

# MEDIA KIT 2022



# LZ Medien Topics & Deadlines 2022

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Information on dates is subject to change. The most up-to-date information is available at: [www.lzmedien.net/themenplan](http://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)			
	4 Jan 28	Jan 18	Confectionery I (Pre-Run to ISM)			
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	Spielwarenmesse Trade Fair News	
	7 Feb 18	Feb 8	Breakfast		EuroCIS Trade Fair News incl. Top Supplier Retail Award Fruit Logistica Trade Fair News Ambiente Trade Fair News	60th MMM-Kongress   Munich Feb 13-15

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

LZ DIREKT 3 22	8	Feb 25	Feb 15	BBQ		Biofach Trade Fair News	
		Mar 1	Feb 2	Breakfast Products   Bread & Baked Goods   Hot Beverage   Detergents & Cleaning Products   Sparkling Wine & Spirits (ProWein)		<b>Special</b> Easter 2022 <b>Special</b> BBQ   Innovationscup 2022	
	9 Copytest Logistics	Mar 4	Feb 22	Snacks & Convenience (Food to go, Out of Home)	RR US   Canada <b>CD: Jan 21</b>	<b>Feature Topic</b> Logistics I   Logimat Preview <b>CD: Feb 11</b>	
	10 Copytest Nonfood	Mar 11	Mar 1	Wine, Spirits & Beer (incl. Sparkling Wine   Pre-Run to ProWein)	RR Berlin-Brandenburg <b>CD: Jan 28</b>	<b>Feature Topics</b> Nonfood <b>CD: Feb 22</b>	<b>LZ Strategietag Frische</b>   Frankfurt March 2022 IAW Internationale Aktionswaren Messe   Cologne March 8-10
	11	Mar 18	Mar 8	Dairy Products, Alternatives & Cheese		LogiMAT Trade Fair News	M.A.D.E.   Paris Mar 15-16
LZ DIREKT 4 22	12	Mar 25	Mar 15	Non-Alcoholic Beverages		Internorga Trade Fair News	
	13	Apr 1	Mar 22	Deli Products		ProWein Trade Fair News	Handelslogistik Kongress   Cologne Mar 29-30
		Apr 1	Mar 10	Meats & Sausage   Fish   Deli Products & Dips   Chips & Snacks   Non-Alcoholic Beverages   Beer & Pre-Mixes   Energy Drinks   Ice Cream   Spices		<b>Special</b> BBQ II   Grill Season incl. Accessories	
	14	Apr 8	Mar 29	Frozen Food & Ice Cream I			DETROP Boutique   Thessaloniki Apr 2-4 Alimentaria   Barcelona Apr 4-7 <b>Deutscher Handelsimmobilien-Gipfel</b>   Düsseldorf Apr 4-5 Fruit Logistica   Berlin Apr 5-7
	15	Apr 14	Apr 5	Meats & Meat Products (incl. Meat Alternatives)		<b>Feature Topic</b> Packaging I   Anuga Food Tec Preview <b>CD: Mar 25</b>	Marca   Bologna Apr 12-13 VINITALY   Enolitech   SOL & AGRIFOOD   Verona Apr 10-13
	16	Apr 22	Apr 12	Fish & Seafood (Run-Up Seafood Expo)	RR Nordic Countries <b>CD: Mar 11</b>		
	17	Apr 29	Apr 19	Spices	RR Netherlands <b>CD: Mar 18</b>	Seafood Expo Global Trade Fair News	Hannover Messe   Hannover Apr 25-29 <b>LZ Strategietag Digitale Zukunft</b>   Apr 26-27. Anuga FoodTec   Cologne Apr 26-29 Seafood Expo Global   Barcelona Apr 26-28 Internorga   Hamburg Apr 30-May 4

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

# LZ Medien Topics & Deadlines 2022

	LZ	PD	CD*	Ranges/Markets	Regional Reports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
LZ DIREKT 5   22		May 2	Apr 6	Detergents & Cleaning Products   Sanitary Products   Tobacco Products	Cosmetics & Body Care   Pet Food   Dairy 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 Cibus   Parma May 3-6 Molkereikongress   Munich May 5 - 6 Beauty International   Düsseldorf May 6-8
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
20		May 20	May 10				Olio Capitale   Trieste May 13-15 ProWein   Düsseldorf May 15-17
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	Feature Topic Retail Technology   EuroCIS Preview CD: May 6	LZ Nonfood Kongress   Frankfurt May 24-25
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	THAIFEX - Anuga Asia   Bangkok May 24-28. PLMA   Amsterdam May 31-Jun 1 Hannover Messe   Hannover 30.05.-02.06. EuroCIS   Düsseldorf May 31-June 02
23		Jun 10	May 31	Pasta, Rice & Sauces			Logimat   Stuttgart May 31-Jun 2
24		Jun 17	Jun 7				Gourmet Discovery Deutschland   Hamburg Jun 13-14
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

