

Lebensmittel  
Zeitung

Lebensmittel  
Zeitung **direkt**

# MEDIA KIT 2025



# LZ MEDIEN Topics & Deadlines 2025

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Information on dates is subject to change. The most up-to-date information is available at: [www.lzmedia.net/topics-and-deadlines](http://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 25	02.01.	28.11.2024	Frozen Food   Convenience   Vegan & Vegetarian Products   Flowers & Plants		Special Confectionary (incl. Süßer Stern)	
	1 03.01.	17.12.2024				
	2 10.01.	30.12.2024			Grüne Woche Preview CD: 22.11.2024	
	3 17.01.	07.01.	Fresh & Plant based (Vegan & Vegetarian)		Fruit Logistica Preview	Marca   Bologna 15.01. - 16.01. Grüne Woche   Berlin 17.01. - 26.01.
	22.01.	02.01.	LZ direkt Whitepaper Fruits & Vegetables			
4	24.01.	14.01.	Confectionary I		Focus Nonfood CD: 09.01. ISM Preview	Sirha   Lyon 23.01. - 27.01.
	27.01.	09.01.	LZ Special Newsletter Nonfood			
	5 31.01.	21.01.				Spielwarenmesse   Nuremberg 28.01. - 01.02. ISM / ProSweets   Cologne 02.02. - 05.02.
LZ DIREKT 2 25	03.02.	06.01.	Organic & Regional   Sustainability   Fitness & Proteins   Fruits & Vegetables   Easter Business   Retail Tech & Store Design (Gastronomy Concepts, Shopfitting, Lighting, Cooling Technology)		Special Sustainability	
	6 07.02.	28.01.	Organic & Regional	RR Mecklenburg-Western Pomerania CD: 27.12.2024	Spielwarenmesse Trade Fair News ISM Trade Fair News Biofach Preview	Fruit Logistica   Berlin 05.02. - 07.02. Ambiente   Frankfurt 07.02. - 11.02. Christmasworld   Frankfurt 07.02. - 10.02. Creativeworld   Frankfurt 07.02. - 10.02. MMM-Kongress   Munich 09.02. - 11.02.
	7 14.02.	04.02.	Breakfast		Focus Retail Tech / EuroCIS Preview CD: 24.01. Fruit Logistica Trade Fair News Ambiente / Christmasworld / Creativeworld Trade Fair News	Biofach + Vivaness   Nuremberg 11.02. - 14.02.

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

	17.02.	24.01.	LZ Special Newsletter Retail Tech / EuroCIS			
	19.02.	30.01.	LZ Medien Whitepaper Retail Tech			
LZ DIREKT 3 25	8	21.02.	11.02.	BBQ	Biofach + Vivanness Trade Fair News EuroCIS Trade Fair News	EuroCIS   Dusseldorf 18.02. - 20.02.
	9	28.02.	18.02.	Snacks & Convenience I		
		03.03.	03.02.	Breakfast Products   Bread & Baked Goods   Hot Beverages   Detergents & Cleaning Products   Wine, Sparkling Wine & Spirits (ProWein)   Confectionary (incl. ISM)	Special Innovation Cup Special BBQ I	
	10	07.03.	25.02.	Wine, Spirits & Beer (incl. Sparkling Wine)	RR North America CD: 24.01.	ProWein Preview  <b>LZ Private Label Day   Frankfurt 05.03.</b>
	11	14.03.	04.03.	Frozen Food & Ice Cream I	RR Berlin-Brandenburg CD: 31.01.	LogiMAT   Stuttgart 11.03. - 13.03. IAW Internationale Aktionswaren- und Importmesse   Cologne 11.03. - 13.03. Olio Capitale   Triest 14.03. - 16.03. Internorga   Hamburg 14.03. - 18.03. ProWein   Dusseldorf 16.03. - 18.03.
LZ Copytest Crossmedia	12	21.03.	11.03.	Non-Alcoholic Drinks	LogiMAT Trade Fair News Internorga Trade Fair News ProWein Trade Fair News	
LZ DIREKT 4 25	13	28.03.	18.03.			BEAUTY   Dusseldorf 28.03. - 30.03.
		01.04.	04.03.	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 Accessories	Special BBQ II	
	14	04.04.	25.03.	Meat & Sausages (incl. Meat Alternatives) I		Hannover Messe   Hannover 31.03. - 04.04. Handelslogistik Kongress   Cologne 01.04. - 02.04. <b>Molkerei Kongress   Munich 01.04. - 02.04. LZ Retail Media Day   Frankfurt 03.04. VINITALY / Enolitech / SOL &amp; AGRIFOOD   Verona 06.04. - 09.04.</b>
LZ Copytest Packaging	15	11.04.	01.04.	Dairy Products, Cheese & Alternatives I	RR Nordic Countries CD: 28.02.	Focus Packaging I CD: 28.03.

