

Lebensmittel
Zeitung

Lebensmittel
Zeitung **direkt**

MEDIA KIT 2024



LZ MEDIEN Topics & Deadlines 2024

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 24	02.01.	06.12.2023	Frozen Food Convenience Vegan & Vegetarian Products Flowers & Plants		Special Confectionary (incl. Süßer Stern)		
	1	05.01.	19.12.2023				
	2	12.01.	02.01.		Internationale Grüne Woche CD: 24.11.2023		
	3	19.01.	09.01.	Fresh & Plantbased (Vegan & Vegetarian; Pre-Run to Fruit Logistica)		Focus Nonfood CD: 03.01.	Marca Bologna 16.01. - 17.01. Internationale Grüne Woche Berlin 19.01. - 28.01.
	22.01.	09.01.	LZ Special Newsletter Nonfood				
	23.01.	02.01.	LZ direkt Whitepaper Fruits & Vegetables				
4	26.01.	16.01.	Confectionary I (Pre-Run to ISM)			Ambiente Frankfurt 26.01. - 30.01. Christmasworld Frankfurt 26.01. - 30.01. Creativeworld Frankfurt 27.01. - 30.01. ISM ProSweets Cologne 28.01. - 31.01.	
LZ DIREKT 2 24	01.02.	10.01.	Bio & Regional Sustainability Fitness & Proteins Fruits & Vegetables Easter Business Retail Tech & Store Design (Gastronomy Concepts, Shopfitting, Lighting, Cooling Technology)		Special Sustainability		
	5	02.02.	23.01.		Christmasworld Ambiente Creativeworld Trade Fair News ISM Trade Fair News	Spielwarenmesse Nuremberg 30.01. - 03.02.	
	6	09.02.	30.01.	Bio & Regional (Pre-Run Biofach)	RR Mecklenburg-Vorpommern CD: 29.12.2023	Spielwarenmesse Trade Fair News	Fruit Logistica Berlin 07.02. - 09.02.
	7	16.02.	06.02.	Breakfast		Fruit Logistica Trade Fair News	Biofach Nuremberg 13.02. - 16.02. Vivaness Nuremberg 13.02. - 16.02.
		23.02.	12.01.	LZ Special Newsletter RR Great Britain			
8	23.02.	13.02.	BBQ	RR Great Britain CD: 12.01.	Focus Technology EuroCis Preview CD: 02.02. Biofach Trade Fair News	DETROP Boutique Thessaloniki 24.02.-26.02. fish international Bremen 25.02. - 27.02. EuroCIS Dusseldorf 27.02. - 29.02.	

	26.02.	02.02.	LZ Special Newsletter Retail Tech				
	27.02.	06.02.	LZ direkt Whitepaper Retail Tech				
LZ DIREKT 3 24	01.03.	08.02.	Breakfast Products Bread & Baked Goods Hot Beverages Detergents & Cleaning Wine, Sparkling Wine & Spirits (ProWein) Confectionary (incl. ISM)		Special Innovation Cup Special BBQ I		
	9	01.03.	20.02.	Wine, Spirits & Beer (incl. Sparkling Wine Pre-Run to ProWein)	EuroCIS Trade Fair News	Internationale Eisenwarenmesse Cologne 03.03. - 06.03. Light + Building Frankfurt 03.03. - 08.03. IAW Internationale Aktionswaren- und Importmesse Cologne 04.03.-06.03.	
10	08.03.	27.02.	Snacks & Convenience	RR North America CD: 26.01.		Olio Capitale Triest 08.03. - 10.03. Internorga Hamburg 08.03. - 12.03. ProWein Dusseldorf 10.03. - 12.03.	
LZ Copytest RR North America	11	15.03.	05.03.	Frozen Food & Ice Cream I	RR Berlin-Brandenburg CD: 02.02.	Internorga Trade Fair News ProWein Trade Fair News Focus Logistics I LogiMAT Trade Fair News CD: 23.03.	Handelslogistik Kongress Cologne 12.03. - 13.03.
12	22.03.	12.03.	Non-Alcoholic Drinks		Special European Football Cup CD: 01.03.	Alimentaria Barcelona 18.03. - 21.03. LZ Private Label Day Frankfurt 19.03. Anuga FoodTec Cologne 19.03. - 22.03. LogiMAT Stuttgart 19.03. - 21.03. BEAUTY Dusseldorf 22.03. - 24.03.	
	26.03.	05.03.	LZ direkt Whitepaper European Football Cup at the POS				
13	28.03.	18.03.			LogiMAT Trade Fair News		
LZ DIREKT 4 24	02.04.	07.03.	Meat & Sausages Fish Deli Products & Dips Chips & Snacks Non-Alcoholic Drinks Beer & Mixed Drinks Energy Drinks Ice Cream Spices Vegan & Vegetarian Products (Meat-, Fish-, Milk-Alternatives), BBQ Accesories		Special BBQ II European Football Cup		
	14	05.04.	22.03.	Milkproducts, -alternatives & Cheese I			

