MEDIA KIT 2023



LZ MEDIEN Topics & Deadlines 2023

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 Confectionery	go Flowers & Plants	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	Vegan & Vegetarian)		Internationale Grüne Woche Berlin 20.0129.01. Marca Bologna 18.0119.01.	
	27.01.	12.01.	LZ Special Newsletter Nonfood	11			
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 01.0205.02. Christmasworld Frankfurt 03.0207.02. Ambiente Frankfurt 03.0207.02. Creativeworld Frankfurt 04.0207.02.	
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 08.0210.02.	
7	17.02.	07.02.	Breakfast		Focus Retail Technology & Shopfitting EuroShop Preview CD: 27.01. Fruit Logistica Trade Fair News	Biofach Nuremberg 14.0217.02. Vivaness Nuremberg 14.0217.02. DETROP Boutique Thessaloniki 18.0220.02.	

	17. + 21.02.	27.01.	LZ Special Newsletter Retail Tech & Store Design					
	24.02.	02.02.	LZ MEDIEN Whitepaper Retail	Tech & Store Design				
8 LZ Copytest Food/Nonfood	24.02.	14.02.	BBQ		Biofach Trade Fair News			
LZ DIREKT 3 23	01.03.	07.02.	Breakfast Products Bread & Ba Detergents & Cleaning Products (ProWein) Easter Business		Special INNOVATION CUP Special BBQ I			
9	03.03.	21.02.	Wine, Spirits & Beer (incl. Sparkling Wine Pre-Run ProWein)		EuroShop Trade Fair News incl. Top Supplier Retail Award	EuroShop Dusseldorf 26.0202.03. IAW Internationale Aktionswaren Messe Cologne 28.0202.03.		
10	10.03.	28.02.	Snacks & Convenience (Food to go, Out of Home)	RR USA Canada CD: 27.01.		Internorga Hamburg 10.0314.03.		
11	17.03.	07.03.	Dairy Products, Alternatives & Cheese	RR Berlin-Brandenburg CD: 03.02.	Internorga Trade Fair News			
12	24.03.	14.03.	Non-Alcoholic Beverages		ProWein Trade Fair News	ProWein Dusseldorf 19.0321.03.		
	27.03.	28.02.	LZ Digital Special Independent	Retailers				
13	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 P Snacks Non-Alcoholic Beverag Drinks Ice Cream Spices V Products (Meat-/Fish- & Dairy A	es Beer & Pre-Mixes Energy egan & Vegetarian	Special BBQ II BBQ Season incl. Accessories			
14	06.04.	27.03.	Frozen Food & Ice Cream I			LZ Strategietag Digitale Zukunft April 2023 VINITALY Enolitech SOL & AGRIFOOD Verona 02.0405.04. Gourmet Discovery Hamburg 03.0404.04.		

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LZ MEDIEN Topics & Deadlines 2023

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			
16 LZ Copytest Logistics	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 17.0421.04.	
	28.04.	07.04.	LZ Special Newsletter Packagir	ng			
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 23.0425.04. LogiMAT Stuttgart 25.0427.04. Alimentaria Barcelona 26.0429.04. Seafood Expo Global Barcelona 25.0427.04.	
LZ DIREKT 5 23	02.05.	05.04.	Detergents & Cleaning Products Sanitary Products Oral Care Tobacco Products School Begi	Pet Food Dairy Products	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 05.0506.05. Interpack Dusseldorf 04.0510.05.	
	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 08.0511.05. transport logistic Munich 09.0512.05. EHI Payment Kongress Bonn 10.0511.05.	
	16.05.	25.04.	LZ Special Newsletter Private L	abels			
20	19.05.	08.05.					