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

# LZ MEDIEN Topics & Deadlines 2025

LZ	PD*	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
	14.04.	28.03.	<b>LZ Special Newsletter</b> Packaging I			
16	17.04.	07.04.	Deli Products & Spices			
17	25.04.	11.04.	Fish, Seafood & Alternatives	RR Netherlands <b>CD: 14.03.</b>		CASH Handelsforum   St. Wolfgang 23.04. - 25.04. <b>LZ direkt Bildungsforum   Hamburg 23.04. - 24.04.</b>
LZ DIREKT 5125	02.05.	01.04.	Detergents & Cleaning Products   Cosmetics & Body Care   Sanitary Products   Oral Care   Pet Food   Dairy Products   Tobacco Products   Back-to-school		<b>Special</b> Drugstore Products I	
18 LZ Copytest RR Switzerland	02.05.	22.04.		RR Switzerland <b>CD: 21.03.</b>	<b>Special</b> Sustainability <b>CD: 11.04.</b>	IFFA   Frankfurt 03.05. - 08.05.
	05.05.	11.04.	<b>LZ Special Newsletter</b> Sustainability			
19	09.05.	28.04.	Fitness & Protein Products		<b>Focus</b> Private Label / PLMA Preview <b>CD: 17.04</b>	Tuttofood   Milano 05.05. - 08.05. Seafood Expo Global   Barcelona 06.05. - 08.05. EHI Payment Kongress   Bonn 06.05. - 07.05. OMR   Hamburg 06.05. - 07.05. International Hardware Fair Italy   Milano Bergamo 08.05. - 09.05. MLF Tagung   Gütersloh 11.05. - 14.05.
	12.05.	17.04.	<b>LZ Special Newsletter</b> Private Label			
	13.05.	23.04.	<b>LZ direkt Whitepaper</b> Store Design & Product Presentation			
20	16.05.	06.05.			Seafood Expo Global Trade Fair News	
21	23.05.	13.05.	Drugstore Products I (Cosmetics & Body Care, OTC)	RR North Rhine-Westphalia <b>CD: 11.04.</b>	<b>Focus</b> Logistics I <b>CD: 02.05.</b> PLMA Trade Fair News	PLMA   Amsterdam 20.05. - 21.05.

	26.05.	02.05.	LZ Special Newsletter Logistic			
<b>22</b>	30.05.	20.05.		RR Hamburg & Schleswig-Holstein <b>CD: 17.04.</b>		<b>Nonfood Kongress   Frankfurt 27.05. - 28.05.</b> THAIFEX - Anuga Asia   Bangkok 27.05. - 31.05.
LZ DIREKT <b>6 25</b>	<b>02.06.</b>	<b>02.05.</b>	Convenience   Vegetarian & Vegan Products (Meat, Fish & Milk Alternatives)   Meat & Sausages   Frozen Food   Summer Drinks (Spirits, Beer, Non-alcoholic Drinks, Cocktails)		<b>Supermarkt Stars - The Finalists 2025</b> <b>Special Summer Trends 2025</b>	
<b>23</b>	<b>06.06.</b>	<b>27.05.</b>	Pizza, Pasta & Co.			transport logistic   Munich 02.06. - 05.06. <b>LZ Summit Verpackung &amp; Nachhaltigkeit   June 2025</b>
<b>24</b>	<b>13.06.</b>	<b>02.06.</b>			transport logistic Trade Fair News	
<b>25</b>	<b>20.06.</b>	<b>10.06.</b>	Baby & Child (Special Food & Care)	RR Lower-Saxony <b>CD: 09.05.</b>	<b>Topic Digitalization in the consumer goods industry</b> <b>CD: 30.05.</b>	spoga+gafa   Cologne 22.06. - 24.06.
<b>26</b>	<b>27.06.</b>	<b>16.06.</b>			<b>Special Top-Marke 2025</b> <b>CD: 06.06.</b> spoga+gafa Trade Fair News	<b>Supermarkt Stars   Frankfurt 24.06.</b> K5   Berlin 24.06. - 25.06. BRANDmate   Offenbach 25.06. - 26.06.
<b>27</b>	<b>04.07.</b>	<b>24.06.</b>	Bread & Baked Goods I			
LZ DIREKT <b>7 25</b>	<b>11.07.</b>	<b>12.06.</b>	Sweet Spreads   Deli & Sauce   High Proteins		<b>Supermarkt Stars - The Winners 2025</b> <b>Special Top-Marke 2025</b>	
<b>28</b>	<b>11.07.</b>	<b>01.07.</b>		RR Asia <b>CD: 30.05.</b>		
<b>29</b>	<b>18.07.</b>	<b>08.07.</b>	New Food & Plant based			
<b>30</b>	<b>25.07.</b>	<b>15.07.</b>				
LZ DIREKT <b>8 25</b>	<b>01.08.</b>	<b>04.07.</b>	Bread & Baked Goods   Pet Food   Oktoberfest   Confectionary   Crisps & Snacks   High-Tech-Trends (Retail Tech & Store Design)   Halloween		<b>Special Favorite brands of independent shopkeepers</b>	
<b>31</b>	<b>01.08.</b>	<b>22.07.</b>	Pets			

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	32	08.08.	29.07.				
	33	15.08.	05.08.	Snacks II (To Go)	RR Turkiye CD: 04.07.		
	34	22.08.	12.08.				Gamescom   Cologne 20.08. - 24.08.
	35	29.08.	19.08.				
LZ DIREKT 9 25		01.09.	04.08.	Confectionary   Cheese   Wine, Sparkling Wine, & Champagne   Spirits   Energy Drinks   Sustainability   Press Assortment   Nonfood   Winter-BBQ   Tobacco Products		<b>Special</b> Christmas Business 2025	
LZ Copytest Crossmedia	36	05.09.	26.08.	Confectionary II	RR Bavaria CD: 25.07.		IFA   Berlin 05.09. - 09.09.
	37	12.09.	02.09.	Frozen Food & Ice Cream II	RR Italy CD: 01.08.	IFA Trade Fair News	IAA Transportation   Hannover 09.09. - 14.09.
		19.09.	26.08.	<b>LZ direkt Whitepaper</b> POS Impulse Nonfood			
	38	19.09.	09.09.		RR Baden-Wurttemberg CD: 08.08.	<b>Focus</b> Packaging II / FachPack Preview CD: 29.08.	drinktec   Munich 15.09. - 19.09. DMEXCO   Köln 17.09. - 18.09. InterTabac   Dortmund 18.09 - 20.09.
		22.09.	29.08.	<b>LZ Special Newsletter</b> Packaging II			
	39	26.09.	16.09.	Dairy Products, Alternatives & Cheese II	RR France CD: 15.08.	Anuga Preview International Food Days CD: 05.09.	Fachpack   Nuremberg 23.09. - 25.09. ECR-Tag   25.09. - 24.09.
		26.09. + 29.09.	05.09.	<b>LZ Special Newsletter</b> Anuga			
LZ DIREKT 10 25		01.10.	03.09.	Meat, Sausages & Poultry (incl. Service Counter)   Dairy Products   Frozen Food   Hot Beverages   Fitness & Proteins		<b>Special</b> Innovations / Anuga <b>Special</b> International Food Days - International Specialities	
	40	02.10.	22.09.	Meat, Sausages & Alternatives II (incl. Winter BBQ)	RR Belgium CD: 22.08.	<b>Anuga Issue</b> FachPack Trade Fair News	Bar Convent   Berlin October 2025 Anuga   Cologne 04.10. - 08.10. MLF-Tagung   Wiesbaden 05.10. - 08.10.

