

# MEDIA KIT 2023



# LZ MEDIEN Topics & Deadlines 2023

2

Information on dates is subject to change. The most up-to-date information is available at: [www.lzmedia.net/topics-and-deadlines](http://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 23	02.01.	08.12.	Frozen Food   Convenience   To go   Flowers & Plants   Confectionery		Special Süßer Stern	
	1	06.01.	20.12.			
	2	13.01.	03.01.		Focus Internationale Grüne Woche CD: 25.11.2022	
	3	20.01.	10.01.	Fresh & Plant-Based (Vegan & Vegetarian) Pre-Run to Fruit Logistica		Internationale Grüne Woche   Berlin 20.01.–29.01. Marca   Bologna 18.01.–19.01.
		27.01.	12.01.	LZ Special Newsletter Nonfood I		
	4	27.01.	17.01.	Confectionery I	Focus Nonfood CD: 03.01.	
		30.01.	02.01.	LZ direkt Whitepaper Fruits & Vegetables		
LZ DIREKT 2 23	01.02.	10.01.	Confectionery   Bio & Regional   Sustainability   Health & Fitness		Special Fruits & Vegetables Special Retail Technology, Store Design (Gastronomy, Shopfitting, Lighting, Cooling technology)	
	5	03.02.	24.01.			Spielwarenmesse   Nuremberg 01.02.–05.02. Christmasworld   Frankfurt 03.02.–07.02. Ambiente   Frankfurt 03.02.–07.02. Creativeworld   Frankfurt 04.02.–07.02.
	6	10.02.	31.01.	Bio & Regional (Pre-Run to Biofach)	RR Mecklenburg-Vorpommern CD: 30.12.2022	Fruit Logistica   Berlin 08.02.–10.02.
	7	17.02.	07.02.	Breakfast	Focus Retail Technology & Shopfitting   EuroShop Preview CD: 27.01. Fruit Logistica Trade Fair News	Biofach   Nuremberg 14.02.–17.02. Vivaness   Nuremberg 14.02.–17.02. DETROP Boutique   Thessaloniki 18.02.–20.02.

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

8 LZ Copytest Food/Nonfood	17. + 21.02.	27.01.	LZ Special Newsletter Retail Tech & Store Design			
	24.02.	02.02.	LZ MEDIEN Whitepaper Retail Tech & Store Design			
	24.02.	14.02.	BBQ		Biofach Trade Fair News	
	01.03.	07.02.	Breakfast Products   Bread & Baked Goods   Hot Beverage   Detergents & Cleaning Products   Sparkling Wine & Spirits (ProWein)   Easter Business		Special INNOVATION CUP Special BBQ I	
	03.03.	21.02.	Wine, Spirits & Beer (incl. Sparkling Wine   Pre-Run ProWein)		EuroShop Trade Fair News incl. Top Supplier Retail Award	EuroShop   Dusseldorf 26.02.–02.03. IAW Internationale Aktionswaren Messe   Cologne 28.02.–02.03.
	10.03.	28.02.	Snacks & Convenience (Food to go, Out of Home)	RR USA   Canada CD: 27.01.		Internorga   Hamburg 10.03.–14.03.
	11.03.	07.03.	Dairy Products, Alternatives & Cheese	RR Berlin-Brandenburg CD: 03.02.	Internorga Trade Fair News	
	12.03.	14.03.	Non-Alcoholic Beverages		ProWein Trade Fair News	ProWein   Dusseldorf 19.03.–21.03.
	27.03.	28.02.	LZ Digital Special Independent Retailers			
	31.03.	21.03.				Molkerei Kongress   Munich 28.03.–29.03. Handelslogistik Kongress   Cologne 29.03.–30.03. CIBUS International Food Exhibition   29.03.–30.03. BEAUTY   Dusseldorf 31.03.–02.04.
LZ DIREKT 4 23	01.04.	10.03.	Meats & Sausage   Fish   Deli Products & Dips   Chips & Snacks   Non-Alcoholic Beverages   Beer & Pre-Mixes   Energy Drinks   Ice Cream   Spices   Vegan & Vegetarian Products (Meat-/Fish- & Dairy Alternatives)		Special BBQ II   BBQ Season incl. Accessories	
	06.04.	27.03.	Frozen Food & Ice Cream I			LZ Strategietag Digitale Zukunft   April 2023 VINITALY   Enolitech   SOL & AGRIFOOD   Verona 02.04.–05.04. Gourmet Discovery   Hamburg 03.04.–04.04.

