

MEDIA DATA 2027

Print, online & newsletter | Effective 1 January 2027

IMMOBILIEN
BUSINESS

Immobilien Business – The Swiss real estate magazine

JUNI – 6/2026 – Franken 19.–

IMMOBILIEN BUSINESS

Das Schweizer Immobilien-Magazin



VOM EXCEL-CHAOS ZUR KI-MAGIE

Neuer Gamechanger für die Immobilienbranche?

WWW.IMMOBILIENBUSINESS.CH

Investments:
Gefragte Infra-
strukturfonds



Trends:
Strukturwandel im
Detailhandel



Regionen:
Immobilien
Tessin

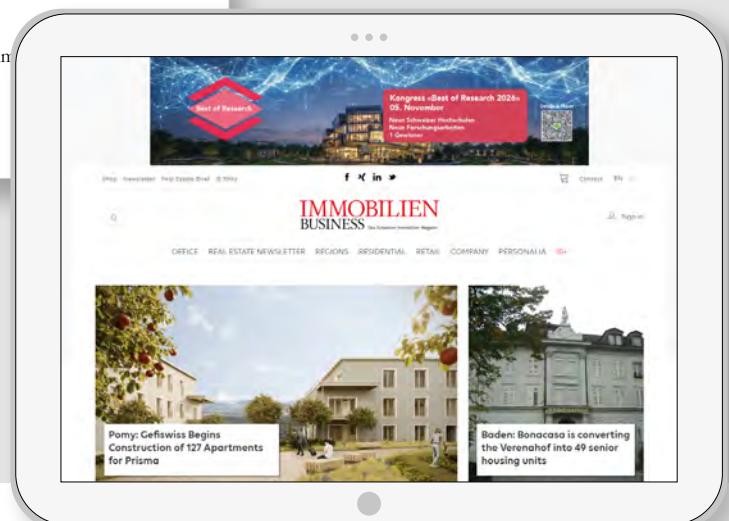
immobilienbusiness.ch – visitor numbers:

- Page views 78 685
- Visits 48 629
- Users 37 822

Monthly average figures, Jan - Aug 2026

«Immobilien Business» at a glance:

- Total print run 4 500 copies
- Published 10× a year
- Reaches an exclusive readership of around 25,000 real-estate-savvy decision-makers in Switzerland and abroad
- Language: German
- Weekly newsletter
- With French Special Editions



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Magazine positioning

Positioning

For 33 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

4 500 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.

Annual subscription	168.–
IB online + database	95.–
Annual subscription print + IB online +	228.–
Annual subscription + IB Talks (1 admission)	218.–
2 years	298.–
Trial subscription	25.–
Students 20% discount	
Copy price	19.–



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

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Schedule 2027

Issue	Booking deadline	On-sale date	Main topics French Special Edition	Trade shows / events*
2-3	10.02.2027	04.03.2027	Real-estate investment markets Regional focuses: Eastern Switzerland French Special Edition see p. 9	· 113. Schweizer Immobilien-gespräch, Zurich, Mar 4 · MIPIM, Cannes, Mar 16-19 · Immo Dialog East, St. Gallen, Mar 18
4	15.03.2027	08.04.2027	Training, digitalisation Regional focuses: Zurich	· 114. Schweizer Immobilien-gespräch, Berne, May 19
5-6	03.05.2027	26.05.2027	Innovation, infrastructure, healthcare real estate Regional focuses: Central Switzerland	· 115. Schweizer Immobilien-gespräch, Zurich, Jun 2
7-8	02.06.2027	24.06.2027	Who's Who – 100 names Regional focuses: Western Switzerland French Special Edition see p. 9	· 9. Architektur + Marketing Award, ZH-Schlieren, Aug 25
9	04.08.2027	26.08.2027	Facility and property management, consultants Regional focuses: Bern, Espace Mittelland	· 116. Schweizer Immobilien-gespräch, Zurich, Aug 31
10	31.08.2027	23.09.2027	Real estate financing, proptech Regional focuses: Expo Real	· Expo Real, Munich, Oct 4-6
11	12.10.2027	04.11.2027	Retail and logistics real estate, industrial properties and infrastructure Regional focuses: Lucerne, Basel	· 117. Schweizer Immobilien-gespräch, Zurich, Dec 1
12-1/28	17.11.2027	09.12.2027	Real-estate investment markets, outlook 2028 Regional focuses: Ticino	· Immo28, Zurich, Jan 2028

* 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.