<b>41</b>	10.10.	29.09.	Bread & Baked Goods II	RR Central Germany: Saxony, Saxony-Anhalt, Thuringia <b>CD: 29.08.</b>	Expo Real Trade Fair News Anuga Trade Fair News	Expo Real   Munich 06.10. - 08.10.
<b>42</b>	17.10.	07.10.	Spirits			Book Fair   Frankfurt 15.10. - 19.10.
	21.10.	30.09.	<b>LZ direkt Whitepaper</b> Check-Out Zone			
<b>43</b> LZ Copytest Logistics	24.10.	14.10.	Coffee & Tea		<b>Focus</b> Logistics II & Supply Chain Management <b>CD: 02.10.</b> Book Fair News	BVL Supply Chain CX   Berlin 22.10. - 24.10.
<b>44</b>	31.10.	21.10.			<b>Special</b> Innovations <b>CD: 10.10.</b>	
<b>45</b> LZ DIREKT 11 25	03.11.	06.10.	Cosmetics & Body Care   Sanitary Products   Oral Care   Detergents & Cleaning   Cheese (Service Counter)   Vegan & Vegetarian Products   Beer   Sparkling Wine & Champagne		<b>Special</b> Drugstore Products II <b>Special</b> Veganuary	
	03.11.	10.10.	<b>LZ Special Newsletter</b> Innovations			
<b>46</b> LZ Copytest RR Austria	07.11.	28.10.		RR Austria <b>CD: 26.09.</b>	<b>Goldener Zuckerhut</b> Issue	<b>Goldener Zuckerhut</b>   Berlin 06.11. - 07.11. EHI Technologie Tage   Bonn 04.11. - 05.11.
<b>47</b>	14.11.	04.11.		RR Greece <b>CD: 02.10.</b>		Handelskongress Deutschland   Berlin 12.11. - 13.11.
<b>48</b>	21.11.	11.11.	Ingredients	RR Spain & Portugal <b>CD: 10.10.</b>		
	25.11.	04.11.	<b>LZ direkt Whitepaper</b> TOP 100 POS Promotions			
<b>49</b>	28.11.	18.11.	Drugstore Products II (Detergents & Cleaning Products, Sanitary Products, Baby Products)	RR Ireland <b>CD: 17.10.</b>	<b>Topic</b> Payment Traffic <b>CD: 07.11.</b>	
<b>50</b> LZ DIREKT 12 25	01.12.	03.11.	Breakfast Products   Bread & Baked Goods   Check-Out Zone   Confectionary, Chips & Snacks   Pet Food		<b>Special</b> Super Bowl	
<b>51/52</b>	05.12.	25.11.	Trends from the Web		Trade Fair Year 2026	
	12.12.	02.12.				
	19.12.	09.12.				



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 makers<sup>1</sup> in the retail (distribution centers, independent store owners/managers) and consumer goods industry (FMCG/CPG) and sector-specific service providers at all relevant everyday touchpoints.

<sup>1</sup> Senior management, managing directors, category management, purchasing, sales and marketing managers and those responsible for IT and logistics, management closely involved with sales, and independent retailers. LZ reader survey 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](http://www.lzmedia.net)





# LEBENSMITTEL ZEITUNG Data

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

**66,771**

IVW total number incl. print and paid content<sup>1</sup>

**52**

journalists

**979,528**

visits per month<sup>10</sup>

**58,659**

newsletter recipients per workday<sup>3</sup>

**88 min.**

of digital use per week<sup>4</sup>

**46,323**

actually distributed weekly circulation on each Friday.<sup>1</sup>



**98,859**

visitors per week<sup>5</sup>

**21,883**

digital subscribers<sup>1</sup>



www.lebensmittelzeitung.net

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

**100%**

of the top 30 retail head-quarters subscribe to LZ.<sup>6</sup>

**76%**

of users access LZ Digital at least once daily<sup>4</sup>



**19,622**

downloads & streams of LZ Audio News per month<sup>9</sup>

**89%**

chances of page impression print issue<sup>2</sup>

**Ø 7**

readers per copy<sup>2</sup>

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

**77 %**

of LZ digital users are also LZ readers.<sup>4</sup>

**Ø 52 min.**

reading time per copy<sup>2</sup>

**13,400**

quotations made from LZ in 2023<sup>7</sup>

**197,191**

social media followers<sup>8</sup>

**67%** of them remind banners on LZ digital of the corresponding advertisements in LZ.<sup>4</sup>

<sup>1</sup> IVW, Q2/2024. The new IVW total number counts usage opportunities of the media brand LZ at different touchpoints. Paid content counts users of protected online content

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

<sup>3</sup> Recipient file LZ Newsletter, August 2024

<sup>4</sup> LZ Digital user survey 2024, target group retail, Karwath Marktforschung, Oldendorf.