# LZ MEDIEN Topics & Deadlines 2023

4

	LZ	PD	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
	15	14.04.	31.03.	Meats & Meat Products (incl. Meat Alternatives)			
		20.04.	29.03.	LZ direkt Whitepaper Beverage Trends			
LZ Copytest Logistics	16	21.04.	11.04.	Fish & Seafood (Run-Up Seafood Expo)	RR Nordic Countries CD: 10.03.	Focus Logistics I LogiMAT Preview CD: 31.03.	Hannover Messe   Hannover 17.04.–21.04.
		28.04.	07.04.	LZ Special Newsletter Packaging			
	17	28.04.	18.04.	Spices	RR Netherlands CD: 17.03.	Focus Packaging I Interpack Preview CD: 06.04. ISM Trade Fair News LogiMAT Trade Fair News Seafood Expo Global	ISM   ProSweets   Cologne 23.04.–25.04. LogiMAT   Stuttgart 25.04.–27.04. Alimentaria   Barcelona 26.04.–29.04. Seafood Expo Global   Barcelona 25.04.–27.04.
LZ DIREKT 5 23		02.05.	05.04.	Detergents & Cleaning Products   Cosmetics & Body Care   Sanitary Products   Oral Care   Pet Food   Dairy Products   Tobacco Products   School Begin		Special Drugstore Products I	
	18	05.05.	25.04.		RR Switzerland CD: 24.03.	Special Topic Sustainability CD: 14.04.	LZ Strategietag Frische   Freiburg May 2023 International Hardware Fair Italy   Bergamo 05.05.–06.05. Interpack   Dusseldorf 04.05.–10.05.
		05.05.	14.04.	LZ Special Newsletter RegionalReport Switzerland			
	19	12.05.	02.05.	Health & Fitness (Incl. "free from," OTC, protein and superfood products)	RR Bremen CD: 31.03.	Focus Private Labels   PLMA Preview CD: 21.04. Interpack Trade Fair News	TuttoFood   Milan 08.05.–11.05. transport logistic   Munich 09.05.–12.05. EHI Payment Kongress   Bonn 10.05.–11.05.
		16.05.	25.04.	LZ Special Newsletter Private Labels			
	20	19.05.	08.05.				

PD: publication date | CD: closing date | RR: RegionalReport

21	26.05.	15.05.	Drugstore Products I (Detergents & Cleaning Products, Sanitary Products, Cosmetics, Body Care, Oral Care, etc.)	RR North Rhine-Westphalia <b>CD: 14.04.</b>	PLMA Trade Fair News	<b>Nonfood Kongress   Frankfurt 22.05.–23.05.</b> PLMA   Amsterdam 23.05–24.05. THAIFEX – Anuga Asia   Bangkok 23.05.–27.05.
	LZ DIREKT 6 23	01.06.	08.05.	Convenience   To Go   Vegetarian & Vegan Products (Meat-, Fish & Dairy Alternatives)   Meats & Sausage   Frozen Food	<b>Supermarkt Stars The Finalists 2023</b>	
22	02.06.	22.05.	Deli Products		Payment Transactions <b>CD: 12.05.</b>	
23	09.06.	30.05.	Pasta, Rice, Sauces			
	15.06.	25.05.	<b>LZ direkt Whitepaper</b> Wine Department			
24	16.06.	05.06.			<b>Focus Nonfood CD: 26.05.</b>	
	19.06.	29.05.	<b>LZ Special Newsletter</b> Nonfood II			
25	23.06.	13.06.	Baby & Toddler Products (Special Foods/Care)	RR Lower-Saxony <b>CD: 05.05.</b>	Spoga+Gafa Trade Fair News	<b>Supermarkt Stars   Frankfurt 20.06.</b> Spoga+Gafa   Cologne 18.06.–20.06.
26	30.06.	20.06.			<b>Special Topic Top-Marke 2023 CD: 09.06.</b>	
27	LZ DIREKT 7 23	01.07.	09.06.	Sweet Spreads   Deli Products & Dips   Lactose-Free & Gluten-Free Products	<b>Supermarkt Stars The Winners 2023 Special Top-Marke 2023</b>	
		07.07.	27.06.	Bread & Baked Goods I		
28	LZ Copytest RR Asia	14.07.	04.07.		RR Asia <b>CD: 02.06.</b>	
29		21.07.	11.07.	New Food (Vegan & Vegetarian)		
30		28.07.	18.07.		RR Ireland <b>CD: 16.06.</b>	
31	LZ DIREKT 8 23	01.08.	10.07.	Beer & Pre-Mixes   Bread & Baked Goods   Pet Food   Tobacco Products   Oktoberfest   Confectionery   Chips & Snacks   High-Tech-Trends (Retail Tech & Store Design)	<b>Special Halloween</b>	
		04.08.	25.07.	Pets		Gamescom   Cologne August 2023

