

Lebensmittel
Zeitung

Lebensmittel
Zeitung

direkt

MEDIA KIT 2024



LZ MEDIEN Topics & Deadlines 2024

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Information on dates is subject to change. The most up-to-date information is available at: www.lzmedia.net/topics-and-deadlines

LZ	PD*	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
LZ DIREKT 1 24	02.01.	06.12.2023	Frozen Food Convenience Vegan & Vegetarian Products Flowers & Plants		Special Confectionary (incl. Süßer Stern)	
	1 05.01.	19.12.2023				
	2 12.01.	02.01.			Internationale Grüne Woche CD: 24.11.2023	
	3 19.01.	09.01.	Fresh & Plantbased (Vegan & Vegetarian; Pre-Run to Fruit Logistica)		Focus Nonfood CD: 03.01.	Marca Bologna 16.01. - 17.01. Internationale Grüne Woche Berlin 19.01. - 28.01.
	22.01.	09.01.	LZ Special Newsletter Nonfood			
4	23.01.	02.01.	LZ direkt Whitepaper Fruits & Vegetables			
	26.01.	16.01.	Confectionary I (Pre-Run to ISM)			Ambiente Frankfurt 26.01. - 30.01. Christmasworld Frankfurt 26.01. - 30.01. Creativeworld Frankfurt 27.01. - 30.01. ISM ProSweets Cologne 28.01. - 31.01.
LZ DIREKT 2 24	01.02.	10.01.	Bio Organic & Regional Sustainability Fitness & Proteins Fruits & Vegetables Easter Business Retail Tech & Store Design (Gastronomy Concepts, Shopfitting, Lighting, Cooling Technology)		Special Sustainability	
	5 02.02.	23.01.			Christmasworld Ambiente Creativeworld Trade Fair News ISM Trade Fair News	Spielwarenmesse Nuremberg 30.01. - 03.02.
	6 09.02.	30.01.	Bio Organic & Regional (Pre-Run Biofach)	RR Mecklenburg-Vorpommern CD: 29.12.2023	Spielwarenmesse Trade Fair News	Fruit Logistica Berlin 07.02. - 09.02.
	7 16.02.	06.02.	Breakfast		Fruit Logistica Trade Fair News	Biofach Nuremberg 13.02. - 16.02. Vivaness Nuremberg 13.02. - 16.02.
	23.02.	12.01.	LZ Special Newsletter RR Great Britain			
8	23.02.	13.02.	BBQ	RR Great Britain CD: 12.01.	Focus Technology EuroCis Preview CD: 02.02. Biofach Trade Fair News	DETROP Boutique Thessaloniki 24.02. - 26.02. fish international Bremen 25.02. - 27.02. EuroCIS Dusseldorf 27.02. - 29.02.

*PD: publication date | *CD: closing date | RR: Regionalreport

	26.02.	02.02.	LZ Special Newsletter Retail Tech			
	27.02.	06.02.	LZ direkt Whitepaper Retail Tech			
LZ DIREKT 3 24 9 10 LZ Copytest RR North America 11 12 13 LZ DIREKT 4 24 14	01.03.	08.02.	Breakfast Products Bread & Baked Goods Hot Beverages Detergents & Cleaning Wine, Sparkling Wine & Spirits (ProWein) Confectionary (incl. ISM)		Special Innovation Cup Special BBQ I	
	01.03.	20.02.	Wine, Spirits & Beer (incl. Sparkling Wine Pre-Run to ProWein)		EuroCIS Trade Fair News	Internationale Eisenwarenmesse Cologne 03.03. - 06.03. Light + Building Frankfurt 03.03. - 08.03. IAW Internationale Aktionswaren- und Importmesse Cologne 04.03.-06.03.
	08.03.	27.02.	Snacks & Convenience	RR North America CD: 26.01.		Olio Capitale Triest 08.03. - 10.03. Internorga Hamburg 08.03. - 12.03. ProWein Dusseldorf 10.03. - 12.03.
	15.03.	05.03.	Frozen Food & Ice Cream I	RR Berlin-Brandenburg CD: 02.02.	Internorga Trade Fair News ProWein Trade Fair News Focus Logistics I LogiMAT Trade Fair News CD: 23.02.	Handelslogistik Kongress Cologne 12.03. - 13.03.
	22.03.	12.03.	Non-Alcoholic Drinks		Special European Football Cup CD: 01.03.	Alimentaria Barcelona 18.03. - 21.03. LZ Private Label Day Frankfurt 19.03. Anuga FoodTec Cologne 19.03. - 22.03. LogiMAT Stuttgart 19.03. - 21.03. BEAUTY Dusseldorf 22.03. - 24.03.
	26.03.	05.03.	LZ direkt Whitepaper European Football Cup at the POS			
	28.03.	18.03.			LogiMAT Trade Fair News	
	02.04.	07.03.	Meat & Sausages Fish Deli Products & Dips Chips & Snacks Non-Alcoholic Drinks Beer & Mixed Drinks Energy Drinks Ice Cream Spices Vegan & Vegetarian Products (Meat-, Fish-, Milk-Alternatives), BBQ Accesories		Special BBQ II European Football Cup	
	05.04.	22.03.	Milkproducts, -alternatives & Cheese I			

