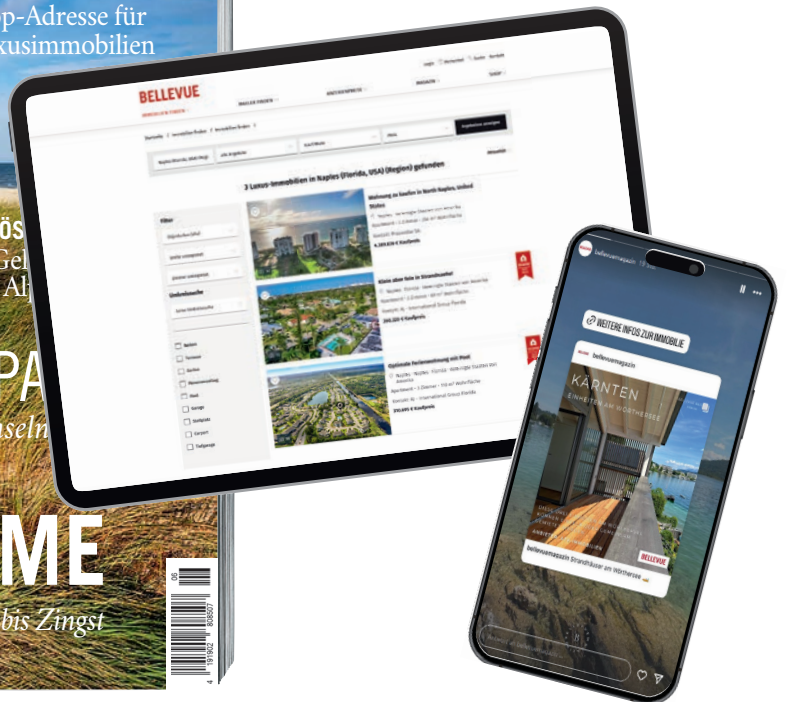


# MEDIA DATA

## 2025



Pricelist No. 39 valid from 01.01.2025

**BELLEVUE**  
Media GmbH

- 2 Contents / Publisher's Details
- 3 The Concept / Special Issue: Property Buying Guide
- 4 Annual Theme Plan
- 5 Prices, Formats, and Dates
- 6 Technical Guidelines / Special Advertising Formats
- 7 [www.bellevue.de](http://www.bellevue.de) / Online Prices
- 8 [www.bellevue.de](http://www.bellevue.de) / Advertising Banners / Online Advertorials
- 9 Best Property Agents / Publisher Representations



### Publisher's Details

**Publisher:** **BELLEVUE Media GmbH**  
Mittelweg 22  
D – 20148 Hamburg  
Management: Iris Einwallner  
Publisher: Gerhard Rodler

**Location Austria:** Cachalot Media House GmbH,  
Wienerbergstraße 11, 21 OG,  
Turm B, Twin Towers  
A-1100 Wien

**Phone:** +49 (0)40 593 62 50-0

**Internet:** [www.bellevue.de](http://www.bellevue.de)

**Advertisements / Disposition:** Rainer Pöhls  
+49 (0)40 593 62 50-50  
Email: [r.poehls@bellevue.de](mailto:r.poehls@bellevue.de)

**bellevue.de-Team:** Nadine Mazoni-Frasconi  
+49 (0)40 593 62 50-30  
Email: [service@bellevue.de](mailto:service@bellevue.de)

**Media data:** Price list No. 39 valid as of 01.01.2025

**Bank details:** Commerzbank  
IBAN: DE67 2004 0000 0662 2005 00  
SWIFT Code/BIC: COBADEHHXXX

**Terms of payment:** Invoices are payable on the publication date of the issue in which the advertisement appears and must be paid within 14 days of the publication date (first day of sale). Section 13 of the General Terms and Conditions shall apply.

**We reserve the right to request payment in advance.**

**Frequency of publication:** Bimonthly

**Publication dates:** see page 5

**Terms and conditions:** [www.bellevue.de/agb](http://www.bellevue.de/agb)





**BELLEVUE - Europe's leading property magazine for dream homes worldwide**

BELLEVUE has been showcasing exclusive properties from around the world since 1991 and is now Europe's largest German-language luxury property magazine. With a strong reach across the DACH region and a discerning readership, BELLEVUE provides the perfect platform to showcase your premium properties effectively - both nationally and internationally.

