

MEDIA KIT 2022



LZ Medien Topics & Deadlines 2022

Information on dates is subject to change. The most up-to-date information is available at: www.lzmedien.net/themenplan

LZ	PD*	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates	
LZ DIREKT 1 22	Jan 3	Dec 8	Frozen Food Convenience To go Vegan & Vegetarian Products Confectionery		Special Süßer Stern		
	1	Jan 7	Dec 21				
	2	Jan 14	Jan 4		Feature Topic International Green Week CD: Nov 26, 2021		
	3	Jan 21	Jan 11	Fresh & Plant-Based (Vegan & Vegetarian) Pre-Run to Fruit Logistica)		Marca Bologna Jan 19-20 Grüne Woche (Green Week) Berlin Jan 21-30	
4	Jan 28	Jan 18	Confectionery I (Pre-Run to ISM)			Christmasworld Frankfurt Jan 28-Feb 1 Floradecora Frankfurt Jan 28-Feb 1 Paperworld Frankfurt Jan 29-Feb 1 Creativeworld Frankfurt Jan 29-Feb 1	
LZ DIREKT 2 22	Feb 1	Jan 10	Sweets and Snacks (including ISM) Fruit & Vegetables Bio & Regional Health & Fitness				
	5	Feb 4	Jan 25		Christmasworld Paperworld Creativeworld Trade Fair News ISM Trade Fair News	ISM, Prosweets Cologne Jan 30-Feb 2 Spielwarenmesse Nuremberg Feb 2-6	
	6	Feb 11	Feb 1	Bio & Regional (Pre-Run to Biofach)	RR Mecklenburg-Vorpommern CD: Dec 17, 2021	Feature Topic Retail Technology EuroCIS Preview CD: Jan 21 Spielwarenmesse Trade Fair News	Fruit Logistica Berlin Feb 9-11 Ambiente Frankfurt Feb 11-15
	7	Feb 18	Feb 8	Breakfast		EuroCIS Trade Fair News incl. Top Supplier Retail Award Fruit Logistica Trade Fair News Ambiente Trade Fair News	fish international Bremen Feb 13-15 60th MMM-Kongress Munich Feb 13-15 EuroCIS Düsseldorf Feb 15-17 Biofach Nuremberg Feb 15-18 Vivaness Nuremberg Feb 15-18

LZ DIREKT 3 22	8	Feb 25	Feb 15	BBQ		Biofach Trade Fair News	DETROP Boutique Thessaloniki Feb 26-28
		Mar 1	Feb 2	Breakfast Products Bread & Baked Goods Hot Beverage Detergents & Cleaning Products Sparkling Wine & Spirits (ProWein)		Special Easter 2022 Special BBQ I	
9 Copytest Logistics		Mar 4	Feb 22	Snacks & Convenience (Food to go, Out of Home)	RR US Canada CD: Jan 21	Feature Topic Logistics I Logimat Preview CD: Feb 11	Beauty International Düsseldorf Mar 4-6
	10 Copytest Nonfood		Mar 11	Mar 1	Wine, Spirits & Beer (incl. Sparkling Wine Pre-Run to ProWein)	RR Berlin-Brandenburg CD: Jan 28	Feature Topics Nonfood CD: Feb 22
11		Mar 18	Mar 8	Dairy Products, Alternatives & Cheese		LogiMAT Trade Fair News	Light + Building Frankfurt Mar 13-18 M.A.D.E. Paris Mar 15-16 Internorga Hamburg Mar 18-22 Olio Capitale Triest Mar 18-20
12		Mar 25	Mar 15	Non-Alcoholic Beverages		Internorga Trade Fair News	Twenty2x Hannover Mar 22-24
13		Apr 1	Mar 22	Deli Products		ProWein Trade Fair News	ProWein Düsseldorf Mar 27-29 Handelslogistik Kongress Cologne Mar 29-30
LZ DIREKT 4 22		Apr 1	Mar 10	Meats & Sausage Fish Deli Products & Dips Chips & Snacks Non-Alcoholic Beverages Beer & Pre-Mixes Energy Drinks Ice Cream Spices		Special BBQ II Grill Season incl. Accessories	
	14		Apr 8	Mar 29	Frozen Food & Ice Cream I		
15		Apr 14	Apr 5	Meats & Meat Products (incl. Meat Alternatives)		Feature Topic Packaging I Anuga Food Tec Preview CD: Mar 25	VINITALY Enolitech SOL & AGRIFOOD Verona Apr 10-13 Molkereikongress Munich Apr 26-27
16		Apr 22	Apr 12	Fish & Seafood (Run-Up Seafood Expo)	RR Nordic Countries CD: Mar 11		
17		Apr 29	Apr 19	Spices	RR Netherlands CD: Mar 18	Seafood Expo Global Trade Fair News	Hannover Messe Hannover Apr 25-29 Anuga FoodTec Cologne Apr 26-29 Seafood Expo Global Barcelona Apr 26-28

