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## EDITORIAL POSITIONING

For 92 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

### FOLLOW US



Stay informed about current developments in the industry!

# SCHEDULE AND TOPICS 2027



// MEDIA DATA // 2027

4

## AUSGABE 01-02

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

BAU München 11.-15.1.27, Messe München  
 21. Ball der Immobilienwirtschaft 12.1.27, Hofburg Wien  
 Häuslbauer Messe Graz 21.-24.1.27, Messe Congress Graz  
 InnovationsTagung für Immobilienmakler (ITM) 27.01.27, Digital  
 Bauen + Wohnen Salzburg 4.-7.2.27, Messezentrum Salzburg  
 Häuslbauer Messe Klagenfurt 19.-21.02.27, Kärntner Messen  
 19. Jahresforum Hotelimmobilie 22.-23.2.27, Wien  
 Jahreskongress Immobilienbewertung (JIB) 25.-26.02.27, Präsenz Wien  
 14. com:bau 26.-28.2.27, Messequartier Dornbirn

AD DEADLINE 28.01.  
 RELEASE DATE 11.02.

## AUSGABE 03

- Cybersecurity
- FM – Fire safety
- Real estate marketing
- Water supply and -treatment
- Debt collection agencies
- Federal Province of Vorarlberg 

BeSt Wien 4.-7.3.27, Messe Wien  
 Energiesparmesse Wels 5.-7.3.27, Messe Wels  
 Wohnen & Interieur 10.-14.3.27, VIECON Messe Wien  
 Wiener Immobilien Messe 13.-14.3.27, VIECON Messe Wien  
 Mipim 16.-19.3.27, Palais des Festivals Cannes, Frankreich

AD DEADLINE 25.02.  
 RELEASE DATE 11.03.

## AUSGABE 04

- Education and training
- Office equipment
- Decarbonization and renewable energy
- Facade & Roof construction
- Lease purchase
- Federal Province of Upper Austria 

12. Immobilienforum Wien April 2027, Wien  
 Real Estate Circle 29.-30.04.27, Falkensteiner Ressort Stegersbach

AD DEADLINE 24.03.  
 RELEASE DATE 08.04.

## AUSGABE 05

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

29. Retail Symposium 13.05.27, Das MuTh

AD DEADLINE 28.04.  
 RELEASE DATE 13.05.

## AUSGABE 06

- AI in the real estate industry
- FM – building insulation
- PropTechs
- Mobility concepts
- Urban district development
- Federal Province of Lower Austria 

52. Bundestag der Immobilienreuhänder 10.-11.6.2027, Salzburg  
 e-nova 23.-24.06.27, Campus Pinkafeld

AD DEADLINE 27.05.  
 RELEASE DATE 10.06.

# SCHEDULE AND TOPICS 2027



// MEDIA DATA // 2027

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## AUSGABE 07-08

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

## AUSGABE 09

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

FM-Day September 2027,  
Park Hyatt Vienna

Bundeslehrlingstagung  
September 2027, Tamsweg

## AUSGABE 10

- FM – Winter service
- Insurance
- Commercial real estate
- Fire and water damage
- Federal Province of Carinthia 

Expo Real 4.-6.10.27,  
Messe München

BeSt Graz 14.-16.10.27,  
Messe Graz

8. Citytagung by RegioPlan  
Oktober 2027, Wien

Illmitzer Gespräche Oktober 2027,  
Illmitz

## AUSGABE 11

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

Mapic November 2027, Palais des  
Festivals Cannes, Frankreich

BeSt Salzburg 18.-21.11.27,  
Messezentrum Salzburg

14. Österreichischer Verwalterttag  
November 2027, Salzburg

20. IFM Kongress November  
2027, TU Wien

Re.Comm November 2027,  
Kitzbühel

## AUSGABE 12

- Sewer cleaning and renovation
- Real estate & franchising
- Roof extension and renovation
- Annual outlook for 2028
- Federal  
Province of Burgenland 

31. Internationales Holzbau-Forum  
Dezember 2027, Kongresszentrum  
Innsbruck

AD DEADLINE 01.07.  
RELEASE DATE 15.07.

AD DEADLINE 26.08.  
RELEASE DATE 09.09.

AD DEADLINE 30.09.  
RELEASE DATE 14.10.

AD DEADLINE 27.10.  
RELEASE DATE 11.11.

AD DEADLINE 25.11.  
RELEASE DATE 10.12.

## PRINT PRICE LIST



### PANORAMAPAGE

420 x 297 mm

€ 10.650,-



### 1/1 PAGE

210 x 297 mm 185 x 255 mm\*

€ 6.750,-



### 1/2 PAGE

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

€ 4.260,-



### 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

€ 3.620,-



### 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\*

€ 2.630,-



### BUSINESS-BOX

55 x 55 mm

€ 1.380,-



### COVER BAR or BAR IN THE INTERIOR

210 x 25 mm

€ 4.400,-

### SPECIAL PLACEMENTS

U2, U3

€ 7.340,-

U4

€ 8.120,-

## PRINT PRICE LIST



### SUPPLEMENTS

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

**€ 4.840,-\***



### BANDEROLE

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

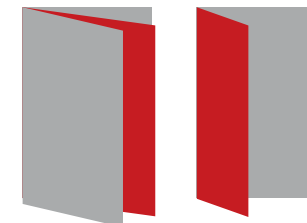
**€ 6.510,-\***



### TIP-ON-CARD

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

**€ 4.100,-\***



### 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 1.1.2027

# 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.

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

**€ 10.650,-**

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

**€ 6.750,-**

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

**€ 4.260,-**

**ADVERTORIAL**

**HOVALSUPERVISOR CLOUD STEUERT WIENER WOHNQUARTIER HIRSCHFELD**

Bei der Wohnhausanlage „Hirschfeld“ in Wien setzt die AIB auf eine überlegene digitale Energieregulierung. Hierdurch das Projekt als Hoval-Supervisor cloud, die einen transparenten, effizienten und sicheren Anlagenbetrieb ermöglicht.