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

LZ MEDIEN Topics & Deadlines 2024

LZ	PD*	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
15	12.04.	02.04.	Meat & Sausage (incl. Meat Alternatives)	RR Nordic Countries CD: 01.03.		VINITALY/Enolitech/SOL & AGRIFOOD Verona 14.04. - 17.04. LZ Retail Media Day Frankfurt 16.04.
	19.04.	09.04.	Fish & Seafood (Pre-Run to Seafood Global Expo)		Focus Packaging I CD: 28.03.	EHI Payment Kongress Bonn 17.04. - 18.04.
	22.04.	28.03.	LZ Special Newsletter Packaging I			
17	26.04.	16.04.	Deli Products & Spices	RR Netherlands CD: 15.03.		Hannover Messe Hannover 22.04. - 26.04. Molkerei Kongress Munich 23.04. - 24.04. Seafood Expo Global Barcelona 25.04. - 27.04
	LZ DIREKT 5124	02.05.	09.04.	Detergents & Cleaning Products Cosmetics & Body Care Sanitary Products Oral Care Pet Food Dairy Products Tobacco Products Back-to-school		Special Drugstore Products I
18	03.05.	22.04.		RR Switzerland CD: 22.03.	Seafood Expo Global Trade Fair News	
19	10.05.	29.04.	Fitness (incl. „free from“, OTC-Products, Proteins, Superfoods)			CIBUS International Food Exhibition Parma 07.05. - 10.05. Nonfood Kongress Frankfurt 07.05. - 08.05. OMR Hamburg 07.05. - 08.05.
20	17.05.	06.05.			Focus Private Labels PLMA Preview CD: 26.04.	MLF Tagung Berlin 12.05. - 15.05.
	21.05.	26.04.	LZ Special Newsletter Private Labels			

21	LZ Copyfest Food/ Nonfood	24.05.	13.05.	Drugstore Products I (Detergents & Cleaning Products, Sanitary Products, Cosmetics & Body Care, Oral Care)	RR North Rhine-Wesphalia CD: 14.04.		
22		31.05.	17.05.		RR Hamburg & Schleswig-Holstein CD: 31.03.	PLMA Trade Fair News	PLMA Amsterdam 28.05. - 29.05. THAIFEX - Anuga Asia Bangkok 28.05. - 01.06.
LZ DIREKT 6 24		03.06.	07.05.	Convenience Vegetarian & Vegan Products (Meat-, Fish- & Milk Alternatives) Meat & Sausages Frozen Food Summerdrinks (Spirits Beer Non-alcoholic Drinks Cocktails)		Supermarkt Stars - The Finalists 2024 Special Summer Trends 2024	
23		04.06.	14.05.	LZ direkt Whitepaper POS Security			
		07.06.	27.05.	Pasta, Rice & Dips		Special Sustainability CD: 17.05.	LZ Summit Verpackung & Nachhaltigkeit Frankfurt 03.06. - 04.06.
24		10.06.	17.05.	LZ Special Newsletter Sustainability			
		14.06.	04.06.			Topic Digitization in the consumer goods industry CD: 24.05.	
25		21.06.	11.06.	Baby & Child (Special Food & Care)	RR Lower-Saxony CD: 05.05.	Spoga+Gafa Trade Fair News	Spoga+Gafa Cologne 16.06. - 18.06. Supermarkt Stars Frankfurt 18.06. BRANDmate Offenbach 19.06. - 20.06.
26		28.06.	18.06.			Special Top-Marke 2024 CD: 07.06.	K5 Berlin 25.06. - 26.06.
LZ DIREKT 7 24		01.07.	07.06.	Sweet Spreads Deli Products & Dips High Proteins		Supermarkt Stars - The Winners 2024 Special Top-Marke 2024	
27		03.07.	11.06.	LZ direkt Whitepaper Beverage Trends			
		05.07.	25.06.	Bread & Baked Goods I			
28		12.07.	02.07.		RR Asia CD: 07.06.		
29		19.07.	09.07.	New Food (incl. Vegan & Vegetarian)			
30		26.07.	16.07.				
LZ DIREKT 8 24		01.08.	10.07.	Bread & Baked Goods Pet Food Oktoberfest Confectionary Chips & Snacks High-Tech-Trends (Retail Tech & Store Design)		Special Halloween	
31		02.08.	23.07.	Pets			

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	32	09.08.	30.07.				
	33	16.08.	06.08.	Snacks & Convenience (Food & Drinks to go)	RR Turkiye CD: 05.07.		
	34	23.08.	13.08.				Gamescom Köln 21.08. - 25.08.
	35	30.08.	20.08.				
LZ DIREKT 9 24		02.09.	09.08.	Confectionary Cheese Wine, Sparkling Wine, & Champaign Spirits Energy Drinks Sustainability Press Assortment Nonfood Winter-BBQ Tobacco Products		Special Christmas Business 2024	
	36	06.09.	27.08.	Confectionary II	RR Bavaria CD: 21.07.		Anuga HORIZON Cologne 03.09. - 05.09. IFA Berlin 06.09.-10.09. InterTabac Dortmund September 2024
	37	13.09.	03.09.	Frozen Food & Ice Cream II	RR Italy CD: 02.08.	IFA Trade Fair News	
		17.09	27.09.	LZ direkt Whitepaper Impulse Nonfood			
	38	20.09.	10.09.		Baden-Wurttemberg CD: 11.08.	Focus Packaging II Fach-Pack Preview CD: 30.08.	IAA Transportation Hannover 17.09. - 22.09. DMEXCO Cologne 18.09. - 19.09.
		23.09.	30.08.	LZ Special Newsletter Packaging II			
	39	27.09.	17.09.	Dairy Products, -alternatives & Cheese II	RR Central Germany: Saxony, Saxony-Anhalt, Thuringia CD: 25.08.		Fachpack Nuremberg 24.09. - 26.09. ECR-Tag Bonn 25.09. - 26.09.
		30.09.	17.09.	LZ Special Newsletter Dairy products & alternatives			
LZ DIREKT 10 24		01.10.	09.09.	Meat, Sausages & Poultry (incl. Service Counter) Dairy Products Frozen Food Hot Beverages Fitness & Proteins		Special Favorite Brands of independant merchants	
	40	04.10.	23.09.	Spirits	RR France CD: 23.08.	Focus Trade Real Estate Expo Real Preview CD: 13.09.	Bar Convent Berlin Oktober 2024