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.
LZ DIREKT 6 23	01.06.	08.05.	Convenience To Go Vegetarian Dairy Alternatives) Meats & Sausa		Supermarkt Stars The Finalists 2023	
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 Dep	partment		
24	16.06.	05.06.			Focus Nonfood CD: 26.05.	
	19.06.	29.05.	LZ Special Newsletter Nonfood	1 11		
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 18.0620.06.
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 LZ Copytest RR Asia	14.07.	04.07.		RR Asia CD: 02.06.		
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

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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 Energy Drinks Sustainability Nonfood Winter BBQ		Special Christmas Season 2023	
	07.09.	18.08.	LZ direkt Whitepaper Service C	ounter		
36	08.09.	29.08.		RR Turkey CD: 28.07.		IAA Munich 05.0910.09.
37	15.09.	05.09.	Meats, Sausage & Poultry (incl. Meat Alternatives)	RR Italy CD: 04.08.		InterTabac Dortmund 14.0916.09.
38 LZ Copytest Packaging	22.09.	12.09.	Frozen Food II	RR Baden-Wurttemberg 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 Imp	ulse 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 07.1011.10.
	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 09.1011.10. Insights-X Nuremberg 11.1013.10.
42	20.10.	10.10.	Confectionery II			Deutscher Logistik-Kongress Berlin 18.1020.10. Bookfair Frankfurt 18.1022.10.
43	27.10.	17.10.	Coffee & Tea		Bookfair Trade News	Cibus Tec Parma 24.1027.10.
LZ DIREKT 11 23	01.11.	10.10.	Cosmetics & Body Care Sanita Detergents & Cleaning Products Sausage (Counter) Beer Spa	Cheese (Counter) Meat &	Special Drugstore Products II Special Veganuary	
	02.11.	11.10.	LZ direkt Whitepaper Checkout Zone			
44	03.11.	24.10.				Deutscher Fachmarktimmobilien- Kongress Frankfurt November 2023
45	10.11.	31.10.		RR Austria CD: 29.09.	Goldener Zuckerhut Issue	EHI Technologie Tage Bonn 07.1108.11. Goldener Zuckerhut Berlin 09.1110.11.
46	17.11.	07.11.	Bread & Baked Goods II	RR Greece CD: 06.10.		BrauBeviale Nuremberg 14.1116.11.
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 1 2 23	01.12.	09.11.	Breakfast Products Bread & Ba Confectionery, Chips & Snacks		Special 25 years LZ direkt Special Super Bowl	
49	08.12.	28.11.				
50	15.12.	05.12.				
51/52	22.12.	12.12.				

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LZ MEDIEN

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

Our excellent performance ensures your visibility among FMCG decision-makers

52 949,819 52,880 Ø 3.2 Ø readers per copy² iournalists visits/month⁶ Newsletter recipients recipients per per workdav³ Newsletter copv⁴ 200,000 7,620 48,491 Lebensmittel unique users/month⁵ podcast subscribers¹⁰ actually distributed Zeituna weekly circulation on each Friday.¹ Haribo überwindet Schwächephase 82% 100% www.lebensmittelzeitung.net Nearly all management at of the top 30 distribution of users access LZ Digital at Lebensmittel Zeitung the top 10 retail enterprises centers subscribe to 17.7 least once dailv⁴ subscribe to LZ digital channels or an I 7 Newsletter.7 **U** 89% 99 Nearly all purchasing minutes of digital use chances of page impression 🗿 (ð) 🔰 🖬 managers at the top 15 Print Issue² per week4 retail enterprises subscribe to LZ digital channels or are signed up for the LZ 52 9,373 143,572 Newsletter.7 quotations made from LZ in social media followers9 average minutes reading time 2021.8 per copy² 1 IVW, Q2 2022 ² LZ reader survey 2022 IFAK Institut, Taunusstein. Survey of main LZ readers. Readers per copy as estimated ⁶ IVW, July 2022, Note: Because of changes made to the measurement procedure due to data protection law, by primary reader comparisons with values from previous years are no longer possible. For more information, please visit www.ivw.eu,

⁷ LZ sales analysis, January 2021

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.