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	LZ	PD	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
	<b>32</b>	11.08.	01.08.				
	<b>33</b>	18.08.	08.08.	Snacks & Convenience			
	<b>34</b>	25.08.	15.08.	Cheese			
	<b>35</b>	01.09.	22.08.		RR Bavaria CD: 21.07.		DMEXCO   Cologne September 2023 IFA   Berlin September 2023 <b>LZ Strategietag New Food   Frankfurt September 2023</b>
LZ DIREKT 9 23		01.09.	10.08.	Confectionery   Cheese   Wine & Sparkling Wines   Spirits   Energy Drinks   Sustainability   Newspapers & Magazines   Nonfood   Winter BBQ		<b>Special</b> Christmas Season 2023	
		07.09.	18.08.	LZ direkt Whitepaper Service Counter			
	<b>36</b>	08.09.	29.08.		RR Turkey CD: 28.07.		IAA   Munich 05.09.–10.09.
	<b>37</b>	15.09.	05.09.	Meats, Sausage & Poultry (incl. Meat Alternatives)	RR Italy CD: 04.08.		InterTabac   Dortmund 14.09.–16.09.
<b>38</b> LZ Copytest Packaging		22.09.	12.09.	Frozen Food II	RR Baden-Württemberg CD: 11.08.	<b>Focus</b> Packaging II CD: 01.09.	
<b>39</b> LZ Copytest RR France		29.09.	19.09.	Dairy Products & Dairy Alternatives II	RR France CD: 18.08.	Anuga Preview   Innovations   International Food Days CD: 08.09. <b>Focus</b> Retail Properties   Expo Real Preview CD: 08.09.	ECR-Tag   Dusseldorf September 2023
LZ DIREKT 10 23		02.10.	08.09.	Meats & Sausage   Poultry   Dairy Products   Frozen Foods   Hot Beverages   Health & Fitness		<b>Special</b> Anuga 2023 <b>Special</b> International Food Days - International Specialties	
		04.10.	13.09.	LZ direkt Whitepaper POS Impulse Nonfood			