LZ MEDIEN Topics & Deadlines 2024

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LZ	PD*	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
15	12.04.	02.04.	Meat & Sausage (incl. Meat Alternatives)	RR Nordic Countries CD: 01.03.		VINITALY/Enolitech/SOL & AGRIFOOD Verona 14.04. - 17.04. LZ Retail Media Day Frankfurt 16.04.
16 LZ Copytest Packaging	19.04.	09.04.	Fish & Seafood (Pre-Run to Seafood Global Expo)		Focus Packaging I CD: 28.03.	EHI Payment Kongress Bonn 17.04. - 18.04.
	22.04.	28.03.	LZ Special Newsletter Packaging I			
17	26.04.	16.04.	Deli Products & Spices	RR Netherlands CD: 15.03.		Hannover Messe Hannover 22.04. - 26.04. Molkerei Kongress Munich 23.04. - 24.04. Seafood Expo Global Barcelona 25.04. - 27.04
LZ DIREKT 5 24	02.05.	09.04.	Detergents & Cleaning Products Cosmetics & Body Care Sanitary Products Oral Care Pet Food Dairy Products Tobacco Products Back-to-school		Special Drugstore Products I	
18	03.05.	22.04.		RR Switzerland CD: 22.03.	Seafood Expo Global Trade Fair News	
19	10.05.	29.04.	Fitness (incl. „free from“, OTC-Products, Proteins, Superfoods)			CIBUS International Food Exhibition Parma 07.05. - 10.05. Nonfood Kongress Frankfurt 07.05. - 08.05. OMR Hamburg 07.05. - 08.05.
20	17.05.	06.05.			Focus Private Labels PLMA Preview CD: 26.04.	MLF Tagung Berlin 12.05. - 15.05.
	21.05.	26.04.	LZ Special Newsletter Private Labels			

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21	LZ Copytest Food/ Nonfood	24.05.	13.05.	Drugstore Products I (Detergents & Cleaning Products, Sanitary Products, Cosmetics & Body Care, Oral Care)	RR North Rhine-Wesphalia CD: 12.04.		
22		31.05.	17.05.		RR Hamburg & Schleswig- Holstein CD: 19.04.	PLMA Trade Fair News	PLMA Amsterdam 28.05. - 29.05. THAIFEX - Anuga Asia Bangkok 28.05. - 01.06.
LZ DIREKT 6 24		03.06.	07.05.	Convenience Vegetarian & Vegan Products (Meat-, Fish- & Milk Alternatives) Meat & Sausages Frozen Food Sum- merdrinks (Spirits Beer Non-alcoholic Drinks Cocktails)		Supermarkt Stars - The Finalists 2024 Special Summer Trends 2024	
23		04.06.	14.05.	LZ direkt Whitepaper POS Security			LZ Karriereforum Frankfurt 08.06.
		07.06.	27.05.	Pasta, Rice & Dips		Special Sustainability CD: 17.05.	LZ Summit Verpackung & Nachhal- tigkeit Frankfurt 10.06. - 11.06.
24		10.06.	17.05.	LZ Special Newsletter Sustainability			
		14.06.	04.06.	Licenses		Topic Digitization in the consumer goods industry CD: 24.05.	
25		21.06.	11.06.	Baby & Child (Special Food & Care)	RR Lower-Saxony CD: 10.05.	Spoga+Gafa Trade Fair News	Spoga+Gafa Cologne 16.06. - 18.06. Supermarkt Stars Frankfurt 18.06. BRANDmate Offenbach 19.06. - 20.06.
26		28.06.	18.06.			Special Top-Marke 2024 CD: 07.06.	K5 Berlin 25.06. - 26.06.
LZ DIREKT 7 24		01.07.	07.06.	Sweet Spreads Deli Products & Dips High Proteins		Supermarkt Stars - The Winners 2024 Special Top-Marke 2024	
27		03.07.	11.06.	LZ direkt Whitepaper Beverage Trends			
28		05.07.	25.06.	Bread & Baked Goods I			
29		12.07.	02.07.		RR Asia CD: 31.05.		
30		19.07.	09.07.	New Food (incl. Vegan & Vegetarian)			
LZ DIREKT 8 24		26.07.	16.07.				
31		01.08.	10.07.	Bread & Baked Goods Pet Food Oktoberfest Confec- tionary Chips & Snacks High-Tech-Trends (Retail Tech & Store Design)		Special Halloween	
		02.08.	23.07.	Pets			

LZ MEDIEN Topics & Deadlines 2024

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	LZ	PD*	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
	32	09.08.	30.07.				
	33	16.08.	06.08.	Snacks & Convenience (Food & Drinks to go)	RR Turkiye CD: 05.07.		
	34	23.08.	13.08.				Gamescom Köln 21.08. - 25.08.
	35	30.08.	20.08.				
LZ DIREKT 9 24		02.09.	09.08.	Confectionary Cheese Wine, Sparkling Wine, & Champaign Spirits Energy Drinks Sustainability Press Assortment Nonfood Winter-BBQ Tobacco Products		Special Christmas Business 2024	
	36	06.09.	27.08.	Confectionary II	RR Bavaria CD: 26.07.		Anuga HORIZON Cologne 03.09. - 05.09. IFA Berlin 06.09.-10.09. InterTabac Dortmund 19.09. - 21.09.
	37	13.09.	03.09.	Frozen Food & Ice Cream II	RR Italy CD: 02.08.	IFA Trade Fair News	
		17.09.	27.09.	LZ direkt Whitepaper Impulse Nonfood			
	38	20.09.	10.09.		Baden-Wurttemberg CD: 09.08.	Focus Packaging II Fach-Pack Preview CD: 30.08.	IAA Transportation Hannover 17.09. - 22.09. DMEXCO Cologne 18.09. - 19.09.
		23.09.	30.08.	LZ Special Newsletter Packaging II			
	39	27.09.	17.09.	Dairy Products, -alternatives & Cheese II	RR Central Germany: Saxony, Saxony-Anhalt, Thuringia CD: 16.08.		Fachpack Nuremberg 24.09. - 26.09. ECR-Tag Bonn 25.09. - 26.09. LZ Food & Beverage Innovation Day Dusseldorf 15.09.
		30.09.	17.09.	LZ Special Newsletter Dairy products & alternatives			
LZ DIREKT 10 24		01.10.	09.09.	Meat, Sausages & Poultry (incl. Service Counter) Dairy Products Frozen Food Hot Beverages Fitness & Proteins		Special Favorite Brands of independant merchants	
	40	04.10.	23.09.	Spirits	RR France CD: 23.08.	Focus Trade Real Estate Expo Real Preview CD: 13.09.	Bar Convent Berlin 07.10. - 09.10.