⁸ Ubermetrics / Unicepta for 2021 ⁹ Followers of LZ social media channels: Facebook, Instagram, Twitter, Linkedin, As of: August 2022 ¹⁰ Recipient lin LZ Podcast, Lune 2022

www.lzmedia.net/lz/about

LZ MEDIEN

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LZ Print Rates and formats

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	
Ŵ: 224 mm x H: 275 mm €18,340	
2/5 2000 00000	
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-COLLIMN	
3-COLUMN	
3/5 page corner	
3/5 page corner	
3/5 page corner W: 167 mm x H: 440 mm€17,290	
3/5 page corner W: 167 mm x H: 440 mm W: 167 mm x H: 350 mm €13,980 W: 167 mm x H: 300 mm €12,350	
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	
3/5 page corner W: 167 mm x H: 440 mm W: 167 mm x H: 350 mm €13,980 W: 167 mm x H: 300 mm €12,350	
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	
3/5 page corner W: 167 mm x H: 440 mm W: 167 mm x H: 350 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	
3/5 page corner W: 167 mm x H: 440 mm 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 W: 167 mm x H: 200 mm	
3/5 page corner W: 167 mm x H: 440 mm 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 W: 167 mm x H: 200 mm W: 167 mm x H: 200 mm W: 167 mm x H: 200 mm €9,370 W: 167 mm x H: 150 mm	

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

LZ Print Further print formats



10% CROSS-MEDIA DISCOUNT¹

Additional discount on all campaign-related print & digital insertions

XT INSETS Ads with text inset Page 6 and after, rate per mm, column width 53 mm, min. height 40 mm, max. height 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
RIORITY PLACEMENTS o 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	CLASSIFIED ADS b/w, 4c €7.20 mm rate/column
1/1 page priority €28,650 (pp. 5, 7, 9, 11, 13, 15 and U4) W: 280 mm x H: 440 mm	Obituaries, real estate, business announcements, etc.
1/2 page horizontal priority €18,540 Page 3, W: 280 mm x H: 220 mm	BOX NUMBER FEE Germany€42
1/3 page horizontal priority €16,530 Page 3, W: 280 mm x H: 150 mm	International€62
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	

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 5IVE

LZ Digital Rates and formats Digital placements 1 week each on rotating basis (no more than 3 partners per format) 12

	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
DIGITAL 10NE PRIORITY€28,650 Sticky Billboard Desktop: 940 × 300 px (sticky) Mobile: 300 × 120 px (sticky) Newsletter: 520 × 200 px Once a day your priority placement remains fixed for two second on the upper edge. All placements on rotating basis	TOP 1st position priority	V	V	V	v	V
DIGITAL 10NE €25,110 Desktop: 940 x 300 px Mobile: 300 x 120 px Newsletter: 520 x 200 px	TOP 1st position	V	V	V	V	V
DIGITAL 2TWO€20,760 Desktop: max. 400 x 800 px (sticky) Mobile: 300 x 600 px (scrollover) Newsletter: 520 x 200 px	TOP 2nd position	V	V	V	V	-
DIGITAL 3THREE€14,650 Desktop: 300 x 250 px Mobile: 300 x 250 px Newsletter: 520 x 200 px	MIDDLE 3rd position	V	V	V	-	-
DIGITAL 4FOUR ¹ €11,300 Desktop: 617 x 250 px Mobile: 300 x 250 px Newsletter: 520 x 200 px	IN COPY 4th position	V	-	-	-	-
DIGITAL 5FIVE ¹ €9,180 Desktop: 617 x 250 px Mobile: 300 x 250 px Newsletter: 520 x 200 px	IN COPY 5th position	v	-	-	-	-

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

in

Lebensmittel Zeitung

Lebensmitte Zeitung DESKTOP

SOCIAL MEDIA PUSH

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

AUDIOSPONSORING/PODCAST PUSH

20-second audio commercial incl. shownotes	€4,990
Podcast Combi benefit ²	€3,500

CONTENTFORMATE

Advertorial – THEMA! ³	€25,110
Desktop, Mobil, Newsletter, Social Media	
Duration: 2 weeks	
Advertorial – Product of the Week ⁴	€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 comer, Minimum format size Digital: Digital 5FVE 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.

