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EDITORIAL POSITIONING

For 91 years, the **Austrian Real Estate Newspaper (OIZ)** has been the information medium for the domestic real estate industry. It provides sustainable and first-hand information on the latest developments in the world of real estate.

In addition to current reporting from Vienna and the federal states, the magazine offers in-depth commentary from industry representatives, recent Supreme Court decisions, technical articles and tax tips, market studies, event announcements, etc. The focus is always on the needs of real estate agents, property managers, and developers.

The modern presentation of the OIZ guarantees the greatest possible variety of topics, optimal reading comfort, and the best orientation.

READERS

The OIZ is sent to all members of the real estate and asset trustees specialist groups of the Austrian Federal Economic Chamber (WKO). It therefore addresses decision-makers in the Austrian real estate industry like no other medium.

Additional readers from related professional groups: architects, facility managers, financial service providers, investors, solicitors, project developers, lawyers, and property owners.



PRINT CIRCULATION

11.000

Copies

ISSUES PER YEAR

10

MAGAZINE FORMAT

210 x 297 mm

Print area: 185 x 225 mm

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Stay informed about current developments in the industry!

SCHEDULE AND TOPICS 2026



// MEDIA DATA // 2026

4

AUSGABE 01-02

- Software & IT
- Business parks
- Office market Austria
- FM – climate-neutral building stock
- Prevention of money laundering

- Federal province of Salzburg 

Häuslbauer Messe Graz
22.–25.1.2026, Congress Graz

InnovationsTagung für
Immobilienmakler (ITM)
Termin folgt

Jahreskongress
Immobilienbewertung (JIB)
30.1.2026, Präsenz Wien

Bauen + Wohnen Salzburg
5.–8.2.2026, Messe Salzburg

20. Ball der Immobilienwirtschaft
13.2.2026, Hofburg Wien

18. Jahresforum Hotelimmobilie
23.–24.2.2026, Wien

Webuild Energiesparmesse Wels
27.2.–1.3.2026, Messe Wels

IMMY 2025 Award Preisverleihung
Termin folgt, Wien

AD DEADLINE 29.01.
RELEASE DATE 12.02.

AUSGABE 03

- Cybersecurity
- FM – Fire safety
- Real estate marketing
- Water supply and -treatment
- Real Estate Worldwide

13. com:bau
6.–8.3.2026,
Messe Dornbirn

Mipim
9.–13.3.2026, Palais des Festivals
Cannes, Frankreich

Wohnen & Interieur
11.–15.3.2026, Messe Wien

BeSt Wien 12.–15.3.2026,
Messe Wien

Wiener Immobilien Messe
14.–15.3.2026, Congress Center
Messe Wien

ÖVI Winterseminar 2026
16.–20.3.2026, Schlosshotel
Kitzbühel

AD DEADLINE 26.02.
RELEASE DATE 12.03.

AUSGABE 04

- Education and training
- Office equipment
- Decarbonization and renewable energy
- Facade & Roof construction
- Lease purchase

- Federal province of Tyrol 

Immobilienforum Wien
16. April 2026, Wien

28. Retail Symposium
23. April 2026, Das MuTh

AD DEADLINE 26.03.
RELEASE DATE 10.04.

AUSGABE 05

- FM – light and sun protection
- Residential apartment buildings
- Financing
- Real estate & sustainability
- Real estate & law

- Federal
Province of Upper Austria 

Real Estate Circle
7.–8.5.2026, Falkensteiner
Ressort Stegersbach

AD DEADLINE 29.04.
RELEASE DATE 15.05.

AUSGABE 06

- AI in the real estate industry
- FM – building insulation
- PropTechs
- Mobility concepts
- Urban district development

- Federal province of Vorarlberg 

51. Bundestag der
Immobilientreuhänder 2.–3.6.2026,
Bad Ischl

76. FIABCI World Real Estate
Congress
8.–12.6.2026, Wien

e-nova 2026
Juni 2026,
FH Pinkafeld

AD DEADLINE 27.05.
RELEASE DATE 11.06.

SCHEDULE AND TOPICS 2026



// MEDIA DATA // 2026

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AUSGABE 07-08

- Decarbonization
- FM – Access control
- Commercial real estate
- Real estate marketing
- Energy performance certificate
- Federal Province of Carinthia 

AUSGABE 09

- Software & IT
- Digital infrastructure
- Windows and doors
- Pest control
- Federal Province of Vienna 

Holz&Bau
2.–5.9.2026, Messe Klagenfurt
FM-Day 2026 September 2026,
Park Hyatt Vienna
Bundeslehrlingstagung 2026
September 2026, Tamsweg
FM-Day 2026
23.9.2026, Park Hyatt Wien

AUSGABE 10

- FM – Winter service
- Insurance
- Commercial real estate
- Fire and water damage

- Federal
Province of Lower Austria 

Expo Real
5.–7.10.2026, Messe München
BeSt Graz Oktober 2026, Messe
Graz
7. Citytagung 2026 Oktober 2026,
Wien