LZ DIREKT 7 22	26	Jul 1	Jun 21			Special Topic Top-Marke 2022 CD: Jun 7	Supermarkt Stars   Frankfurt Jun 28
	27	Jul 8	Jun 28	Bread & Baked Goods I			
LZ DIREKT 8 22	28	Jul 11	Jun 17	Sweet Spreads   Deli Products & Dips   Lactose-Free & Gluten-Free Products		Supermarkt Stars The Winners 2022 Special Top-Marke 2022	
	29	Jul 15	Jul 5		RR Asia CD: Jun 3		
	30	Jul 22	Jul 12	New Food (Vegan & Vegetarian)			
	31	Jul 29	Jul 19		RR Ireland CD: Jun 17		Biofach   Nuremberg Jul 26-29 Vivaness   Nuremberg Jul 26-29
	32	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)	
	33	Aug 5	Jul 26	Pets			
	34	Aug 12	Aug 2				
	35	Aug 19	Aug 9	Snacks & Convenience		Feature Topic Nonfood CD: Jul 26	
		Aug 26	Aug 16	Cheese			
		Sep 2	Aug 23		RR Bavaria CD: Jul 22		Gamescom   Cologne Aug 24-28 IFA   Berlin Sep 2-6 Light + Building   Frankfurt 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	fish international   Bremen Sep 4–6	
	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 Sep 21-22
	38 Copytest Packaging	Sep 23	Sep 13	Frozen Food II Soccer World Cup 2022	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	Eisenwarenmesse   Cologne Sep 25–28 Fachpack   Nuremberg Sep 27–29 ECR Day   Frankfurt Sep 28–29 LZ Strategietag New Food   Sep 13-14
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 5–7
	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			<b>Special Topic</b> Food Trends 2022 <b>CD: Oct 7</b> 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	<b>Special</b> Drugstore Products II	
	44	Nov 4	Oct 25		RR Austria <b>CD: Sep 23</b>	Goldener Zuckerhut Issue	<b>Goldener Zuckerhut</b>   Berlin Nov 3-4
	45	Nov 11	Nov 1	Coffee & Tea			EHI Technologie Tage   Bonn Nov 8-9
	46	Nov 18	Nov 8		RR Greece <b>CD: Oct 7</b>		
	47	Nov 25	Nov 15	Bread & Baked Goods II	RR Spain & Portugal <b>CD: Oct 14</b>		all4pack   Paris Nov 21-24 <b>Deutscher Fleisch-Kongress</b>   Mainz Nov 22-23 <b>13th Deutscher Fachmarktimmobi- lien- Kongress   Rhine-Main Region Nov 23-24</b>
LZ DIREKT 12 22		Dec 1	Nov 9	Breakfast Products   Bread & Baked Goods   Check-Out Zone   Confectionery, Chips & Snacks   Pet Food		<b>Special</b> Super Bowl	
	48	Dec 2	Nov 22	Drugstore Products II (Cosmetics, Body Care, Sanitary Products, Baby Food/ Baby Products, etc.)		<b>Feature Topic</b> Digital Business <b>CD: Nov 11</b>	
	49	Dec 9	Nov 29		RR Czech Republic & Slovakia <b>CD: Oct 28</b>		
	50	Dec 16	Dec 6				
	51	Dec 23	Dec 13				
	52	Dec 30	Dec 19				

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 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

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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>1.070.918</b> visits/month<sup>6</sup></p>	<p><b>52.264</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>48,491</b> actually distributed weekly circulation on each Friday.<sup>1</sup></p>		<p><b>200,000</b> unique users/month<sup>5</sup></p>	 <p>www.lebensmittelzeitung.net</p>	<p><b>6.910</b> podcast subscribers<sup>3</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<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>136.306</b> social media followers<sup>9</sup></p>	

<sup>1</sup> IVW, Q2 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, March 2022

<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, November 2021

<sup>6</sup> 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](http://www.ivw.eu).