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

) 85% 66,680 10 44 circulation actually distributed iournalists + average minutes reading time of LZ direkt digital readers - direkt monthly¹ per copy² have access to product content creators orders4 7,251 Ø 7.4 9,831 Newsletter recipients social media followers6 readers per copy² www.lzdirekt.de every Tuesday⁷ direkt Lebensmittel Zeitung **V** 81% 92% 55% ölsch of LZ direkt print readers are of L7 direkt circulation Of readers confirm: ads run is in retail³ owners or store managers² in LZ direkt arouse their re 0 in V interest in the products or campaigns advertised.² 95% 76% 42 42,261 of EDEKA and REWE retail visits/month⁵ chances of page impression² minutes LZ direkt is accessed stores receive LZ direkt³ digitally per week4

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

www.lzmedia.net/lzdirekt/about/

LZ DIREKT Print Rates and formats

2/1 page Print space W: 464 mm x H: 300 mm Bleed [*] W: 500 mm x H: 340 mm	€42,370	
1/1 page Print space B: 220 mm x H: 300 mm Bleed' W: 250 mm x H: 340 mm	€21,830	
3/4 page horizontal Print space W: 220 mm x H: 225 mm Bleed' W: 250 mm x H: 247 mm	€17,960	
2/3 page horizontal Print space W: 220 mm x H: 200 mm Bleed' W: 250 mm x H: 222 mm	€16,550	
2/3 page corner Print space W: 147 mm x H: 300 mm Bleed' W: 165 mm x H: 340 mm	€16,550	
1/2 page horizontal Print space W: 220 mm x H: 150 mm Bleed [*] W: 250 mm x H: 172 mm	€12,610	
1/2 page corner Print space W: 107 mm x H: 300 mm Bleed' W: 125 mm x H: 340 mm	€12,610	
1/2 page corner Print space B: 163 mm x H: 200 mm Bleed' W: 181 mm x H: 222 mm	€12,370	
1/3 page horizontal Print space W: 220 mm x H: 100 mm Bleed' W: 250 mm x H: 122 mm	€9,610	

1/3 page corner	
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 10NE PRIORITY€8,500 940 x 300 px (desktop) / 300 x 120 px (mobile) 520 x 200 px (newsletter)
- DIGITAL 10NE.....€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)

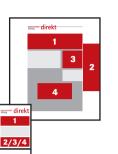
- DIGITAL 3THREE€5,200 300 x 250 px (desktop) / 300 x 250 px (mobile) / 520 x 200 px (newsletter)
- DIGITAL 4FOUR€4,990 617 x 250 px (desktop) / 300 x 250 px (mobile) / 520 x 200 px (newsletter/optional: 300x250)

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 17 packages

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.

LZ MEDIEN Volume discounts/technical details

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 ± 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 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 18

*When booking a cross-media LZ campaign [print and digital] we grant an additional 10% discount off the gross print and digital adverting 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: ½ page corner, minimum format size digital: Digital SPUE

Standard Terms and Conditions for Advertising in Newspapers and Magazines and Their Electronic Editions

1. Insertion Orde

Insertion Order" means the contract for the publication of any advertisement(s) of an advertise as the customer (Dreinafter the _Customer') in digital media' of the publisher' agency (hreinafter the _Publisher') for purposes of disseminating the advertisement. Insertion Orders shall be governed solely by these Standard Terms and Conditions together with the applicable rate cards and technical ad specifications.

2.1. An advertisement may consist of one or more of the following elements:

 an image or text, sound sequences and moving images;
 a sensitive area which, when clicked, links to other Customer or third-party information via an online and mobile address specified by the Customer.

2.2. Advertisements which are not recognisable as such because of the layout shall be identified as advertising.

2.3. As a rule, the formats instea on the applicable rate card may be used for publication of advertisements. Special ad formats may be permitted subject to consultation and review by the Publisher. 3. Conclusion of contract and booking terms

3.1. Contracts may be concluded for each individual advertisement, or for a given number of advertisements. Contracts may stipulate fixed dates for individual publications or individual orders may be settled on demand over a given period; cf. section 4. 3.2. Unless enactificatily assend otherwise formation of contract sha

generally require: • the offer to conclude a contract submitted by the Customer in text

form;

 and acceptance of the order by virtue of the Publication of order confirmation in text form or by virtue of publication of the advertisement. Confirmations given orally or by phone shall not be legally binding.

