

## YOUR "PRODUCT OF THE WEEK" ADVERTORIAL ON LEBENSMITTELZEITUNG.NET

#### **WORTH KNOWING**

The following slides provide an overview of all the required elements (incl. specifications) for an advertorial as well as advice on design and organization, incl. examples and a checklist.

Our editor **Stephanie Kreuzer** is responsible for creating copy. She will take care of the remaining content development process.

Do you already have appropriate content you would like to include? Then please submit the content no later than two weeks before the campaign begins to:

Stephanie Kreuzer +49 6196 / 940004 mail@stephaniekreuzer.de

#### **COMMENTS:**

Please provide texts in Word without formatting (not as PDF)

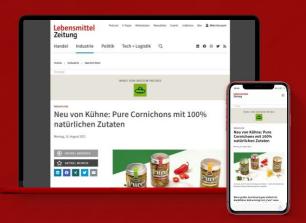
Sufficient photographic and media material in landscape orientation (too much rather than too little) incl. teaser/blurb paragraph and title image

Are you interested in new ideas or assistance with selecting or developing content? Take advantage of our experience! Please contact us in advance about your goals and wishes for the advertorial.

#### **CAUTION!**

Please observe the specifications for submitting the **logo** (p. 3) and for the **title image** (p. 4).

#### SO THAT YOUR CONTENT IS A SUCCESS



- Topic and contents with clear focus on users/consumers (journalistic vs. advertising), providing them with added value
- / Take advantage of freedom in preparation: images (galleries), videos. When submitting content, try to provide too much, not too little content, for greater flexibility in preparation.
- Use a direct personal contact (no anonymous email addresses)



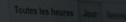
# TECHNICAL SPECIFICATIONS FOR PRODUCT OF THE WEEK ADVERTORIAL OVERVIEW OF ALL ELEMENTS

ELEMENT	DIMENSIONS	FORMAT	SIZE	FILE	NOTE
ESSENTIAL					
LOGO	Max. width: 140px max. height: 70px		Max. 150 KB	.JPG, .PNG	Transparent areas of a logo should be created using the background color of the gray area for logo placement (#e6e4da).
TITLE IMAGE	Min. 620 x 348px	16:9	Max. 200 KB	.JPG, .PNG	A 16:9 image is required for use as a title image
ARTICLE HEADLINE				Word	Max. 60 characters incl. spaces
TEASER				Word	Max. 350 characters incl. spaces
BODY COPY				Word	A total of 3,000–4,000 characters incl. spaces. On request, links can be included at different points in body copy.
SUBHEADINGS				Word	Max. 55 characters incl. spaces
TEASER	250px high	300ррі	Max. 200 KB	.JPG, .PNG	Creation is done by LZ. Please send us a <b>set off</b> image of the product.
YOUR CONTACT DETAILS				Word	No restriction

OPTIONAL					
SINGLE IMAGES	Min. 620 x 348px	16:9	Max. 200 KB	.JPG, .PNG	Incl. caption and proof of copyright if necessary
CAPTIONS					Max. 200 characters incl. spaces
IMAGE GALLERY	Min. 940 x 530px	16:9	Max. 200 KB	.JPG, .PNG	Max. 10 images possible. Incl. caption and proof of copyright if necessary
EMBEDDED VIDEO	Min. 940 x 530px	16:9	Max. 200 KB	.JPG, .PNG	Embedded videos (e.g., YouTube links) are possible. An initial image meeting specifications given above is required. Incl. video title, proof of copyright if necessary

### **ESSENTIAL ELEMENT DETAILS**

THESE ARE THE KEY ELEMENTS OF YOUR ADVERTORIAL



Anzeige

INHALT VON UNSEREM PARTNER



LOGO

Max. 140px wide, max. 70px high, max. 150 KB, .JPG or .PNG

NOTE

Transparent areas of a logo should be created using the background color of the gray area for logo placement (#e6e4da).

Advertoria

Neu von Kühne: Pure Cornichons mit 100% natürlichen Zutaten

Montag, 16. August 202

**HEADLINE** 

Max. 60 characters incl. spaces

ARTIKEL ANHOREN

ARTIKEL MERKEN

G 4 9 8

MEIST GELESEN

Neue Übernahme-Freigabe Kaufland greift nach weiteren 22 Real-Standorten

Cannabis Lidi nimmt Hanf-Aktionsprodukte aus Sortiment



Die neue "Pure" Corniction Range von Kühne – in den drei köstlichen Varianten Kräuter, Blütenhonig und Jalapoño. **TEASER IMAGE** 

(incl. caption and proof of copyright if necessary)
Image size: min. 620 x 348px; max. 200 KB, .JPG or .PNG

NOTE:

A 16:9 image is required for use as a title image.

An welche Händler die Real-Standorte gehen Wenn großer Geschmack ganz einfach ist: Marktführer Kühne bringt mit "Pure" seine größte Gurkeninnovation seit 30 Jahren in die Regale. Das Erfolgsrezept des neuartigen Gurkenkonzepts: 100% natürliche Zutaten – sonst nichts. Das Ziel: Junge Konsument:innen nachhaltig auf den Geschmack bringen.

**TEASER** 

Max. 350 characters incl. spaces

Welche Innovation bringt Kühne auf den Markt?