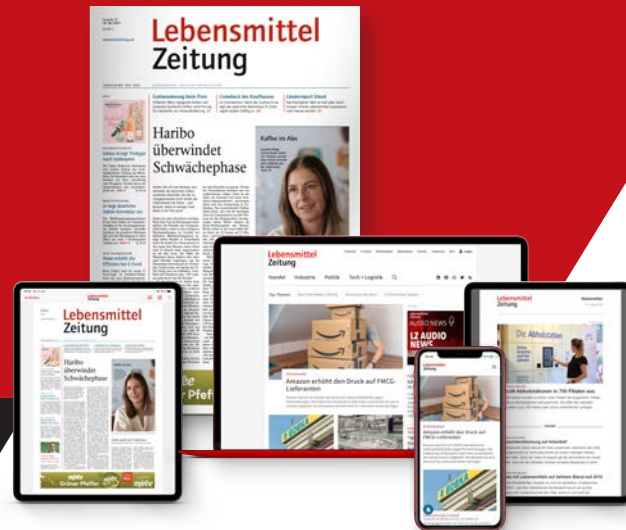
40	06.10.	25.09.	Spirits	RR Belgium CD: 25.08.	Anuga Issue	<b>LZ Strategietag Nachhaltigkeit   October 2023</b> Expo Real   Munich October 2023 ANUGA   Cologne 07.10.–11.10.
	06. + 09.10.	15.09.	<b>LZ Special Newsletter</b> Anuga			
41	13.10.	02.10.		RR Central Germany: Saxony, Saxony-Anhalt and Thuringia CD: 25.08.	Anuga Trade Fair News <b>Focus</b> Logistics II   Supply Chain Management CD: 22.09.	Bar Convent   Berlin 09.10.–11.10. Insights-X   Nuremberg 11.10.–13.10.
42	20.10.	10.10.	Confectionery II			Deutscher Logistik-Kongress   Berlin 18.10.–20.10. Bookfair   Frankfurt 18.10.–22.10.
43	27.10.	17.10.	Coffee & Tea		Bookfair Trade News	Cibus Tec   Parma 24.10.–27.10.
LZ DIREKT 11 23	01.11.	10.10.	Cosmetics & Body Care   Sanitary Products   Oral Care   Detergents & Cleaning Products   Cheese (Counter)   Meat & Sausage (Counter)   Beer   Sparkling Wines		<b>Special</b> Drugstore Products II <b>Special</b> Veganuary	
	02.11.	11.10.	<b>LZ direkt Whitepaper</b> Checkout Zone			
44	03.11.	24.10.				<b>Deutscher Fachmarktimmobiliën-Kongress   Frankfurt November 2023</b>
45	10.11.	31.10.		RR Austria CD: 29.09.	<b>Goldener Zuckerhut Issue</b>	EHI Technologie Tage   Bonn 07.11.–08.11. <b>Goldener Zuckerhut   Berlin 09.11.–10.11.</b>
46	17.11.	07.11.	Bread & Baked Goods II	RR Greece CD: 06.10.		BrauBeviale   Nuremberg 14.11.–16.11.
47	24.11.	14.11.		RR Spain & Portugal CD: 13.10.	<b>Anniversary edition 75 years Lebensmittel Zeitung</b> CD: 03.11.	
48	01.12.	21.11.	Drugstore Products II (Cosmetics, Body Care, Sanitary Products, Baby Food & Baby Products, etc.)		<b>Focus</b> Digital Business CD: 10.11.	
LZ DIREKT 12 23	01.12.	09.11.	Breakfast Products   Bread & Baked Goods   Check-Out Zone   Confectionery, Chips & Snacks   Pet Food   High-Tech-Trends		<b>Special</b> 25 years LZ direkt <b>Special</b> Super Bowl	
	08.12.	28.11.				
49	15.12.	05.12.				
50	22.12.	12.12.				
51/52						

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 makers<sup>1</sup> 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.

Comprehensive information and images of possible advertising formats are available online in our Media Kit here: [www.lzmedia.net/lebensmittelzeitung](http://www.lzmedia.net/lebensmittelzeitung)






<sup>1</sup> 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 2020, Karwath Marktforschung, Oldendorf



# LEBENSMITTEL ZEITUNG Data

9

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

<p><b>Ø 7</b> readers per copy<sup>2</sup></p>	<p><b>52</b> journalists</p>	<p><b>887,145</b> visits/month<sup>4</sup></p>	<p><b>55,345</b> Newsletter recipients per workday<sup>3</sup></p>	<p><b>Ø 3.2</b> recipients per Newsletter copy<sup>4</sup></p>
<p><b>49,089</b> actually distributed weekly circulation on each Friday.<sup>1</sup></p>		<p><b>170,000</b> unique users/month<sup>5</sup></p>	 <p>www.lebensmittelzeitung.net</p>	<p><b>8,147</b> podcast subscribers<sup>10</sup></p>
<p><b>100%</b> of the top 30 distribution centers subscribe to LZ.<sup>7</sup></p>		<p><b>82%</b> of users access LZ Digital at least once daily<sup>4</sup></p>	 <p>Facebook, Instagram, Twitter, LinkedIn</p>	<p>Nearly all <b>management at the top 10</b> retail enterprises subscribe to LZ digital channels or an LZ Newsletter.<sup>7</sup></p>
<p><b>89%</b> chances of page impression Print Issue<sup>2</sup></p>		<p>Nearly all <b>purchasing managers at the top 15</b> retail enterprises subscribe to LZ digital channels or are signed up for the LZ Newsletter.<sup>7</sup></p>		<p><b>99</b> minutes of digital use per week<sup>4</sup></p>
<p><b>52</b> average minutes reading time per copy<sup>2</sup></p>	<p><b>9,373</b> quotations made from LZ in 2021.<sup>8</sup></p>		<p><b>167,816</b> social media followers<sup>9</sup></p>	

