

Advertising Media

- > Target Audience/ Channel
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- > **Newsletter**

Submission and Technical Data

Publisher Information



Online Newsletter

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meineimmobilie-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 Topic Immobilien

Print

Immobilienwirtschaft

Online

- immobilienwirtschaft.de
- haufe.de/immobilien
- meineimmobilie.de

Newsletter

- Immobilienverwaltung-Newsletter
- Immobilienwirtschaft-Newsletter
- Haufe eBooks-Newsletter

Target Audience

Property owners, landlords and administrators

Performance Data

Subscriptions:	18.500
Frequency:	weekly
Release date:	Tuesday or 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
1	Textadvertising with image *	120 x 120	20	700,- €
2	ContentAD	300 x 250	50	850,- €
3	PromotionAD	500 x 250	50	850,- €

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

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

Contact Persons

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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

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