41 LZ Copytest Logistics	11.10.	30.09.		RR Belgium CD: 30.08.	Focus Logistics II Supply Chain Management CD: 27.09. Expo Real Trade Fair News	Expo Real München 07.10. - 09.10.
	18.10.	27.09.	LZ Special Newsletter Logistics & SCM			
42	18.10.	08.10.	Meat, Sausages & Poultry (incl. Meat Alternatives)	RR South America CD: 06.09.	Innovationen / International Food Days AS: 27.09.	Insights-X Nuremberg 16.10. - 18.10. Buchmesse Frankfurt 16.10. - 20.10. SIAL Paris 19.10. - 23.10.
43	25.10.	15.10.	Coffee & Tea		Book Fair Trade Fair News	Deutscher Logistik-Kongress Berlin 23.10. - 25.10.
	29.10.	08.10.	LZ direkt Whitepaper Check-Out Zone			
LZ DIREKT 11 24	01.11.	10.10.	Cosmetics & Body Care Sanitary Products Oral Care Detergents & Cleaning Cheese (Service Counter) Vegan & Vegetarian Products Beer Sparkling Wine & Champagne		Special Drugstore Products II Special Veganuary	
	44	01.11.	22.10.		Special Independant Merchants CD: 11.10.	all4pack Paris 04.11. - 07.11.
45	08.11.	29.10.		RR Austria CD: 27.09.	Goldener Zuckerhut Edition	Goldener Zuckerhut Berlin 07.11. - 08.11. EHI Technologie Tage Bonn
46	15.11.	05.11.	Bread & Baked Goods II	RR Greece CD: 04.10.		Handelskongress Deutschland Berlin 13.11. - 14.11.
47 LZ Copytest RR Spain & Portugal	22.11.	12.11.	Ingredients	RR Spain & Portugal CD: 11.10.		
	26.11.	05.11.	LZ direkt Whitepaper Shopper Trends 2025			
48	29.11.	19.11.	Drugstore Products II (Cosmetics, Body Care, Sanitary Products, Baby Food/Baby Products)		Topic Payment transactions CD: 08.11.	BrauBeviale Nuremberg 26.11. - 28.11.
LZ DIREKT 12 24	02.12.	08.11.	Breakfast Products Bread & Baked Goods Check-Out Zone Confectionary, Chips & Snacks Pet Food		Special Super Bowl	
49	06.12.	26.11.			Trade Fair Year 2025	
50	13.12.	03.12.				
51/52	20.12.	10.12.				

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.

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 2022, Karwath Marktforschung, Oldendorf

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



LEBENSMITTEL ZEITUNG Data

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

71,946 IVW

total number incl. print and paid content¹

52

journalists

855,844

visits/month⁵

55,848

newsletter recipients per workday³

Ø 3,2

recipients per Newsletter copy⁴

49,536

actually distributed weekly circulation on each Friday.¹



2,390,671

page impressions/month⁵



www.lebensmittelzeitung.net

7,949

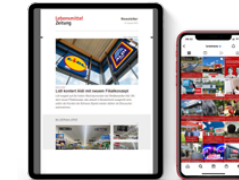
podcast subscribers⁹

100%

of the top 30 distribution centers subscribe to LZ.⁷

85%

of users access LZ Digital at least once daily⁴



Nearly all **management at the top 10** retail enterprises subscribe to LZ digital channels or an LZ Newsletter.⁶

89%

chances of page impression Print Issue²

Ø 7

readers per copy²

Nearly all **purchasing managers at the top 15 retail enterprises** subscribe to LZ digital channels or are signed up for the LZ Newsletter.⁶

94

minutes of digital use per week⁴

52

average minutes reading time per copy²

20,262

quotations made from LZ in 2022.⁷

175,298

social media followers⁸

¹ IVW, Q2/2023. The new IVW total number counts usage opportunities of the media brand LZ at different touchpoints. Paid content counts users of protected online content

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

³ Recipient file LZ Newsletter, July 2023

⁴ LZ Digital user survey 2022, target group retail, Karwath Marktforschung, Oldendorf. Recipients per copy as estimated by respondent

⁵ IVW, June 2023; NOTE: Due to changes in the measurement procedure under data protection law, comparisons with previous year's values are no longer possible. Further information at www.ivw.eu.








