

# MEDIA DATA 2025

Print & Online | Effective 1 January 2025

# IMMOBILIEN BUSINESS

Immobilien Business – The Swiss real estate magazine

Mai – 5/2024 · Franken 14.–

# IMMOBILIEN BUSINESS

Das Schweizer Immobilien-Magazin

30  
Jahre  
IMMOBILIEN  
BUSINESS

## VIELE FACETTEN

30 Jahre Schweizer Immobilienwirtschaft

WWW.IMMOBILIENBUSINESS.CH

### Trend:

Grosse Nachfrage nach Healthcare-Immobilien



### Heimarbeit:

Rückläufiger Bedarf an Büro-liegenschaften

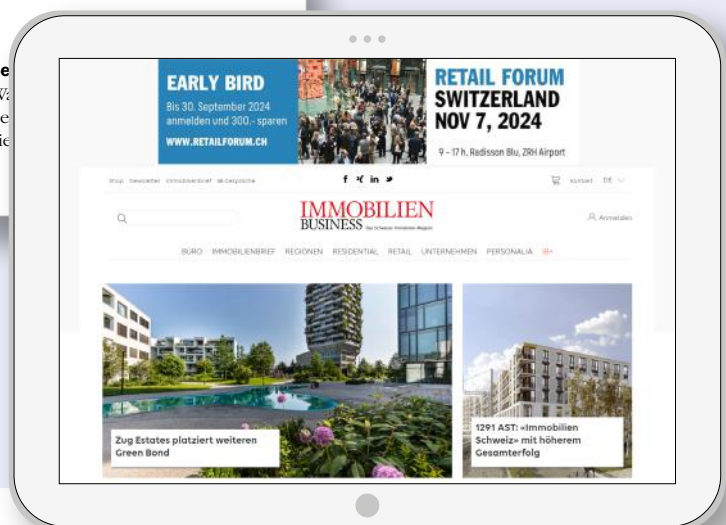


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[www.immobilienbusiness.ch](http://www.immobilienbusiness.ch)

### «Immobilien Business» at a glance:

- Total print run 5750 copies
- Published 10× a year
- Reaches around 25,000 real-estate-savvy readers in Switzerland and abroad
- Language: German
- With French Special Edition



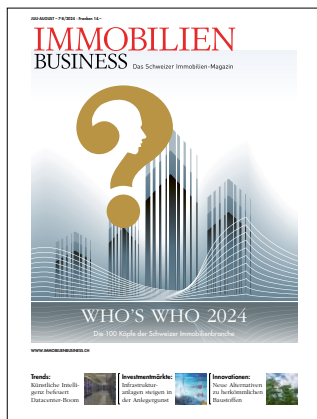
Galliedia Fachmedien AG | Baslerstrasse 60 | CH-8048 Zürich  
T +41 44 928 56 11 | [immobilienbusiness@fachmedien.ch](mailto:immobilienbusiness@fachmedien.ch)

Ein Unternehmen der Galliedia

 **FACHMEDIEN**

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# Magazine positioning

## Positioning

For 31 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.

### Editors Birgitt Wüst, Editor-in-Chief

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# Circulation / Readership

## Circulation figures

Print run

5750 copies

## 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.

	Switzerland	Foreign
<b>Annual subscription</b>	140.–	210.–
<b>IB online + database</b>	95.–	
<b>Annual subscription print + IB online + database</b>	198.–	
<b>Annual subscription + IB Talks (1 admission)</b>	170.–	
<b>2 years</b>	270.–	410.–
<b>Trial subscription</b>	25.–	45.–
Students 20% discount		
<b>Copy price</b>	14.–	



Who and what moves the markets? - Reports and analyses in the leading Swiss medium for the real estate industry.

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# Schedule 2025

Issue	Booking deadline	On-sale date	Main topics <a href="#">French Special Edition</a>	Trade shows / events*
2	15.01.2025	06.02.2025	<b>Market forecast2025</b> Regional focuses: Zurich	· Immo'25, Zurich, 15/16 Jan · 102. Schweizer Immobilien- gespräch, Berne, 25 Feb
3	12.02.2025	06.03.2025	<b>Real-estate investment markets</b> Regional focuses: Eastern Switzerland <a href="#">French Special Edition see p. 9</a>	· MIPIM, Cannes 11-14 Mar · Immo Dialog East, St. Gallen, 27 Mar · 103. Schweizer Immobilien- gespräch, Lausanne, 2 Apr · 104. Schweizer Immobilien- gespräch, Zurich, 8 Apr
4	19.03.2025	10.04.2025	<b>Proptech &amp; digitalisation, office markets, training</b> Regional focuses: Lucerne, Basel	· 105. Schweizer Immobiliengespräch, Zurich, 4 Jun
5	10.04.2025	08.05.2025	<b>Healthcare real estate, digitalisation</b> Regional focuses: Central Switzerland	
6	13.05.2025	05.06.2025	<b>Innovation, infrastructure</b> Regional focuses: Ticino	
7-8	11.06.2025	03.07.2025	<b>Who's Who – 100 names</b> Regional focuses: Western Switzerland <a href="#">French Special Edition see p. 9</a>	
9	13.08.2025	04.09.2025	<b>Facility and property management, consultants</b> Regional focuses: Bern, Espace Mittelland	· 106. Schweizer Immobilien- gespräch, Zurich, 23 Sep
10	09.09.2025	02.10.2025	<b>Real estate financing</b> Regional focuses: Expo Real	· Expo Real, Munich, 7-9 Oct
11	15.10.2025	06.11.2025	<b>Retail and logistics real estate, industrial properties</b> Regional focuses: Lausanne, Valais	· 107. Schweizer Immobilien- gespräch, Zurich, 12 Nov
12-1/25	19.11.2025	11.12.2025	<b>Mountain regions, real-estate investment markets, outlook 2026</b> Regional focuses: Espace Mittelland	

## \* Trade shows & events

can be found at [www.immobilienbusiness.ch](http://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.