<sup>5</sup> Piwik PRO, evaluation visitors per week 01.01.2024 - 30.08.2024

<sup>6</sup> LZ sales analysis, January 2023

<sup>7</sup> Übermetrics / Unicepta for 2023

<sup>8</sup> Follower der LZ social media channels: facebook, instagram, X, linkedIn, September 2024

<sup>9</sup> Audiorella, evaluation unique user, August 2024

<sup>10</sup> IVW, August 2024

## 2/1 page

W: 591 mm x H: 440 mm ..... €50,900



## 5-COLUMN

### 1/1 page incl. title spot

W: 280 mm x H: 440 mm

Title: W: 49 mm x H: 50 mm ..... €29,500



### 1/1 page

W: 280 mm x H: 440 mm ..... €26,100



### 3/4 page horizontal

W: 280 mm x H: 330 mm ..... €21,600



W: 280 mm x H: 300 mm ..... €19,800

W: 280 mm x H: 250 mm ..... €17,100

### 1/2 page horizontal

W: 280 mm x H: 220 mm ..... €15,250



### 1/3 page horizontal

W: 280 mm x H: 150 mm ..... €11,750



### 1/4 page horizontal

W: 280 mm x H: 110 mm ..... €9,550



W: 280 mm x H: 70 mm ..... €7,200

W: 280 mm x H: 40 mm ..... €4,650

## 4-COLUMN

### 4/5 page corner

W: 224 mm x H: 440 mm ..... €22,850



### 9/16 page corner

W: 224 mm x H: 310 mm ..... €22,250



### 1/2 page corner

W: 224 mm x H: 275 mm ..... €19,100



### 2/5 page corner

W: 224 mm x H: 220 mm ..... €12,650



W: 224 mm x H: 150 mm ..... €9,750

W: 224 mm x H: 100 mm ..... €7,550

W: 224 mm x H: 50 mm ..... €4,650

## 3-COLUMN

### 3/5 page corner

W: 167 mm x H: 440 mm ..... €18,000



W: 167 mm x H: 350 mm ..... €14,550

W: 167 mm x H: 300 mm ..... €12,850

### 1/3 page corner

W: 167 mm x H: 250 mm ..... €11,750



W: 167 mm x H: 200 mm ..... €9,750

W: 167 mm x H: 150 mm ..... €8,200

W: 167 mm x H: 100 mm ..... €6,550

W: 167 mm x H: 50 mm ..... €3,550

See page 21 for information on volume discounts and technical details.

For more information, please visit:  
[www.lzmedia.net/lz/printformats](http://www.lzmedia.net/lz/printformats)

# LZ Print Further print formats

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## 2-COLUMN

### 2/5 page corner

W: 110 mm x H: 440 mm ..... €12,650



W: 110 mm x H: 310 mm ..... €10,050

### 1/4 page corner

W: 110 mm x H: 275 mm ..... €9,550



### 1/5 page corner

W: 110 mm x H: 220 mm ..... €8,000



W: 110 mm x H: 200 mm ..... €7,550

W: 110 mm x H: 150 mm ..... €6,550

W: 110 mm x H: 100 mm ..... €4,650

W: 110 mm x H: 50 mm ..... €2,400

## 1-COLUMN

### 1/5 page corner

W: 53 mm x H: 440 mm ..... €7,950



W: 53 mm x H: 300 mm ..... €6,550

W: 53 mm x H: 250 mm ..... €5,600

W: 53 mm x H: 200 mm ..... €4,650

W: 53 mm x H: 150 mm ..... €3,550

W: 53 mm x H: 100 mm ..... €2,400

W: 53 mm x H: 50 mm ..... €1,200

## TEXT INSETS

**Ads with text inset** ..... €46

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** ..... €32,950

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

**1/1 page priority** ..... €29,550

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

**1/2 page horizontal priority** ..... €19,150

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

**1/3 page horizontal priority** ..... €17,050

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

**Title strip on title page** ..... €11,250

W: 280 mm x H: 40 mm

**Title spot on title page** ..... €5,500

W: 49 mm x H: 50 mm

**Text inset 100/1-column** ..... €4,600

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

## SUPPLEMENT

**Supplement** ..... €10,400

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

## DELIVERY ADDRESS:

Schaffrath GmbH & Co. KG  
Warenannahme  
Marktweg 42-50  
47608 Geldern

## DELIVERY NOTICE:

„For Lebensmittel Zeitung,  
Issue .../2025“  
Delivery no later than the  
advertising deadline

## CLASSIFIED ADS

**b/w, 4c** ..... €8

mm rate/column  
Obituaries, real estate, business  
announcements, etc.

## BOX NUMBER FEE

**Germany** ..... €43

**International** ..... €64

### 10 % CROSS-MEDIA DISCOUNT\*

Additional discount on all campaign-related  
print & digital insertions.

\* When booking a cross-media LZ campaign (print and digital) we grant an additional 10% discount off the gross print and digital advertising rate.

Cross-media campaigns are campaigns having identical content in print and digital with a time delay of no more than two weeks.

Minimum format size Print: 1/4 page corner, Minimum format size Digital: Digital 5/VE

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

# LZ Digital Rates and formats

Digital placements 1 week rotation each (no more than 3 partners per format)

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	Bridge Ad	Digital 1ONE	Digital 2TWO	Digital 3THREE	Digital 4FOUR	Digital 5FIVE
Highlights	Largest format with sticky sitebars for special attention.	Large format directly above the content, in the direct field of vision and in all LZ Newsletters.	Large format in the margin, in the direct field of vision and mobile as a scrollover.	Compact format with immediate visibility.	Integrated directly into the course of the article and the flow of reading.	Integrated directly into the course of the article and the flow of reading.
Desktop Mobil Newsletter	980 x 150 px / 400 x 800 px 300 x 150 px / 300 x 600 px 520 x 200 px	940 x 300 px 300 x 150 px 520 x 200 px	400 x 800 px 300 x 600 px 520 x 200 px	300 x 250 px 300 x 250 px 520 x 200 px	617 x 250 px 300 x 250 px 520 x 200 px	617 x 250 px 300 x 250 px 520 x 200 px
Ad Impressions (min.)	160,000	160,000	140,000	110,000	110,000	110,000
LZ in the afternoon	✓	✓	✓	✓	✓	✓
LZ in the morning	✓	✓	✓	✓	✗	✗
LZ on Fridays	✓	✓	✓	✓	✗	✗
LZ Newsflash	✓	✓	✗	✗	✗	✗
Price	€29,550	€26,100	€21,600	€15,250	€9,550	€8,000