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Advertisements – Formats and prices

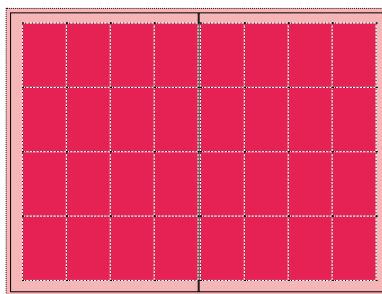
Commercial ads

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

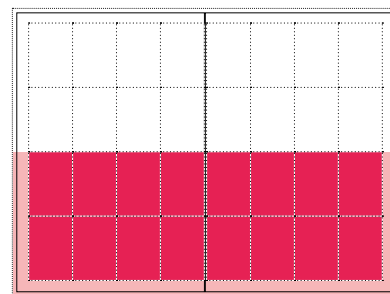
Advertisements	4-colour
Panorama page	13200.–
1/2 panorama page	8600.–
1/1 page	7500.–
junior page	6100.–
1/2 page	5200.–
1/3 page	3800.–
1/4 page	2600.–
1/6 page	1850.–
1/8 page	1350.–
1/12 page	950.–

Cover pages

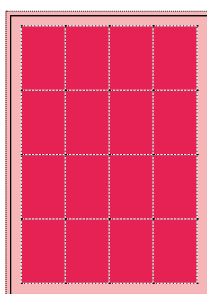
Inside front cover	8300.–
Inside back cover	7900.–
Back cover	8900.–



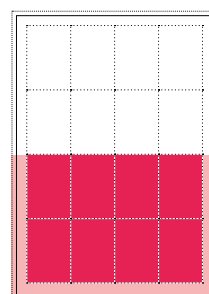
Panorama page
388 × 252 mm TA
420 × 280 mm bl



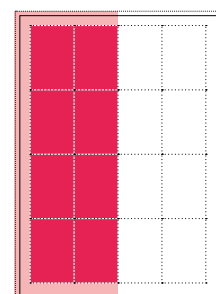
1/2 panorama page
388 × 124 mm TA
420 × 138 mm bl



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!

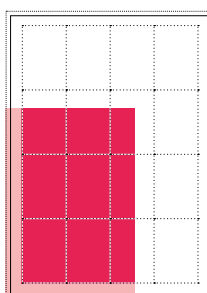
Placement surcharge 10%

Agency commission 10%

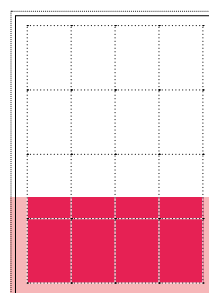
Recurring discounts on [page 18](#)

All prices in CHF are plus VAT.

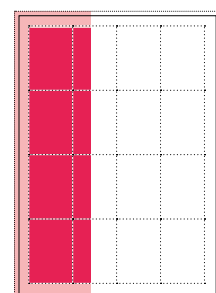
The general terms and conditions available at www.fachmedien.ch shall apply.



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](#).

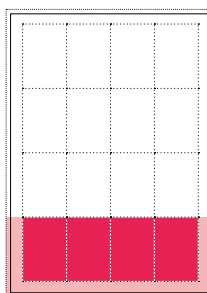
Print materials Print-ready PDF by e-mail to: anzeigen.immobilienbusiness@galledia.ch.

Any costs incurred for the production of print material will be charged separately at cost.

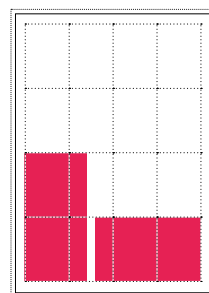
Printing method Sheet-fed offset

Colours 4-colour CMYK **Paper** uncoated

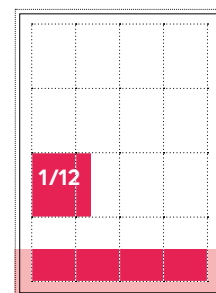
Print Galledia Print AG, Burgauerstrasse 50, 9230 Flawil



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



1/8 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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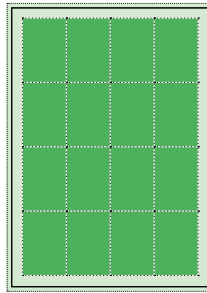
Special ads – Formats and prices

Financial market ads

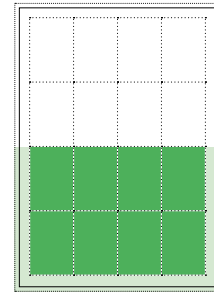
Magazine format 210 × 280 mm
Print area 178 × 252 mm

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

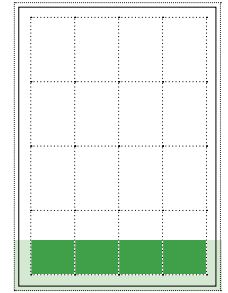
Placements on real-estate financial market pages are limited.