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# Advertisements – Formats and prices

## Commercial ads

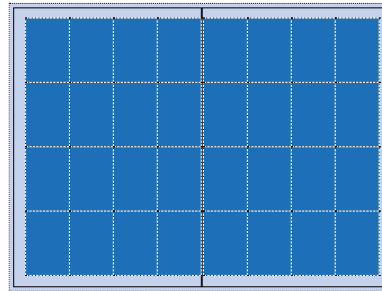
**Magazine format** 210 × 280 mm  
**Print area** 178 × 252 mm

**Advertisements** **4-farbig**

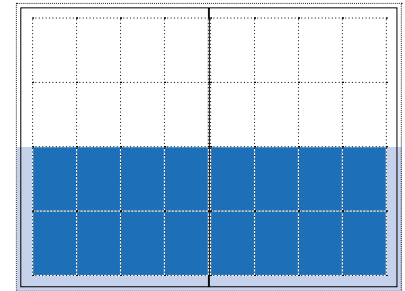
<b>Panorama page</b>	13200.–
<b>1/2 panorama page</b>	8600.–
<b>1/1 page</b>	7500.–
<b>junior page</b>	6100.–
<b>1/2 page</b>	5200.–
<b>1/3 page</b>	3800.–
<b>1/4 page</b>	2600.–
<b>1/6 page</b>	1850.–
<b>1/8 page</b>	1350.–
<b>1/12 page</b>	950.–

### Cover pages

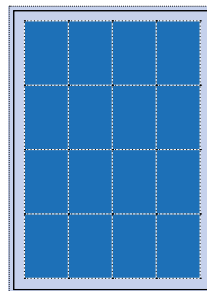
<b>Inside front cover</b>	8300.–
<b>Inside back cover</b>	7900.–
<b>Back cover</b>	8900.–



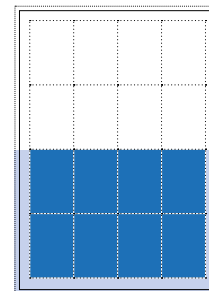
**Panorama page**  
 388 × 252 mm TA  
 420 × 280 mm bl



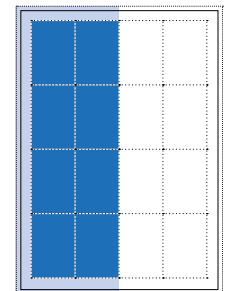
**1/2 panorama page**  
 388 × 124 mm TA  
 420 × 138 mm bl



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



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



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

## Terms & Conditions

### Combination discount

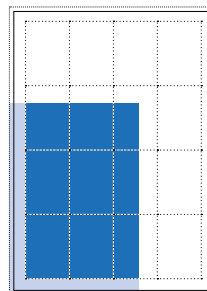
Book a combination of IMMOBILIEN Business and IMMOBILIER Romand and get a 25% discount on both advertisements!

**Placement surcharge** 10%

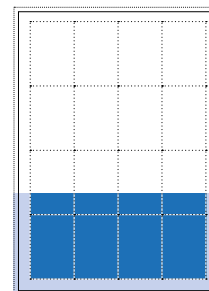
**Agency commission** 10%

**Recurring discounts** on [page 17](#)

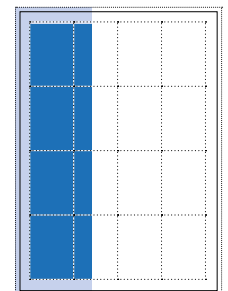
All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.



**Juniorpage**  
 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).

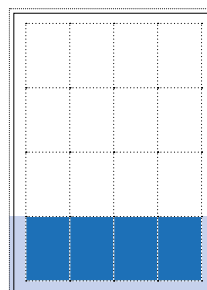
**Colour management** For more detailed information on colour management, please consult the [colour management specifications](#).

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

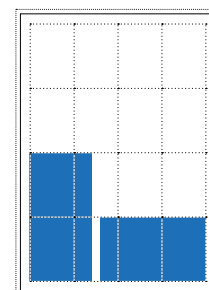
**Printing method** Sheet-fed offset

**Colours** 4-colour CMYK **Paper** uncoated

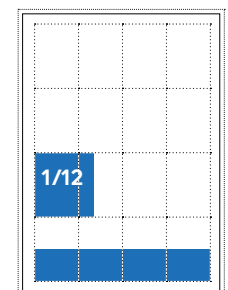
**Print** Galedia Print AG, Burgauerstrasse 50, 9230 Flawil



**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



**1/8 page horizontal**  
 178 × 28 mm TA  
 210 × 43 mm bl  
**1/12 page vertical**  
 56 × 60 mm TA

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

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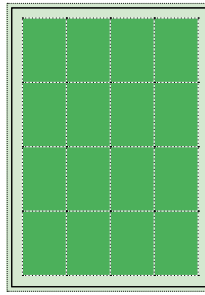
# Special ads – Formats and prices

## Financial market ads

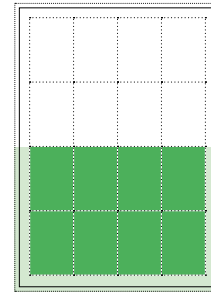
**Magazine format** 210 × 280 mm  
**Print area** 178 × 252 mm

Financial market ads	4-colour
<b>1/1 page</b>	8 190.–
<b>1/2 page</b>	5 800.–
<b>1/8 page</b>	2 500.–
<b>Island ad</b>	1 190.–
<b>Logo ad</b>	640.–

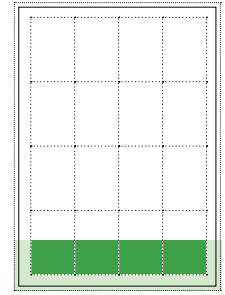
Placements on real-estate financial market pages are limited.



