequency:	twice a week
Release date:	Tuesday and Thursday

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
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

Silke Brühl
 0931/27 91 555
 0931/27 91 477
 E-Mail

Key Account Management

Dominik Castillo
 0931/27 91 751
 0931/27 91 477
 E-Mail

David Zenetti
 0931/27 91 752
 0931/27 91 477
 E-Mail

Tobias Schmid
 0931/27 91 753
 0931/27 91 477
 E-Mail

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

Haufe-Lexware GmbH & Co. KG
 Niederlassung Würzburg; Unternehmensbereich Media Sales
 Im Kreuz 9; 97076 Würzburg
 Tel. 0931 2791-400; Fax +49 931 2791-477
onlinewerbung@haufe.de