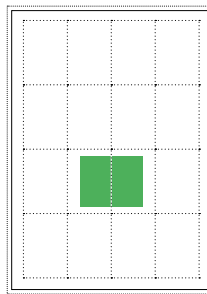
1/1 page
 178 × 252 mm TA
 210 × 280 mm bl



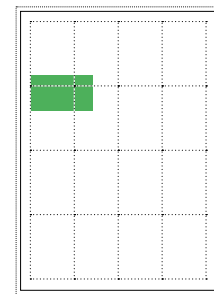
1/2 page horizontal
 178 × 124 mm TA
 210 × 138 mm bl



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



Island ad
 56 × 50 mm TA



Logo ad
 56 × 32 mm TA

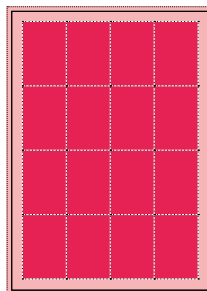
Special ads – Formats and prices

Category ads

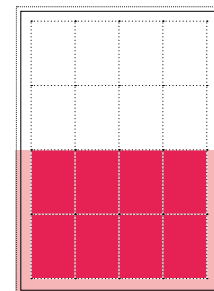
Magazine format 210 × 280 mm
Print area 178 × 252 mm

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

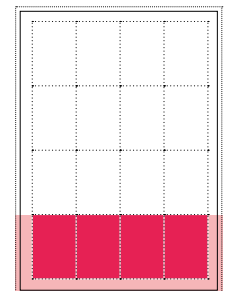
Jobs / properties / training and continuing education



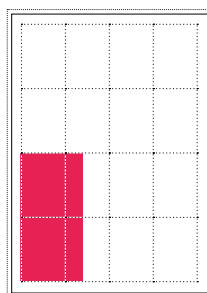
1/1 page
 178 × 252 mm TA
 210 × 280 mm bl



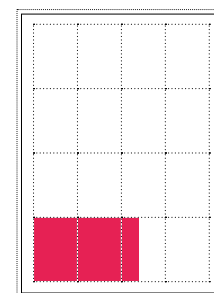
1/2 page horizontal
 178 × 124 mm TA
 210 × 138 mm bl



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

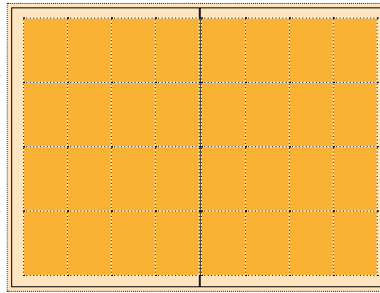
Innovation / Residential adverts

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

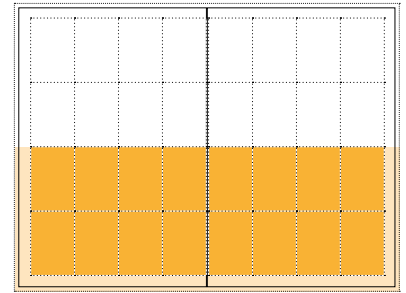
Innovation / Residential ads 4-colour

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.–

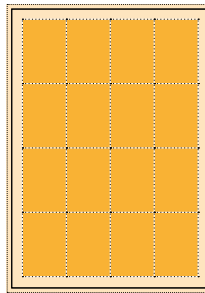
Suppliers only. Placements on the residential pages are limited.



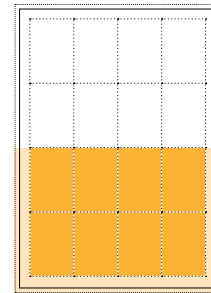
Panorama page
 388 × 252 mm TA
 420 × 280 mm bl



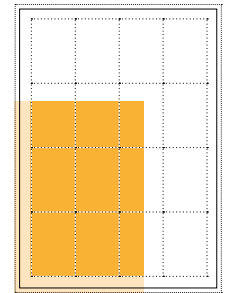
1/2 panorama page
 388 × 124 mm TA
 420 × 138 mm bl



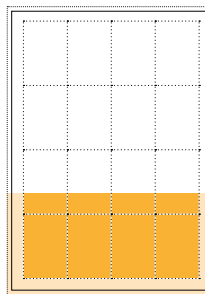
1/1 page
 178 × 252 mm TA
 210 × 280 mm bl



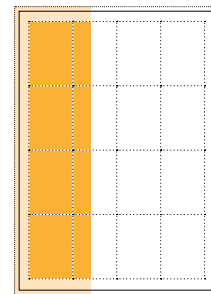
1/2 page horizontal
 178 × 124 mm TA
 210 × 138 mm bl



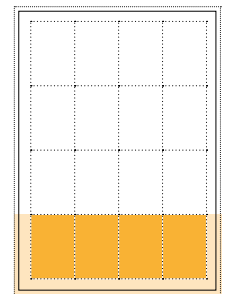
Junior page
 117 × 168 mm TA
 133 × 183 mm bl