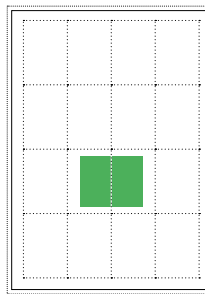
**1/1 page**  
 178 × 252 mm TA  
 210 × 280 mm bl



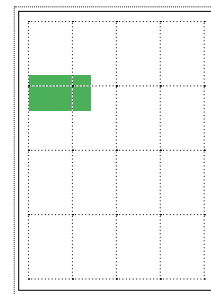
**1/2 page horizontal**  
 178 × 124 mm TA  
 210 × 138 mm bl



**1/8 page horizontal**  
 178 × 28 mm TA  
 210 × 43 mm bl



**Island ad**  
 56 × 50 mm TA



**Logo ad**  
 56 × 32 mm TA

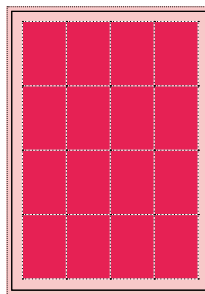
# Special ads – Formats and prices

## Category ads

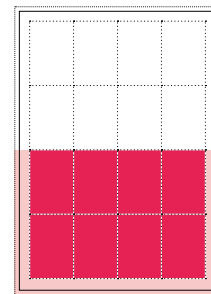
**Magazine format** 210 × 280 mm  
**Print area** 178 × 252 mm

Category ads	4-colour
<b>1/1 page</b>	4 500.–
<b>1/2 page</b>	3 000.–
<b>1/4 page</b>	1 600.–
<b>1/6-page</b>	1 050.–

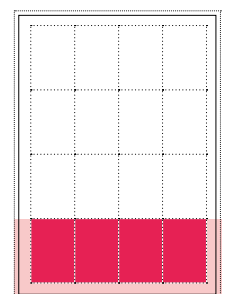
Jobs / properties / training and continuing education



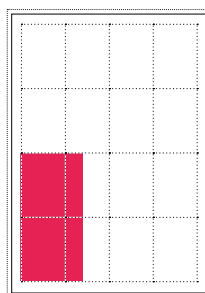
**1/1 page**  
 178 × 252 mm TA  
 210 × 280 mm bl



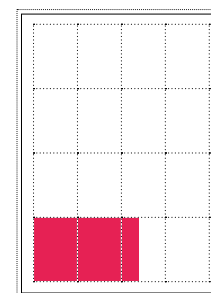
**1/2 page horizontal**  
 178 × 124 mm TA  
 210 × 138 mm bl



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



**1/6 page vertical**  
 56 × 124 mm TA



**1/6 page horizontal**  
 117 × 60 mm TA

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

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# Special ads – Formats and prices

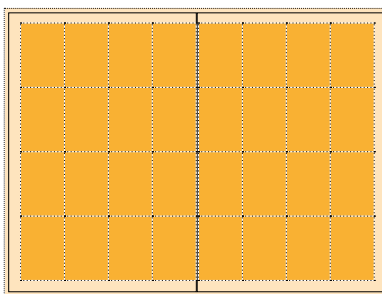
## Innovation / Residential adverts

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

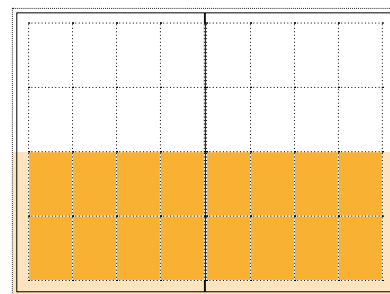
**Innovation / Residential ads** **4-colour**

<b>Panorama page</b>	9 100.–
<b>1/2 panorama page</b>	5 700.–
<b>1/1 page</b>	5 200.–
<b>1/2 page</b>	3 900.–
<b>junior page</b>	3 600.–
<b>1/3 page</b>	2 800.–
<b>1/4 page</b>	2 200.–
<b>1/6 page</b>	1 450.–
<b>1/12 page</b>	850.–

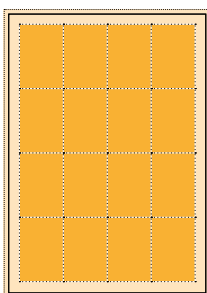
Suppliers only. Placements on the residential pages are limited.



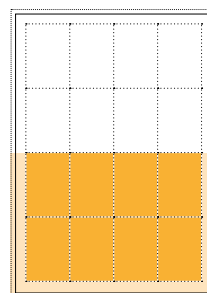
**Panorama page**  
 388 × 252 mm TA  
 420 × 280 mm bl



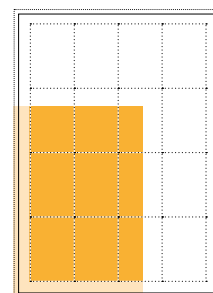
**1/2 panorama page**  
 388 × 124 mm TA  
 420 × 138 mm bl



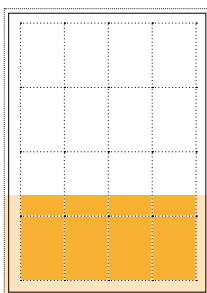
**1/1 page**  
 178 × 252 mm TA  
 210 × 280 mm bl



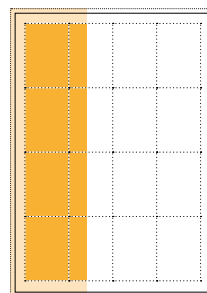
**1/2 page horizontal**  
 178 × 124 mm TA  
 210 × 138 mm bl



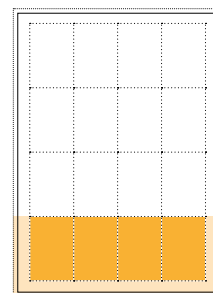
**Junior page**  
 117 × 168 mm TA  
 133 × 183 mm bl