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41	LZ Copytest Logistics	11.10.	30.09.		RR Belgium CD: 30.08.	Focus Logistics II Supply Chain Management CD: 27.09. Expo Real Trade Fair News	Expo Real München 07.10. - 09.10.
		18.10.	27.09.	LZ Special Newsletter Logistics & SCM			
42		18.10.	08.10.	Meat, Sausages & Poultry (incl. Meat Alternatives)	RR South America CD: 06.09.	Innovations / International Food Days AS: 27.09.	Insights-X Nuremberg 16.10. - 18.10. Buchmesse Frankfurt 16.10. - 20.10. SIAL Paris 19.10. - 23.10.
43		25.10.	15.10.	Coffee & Tea		Book Fair Trade Fair News	Deutscher Logistik-Kongress Berlin 23.10. - 25.10.
		29.10.	08.10.	LZ direkt Whitepaper Check-Out Zone			
44	LZ DIREKT 11 24	01.11.	10.10.	Cosmetics & Body Care Sanitary Products Oral Care Detergents & Cleaning Cheese (Service Counter) Vegan & Vegetarian Products Beer Sparkling Wine & Champagne		Special Drugstore Products II Special Veganuary	
		01.11.	22.10.			Special Independent Merchants CD: 11.10.	all4pack Paris 04.11. - 07.11.
45		08.11.	29.10.		RR Austria CD: 27.09.	Goldener Zuckerhut Edition	Goldener Zuckerhut Berlin 07.11. - 08.11. EHI Technologie Tage Bonn
46		15.11.	05.11.	Bread & Baked Goods II	RR Greece CD: 04.10.		Handelskongress Deutschland Berlin 13.11. - 14.11.
47	LZ Copytest RR Spain & Portugal	22.11.	12.11.	Ingredients	RR Spain & Portugal CD: 11.10.		Food Ingredients Messe Frankfurt 19.11. - 21.11.
		26.11.	05.11.	LZ direkt Whitepaper Shopper Trends 2025			
48		29.11.	19.11.	Drugstore Products II (Cosmetics, Body Care, Sanitary Products, Baby Food/Baby Products)		Topic Payment transactions CD: 08.11.	BrauBeviale Nuremberg 26.11. - 28.11.
	LZ DIREKT 12 24	02.12.	08.11.	Breakfast Products Bread & Baked Goods Check-Out Zone Confectionary, Chips & Snacks Pet Food		Special Super Bowl	
49		06.12.	26.11.			Trade Fair Year 2025	
50		13.12.	03.12.				
51/52		20.12.	10.12.				

LEBENSMITTEL ZEITUNG Print and Digital

100 % INDUSTRY FOCUS

Lebensmittel Zeitung is the leading specialist industry publication for the consumer goods sector. Place your brand and message in a relevant editorial context. Reach decision makers¹ in the retail (distribution centers, independent store owners/managers) and consumer goods industry (FMCG/CPG) and sector-specific service providers at all relevant everyday touchpoints.

¹ Senior management, managing directors, category management, purchasing, sales and marketing managers and those responsible for IT and logistics, management closely involved with sales, and independent retailers. LZ reader survey 2022, IFAK Institut, Taunusstein, A survey of the main LZ readers as well as an LZ Digital user survey 2022, Karwath Marktforschung, Oldendorf

Comprehensive information and images of possible advertising formats are available online in our Media Kit here: www.lzmedia.net



LEBENSMITTEL ZEITUNG Data

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Our excellent performance ensures your visibility among **FMCG decision-makers**

71,946 IVW

total number incl. print and paid content¹

52

journalists

855,844

visits/month⁵

55,848

newsletter recipients per workday³

Ø 3,2

recipients per Newsletter copy⁴

49,536

actually distributed weekly circulation on each Friday.¹



2,390,671

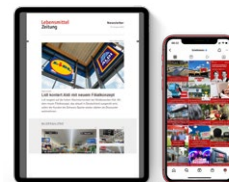
page impressions/month⁵

85%

of users access LZ Digital at least once daily⁴



www.lebensmittelzeitung.net



7,949

podcast subscribers⁹

100%

of the top 30 retail head-quarters subscribe to LZ.⁶

Nearly all **management at the top 10** retail enterprises subscribe to LZ digital channels or an LZ Newsletter.⁶

89%

chances of page impression Print Issue²

Ø 7

readers per copy²

Nearly all **purchasing managers at the top 15 retail enterprises** subscribe to LZ digital channels or are signed up for the LZ Newsletter.⁶

94

minutes of digital use per week⁴

52

average minutes reading time per copy²

20,262

quotations made from LZ in 2022⁷

175,298

social media followers⁸

¹ IVW, Q2/2023. The new IVW total number counts usage opportunities of the media brand LZ at different touchpoints. Paid content counts users of protected online content

² LZ reader survey 2022 IFAK Institut, Taunusstein. Survey of main LZ readers. Readers per copy as estimated by primary reader.