AUSGABE 11

- Training and further education
- Renewable energy &
sustainability
- Bathroom and sanitary facilities
- Real estate financing
- Federal Province of Styria 

BeSt Salzburg November 2026,
Messezentrum Salzburg
13. Österreichischer Verwalterttag
November 2026, Salzburg
19. IFM Kongress November
2026, TU Wien
Österreichische Bautage
November 2026, Congress
Loipersdorf
Mapic 2026, November 2026,
Palais des Festivals Cannes,
Frankreich
Re.Comm 26 November 2026,
Kitzbühel

AUSGABE 12

- Sewer cleaning and renovation
- Real estate & franchising
- Roof extension and renovation
- Annual outlook for 2026
- Federal
Province of Burgenland 

29. Internationales Holzbau-Forum
Dezember 2026, Kongress und
Messe Innsbruck

AD DEADLINE 25.06.
RELEASE DATE 09.07.

AD DEADLINE 27.08.
RELEASE DATE 10.09.

AD DEADLINE 25.09.
RELEASE DATE 09.10.

AD DEADLINE 29.10.
RELEASE DATE 12.11.

AD DEADLINE 26.11.
RELEASE DATE 11.12.

PRINT PRICE LIST



PANORAMAPAGE

420 x 297 mm

€ 10.550,-



1/1 PAGE

210 x 297 mm 185 x 255 mm*

€ 6.650,-



1/2 PAGE

Portrait: 99 x 297 mm | 90 x 255 mm*
Landscape: 210 x 140 mm | 185 x 125 mm*

€ 4.140,-



1/3 PAGE

Portrait: 70 x 297 mm | 59 x 255 mm*
Landscape: 210 x 100 mm | 185 x 85 mm*
Print area 2-columns: 122 x 125 mm

€ 3.510,-



1/4 PAGE

Portrait: 56 x 297 | 44 x 255 mm*
Landscape: 210 x 75 mm | 185 x 60 mm*
2-columns: 99 x 140 mm | 90 x 125 mm*

€ 2.550,-



BUSINESS-BOX

55 x 55 mm

€ 1.340,-



COVER BAR or BAR IN THE IMPRINT

210 x 25 mm

€ 4.270,-

SPECIAL PLACEMENTS

U2, U3

€ 7.230,-

U4

€ 8.010,-

PRINT PRICE LIST



BEILAGEN

Supplements are provided by the customer and enclosed loosely.

Booking for total circulation
Weight 20 Grams max.
(Additional weight categories on request!)
Format max. 205 x 290 mm

€ 4.700,-*



BANDEROLE

The banderole encloses the magazine.
Printed advertising material provided by the customer, booking for total circulation.

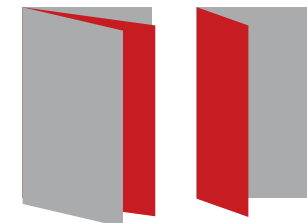
€ 6.320,-*



TIP-ON-CARD

Tip-on card is provided by the client.
Only in combination with a booked advertisement.
Booking for total circulation

€ 3.980,-*



BOUND IN/ GLUED IN INSERTS COVER FLAP

Price upon request!

*Upon request, we will gladly take over the production of your advertising material. There are almost no limits to your preferences, we will be delighted to assist you with the necessary advice.

Prices subject to a surcharge of 5% advertising tax (not applicable for printing/production costs) and a 20% VAT, valid as of 1.1.2026

ADVERTORIAL PUBLICATION

SPECIFICATIONS

Convey your brand message with an editorial look and feel. Introduce your company as a leading specialist, or present your product innovation in detail. Supply us with text and images, and we design your article in our specified layout. Upon request our editors will assist you with the creation of the text and selection of images (price upon request).

DOUBLE PAGE

max. 4–6 images
Headline max. 55 characters
Header max. 200 characters
Body text max. 6,500 characters



FULL PAGE

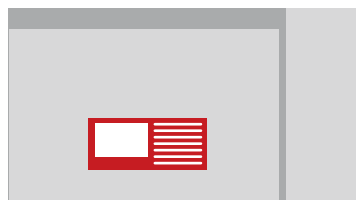
max. 2–4 images
Headline max. 55 characters
Header max. 200 characters
Body text max. 3,500 characters



HALF PAGE

1–2 images
Headline max. 55 characters
Header max. 200 characters
Body text max. 1,500 characters

For pricing see advertising price list, price of double page on request. Indication of the number of characters including spaces. Submission of text as Word file, images as printable format (JPG, PNG, TIFF, PSD) with 300 dpi resolution, graphics as vector file.