**Why choose BELLEVUE - Europe's leading property magazine?**

- **Market leader** Over 30 years of expertise in luxury and holiday properties. Regular publication: Published six times a year and available at newsagents, events and online kiosks across the DACH region.
- **Diverse property selection** BELLEVUE presents the most beautiful and exclusive properties, from elegant city apartments to breathtaking holiday homes.
- **Premium editorial content** High-quality reports and expertly curated features, accompanied by stunning photo essays, provide inspiration and insight for discerning readers.
- **The Perfect Blend of Print and Online**
- Leverage the synergy between **BELLEVUE magazine** and our property portal [bellevue.de](http://bellevue.de) to showcase your properties at their best. Cross-media integration ensures a strong presence among an affluent and highly targeted audience.
- In addition, we offer **social media support** by featuring your properties on our channels. With extra photos and videos provided, we can create an extensive and engaging digital feature for your property, reaching an even broader audience and maximizing its exposure.

**Extensive city specials: With detailed price and location maps, expert opinions and a wide range of current property listings**



**BELLEVUE – The most important facts at a glance**

- **Founded** 1991
- **Frequency** 6 times a year in the D/A/CH region (language: German)
- **Target group**
- ✓ 40,000 readers per issue, decision-makers, opinion leaders and executives with high incomes and an affinity for architecture, property and luxury
- **Circulation**
- ✓ Reach of the magazine: Distributed throughout the DACH region
- ✓ Subscriptions: Available via subscription service
- ✓ Special distribution: Delivered to 700 BELLEVUE Best Estate Agents
- ✓ Premium locations: Distributed at airports, airport lounges, upscale hotels, golf clubs and property shows
- ✓ **Online presence** Available on various digital platforms, including online kiosks such as [Ready.com](http://Ready.com), generating 500,000 page impressions per issue.



**Special Edition: „Real estate guide” / “Ratgeber Immobilien”**

- BELLEVUE bestseller: Everything property buyers need to know
- Publication date: 24 May 2025 (available in stores for at least 6 months)

**Topics covered in the special edition**

- Property prices in 100 German cities
- Financing, construction and modernisation
- Capital investment: Property as a hedge against inflation
- Expert tips on buying and selling property

**Key dates:**

Publication date: 24 May 2025, Advertising deadline: 14 April 2025

at least 6 months in stores



## TOPICS & DATES 2025\*

### ISSUE 02/2025

**Date of first sale** 21.02.2025 **Advertising deadline** 16.01.2025

**Themes** City portrait Cologne • Market Report: Leipzig • Property developers special • New projects from Germany & Europe • Half-timbered houses • Austria: Vienna • Switzerland: Market Report • Waterfront Living • Spain: Costa Blanca Market Report • Florida: Property Market in the Sunshine State

### ISSUE 03/2025

**Date of first sale** 17.04.2025 **Advertising deadline** 13.03.2025

**Themes** City Special: Frankfurt & Surroundings • Living in the Hanseatic City (Lübeck, Rostock & Co.) • Austria: Land of 100 Lakes • Switzerland: Zurich and the Swiss Plateau • Spain: Mallorca Market Report • Your own Vineyard • Italy: Market Report • Dream Destinations in Asia: Top Holiday Properties from Bali to Thailand

### SPECIAL EDITION: „REAL ESTATE GUIDE“ / „RATGEBER IMMOBILIEN“

**Date of first sale** 23.05.2025 **Advertising deadline** 14.04.2025

**Themes** Everything property buyers and sellers need to know • Locations & prices • Financing • Rights & obligations • Ancillary costs • Taxes • Inheritance & bequests • Investments • Building & modernising • Selling property • Holiday properties and much more! • 15th updated edition of the BELLEVUE bestseller!

### ISSUE 04/2025

**Date of first sale** 20.06.2025 **Advertising deadline** 13.05.2025

**Themes** City special: Hamburg & surrounding area • Sylt Market Report • plus: the hot spots on the North Sea • Austria: Salzburg/Bregenz property (festival) games & Co. • Switzerland: Ticino and Italian-speaking Switzerland • Spain: Costa del Sol • Croatia: Market Report • Top 10 worldwide: Properties in luxury resorts