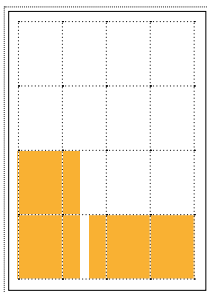
**1/3 page horizontal**  
 178 × 82 mm TA  
 210 × 97 mm bl



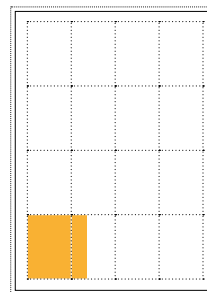
**1/3 page vertical**  
 56 × 252 mm TA  
 72 × 280 mm bl



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



**1/6 page vertical**  
 56 × 124 mm TA  
**1/6 page horizontal**  
 117 × 60 mm TA



**1/12 page vertical**  
 56 × 60 mm TA

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

All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

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# Additional advertising forms

## Advertorial

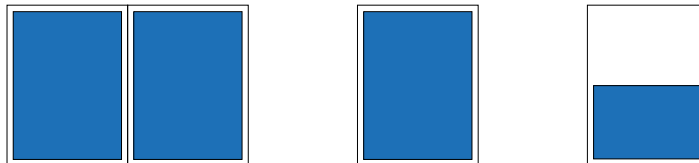
In some cases, a successful advertising presence requires a more complex form of communication. Advertorials positioned within an editorial context are well suited for this purpose

- 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 4-colour	Maxi	Midi	Mini
Number of pages	2/1 page	1/1 page	1/2 page
Text (inc. spaces)	approx. 4 800 characters	approx. 2 800 characters	approx. 1 500 characters
Images (resolution 300 dpi)	2-3	1-2	1
Advertising value	13200.–	7 500.–	5 200.–

Recurring discounts on [page 17](#)



Publireportage 34

Der Blick in den Innenhof der Sternenstrasse zeigt die perfekte Kombination aus Industrie und Moderne.

### Uze AG: Immobilien für Generationen

Divers, weltweitsch 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 Datschweizer Immobilienunternehmen kombiniert langjährige Erfahrung mit Expertise, stets mit Blick auf die Vergangenheit, Gegenwart und Zukunft.

Über 120 Jahre reichs schaffte das traditionelle Immobilienunternehmen Lebensorte mit spürbarem Mehrwert für die Menschen und Regionen. Als Familienunternehmen und Bestandskäufer, Wertschöpfungs- und Nachhaltigkeitszentrum für die Uze AG. Seit der Gründung 1892 ist das vielfältige Unternehmen in den Händen der Familie Blücher und eng mit dem Standort Uze verbunden. Das zeigt sich auch im Namen, der vom Dorbachstamm.

Die Uze AG steht für Herkunft und Geschichte, für stetige Bewegung und Entwicklung – und für innovatives und beständigste Immobilienprojekte aus einer Hand und mit dem gewissen Etwas.

**Nachhaltige Wohnräume für alle**  
Ein öffentlicher Park mit Blumenweiden zum Verweilen, ein Café als Treffpunkt, ersteckstages Wohnmilieus für Familien, Seniorinnen und Senioren, Singles oder Paare. Wer sich im Hirzenpark befindet, spürt die pure Lebensqualität. In diesem aussergewöhnlichen und lebendigen Wohnquartier in Neudorf wird ressourcenschonend gebaut und das Zusammenleben erlebbar. Das Leuchtturmprojekt der Uze AG lockt mit allerlei Benefits, wie einem Outdoor-Fitnesspark, einer eingetragenen Velowerkstatt und Gärten zum Selberbepflanzen unterleuchtet die Vereinbarkeit von Wohnen und Arbeiten durch zumetbare Räume fürs Homeoffice. So lebt man heute!

«Ihre Immobilienpartnerin für zukunftsreiche Projekte.»

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 CO<sub>2</sub>-Emissionen zu verringern, werden die ursprünglichen Holzelemente des Werkstattraums erhalten und umgebaut. Dadurch wird der besondere Charme des Industriebetriebs eingetragenen und mit heutigen Ansprüchen an einen Wohnraum vereint.

**Perfekter Ort für lebenslanges Lernen**  
Die tolle Verbundqualität der Uze AG mit ihrer eigenen Geschichte wird auch bei diesem bedeutenden Projekt sichtbar: Die Blücher Group baut auf dem bestehenden Innovationscampus rund um den bekannten CUBIC einen Ort, an dem die positive Energie als wichtigste Ressource für die Ausbildung, Gesundheit und Resilienz des Menschen im Zentrum steht. Im Bühler Energy Center (BEC) entsteht auf 5.000 m<sup>2</sup> die id-

IMMOBILIEN BUSINESS, 3/2023

Der offene und einladende Eingangsbereich des BEC geht nahtlos über in den grosszügigen und von Tageslicht durchfluteten Innen des Neubaus.

Das industrielle Flair der früheren Abbläue ist beim Besuch im sorgfältig sanierten Restaurant Löwengarten jederzeit spürbar.

Publireportage 35

### Neu: Solistrasse Blücher

Vom Gewerbegebiet zum Wohnquartier: Am Ortsrand von Blücher plant die Uze AG ein weiteres Projekt (Blücher Frühjahr 2024). Dort sollen zwei moderne, nachhaltig gebaute Häuser mit unterschiedlich grossen Wohnungen entstehen.

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 ammernder Pergola. Ein solch zweckmässiges und dekoratives Element befindet sich auch zwischen den Häusern, wosich die Bewohnerinnen und Bewohner der Solistrasse treffen und zum Beispiel darüber sitzen, was sie im Gemeinschaftsgarten anpflanzen werden.

Die Solistrasse fügt sich nahtlos ins Portfolio des Datschweizer Unternehmens ein und bringt eine Prise Uze AG ins Zürcher Untertand.

«Wir übernehmen Verantwortung für die kommenden Generationen.»

