

Media Data 2024

Print and online · Effective 1 January 2024

IMMOBILIEN
BUSINESS

IMMOBILIEN BUSINESS – The Swiss real estate magazine

www.immobilienbusiness.ch
www.immo-jobs.ch



IMMOBILIEN BUSINESS at a glance:

- Total print run 6,025 copies
- Published 10x a year
- Reaches around 25,000 real-estate-savvy readers in Switzerland and abroad
- Language: German
- With French Special Edition



Hypothesen:
PKs bleiben am Ball
S. 10

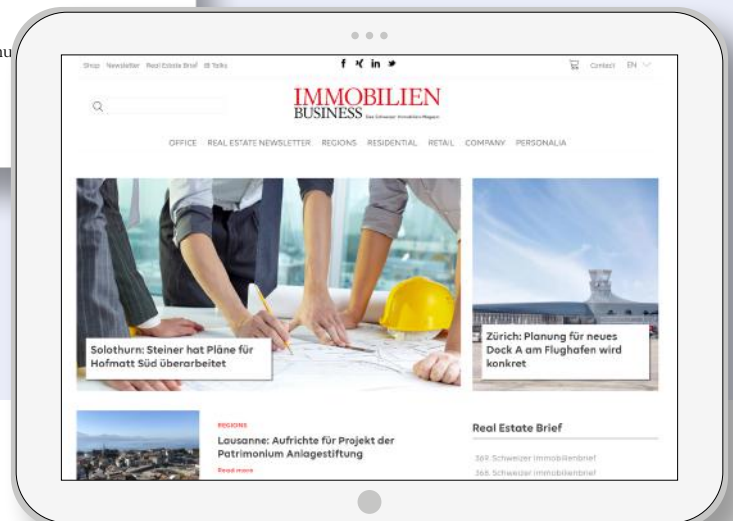


Fonds:
Höhere Risikobereitschaft
S. 16



Trend:
Neue Tourismuskonzepte
S. 12

IMMOBILIEN BUSINESS
New layout coming in 2024



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A Galledia company

 **FACHMEDIEN**

Index of contents

<u>Content & circulation</u>	3
<u>Readership</u>	3
<u>Schedule 2024</u>	4
<u>Formats & prices</u>	5
<u>Additional advertising forms</u>	8
<u>French Special Editions</u>	9
<u>Supplements</u>	10
<u>Online offer/ immobilienbusiness.ch</u>	11
<u>Immobilien Business newsletter</u>	12
<u>Schweizer Immobilienbrief</u>	13
<u>Online offer/ immo-jobs.ch</u>	14
<u>Social media</u>	15
<u>Schweizer Immobiliengespräche</u>	16
<u>Contact</u>	17



Magazine positioning

Positioning

For 30 years, IMMOBILIEN Business has been Switzerland's independent business magazine specialising in real estate, real-estate investments and financing, asset and portfolio management, facility management, locations, development, construction, architecture, PropTech companies and real-estate innovations etc.

Character

IMMOBILIEN Business is acknowledged as a leading medium in the Swiss real-estate sector. Thanks to the profound expertise of the editors, the magazine enjoys a high level of acceptance and credibility among its readers. Schweizer Immobilienbrief – the e-paper for the Swiss real-estate business – along with our website, newsletter and the Schweizer Immobiliengespräch events are all part of the cross-media approach designed to offer a more in-depth perspective and expand the reach of certain topics and articles.

Editorial concept

The editorial concept has a clear focus on the topics currently most relevant to its specialised readers as well as practical content. Respected business and real-estate journalists report on the latest trends and developments in the industry. The editors explore the most interesting market stories in well-researched articles and professional interviews, in addition to featuring major companies and market stakeholders in the following categories:

Title story

Title stories deal with the 'big issues' currently affecting the industry – projects, plans and ideas, tendencies, trends and strategies. Who and what is driving the markets? Who pulls the strings and what trends are emerging? Decision makers and market observers have their say in interviews and columns.

Trends

Current benchmarks and key figures, reports on the development of individual market segments, such as office, retail, residential, hotel, logistics, specialised real estate, corporate real estate, public-private partnerships. Reports on emerging trends in the Swiss and international real estate markets.

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Circulation / Readership

Circulation figures

Print run	6 025 copies
WEMF/KS Circulation Certificate 2023	2 850 copies
Total paid circulation	2 398 copies
Zurich, Basel, Geneva airports	500 copies
Real-estate-related study programmes	700 copies
Trade show and event circulation	1 000 copies
Collaborations	560 copies

The actual circulation figures may differ slightly.

Readership

Each month, the magazine reaches around 25,000 (readers per copy = 3.735) real-estate-savvy readers in Switzerland and abroad.

The target group includes real-estate funds and real-estate stock companies, institutional investors, banks, insurance companies, pension funds, investment foundations, project developers and property developers (general and sole contractors), private equity funds and family offices, real-estate financiers, valuers, planners and architects, asset, property and facility managers, administrators and agents, consultants and appraisers as well as government agencies. The majority of readers are leaders and top leaders with above-average purchasing and investing power.

Subscription service / Prices in CHF including VAT.

Galledia Fachmedien AG, Burgauerstrasse 50, 9230 Flawil
T +41 58 344 95 69, abo.immobilienbusiness@galledia.ch

Copy price	14.–	
Subscriptions	Switzerland	Foreign
Annual subscription	140.–	210.–
Annual subscription + IB Talks (1 admission)	170.–	
2 years	270.–	410.–
Trial subscription	25.–	45.–
Students 20% discount		

[Back to overview](#)