LZ Medien Topics & Deadlines 2022

	LZ	PD	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
LZ DIREKT 5 22		May 2	Apr 6	Detergents & Cleaning Products Cosmetics & Body Care Sanitary Products Oral Care Pet Food Dairy Products Tobacco Products		Special Drugstore Products I	
18 Copytest RR		May 6	Apr 26		RR Switzerland CD: Mar 25	Special Topic Sustainability CD: Apr 14	EHI Payment Kongress Bonn May 3-4
19		May 13	May 3	Health & Fitness (Incl. "free from," OTC, protein and superfood products)	RR Hamburg/Schleswig-Holstein CD: Apr 1	Feature Topic Private Labels PLMA Preview CD: Apr 22	IFFA Frankfurt May 14-19 Gift Card & Loyalty Summit Munich May 2022 Cibus Parma May 2022 THAIFEX - Anuga Asia Bangkok May 2022 LZ Strategietag Digitale Zukunft May 2022
20		May 20	May 10				
21		May 27	May 17	Drugstore Products I (Detergents & Cleaning Products, Sanitary Products, Cosmetics, Body Care, Oral Care, etc.)	RR North Rhine-Westphalia CD: Apr 14		LZ Nonfood Kongress Frankfurt May/June 2022
LZ DIREKT 6 22		Jun 1	May 9	Convenience To Go Vegetarian & Vegan Products Meats & Sausage Frozen Food		Supermarkt Stars The Finalists 2022	
22		Jun 3	May 24			Payment transactions CD: May 13 PLMA Trade Fair News	PLMA Amsterdam May 31-Jun 1
23		Jun 10	May 31	Pasta, Rice & Sauces			
24		Jun 17	Jun 7				
25		Jun 24	Jun 14	Baby & Toddler Products (Special Foods/Care)	RR Lower Saxony CD: May 13	Spoga+Gafa Trade Fair News	Spoga+Gafa Cologne Jun 19-21

	26	Jul 1	Jun 21			Special Topic Top-Marke 2022 CD: Jun 7	Supermarkt Stars Frankfurt Jun 28-29
	27	Jul 8	Jun 28	Bread & Baked Goods I			
LZ DIREKT 7 22		Jul 11	Jun 17	Sweet Spreads Deli Products & Dips Lactose-Free & Gluten-Free Products		Supermarkt Stars The Winners 2022 Special Top-Marke 2022	
	28	Jul 15	Jul 5		RR Asia CD: Jun 3		
	29	Jul 22	Jul 12	New Food (Vegan & Vegetarian)			
	30	Jul 29	Jul 19		RR Ireland CD: Jun 17		
LZ DIREKT 8 22		Aug 1	Jul 8	Beer & Pre-Mixes Bread & Baked Goods Pet Food Tobacco Products Oktoberfest Confectionery Chips & Snacks	RR Ireland	Special Halloween Special Store Design (Gastronomy, Shopfitting, Lighting)	
	31	Aug 5	Jul 26	Pets			
	32	Aug 12	Aug 2				
	33	Aug 19	Aug 9	Snacks & Convenience		Feature Topic Nonfood CD: Jul 26	
	34	Aug 26	Aug 16	Cheese			Gamescom Cologne Aug 23-27
	35	Sep 2	Aug 23		RR Bavaria CD: Jul 22		IFA Berlin Sep 2-6