<sup>1</sup> IVW, Q1 '2022

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

<sup>3</sup> Recipient file, April 2023

<sup>4</sup> LZ Digital user survey 2020, target group retail, Karwath Marktforschung, Oldendorf. Recipients per copy as estimated by respondent

<sup>5</sup> agof daily digital facts, July 2022, Note: Because of changes made to the measurement procedure due to data protection law, comparisons with values from previous years are no longer possible.

<sup>6</sup> IVW, April 2023, Note: Because of changes made to the measurement procedure due to data protection law, comparisons with values from previous years are no longer possible. For more information, please visit [www.ivw.eu](http://www.ivw.eu).

<sup>7</sup> LZ sales analysis, January 2021

<sup>8</sup> Ubermetrics / Unicepta for 2021

<sup>9</sup> Followers of LZ social media channels: Facebook, Instagram, Twitter, LinkedIn, As of: May 2023

<sup>10</sup> Recipient file LZ Podcast, April 2023

## 2/1 page

W: 596 mm x H: 440 mm ..... €48,890



## 5-COLUMN

### 1/1 page incl. title spot

W: 280 mm x H: 440 mm

Title: W: 49 mm x H: 50 mm ..... €28,360



### 1/1 page

W: 280 mm x H: 440 mm ..... €25,110



### 3/4 page horizontal

W: 280 mm x H: 330 mm ..... €20,760



W: 280 mm x H: 300 mm ..... €19,050

W: 280 mm x H: 250 mm ..... €16,420

### 1/2 page horizontal

W: 280 mm x H: 220 mm ..... €14,650



### 1/3 page horizontal

W: 280 mm x H: 150 mm ..... €11,300



### 1/4 page horizontal

W: 280 mm x H: 110 mm ..... €9,180



W: 280 mm x H: 70 mm ..... €6,900

W: 280 mm x H: 40 mm ..... €4,480

## 4-COLUMN

### 4/5 page corner

W: 224 mm x H: 440 mm ..... €21,950



### 9/16 page corner

W: 224 mm x H: 310 mm ..... €21,380



### 1/2 page corner

W: 224 mm x H: 275 mm ..... €18,340



### 2/5 page corner

W: 224 mm x H: 220 mm ..... €12,140



W: 224 mm x H: 150 mm ..... €9,370

W: 224 mm x H: 100 mm ..... €7,240

W: 224 mm x H: 50 mm ..... €4,470

## 3-COLUMN

### 3/5 page corner

W: 167 mm x H: 440 mm ..... €17,290



W: 167 mm x H: 350 mm ..... €13,980

W: 167 mm x H: 300 mm ..... €12,350

### 1/3 page corner

W: 167 mm x H: 250 mm ..... €11,300



W: 167 mm x H: 200 mm ..... €9,370

W: 167 mm x H: 150 mm ..... €7,860

W: 167 mm x H: 100 mm ..... €6,300

W: 167 mm x H: 50 mm ..... €3,390

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

For more information, please visit:  
[www.lzmedia.net/lz/printformats](http://www.lzmedia.net/lz/printformats)