Thomas Wagner, Geschäftsführer

Industriemilieu trifft auf Genuss  
Um etwas Echtes, Bewusstes geht es auch beim jüngsten Bauprojekt des Datschweizer Immobilienbüros. Wo früher Bier gebraut wurde, lädt heute das Restaurant Löwengarten zum Genusschmaus ein. In der ehemaligen Abbläue der Brauerei in Rorschach füllen jetzt wohnende Geräusche aus der Küche, fröhliches Stimmengewirr und warmes Licht die gemieteten Räume. Die Uze AG hat das industrielle Jugendstilgebäude umfassend renoviert und verweist mit ausgewählten Farben und Materialien ins Innere auf den Garten. Sie zeichnet in Rorschach nicht nur für die Innendarstellung verantwortlich, sondern nimmt auch die Rolle der Botschafterin ein. Ein weicher Ausdruck für die besondere Vielfalt des gewöhnlichen Immobilienunternehmens.

[www.uzesh.ch](http://www.uzesh.ch)  
[www.restaurant-loewengarten.ch](http://www.restaurant-loewengarten.ch)

Sample 2/1 page

All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

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# 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 2025

### 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 12.02.2025  
On-sale date 06.03.2025  
Print run 6 025 copies

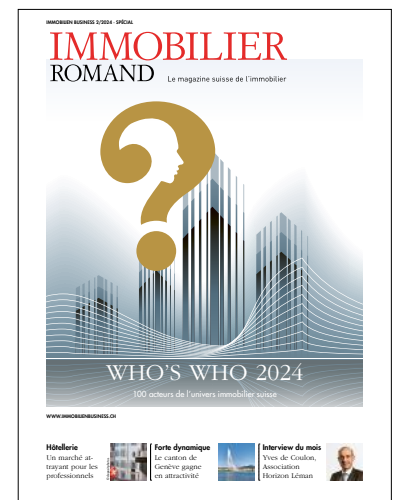


## Who's Who 2025

### 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 11.06.2025  
On-sale date 03.07.2025  
Print run 6 025 copies



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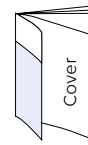
# Loose/bound inserts

Quantity to be supplied: 6 000 copies

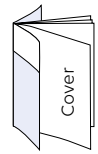
## Flying Page front

**Format** Front side<sup>1</sup> 105 × 233 mm  
Back side<sup>1</sup> 105 × 280 mm

Price <sup>2</sup>
9 500.–



Flying Page front



Wrapper half-sided

## Wrapper half-sided

**Format** Front side<sup>1</sup> 105 × 233 mm  
Other 3 pages<sup>1</sup> 105 × 280 mm

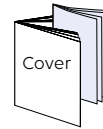
Price <sup>2</sup>
15 500.–

## Loose inserts

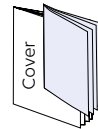
**Format min.** A6 (105 × 148 mm) / **Format max.**<sup>1</sup> 210 × 280 mm

### inserted loosely or loose ins. outside

	per 1000 copies			Invoiced circulation	Price <sup>2</sup>
	Advert. value	Tech. cost	Total		
up to 25 g	1200.–	45.–	1245.–	5 750	7 158.75
up to 50 g	1400.–	45.–	1445.–	5 750	8 308.75
up to 75 g	1600.–	45.–	1 645.–	5 750	9 458.75



Loose insert inside

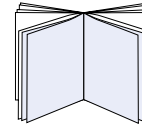


Loose insert outside

## Bound inserts centrefold

**Format min.** A6 (105 × 148 mm) / **Format max.**<sup>1</sup> 210 × 280 mm

	per 1000 copies			Invoiced circulation	Price <sup>2</sup>
	Advert. value	Tech. cost	Total		
up to 25 g	1200.–	40.–	1240.–	5 750	7 130.–
up to 50 g	1400.–	40.–	1440.–	5 750	8 280.–
up to 75 g	1600.–	40.–	1 640.–	5 750	9 430.–



Bound insert centrefold

<sup>1</sup>For bleed edges allow 3mm trim on all sides

<sup>2</sup>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 %

### Recurring discounts

on [page 17](#)

### 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](mailto:immobilienbusiness@fachmedien.ch).

All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

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# Online offer – immobilienbusiness.ch

The website [www.immobilienbusiness.ch](http://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.

Advertising form	Format in pixels	Placement	Price 1 month
<b>1 Wideboard top</b>	994 × 250		
<b>2 Maxiboard top</b>	994 × 118		
<b>3 Billboard top</b>	970 × 250		
<b>4 Leaderboard top</b>	728 × 90		
<b>5 Leaderboard special top</b>	728 × 250	ROS	2750.–
<b>6 Wideboard second</b>	994 × 250		
<b>7 Maxiboard second</b>	994 × 118		
<b>8 Billboard second</b>	970 × 250		
<b>9 Leaderboard second</b>	728 × 90		
<b>10 Leaderboard special second</b>	728 × 250	Home	2300.–
<b>11 Halfpage ad</b>	300 × 600		
<b>12 Wide skyscraper</b>	160 × 600		
<b>13 Exp. wide skyscraper</b>	300 × 600	ROS	2450.–
<b>14 Medium rectangle</b>	300 × 250	Home, categories*	2100.–
<b>15 Leaderboard context</b>	728 × 90	Home, categories*	
<b>16 Leaderboard special context</b>	728 × 250	article level	2400.–
<b>17 Image-text display 1</b>			2950.–
<b>18 Image-text display 2</b>			2750.–
<b>19 Image-text display 3</b>			2500.–
Headline	130 characters including spaces		
Image	1 image, 600 × 400 px (gif, jpg, png)		
Link	Specify target URL		