⁶ LZ sales analysis, January 2023







⁷ Ubermetrics / Unicepta für 2022

⁸ Follower of the LZ social media channels: Facebook, Instagram, X, LinkedIn, as of: July 2023

⁹ Recipient file LZ Podcast, June 2023

LZ Print Rates and formats

2/1 page W: 596 mm x H: 440 mm	€49,900	
5-COLUMN		
1/1 page incl. title spot W: 280 mm x H: 440 mm Title: W: 49 mm x H: 50 mm	€28,930	
1/1 page W: 280 mm x H: 440 mm	€25,610	
3/4 page horizontal W: 280 mm x H: 330 mm	€21,180	
W: 280 mm x H: 300 mm	€19,430	
W: 280 mm x H: 250 mm	€16,750	
1/2 page horizontal W: 280 mm x H: 220 mm	€14,950	
1/3 page horizontal W: 280 mm x H: 150 mm	€11,530	
1/4 page horizontal W: 280 mm x H: 110 mm	€9,360	
W: 280 mm x H: 70 mm	€7,050	
W: 280 mm x H: 40 mm	€4,570	

4-COLUMN		
4/5 page corner W: 224 mm x H: 440 mm	€22,390	
9/16 page corner W: 224 mm x H: 310 mm	€21,810	
1/2 page corner W: 224 mm x H: 275 mm	€18,710	
2/5 page corner W: 224 mm x H: 220 mm	€12,380	
W: 224 mm x H: 150 mm	€9,560	
W: 224 mm x H: 100 mm	€7,380	
W: 224 mm x H: 50 mm	€4,560	
3-COLUMN		
3/5 page corner W: 167 mm x H: 440 mm	€17,640	
W: 167 mm x H: 350 mm	€14,260	
W: 167 mm x H: 300 mm	€12,600	
1/3 page corner W: 167 mm x H: 250 mm	€11,530	
W: 167 mm x H: 200 mm	€9,560	
W: 167 mm x H: 150 mm	€8,020	
W: 167 mm x H: 100 mm	€6,430	
W: 167 mm x H: 50 mm	€3,460	

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

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

LZ Print Further print formats

2-COLUMN

2/5 page corner

W: 110 mm x H: 440 mm €12,380



W: 110 mm x H: 310 mm €9,840

1/4 page corner

W: 110 mm x H: 275 mm €9,360



1/5 page corner

W: 110 mm x H: 220 mm €7,820



W: 110 mm x H: 200 mm €7,390

W: 110 mm x H: 150 mm €6,430

W: 110 mm x H: 100 mm €4,570

W: 110 mm x H: 50 mm €2,340

1-COLUMN

1/5 page corner

W: 53 mm x H: 440 mm €7,810



W: 53 mm x H: 300 mm €6,430

W: 53 mm x H: 250 mm €5,470

W: 53 mm x H: 200 mm €4,570

W: 53 mm x H: 150 mm €3,460

W: 53 mm x H: 100 mm €2,340

W: 53 mm x H: 50 mm €1,160

TEXT INSETS

Ads with text inset €45

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 €32,310

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

1/1 page priority €28,950

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

1/2 page horizontal priority €18,750

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

1/3 page horizontal priority €16,700

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

Title strip on title page €11,050

W: 280 mm x H: 40 mm

Title spot on title page €5,400

W: 49 mm x H: 50 mm

Text inset 100/1-column €4,510

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

SUPPLEMENT

Supplement €10,390

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 €42

International €63

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 5IVE

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)

		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 1ONE PRIORITY €28,950	Sticky Billboard Desktop: 940 x 300 px (sticky) Mobile: 300 x 150 px (sticky) Newsletter: 520 x 200 px <small>Once a day your priority placement remains fixed for two second on the upper edge. All placements on rotating basis</small>	TOP 1st position priority	✓	✓	✓	✓	✓
DIGITAL 1ONE €25,610	Desktop: 940 x 300 px Mobile: 300 x 150 px Newsletter: 520 x 200 px	TOP 1st position	✓	✓	✓	✓	✓
DIGITAL 2TWO €21,180	Desktop: max. 400 x 800 px (sticky) Mobile: 300 x 600 px (scrollover) Newsletter: 520 x 200 px	TOP 2nd position	✓	✓	✓	✓	-
DIGITAL 3THREE €14,950	Desktop: 300 x 250 px Mobile: 300 x 250 px Newsletter: 520 x 200 px	MIDDLE 3rd position	✓	✓	✓	-	-
DIGITAL 4FOUR ¹ €9,360	Desktop: 617 x 250 px Mobile: 300 x 250 px Newsletter: 520 x 200 px	IN COPY 4th position	✓	-	-	-	-
DIGITAL 5FIVE ¹ €7,820	Desktop: 617 x 250 px Mobile: 300 x 250 px Newsletter: 520 x 200 px	IN COPY 5th position	✓	-	-	-	-

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

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	€9,990
Your individual post via the LinkedIn channel of LZ incl. paid traffic campaign	
LinkedIn Post Combi benefit²	€3,990

AUDIOSPONSORING/PODCAST PUSH

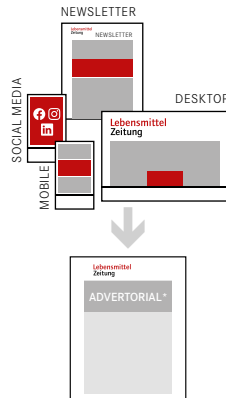
20-second audio commercial incl. shownotes	€2,990
Podcast Combi benefit²	€9,850

CONTENTFORMAT

Advertorial³	€25,110
Desktop, Mobil, Newsletter, Social Media Duration: 2 weeks	
Text ad 1-2	€3,750
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.