## 10 % CROSS-MEDIA DISCOUNT\*

Additional discount on all campaign-related print & digital insertions

Further information on the digital forms of advertising of Lebensmittel Zeitung can be found at:  
[www.lzmedia.net/lz/digitalformats](http://www.lzmedia.net/lz/digitalformats)

\* 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

All prices gross plus VAT - prices less discounts according to volume scale as per media data on page 18 and less 15 % agency commission for agency bookings. The rotation consists of a maximum of three partners per format. All digital advertising formats and prices also apply to our paid digital offer on [www.lebensmittelzeitung.net](http://www.lebensmittelzeitung.net).

## SOCIAL MEDIA PUSH

<b>LinkedIn Post</b> .....	<b>€10,990</b>
Your individual post via the LinkedIn channel of LZ incl. paid traffic campaign	
Runtime: 2 weeks	
<b>LinkedIn Post Combi benefit<sup>1</sup></b> .....	<b>€7,200</b>

## AUDIOSPONSORING/PODCAST PUSH

<b>20-second</b> audio commercial incl. shownotes	<b>€5,100</b>
<b>Podcast Combi benefit<sup>1</sup></b> .....	<b>€3,100</b>
Runtime: 1 week	

## CONTENT FORMATS

<b>Advertorial<sup>2</sup></b> .....	<b>€19,950</b>
Desktop, Mobil, Newsletter, Social Media	
Duration: 2 weeks	
<b>Galery Sponsoring</b> .....	<b>€4,590</b>
Your banner in the picture galleries of LZ.net	
Duration: 4 weeks	
<b>Text ad 1-2</b> .....	<b>€4,500</b>
In the Afternoon LZ Newsletter, max. 430 characters	
Runtime: 1 week	
<b>Product entry</b> .....	<b>€1,600</b>
Unlimited duration	

Please visit our website for more information:

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

See page 21 for information volume discounts and technical details.

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

<sup>2</sup> Is marked as an "advertisement" in compliance with statutory regulations.

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

## LZ SPECIAL NEWSLETTER

<b>Maxi-Banner Top</b> .....	<b>€3,790</b>
<b>Maxi-Banner 2-3</b> .....	<b>€3,050</b>
<b>Text ad 1-3</b> .....	<b>€2,690</b>

The topics and dates of the LZ Special Newsletters can be found in the topic plan from p. 2 or at:

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

## Discover now:

For more information on dates & prices and demonstrative examples, visit our media sales platform [www.lzmedia.net](http://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](http://www.lzmedia.net/newsletter)

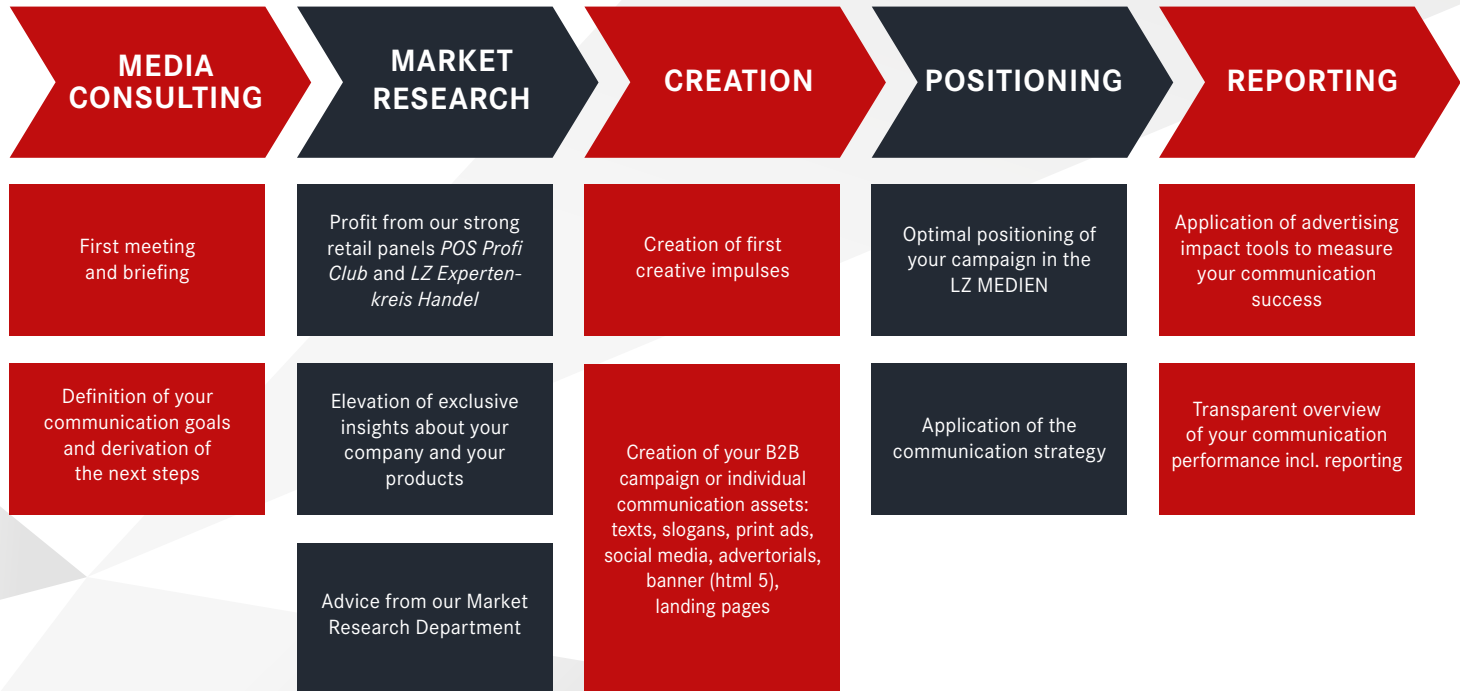
## Are you looking for an individual communication solution?