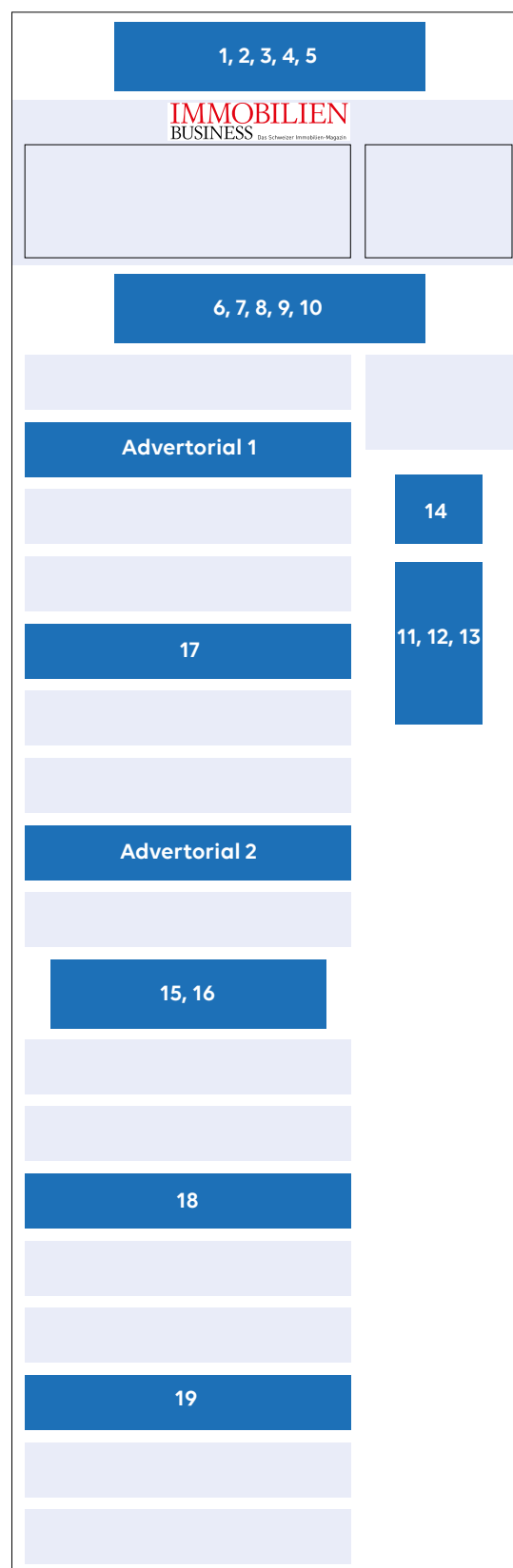
**Advertorial 1 + 2** on page 10

\* overview categories

## Technical specifications

<b>File size</b>	max. 200 kB
<b>File formats</b>	HTML5, gif, jpg, png, Rich Media, Redirect
<b>HTML5</b>	Please refer to the <a href="#">specifications</a> on our website.
<b>Link</b>	always send separately
<b>Number</b>	max. 3 banners rotating
<b>Runtimes</b>	1 month
<b>Delivery</b>	5 working days before the start of the campaign
<b>Recurring discounts</b>	on <a href="#">page 17</a>

All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.



## Visitor numbers

<b>Page views</b>	71798
<b>Visits</b>	46955
<b>Unique visitors</b>	35261

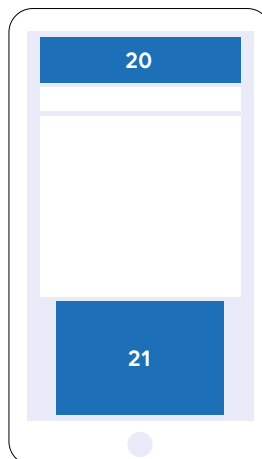
Monthly average figures, Jan - Aug 2024, source: Google Analytics

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## Mobile online offer – immobilienbusiness.ch

Advertising form	Format in pixels	Price 1 month
<b>20 Mobile leaderboard +</b>	320 × 50*	
<b>Desktop leaderboard top</b>	728 × 90*	2 950.–
<b>21 Mobile medium rectangle</b>		
<b>Desktop + mobile</b>	300 × 250	2 300.–

\*Please supply both formats.



All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

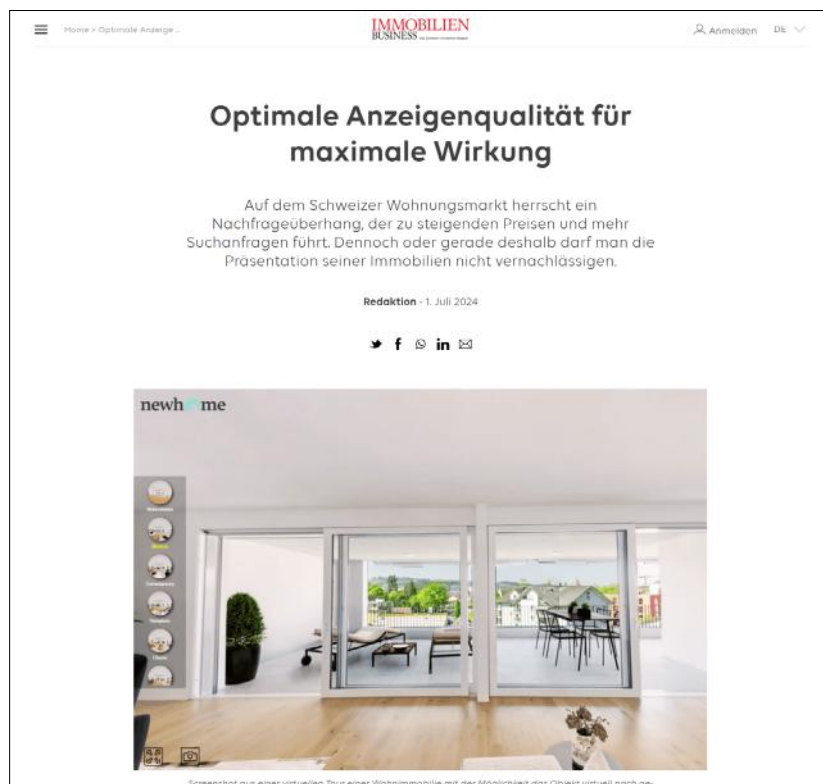
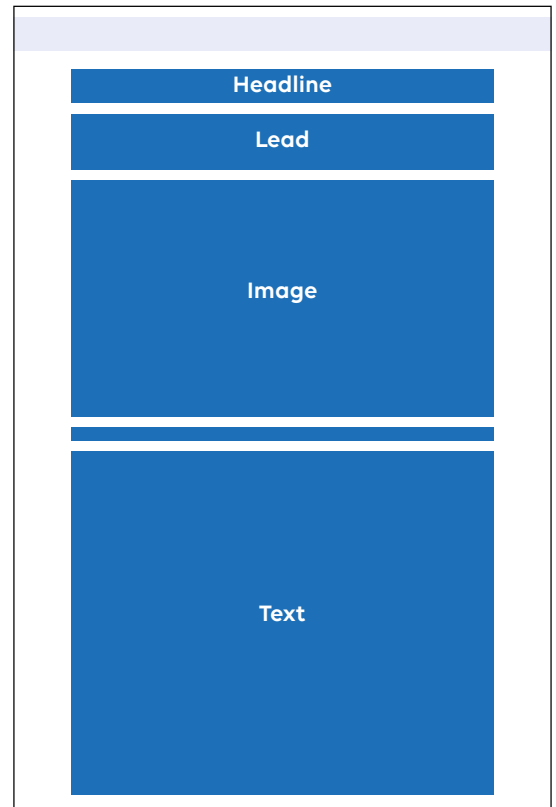
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# Advertorial on immobilienbusiness.ch