3.3. To the extent advertising agencies place orders, and subject to any other agreement in writing, the contract shall be formed with the advertising agency itself, i.e., the advertising agency shall be the Ublisher's countries that advertising agency shall be the Ublisher's countries that any the Ublisher's countries and Conditions. Orders by advertising agencies or torkners shall only be Delibaher may counted that the advertising agency shall be the countries that advertising agency shall be the start of engagement and also submit proof of its agency status.

3.4. Invoicing shall be effected based on the rate card or calculation. Invoicing for the advertising delivered shall I on the ad Impressions (AIs) according to the Publisher's ao berver An AI is defined as a server request for an advertisement from the Publisher's ad server.

4. Settlement period

4.1. To the extent a contract is concluded for a number of advertisements, these must be requested for publication within one year of concluding the contract. If a given contract permits individual advertisements publication, purposed and the first advertisement's publication, purposed and the first advertisement's publication, purposed by the first advertisement and the complex dwith, the Contoner shall rehave the Building contract of the difference between the difference b

4.2. If the Customer avtiches agencies during the the settlement period for a given contract, the Vullisher will assume that the former agency has transferred to the new agency the contractual relationship along with all rights and duties arising theremarker. In such case, failure to object to further settlement of the contract with the new agency shall constitute consent thereto by the Publisher.

Postporing the agreed commencement of a campaign may only be effected in text form up to five business days by 2.00 p.m. prior to the next agreed publication date and is subject to available capacity The current conditions and rates published online shall apply with respect to the new insertion date.

Increase of the Insertion

Order in the context of advertising contracts, the Quatomer may wrihin the period agreed or specified in section 4, and subject to available capacity, submit further ad requests in text form even exceeding the volume specified in the respective Insertion Order, provided the Publisher confirms this in text form.

Cancellation

Insertion Orders may be cancelled in text form and at no charge on up until no later than three weeks prior to the advertisement's sche duled publication. Cancellation orally or by phone is not permitted. 8. Publication period, positioning data and rotation

8.1. The publication period shall be determined individually based on the impressions booked or based on the period booked and the

8.2. The Customer shall have no claim to any specific positioning of the advertisement on the digital medium. The Customer and the Publisher shall jointly agree on the positioning of the advertisement. If this cannot be achieved, the Publisher shall decide at its due discretion, taking into account the Customer's interests as far as possible. If the Customer has arguested no specific preference as to the positioning of the advertisement on the digital medium booled but it the confirmation of the Publisher. In the scores suscified in the order, shall be controllin,

13. If several advertisements are delivered for a booking, the Pulisher shall rotate these on a standard basis, unless the Customer as provided the Publisher an advertising schedule setting out when which advertisement is to be published.

 The Customer shall aubmit to the Publisher by e-mail complete feet-free and appropriate advertisements (Banners, target URL, LT text and any advertising schedules) in the final digital form no ter than 5 business days prior to the agreed first publication date.
 or special forms of advertising, the applicable period shall be 10 sciness days.

2.2. If the files are stored on the Customer's server or a third-party server, the Customer shall provide, in compliance with the aforementioned conditions, the URL of the advertisement to be inserted. 9.3. Any deviations herefrom shall be promptly co-ordinated with the Publisher in text form. The aforementioned shall also apply mutatis mutandis for the addresses specified by the Customer and to which he advertisement is to refer.

9.4. The Publisher shall request replacements for any clearly inappropriate or defective advertisements. If the Advertisement is not provided in proper form, specifically if it is supplied late or subsequently changed, the Publisher shall not warrant for the agreed dissemination thereof, and in particular shall not warrant for attainment of the booked Als.

9.5. If, after the aforementioned periods have expired, the Customer wishes to replace or change the advertisement or deviate from any existing advertising schedule, then the Publisher shall check whether such changes can still be made in view of the originally scheduled publication date. If this is not the case, the terms originally agreed shall continue to anoth.