Mit dem Wohnquartier Hirschfeld in Wien, Fuchsbühlstrasse 10, AIB Austria Real Estate ein zukunftsweisendes Projekt für den urbanen Wohnbau. Auf fünf Bauplätzen entstanden acht Wohnhäuser mit über 300 Wohnungen, die gefüllt mit erneuerbarer Energie und einer flexiblen Energieregulierung versorgt werden. Die Regelmäßigkeit von Energie wird durch eine intelligente, digitale Steuerung und Regelmäßigkeit von Energie sichergestellt.

Als Smartmeter versorgt wurde das gesamte Energiegebiet – von der Wärme- und Kälteerzeugung über die Speicherung, Verteilung und Regelung bis hin zum privaten Bereich. Das zentrale System steuert dabei Hoval-Supervisor cloud als übergeordnetes, cloud-basiertes System für Transparenz, Effizienz und Nachhaltigkeit.

**Realisierung mit Transparenz und Genauigkeit**  
Die Regelmäßigkeit von Energie wird durch eine intelligente, digitale Steuerung und Regelmäßigkeit von Energie sichergestellt.

**Digitale Transparenz und Genauigkeit**  
Die Regelmäßigkeit von Energie wird durch eine intelligente, digitale Steuerung und Regelmäßigkeit von Energie sichergestellt.

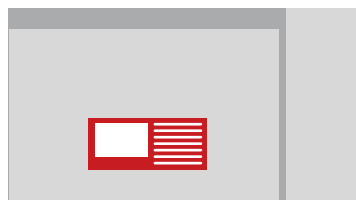
**Problemlösung**  
Die Regelmäßigkeit von Energie wird durch eine intelligente, digitale Steuerung und Regelmäßigkeit von Energie sichergestellt.

**Effizienz und Nachhaltigkeit**  
Die Regelmäßigkeit von Energie wird durch eine intelligente, digitale Steuerung und Regelmäßigkeit von Energie sichergestellt.

**MARKT & TRENDS**

**Die schließende Sanierungsphase ist ein langer und mühsamer Prozess. Hierdurch das Projekt als Hoval-Supervisor cloud, die einen transparenten, effizienten und sicheren Anlagenbetrieb ermöglicht.**

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 landingpage

**€ 840,-**/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

**€ 840,-**/month



### SITEBAR, HALF-PAGE AD

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

**€ 620,-**/month



### BILLBOARD

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

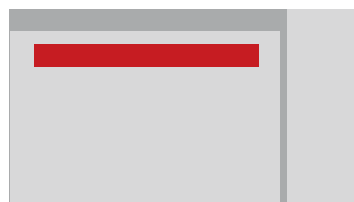
**€ 620,-**/month



### SKYSCRAPER

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

**€ 390,-**/month



### SUPERBANNER

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

**€ 390,-**/month



### CONTENT AD

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

**€ 390,-**/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

Deliver your brand message prominently to our subscribers with a custom-designed newsletter. You receive a high-impact lead story and up to three additional teasers for your content. For additional reach, your placement will also appear on our website for one month, either as a sitelink or an advertorial.



€ 2.450,-\*

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 (Specifications see p. 9).

€ 1.950,-\*



SITELINK

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

€ 1.450,-\*

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

€ 480,-

| ISSUE | RELEASE DATE |
|-------|--------------|
| 1     | 21.01.2027   |
| 2     | 11.02.2027   |
| 3     | 25.02.2027   |
| 4     | 11.03.2027   |
| 5     | 25.03.2027   |
| 6     | 08.04.2027   |
| 7     | 22.04.2027   |
| 8     | 13.05.2027   |
| 9     | 26.05.2027   |
| 10    | 10. 06.2027  |
| 11    | 24.06.2027   |
| 12    | 15.07.2027   |
| 13    | 12.08.2027   |
| 14    | 09.09.2027   |
| 15    | 23.09.2027   |
| 16    | 14.10.2027   |
| 17    | 18.10.2027   |
| 18    | 11.11.2027   |
| 19    | 25.11.2027   |
| 20    | 09.12.2027   |

Ad delivery 5 Workdays before release date.

| PUBLICATION INTERVAL | RECIPIENTS | OPENING RATES                       | CLICK TO OPEN RATE |
|----------------------|------------|-------------------------------------|--------------------|
| 20<br>Per year       | 8.072      | 48,9 %<br>Source: Eyepin, June 2026 | 18,1 %             |

## DELIVERY OF PRINTING DATA

Transmission of digital data exclusively by e-mail to  
**[anzeigenservice@wirtschaftsverlag.at](mailto: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

Print Alliance HAV Produktions GmbH  
2540 Bad Vöslau, Druckhausstraße 1

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](mailto: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 2027

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 14 days



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## DISCLOSURE ACC. § 25 AUSTRIAN MEDIA LAW

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