³ Recipient file LZ Newsletter, July 2023

⁴ LZ Digital user survey 2022, target group retail, Karwarth Marktforschung, Oldendorf. Recipients per copy as estimated by respondent

⁵ IVW, June 2023; NOTE: Due to changes in the measurement procedure under data protection law, comparisons with previous year's values are no longer possible. Further information at www.ivw.eu.

⁶ LZ sales analysis, January 2023

⁷ Übermetrics / Unicepta für 2022

⁸ Follower of the LZ social media channels: Facebook, Instagram, X, LinkedIn, as of: July 2023

⁹ Recipient file LZ Podcast, June 2023

2/1 page

W: 596 mm x H: 440 mm €49,900

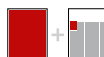


5-COLUMN

1/1 page incl. title spot

W: 280 mm x H: 440 mm

Title: W: 49 mm x H: 50 mm €28,930



1/1 page

W: 280 mm x H: 440 mm €25,610



3/4 page horizontal

W: 280 mm x H: 330 mm €21,180



W: 280 mm x H: 300 mm €19,430

W: 280 mm x H: 250 mm €16,750

1/2 page horizontal

W: 280 mm x H: 220 mm €14,950



1/3 page horizontal

W: 280 mm x H: 150 mm €11,530



1/4 page horizontal

W: 280 mm x H: 110 mm €9,360



W: 280 mm x H: 70 mm €7,050

W: 280 mm x H: 40 mm €4,570

4-COLUMN

4/5 page corner

W: 224 mm x H: 440 mm €22,390



9/16 page corner

W: 224 mm x H: 310 mm €21,810



1/2 page corner

W: 224 mm x H: 275 mm €18,710



2/5 page corner

W: 224 mm x H: 220 mm €12,380



W: 224 mm x H: 150 mm €9,560

W: 224 mm x H: 100 mm €7,380

W: 224 mm x H: 50 mm €4,560

3-COLUMN

3/5 page corner

W: 167 mm x H: 440 mm €17,640



W: 167 mm x H: 350 mm €14,260

W: 167 mm x H: 300 mm €12,600

1/3 page corner

W: 167 mm x H: 250 mm €11,530



W: 167 mm x H: 200 mm €9,560

W: 167 mm x H: 150 mm €8,020

W: 167 mm x H: 100 mm €6,430

W: 167 mm x H: 50 mm €3,460

See page 18 for information on volume discounts and technical details.

For more information, please visit:
www.lzmedia.net/lz/printformats

2-COLUMN

2/5 page corner

W: 110 mm x H: 440 mm €12,380



W: 110 mm x H: 310 mm €9,840

1/4 page corner

W: 110 mm x H: 275 mm €9,360



1/5 page corner

W: 110 mm x H: 220 mm €7,820



W: 110 mm x H: 200 mm €7,390

W: 110 mm x H: 150 mm €6,430

W: 110 mm x H: 100 mm €4,570

W: 110 mm x H: 50 mm €2,340

1-COLUMN

1/5 page corner

W: 53 mm x H: 440 mm €7,810



W: 53 mm x H: 300 mm €6,430

W: 53 mm x H: 250 mm €5,470

W: 53 mm x H: 200 mm €4,570

W: 53 mm x H: 150 mm €3,460

W: 53 mm x H: 100 mm €2,340

W: 53 mm x H: 50 mm €1,160

TEXT INSETS

Ads with text inset €45

Page 6 and after, rate per mm,
column width 53 mm, min. height
40 mm, max. height 100 mm

PRIORITY PLACEMENTS

(no right to cancel)

1/1 page priority €32,310

(pp. 5, 7, 9, 11, 13, 15 and U4) incl. title spot
W: 280 mm x H: 440 mm

1/1 page priority €28,950

(pp. 5, 7, 9, 11, 13, 15 and U4)
W: 280 mm x H: 440 mm

1/2 page horizontal priority €18,750

Page 3, W: 280 mm x H: 220 mm

1/3 page horizontal priority €16,700

Page 3, W: 280 mm x H: 150 mm

Title strip on title page €11,050

W: 280 mm x H: 40 mm

Title spot on title page €5,400

W: 49 mm x H: 50 mm

Text inset 100/1-column €4,510

Page 2, W: 53 mm x H: 100 mm

SUPPLEMENT

Supplement €10,390

Looseleaf insert
Format max. W: 210 mm x H: 297 mm
Format at least W: 105 mm x H: 148 mm
long edge folded, up to 25 g total weight

CLASSIFIED ADS

b/w, 4c €7

mm rate/column
Obituaries, real estate, business
announcements, etc.

BOX NUMBER FEE

Germany €42

International €63

10 % CROSS-MEDIA DISCOUNT¹

Additional discount on all campaign-related
print & digital insertions.

¹ When booking a cross-media LZ campaign (print and digital) we grant an additional 10% discount off the gross print and digital advertising rate.

Cross-media campaigns are campaigns having identical content in print and digital with a time delay of no more than two weeks.

Minimum format size Print: 1/4 page corner, Minimum format size Digital: Digital 5/VE

All prices in euro plus VAT at the statutory rate. Reservations for priority placements are binding for a max. of 3 weeks or a max. of 6 weeks for regular placements.