A. The number of adverse advertisements or requests to change the advertisements or these provided by notification of the URL must be reasonably proportionate to the booked media service means that the nearby the Publication. The Publicher handle notify the automet if and to the extent if determines that it is not reasonable ment or any other materials nor is it under any obligation to return sense that the nearboard or is under any obligation to return to the public terms of the standard advertisetise of the sense of the standard terms of the standard advertisetise of the sense of the standard terms of the standard advertise met or any other materials nor is it under any obligation to return to the advertisements indefinitely. pright flowcess, so-tillary and or the right which are non-easily in order to use the dwarfming in all types of online model, seefficially including the rights to reportione, disseminate, transmit, broadcast, hada publicly available, remove from a database and orthorizer, and alkaha are transferable to birle parties in the context of performing which are transferable to birle parties in the context of performing to the second second second on scheric digts. The affect mentioned rights shall in all cases be transferred with no territorial mills. The afformationed indig and the interview in all known

1.2 The Customer shall have sole legal responsibility, specifically the specifically the competition law, for the content of any and all devertisements provided. It shall carefully check to sensive that the variance of the respective advectisement of the respective system of the respective advectisement does not impair the rights of rule to any immediate content during the constructure leadonship. The rule to advect the advectisement does not impair the rights of the system of the rule rule advectisement of the respective construction of the respective advectisement of the respective construction of the respective advectisement. The Customer shall indertendent advectise advectisement of the variant and any advectise to customer shall be rule advectised advectise the advectisement of the rule customer shall be rule advectised advectisement of the rule customer shall be rule advectised advectise of the rule customer shall be rule advectised advectised advectise to customer shall be rule advectised advectised advectised advectise to rule rule advectised advect

2.1. Within the framework of foreaseable requirements, the Publicenvariants the bus possible reproduction of the advertisement ommensurate with customary technical standards in each case. He warrand yshall not cover mixer detect. However, the Customer aware that based on the current state of the art technology it is not wave that based on the current state of the art technology it is not wave that based on the current state of the art technology it is not end detective where the detect is caused:

 by use of unsultable display software of hardware (e.g. browsers) of the user or the Internet service provider; or where the impairment is repreducing the educationment does not

Our General Terms and Conditions are available here: english.dfv.de/service/generalterms

by a third party, the Customer shall be liable to pay compensatio equivalent to the agreed fee.

10. Right to reject, retract or suspend publication of the advertisement

10.1. The Publisher may terminate Insertion Orders until such time as the Customer submits the advertisement and the Publisher approves it. The Publisher furthermore reserves the right to reject advertisements as well as individual ad requests under a given Insertion Order. where:

- the content thereof infringes the rights of third parties, violates the law or other official provisions; or

 the content thereof was objected to by the German Advertising Standards Council (Deutscher Werberat) in a complaint proceeding or

 It would be unreasonable for the Publisher to publish it due to the content, form, design, source or technical quality thereof; or
 the advertisement contains advertising for third parties.

The advertisement contains advertising for time partner, the intermediate part of the partner of

10.4. The Publisher may in particular retract an advertisement that may already been published if the Costromer subsequently changes the content thereof without discussing this with the Publisher first or changes the link's URL or where the content of the linked website is materially takinged. In such case, the Customer has no right to a relocement at no charge, although the Publisher will retain its agreed

payment claim.

 Grant of rights and representations and warranties, com se with statutory provisions by computer failure due to system or network failure; or
 by incomplete offers and/or offers not updated and stored on pr servers or in the local caches or

- by failure of the Fublisher's all server, the duration of which may not exceed 24 hours (continuous or in the aggregate) were a 30-day period from the commencement of the contractually agreed insertion. 12.2. The warranty shall not include disruptions arising from computer defects or interrupts on the Customer's and or in the Customer's and be also been applied of them (more than 10% of the backet period) during which between the backet period) during which customer's has backet apprecial during the customer's and be enclosed at the customer's allower shall be encoded from its excluded.

12.4. If at the end of the publication period actual delivery has not reached the level of the media services guaranteed by the Publisher, the Customer shall be entitled to a compensatory booking. Upon exply of the original insertion period, the work shall be deemed completed within the meaning of § 646 German Civil Code (Bürgerliches Gesetzbuch, BGB⁻).

Standard Terms and Conditions for Advertising in Digital Media *excluding ePaper and eMagazine, which are governed by the Standard Terms and Conditions for Advertising in Newspapers and Magazines and their Electronic Editions.