Issue	Main topics	Trade shows / events*	Booking deadline	On-sale date
2/2024	Market forecast 2024 Regional focuses: Zurich	· Immo'24, Zurich, 17/18 Jan · Schweizer Immobiliengespräch, Zurich, 22 Feb	10.01.2024	01.02.2024
3/2024	Real-estate investment markets, infrastructure Regional focuses: Eastern Switzerland French Special Edition see p. 9	· MIPIM, Cannes 12–15 Mar · Immo Dialogue East, St. Gallen, 21 Mar	07.02.2024	29.02.2024
4/2024	Proptech & digitalisation, office markets, training Regional focuses: Lucerne, Basel	· Schweizer Immobiliengespräch in cooperation with RICS, Lausanne, 16 Apr	18.03.2024	11.04.2024
5/2024	Healthcare real estate, innovation & digitalisation Regional focuses: Central Switzerland	· Schweizer Immobiliengespräch in cooperation with BFH, Berne, 14 May · Schweizer Immobiliengespräch, Zurich, 4 Jun	12.04.2024	08.05.2024
6/2024	Holiday properties, Swiss hotel markets Regional focuses: Ticino		14.05.2024	06.06.2024
7-8/2024	Who's Who – 100 names Regional focuses: Western Switzerland French Special Edition see p. 9		19.06.2024	11.07.2024
9/2024	Facility management, innovation & digitalisation Regional focuses: Bern, Espace Mittelland		07.08.2024	29.08.2024
10/2024	District development Regional focuses: Expo Real	· Schweizer Immobiliengespräch, Zurich, 24 Sep · Expo Real, Munich, 7–9 Oct	03.09.2024	26.09.2024
11/2024	Retail and logistics real estate, innovations Regional focuses: Lausanne, Valais	· Schweizer Immobiliengespräch in cooperation with RICS, Zurich, 20 Nov	09.10.2024	31.10.2024
12/2024 –1/2025	Mountain regions, real-estate investment markets, outlook 2025 Regional focuses: Espace Mittelland		20.11.2024	12.12.2024

* Trade shows & events

can be found at www.immobilienbusiness.ch and in our weekly newsletter.

Additional copies at the airports:

All issues of IB (German and French) are available on publication at the airports in Zurich, Basel and Geneva.

[Back to overview](#)

Magazine format 210 × 280 mm
Print area 178 × 252 mm

Advertisements

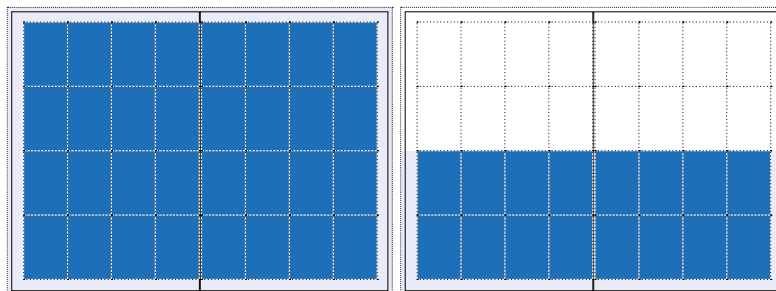
	4-colour
1/1 panorama page	13 200.–
1/2 panorama page	8 600.–
1/1 page	7 500.–
junior page	6 100.–
1/2 page	5 200.–
1/3 page	3 800.–
1/4 page	2 600.–
1/6 page	1 850.–
1/8 page	1 350.–
1/12 page	950.–

Cover pages

Inside front cover	8 300.–
Inside back cover	7 900.–
Back cover	8 900.–

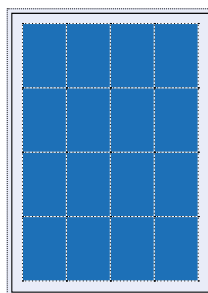
New layout 2024: Please note our new ad formats.

TA = type area
 bl = bleed edges allow 3 mm trim

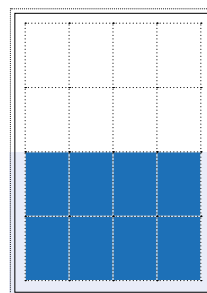


1/1 panorama page
 388 × 252 mm TA
 420 × 280 mm bl

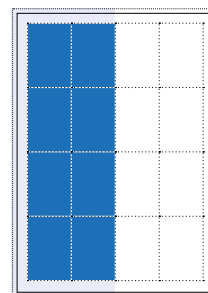
1/2 panorama page
 388 × 124 mm TA
 420 × 138 mm bl



1/4 page
 178 × 252 mm TA
 210 × 280 mm bl



1/2 page horizontal
 178 × 124 mm TA
 210 × 138 mm bl



1/2 page vertical
 87 × 252 mm TA
 103 × 280 mm bl

Terms & Conditions

Frequency discounts 3 × 5% · 6 × 10% · 9 × 15% · 10 × 20%

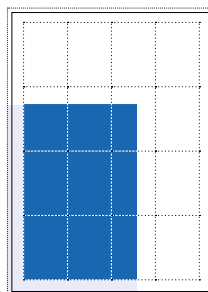
Combination discount Book a combination of IMMOBILIEN Business and IMMOBILIER Romand and get a 25% discount on both advertisements!

Placement surcharge 10%

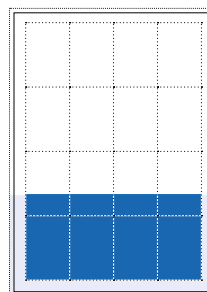
Agency commission 10%

All surcharges are eligible for discount and agency commission, except for technical costs/postage costs.

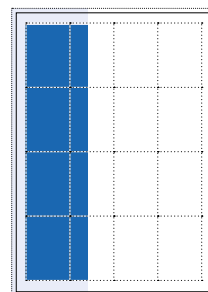
All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.



Junior page
 117 × 168 mm TA
 133 × 183 mm bl



1/3 page horizontal
 178 × 82 mm TA
 210 × 97 mm bl



1/3 page vertical
 56 × 252 mm TA
 72 × 280 mm bl

Technical specifications

Digital data Whenever possible, we prefer high-end PDFs in Euroscale (note: fonts must be embedded).

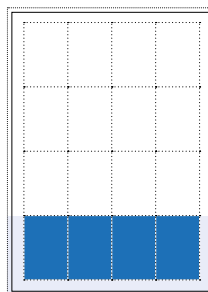
Colour management For more detailed information on colour management, please consult the [colour management specifications](#).

Print materials Print-ready PDF by e-mail to: immobilienbusiness@fachmedien.ch. Any costs incurred for the production of print material will be charged separately at cost.