# LZ Print Further print formats

11

## 2-COLUMN

### 2/5 page corner

W: 110 mm x H: 440 mm ..... €12,140



W: 110 mm x H: 310 mm ..... €9,650

### 1/4 page corner

W: 110 mm x H: 275 mm ..... €9,180



### 1/5 page corner

W: 110 mm x H: 220 mm ..... €7,670



W: 110 mm x H: 200 mm ..... €7,240

W: 110 mm x H: 150 mm ..... €6,300

W: 110 mm x H: 100 mm ..... €4,480

W: 110 mm x H: 50 mm ..... €2,290

## 1-COLUMN

### 1/5 page corner

W: 53 mm x H: 440 mm ..... €7,660



W: 53 mm x H: 300 mm ..... €6,300

W: 53 mm x H: 250 mm ..... €5,360

W: 53 mm x H: 200 mm ..... €4,480

W: 53 mm x H: 150 mm ..... €3,390

W: 53 mm x H: 100 mm ..... €2,290

W: 53 mm x H: 50 mm ..... €1,140

## TEXT INSETS

**Ads with text inset** ..... €44

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** ..... €31,990

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

**1/1 page priority** ..... €28,650

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

**1/2 page horizontal priority** ..... €18,540

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

**1/3 page horizontal priority** ..... €16,530

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

**Title strip on title page** ..... €10,930

W: 280 mm x H: 40 mm

**Title spot on title page** ..... €5,350

W: 49 mm x H: 50 mm

**Text inset 100/1-column** ..... €4,460

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

## SUPPLEMENT

**Supplement** ..... €10,290

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** ..... €7.20

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

## BOX NUMBER FEE

**Germany** ..... €42

**International** ..... €62

### 10 % CROSS-MEDIA DISCOUNT<sup>1</sup>

Additional discount on all campaign-related  
print & digital insertions

<sup>1</sup> 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 each on rotating basis (no more than 3 partners per format) 12

## DIGITAL 1ONE PRIORITY ..... €28,650

Sticky Billboard

**Desktop:** 940 x 300 px (sticky)

**Mobile:** 300 x 150 px (sticky)

**Newsletter:** 520 x 200 px

Once a day your priority placement remains fixed for two second on the upper edge.

All placements on rotating basis

## DIGITAL 1ONE ..... €25,110

**Desktop:** 940 x 300 px

**Mobile:** 300 x 150 px

**Newsletter:** 520 x 200 px

## DIGITAL 2TWO ..... €20,760

**Desktop:** max. 400 x 800 px (sticky)

**Mobile:** 300 x 600 px (scrollover)

**Newsletter:** 520 x 200 px

## DIGITAL 3THREE ..... €14,650

**Desktop:** 300 x 250 px

**Mobile:** 300 x 250 px

**Newsletter:** 520 x 200 px

## DIGITAL 4FOUR<sup>1</sup> ..... €11,300

**Desktop:** 617 x 250 px

**Mobile:** 300 x 250 px

**Newsletter:** 520 x 200 px

## DIGITAL 5FIVE<sup>1</sup> ..... €9,180

**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
<b>TOP</b> 1st position priority	✓	✓	✓	✓	✓
<b>TOP</b> 1st position	✓	✓	✓	✓	✓
<b>TOP</b> 2nd position	✓	✓	✓	✓	-
<b>MIDDLE</b> 3rd position	✓	✓	✓	-	-
<b>IN COPY</b> 4th position	✓	-	-	-	-
<b>IN COPY</b> 5th position	✓	-	-	-	-

<sup>1</sup> All prices gross plus VAT – Prices less discounts as per volume discount as indicated on page 18 of Media Kit less 15% agency commission where applicable.

<sup>2</sup> Rotation consists of no more than three partners per format and placement.

All digital advertising formats and prices also apply to our paid digital offering at [www.lebensmittelzeitung.net](http://www.lebensmittelzeitung.net)

<sup>1</sup> 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

<b>LinkedIn Post</b> .....	<b>€10,000</b>
Your individual post via the LinkedIn channel of LZ incl. paid traffic campaign	
<b>LinkedIn Post Combi benefit<sup>3</sup></b> .....	<b>€7,000</b>

## AUDIOSPONSORING/PODCAST PUSH

<b>20-second</b> audio commercial incl. shownotes	<b>€4,990</b>
<b>Podcast Combi benefit<sup>2</sup></b> .....	<b>€3,500</b>

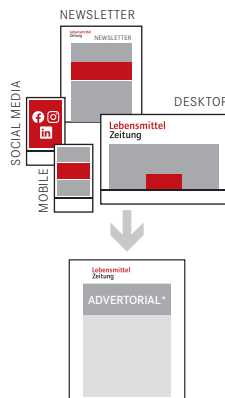
## CONTENTFORMATE

<b>Advertorial – THEMA!<sup>3</sup></b> .....	<b>€25,110</b>
Desktop, Mobil, Newsletter, Social Media Duration: 2 weeks	
<b>Advertorial – Product of the Week<sup>4</sup></b> .....	<b>€25,110</b>
Desktop, Mobile, Newsletter, Social Media Duration: 2 weeks	
<b>Text ad 1-2</b> .....	<b>€3,600</b>
In the Afternoon LZ Newsletter, max 430 characters	
<b>Product entry</b> .....	<b>€1,600</b>
Unlimited duration	