12.5. The Publisher's count shall be controlling for determining the media services. The Outsomer has the oplice to prove that the Publisher's count is incorrect and that other flyers must be applied. The Guttomer manual to othy the Publisher thereof in tast form within tent days. To the extent the advertisement is delivered via the Public Index point of the Castomer many other and the extent of the advertisement is delivered via the Public of the media services is sent to the Customer. It upon conclusion of the media services is not to the Customer. It upon conclusion of the media services is not to the Customer. A the Customer is and a unrained delivery by more than 10% and this is due to technical or human ere or the part of the Publisher, them the Customer's that shall apply.

12.6. If the Publisher is at fault for insufficient reproduction quality of the advertisement, the Customer may claim a reduction in the contract price or insertion of a replacement advertisement, albeit only to the extent of the impairment. If extending the publishing period or publishing a replacement advertisement fails or is unreasonable, the Customer may claim a reduction in the contract price or may rescind performed; any right of rescission is otherwise excluded. 12.7. The Publisher shall not bear the risk of data loss during transfer thereof outside the sphere of its control nor does it assume any warranty and/or liability for data security. Risk shall pass upon receipt of the advertisement on one of the Publisher's servers.

112.8. If the advertisements are not on a servered in Public Department of the Public Department of the advertisement by sending the advertisement a

12.9. The Publisher shall rectify any material server disruptions or defects as soon as possible and shall endeavour to eliminate immatarial impairments within a reseanable nericed.

12.10. The Publisher is under no obligation to verify the accuracy, completeness or quality of the advertisements or the content thereof or whether they are up-to-date, serious and/or error free and assumes no express or implied warranty or liability therefor. 12.11. The Publisher shall be liable for compensatory damages only

 In cases of wilful or grossly negligent conduct or the lack of a warranted quality;
 In all other process involving the breach of a material contractual obtraction of the second secon

ligation, default or impossibility of performance, the Vublisher shall be blask for reasonable Mamaga, but not for any special accidental damage or indirect or consequential damage. As a gainst needback and the state of the scale of the Vublisher and the regigners and, in the case of its Vublisher and the state not legal analy foreseable damage and damage not within the dustmer's control. To the extent a material contractual bigstion within the discrementioned maning was negligned by branched, the Vublisher's liability and by limited to the amount of the first i received install be limited to the amount of the first i received on the state of the 1.2.1.7. The foregraphic plant in a direct liability for damages caused by

injury to life, limb or health or under the German Product Liability Act (Produkthaftungsgesetz).

12.13. The Customer may not base any of its damages claims on defects unless the Publisher was at fault for such defects pursuant to \$ 276. \$ 278 BGB.

> of wilful or grossly negligent conduct, the e for quality or possibility of access, the r failure, interrupts or any delay, deletion

2.15. Section 12.14. shall not apply in states and jurisdictions which rohibit the exclusion or limitation of liability for consequential or ccidental damage.

12.16. The Customer shall be liable for any and all consequences and adverse effects the Publisher suffers due to abuse or unlawful use of the services or due to the Customer's failure to meet any of its other obligations under these Standard Terms and Conditions.

12.17. The above sections also apply to representatives or the numeher pursuant to a contractual or intercompany relationship as well as to their vicarious agents.

12.18. To the extent the Publisher is obliged to pay damages, it shal place the Customer in the position it would have been in had the contract not been concluded (reliance damages); damages for non-performance are excluded.

12.19. In the case of interruptions in operations or events of force majore, unlawful abour disputes, unlawful confiscation, traffic disturbances, general abortages of raw materials or energy etc., be it within the Publisher's organisation or that of a thirdparty which the Publisher engages in the performance of its obligations, the Publisher has a claim to full payment for the published advertisements.

In the case of reciprocal commercial transactions, the Customer shall inspect the inserted advertisement prompty following the first insertion and shall give notice of any defects without undue delay. The notice period in the case of avoid effects up on the transactions shall commence upon insertion of the advertisement in the case of patent defects, and in the case of latent defects up on their discovery. If the Customer fails to give notice of defects, the insertion of the advertisement shall be deemed approved.