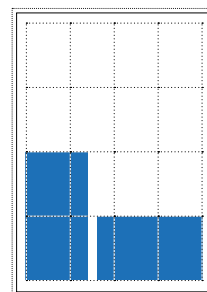
Printing method Sheet-fed offset

Colours 4-colour scale **Paper** Coated

Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil

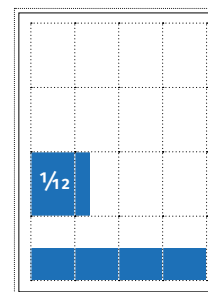


1/4 page horizontal
 178 × 60 mm TA
 210 × 75 mm bl



1/6 page vertical
 56 × 124 mm TA

1/6 page horizontal
 117 × 60 mm TA



1/6 page horizontal
 178 × 28 mm TA
 210 × 43 mm bl

1/2 page vertical
 56 × 60 mm TA

[Back to overview](#)

Special ads – Formats and prices in CHF excluding VAT

Financial market ads

Magazine format

210 × 280 mm

Print area

178 × 252 mm

Financial market ads

4-colour

Placements on real-estate financial market pages are limited.

1/1 page

8190.–

1/2 page

5800.–

1/8 page

2500.–

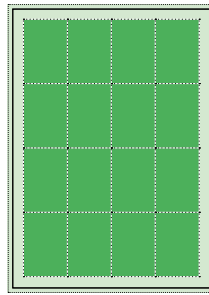
Island ad

1190.–

Logo ad

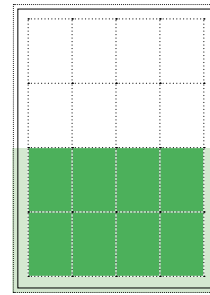
640.–

TA = type area
bl = bleed edges allow 3 mm trim



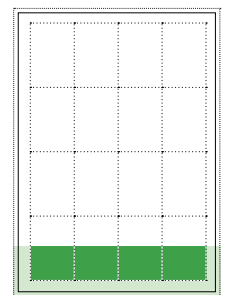
1/1 page

178 × 252 mm TA
210 × 280 mm bl



1/2 page horizontal

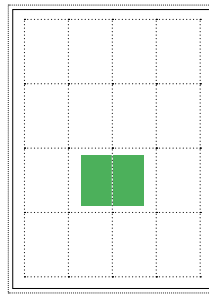
178 × 124 mm TA
210 × 138 mm bl



1/8 page horizontal

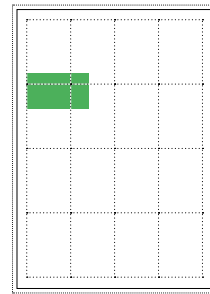
178 × 28 mm TA
210 × 43 mm bl

New layout 2024: Please note our new ad formats.



Island ad

56 × 50 mm TA



Logo ad

56 × 32 mm TA

Special ads – Formats and prices in CHF excluding VAT

Category ads

Category ads

Jobs / properties / training and continuing education

4-colour

1/1 page

4500.–

1/2 page

3000.–

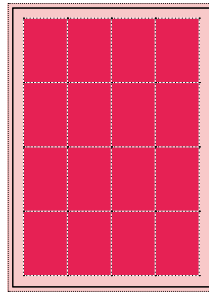
1/4 page

1600.–

1/6 page

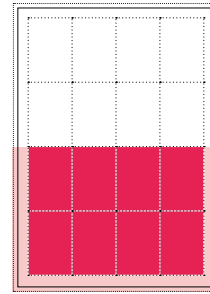
1050.–

New layout 2024: Please note our new ad formats.



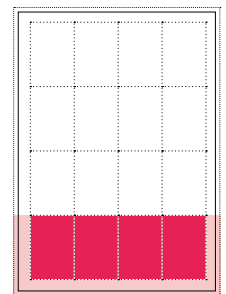
1/1 page

178 × 252 mm TA
210 × 280 mm bl



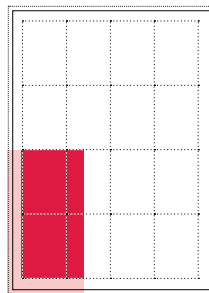
1/2 page horizontal

178 × 124 mm TA
210 × 138 mm bl



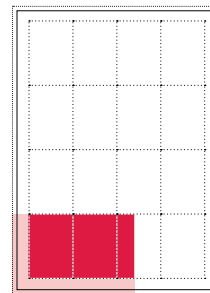
1/4 page horizontal

178 × 60 mm TA
210 × 75 mm bl



1/6 page vertical

56 × 124 mm TA
67 × 138 mm bl



1/6 page horizontal

117 × 60 mm TA
126 × 74 mm bl

[Back to overview](#)

Magazine format

210 × 280 mm

Print area

178 × 252 mm

Innovation / Residential ads

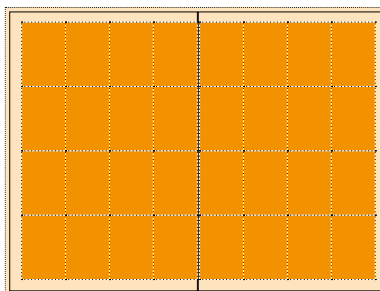
4-colour

Suppliers only. Placements on the residential pages are limited.

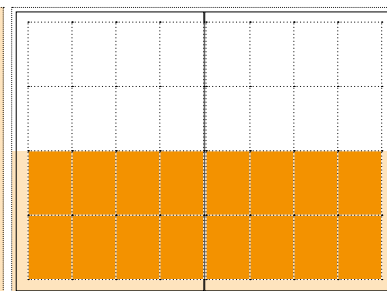
1/1 panorama page	9100.–
1/2 panorama page	5700.–
1/1 page	5200.–
1/2 page	3900.–
Junior page	3600.–
1/3 page	2800.–
1/4 page	2200.–
1/6 page	1450.–
1/12 page	850.–

New layout 2024: Please note our new ad formats.