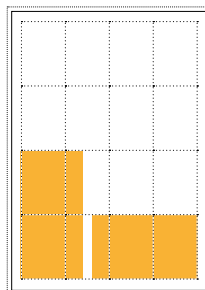
1/3 page horizontal
 178 × 82 mm TA
 210 × 97 mm bl



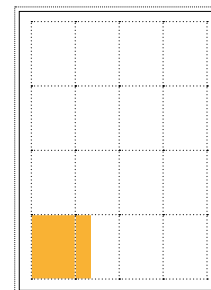
1/3 page vertical
 56 × 252 mm TA
 72 × 280 mm bl



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 available at www.fachmedien.ch shall apply.

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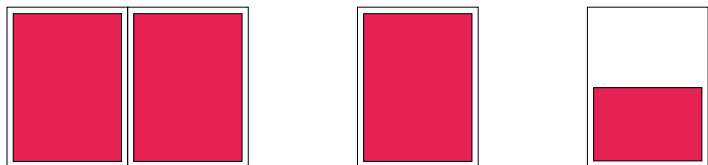
Advertorial

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. 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	13 200.–	7 500.–	5 200.–

Recurring discounts on *page 18*[illegible]

Sample 2/1 page

All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

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 2027

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	10.02.2027
On-sale date	04.03.2027
Print run	4500 copies



Who's Who 2027

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	02.06.2027
On-sale date	24.06.2027
Print run	4500 copies



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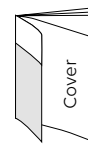
Loose/bound inserts

Quantity to be supplied: 4700 copies

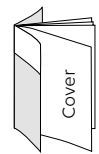
Flying Page front

Format Front side¹ 105 × 233 mm
Back side¹ 105 × 280 mm

Price²
9 500.–



Flying Page front



Wrapper half-sided

Wrapper half-sided

Format Front side¹ 105 × 233 mm
Other 3 pages¹ 105 × 280 mm

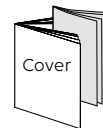
Price²
15 500.–

Loose inserts

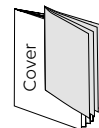
Format min. A6 (105 × 148 mm) / **Format max.**¹ 210 × 280 mm

inserted loosely or loose ins. outside

	per 1000 copies			Invoiced circulation	Price ²
	Advert. value	Tech. cost	Total		
up to 25 g	1200.–	45.–	1245.–	4 500	5 602.50
up to 50 g	1400.–	45.–	1445.–	4 500	6 502.50
up to 75 g	1600.–	45.–	1645.–	4 500	7 402.50



Loose insert inside

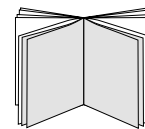


Loose insert outside

Bound inserts centrefold

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

	per 1000 copies			Invoiced circulation	Price ²
	Advert. value	Tech. cost	Total		
up to 25 g	1200.–	40.–	1240.–	4 500	5 580.–
up to 50 g	1400.–	40.–	1440.–	4 500	6 480.–
up to 75 g	1600.–	40.–	1640.–	4 500	7 380.–



Bound insert centrefold

¹For bleed edges allow 3 mm trim on all sides

²Plus postal charges

Other special formats on request

Loose/bound inserts over 75 g on request

Postal rates per 1000 copies

up to 25 g	14.–
up to 50 g	28.–
up to 75 g	42.–

Prices subject to change

Terms

Agency commission

10%

Recurring discounts

on [page 18](#)

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 anzeigen.immobilienbusiness@galledia.ch.

All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

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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.