14. Fees, rate card and targeting criteria 14. 1. The fee for the Publisher's services shall generally be determined based on the rate card applicable on the date of publication which is published online.

4.2. The rates quoted are net of statutory VA

14.3. Advertising agencies and other advertising brokers shall adopt the Publisher's rate cards in their quotes, contracts and invoices with advertisers.

14.4. Targeting criteria itemised by advertising medium shall be summarised in an overview. For each targeting criterion, the CPM (cost per thousand impressions) shall increase by the amount reported in each case, provided no separate CPMs for targeting campaigns have been reported.

15.1. Discounts shall be granted purely on the publication of the advertisement; special costs that arise, such as in the case of changes to the advertisement, are excepted herefrom. 15.2. Based on the Publisher's rate card, revenue-based discounts on _revenue", the

LZ MEDIEN Contacts

LZ MEDIEN NATIONAL

PUBLISHING DIRECTOR

Sven Lang Phone +49 69 7595 1756 lang@lebensmittelzeitung.net

MEDIA CONSULTING

Sales Director LZ MEDIEN Gabor Griego Phone +49 69 7595 1834 griego@lebensmittelzeitung.net

Sales Director Digital Sven Wirth Phone +49 69 7595 2537 wirth@lebensmittelzeitung.net

Senior Sales Manager Digital Barbara Cannawurf Phone +49 69 7595 1615 cannawurf@lebensmittelzeitung.net

Marketing Director Matthias Thelen Phone +49 69 7595 2621 thelen@lebensmittelzeitung.net

Head of Market & Media Research Hilke Waas Phone +49 69 7595 1957 waas@lebensmittelzeitung.net KEY ACCOUNT DIRECTORS Your direct contacts for your region

Nielsen 1 South and Nielsen 2 East Aikaterini Gkaidatzi Phone +49 69 7595 1765 gkaidatzi@lebensmittelzeitung.net

Nielsen 1 North and Northern Lower Saxony, Nielsen 5 (Berlin) Kim Krug Phone +49 69 7595 1757 krug@lebensmittelzeitung.net

Nielsen 2 West Ernst-Ludwig Schneider Phone +49 69 7595 1754 schneider@lebensmittelzeitung.net

Nielsen 3a + 3b Michael Forst Phone +49 69 7595 1763 forst@lebensmittelzeitung.net

Nielsen 4 Katarina Schmidt-Ostovic Phone +49 69 7595 2535 schmidt-ostovic@lebensmittelzeitung.net

Alida Rizzo Phone +49 69 7595 2546 rizzo@lebensmittelzeitung.net Nielsen 6 + 7, Nonfood Janina Zessin Phone +49 69 7595 2544 zessin@lebensmittelzeitung.net

Investment Goods & Services Daniel Ochs Phone +49 69 7595 1769 ochs@lebensmittelzeitung.net

Christina Bissinger Phone +49 170 7032058 bissinger@lebensmittelzeitung.net

LZ direkt Lernwelt Nicole Rother Phone + 49 7595 2547 rother@lebensmittelzeitung.net

Media Consulting Jobs & Career Sonja-Sophie Diers Phone +49 69 7595 3291 diers@cp.jobs.de

Head of Media Services Rainer Tradt Phone +49 69 7595 1744 tradt@lebensmittelzeitung.net

Director Subscription Business Andreas Hoffmann Phone +49 69 7595 1761 hoffmann@lebensmittelzeitung.net

LZ MEDIEN INTERNATIONAL

SALES MANAGER INTERNATIONAL

Team Lead International Sales Kristina Zwirner Phone: +49 69 7595 2538 zwirner@lebensmittelzeitung.net

Anna Täger Phone: +49 69 7595 2533 taeger@lebensmittelzeitung.net

Florence Simon Phone: +49 69 7595 2545 simon@lebensmittelzeitung.net

Greece Stavros Tsouroukidis Phone: +30 2310 450111 st@blast-consult.eu

Italy

Claudio Bettinelli Phone: +39 348 27227 19 bettinelli@sogeco.media

All media information in German: www.lzmedien.net