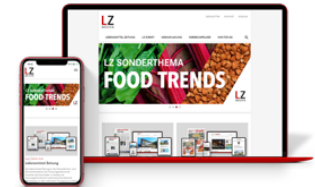


LZ SONDERNEWSLETTER

Maxi-Banner Top	€3,290
Maxi-Banner 2-3	€2,740
Text ad 1-3	€2,100

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 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: 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



LZ DIREKT Key facts

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

65,225

circulation actually distributed monthly¹

10

journalists + content creators

44

average minutes reading time per copy²

Ø 7.4

readers per copy²

6,805

Newsletter recipients every Tuesday⁷



www.lzdirekt.de



85%

of LZ direkt digital readers have access to product orders⁴

1,930

social media followers⁶

92%

of LZ direkt circulation is in retail³



55%

of LZ direkt print readers are owners or store managers²

81%

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

95%

of EDEKA and REWE retail stores receive LZ direkt³

76%

chances of page impression²

42

minutes LZ direkt is accessed digitally per week⁴

53,085

visits/month⁵

¹ IVW, Q2/2023

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 2023

⁶ Follower of the LZ social media channels: Facebook, Instagram, Twitter, LinkedIn, as of: July 2023

⁷ Recipient file LZ Newsletter, July 2023

LZ DIREKT Print Rates and formats

2/1 page	€43,220	
Print space W: 464 mm x H: 300 mm		
Bleed* W: 500 mm x H: 340 mm		
1/1 page	€22,270	
Print space B: 220 mm x H: 300 mm		
Bleed* W: 250 mm x H: 340 mm		
3/4 page horizontal	€18,320	
Print space W: 220 mm x H: 225 mm		
Bleed* W: 250 mm x H: 247 mm		
2/3 page horizontal	€16,880	
Print space W: 220 mm x H: 200 mm		
Bleed* W: 250 mm x H: 222 mm		
2/3 page corner	€16,880	
Print space W: 147 mm x H: 300 mm		
Bleed* W: 165 mm x H: 340 mm		
1/2 page horizontal	€12,680	
Print space W: 220 mm x H: 150 mm		
Bleed* W: 250 mm x H: 172 mm		
1/2 page corner	€12,680	
Print space W: 107 mm x H: 300 mm		
Bleed* W: 125 mm x H: 340 mm		
1/2 page corner	€12,680	
Print space B: 163 mm x H: 200 mm		
Bleed* W: 181 mm x H: 222 mm		
1/3 page horizontal	€9,800	
Print space W: 220 mm x H: 100 mm		
Bleed* W: 250 mm x H: 122 mm		

1/3 page corner	€9,800	
Print space W: 73 mm x H: 300 mm		
Bleed* W: 91 mm x H: 340 mm		
1/3 page corner	€9,800	
Print space W: 107 mm x H: 200 mm		
Bleed* W: 125 mm x H: 222 mm		
1/4 page horizontal	€8,080	
Print space W: 220 mm x H: 75 mm		
Bleed* W: 250 mm x H: 97 mm		
1/4 page corner	€8,080	
Print space W: 50 mm x H: 300 mm		
Bleed* W: 68 mm x H: 340 mm		
1/4 page corner	€8,080	
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	€47,400
(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	€23,700
(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	€23,700
(to left of editorial)	
Print space W: 220 mm x H: 300 mm	
Bleed* W: 250 mm x H: 340 mm	

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

LZ DIREKT Digital Rates and formats

WEBSITE, MOBILE & WEEKLY NEWSLETTER¹

Digital placements of 4 weeks each, exclusively

DIGITAL 1ONE PRIORITY	€8,990	
940 x 300 px (desktop) / 300 x 120 px (mobile)		
520 x 200 px (newsletter)		
DIGITAL 1ONE	€7,740	
940 x 300 px (desktop) / 300 x 120 px (mobile)		
520 x 200 px (newsletter)		
DIGITAL 2TWO	€6,450	
max. 400 x 800 px (desktop/sticky) / 300 x 600 px (mobile/scrolllover) / 520 x 200 px (newsletter)		
DIGITAL 3THREE	€5,370	
300 x 250 px (desktop) / 300 x 250 px (mobile) / 520 x 200 px (newsletter)		
DIGITAL 4FOUR	€5,150	
617 x 250 px (desktop) / 300 x 250 px (mobile) / 520 x 200 px (newsletter/optional: 300x250)		
GALLERY SPONSORING	€3,690	
CONTENTFORMATS		
Sponsored Post/Advertorial²	€11,990	
desktop, mobile, newsletter, social media see separate specifications		
LZ DIREKT WHITEPAPER		
1/1 page	€8,190	
1/2 page	€4,750	
Company profile	€2,950	
Combination 1/1 page + Company profile	€3,890	
SOCIAL MEDIA		
Meta Push	€8,990	
Meta Push Combi benefit	€3,890	

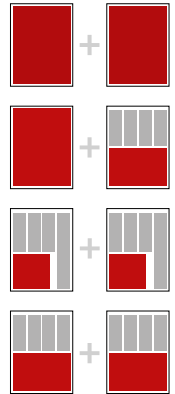
Placement reservations are only valid for 3 weeks, or lose their validity 4 weeks prior to publication date.

LZ MEDIEN Print Combined advertising packages

COMBINED ADVERTISING PACKAGES

LZ & LZ DIREKT

Large package	€44,100
1/1 page Lebensmittel Zeitung	
1/1 page LZ direkt	
Medium package	€36,400
1/1 page Lebensmittel Zeitung	
1/2 page LZ direkt	
Small corner package	€30,500
1/2 page Lebensmittel Zeitung	
1/2 page LZ direkt	
Small horizontal package	€26,800
1/2 page Lebensmittel Zeitung	
1/2 page LZ direkt	



SUPPLEMENTS

Supplement looseleaf insert	€21,200
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.