LZ Medien Topics & Deadlines 2022

	LZ	PD	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
LZ DIREKT 9 22		Sep 1	Aug 10	Confectionery Cheese Wine & Sparkling Wines Spirits Energy Drinks Sustainability Newspapers & Magazines Nonfood Winter BBQ		Special Christmas Season 2022 Soccer World Cup 2022	
	36	Sep 9	Aug 30	Tobacco Products & E-Cigarettes		IFA Trade Fair News	PACKAGING 360° Frankfurt Sep 7-8
	37	Sep 16	Sep 6	Meats, Sausage & Poultry (incl. Meat Alternatives)	RR Italy CD: Aug 5		drinktec Munich Sep 12-16 InterTabac Dortmund Sep 15-17 DMEXCO Cologne September 2022
	38 Copytest Packaging	Sep 23	Sep 13	Frozen Food II	RR Baden-Württemberg CD: Aug 12	Feature Topic Packaging II FachPack Preview CD: Sep 2	IAA Utility Vehicles Hannover Sep 20-25
	39	Sep 30	Sep 20	Dairy Products & Dairy Alternatives II	RR Central Germany: Saxony, Saxony-Anhalt and Thuringia CD: Aug 19	Feature Topic Retail Properties Expo Real Preview CD: Sep 9	Fachpack Nuremberg Sep 27-29 ECR Day Frankfurt Sep 28-29 LZ Strategietag New Food September/October 2022
LZ DIREKT 10 22		Oct 4	Sep 9	Meats & Sausage Poultry Dairy Products Frozen Foods Hot Beverages Health & Fitness		Special Your Career in Food Retail Special International Specialties	
	40	Oct 7	Sep 27	Spirits	RR France CD: Aug 26	FachPack Trade Fair News	Expo Real Munich Oct 4-6 Insights-X Nuremberg Oct 10-8
	41	Oct 14	Oct 4		RR Belgium CD: Sep 2	Feature Topic Logistics II Supply Chain Management CD: Sep 23 Expo Real Trade Fair News	Bar Convent Berlin Oct 10-12 SIAL Paris Oct 15-19
	42 Copytest	Oct 21	Oct 11	Confectionery II			Deutscher Logistik-Kongress Berlin Oct 19-21 Frankfurt Book Fair Frankfurt Oct 19-23

	43	Oct 28	Oct 18			Special Topic Food Trends 2022 CD: Oct 7 Frankfurt Book Fair News	Cibus Tec Parma Oct 25–28
LZ DIREKT 11 22		Nov 1	Oct 10	Cosmetics & Body Care Sanitary Products Oral Care Detergents & Cleaning Products Cheese (counter) Meat & Sausage (counter) Beer Sparkling Wines	RR Austria	Special Drugstore Products II	
	44	Nov 4	Oct 25		RR Austria CD: Sep 23	Goldener Zuckerhut Issue	Goldener Zuckerhut Berlin Nov 3–4
	45	Nov 11	Nov 1	Coffee & Tea			EHI Technologie Tage Bonn Nov 8–9 BrauBeviale Nuremberg Nov 8–10
	46	Nov 18	Nov 8		RR Greece CD: Oct 7		
	47	Nov 25	Nov 15	Bread & Baked Goods II	RR Spain & Portugal CD: Oct 14		all4pack Paris Nov 21–24 Deutscher Fleisch-Kongress Mainz Nov 22–23 13th Deutscher Fachmarktimmobilien-Kongress Rhine-Main Region Nov 23–24
LZ DIREKT 12 22		Dec 1	Nov 9	Breakfast Products Bread & Baked Goods Check-Out Zone Confectionery, Chips & Snacks Pet Food		Special Super Bowl	
	48	Dec 2	Nov 22	Drugstore Products II (Cosmetics, Body Care, Sanitary Products, Baby Food/ Baby Products, etc.)		Feature Topic Digital Business CD: Nov 11	
	49	Dec 9	Nov 29				
	50	Dec 16	Dec 6				
	51	Dec 23	Dec 13				
	52	Dec 30	Dec 19				

* Reservations for ad placements lose their validity 3 weeks prior to the closing date (CD).