Please visit our website for more information:

[www.lzmedia.net/lz/printformats](http://www.lzmedia.net/lz/printformats)  
[www.lzmedia.net/lz/digitalformats](http://www.lzmedia.net/lz/digitalformats)

See page 18 for information volume discounts and technical details.



## LZ SONDERNEWSLETTER

<b>Maxi-Banner Top</b> .....	<b>€3,000</b>
<b>Maxi-Banner 2-3</b> .....	<b>€2,500</b>
<b>Text ad 1-3</b> .....	<b>€1,900</b>

## Discover now:

For more information on dates & prices and demonstrative examples, visit our media sales platform [www.lzmedia.net](http://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](http://www.lzmedia.net/newsletter)

## Are you looking for an individual communication solution?

Our team offers you further customizable special advertising formats beyond those shown here. Feel free to contact us! [www.lzmedia.net/contact](http://www.lzmedia.net/contact)

## 10 % CROSS-MEDIA DISCOUNT

Additional discount on all campaign-related print & digital insertions

<sup>1</sup> 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

<sup>2</sup> Only valid in combination with a booked display format (DIGITAL 1-5) or content format (Advertorial).  
<sup>3</sup> 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 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/lzdirekt](http://www.lzmedia.net/lzdirekt)



# LZ DIREKT Key facts

15

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

**65,084**

circulation actually distributed monthly<sup>1</sup>

**10**

journalists + content creators

**44**

average minutes reading time per copy<sup>2</sup>

**Ø 7.4**

readers per copy<sup>2</sup>

**7,094**

Newsletter recipients every Tuesday<sup>7</sup>

**92%**

of LZ direkt circulation is in retail<sup>3</sup>

**55%**

of LZ direkt print readers are owners or store managers<sup>2</sup>

**95%**

of EDEKA and REWE retail stores receive LZ direkt<sup>3</sup>

**76%**

chances of page impression<sup>2</sup>



[www.lzdirekt.de](http://www.lzdirekt.de)



**85%**

of LZ direkt digital readers have access to product orders<sup>4</sup>

**11,510**

social media followers<sup>6</sup>

**81%**

Of readers confirm: ads run in LZ direkt arouse their interest in the products or campaigns advertised.<sup>2</sup>

**42**

minutes LZ direkt is accessed digitally per week<sup>4</sup>

**56,598**

visits/month<sup>5</sup>



<sup>1</sup> IVW, Q1 2023

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

<sup>3</sup> LZ sales analysis, November 2021

<sup>4</sup> LZ direkt Digital user survey 2021, retail target group, Karwath Marktforschung, Oldendorf.


<sup>5</sup> PIWIK PRO, monthly values, April 2023

<sup>6</sup> Followers of the LZ direkt social media channels: Facebook, Instagram, Twitter, LinkedIn, As of: May 2023