Advertorials are text contributions from advertising customers on the website immobilienbusiness.ch. The text informs the readership about the core topic or the advertiser's offers.

Advertising form	Price
	1 month
<b>Advertorial 1</b>	3 400.-
<b>Advertorial 2</b>	2 800.-
<b>Headline</b>	45 characters including spaces
<b>Lead</b>	200 characters including spaces
<b>Text</b>	max. 3 000 characters including spaces
<b>Images</b>	2 - 4, max. 3 000 × 3 000 px
<b>Link</b>	Specify target URL
<b>Placement</b>	on Home and on category overview
<b>Corrections</b>	One correction run included in the price. Each additional correction run CHF 100.
<b>Combination</b> Online advertorial + text ad in NL	3 900.-

[Recurring discounts](#) on [page 17](#)



Advertorial example on immobilienbusiness.ch

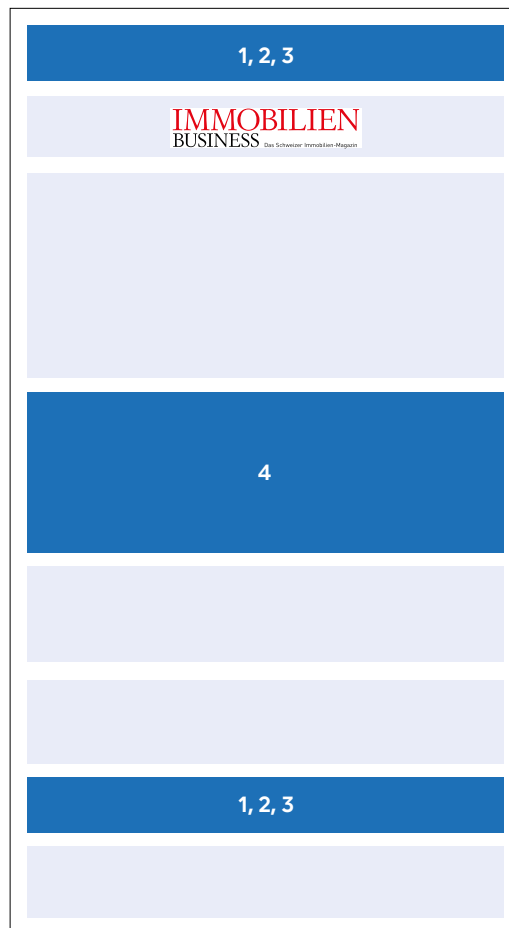
All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

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# 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](http://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.

Advertising form	Format	Price per dispatch
<b>1 Leaderboard - NL</b>	728 × 90 px	
<b>2 Billboard - NL</b>	970 × 250 px	
<b>3 Wideboard - NL</b>	994 × 250 px	990.–
<b>4 Image-text ad - NL</b>		990.–
Headline	max. 30 characters including spaces	
Leadtext	max. 250 characters including spaces	
Image	1 image, 600 × 600 px (square)	
Link	Supply with target URL	



## Technical specifications

<b>Published</b>	weekly on Thursdays
<b>File size</b>	max. 80 kB
<b>File formats</b>	jpg, png, gif
<b>Number</b>	several banners and image-text ads per NL
<b>Link</b>	always send separately
<b>Data submission</b>	to: <a href="mailto:immobilienbusiness@fachmedien.ch">immobilienbusiness@fachmedien.ch</a>
<b>Recurring discounts</b>	on <a href="#">page 17</a>

## Recipients

<b>Newsletter subscribers</b>	5 319
<b>Open rate</b>	42.6%
<b>Click rate</b>	7%

All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

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# Stand-alone newsletter

## Template of the newsletter

For stand-alone newsletters, the layout is similar to the official newsletter and contains the IMMOBILIEN Business logo at the top, the customer's logo below, followed by the content provided and finally the IMMOBILIEN Business footer.

## Adaptation to the customer's CI/CD

No changes can be made to fonts, colors or the structure of the template. We place the customer's logo prominently so that it is clear that the content originates from them and fill their content into the specified structure.