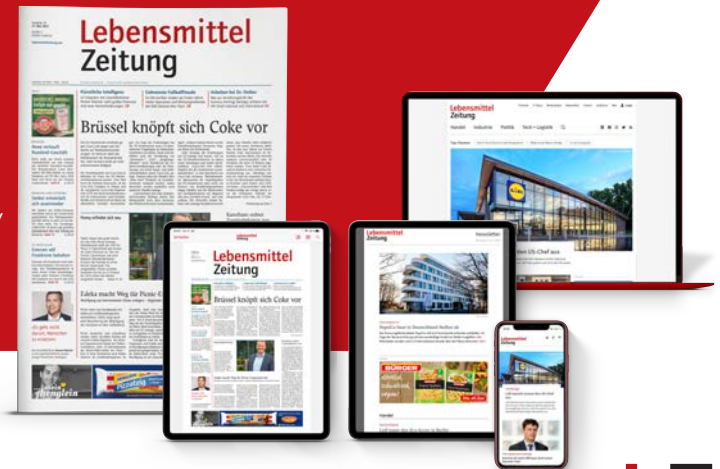
Lebensmittel Zeitung Print and Digital

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.



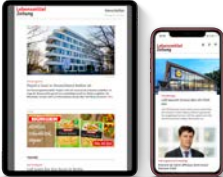
Comprehensive information and images of possible advertising formats are available online in our Media Kit here: www.lzmedia.net/lebensmittelzeitung



¹Senior 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 2017, GfK Media & Communication Research, Raunheim bei Frankfurt, A survey of the main LZ readers as well as an LZ Digital user survey 2020, Karwath Marktforschung, Oldendorf

LEBENSMITTEL ZEITUNG Data

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

<p>Ø 6.9 readers per copy²</p>	<p>52 journalists</p>	<p>757,615 visits/month⁶</p>	<p>50,691 Newsletter recipients per workday³</p>	<p>Ø 3.2 recipients per Newsletter copy⁴</p>
<p>49,569 actually distributed weekly circulation on each Friday.¹</p>		<p>200,000 unique users/month⁵</p>	 <p>www.lebensmittelzeitung.net</p>	<p>6,951 podcast subscribers³</p>
<p>100% of the top 30 distribution centers subscribe to LZ.⁷</p>		<p>82% of users access LZ Digital at least once daily⁴</p>	 <p>Facebook, Instagram, Twitter, LinkedIn</p>	<p>Nearly all management at the top 10 retail enterprises subscribe to LZ digital channels or an LZ Newsletter.⁷</p>
<p>88% chances of page impression Print²</p>		<p>Nearly all purchasing managers at the top 15 retail enterprises subscribe to LZ digital channels or are signed up for the LZ Newsletter.⁷</p>	<p>99 minutes of digital use per week⁴</p>	
<p>50 average minutes reading time per copy²</p>	<p>9,158 quotations made from LZ in 2020.⁸</p>		<p>122,258 social media followers⁹</p>	

¹ IVW, Q2 2021

² LZ reader survey 2017, retail target group, GfK Media & Communication Research, Raunheim bei Frankfurt.

³ Survey of main LZ readers. Readers per copy as estimated by primary reader.

⁴ Recipient file, July 2021

⁵ LZ Digital user survey 2020, target group retail, Karwath Marktforschung, Oldendorf. Recipients per copy as estimated by respondent

⁶ agof daily digital facts, March 2021














⁷ IVW, August 2021, 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.

⁸ LZ sales analysis, January 2021

⁹ PMG Presse-Monitor for 2020

⁹ Followers of LZ media channels: Facebook, Instagram, Twitter, LinkedIn, As of: August 1, 2021

LZ Print Rates and formats

2/1 page W: 596 mm x H: 440 mm	€47,470		4-COLUMN 4/5 page corner W: 224 mm x H: 440 mm	€21,310	
5-COLUMN 1/1 page incl. title spot W: 280 mm x H: 440 mm Title: W: 49 mm x H: 50 mm	€27,530		9/16 page corner W: 224 mm x H: 310 mm	€20,760	
1/1 page W: 280 mm x H: 440 mm	€24,380		1/2 page corner W: 224 mm x H: 275 mm	€17,810	
3/4 page horizontal W: 280 mm x H: 330 mm	€20,160		2/5 page corner W: 224 mm x H: 220 mm	€11,790	
W: 280 mm x H: 300 mm	€18,500		W: 224 mm x H: 150 mm	€9,100	
W: 280 mm x H: 250 mm	€15,940		W: 224 mm x H: 100 mm	€7,030	
			W: 224 mm x H: 50 mm	€4,340	
1/2 page horizontal W: 280 mm x H: 220 mm	€14,230		3-COLUMN 3/5 page corner W: 167 mm x H: 440 mm	€16,790	
1/3 page horizontal W: 280 mm x H: 150 mm	€10,970		W: 167 mm x H: 350 mm	€13,570	
1/4 page horizontal W: 280 mm x H: 110 mm	€8,910		W: 167 mm x H: 300 mm	€11,990	
W: 280 mm x H: 70 mm	€6,700		1/3 page corner W: 167 mm x H: 250 mm	€10,970	
W: 280 mm x H: 40 mm	€4,350		W: 167 mm x H: 200 mm	€9,100	
			W: 167 mm x H: 150 mm	€7,630	
			W: 167 mm x H: 100 mm	€6,120	
			W: 167 mm x H: 50 mm	€3,290	