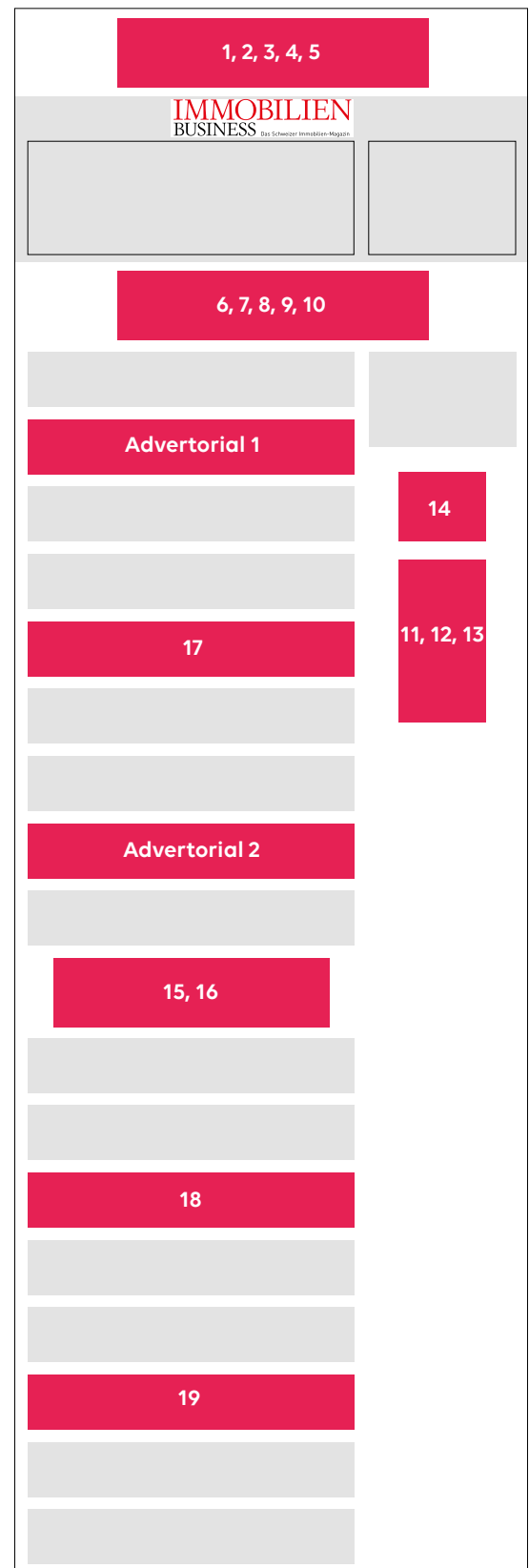
Advertising form	Format in pixels	Placement	Price 1 month
1 Wideboard top	994 × 250		
2 Maxiboard top	994 × 118		
3 Billboard top	970 × 250		
4 Leaderboard top	728 × 90		
5 Leaderboard special top	728 × 250	ROS, mobile incl.	2750.–
6 Wideboard second	994 × 250		
7 Maxiboard second	994 × 118		
8 Billboard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

Advertorial 1 + 2 on page 12

Technical specifications

File size	max. 200 kB
File formats	HTML5, gif, jpg, png, Rich Media, Redirect
HTML5	Please refer to the specifications on our website.
Link	always send separately
Number	max. 3 banners rotating
Runtimes	1 month
Delivery	5 working days before the start of the campaign
Recurring discounts	on page 18

All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.



Visitor numbers

Page views	78 685
Visits	48 629
Users	37 822

Monthly average figures, Jan - Aug 2026, source: Google Analytics

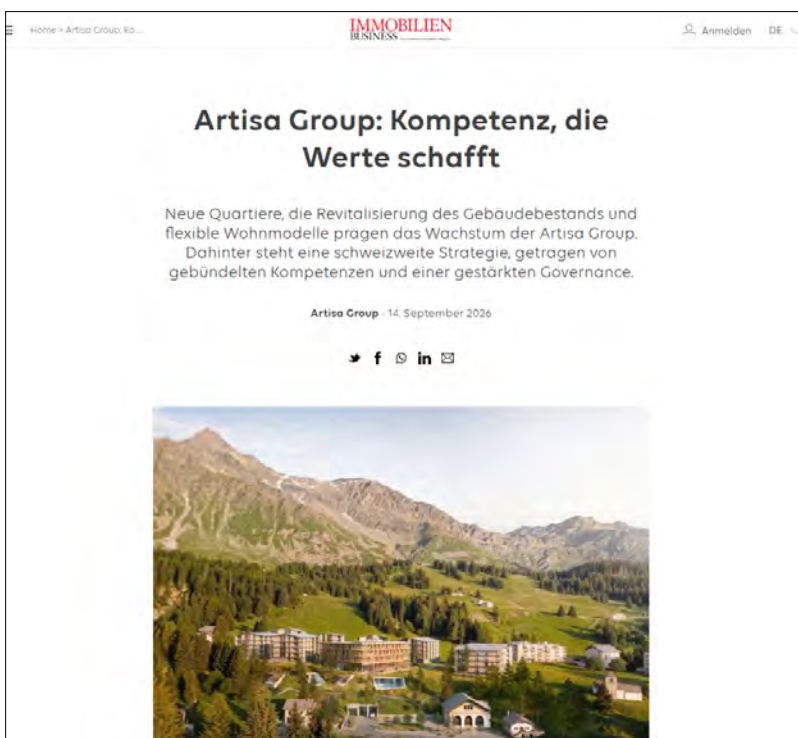
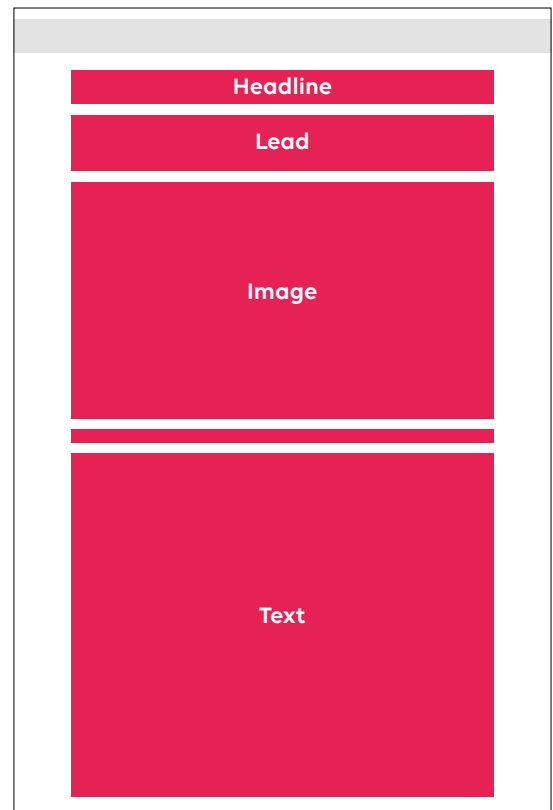
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Advertorial on immobilienbusiness.ch