Reservations for priority placements are binding for a max. of 3 weeks or a max. of 6 weeks for regular placements.

VOLUME DISCOUNT*

From	€14,900	3%
From	€27,900	5%
From	€51,200	7%
From	€76,800	10%
From	€128,000	12%
From	€153,600	15%
From	€179,200	18%
From	€204,800	20%
From	€230,400	21%

*Total gross sales per sales year. Applies to all insertions in Lebensmittel Zeitung and LZ direkt (print and digital).

Job advertisements, classified ads and special publications are excluded.

TERMS OF PAYMENT

Payment net, within 30 days of the date of invoice

BANK DETAILS

FRANKFURTER SPARKASSE

BIC HELADEF1822

IBAN DE56 5005 0201 0000 0349 26

NEWSPAPER FORMAT LZ

315 mm wide, 470 mm high

PRINT SPACE LZ

280 mm wide, 440 mm high
5 columns, each 53 mm wide

MAGAZINE FORMAT LZ DIREKT

250 mm wide, 340 mm high

PRINT SPACE LZ DIREKT

220 mm wide, 300 mm high
4 columns, each 50 mm wide

PRINTING AND BINDING

Commercial web printing heat set, newspaper fold (LZ), saddle stitched (LZ direkt)

Paper quality LWC

Dot gains

Colors

40% area: 16% (tolerance ± 4%)

80% area: 11% (tolerance ± 3%)

Black

40% area: 19% (tolerance ± 4%)

80% area: 13% (tolerance ± 3%)

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

EUROSCALE COLORS

Color sequence

Black, cyan, magenta, yellow

DATA TRANSFER

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

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

1. Insertion Order
1.1. Insertion Order means the contract for the publication of an advertisement in a newspaper or magazine or in the electronic edition of the "Customer" in digital media of the publisher/ agency (hereinafter the "Publisher") for purposes of disseminating the advertisement. Insertion Orders shall be concluded between the advertiser and the Publisher together with the applicable cards and technical 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 another Customer or third-party information via an online and mobile address specified by the Customer;
2.2. Advertisements which are not recognizable as such because of the layout shall be identified as such by the Customer.
2.3. As a rule, the format listed 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 specifically agreed otherwise, an insertion of contract shall generally require:
- the offer to conclude a contract submitted by the Customer in text form;
- and acceptance of the order by virtue of the Publisher's 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 agreements in writing, the contract shall be formed with the advertising agency itself. I.e., the advertising agency shall be the Publisher's counterpart pursuant to these Standard Terms and Conditions. Orders by advertising agencies or brokers shall only be accepted for advertisements designated and identifiable by name. The Publisher may request a copy of the contract and a copy of the original copy of the letter 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 be on ad impressions (AR) according to the Publisher's ad server. An AR 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 from the date of the contract. In the event of a partial cancellation or requests, the entire order must be settled within one year from the date of the first advertisement's publication, provided the first advertisement was requested and published within the one-year period in sentence 1. If the one-year period specified in sentence 1 or sentence 2 is not complied with, the Customer shall reimburse the Publisher the difference between the discount received and the amount corresponding to the number of advertisements actually placed, subject to other legal obligations, see section 11.5.
4.2. If the Customer cancels an advertisement during the settlement period for a given contract, the Publisher will assume that the former agency has transferred to the new agency the contractual relationship with all rights and obligations and is subject to available capacity. In the event of a failure to object to further settlement of the contract with the new agency such constitute consent thereto by the Publisher.
4.3. Postponing the agreed commencement of a campaign may only be effected in text form up to five business days by 2.00 pm 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 dates.
4.4. Increase of the Insertion Order
In the context of advertising contracts, the Customer may wish to publish the period agreed or specified in the contract, 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.
7. Cancellation
Insertion Orders may be cancelled in text form and at no charge only up until no later than three business days prior to the advertised start date of publication. Cancellation orally or by phone is not permitted.
8. Publication period, positioning data and rotation
8.1. The publication period indicated on the impressions booked and the impressions booked.
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. This cannot be achieved, to the best of the Publisher's discretion, taking into account the Customer's interests as far as the Customer's advertising objectives and preferences as well as the positioning of the advertisement on the digital medium booked by it, the confirmation of the Publisher, in the scope specified in the

order, shall be controlling.
8.3. If several advertisements are delivered for a booking, the Publisher shall rotate them in a standard form, unless the Customer has provided the Publisher an advertising schedule setting out when which advertisement is to be published.
9. Positioning of the advertisement
9.1. The Customer shall submit to the Publisher by e-mail complete and appropriate information on the targeting (URL, ALT text and any identifying schedule) in the final digital form no later than 5 business days prior to the agreed first publication date for spaces and all identifying schedules, the applicable period shall be 10 business days.
9.2. If the files are stored on the Customer's server or a third-party server, the Customer shall provide the Publisher with the environment conditions, the URL of the advertisement to be inserted.
9.3. Any variations herefrom shall be promptly co-ordinated with the Publisher. The Publisher shall not be held responsible for technical malfunctions for the addresses specified by the Customer and to which the 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 AR.
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 already scheduled publication date. If this is not the case, the terms originally agreed shall continue to apply.
9.6. The number of delivered advertisements or requests to change the advertisements or those provided by notification of the URL must be reasonably proportioned to the number of booked ad server taking industry standards into account; the assessment of reasonableness shall be made by the Publisher. The Publisher shall notify the Customer and to the extent possible, shall provide reasons.
9.7. The Publisher assumes no liability for the delivered advertisement or any other materials nor is it under any obligation to return them to the Customer. The Customer shall be responsible to archive the advertisements indefinitely.

