

MEDIA KIT 2023



LZ MEDIEN Topics & Deadlines 2023

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

	LZ	PD*	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
LZ DIREKT 1 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	Spielwarenmesse Trade Fair News Christmasworld Ambiente Creativeworld Trade Fair News	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

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

LZ MEDIEN Topics & Deadlines 2023

	LZ	PD	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
	32	11.08.	01.08.				
	33	18.08.	08.08.	Snacks & Convenience			
	34	25.08.	15.08.	Cheese			
	35	01.09.	22.08.		RR Bavaria CD: 21.07.		DMEXCO Cologne September 2023 IFA Berlin September 2023 LZ Strategietag New Food Frankfurt September 2023
LZ DIREKT 9 23		01.09.	10.08.	Confectionery Cheese Wine & Sparkling Wines Spirits Energy Drinks Sustainability Newspapers & Magazines Nonfood Winter BBQ		Special Christmas Season 2023	
		07.09.	18.08.	LZ direkt Whitepaper Service Counter			
	36	08.09.	29.08.		RR Turkey CD: 28.07.		IAA Munich 05.09.–10.09.
	37	15.09.	05.09.	Meats, Sausage & Poultry (incl. Meat Alternatives)	RR Italy CD: 04.08.		InterTabac Dortmund 14.09.–16.09.
38 LZ Copytest Packaging		22.09.	12.09.	Frozen Food II	RR Baden-Württemberg CD: 11.08.	Focus Packaging II CD: 01.09.	
39 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. Focus 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		Special Anuga 2023 Special 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	LZ Strategietag Nachhaltigkeit October 2023 Expo Real Munich October 2023 ANUGA Cologne 07.10.–11.10.
	06. + 09.10.	15.09.	LZ Special Newsletter Anuga			
41	13.10.	02.10.		RR Central Germany: Saxony, Saxony-Anhalt and Thuringia CD: 25.08.	Anuga Trade Fair News Focus 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		Special Drugstore Products II Special Veganuary	
	02.11.	11.10.	LZ direkt Whitepaper Checkout Zone			
44	03.11.	24.10.				Deutscher Fachmarktimmobiliien-Kongress Frankfurt November 2023
45	10.11.	31.10.		RR Austria CD: 29.09.	Goldener Zuckerhut Issue	EHI Technologie Tage Bonn 07.11.–08.11. Goldener Zuckerhut Berlin 09.11.–10.11.
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.	Anniversary edition 75 years Lebensmittel Zeitung CD: 03.11.	
48	01.12.	21.11.	Drugstore Products II (Cosmetics, Body Care, Sanitary Products, Baby Food & Baby Products, etc.)		Focus 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		Special 25 years LZ direkt Special 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 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






¹ Senior management, managing directors, category management, purchasing, sales and marketing managers and those responsible for IT and logistics, management closely involved with sales, and independent retailers. LZ reader survey 2022, IFAK Institut, Taunusstein, A survey of the main LZ readers as well as an LZ Digital user survey 2020, Karwath Marktforschung, Oldendorf

LEBENSMITTEL ZEITUNG Data

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

<p>Ø 7 readers per copy²</p>	<p>52 journalists</p>	<p>949,819 visits/month⁴</p>	<p>52,880 Newsletter recipients per workday³</p>	<p>Ø 3.2 recipients per Newsletter copy⁴</p>
<p>48,491 actually distributed weekly circulation on each Friday.¹</p>		<p>200,000 unique users/month⁵</p>	 <p>www.lebensmittelzeitung.net</p>	<p>7,620 podcast subscribers¹⁰</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>89% chances of page impression Print Issue²</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>52 average minutes reading time per copy²</p>	<p>9,373 quotations made from LZ in 2021.⁸</p>		<p>143,572 social media followers⁹</p>	

¹ IVW, Q2 2022

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

³ Recipient file, July 2022

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

⁵ agof daily digital facts, May 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.

⁶ IVW, 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. For more information, please visit www.ivw.eu.