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

<sup>8</sup> Ubermetrics / Unicepta für 2022

<sup>9</sup> Followers of LZ media channels: Facebook, Instagram, Twitter, LinkedIn, As of: April 2022

<sup>10</sup> Recipient file LZ Podcast, March 2022

# LZ Print Rates and formats

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## 2/1 page

W: 596 mm x H: 440 mm ..... €47,470



## 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



### 1/1 page

W: 280 mm x H: 440 mm ..... €24,380



### 3/4 page horizontal

W: 280 mm x H: 330 mm ..... €20,160



W: 280 mm x H: 300 mm ..... €18,500

W: 280 mm x H: 250 mm ..... €15,940

### 1/2 page horizontal

W: 280 mm x H: 220 mm ..... €14,230



### 1/3 page horizontal

W: 280 mm x H: 150 mm ..... €10,970



### 1/4 page horizontal

W: 280 mm x H: 110 mm ..... €8,910



W: 280 mm x H: 70 mm ..... €6,700

W: 280 mm x H: 40 mm ..... €4,350

## 4-COLUMN

### 4/5 page corner

W: 224 mm x H: 440 mm ..... €21,310



### 9/16 page corner

W: 224 mm x H: 310 mm ..... €20,760



### 1/2 page corner

W: 224 mm x H: 275 mm ..... €17,810



### 2/5 page corner

W: 224 mm x H: 220 mm ..... €11,790



W: 224 mm x H: 150 mm ..... €9,100

W: 224 mm x H: 100 mm ..... €7,030

W: 224 mm x H: 50 mm ..... €4,340

## 3-COLUMN

### 3/5 page corner

W: 167 mm x H: 440 mm ..... €16,790



W: 167 mm x H: 350 mm ..... €13,570

W: 167 mm x H: 300 mm ..... €11,990

### 1/3 page corner

W: 167 mm x H: 250 mm ..... €10,970



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

# LZ Print Further print formats

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## 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**

### 10 % 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 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 ..... €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



## SOCIAL MEDIA PUSH

### LinkedIn Post ..... €10,000

Your individual post via the LinkedIn channel of LZ incl. paid traffic campaign

### LinkedIn Post Combi benefit<sup>3</sup> ..... €7,000



## DIGITAL 3THREE ..... €14,230

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

All placements on rotating basis



## AUDIOSPONSORING/PODCAST PUSH

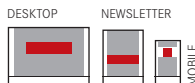
### 20-second audio commercial incl. shownotes ... €4,990

### Podcast Combi benefit<sup>3</sup> ..... €3,500

## DIGITAL 4FOUR<sup>2</sup> ..... €10,970

**Desktop:** 617 x 250 px  
**Mobile:** 300 x 250 px  
**Newsletter:** 520 x 200 px (optional: 300 x 250 px)

All placements on rotating basis



## CONTENTFORMATE

### Advertorial<sup>4</sup> ..... €24,380

Desktop, Mobile, Newsletter, Social Media

### Advertorial – Produkt der Woche<sup>4</sup> ..... €24,380

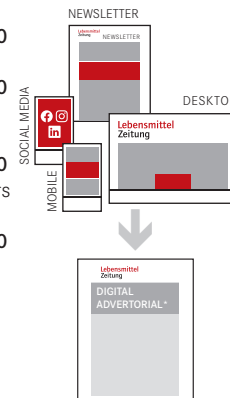
Desktop, Mobile, Newsletter, Social Media

### Text ad 1–2 ..... €3,050

In the Newsletter in the afternoon, max. 430 characters

### Product entry ..... €1,590

Unlimited duration



## DIGITAL 5FIVE<sup>2</sup> ..... €8,910

**Desktop:** 617 x 250 px  
**Mobile:** 300 x 250 px  
**Newsletter:** 520 x 200 px (optional: 300 x 250 px)

All placements on rotating basis



### 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 size print: 1/4 page corner, minimum format size digital: Digital 5IVE

<sup>2</sup> Newsletter placement Digital 4OUR and Digital 5IVE only in afternoon LZ Newsletter

<sup>3</sup> Only valid in combination with a booked display format (DIGITAL 1–5) or content format (Advertorial).