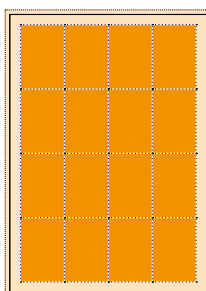
TA = type area
bl = bleed edges allow 3 mm trim



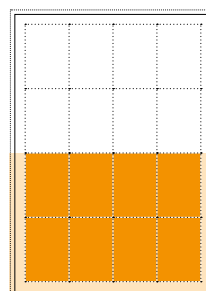
1/4 panorama page
388 × 252 mm TA
420 × 280 mm bl



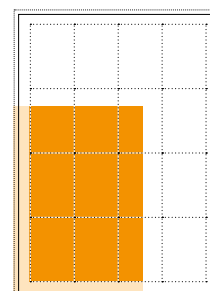
1/2 panorama page
388 × 124 mm TA
420 × 138 mm bl



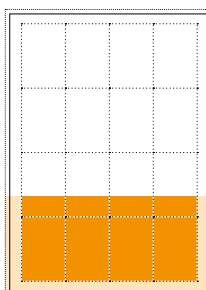
1/1 page
178 × 252 mm TA
210 × 280 mm bl



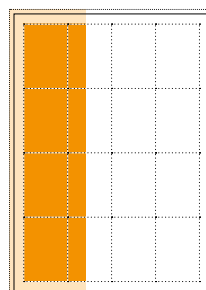
1/2 page horizontal
178 × 124 mm TA
210 × 138 mm bl



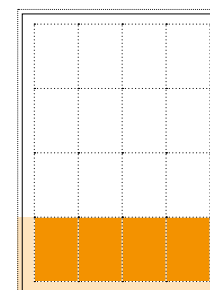
Junior page
117 × 168 mm TA
133 × 183 mm bl



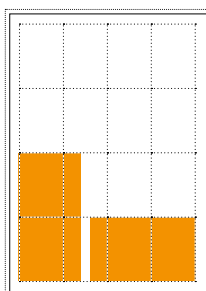
1/3 page horizontal
178 × 82 mm TA
210 × 97 mm bl



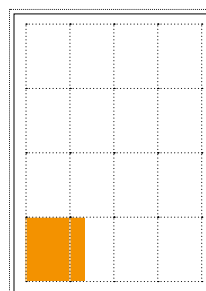
1/3 page vertical
56 × 252 mm TA
72 × 280 mm bl



1/4 page horizontal
178 × 60 mm TA
210 × 75 mm bl



1/6 page vertical
56 × 124 mm TA



1/12 page vertical
56 × 60 mm TA

1/6 page horizontal
117 × 60 mm TA

Additional advertising forms

Advertorial

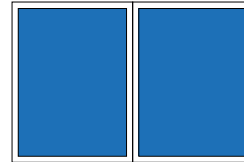
In some cases, a successful advertising presence requires a more complex form of communication. Advertorials positioned within an editorial context are well suited for this purpose

- Clearly emphasised with graphical elements
- Eye-catching

The design and layout are defined by the publisher. One cycle of proofreading is included in the price. Print material such as images, text, contact, logo, QR code etc. must be delivered one week before the copy date.

Advertorial Maxi

2/1 page, 4-colour
 Characters approx. 4800 inc. spaces
 Images 2 - 3
 Advertising value 13200.-



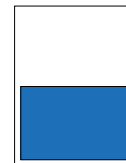
Advertorial Midi

1/1 page, 4-colour
 Characters approx. 2800 inc. spaces
 Images 1 - 2
 Advertising value 7500.-



Advertorial Mini

1/2 page, 4-colour
 Characters 1500 inc. spaces
 Images 1
 Advertising value 5200.-



<p>Publireportage 34</p>  <p>Der Blick in den Innenhof der Sternenhalle zeigt die perfekte Kombination aus Industrie und Moderne.</p> <h2>Uze AG: Immobilien für Generationen</h2> <p>Divers, weitreichend und nachhaltig: Ein Blick ins Portfolio der Uze AG lässt kaum Wünsche offen. Jedes Projekt steht für Innovation und Lebensqualität pur. Historische Gebäude werden mit Feingefühl saniert, Tradition und Moderne verschmelzen. Das Ostschweizer Immobilienunternehmen kombiniert langjährige Erfahrung mit Expertise, stets mit Blick auf die Vergangenheit, Gegenwart und Zukunft.</p> <p>Über 120 Jahre schon schafft das traditionsreiche Immobilienunternehmen Lebensorte mit spürbarem Mehrwert für die Menschen und Regionen. Als Familienunternehmen sind Beständigkeit, Weisheit und Nachhaltigkeit zentral für die Uze AG. Seit der Gründung 1892 ist das vielfältige Unternehmen in den Händen der Familie Bühler und eng mit dem Standort Luzern verbunden. Das zeigt sich auch im Namen, der vom Dorfbuch stammt. Die Uze AG steht für Herkunft und Geschichte, für stetige Bewegung und Entwicklung – und für innovative und beeindruckende Immobilienprojekte aus seiner Hand und mit dem gewissen Etwas.</p> <p>Nachhaltige Wohnräume für alle Ein idyllischer Park im Blumenhess zum Verweilen, ein Café als Treffpunkt, der entspannte Wohnwahrer für Fam-</p> <p>«Ihre Immobilienpartnerin für zukünftige Projekte.»</p> <p>Etwas weiter nördlich an zentraler Lage im Ort verwirklicht das Unternehmen 25 ganz besondere Lebensräume. In modernen und komplett eingerichteten Serviced Apartments lässt man sich auf Zeit nieder. Der Umbau zeigt sehr deutlich das Versprechen des Familienbetriebs. Um CO₂-Emissionen zu verringern, werden die ursprünglichen Holzelemente des Werkstattraums erhalten und umgebaut. Dadurch wird der besondere Charme des Industriebetriebs erhalten und mit heutigen Ansprüchen an einen Wohnraumverknüpft.</p> <p>Perfekter Ort für lebenslanges Lernen Die viele Generationen der Uze AG mit ihrer eigenen Geschichte wird auch bei diesem besonderen Projekt sichtbar: Die Bühler Group baut auf dem bestehenden Innovationscampus rund um den bekannten CUBIC einen Ort, an dem</p>	<p>IMMOBILIEN BUSINESS, 3/2023</p>  <p>Der offene und einladende Eingangsbereich des BEC geht nahtlos über in das grosszügige und von Tageslicht durchflutete Innere des Neubaus.</p> <p>Der Fokus liegt dabei auf der Verschmelzung der Innen- und Aussenräume. Eine Besonderheit sind flexible Verbindungsräume, womit ganz individuelle Grundrisse geschaffen werden. Das Herzstück der Erdgeschosswohnungen ist der Patio mit südlich ausgerichteter Pergola. Ein solch zweckmässiges und dekoratives Element befindet sich auch zwischen den Häusern, wo sich die Bewohnerinnen und Bewohner der Solstrasse treffen und zum Beispiel barock sammeln, was sie im Gemeinschaftsgarten anpflanzen werden.</p> <p>Die Solstrasse fügt sich nahtlos ins Portfolio des Ostschweizer Unternehmens ein und bringt eine Privé Uze AG ins Zürcher Unterland.</p> <p>Neu: Solstrasse Blüsch</p> <p>Vom Gewerbegebiet zum Wohnquartier: Am Ortsrand von Blüsch plant die Uze AG ein weiteres Projekt (Baustart Frühjahr 2024). Dort sollen zwei moderne, nachhaltig gebaute Häuser mit unterschiedlich grossen Wohnungen entstehen.</p> <p>Die Raumkomposition für unterschiedliche Bedürfnisse: Von Lernorten für die handwerkliche Grundbildung über Bereiche, um sich theoretisches Wissen einzubringen, bis hin zu Räumen, in denen man sich der gesundheitlichen Prävention widmet – die Uze AG berücksichtigt bei der Planung alle Nutzungswünsche und schafft mit einer ganz eigenen, flexiblen Architektur eine Identität, die den renommierten Technologiekonzernen widerspiegelt.</p> <p>Industriemilieu trifft auf Genuss Um etwas Echtes, Bewusstes geht es auch beim jüngsten Gestirpsprojekt des Uze AG Immobilienbüros. Wo früher Bier gebraut wurde, lädt heute das Restaurant Löwengarten zum Genuss ein. In der ehemaligen Abfüllerei der Brauerei in Rorschach fallen</p> <p>«Wir übernehmen Verantwortung für die kommenden Generationen.»</p> <p>dem die positive Energie als wichtigste Ressource für die Ausbildung, Gesundheit und Präsenz des Menschen im Zentrum steht. Im Bühler Energy Center (BEC) investiert auf 5.000 m² die idyl-</p> <p>Tabara Höpfer, Geschäftsführerin</p> <p>www.uzesh.ch www.hrpartner.ch www.restarant-loewengarten.ch</p>
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Sample 2/1 page