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

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

LZ Print Further print formats

2-COLUMN

2/5 page corner

W: 110 mm x H: 440 mm €11,790



W: 110 mm x H: 310 mm €9,370

1/4 page corner

W: 110 mm x H: 275 mm €8,910



1/5 page corner

W: 110 mm x H: 220 mm €7,450



W: 110 mm x H: 200 mm €7,030

W: 110 mm x H: 150 mm €6,120

W: 110 mm x H: 100 mm €4,350

W: 110 mm x H: 50 mm €2,220

1-COLUMN

1/5 page corner

W: 53 mm x H: 440 mm €7,440



W: 53 mm x H: 300 mm €6,120

W: 53 mm x H: 250 mm €5,200

W: 53 mm x H: 200 mm €4,350

W: 53 mm x H: 150 mm €3,290

W: 53 mm x H: 100 mm €2,220

W: 53 mm x H: 50 mm €1,110

TEXT INSETS

Ads with text inset 43

Page 6 and after, rate per mm,
column width 49 mm, min. height
40 mm, max. height 100 mm

PRIORITY PLACEMENTS

(no right to cancel)

1/1 page priority €29,900

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

1/1 page priority €26,780

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

1/2 page horizontal priority €17,330

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

1/3 page horizontal priority €15,450

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

1/4 page horizontal priority €9,360

Page 4, W: 280 mm x H: 110 mm

Title strip on title page €10,610

W: 280 mm x H: 40 mm

Title spot on title page €5,190

W: 49 mm x H: 50 mm

Text inset 100/1-column €4,330

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

SUPPLEMENT

Supplement €9,990

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 €41

International €61

15% CROSS-MEDIA DISCOUNT*

Additional discount on all campaign-related
print & digital insertions

* When booking a cross-media LZ campaign (print and digital) we grant an additional 15% 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 €24,380

Desktop: 940 x 300 px
Mobile: 300 x 120 px
Newsletter: 520 x 200 px

All placements on rotating basis



DIGITAL 1ONE PRIORITY €26,780

Sticky Billboard
Desktop: 940 x 300 px (sticky)
Mobile: 300 x 120 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 2TWO €20,160

Desktop: max. 400 x 800 px
Mobile: 300 x 600 px (scrollover)
Newsletter: 520 x 200 px

All placements on rotating basis



DIGITAL 1ONE PRIORITY €26,780

Fireplace
Desktop: 980 x 150 px; 2 x 160 x 600 px
Mobile: 300 x 120 px
Newsletter: 520 x 200 px

All placements on rotating basis



DIGITAL 3THREE €14,230

Desktop: 300 x 250 px
Mobile: 300 x 250 px
Newsletter: 520 x 200 px

All placements on rotating basis



PODCAST/AUDIO SPONSORING €4,990
20-second audio commercial

CONTENT FORMATS

Advertorial*** €24,380
 Desktop, Mobile, Newsletter, Social Media

Advertorial – Product of the Week*** €24,380
 Desktop, Mobile, Newsletter, Social Media

Text ad 1 (Retail classifieds) €3,050
Text ad 2 (Industry classifieds)
 In the Newsletter in the afternoon
 max. 430 characters

Product entry..... €1,590
 Unlimited duration



15% CROSS-MEDIA DISCOUNT*
 Additional discount on all campaign-related print & digital insertions

NEW: Presentation now on all digital channels of Lebensmittel Zeitung**

* When booking a cross-media LZ campaign (print and digital) we grant an additional 15% 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 size print: 1/4 page corner, minimum format size digital: Digital 5IVE

** Newsletter placement Digital 4OUR and Digital 5IVE only in afternoon LZ Newsletter

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.