⁷ LZ sales analysis, January 2021

⁸ Übermetrics / Unicepta for 2021

⁹ Followers of LZ social media channels: Facebook, Instagram, Twitter, LinkedIn, As of: August 2022

¹⁰ Recipient file LZ Podcast, June 2022

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

LZ Print Further print formats

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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 DISCOUNT¹

Additional discount on all campaign-related
print & digital insertions

¹ When booking a cross-media LZ campaign (print and digital) we grant an additional 10% discount off the gross print and digital advertising rate.
Cross-media campaigns are campaigns having identical content in print and digital with a time delay of no more than two weeks.
Minimum format size Print: 1/4 page corner, Minimum format size Digital: Digital 5/VE

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

LZ Digital Rates and formats

Digital placements 1 week 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 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 1ONE €25,110

Desktop: 940 x 300 px

Mobile: 300 x 120 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 4FOUR¹ €11,300

Desktop: 617 x 250 px

Mobile: 300 x 250 px

Newsletter: 520 x 200 px

DIGITAL 5FIVE¹ €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
TOP 1st position priority	✓	✓	✓	✓	✓
TOP 1st position	✓	✓	✓	✓	✓
TOP 2nd position	✓	✓	✓	✓	-
MIDDLE 3rd position	✓	✓	✓	-	-
IN COPY 4th position	✓	-	-	-	-
IN COPY 5th position	✓	-	-	-	-

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

¹ 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.

² Rotation consists of no more than three partners per format and placement.

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

SOCIAL MEDIA PUSH

LinkedIn Post	€10,000
Your individual post via the LinkedIn channel of LZ incl. paid traffic campaign	
LinkedIn Post Combi benefit³	€7,000

AUDIOSPONSORING/PODCAST PUSH

20-second audio commercial incl. shownotes	€4,990
Podcast Combi benefit²	€3,500

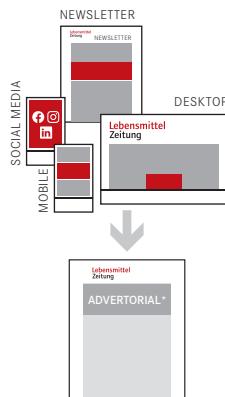
CONTENTFORMATE

Advertorial – THEMA!³	€25,110
Desktop, Mobil, Newsletter, Social Media Duration: 2 weeks	
Advertorial – Product of the Week⁴	€25,110
Desktop, Mobile, Newsletter, Social Media Duration: 2 weeks	
Text ad 1-2	€3,600
In the Afternoon LZ Newsletter, max 430 characters	
Product entry	€1,600
Unlimited duration	

Please visit our website for more information:

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

See page 18 for information volume discounts and technical details.



LZ SONDERNEWSLETTER

Maxi-Banner Top	€3,000
Maxi-Banner 2-3	€2,500
Text ad 1-3	€1,900

Discover now:

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



Stay up to date with the LZ Media Sales Newsletter!

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

Are you looking for an individual communication solution?

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

10 % CROSS-MEDIA DISCOUNT

Additional discount on all campaign-related print & digital insertions

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

² Only valid in combination with a booked display format (DIGITAL 1-5) or content format (Advertorial).
³ Is marked as an "advertisement" in compliance with statutory regulations.

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

LZ 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

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

66,680

circulation actually distributed monthly¹

10

journalists + content creators

44

average minutes reading time per copy²

Ø 7.4

readers per copy²

7,251

Newsletter recipients every Tuesday⁷

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



www.lzdirekt.de



85%

of LZ direkt digital readers have access to product orders⁴

9,831

social media followers⁶

81%

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

76%

chances of page impression²

42

minutes LZ direkt is accessed digitally per week⁴

42,261

visits/month⁵

¹ IVW, Q2 2022

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

³ LZ sales analysis, November 2021

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

⁵ PIWIK PRO, monthly values, July 2022

⁶ Followers of the LZ direkt social media channels: Facebook, Instagram, Twitter, LinkedIn, As of: August 2022

⁷ Recipients file LZ direkt Newsletter, July 2022

LZ DIREKT Print Rates and formats

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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 NEWSLETTER¹

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)

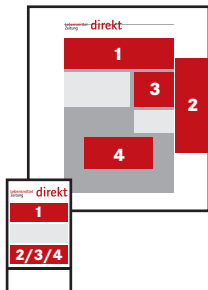
DIGITAL 4FOUR €4,990
 617 x 250 px (desktop) / 300 x 250 px (mobile) /
 520 x 200 px (newsletter/optional: 300x250)

CONTENTFORMATS

Sponsored Post/Advertorial² €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

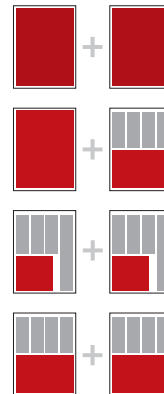
1/1 page Lebensmittel Zeitung
 1/2 page LZ direkt

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
www.lzmedia.net/lzd/digitalformats

See page 18 for information volume discounts and technical details.

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

All prices in euro plus VAT at the statutory rate.

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

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

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

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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