LZ Digital Rates and formats

Digital placements 1 week rotation each (no more than 3 partners per format)

DIGITAL 1ONE PRIORITY €28,950

Bridge Ad

Desktop: 980 x 150 px / 400 x 800 px

Mobile: 300 x 150 px / 300 x 600 px

Newsletter: 520 x 200 px

Your priority placement remains sticky on the outer edges when scrolling.

DIGITAL 1ONE €25,610

Desktop: 940 x 300 px

Mobile: 300 x 150 px

Newsletter: 520 x 200 px

DIGITAL 2TWO €21,180

Desktop: max. 400 x 800 px (sticky)

Mobile: 300 x 600 px (scrollover)

Newsletter: 520 x 200 px

DIGITAL 3THREE €14,950

Desktop: 300 x 250 px

Mobile: 300 x 250 px

Newsletter: 520 x 200 px

DIGITAL 4FOUR¹ €9,360

Desktop: 617 x 250 px

Mobile: 300 x 250 px

Newsletter: 520 x 200 px

DIGITAL 5FIVE¹ €7,820

Desktop: 617 x 250 px

Mobile: 300 x 250 px

Newsletter: 520 x 200 px

POSITION ON WEBSITE / POSITION IN AFTERNOON NEWSLETTER	WEBSITE & AFTERNOON LZ NEWSLETTER (MON-FRI)	+ MORNING LZ NEWSLETTER (TUE-SAT)	+ FRIDAY LZ NEWSLETTER	+ OVERSIZED FORMATS	+ LZ NEWS FLASHES
TOP 1st position priority	✓	✓	✓	✓	✓
TOP 1st position	✓	✓	✓	✓	✓
TOP 2nd position	✓	✓	✓	✓	-
MIDDLE 3rd position	✓	✓	✓	-	-
IN COPY 4th position	✓	-	-	-	-
IN COPY 5th position	✓	-	-	-	-

¹ Newsletter placement Digital 4FOUR and Digital 5FIVE only in afternoon LZ Newsletter

LZ Digital Rates and formats Digital placements 1 week each on rotating basis (no more than 3 partners per format) 13

SOCIAL MEDIA PUSH

LinkedIn Post	€9,990
Your individual post via the LinkedIn channel of LZ incl. paid traffic campaign	
LinkedIn Post Combi benefit²	€3,990

AUDIOSPONSORING/PODCAST PUSH

20-second audio commercial incl. shownotes	€4,990
Podcast Combi benefit²	€2,990

CONTENT FORMATS

Advertorial³	€19,850
Desktop, Mobil, Newsletter, Social Media	
Duration: 2 weeks	

Galery Sponsoring	€4,190
Your banner in the picture galleries of LZ.net	
Duration: 4 weeks	

Text ad 1-2	€3,750
In the Afternoon LZ Newsletter, max. 430 characters	

Product entry	€1,600
Unlimited duration	

Please visit our website for more information:

www.lzmedia.net/lz/printformats
www.lzmedia.net/lz/digitalformats

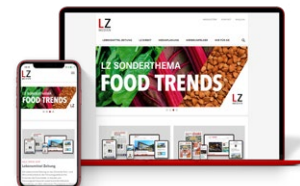
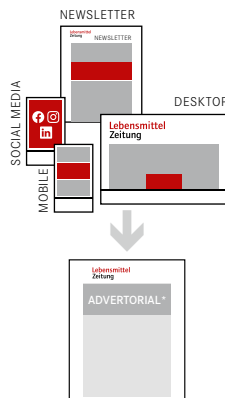
See page 18 for information volume discounts and technical details.

LZ SPECIAL NEWSLETTER

Maxi-Banner Top	€3,290
Maxi-Banner 2-3	€2,740
Text ad 1-3	€2,100

Discover now:

For more information on dates & prices and demonstrative examples, visit our media sales platform www.lzmedia.net



Stay up to date with the LZ Media Sales Newsletter!

Your monthly update on current topics and highlights of the LZ MEDIEN for your optimal B2B communication. Register now at: www.lzmedia.net/newsletter

Are you looking for an individual communication solution?

Our team offers further customizable special advertising formats beyond those shown here. Feel free to contact us! www.lzmedia.net/contact

10% CROSS-MEDIA DISCOUNT

Additional discount on all campaign-related print & digital insertions

¹ When booking a cross-media LZ campaign (print and digital) we grant an additional 10% discount off the gross print and digital advertising rate. Cross-media campaigns are campaigns having identical content in print and digital with a time delay of no more than two weeks. Minimum format size Print: ¼ page corner, Minimum format size Digital: Digital 5FIVE

² Only valid in combination with a booked display format (DIGITAL 1-5) or content format (Advertorial).