<sup>7</sup> Recipients file LZ direkt Newsletter, April 2023


# LZ DIREKT Print Rates and formats

16

**2/1 page** ..... €42,370   
 Print space W: 464 mm x H: 300 mm  
 Bleed\* W: 500 mm x H: 340 mm

**1/1 page** ..... €21,830   
 Print space B: 220 mm x H: 300 mm  
 Bleed\* W: 250 mm x H: 340 mm

**3/4 page horizontal** ..... €17,960   
 Print space W: 220 mm x H: 225 mm  
 Bleed\* W: 250 mm x H: 247 mm

**2/3 page horizontal** ..... €16,550   
 Print space W: 220 mm x H: 200 mm  
 Bleed\* W: 250 mm x H: 222 mm


**2/3 page corner** ..... €16,550   
 Print space W: 147 mm x H: 300 mm  
 Bleed\* W: 165 mm x H: 340 mm


**1/2 page horizontal** ..... €12,610   
 Print space W: 220 mm x H: 150 mm  
 Bleed\* W: 250 mm x H: 172 mm


**1/2 page corner** ..... €12,610   
 Print space W: 107 mm x H: 300 mm  
 Bleed\* W: 125 mm x H: 340 mm

**1/2 page corner** ..... €12,370   
 Print space B: 163 mm x H: 200 mm  
 Bleed\* W: 181 mm x H: 222 mm


**1/3 page horizontal** ..... €9,610   
 Print space W: 220 mm x H: 100 mm  
 Bleed\* W: 250 mm x H: 122 mm

**1/3 page corner** ..... €9,610   
 Print space W: 73 mm x H: 300 mm  
 Bleed\* W: 91 mm x H: 340 mm

**1/3 page corner** ..... €9,610   
 Print space W: 107 mm x H: 200 mm  
 Bleed\* W: 125 mm x H: 222 mm

**1/4 page horizontal** ..... €7,920   
 Print space W: 220 mm x H: 75 mm  
 Bleed\* W: 250 mm x H: 97 mm

**1/4 page corner** ..... €7,920   
 Print space W: 50 mm x H: 300 mm  
 Bleed\* W: 68 mm x H: 340 mm

**1/4 page corner** ..... €7,920   
 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** ..... €46,930  
 (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** ..... €23,460  
 (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** ..... €23,460  
 (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 NEWSLETTER<sup>1</sup>

Digital placements of 4 weeks each, exclusively

**DIGITAL 1 ONE PRIORITY ..... €8,500**  
 940 x 300 px (desktop) / 300 x 120 px (mobile)  
 520 x 200 px (newsletter)

**DIGITAL 1 ONE..... €7,500**  
 940 x 300 px (desktop) / 300 x 120 px (mobile)  
 520 x 200 px (newsletter)

**DIGITAL 2TWO ..... €6,250**  
 max. 400 x 800 px (desktop/sticky) /  
 300 x 600 px (mobile/scrollover) /  
 520 x 200 px (newsletter)

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

**DIGITAL 4FOUR ..... €4,990**  
 617 x 250 px (desktop) / 300 x 250 px (mobile) /  
 520 x 200 px (newsletter/optional: 300x250)

## CONTENTFORMATS

**Sponsored Post/Advertorial<sup>2</sup> ..... €11,990**  
 desktop, mobile, newsletter, social media  
 see separate specifications

## LZ DIREKT WHITEPAPER

**1/1 page ..... €7,990**  
**1/2 page ..... €4,600**  
**Company profile ..... €2,900**  
**Combination 1/1 page +**  
**Company profile ..... €9,500**



# LZ MEDIEN Print Combined advertising packages 17

## COMBINED ADVERTISING PACKAGES

### LZ & LZ DIREKT

**Large package ..... €43,150**

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

**Medium package ..... €35,700**

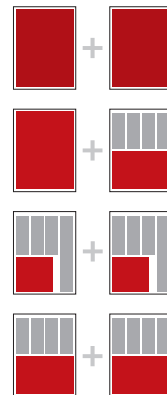
1/1 page Lebensmittel Zeitung  
 1/2 page LZ direkt

**Small corner package ..... €29,900**

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

**Small horizontal package ..... €26,250**

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



## SUPPLEMENTS

**Supplement looseleaf insert..... €20,980**

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, higher  
 total weight on request, required delivery amount:  
 71,200 copies

Please visit our website for more information:

[www.lzmedia.net/lzd/printformats](http://www.lzmedia.net/lzd/printformats)  
[www.lzmedia.net/lzd/digitalformats](http://www.lzmedia.net/lzd/digitalformats)

See page 18 for information volume discounts and technical details.

<sup>1</sup> 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.

<sup>2</sup> Is marked as an "advertisement" in compliance with statutory regulations.

## VOLUME DISCOUNT\*

From	€14,600	3%
From	€27,300	5%
From	€50,200	7%
From	€75,300	10%
From	€125,500	12%
From	€150,600	15%
From	€175,700	18%
From	€200,800	20%
From	€225,900	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](http://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](http://www.lebensmittelzeitung.net/agb)

## 19

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[www.lzmedien.net](http://www.lzmedien.net)