[Back to overview](#)

French Special Editions

The French-language Special Editions are enclosed as a loose supplement in the main issue. They are also sent to selected conferences and events and distributed at trade shows in Germany and abroad. The French-language Special is also available free at Geneva Airport. Reach your target group in the innovative market environment of French-speaking Switzerland with your advertisement in the French-language Special Editions.

Advertising formats and rates for IMMOBILIER Romand are the same as for IMMOBILIEN Business (from page 5).

Book a combination of IMMOBILIEN Business and IMMOBILIER Romand and get a 25% discount on both advertisements.

March issue for MIPIM 2024

Special edition for Europe's leading real-estate exhibition

Current projects in the western Swiss cantons are presented and analysed. Place your ad in the special supplement for the MIPIM in Cannes and reach key decision-makers and players in French-speaking Switzerland.

Copy date 13 February 2024

On-sale date 29 February 2024



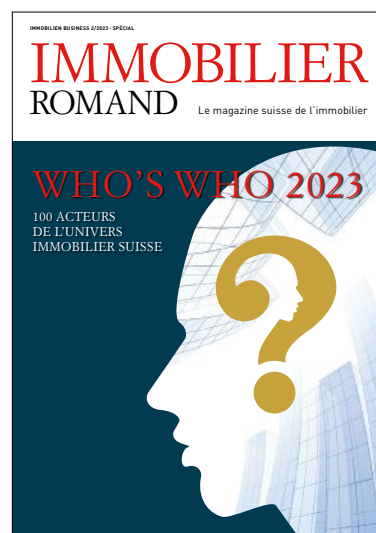
Who's Who 2024

100 acteurs de l'univers immobilier suisse

The Who's Who of the world of Swiss real estate. The July issue traditionally features the 100 most important players in the Swiss real-estate sector. Take advantage of the high level of attention paid to the Who's Who for your ad placement.

Copy date 25 June 2024

On-sale date 11 July 2024

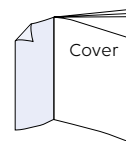


[Back to overview](#)

Loose/bound inserts – Rates and formats in CHF excluding VAT

Quantity to be supplied: 6 025 copies

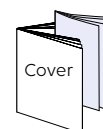
Flying Page front	Format¹ 105 × 280 mm	Total² Price
2x 1/2 page		9 500.–



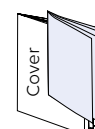
Flying Page front

Loose inserts	Format min. A6 / Format max.¹ 210 × 280 mm				
Inserted loosely	per 1000 copies			Invoiced circulation	Total² Price
	Advert. value	Tech. cost	Total		
up to 25 g	1200.–	45.–	1245.–	6 025	7 501.–
up to 50 g	1400.–	45.–	1445.–	6 025	8 706.–
up to 75 g	1600.–	45.–	1645.–	6 025	9 911.–

Loose insert outside					
up to 25 g	1200.–	45.–	1245.–	6 025	7 501.–
up to 50 g	1400.–	45.–	1445.–	6 025	8 706.–
up to 75 g	1600.–	45.–	1645.–	6 025	9 911.–

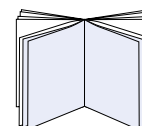


Loose insert inside



Loose insert outside

Bound inserts	Format min. A6 / Format max.¹ 210 × 280 mm				
Centrefold					
up to 25 g	1200.–	40.–	1240.–	6 025	7 471.–
up to 50 g	1400.–	40.–	1440.–	6 025	8 676.–
up to 75 g	1600.–	40.–	1640.–	6 025	9 881.–

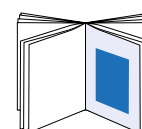


Bound insert centrefold

Attachment Cover	Format on request					
	per 1000 copies			Invoiced circulation	Intermediate total	Total² Price
	Advert. value	Tech. cost	Total			
Master ad	350.–	120.–	470.–	6 025	2 832.–	12 132.–
Inside page	300.–	120.–	420.–	6 025	2 531.–	10 031.–
Master ad					7 500.–	



Attachment cover



Attachment inside

¹ For bleed edges allow 3mm trim on all sides

² Total price plus postal charges

Other special formats on request

Loose/bound inserts over 75g on request

Postal rates	per 1000 copies
up to 25 g	14.–
up to 50 g	28.–
up to 75 g	42.–

Terms

Agency commission 10 %

Discount Loose inserts, bound inserts and attachments are not eligible for a contract discount. Agency commission only.