### SPECIAL ISSUE THE 300 MOST BEAUTIFUL PROPERTIES WORLDWIDE

**Date of first sale** 25.07.2025 **Advertising deadline** 16.06.2025

### ISSUE 05/2025

**Date of first sale** 22.08.2025 **Advertising deadline** 17.07.2025

**Themes** City Special: Stuttgart & Surroundings • Regional Report Lake Constance • Baltic Sea Part 1: Rügen & Usedom • Austria: Wine & Villas • Switzerland: Graubünden Alps • Spain: Barcelona • Special topic: Country estates & manor houses • Ireland/Scotland/England: Castles in Great Britain • Greece: Property in Mediterranean paradises

### ISSUE 06/2025

**Erstverkaufstag** 17.10.2025 **Advertising deadline** 11.09.2025

**Themes** City Special: Munich & surrounding area • Baltic Sea part 2 • Austria: Kitzbühel & Co. • the 12 most valuable ski destinations • Switzerland: Valais and property in the mountains • Special topic: Palaces, Castles, Manor houses • Spain: Market Report • Jewels of Latin America: the 7 best Property Markets from Mexico to Uruguay

### ISSUE 01/2026

**Date of first sale** 12.12.2025 **Advertising deadline** 06.11.2025

**Themes** City Special: Berlin & Potsdam • City Report: Düsseldorf • Bavarian lakes: Exclusive living • Austria: Market Report • Switzerland: Prealps • Spain: Canary Islands • Winter magic: Properties with a cosy factor • Dubai & Co.: Market Report Emirates



Provisional overview - subject to change. You can find the current programme at [www.bellevue.de/themenplan](http://www.bellevue.de/themenplan)

# Advertising rates + formats 2025

You have the opportunity to choose between two forms of advertising:

## Gallery Presentations



**2/1 Page**  
**€ 2.950\***



**1/1 Page**  
**€ 1.590\***



**1/2 Page**  
**€ 980\***



**1/4 Page**  
**€ 590\***

**BELLEVUE's Gallery Presentations offer the opportunity to showcase a special property in an exclusive environment.**

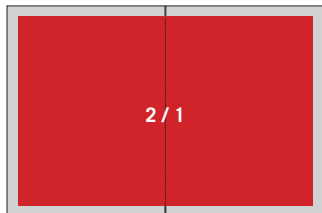
- Various design options are available for each ad format. The layouts are binding. Variants can be viewed at: [www.bellevue.de/varianten](http://www.bellevue.de/varianten).
- Only one property can be presented per format.
- The graphic realisation of the advertisement is carried out by the publisher.
- Online presence of the property on [www.bellevue.de](http://www.bellevue.de).
- QR code in the ad, linking directly to the property on [bellevue.de](http://bellevue.de).

### Discounts for multiple bookings made within one year\*

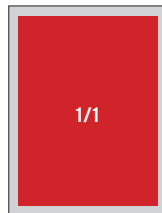
from 3 adverts + 1 advert	free of charge in the same format
from 6 adverts + 2 adverts	free of charge in the same format

\*\*Prices are exclusive of VAT

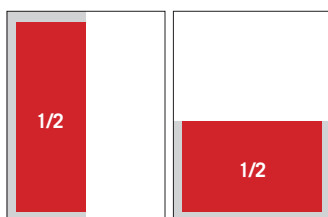
## Customised adverts



**2/1 Page (Crossover)**

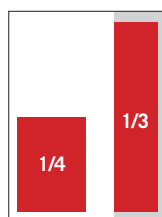


**1/1 Page**



**1/2 Page High**

**1/2 Page Landscape**



**1/4 Page High**  
**1/3 Page High**

## Sizes & Prices

Size	Type Area		Bleed*		Price**
	Width	Height	Width	Height	
in side parts	mm	mm	mm	mm	€
2nd/4th Cover Page			210	280	4.250,-
2/1 (Crossover)	402	243	420	280	4.900,-
1/1 Page	184	243	210	280	2.750,-
1/2 Page High	90	243	-	-	1.750,-
1/2 Page Landscape	184	119	-	-	1.750,-
1/3 Page High	56	243	68	280	1.500,-
1/4 Page High	90	119	-	-	1.150,-

\*Delivery of print-ready PDF. Technical data – see page 2  
Design surcharge for adverts designed by the publisher: Flat rate €280.