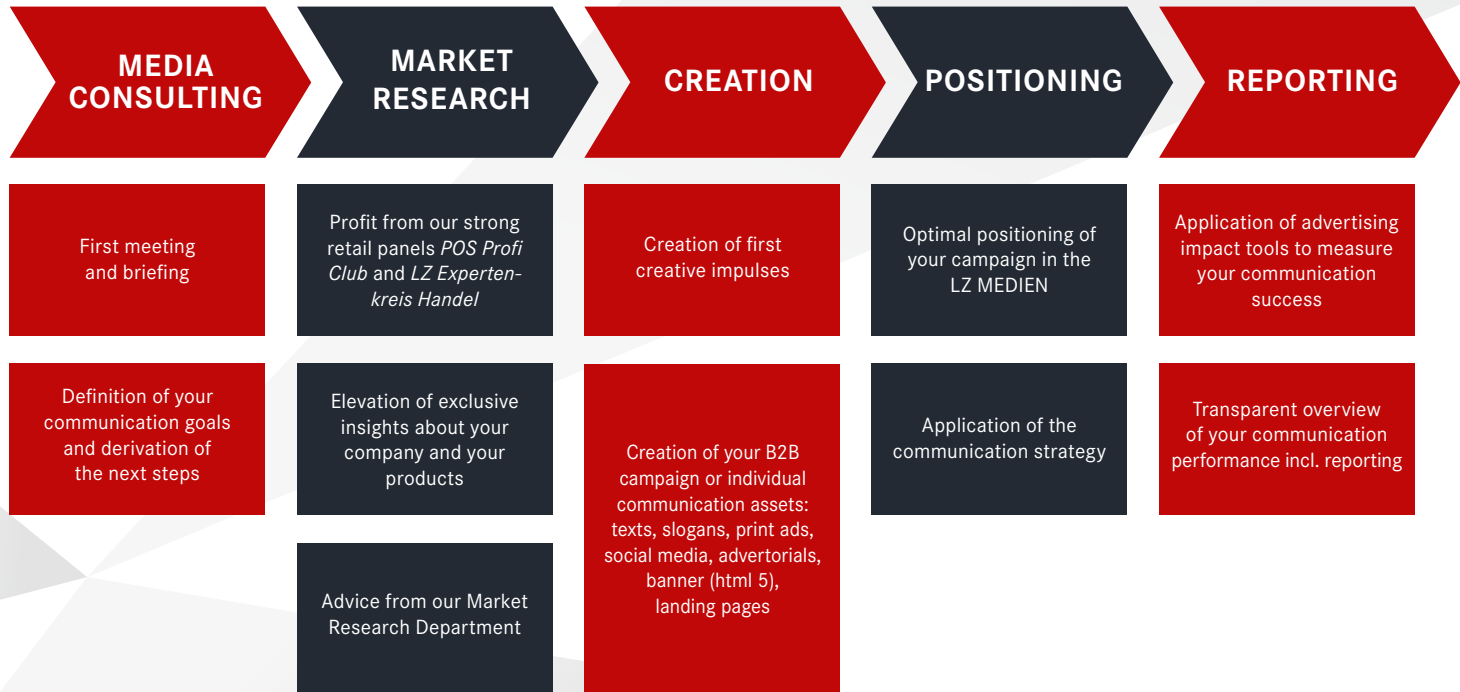
³ Is marked as an "advertisement" in compliance with statutory regulations.

All prices in euro plus VAT at the statutory rate. Placement reservations are only valid for 3 weeks, or lose their validity 4 weeks prior to publication date.

LZ MEDIEN Services We are here for you!

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OUR SERVICES FOR YOUR B2B MULTICHANNEL COMMUNICATION IN LEBENSMITTEL ZEITUNG AND FOR DIRECTLY ADDRESSING THE POS COMMUNITY IN LZ DIREKT



THE NEW JOB CAMPAIGN
increases the visibility of your job offers.

Your job offer appears automatically and online, but also in the relevant editorial newsletters and in the print edition's job market. With a fully automated AI campaign, we also identify suitable candidates and play your jobs as advertisements on Facebook as well as in the Google display networks.

LZ EMPLOYER BRANDING	
Employer of the Month	14,900 €
Job of the Week	5,600 €
LZ CAREER NEWSLETTER	
Maxi Banner Top	1,950 €
Maxi Banner 2	1,600 €
Text Ad	1,200 €

Further information about LZ Jobs and the topic of employer branding you will find at: www.lzjobs.info

THE NEW JOB CAMPAIGNS AT A GLANCE

BASIC	BEST PRACTICE	PREMIUM
Active Seekers	High Visibility + Passive Seekers	
Job Market LZ Jobs	Job Market LZ Jobs	Job Market LZ Jobs
Teaser Ad in Lebensmittel Zeitung without logo	Teaser Ad in Lebensmittel Zeitung with your logo	Teaseranzeige in Lebensmittel Zeitung inklusive Logo
	AI Campaign on Facebook + Google Display	AI Campaign on Facebook + Google Display
	Joblink in three LZ Newsletter and on lebensmittelzeitung.net	Joblink in three LZ Newsletter and on lebensmittelzeitung.net
	Social Media	Social Media
		Print-Ad starting from 1/5 Page
890 €	1,190 €	From 2,390 €

LZ DIREKT Print and Digital

100% POINT OF SALE

Obtain direct access to the POS community. Target key staff and decision-makers in supermarkets with your message: Business owners, store/center and distribution managers, category managers and POS employees.

Complete information and images of possible advertising formats are available online in our Media Kit here: www.lzmedia.net



LZ DIREKT Key facts

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Our performance at the POS enhances your visibility with **key retail decision-makers**

65,225

circulation actually distributed monthly¹

10

journalists + content creators

44

average minutes reading time per copy²

Ø 7.4

readers per copy²

6,805

newsletter recipients every Tuesday⁷

92%

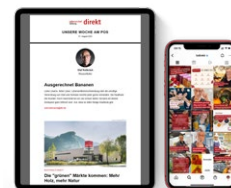
of LZ direkt circulation is in retail³

95%

of EDEKA and REWE retail stores receive LZ direkt³



www.lzdirekt.de



85%

of LZ direkt digital readers have access to product orders⁴

1,930

social media followers⁶

81%

of readers confirm: ads that run in LZ direkt arouse their interest in the products or campaigns advertised.²

55%

of LZ direkt print readers are owners or store managers²

76%

chances of page impression²

42

minutes of LZ direkt digital access per week⁴

53,085

visits/month⁵

¹ IVW, Q2/2023

² LZ direkt reader survey 2020, GIM Gesellschaft für Innovative Marktforschung, Wiesbaden Readers per copy as estimated by respondents

³ LZ sales analysis, November 2021

⁴ LZ direkt Digital user survey 2021, retail target group, Karwath Marktforschung, Oldendorf.