Unter "Pure" legt Kühne Cornichons mit 100 % natürlichen Zutaten ein ganz ohne Aromen, Konservierungsstofle, Geschmacksverstärker oder
E-Nummern. Mit dem innovativen Gurkenkonzept bring der Markführer
"Eingelegte Gurken" so gezielt auf die Agenda der Millennial Zielgruppe und markiert auch optisch den vielversprechenden Umbruch in der
Kategorie: Das deane, moderne Design sicht am Gurken-Regal ins Auge und
begeistert Verwender-innen nachhaltig, Auch mit der Sortendifferenzierung
liegt Kühne im Trend: Währerd Petersilie und Majoran die "Pure" Cornichons
mit Kräutern veredeln, werfen die kleinen Gurken in der Variante mit
Jalapeños pikant abgeschmeckt. Die Cornichons mit Blütenhonig punkten
mit süß-mildem Geschmacksprofili. Die drei "Pure"-Neuheiten sind ab
September 2021 in (2,49 Euro (IVP) im 327-mi.-Glas erhaltlich.

**BODY COPY** 

A total of 3,000–4,000 characters incl. spaces. On request, links can be included at different points in the body copy.

Welche Consumer-Trends gibt es?

Mit den neuen "Pure" Cornichons bedient Kühne gleich drei relevante Consumer-Trends und steigert so gezielt die Wertschöpfung in der Kategorie **SUBHEADING** 

Max. 55 characters incl. spaces

und damit ins Mindset der Millennials. Gleichzeitig sorgen reichweitenstarke PR-, Social Media- und Influencer-Kommunikation für eine hohe Durchdringung der jungen Zielgruppe.

KONTAKT

Carl Kühne KG (GmbH & Co.) Kühnehöfe 11 D-22761 Hamburg Telefon: 040 85 305-0 YOUR CONTACT DETAILS

No restriction

However, we strongly recommend including. a direct personal contact.



### **OPTIONAL ELEMENT DETAILS**

THESE ELEMENTS ARE OPTIONAL BUT RECOMMENDED



#### **EMBEDDED VIDEO**

(incl. video title, proof of copyright if necessary)

Image size for initial image Format 16:9, 620 x 348px, max. 200 KB .JPG or .PNG + YouTube link if necessary



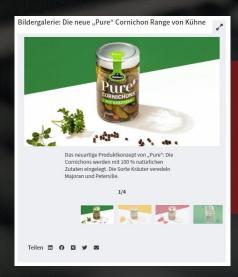
Die neue "Pure" Cornichon Range von Kühne – in den drei köstlichen Varianten Kräuter, Blütenbonig und Jalapeño

#### **SINGLE IMAGES**

(incl. caption and proof of copyright if necessary)

#### Image size:

Format 16:9, min. 620 x 348px, max. 200 KB, .JPG or .PNG Captions: max. 200 characters incl. spaces



#### **IMAGE GALLERY**

(incl. title, caption and proof of copyright if necessary)

Max. 10 images Image size format 16:9 Min. 940 x 530px Max. 200 KB, .JPG or .PNG

# TEASER DETAILS

WEBSITE, MOBILE AND NEWSLETTER

# TEASER FOR WEBSITE, MOBILE AND NEWSLETTER

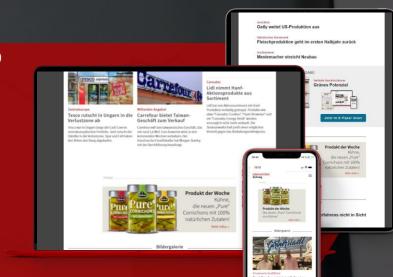
Web pages teaser desktop: 617 x 250px, max. 120 KB

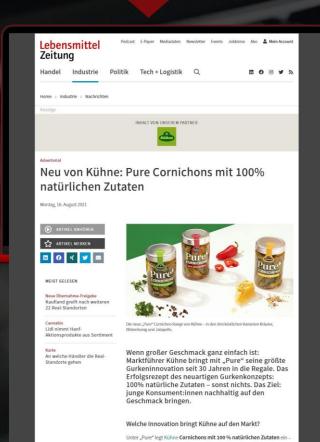
Web pages teaser mobile: 300 x 250px, max. 60 KB

Newsletter teaser: 520 x 200px, max. 120 KB

#### **CAUTION:**

The teaser creation is done by LZ. We only require a **set off image of the product** (max. 250px high, .JPG or .PNG, max. 200 KB)





E-Nummern. Mit dem innovativen Gurkenkonzept bringt der Marktführer "Eingelegte Gurken" so gezielt auf die Agenda der Millennial-Zielgruppeund markiert auch optisch den vielversprechenden Umbruch in der Kategorie: Das cleane, moderne Design sticht am Gurken-Regal ins Auge und



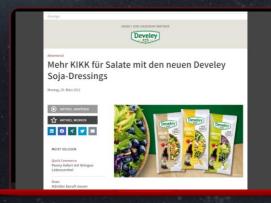
# **EXAMPLES**CLICK THE LAPTOPS TO LOAD THE EXAMPLES!



CANNED GOODS EXAMPLE



BEVERAGES EXAMPLE



DRESSINGS EXAMPLE



# HAVE YOU THOUGHT OF EVERYTHING? **LOGO** Max. 140px wide, max. 70px high, max. 150 KB, .JPG or .PNG **HEADLINE** Max. 60 characters incl. spaces **TEASER** Max. 350 characters incl. spaces **BODY COPY** (unformatted in Word) A total of 3,000–4,000 characters incl. spaces LINKS For inclusion in body copy **ADDITIONAL MEDIA** Sufficient media for inclusion, in 16:9 format / Images (and/or image gallery), video / Incl. title, captions, copyright details if necessary **CONTACT DETAILS** Incl. contact person Wolf Island National Wildlife Refuge **TEASER IMAGE** / Set off product image (300ppi) 250px high / Format .JPG, .PNG / Max. 200 KB **CONTENT SUGGESTIONS:** Vladimir Putin Topic and content with user focus Added value for the user Sarkozu No anonymous contact details Journalistic rather than advertising style Send all material to Ms. Kreuzer no later than two weeks before the campaign: mail@stephaniekreuzer.de

**CHECKLIST**