SITELINK

Teaser in editorial style:
1 image max. 440 x 280 px, headline max.
50 characters, text max. 190 characters,
link to your landing page

€ 820,-/month



ADVERTORIAL

Teaser (like sitelink) and article on our
website: max. 3 images, each 1000 x 667 px,
headline max. 100 characters, text max.
1,500 characters

€ 820,-/month



SITEBAR, HALF-PAGE AD

300 x 600 px + **Mobile 320 x 480 px**
(HTML 5 dynamic max. 450 x 900 px)

€ 600,-/month



BILLBOARD

1024 x 250 px + **Mobile 300 x 100 px**

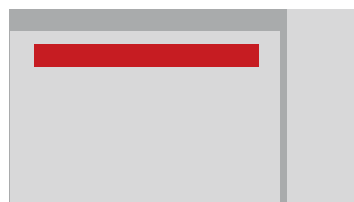
€ 600,-/month



SKYSCRAPER

120 x 600 px + **Mobile 320 x 480 px**

€ 380,-/month



SUPERBANNER

1024 x 100 px + **Mobile 300 x 100 px**

€ 380,-/month



CONTENT AD

300 x 250 px + **Mobile 300 x 250 px**

€ 380,-/month



MOBILE ADVERTISING

One in two website visits is already
made via a mobile device, and the trend
is rising.

So send us your banner along with the
appropriate advertising material for
mobile devices!



The impressive opening rate of our newsletter reflects the high quality of our address data base. All our Newsletter recipients have given us explicit consent to communicate to them via E-mail.

EXKLUSIV-NEWSLETTER

Your individually designed newsletter brings your brand message to our subscribers in a striking way. Our editorial team provides further suitable content to boost reading interest. In addition, your advert will be placed on our online portal either as a Sitelink or Advertorial with a runtime of one month.

←
€ 2.380,-*

ADVERTORIAL

By clicking on the teaser in the newsletter or on our homepage, your customer will be taken to the full view of your advertorial, embedded in our editorial environment (see p. 9).

€ 1.890,-*



SITELINK

The sitelink consists of a short text, an image and a link directly from the newsletter and our homepage to your landing page (see p. 9).

€ 1.410,-*

FULLBANNER

600 x 90 px + Mobile 300 x 100 px

CONTENT AD

300 x 250 px + Mobile 300 x 250 px

File format: JPG, PNG

€ 470,-

ISSUE	RELEASE DATE
1	22.01.2026
2	12.02.2026
3	26.02.2026
4	12.03.2026
5	26.03.2026
6	09.04.2026
7	23.04.2026
8	13.05.2026
9	28.05.2026
10	10. 06.2026
11	24.06.2026
12	09.07.2026
13	13.08.2026
14	10.09.2026
15	24.09.2026
16	08.10.2026
17	22.10.2026
18	12.11.2026
19	26.11.2026
20	10.12.2026

Ad delivery 5 Workdays before release date.

PUBLICATION INTERVAL

20

Per year

RECIPIENTS

6.320

OPENING RATES

49,9 %

Source: Eyepin, July 2025

CLICK TO OPEN RATE

13,8 %

DELIVERY OF PRINTING DATA

Transmission of digital data exclusively by e-mail to
anzeigenservice@wirtschaftsverlag.at

DATA FORMAT

- Print-optimised PDF files according to standard „PDF/X-4:2008“ with output intention.
- Colour profile for coated papers (sheet-fed offset): ISO Coated v2 (ECI)..
- Only use process colors CMYK (Euroscale). No spot colours (e.g. HKS, Pantone), RGB and indexed colours.
- Embed all fonts.
- Images in the document should have a resolution of 300 dpi/line images 1200 dpi.

DELIVERY OF PRINTED ADVERTISING MATERIAL

Friedrich Druck & Medien GmbH,
A-4020 Linz, Zamenhofstraße 43–45

Supplements must be received at the print house by the printing deadline.

DELIVERY OF ONLINE ADVERTISING MEDIA

The online advertising formats are based on the IAB standards for advertising media. Please allow a minimum period of 5 working days for the delivery of the advertising media. Online banners may not exceed a file size of 150 kb, mobile banners 80 kb.

Please send your advertising material by e-mail to
anzeigenservice@wirtschaftsverlag.at

PRINTING AND BINDING METHODS

Offset printing, staple binding. The publisher accepts no liability for tonal value deviations within the tolerance range.

ADVERTORIAL GUIDELINES

An advertorial is marked as a paid insertion in accordance with § 26 of the Media Act. One proofreading pass is included in the price. Should the documents supplied deviate significantly from the specifications, new documents will be requested and the additional expenses for the revision will be invoiced after prior consultation (max. EUR 500.00).

MEDIA DATA 2026

Subject to alterations, errors, printing and phrasing mistakes.

BANK DETAILS

Advertisements

Bank Austria, IBAN AT511100004240571200, BIC BKAUATWW

Subscriptions

Bank Austria, IBAN AT171100009523298900, BIC BKAUATWW

Invoices are payable net within 30 days



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DISCLOSURE ACC. § 25 AUSTRIAN MEDIA LAW

The Österreichische Immobilien Zeitung is the official organ of the professional association and of all professional groups of real estate and property trustees, the association of generally sworn and court-certified experts for the real estate industry, the association „FIABCI-Austria“, the association „AIB Austria Immobilienmarkt“, the „Immobilienring Österreich“ association and the „Österreichischer Verband der Immobilienwirtschaft“ association.

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