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

LZ Digital Everything at a glance

The new LZ Digital offerings

	FORMAT IN PX	RATE* PER WEEK AND ROTATION**	POSITION ON WEBSITE	POSITION IN AFTERNOON NEWSLETTER	WEBSITE (DESKTOP & MOBILE) & AFTERNOON LZ NEWSLETTER (MON-FRI)	+ MORNING LZ NEWSLETTER (MON-FRI)	+ FRIDAY LZ NEWSLETTER (TUE-SAT)	+ OVERSIZED FORMATS	+ LZ NEWS FLASHES
DIGITAL 1ONE	DESKTOP: 940 x 300 MOBILE: 300 x 120 NEWSLETTER: 520 x 200	€24,380	TOP 1st position	TOP 1st position	✓	✓	✓	✓	✓
DIGITAL 2TWO	DESKTOP: 400 x 800 MOBILE: 300 x 600 <small>scrollover</small> NEWSLETTER: 520 x 200	€20,160	TOP 2nd position	TOP 2nd position	✓	✓	✓	✓	-
DIGITAL 3THREE	DESKTOP: 300 x 250 MOBILE: 300 x 250 NEWSLETTER: 520 x 200	€14,230	MIDDLE 3rd position	IN COPY 3rd position	✓	✓	✓	-	-
DIGITAL 4FOUR	DESKTOP: 617 x 250 MOBILE: 300 x 250 NEWSLETTER: 520 x 200 (optional: 300 x 250)	€10,970	IN COPY 4th position	IN COPY 4th position	✓	-	-	-	-
DIGITAL 5FIVE	DESKTOP: 617 x 250 MOBILE: 300 x 250 NEWSLETTER: 520 x 200 (optional: 300 x 250)	€8,910	IN COPY 5th position	IN COPY 5th position	✓	-	-	-	-

* 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.

** Rotation consists of no more than three partners per format and placement.

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



LZ DIREKT Key facts

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

69,670

circulation actually distributed monthly¹

10

journalists + content creators

44

average minutes reading time per copy²

Ø 7.4

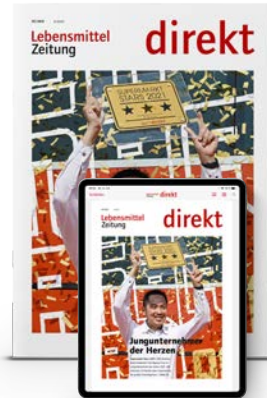
readers per copy²

4,850

Newsletter recipients every Tuesday³

92%

of LZ direkt circulation is in retail³



55%

of LZ direkt print readers are owners or store managers²

95%

of EDEKA and REWE retail stores receive LZ direkt³

76%

chances of page impression²



www.lzdirekt.de



85%

of LZ direkt digital readers have access to product orders⁴

7,287

social media followers⁶

81%

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

42

minutes LZ direkt is accessed digitally per week⁴

19,827

visits/month⁵

¹ IWW, Q2 2021

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










³ LZ sales analysis, August 2021

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

⁵ PIWIK PRO, monthly values July 2021

⁶ Followers of the LZ media channels: Facebook, Instagram, Twitter, LinkedIn, As of: August 1, 2021

LZ DIREKT Print Rates and formats

2/1 PAGE	€39,970	
Print space W: 464 mm x H: 300 mm		
Bleed* W: 500 mm x H: 340 mm		
1/1 page	€20,590	
Print space B: 220 mm x H: 300 mm		
Bleed* W: 250 mm x H: 340 mm		
3/4 page horizontal	€16,940	
Print space W: 220 mm x H: 225 mm		
Bleed* W: 250 mm x H: 247 mm		
2/3 page horizontal	€15,610	
Print space W: 220 mm x H: 200 mm		
Bleed* W: 250 mm x H: 222 mm		
2/3 page corner	€15,610	
Print space W: 147 mm x H: 300 mm		
Bleed* W: 165 mm x H: 340 mm		
1/2 page horizontal	€11,900	
Print space W: 220 mm x H: 150 mm		
Bleed* W: 250 mm x H: 172 mm		
1/2 page corner	€11,900	
Print space W: 107 mm x H: 300 mm		
Bleed* W: 125 mm x H: 340 mm		
1/2 page corner	€11,670	
Print space B: 163 mm x H: 200 mm		
Bleed* W: 181 mm x H: 222 mm		
1/3 page horizontal	€9,070	
Print space W: 220 mm x H: 100 mm		
Bleed* W: 250 mm x H: 122 mm		