Our digital team will be happy to advise you on other individual forms of advertising. Please feel free to contact us! [digital@lebensmittelzeitung.net](mailto:digital@lebensmittelzeitung.net)

# LZ MEDIEN Services We are here for you!

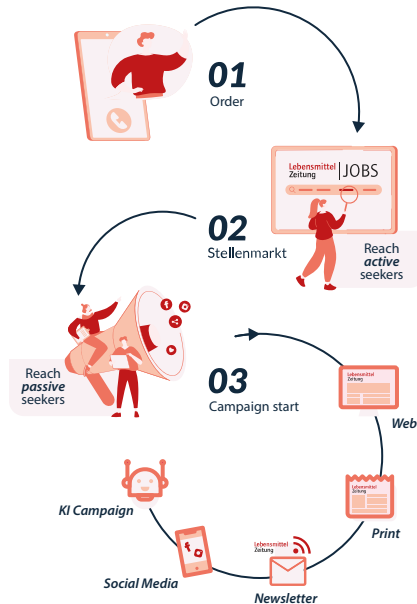
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OUR SERVICES FOR YOUR B2B MULTICHANNEL COMMUNICATION IN LEBENSMITTEL ZEITUNG AND FOR DIRECTLY ADDRESSING THE POS COMMUNITY IN LZ DIREKT



### Fill jobs quickly and easily.

LZ Jobs' job campaigns reach young professionals as well as specialists and managers. We measurably increase the visibility of your vacancies through our access to the industry.



Further information about LZ Jobs and the topic of employer branding you will find at: [www.lzjobs.info](http://www.lzjobs.info)

### Effectively strengthen employer brands.

Use our customized solutions to position yourself as an attractive employer within the industry and thus ensure long-term recruiting success.

#### Scrollytelling

This innovative format shows up close what makes a company tick. Our content team of film and social media specialists will visit your company for a day and capture all relevant insights. We make your employer brand really big!

#### Talk2Work Podcast

We make employers and their job offers audible! With great attention to detail and medium, we produce authentic and emotional listening experiences.

#### Karriereforum – The recruiting event für retail and the FMCG industry.

With the career forum Lebensmittel Zeitung offers an career platform for the retail and food industry. Here the industry's top employers meet students, graduates, young professionals and aspiring managers of tomorrow.

#### Employer branding – advertisements and banners in Lebensmittel Zeitung

Use the reach and formats of Lebensmittel Zeitung for your needs Employer branding communication.



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



# LZ DIREKT Key facts

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

<b>65,401</b> circulation actually distributed monthly <sup>1</sup>	<b>10</b> journalists + content creators	<b>13,958</b> newsletter recipients every Tuesday <sup>7</sup>	 <a href="http://www.lzdirekt.de">www.lzdirekt.de</a>  	<b>37,000</b> visits LZ direkt Digital <sup>5</sup>
<b>Ø 7.4</b> readers per copy <sup>2</sup>		<b>55%</b> of LZ direkt print readers are owners or store managers <sup>2</sup>		<b>8,882</b> visitors per week LZ direkt Digital <sup>6</sup>
 <b>92%</b> of LZ direkt circulation is in retail <sup>3</sup>		<b>76%</b> chances of page impression <sup>2</sup>		 <b>81%</b> of readers confirm: ads that run in LZ direkt arouse their interest in the products or campaigns advertised. <sup>2</sup>
 <b>95%</b> of Edeka and Rewe retail stores receive LZ direkt <sup>3</sup>	<b>44 min.</b> reading time per copy <sup>2</sup>	<b>42 min.</b> of LZ direkt Digital access per week <sup>4</sup>	 <b>85%</b> of LZ direkt digital readers have access to product orders <sup>4</sup>	<b>14,159</b> social media followers <sup>8</sup>

<sup>1</sup> IVW, Q2/2024

<sup>2</sup> LZ direkt reader survey 2020, GIM Gesellschaft für Innovative Marktforschung,

Wiesbaden Readers per copy as estimated by respondents

<sup>3</sup> LZ sales analysis, November 2021

<sup>4</sup> LZ direkt Digital user survey 2021, retail target group, Karwath Marktforschung, Oldendorf.

<sup>5</sup> Piwik PRO, evaluation sessions August 2024

<sup>6</sup> Piwik PRO, evaluation visitors per week 01.01.2024 - 30.08.2024


<sup>7</sup> Recipient file LZ Newsletter, August 2024

<sup>8</sup> Followers of LZ direkt social media channels: facebook, instagram, linkedin, September 2024


# LZ DIREKT Print Rates and formats

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**2/1 page** ..... €44,500   
 Print space W: 464 mm x H: 300 mm  
 Bleed\* W: 500 mm x H: 340 mm