⁵ PIWIK Pro, monthly values July 2023

⁶ Follower of the LZ social media channels: Facebook, Instagram, Twitter, LinkedIn, as of: July 2023

⁷ Recipient file LZ Newsletter, July 2023


LZ DIREKT Print Rates and formats

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2/1 page €43,220 
 Print space W: 464 mm x H: 300 mm
 Bleed* W: 500 mm x H: 340 mm

1/1 page €22,270 
 Print space B: 220 mm x H: 300 mm
 Bleed* W: 250 mm x H: 340 mm

3/4 page horizontal €18,320 
 Print space W: 220 mm x H: 225 mm
 Bleed* W: 250 mm x H: 247 mm

2/3 page horizontal €16,880 
 Print space W: 220 mm x H: 200 mm
 Bleed* W: 250 mm x H: 222 mm


2/3 page corner €16,880 
 Print space W: 147 mm x H: 300 mm
 Bleed* W: 165 mm x H: 340 mm

1/2 page horizontal €12,680 
 Print space W: 220 mm x H: 150 mm
 Bleed* W: 250 mm x H: 172 mm


1/2 page corner €12,680 
 Print space W: 107 mm x H: 300 mm
 Bleed* W: 125 mm x H: 340 mm


1/2 page corner €12,680 
 Print space B: 163 mm x H: 200 mm
 Bleed* W: 181 mm x H: 222 mm


1/3 page horizontal €9,800 
 Print space W: 220 mm x H: 100 mm
 Bleed* W: 250 mm x H: 122 mm

1/3 page corner €9,800 
 Print space W: 73 mm x H: 300 mm
 Bleed* W: 91 mm x H: 340 mm

1/3 page corner €9,800 
 Print space W: 107 mm x H: 200 mm
 Bleed* W: 125 mm x H: 222 mm

1/4 page horizontal €8,080 
 Print space W: 220 mm x H: 75 mm
 Bleed* W: 250 mm x H: 97 mm

1/4 page corner €8,080 
 Print space W: 50 mm x H: 300 mm
 Bleed* W: 68 mm x H: 340 mm

1/4 page corner €8,080 
 Print space W: 107 mm x H: 150 mm
 Bleed* W: 125 mm x H: 172 mm

PRIORITY PLACEMENTS (NO RIGHT TO CANCEL)

2/1 page opening spread €47,400
 (U2 and page 3)
 Print space W: 464 mm x H: 300 mm
 Bleed* W: 500 mm x H: 340 mm

1/1 page priority €23,700
 (1st or 2nd right-hand page, U4)
 Print space W: 220 mm x H: 300 mm
 Bleed* W: 250 mm x H: 340 mm

1/1 page editorial €23,700
 (to left of editorial)
 Print space W: 220 mm x H: 300 mm
 Bleed* W: 250 mm x H: 340 mm

LZ DIREKT Digital Rates and formats

WEBSITE, MOBILE & WEEKLY NEWSLETTER¹

Digital placements of 4 weeks each, exclusively

DIGITAL 1ONE PRIORITY €8,990
940 x 300 px (desktop) / 300 x 120 px (mobile)
520 x 200 px (newsletter)

DIGITAL 1ONE €7,740
940 x 300 px (desktop) / 300 x 120 px (mobile)
520 x 200 px (newsletter)

DIGITAL 2TWO €6,450
max. 400 x 800 px (desktop/sticky) /
300 x 600 px (mobile/scrollover) /
520 x 200 px (newsletter)

DIGITAL 3THREE €5,370
300 x 250 px (desktop) / 300 x 250 px (mobile) / 520 x 200 px (newsletter)

DIGITAL 4FOUR €5,150
617 x 250 px (desktop) / 300 x 250 px (mobile) /
520 x 200 px (newsletter/optional: 300x250)

GALLERY SPONSORING €3,690

CONTENTFORMATS

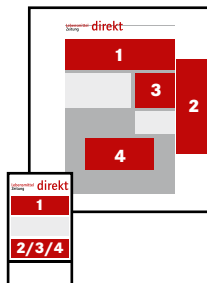
Sponsored Post/Advertorial² €11,990
desktop, mobile, newsletter, social media see separate specifications

LZ DIREKT WHITEPAPER

1/1 page €8,190
1/2 page €4,750
Company profile €2,950
Combination 1/1 page + Company profile €3,890

SOCIAL MEDIA

Meta Push €8,990
Meta Push Combi benefit €3,890



LZ MEDIEN Print Combined advertising packages

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COMBINED ADVERTISING PACKAGES

LZ & LZ DIREKT

Large package €44,100

1/1 page Lebensmittel Zeitung
1/1 page LZ direkt

Medium package €36,400

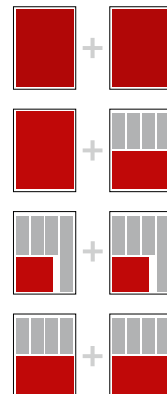
1/1 page Lebensmittel Zeitung
1/2 page LZ direkt

Small corner package €30,500

1/2 page Lebensmittel Zeitung
1/2 page LZ direkt

Small horizontal package €26,800

1/2 page Lebensmittel Zeitung
1/2 page LZ direkt



SUPPLEMENTS

Supplement looseleaf insert €21,200

Format max. W: 210 mm x H: 297 mm

Format min. W: 105 mm x H: 148 mm

long edge folded up to 25 g total weight, higher
total weight on request, required delivery amount:
60,900 copies

Please visit our website for more information:

www.lzmedia.net/lzd/printformats
www.lzmedia.net/lzd/digitalformats

See page 18 for information volume discounts and technical details.