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

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 has not yet approved the advertisement. If the Customer approves it, the Publisher furthermore reserves the right to reject advertisements as well as individual ad requests under a given Insertion Order, when:
- the content thereof infringes the rights of third parties, violates the law or other official provisions; or
- the content thereof constitutes advertising of or for third parties (i.e. in Advertising) must in each case be accepted in advance by the Publisher in text form. The Publisher may charge a premium for Text Advertising in accordance with the German Advertising Standards Council (Deutscher Werber): 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.
10.2. Advertising in connection with advertising of or for third parties (i.e. in Advertising) must in each case be accepted in advance by the Publisher in text form. The Publisher may charge a premium for Text Advertising in accordance with the German Advertising Standards Council (Deutscher Werber): 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.
10.3. Advertising in connection with advertising of or for third parties (i.e. in Advertising) must in each case be accepted in advance by the Publisher in text form. The Publisher may charge a premium for Text Advertising in accordance with the German Advertising Standards Council (Deutscher Werber): 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.
10.4. The Publisher may in particular retract an advertisement that has already been published if the Customer subsequently changes the content thereof or subsequently discontinues the advertisement or changes the link's URL or where the content of the linked website is materially changed. In such case, the Customer has no right to a replacement or to charge, although the Publisher will retain its agreed payment claim.
11. Grant of rights and representations and warranties, compliance with statutory provisions

11.1. The Customer shall transfer to the Publisher any and all copyright interests, ancillary and other rights which are necessary in order to use the advertising in any form of online media, specifically including the rights to reproduce, disseminate, transmit, broadcast, make publicly available, store in a database and to archive, and which are transferred to third parties in the context of providing content. The contract in the scope necessary for implementing the order both in terms and in substance shall be deemed to be concluded by the advertisement itself. The aforementioned rights also include those transferred with no territorial limits. The aforementioned rights authorize insertion using all known technical means and in any form of media.
11.2. The Customer shall bear sole legal responsibility, specifically the responsibility under competition law, for the content of any and all advertisements provided. The Customer shall also be responsible for the content does not violate or infringe any law and warrants that the content of the respective advertisement does not impair the rights of third parties. The Customer shall also be responsible for the content does not violate or infringe any law and warrants that the content of the respective advertisement does not impair the rights of third parties. The Customer shall also be responsible for the content does not violate or infringe any law and warrants that the content of the respective advertisement does not impair the rights of third parties. The Customer shall also be responsible for the content does not violate or infringe any law and warrants that the content of the respective advertisement does not impair the rights of third parties. The Customer shall also be responsible for the content does not violate or infringe any law and warrants that the content of the respective advertisement does not impair the rights of third parties.
11.3. The Customer represents and warrants that it holds all rights necessary to place the advertisements. The Customer shall indemnify the Publisher upon first demand against any and all third-party claims that may arise due to the violation or infringement of provisions of competition law, criminal law, copyright law or any other statutory provisions. The indemnification shall also extend to any expenses incurred for mounting a legal defence against third parties.
11.4. The Customer shall act in good faith to assist the Publisher in its efforts to defend against third-party claims by providing documents and information. The Publisher shall notify the Customer if any such third-party claims are asserted.
12. Warranty and liability
12.1. With the fulfillment of foreseeable requirements, the Publisher warrants the best possible reproduction of the advertisement complying with customary technical standards in each case. The warranty shall be limited to technical defects that have occurred or would have occurred based on the current state of the art technology. It is not necessary to reproduce an advertisement that is completely free of defects. The reproduction of an advertisement shall not be deemed defective where the defect is caused:
- by use of unstable display software or hardware (e.g. browsers) or other technical means; or
- where the inability in reproducing the advertisement does not result in a perceptible impairment of the advertisement.
12.2. The Customer shall be responsible for the content of any and all advertisements provided. The Customer shall indemnify the Publisher upon first demand against any and all third-party claims that may arise due to the violation or infringement of provisions of competition law, criminal law, copyright law or any other statutory provisions. The indemnification shall also extend to any expenses incurred for mounting a legal defence against third parties.
12.3. The Customer shall act in good faith to assist the Publisher in its efforts to defend against third-party claims by providing documents and information. The Publisher shall notify the Customer if any such third-party claims are asserted.
12.4. If at the end of the publication period actual delivery has not reached the level of the media services agreed by the Publisher, the Customer shall be entitled to a compensatory booking. Upon expiry of the original advertising period, the advertiser shall be deemed to have entered into the contract of § 646 German Civil Code (Bürgerliches Gesetzbuch, BGB)
12.5. The Standard Terms and Conditions for Advertising in Digital Media (including ePaper and eMagazines, which are governed by the Standard Terms and Conditions for Advertising in Newspapers and Magazines and their Electronic Editions) shall apply.
12.6. The Publisher's control shall be controlling for determining the media services. The Customer has the option to provide the Publisher's monthly accounts, provided that other figures are not provided. The Customer must notify the Publisher thereof in text form within ten days. To the extent the advertisement is delivered via the Publisher's servers, the advertiser shall be deemed to have accepted the notice period shall commence in a given case when the notification of the media services is sent to the Customer. If upon conclusion of a campaign the advertiser has not reached the agreed level of delivery by more than 10% and this is due to technical or human error on the part of the Publisher, then the Customer's data shall apply.
12.7. If the Customer is at fault for insufficient reproduction quality of the advertisement, the Customer may claim a reduction in the contract price or instead of a replacement advertisement, albeit only to the extent of the impairment. If extending the publishing period or publishing a replacement advertisement is necessary, the Customer may claim a reduction in the contract price or may rescind the contract with respect to the portion of the media service not yet