**1/1 page** ..... €22,950   
 Print space B: 220 mm x H: 300 mm  
 Bleed\* W: 250 mm x H: 340 mm

**3/4 page horizontal** ..... €18,850   
 Print space W: 220 mm x H: 225 mm  
 Bleed\* W: 250 mm x H: 247 mm

**2/3 page horizontal** ..... €17,400   
 Print space W: 220 mm x H: 200 mm  
 Bleed\* W: 250 mm x H: 222 mm

**2/3 page corner** ..... €17,400   
 Print space W: 147 mm x H: 300 mm  
 Bleed\* W: 165 mm x H: 340 mm

**1/2 page horizontal** ..... €13,250   
 Print space W: 220 mm x H: 150 mm  
 Bleed\* W: 250 mm x H: 172 mm


**1/2 page corner** ..... €13,250   
 Print space W: 107 mm x H: 300 mm  
 Bleed\* W: 125 mm x H: 340 mm


**1/2 page corner** ..... €13,250   
 Print space B: 163 mm x H: 200 mm  
 Bleed\* W: 181 mm x H: 222 mm


**1/3 page horizontal** ..... €10,100   
 Print space W: 220 mm x H: 100 mm  
 Bleed\* W: 250 mm x H: 122 mm

**1/3 page corner** ..... €10,100   
 Print space W: 73 mm x H: 300 mm  
 Bleed\* W: 91 mm x H: 340 mm

**1/3 page corner** ..... €10,100   
 Print space W: 107 mm x H: 200 mm  
 Bleed\* W: 125 mm x H: 222 mm

**1/4 page horizontal** ..... €8,300   
 Print space W: 220 mm x H: 75 mm  
 Bleed\* W: 250 mm x H: 97 mm

**1/4 page corner** ..... €8,300   
 Print space W: 50 mm x H: 300 mm  
 Bleed\* W: 68 mm x H: 340 mm

**1/4 page corner** ..... €8,300   
 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** ..... €48,350  
 (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** ..... €24,150  
 (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** ..... €24,150  
 (to left of editorial)  
 Print space W: 220 mm x H: 300 mm  
 Bleed\* W: 250 mm x H: 340 mm

# LZ DIREKT Digital Rates and formats

## WEBSITE, MOBILE & WEEKLY NEWSLETTER<sup>1</sup>

Digital placements of 4 weeks each, exclusively

**DIGITAL 1ONE** ..... €8,890  
 940 x 300 px (desktop) / 300 x 120 px (mobile)  
 520 x 200 px (newsletter)

**DIGITAL 2TWO** ..... €8,090  
 max. 400 x 800 px (desktop/sticky) /  
 300 x 600 px (mobile/scrolllover) /  
 520 x 200 px (newsletter)

**DIGITAL 3THREE** ..... €6,450  
 300 x 250 px (desktop) / 300 x 250 px (mobile) /  
 520 x 200 px (newsletter)

**DIGITAL 4FOUR** ..... €5,390  
 617 x 250 px (desktop) / 300 x 250 px (mobile) /  
 520 x 200 px (newsletter/optional: 300x250 px)

## CONTENTFORMATS

**Sponsored Post/Advertorial<sup>2</sup>** ..... €12,490  
 desktop, mobile, newsletter, social media

## SOCIAL MEDIA

**Meta Push** ..... €9,500  
**Meta Push Combi benefit<sup>3</sup>** ..... €6,450

## LZ DIREKT WHITEPAPER

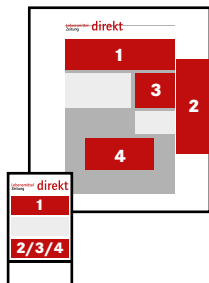
**1/1 page** ..... €8,450  
**1/2 page** ..... €4,850  
**Company profile** ..... €2,950  
**Combination 1/1 page + Company profile** ..... €9,890

Please visit our website for more information:

[www.lzmedia.net/lzd/printformats](http://www.lzmedia.net/lzd/printformats)  
[www.lzmedia.net/lzd/digitalformats](http://www.lzmedia.net/lzd/digitalformats)

See page 18 for information volume discounts and technical details.

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 MEDIEN Print Combined advertising packages

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## COMBINED ADVERTISING PACKAGES

### LZ & LZ DIREKT

**Large package** ..... €45,200

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

**Medium package** ..... €37,200

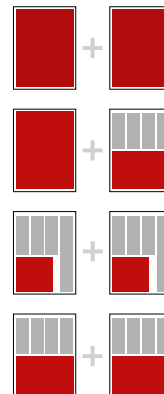
1/1 page Lebensmittel Zeitung  
 1/2 page LZ direkt

**Small corner package** ..... €31,250

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

**Small horizontal package** ..... €27,450

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 min. W: 105 mm x H: 148 mm

long edge folded up to 25 g total weight, higher

total weight on request,

required delivery amount: 60,500 copies

## DELIVERY ADDRESS

Evers-Druck GmbH  
 Warenannahme  
 Ernst-Günter-Albers-Straße 13  
 25704 Meldorf

<sup>1</sup> 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.

<sup>2</sup> Is marked as an "advertisement" in compliance with statutory regulations.

<sup>3</sup> Only in combination with another digital format of LZ direkt.

# LZ DIREKT Lernwelt

You want to win the loyalty of the future top-decision-makers in the retail industry? Then become a partner of LZ direkt Lernwelt.

With our comprehensive print and digital offering, we make employees fit for the sales floor. Using your brand as an example, we impart practical merchandise and sales knowledge about a category.

## PARTNER PAKET

### Markenlehrbrief

32 + 4 pages, 10,000 copies

Runtime: about 12 month

### E-Training

Up to 20 pages

Runtime: parallel to the availability of the Markenlehrbrief  
incl. integration of product images and videos

**Package price..... €35,893**

incl. 15% discount

### Our media service for the promotion of your partner package:

- ✓ 1/2 page split ad in Lebensmittel Zeitung
- ✓ 1/1 page split ad in LZ direkt
- ✓ banner presence in the LZ Medien
- ✓ Logo on partner page
- ✓ Branded Learning Notes & Certificates of Completion
- ✓ Promotion of the e-trainings in the newsletter



## THE PARTNER PACKAGE

As a cooperation partner, your brand stands exclusively for the entire product segment.