<sup>4</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 Digital Everything at a glance

The new LZ Digital offerings

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	FORMAT IN PX	RATE* PER WEEK AND ROTATION**	POSITION ON WEBSITE	POSITION IN AFTERNOON NEWSLETTER	WEBSITE (DESKTOP & MOBILE) & AFTERNOON LZ NEWSLETTER	+ 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 scrolllover 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](http://www.lzmedia.net/lzdirekt)



# LZ DIREKT Key facts

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

**66,680**

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>

**7,125**

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>

**8,770**

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>

**22,590**

visits/month<sup>5</sup>

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

<sup>2</sup> LZ direkt reader survey 2020, GfM 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, Karwith Marktforschung, Oldendorf

<sup>5</sup> PIWIK PRO, monthly values March 2022

<sup>6</sup> Followers of the LZ direkt Social Media Channels: Facebook, Instagram, Twitter, LinkedIn, As of: April 2022

<sup>7</sup> Recipients file LZ direkt Newsletter, April 2022

# LZ DIREKT Print Rates and formats

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**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

# LZ DIREKT Digital Rates and formats

## WEBSITE, MOBILE & WEEKLY NEWSLETTER\*

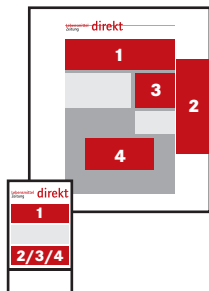
Digital placements of 4 weeks each, exclusively

**1\_Billboard** ..... €6,500  
940 x 250 / 300 x 120 px (Mobile) /  
630 x 250 px (Newsletter)

**2\_Sticky sidebar** ..... €6,100  
max. 500 x 1000 px / 300 x 250 px (mobile) /  
520 x 200 px (newsletter)

**3\_Medium Rectangle** ..... €4,990  
300 x 250 px / 520 x 200 px (Newsletter)

**4\_Content Banner** ..... €4,990  
617 x 250 px / 300 x 250 px (mobile) /  
520 x 200 px (newsletter)



## WEBSITE, MOBILE & SOCIAL MEDIA

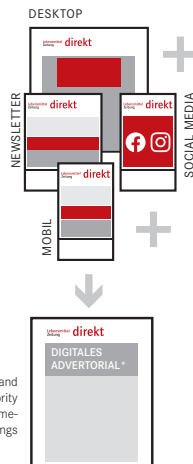
Digital placements of 2 weeks each, exclusively

**Sponsored Post/Advertorial\*\*** ..... €16,990  
See separate specifications

**NEW:**  
**LZ MEDIA Product of the Week** ..... €29,990  
Desktop, Mobile, Newsletter, Social Media

1 week in the digital channels of Lebensmittel Zeitung and (6 weeks later) and  
2 weeks in the digital channels of LZ direkt

Publication in regular news feed and  
inclusion in Newsletter\*, priority  
placement of lead paragraph on home-  
page and in social media postings



# LZ MEDIEN Print Combined advertising packages 17

## COMBINED ADVERTISING PACKAGES

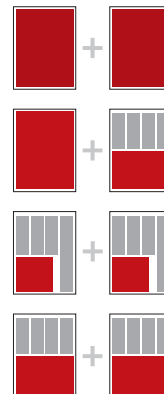
### LZ & LZ DIREKT

**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](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.

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

\* 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.

\*\* 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.

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

## 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  $\pm$  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

tradt@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)

\* 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 5FIVE

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## LZ MEDIEN NATIONAL

### PUBLISHING DIRECTOR

Sven Lang  
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lang@lebensmittelzeitung.net

### MEDIA CONSULTING

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#### Sales Director Digital

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#### Senior Sales Manager Digital

Barbara Cannawurf  
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cannawurf@lebensmittelzeitung.net

### KEY ACCOUNT DIRECTORS

Your Direct Contacts  
For Your Region

#### Nielsen 1 South and Nielsen 2 East

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Phone +49 69 7595 1765  
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#### Nielsen 1 North and Northern Lower Saxony, Nielsen 5 (Berlin)

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#### Nielsen 2 West

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Phone +49 69 7595 1754  
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#### Nielsen 3a + 3b

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#### Nielsen 4

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#### Nielsen 6 + 7, Nonfood

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### LZ direkt Lernwelt (fett)

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### Head of Market & Media Research

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## LZ MEDIEN INTERNATIONAL

### SALES MANAGER INTERNATIONAL

#### Team Lead International Sales

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All media information in English:

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