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 applicable territory, or any loss of data, copyright, warranty and/or liability for data security. Risk shall pass upon receipt of the advertisement on the one of the Publisher's servers.
12.8. If the Customer is at fault for not on a server of the Publisher but are delivered via a third-party server (redirects) and the Customer, as described in section 12.7, is not responsible for the advertisement by sending the advertisement's URL on the Customer's or a third-party server, then the Publisher assumes no warranty and no liability for the delivery of the advertisement. The Customer for any other risks arising therefrom, such as for the defect-free delivery and quality of the advertisement and data security.
12.9. The Publisher shall exclude any liability for consequential damage in all cases possible and shall endeavor to eliminate imminent impairments within a reasonable period.
12.10. The third parties shall not be obliged 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 of liability therefor.
12.11. The Publisher shall be liable for compensatory damages only in cases of willful or grossly negligent conduct or the lack of a warranted quality.
12.12. In all other cases involving the breach of a material contractual obligation, default or impossibility of performance, the Publisher shall be liable for reasonably foreseeable damage, but not for any special accidental damage or indirect or consequential damage. As against merchants, liability shall in any case be limited to ordinary and gross negligence and, in the case of its vicarious agents who are not legal representatives or executive employees, to willful conduct or recklessness.
12.13. The Publisher shall not be liable for damage to the Customer's control. To the extent a material contractual obligation within the aforementioned meaning was negligently breached, the Publisher's liability shall be limited to the amount of the revenue or would have received for inserting the respective advertisement.
12.14. The foregoing shall not affect liability for damage caused by the use of defective software or under the German Product Liability Act (Produkthaftungsgesetz).
12.15. The Customer may not base any of its damage claims on defects unless the Publisher was at fault for such defects pursuant to § 276, § 278 BGB.
12.16. In cases of willful or grossly negligent conduct, the Publisher shall be liable for damage to the quality or quantity of the failure, interrupt or any delay, deletion or non-performance of the advertisement.
12.17. Section 12.14. shall not apply in states and jurisdictions which do not prohibit the exclusion or limitation of liability for consequential or incidental damage.
12.18. The Customer shall be liable for any and all consequences and adverse effects the Publisher suffers due to abuse or unlawful use of the advertisement, specifically in the form of any of its other obligations under these Standard Terms and Conditions.
12.19. The above sections also apply to representatives of the Publisher who act in a contractual or intermediary relationship as well as to their vicarious agents.
12.20. To the extent the Publisher is obliged to pay damages, it shall be liable for the full amount of the damages. In the event the contract has not been concluded (infringement damages); damages for non-performance are excluded.
12.21. In the event of a breach of obligations in operations or events of force majeure, unlawful labor disputes, unlawful confiscation, traffic disturbances, general shortages of raw materials or energy etc., the Publisher shall not be liable for non-performance of its obligations. The Publisher agrees in the performance of its obligations, the Publisher has a claim to full payment for the published advertisements.
12.22. In the event of a breach of obligations in operations or events of force majeure, unlawful labor disputes, unlawful confiscation, traffic disturbances, general shortages of raw materials or energy etc., the Publisher shall not be liable for non-performance of its obligations. The Publisher agrees in the performance of its obligations, the Publisher has a claim to full payment for the published advertisements.
12.23. In the case of reciprocal commercial transactions, the Customer shall indemnify the Publisher for the advertisement in the case of patent defects, and in the case of latent defects upon their discovery. If the Customer fails to give notice of defects, the insertion of the advertisement shall not be deemed to be approved.
14. Fees, rate card and targeting criteria
14.1. The fee for the Publisher's services shall generally be determined based on the agreed application on the date of publication which is published online.
14.2. The rates quoted are net of statutory VAT.
14.3. Advertising agencies and other advertising brokers shall adopt the Publisher's rate cards in their quotes, contracts and invoices with the following note:
14.4. Targeting criteria (limited by advertising medium and time) shall be summarized in an overview. For each targeting criterion, the CPM (cost provided sale data) and the CPE (cost per impression) shall be reported in each case, provided no separate CPMs for targeting campaigns have been reported.
15. Discounts
15.1. Discounts shall be granted purely on the publication of the advertisement in a replacement advertisement. 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" shall

LZ MEDIEN NATIONAL

PUBLISHING DIRECTOR

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lang@lebensmittelzeitung.net

MEDIA CONSULTING

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Head of Market & Media Research

Hilke Waas
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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

Nielsen 6 + 7, Nonfood

Janina Zessin
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Investment Goods & Services

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LZ direkt Lernwelt

Nicole Grohmann
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grohmann@lebensmittelzeitung.net

Media Consulting Jobs & Career

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diers@cp.jobs

Head of Media Services

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tradt@lebensmittelzeitung.net

Director Subscription Business

Andreas Hoffmann
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LZ MEDIEN INTERNATIONAL

SALES MANAGER INTERNATIONAL

Team Lead International Sales

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Anna Täger
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