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
Advertorial 1	3 400.–
Advertorial 2	2 800.–
Headline	45 characters including spaces
Lead	200 characters including spaces
Text	max. 3 000 characters including spaces
Images	2–4, max. 3 000 × 3 000 px
Link	Specify target URL
Teaser	Text: 130 characters including spaces Image: 600 × 400 px (gif, jpg, png) Placement on Home and in the categories
Corrections	One correction run included in the price. Each additional correction run CHF 100.–
Delivery	7 working days before the start of the campaign
Combination	Online advertorial + text ad in NL 3 900.–

Recurring discounts on [page 18](#)



Advertorial example on immobilienbusiness.ch

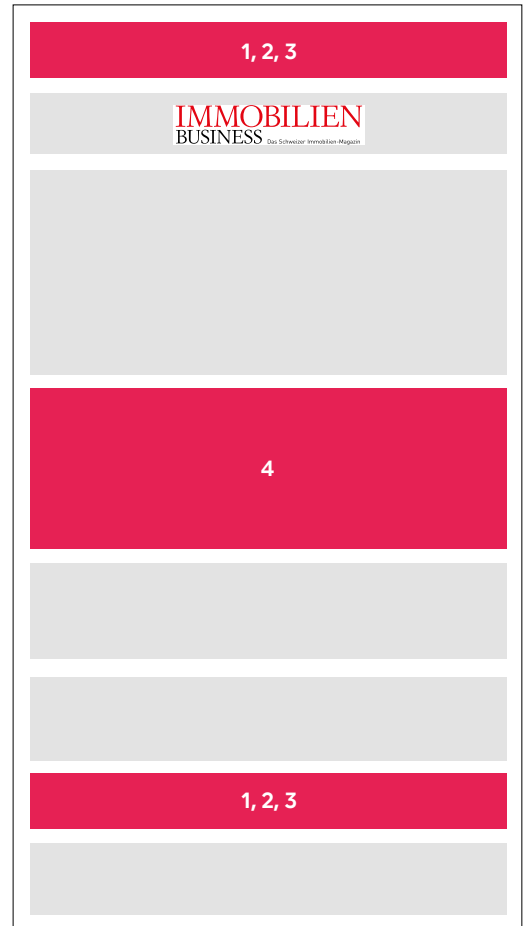
All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

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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 immobilienbusiness.ch. The newsletter currently is read by approx. 5,319 registered subscribers from the real-estate, finance and business industries in Switzerland and abroad.

Advertising form	Format	Price per dispatch
1 Leaderboard - NL	728 × 90 px	
2 Billboard - NL	970 × 250 px	
3 Wideboard - NL	994 × 250 px	990.–
4 Image-text ad - NL		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

Published	weekly on Thursdays
File size	max. 80 kB
File formats	jpg, png, gif
Number	several banners and image-text ads per NL
Link	always send separately
Data submission	to: anzeigen.immobilienbusiness@galmedia.ch 5 working days before the newsletter dispatch
Recurring discounts	on page 18

Recipients

Newsletter subscribers	5 319
Open rate	42.6 %
Click rate	7.0 %

All prices in CHF are plus VAT. The general terms and conditions available at 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.