### Discounts for multiple bookings made within one year

from 3 adverts + 1 advert	free of charge in the same format
from 6 adverts + 2 adverts	free of charge in the same format

Issue no.	Issue	Date of first sale	Advertising deadlines and cancellation deadlines, print documents
02/2025	March/April	21.02.2025	16.01.2025
03/2025	May/June	17.04.2025	13.03.2025
04/2025	July/August	20.06.2025	12.05.2025
05/2025	September/October	22.08.2025	17.07.2025
06/2025	November/December	17.10.2025	11.09.2025
01/2026	January/February	12.12.2025	06.11.2025
Special Issue: Real Estate Guide 2025		23.05.2025	14.04.2025

**Technical Guidelines**

<b>Trim size:</b>	210 mm width x 280 mm height
<b>Printing process:</b>	4-colour-offset
<b>Colour space:</b>	Profiles to use Inside: PSO_LWC_Improved_eci.icc. Cover: ISOcoated_v2_eci. For conversion and verification of the colour space (ICC colour management), we recommend use of ECI's standard offset profiles.
<b>Magazine production:</b>	Allow for gutter overlap with double-sided advertisements
<b>Binding:</b>	Perfect binding
<b>Dateformat:</b>	<ul style="list-style-type: none"> <li>• <b>PDF/X-4</b></li> <li>• TIFF, EPS, JPG (CMYK or greyscales), resolution must be 300 dpi for 1:1 reproduction of submitted image</li> <li>• We are unable to use advertisements formatted in Microsoft Word. Please only use Word for copy. Images must be sent as separate files.</li> </ul>
<b>Bleed:</b>	For bleed ads, allow 5 mm bleed on all sides.
<b>Advertising materials to:</b>	anzeigen@bellevue.de For large files, please send via We Transfer. If you have questions, please call: +49 (0)40 593 62 50-50

**Loose inserts are printed materials that are placed loose and unbound inside the magazine.w**

<b>Loose Inserts:</b>	Weight up to 25 g	€ 105,-*
(rates per thousand)	For each additional 10 grammes	€ 7,-*
	Information on maximum weight is available on request	

**Booking Options:** Total circulation, split run on request

**Muster:** Five samples are required. These must be provided when the order is placed. This must be no later than three weeks before on-sale date. **Note:** The order remains non-binding for the publisher until samples have been provided and accepted.

**Sizes:** Minimum size: 105 mm width x 148 mm height, Maximum size: 200 mm width x 270 mm height

**Delivery Date:** To be agreed and confirmed when the order is placed. Customers should provide a quantity of inserts that includes an additional three per cent over and above the specified quantity.

**Discounts:** Discounts cannot be granted for inserts.

**Positioning:** No guarantees can be made as to the positioning of inserts. For further information on inserts and other special forms of advertising, please contact the publisher.

**Invoiced costs:** Invoiced costs are based on circulation.

**Tip-in inserts are glued to the page (minimum 1/1 page) in such a way that they can be easily removed and used.**

<b>Tip-in inserts:</b>	Postcards or empty envelopes	€ 60,-*
(rates per thousand)	Double postcards or envelopes with contents Booklet (max. 25 g) or product sample	€ 80,-*

**Formats:** Minimum size: 90 mm width x 140 mm height, Maximum size: 114 mm width x 162 mm height

**Bound inserts are printed materials/brochures that are permanently attached to the magazine by means of a perfect binding.**

<b>Bound inserts:</b>	Max. of 4 pages	€ 130,-*
(rates per thousand)	Max. of 8 pages	€ 141,-*
	Max. of 12 pages	€ 152,-*
	Max. of 16 pages	€ 166,-*