Delivery of inserts Please refer to Galledia's Guidelines for the delivery of inserts [delivery of inserts](#).

Production Take advantage of our expertise in the production of print inserts. Commissioning us to produce your inserts reduces administrative effort for you and eliminates transport costs. You also benefit from our many years of experience in the production of quality print products.
For a non-binding quote, contact us at immobilienbusiness@fachmedien.ch.

All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

[Back to overview](#)

Online offer – immobilienbusiness.ch

The website www.immobilienbusiness.ch is your go-to address for the latest news and reports from the Swiss real-estate sector.

The dedicated editorial team of IMMOBILIEN Business researches the latest and most relevant news to supply you with a comprehensive overview of developments in the real-estate sector. On the IB website, readers can look forward to soundly researched facts and figures as well as valuable background information.

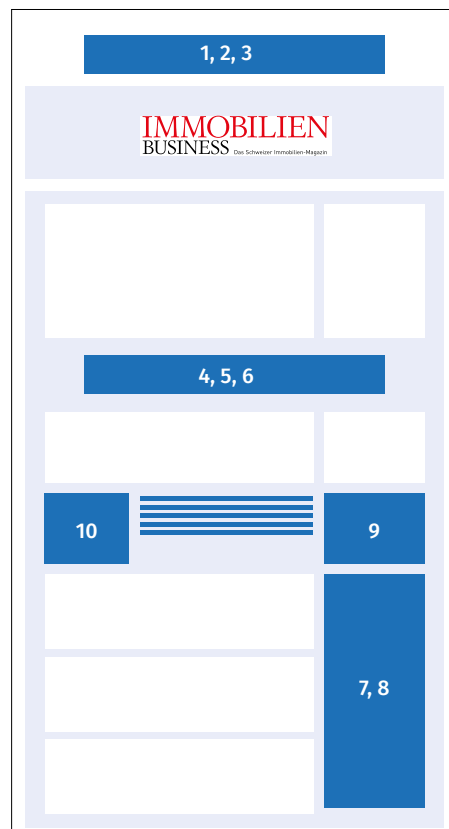
www.immobilienbusiness.ch

Advertising form	Format in pixels	Price 1 month
1 Leaderboard Top	728 × 90	2 730.–
2 Billboard Top	970 × 250	2 730.–
3 Wideboard Top	994 × 250	2 730.–
4 Leaderboard Second	728 × 90	2 570.–
5 Billboard Second	970 × 250	2 610.–
6 Wideboard Second	994 × 250	2 610.–
7 Wide Skyscraper	160 × 600	2 310.–
8 Halfpage Ad	300 × 600	2 310.–
9 Medium Rectangle	300 × 250	2 100.–
10 Text ad (gif, jpg, png only)		2 650.–
Headline 130 characters including spaces, image 600 × 400 px, link (supply with target URL)		

Online advertorial		3 400.–
Headline	45 characters including spaces	
Lead text	200 characters including spaces	
Basic text	2 500–3 000 characters including	
2–4 images	max. 3 000 × 3 000 px	
Link	Specify target URL	
Combination Online advertorial + text ad in NL		3 900.–

File size	max. 150 kB
File formats	HTML5, gif, jpg, png, Rich Media, Redirect
	<i>HTML5: Please refer to the Specifications on our website. Always send link separately.</i>
Number	max. 3 banners rotating
Runtimes	1 month

Home



Visitor numbers

Page views	80 700
Visits	53 000
Unique visitors	36 900

Monthly average figures, May–July 2023
Source: Google Analytics

All prices in CHF excluding VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

[Back to overview](#)

Newsletter IMMOBILIEN Business

The editorial newsletter of IMMOBILIEN Business is published on Thursdays and contains a summary of the daily news at www.immobilienbusiness.ch. The newsletter currently is read by approx. 5,693 registered subscribers from the real-estate, finance and business industries in Switzerland and abroad. Published weekly on Thursdays.

File size max. 80 kB

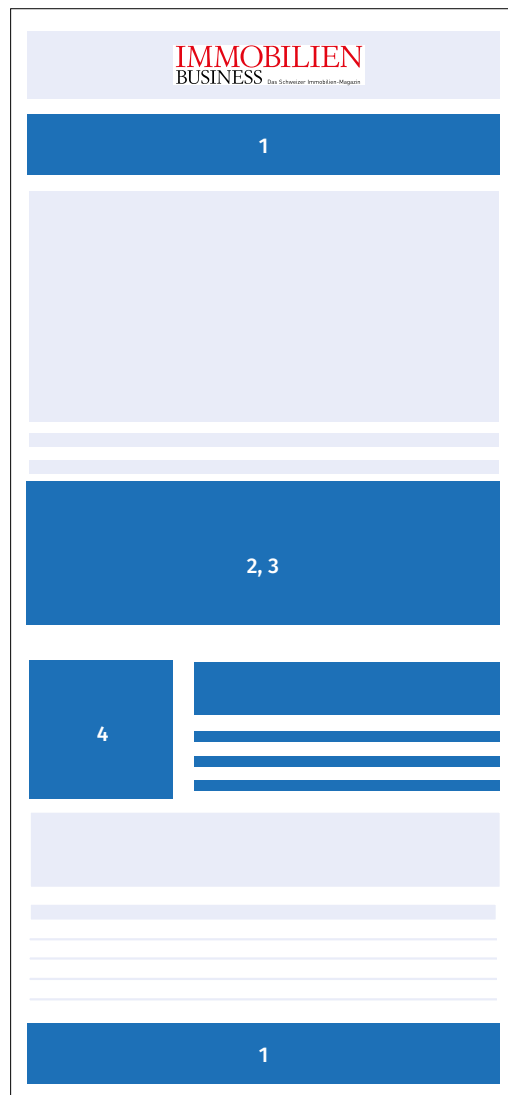
File formats jpg, png, gif

Advertising form	Format in pixels	1 issue	5 issues	10 issues
1 Leaderboard	728 × 90	990.–	4 600.–	8 200.–
2 Billboard	970 × 250	990.–	4 600.–	8 200.–
3 Wideboard	994 × 250	990.–	4 600.–	8 200.–
4 Text ad		990.–	4 600.–	8 200.–
Headline	max. 30 characters including spaces			
Lead	max. 250 characters including spaces			
Image	1 image, 600 × 600 px (square)			
Link	Supply with target URL			

Standalone newsletter

Secures you maximum attention through 100% exclusivity in getting your advertising message out to approximately 5,963 subscribers in the real-estate industry

Price per mailing, including production costs 3 950.–



Recipients

Newsletter subscribers	5 693
Open rate	42 %
Click rate	9.6 %

All prices in CHF excluding VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

[Back to overview](#)

Swiss Property Newsletter – The e-paper of the Swiss real-estate industry

The **Schweizer Immobilienbrief** which can be subscribed to at immobilienbusiness.ch, is published every two weeks on Tuesdays, 20 times a year. It features exclusive and in-depth reports on Swiss and foreign real-estate business.