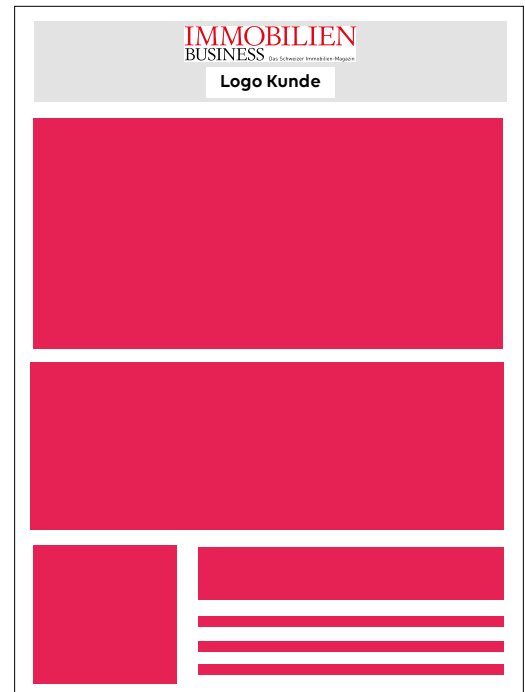
Sender of the newsletter

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 18](#)

All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

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Banner advertising in the newsletter of Schweizer Immobilienbrief

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

Place banner ads in the **Schweizer Immobilienbrief newsletter**, which has around 4,000 subscribers, is sent out free and published at www.immobiliengeschaeft.ch.

Advertising form	Format	Price per dispatch
1 Leaderboard - IB Brief NL	728 × 90 px	
2 Billboard - IB Brief NL	970 × 250 px	
3 Wideboard - IB Brief NL	994 × 250 px	990.–

Publication schedule NL

Issue	1st quarter	Issue	2nd quarter	Issue	3rd quarter	Issue	4th quarter
1/27	19.01.2027	6/27	30.03.2027	11/27	08.06.2027	16/27	07.10.2027
2/27	02.02.2027	7/27	13.04.2027	12/27	22.06.2027	17/27	19.10.2027
3/27	16.02.2027	8/27	27.04.2027	13/27	06.07.2027	18/27	02.11.2027
4/27	02.03.2027	9/27	11.05.2027	14/27	07.09.2027	19/27	16.11.2027
5/27	16.03.2027	10/27	25.05.2027	15/27	21.09.2027	20/27	07.12.2027

Technical specifications

Recipients	goes to 4 000 subscribers
File size	max. 80 kB
File formats	jpg, png, gif
Link	always send separately
Data submission	to: anzeigen.immobiliengeschaeft@galliedia.ch
Recurring discounts	on page 18

NEW: Presenting sponsoring

As a presenting sponsor, you'll have the exclusive opportunity to showcase the brand-new podcast version of the Schweizer Immobilienbrief – the innovative, AI-powered audio version of our widely read industry publication.

Featured in the introduction to each episode, your brand will enjoy exclusive visibility. CHF 500.– per issue of the Schweizer Immobilienbriefes.



All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

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

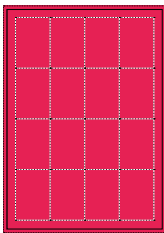
The Curem (Centre for Urban & Real Estate Management, University of Zurich) media survey has recognised the IMMOBILIEN Business newsletter and Schweizer Immobilienbrief as the most widely read weekly and fortnightly electronic media in the real-estate industry.

Rates and formats

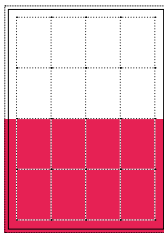
Ads	4-colour
1/1 page	3 900.–
1/2 page	2 100.–
1/3 page	1 600.–
1/4 page	1 200.–
1/6 page	1 000.–
1/8 page	300.–

Please submit ads in print quality (300 dpi).

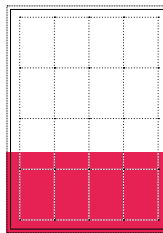
All formats bleed off; allow 3 mm trim all round



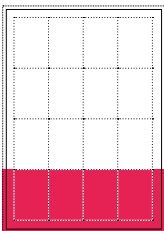
1/1 page
210 × 297 mm



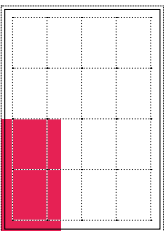
1/2 page horizontal
210 × 148.5 mm



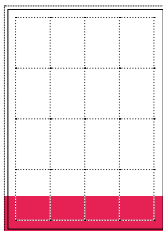
1/3 page horizontal
210 × 99 mm



1/4 page horizontal
210 × 74.3 mm



1/6 page vertical
70 × 148.5 mm



1/8 page horizontal
210 × 37.2 mm

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.