¹ All book advertisement will be published on the website (desktop & mobile) and in our weekly newsletter.

All prices in euro plus VAT at the statutory rate.

² Is marked as an "advertisement" in compliance with statutory regulations.

Reservations for priority placements are binding for a max. of 3 weeks or a max. of 6 weeks for regular placements.

You want to win the loyalty of the future top decision-makers in the retail industry?
And position yourself well on the market? Then become a partner of LZ direkt Lernwelt. The Markenlehrbriefe and e-trainings offer practical merchandise knowledge for training and further education.

CROSSMEDIA PACKAGE

Markenlehrbrief € 29,478

32 + 4 pages, 10,000 Copys

About 12 month runtime

E-Training € 12,750

Up to 20 pages

Runtime: parallel to the availability of the Markenlehrbrief
incl. integration of product images and videos

Package price..... € 35,893

incl. 15 % discount

Our media service for the promotion of the Markenlehrbriefe and e-trainings:

- ✓ 1/2 page split ad in LZ
- ✓ 1/1 page split ad in LZ direkt
- ✓ 4 weeks banner presence
- ✓ Logo on Sponsor page
- ✓ Branded Learning Notes & Certificates of Completion
- ✓ Promotion of the e-trainings in the newsletter
- ✓ Promotion on Facebook und Instagram



MARKENLEHRBRIEF

Merchandise knowledge & sales knowledge for training, exam preparation and everyday working life.



EXCLUSIVE: As a cooperation partner, your brand represents the entire product segment. Your brand is used to bring the category to life and impart merchandise and sales knowledge to the users.

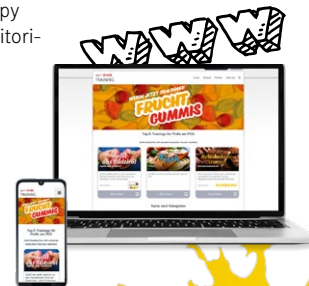
E-TRAINING

The interactive e-training courses supplement the learning content of the Markenlehrbriefe digitally.

EXCLUSIVE: As a cooperation partner you occupy one product segment with your brand and an editorially developed e-training course.

Find out more about the sponsoring at:

www.lzmedia.net/lernwelt



VOLUME DISCOUNT*

From	€14,900	3%
From	€27,900	5%
From	€51,200	7%
From	€76,800	10%
From	€128,000	12%
From	€153,600	15%
From	€179,200	18%
From	€204,800	20%
From	€230,400	21%

*Total gross sales per sales year. Applies to all insertions in Lebensmittel Zeitung and LZ direkt (print and digital).

Job advertisements, classified ads and special publications are excluded.

TERMS OF PAYMENT

Payment net, within 30 days of the date of invoice

BANK DETAILS

FRANKFURTER SPARKASSE
BIC HELADEF1822
IBAN DE56 5005 0201 0000 0349 26

NEWSPAPER FORMAT LZ

315 mm wide, 470 mm high

PRINT SPACE LZ

280 mm wide, 440 mm high
5 columns, each 53 mm wide

MAGAZINE FORMAT LZ DIREKT

250 mm wide, 340 mm high

PRINT SPACE LZ DIREKT

220 mm wide, 300 mm high
4 columns, each 50 mm wide

PRINTING AND BINDING

Commercial web printing heat set, newspaper fold (LZ), saddle stitched (LZ direkt)

Paper quality LWC
Dot gains

Colors

40% area: 16% (tolerance \pm 4%)

80% area: 11% (tolerance \pm 3%)

Black

40% area: 19% (tolerance \pm 4%)

80% area: 13% (tolerance \pm 3%)

Minor dot gain deviations may result within the web offset printing tolerance tolerance.

EUROSCALE COLORS

Color sequence
Black, cyan, magenta, yellow

DATA TRANSFER

trad@lebensmittelzeitung.net

DATA FORMATS

Digital data is required in PDF/X-3 format having the "PSO LWC Standard" profile. Open-format data must be avoided. All fonts used are to be embedded; half-tone images require 250 dpi resolution.

DATA ARCHIVING

Data is archived. It is usually possible to run unmodified repeats. However, we do not assume any warranty for data.

WARRANTY

In the event that incomplete or deviating data is delivered (texts, colors, images), we do not assume liability for the print result.

There is a charge for faulty exposures due to incomplete or faulty files, incorrect settings or incomplete information. The same applies for any additional setting and lithography work as well as creation of additional proofs.

Max. file size for banners: 120 KB.
Max. file size for mobile banners: 60 KB.

General technical instructions are available here:
www.lzmedia.net/data

Exclusive service:
Cross-media Copytest with evaluation of the advertising effectiveness of your print ad, banner and landing page. Please contact us.

Our General Terms and Conditions (in German) are available here:
www.lebensmittelzeitung.net/agb

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