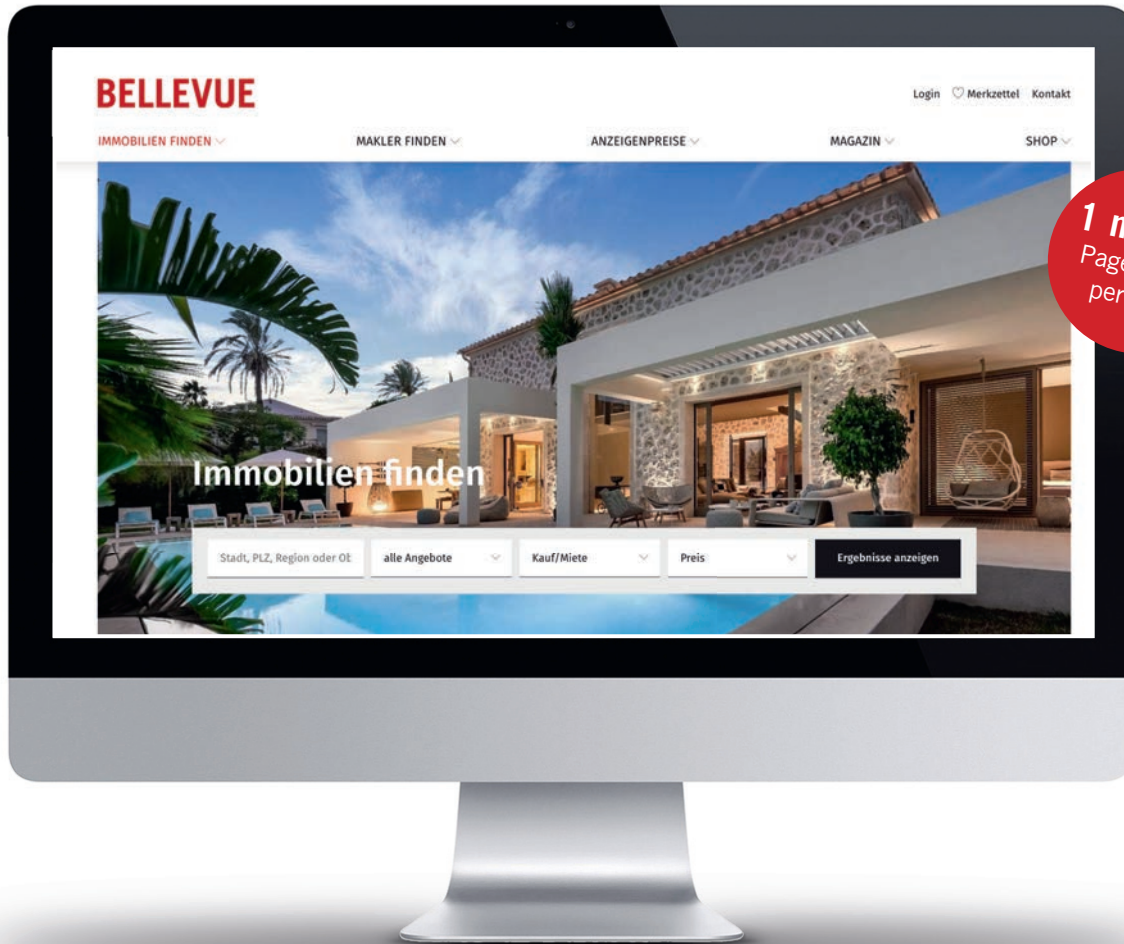
**Formats:** Available on request

\* plus VAT, where applicable



## BELLEVUE.de – The Online Portal for Exceptional Properties and Top Real Estate Agents Worldwide

### Property listings



### Property portal BELLEVUE.de - showcasing the world's most beautiful properties

BELLEVUE.de is the exclusive platform for the world's finest properties. Take advantage of the opportunity to upload your properties to us easily and conveniently via your real estate software - thanks to the Open-Immo interface, which is compatible with all common programmes in the DACH region. Present your high-quality properties in an exclusive environment and benefit from our wide range of advertising options: BELLEVUE supports the marketing of your properties with targeted social media campaigns, Google Ads and social media ads. Convert our clicks into leads and promote your properties directly to a target group with high purchasing power. Present your company and your special properties in a high quality environment.

### Price list

Number of objects	Prices/month*
1 Object per month	€ 49,-
5 Object per month	€ 99,-
Flat rate per month	€ 199,-

Properties in the DACH region can be imported via the estate agent software using an FTP interface (OpenImmo standard). There is also an API for Kyoer and Green Acres formats.

\* plus VAT, where applicable

### Contact the bellevue.de team

Phone: +49 (0)40 593 62 50-30  
 Mail: [service@bellevue.de](mailto:service@bellevue.de)  
 Web: [www.bellevue.de](http://www.bellevue.de)

# bellevue.de – The online platform from BELLEVUE Showcasing exceptional properties and the best estate agents worldwide

## Advertising banner



**1 million**  
Page views  
per year

### Your banner on bellevue.de

With our attractive banner spaces and customised advertising options, you can increase the visibility of your properties and address a target group with high purchasing power and an affinity for real estate.