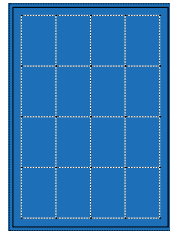
Rates and formats in CHF excluding VAT.

Ads 4-colour

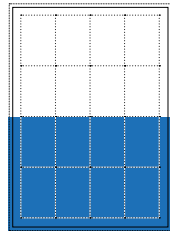
- 1/1 page** 3900.–
- 1/2-page** 2100.–
- 1/3-page** 1600.–
- 1/4-page** 1200.–
- 1/6-page** 1000.–
- 1/8-page** 300.–

Please supply ad copy in print quality (300 dpi).

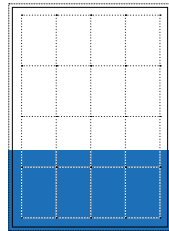
All formats bleed off; allow 3 mm trim all round



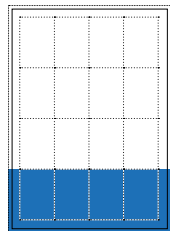
1/1 page
210 × 297 mm



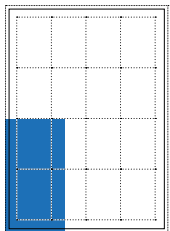
1/2 page horizontal
210 × 148.5 mm



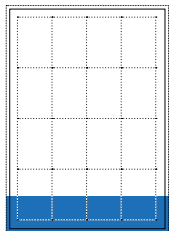
1/3 page horizontal
210 × 99 mm



1/4 page horizontal
210 × 74.3 mm



1/6 page vertical
70 × 148.5 mm



1/8 page
210 × 37.2 mm

The 2020 Curem (Centre for Urban & Real Estate Management, University of Zurich) media survey has recognised the **IMMOBILIEN Business** newsletter and Schweizer Immobilienbrief as the most widely read weekly and fortnightly electronic media in the real-estate industry.

Schweizer Immobilienbrief has around 4,000 subscribers, is sent out free and published at www.immobilienbusiness.ch.

Your advert can include a URL; **please include the target URL.**

Publication schedule

Issue	1st quarter	Issue	2nd quarter	Issue	3rd quarter	Issue	4th quarter
1/24	23 Jan 2024	6/24	2 Apr 2024	11/24	11 Jun 2024	16/24	8 Oct 2024
2/24	6 Feb 2024	7/24	16 Apr 2024	12/24	25 Jun 2024	17/24	22 Oct 2024
3/24	20 Feb 2024	8/24	30 Apr 2024	13/24	9 Jul 2024	18/24	5 Nov 2024
4/24	5 Mar 2024	9/24	14 May 2024	14/24	10 Sep 2024	19/24	19 Nov 2024
5/24	19 Mar 2024	10/24	28 May 2024	15/24	24 Sep 2024	20/24	3 Dec 2024

Print data must be received by 2.00pm on the Thursday prior to publication.

Online job market at Immo-Jobs.ch

immo-jobs.ch is a specialised online job market for the Swiss real-estate industry and related professions.

Targeting qualified applicants. The targeted focus of immo-jobs.ch on the Swiss real-estate sector guarantees job advertisers a relevant response from qualified applicants.

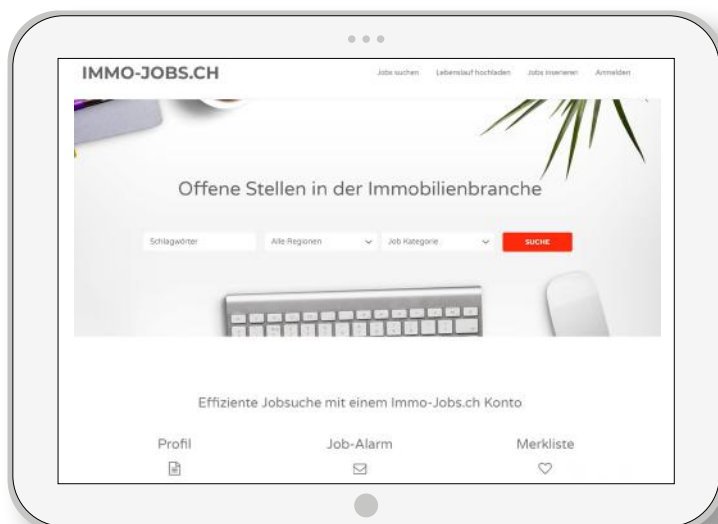
File size max. 150 kB

File formats jpg, png, gif

www.immo-jobs.ch

Offers	Runtime	Price
Job ad One-off online ad	60 days	360.–
Job ad Highlighted single online ad	60 days	560.–
Combination ad Highlighted individual online ad on immo-jobs.ch + one-off individual ad in the IMMOBILIEN business newsletter + company profile on immo-jobs.ch Mailed to 6 000 addresses, published weekly, open rate approx. 30 percent	60 days	1200.–
Combination ad Highlighted individual online ad on immo-jobs.ch + advertisement group in the IMMOBILIEN business newsletter Mailed to 6 000 addresses, published weekly, open rate approx. 30 percent	60 days	760.–
Combination ¼ print ad IMMOBILIEN Business + individual online ad	60 days	4200.–
Combination ½ print ad IMMOBILIEN Business + individual online ad	60 days	2600.–
Company profile on immo-jobs.ch	360 days	1200.–
Special offer 3 for 2 job ads	60 days	720.–
Special offer 5 for 3 job ads	60 days	1800.–

The special offer also applies to the combination with the newsletter.