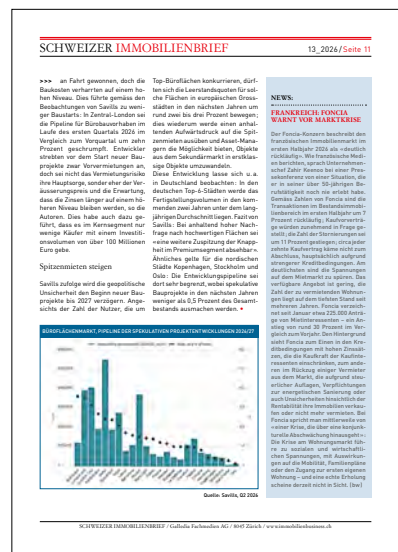
Schweizer Immobilienbrief has around 4,000 subscribers, is sent out free and published at www.immobilienbusiness.ch.

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
1/27	19.01.2027	6/27	30.03.2027	11/27	08.06.2027	16/27	07.10.2027
2/27	02.02.2027	7/27	13.04.2027	12/27	22.06.2027	17/27	19.10.2027
3/27	16.02.2027	8/27	27.04.2027	13/27	06.07.2027	18/27	02.11.2027
4/27	02.03.2027	9/27	11.05.2027	14/27	07.09.2027	19/27	16.11.2027
5/27	16.03.2027	10/27	25.05.2027	15/27	21.09.2027	20/27	07.12.2027

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 available at www.fachmedien.ch shall apply.



Correspondance immobilière romande – The e-paper of the Swiss real-estate industry in French

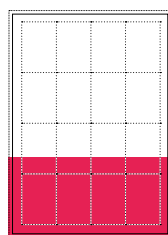
Correspondance immobilière romande – the French-language edition of the Swiss real estate newsletter – is now published quarterly and offers exclusive background reports, in-depth analyses, and the latest trends from the national and international real estate world.

This compact publication is aimed at professionals who value high-quality information in French – for informed decisions and in-depth insights into the industry.

Rates and formats

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.-

All formats bleed off; allow 3 mm trim all round

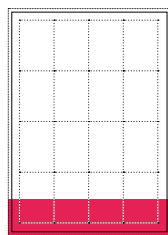


Please submit ads in
print quality (300 dpi).

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

Publication schedule

Issue	booking deadline	release date
1/27	17.03.2027	24.03.2027
2/27	16.06.2027	23.06.2027
3/27	15.09.2027	22.09.2027
4/27	17.11.2027	24.11.2027

All prices in CHF are plus VAT. The general terms and conditions available at www.fachmedien.ch shall apply.

[illegible]

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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.

Offers	Price
1 post each on LinkedIn, Xing and Facebook	1 500.–
LinkedIn 1 single post	800.–
Xing 1 single post	600.–
Facebook 1 single post	400.–

The offer consists of: Posting on the IB social media channels plus a simple basic report approx. 60 days after the posting date.

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)

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

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

Follower	
LinkedIn	10 199
Xing	12 824
Facebook	987

As of September 2026

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

3×	5 %
6×	10 %
9×	15 %
12×	20 %

All prices in CHF are plus VAT. The general terms and conditions available at 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 2027

Thu, 4 March 2027	Zurich	Tue, 31 August 2027	Zurich
Wed, 19 May 2027	Berne	Wed, 1 December 2027	Zurich
Wed, 2 Juni 2027	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

Offers

Year-long sponsorship

With the year-long sponsorship, you enjoy a presence at all Swiss Real Estate Talks in 2026. Present your company at this popular event series and make a lasting impression on those attending the 2026 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.–

All prices in CHF excluding VAT.

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.–

111. Schweizer Immobiliengespräch

Die Immobilienbewertung zwischen KI und menschlichem Urteil

Mittwoch, 2. September 2026, 17.30 Uhr, Metropol Zürich

Automatisierte Bewertungsmodelle, KI-basierte Marktanalysen und datengetriebene Systeme verändern zunehmend, wie Werte ermittelt, plausibilisiert und kommuniziert werden. Was früher primär Expertenwissen und Erfahrung war, wird heute immer stärker durch Datenmodelle, Algorithmen und künstliche Intelligenz unterstützt oder teilweise ersetzt.

Mit der technologischen Entwicklung wächst auch die Unsicherheit: Wie transparent sind automatisierte Bewertungen? Wo liegen Chancen und Risiken? Welche Rolle bleibt dem menschlichen Bewerter? Und wem vertrauen Banken, Investoren und Eigentümer künftig mehr: dem Experten oder dem Algorithmus?

Es referieren und diskutieren:

- Thomas Mischel, Manager, Wüest Partner
- Daniel Schneider, Senior Vice President Valuation, JLL
- Prof. Dr. Markus Schmidiger, HSLU, Moderation

Melden Sie sich jetzt an unter www.immobiliengespraech.ch/anmeldung-2-september-2026/

Sponsoren: HSLU Hochschule Luzern, energie360°, smg, Ament, ZURICH, IMMOBILIEN BUSINESS

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.–

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We secure the best
advertising spaces for you.