1/3 page corner	€9,070	
Print space W: 73 mm x H: 300 mm		
Bleed* W: 91 mm x H: 340 mm		
1/3 page corner	€9,070	
Print space W: 107 mm x H: 200 mm		
Bleed* W: 125 mm x H: 222 mm		
1/4 page horizontal	€7,470	
Print space W: 220 mm x H: 75 mm		
Bleed* W: 250 mm x H: 97 mm		
1/4 page corner	€7,470	
Print space W: 50 mm x H: 300 mm		
Bleed* W: 68 mm x H: 340 mm		
1/4 Page Corner	€7,470	
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	€43,860
(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	€21,930
(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	€21,930
(to left of editorial)	
Print space W: 220 mm x H: 300 mm	
Bleed* W: 250 mm x H: 340 mm	

* plus 4 mm trim per outer edge Text in print space only.

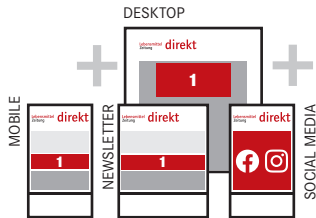
LZ DIREKT Digital Rates and formats

Digital placements of 2 weeks each, exclusively

WEBSITE, MOBILE & SOCIAL MEDIA

1_Sponsored Post/Advertorial* €16,990

See separate specifications.



Publication in regular news feed and inclusion in Newsletter*, priority placement of lead paragraph on homepage and in social media postings



WEBSITE, MOBILE & WEEKLY NEWSLETTER**

2_Billboard €6,500

940 x 250 / 300 x 120 px (Mobile) /
630 x 250 px (Newsletter)

3_Sticky sidebar €6,100

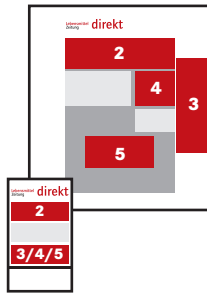
max. 500 x 1000 px / 300 x 250 px (mobile) /
520 x 200 px (newsletter)

4_Medium Rectangle 4,990

300 x 250 px / 520 x 200 px (Newsletter)

5_Content Banner 4,990

617 x 250 px / 300 x 250 px (mobile) /
520 x 200 px (newsletter)



Placement reservations are only valid for 3 weeks, or lose their validity 4 weeks prior to publication date.

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

** All book advertisement will be published on the website (Desktop & Mobile) and in our weekly Newsletter.

It is possible to supply an additional format for the Newsletter. If no additional format is provided, we will run your Mobile advertisement.

LZ MEDIEN Print Combined advertising packages

COMBINED ADVERTISING PACKAGES

LZ & LZ DIREKT

Large package €41,250

1/1 Page Lebensmittel Zeitung

1/1 page LZ direkt

Medium package €34,280

1/1 page Lebensmittel Zeitung

1/2 page LZ direkt

Small corner package €28,680

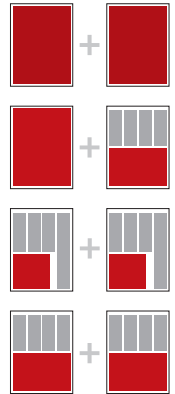
1/2 page Lebensmittel Zeitung

1/2 page LZ direkt

Small horizontal package €25,100

1/2 page Lebensmittel Zeitung

1/2 page LZ direkt



SUPPLEMENTS

Supplement looseleaf insert €19,790

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

www.lzmedia.net/lzd/digitalformats

See page 18 for information volume discounts and technical details.

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.

VOLUME DISCOUNT*

From	€14,200	3%
From	€26,500	5%
From	€48,700	7%
From	€73,100	10%
From	€121,900	12%
From	€146,200	15%
From	€170,600	18%
From	€195,000	20%
From	€219,400	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 ± 4%)

80% area: 11% (tolerance ± 3%)

Black

40% area: 19% (tolerance ± 4%)

80% area: 13% (tolerance ± 3%)

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

EUROSCALE COLORS

Color sequence

Black, cyan, magenta, yellow

DATA TRANSFER

tradit@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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