Visitor numbers

Page views	7 000
Visits	1400
Unique visitors	1300

Monthly average figures, May–July 2023
Source: Google Analytics

All prices in CHF, excluding VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

[Back to overview](#)

Social media

Advertising on IMMOBILIEN Business social media channels

Besides the advertising opportunities in the print magazine, at the trade show event, in Immobilienbrief, on the website and in the newsletter, you can also reach users with posts presenting your services and content on the various IMMOBILIEN Business social media channels. To increase the reach of your social media posts, you also have the option of publishing the respective post on the network of your choice.

Offers	Price
Posting on all 3 channels (max. 1 post per week)	800.–
Handling fee for publication per post per channel (cost of advertising not included)	500.–

* Minimum 500.– handling fee, otherwise 15% handling fee on the advertising budget invested.

Xing

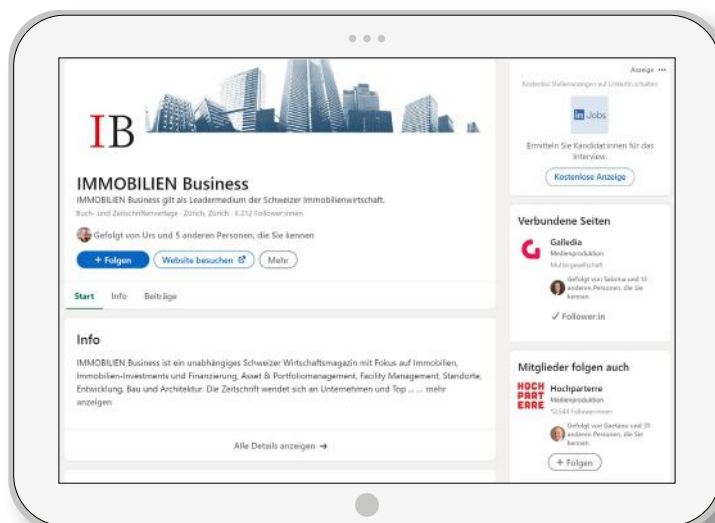
Image	min. 776 × 436 px, max. 4500 × 3500 px
Title	120 characters including spaces
Lead	200 characters are shown in the teaser
Post	1500 characters are possible as post text
Link	possible

LinkedIn

Image	min. 840 × 440 px, max. 4500 × 3500 px
Title/Lead	120 characters including spaces
Article	1300 characters (title, lead, post text), 200 characters are shown in the teaser
Link	possible, but is shortened by LinkedIn (e.g.: https://lnkd.in/dMfBZb6)

Facebook

Image	min. 500 × 300 px, max. 2000 × 2000 px
Title/Lead	total 340 characters including spaces
Link	possible
Posts	are labelled as an advertising feature («Anzeige»)



All prices in CHF excluding VAT. All advertising orders are subject to the General Terms and Conditions at www.fachmedien.ch.

[Back to overview](#)

Schweizer Immobiliengespräche

Events

The *Schweizer Immobiliengespräche* or Swiss Real Estate Talks provide the real-estate sector with information on current issues affecting the real-estate industry. The events are attended by 70 to 150 people. Presentations are given by established industry experts and followed by a panel discussion. The evening wraps up with drinks and snacks, giving attendees the opportunity for networking.

Dates and Locations 2024

Thu, 22 February 2024	Zurich
Tue, 14 May 2024	Berne
Tue, 4 June 2024	Zurich
Tue, 24 September 2024	Zurich

IB Talks in cooperation with RICS

Tue, 16 April 2024	Lausanne
Wed, 20 November 2024	Zurich

Networking

The Swiss Real Estate Talks are the ideal platform for people in the real-estate industry to build new contact networks and strengthen existing ones while enjoying a pleasant evening.

Interact with your target group and interesting market players and book your sponsorship package.

Information and registration at www.immobiliengespraech.ch

Year-long sponsorship

With the year-long sponsorship, you enjoy a presence at all Swiss Real Estate Talks in 2024. Present your company at this popular event series and make a lasting impression on those attending the 2024 Swiss Real Estate Talks.

- 5 tickets per event
- Give-aways, roll-up at the event
- Logo presence across all communications
- 2 × 1/4 page ad in IMMOBILIEN Business

30 000.–

Topic Sponsorship

When booking the Topic Sponsorship, you can have a say in the choice of topic for one Real Estate Talk in consultation with the editors. The speakers are selected by IMMOBILIEN Business. The editors retain the right to make the final decision on the choice of topic.

- Definition of topic and choice of speaker in consultation with editorial team
- 5 tickets
- Give-aways, roll-up at the event
- Logo presence across all communications
- 1/2 page landscape ad in IMMOBILIEN Business

8 500.– / 11 500.–*

Event sponsor

This form of sponsorship gives you a presence at an event of your choice – leave a lasting impression on your visitors!

- 5 tickets
- Give-aways, roll-up at the event
- Logo presence across all communications
- 1/3 page landscape ad in IMMOBILIEN Business

5 500.–

* Topics in connection with RICS co-operation events
All prices in CHF excluding VAT.



94. Schweizer Immobiliengespräch

In Zusammenarbeit mit **SVIT BEWERTER**

Pi mal Daumen? Immobilienbewertung in Korrekturphasen

Dienstag, 19. September 2023, 17.30 Uhr, Metropol Restaurant Zürich

Die Wertermittlung von Immobilien gestaltet sich in Zeiten steigender Renditeerwartungen komplexer als im «Schönwetterumfeld». Die unterschiedlichen Investmentvehikel haben verschiedene Möglichkeiten, mit Korrekturphasen umzugehen; die Bewerter/-innen bewegen sich im Spannungsfeld divergierender Interessen. Wie positionieren sich Berater/-innen und Investoren/-innen in diesem Umfeld in der Schweiz und international? Wo bieten sich Opportunitäten und was ist zu erwarten? Diese Fragen werden am Schweizer Immobiliengespräch am 19. September 2023 diskutiert.

Speakers:
Daniel Machi, J.L. Switzerland
Dr. Stephan Kleiss, KRE KriessRealEstate
Sven Schallgger, Credit Suisse Asset Management
Prof. Dr. John Davidson, Moderation

Melden Sie sich jetzt an!
Anmeldung und weitere Informationen: www.immobiliengespraech.ch

Sponsoren:
HSLU, homegate, STEINER, alpha, IMMOBILIEN BUSINESS

[Back to overview](#)

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We secure the best
advertising spaces for you.