### Sizes & Prices

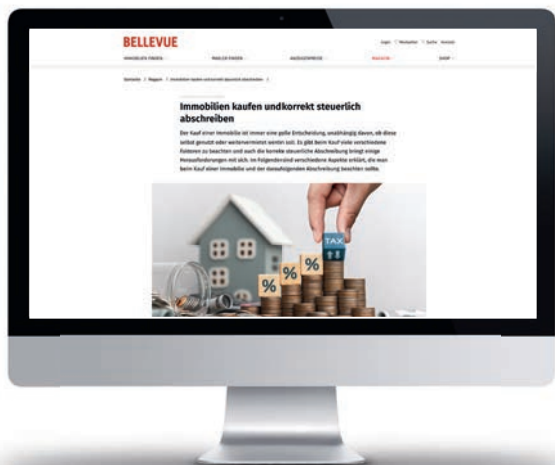
Graphic formats	Width	Height
Dektop	820px	274px
Mobil	400px	400px

Formats Advertising format	Price/Month*	
Full banner top	€ 1.890,-	Single banner start page
Full banner top Immo**	€ 1.890,-	Single banner Property search results
Full banner center	€ 1.590,-	Single banner start page
Full banner Slider	€ 1.290,-	Rotating banner start page

\* plus VAT, where applicable

\*\*<https://www.bellevue.de/immobiliensuche/online-suchen.html>

## Online advertorials



### Online advertorials - your story, our reach

Tell your success story or present your exclusive real estate projects in a descriptive article in the form of an online advertorial on bellevue.de. Use our platform to reach a discerning target group and position your company in the best possible way.

### Advertorials with a sponsored link (rel="sponsored")

- 1 Year online € 900,-\*
- 2 Year online € 1.200,-\*

Text and 1 image are provided by the customer.

Support from our editorial team with the text is available on request.

\* plus VAT, where applicable





The best brokers in the world.  
Recommended by **BELLEVUE**.



#### BELLEVUE BEST PROPERTY AGENTS – OUTSTANDING PERFORMANCE YEAR AFTER YEAR

Since 2006, BELLEVUE - Europe's No.1 real estate magazine - has been awarding the BELLEVUE BEST PROPERTY AGENTS seal of approval to recommendable real estate companies from all over the world. The assessment criteria are seriousness, experience, expertise, objective advice, market knowledge, an attractive portfolio, a comprehensive range of services and reliability.

Information at [www.bellevue.de/bpa](http://www.bellevue.de/bpa)

### Sales representatives

#### Your contact:

**Nordrhein-Westfalen, Hessen, Rheinland-Pfalz, Saarland, Sachsen, Thüringen, Baden-Württemberg, Bayern, Schweiz**

Hoffmann-Kötter & Borberg  
Verlagsvertretungen / Medienberatung  
Ulzburger Straße 460A  
D-22844 Norderstedt  
Phone: +49 (0)89 45 45 93-10  
fax: +49 (0)89 45 45 93-14  
Email: [hoffmann-koetter@bellevue.de](mailto:hoffmann-koetter@bellevue.de)

**Schleswig-Holstein, Niedersachsen, Bremen, Hamburg, Mecklenburg-Vorpommern, Brandenburg, Berlin, Sachsen-Anhalt**

Dirk Struwe Medienvermarktung e.K.  
Mühlenkamp 21 a  
22303 Hamburg

Your contact:  
Dirk Struwe  
Telefon +49 (0)40 280 580 80  
Mobil +49 (0) 151 234 29 832  
E-Mail: : [d.struwe@struwe-media.de](mailto:d.struwe@struwe-media.de)

Ann Katrin Richard  
Mobil +49 (0) 151 174 18 304  
E-Mail: [a.richard-bellevue@e.mail.de](mailto:a.richard-bellevue@e.mail.de)

#### Spain

Sylvia Löck / Presscontact SL  
Calle Papa Gregorio IX, 6  
E-07015 Palma de Mallorca  
Phone: +34 971 22 92 97  
Mobil: +34 676 35 10 51  
Email: [sloeck@bellevue.de](mailto:sloeck@bellevue.de)

#### Austria

Cachalot Media House GmbH  
Ingeborg Zauner  
Wienerbergstraße 11, 21.OG, Turm B,  
TwinTowers  
A-1100 Wien  
Phone: +43 (0) 699 151 266 12  
Email: [i.zauner@bellevue.de](mailto:i.zauner@bellevue.de)

#### International

Cachalot Media House GmbH  
Iris Einwaller  
Wienerbergstraße 11, 21.OG, Turm B,  
TwinTowers  
A-1100 Wien  
Phone: +43 (0) 699 12 29 00 94  
Email: [i.einwaller@bellevue.de](mailto:i.einwaller@bellevue.de)