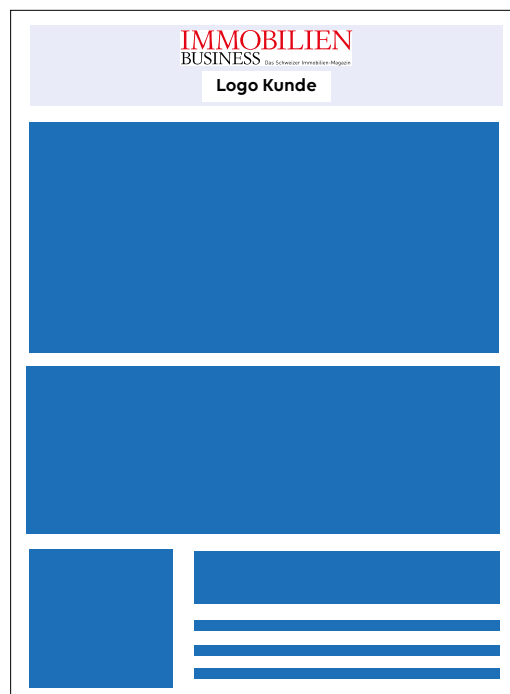
## Sender of the newsletter

The same sender address is used as for the editorial newsletter. An individual sender address is too high a risk for SPAM reasons.

## Subject of the newsletter

The following text is displayed in the subject line:  
«Advertorial: free text of the customer's choice»

The stand-alone newsletter is sent to **5,319** recipients and guarantees you maximum attention through 100% exclusivity in the distribution of your advertising message.



## Technical specifications

- Company logo
- max. 4 articles with image, text and link to further information
- Optional: Ads (leaderboard, text ad, static ads)
- Recommended text length per block: 800 - 1 000 characters (incl. spaces)

## Price

Stand-Alone newsletter per dispatch 4 950.-  
incl. creation of newsletter, one correction run, dispatch, statistics  
A **maximum of 1 stand-alone newsletter** is sent out per month.

[Recurring discounts](#) on [page 17](#)

All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

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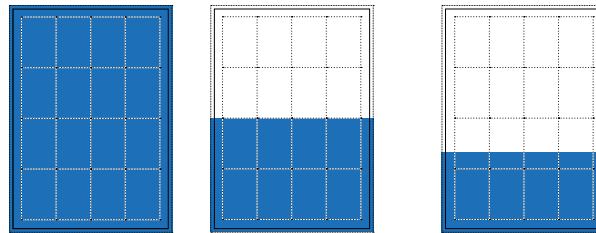
# Swiss Property Newsletter – The e-paper of the Swiss real-estate industry

The Schweizer Immobilienbrief which can be subscribed to at [immobilienbusiness.ch](http://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

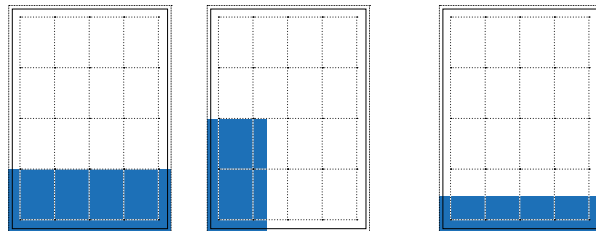
Ads	4-colour
1/1 page	3 900.–
1/2 page	2 100.–
1/3 page	1 600.–
1/4 page	1 200.–
1/6 page	1 000.–
1/8 page	300.–

All formats bleed off; allow 3 mm trim all round



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

**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 horizontal** 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](http://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	21.01.2025	6/24	01.04.2025	11/24	10.06.2025	16/24	07.10.2025
2/24	04.02.2025	7/24	15.04.2025	12/24	24.06.2025	17/24	21.10.2025
3/24	18.02.2025	8/24	29.04.2025	13/24	08.07.2025	18/24	04.11.2025
4/24	04.03.2025	9/24	13.05.2025	14/24	09.09.2025	19/24	18.11.2025
5/24	18.03.2025	10/24	27.05.2025	15/24	23.09.2025	20/24	02.12.2025

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

All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.



# 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
1 post each on Xing, LinkedIn and Facebook	2300.–

<b>Xing</b>	<b>Image</b>	min. 600 × 388 px, max. 3 000 × 1 940 px, max. 5 MB
	<b>Title</b>	max. 200 characters including spaces
	<b>Post</b>	max. 500 characters including spaces
	<b>Link</b>	valid URL

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

<b>Facebook</b>	<b>Image</b>	min. 500 × 300 px, max. 2 000 × 2 000 px
	<b>Title/lead</b>	total 340 characters including spaces
	<b>Posts</b>	are labelled as an advertising feature («Anzeige»)
	<b>Link</b>	possible

<b>Follower</b>	
<b>Xing</b>	13 313
<b>LinkedIn</b>	8 043
<b>Facebook</b>	1 004

## Discounts

The advertising value of all forms of advertising (print, inserts, bound inserts, supplements, special forms of advertising, online and newsletter advertising are cumulative), as well as surcharges, are eligible for discounts and commissions. Technical and postage costs are not eligible for a discount.

### Recurring discounts

<b>3×</b>	5 %
<b>6×</b>	10 %
<b>9×</b>	15 %
<b>12×</b>	20 %

All prices in CHF are plus VAT. The General Terms and Conditions of Fachmedien – Zürichsee Werbe AG ([www.fachmedien.ch](http://www.fachmedien.ch)) shall apply.

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# 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 2025

Tue, 25 February 2025	Berne	Wed, 4 June 2025	Zurich
Wed, 2 April 2025	Lausanne	Tue, 23 September 2025	Zurich
Tue, 8 April 2025	Zurich	Wed, 12 November 2025	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](http://www.immobiliengespraech.ch)

## Offers

### Year-long sponsorship

With the year-long sponsorship, you enjoy a presence at all Swiss Real Estate Talks in 2025. Present your company at this popular event series and make a lasting impression on those attending the 2025 Swiss Real Estate Talks.

- 5 tickets per event
- Give-aways, roll-up at the event
- Logo presence across all communications
- 2 × 1/1 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.

- 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.

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