### YOUR BENEFITS:

- ✓ **Established for more than 80 years:**  
Outstanding market coverage in all relevant retail organizations
- ✓ **100% target group, 0% wastage:**  
Dispatch to LEH & educational institutions exclusively on order
- ✓ **Transparent proof of performance:**  
Detailed delivery overview and reporting once a year
- ✓ **Free accessible:**  
Free of charge for retailers and vocational training institutions

Further information and cooperation opportunities can be found at:

[www.lzmedien.net/lernwelt](http://www.lzmedien.net/lernwelt)

## VOLUME DISCOUNT\*

From	€15,200	3%
From	€28,400	5%
From	€52,100	7%
From	€78,200	10%
From	€130,400	12%
From	€156,500	15%
From	€182,600	18%
From	€208,700	20%
From	€234,800	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 invoice date

## BANK DETAILS

FRANKFURTER SPARKASSE  
BIC HELADEF1822  
IBAN DE56 5005 0201 0000 0349 26

## NEWSPAPER FORMAT LZ

310 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  
bleed 250 mm wide, 340 mm high

## PRINTING AND BINDING

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

### Paper quality LWC

### Dot gains

### Colors

40% area: 16% (tolerance  $\pm$  4%)

80% area: 11% (tolerance  $\pm$  3%)

### Black

40% area: 19% (tolerance  $\pm$  4%)

80% area: 13% (tolerance  $\pm$  3%)

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

## EUROSCALE COLORS

### Color sequence

Black, cyan, magenta, yellow

## DATA TRANSFER

lz-anzeigen@dfv.de

## DATA FORMATS

Digital data is required in PDF/X-3 format having the "PSO LWC Standard" profile. Open-format data must be avoided. All fonts used are to be embedded; half-tone images require 250 dpi resolution.

## DATA ARCHIVING

Data is archived. It is usually possible to run unmodified repeats. However, we do not assume any warranty for data.

## WARRANTY

In the event that incomplete or deviating data is delivered (texts, colors, images), we do not assume liability for the print result.

There is a charge for faulty exposures due to incomplete or faulty files, incorrect settings or incomplete information. The same applies for any additional setting and lithography work as well as creation of additional proofs.

Max. file size for banners: 120 KB.

Max. file size for mobile banners: 60 KB.

General technical instructions are available here:

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

## Exclusive service:

Cross-media Copytest with evaluation of the advertising effectiveness of your print ad, banner and landing page. Please contact us.

Our General Terms and Conditions (in German) are available here:

[www.lebensmittelzeitung.net/agb](http://www.lebensmittelzeitung.net/agb)

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

Standard terms and conditions for advertising in newspapers and magazines and their electronic editions

1. Insertion Order  
Insertion Order means the contract for the publication of any advertisement or of an advertisement or of the advertisement in the "Customer" in digital media of the publisher/ agency (hereinafter the "Publisher") for purposes of disseminating the advertisement. Insertion Orders shall be governed solely by the Standard Terms and Conditions together with the applicable cards and technical specifications.
- 1.1. Advertisement  
2.1. An advertisement may consist of one or more of the following:  
- an image or text, sound sequences and moving images;  
- a sensitive area which, when clicked, links to other Customer or Publisher 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 advertisements.  
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 assumed 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 fixed on demand over a given period; cf. section 4.  
3.2. Unless specifically agreed otherwise, formation of contract shall generally require:  
- the offer to conclude a contract submitted by the Customer in text form;  
- acceptance of the order by virtue of the Publisher's order confirmation in text form; or by virtue of the Publisher's order confirmation. 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 that the advertiser provide an additional 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 Publisher's calculation. Invoicing for the advertising delivered shall be based on the ad impressions (AdS) according to the Publisher's ad server. AdS is defined as a server request for an advertisement from the Publisher's ad server.  
3.5. Settlement period  
4.1. To the extent a contract is concluded for a number of advertisement, these must be requested for publication within one year of closing the contract. In case of a contract concluded on request, 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 settlement 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 actual and the agreed number of ad impressions corresponding to the number of advertisements actually placed, subject to other legal obligations, see section 11.5.6.  
4.2. If the Customer fails to comply with the settlement period for a given contract, the Publisher will assume that the former agency has transferred to the new agency the contractual relationship along with all rights and obligations arising therefrom. In case of a failure to fulfill the settlement of the contract with the new agency publisher shall constitute consent thereto by the Publisher.  
4.3. Postponement  
Postponing 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 effect from the new insertion date.  
4.4. Increase of the Insertion  
Order Capacity, in the context of advertising contracts, the Customer may wish to increase the period agreed or specified in the advertisement or to increase the volume specified in the respective Insertion Order, provided the Publisher confirms this in text form.  
5. Cancellation  
Insertion Orders may be cancelled in text form and at no charge only until no later than three business days prior to the advertisement's scheduled publication. Cancellation orally or by phone is not permitted.  
6. Publication period, positioning dates and rotation  
6.1. The publication period of an advertisement is determined individually based on the impressions booked or based on the period booked and the impressions booked.  
6.2. The Customer shall have no claim to any specific positioning of the advertisement on the digital media. The Customer and the Publisher shall jointly agree on the positioning of the advertisement. This cannot be achieved by the Customer's own technical means.  
6.3. The Customer shall be entitled to request a change of its due date, discretion, taking into account the Customer's interests as far as possible. If the Customer has no objection, the change shall be made to 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.  
6.3. If several advertisements are delivered for a booking, the Publisher shall rotate unless the Customer has specified otherwise. If the Customer has provided the Publisher an advertising schedule setting out when the advertisement is to be published.  
6.4. Provision of the advertisement  
9.1. The Customer shall submit to the Publisher by e-mail complete and correct data for the advertisement, including the text, the ALT text and any advertising schedule in the final digital form no later than 5 business days prior to the agreed first publication date. For special terms of advertising, 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 ensure in compliance with the mentioned 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 Customer shall also supply suitable mutatis 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 AdS.  
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 apply.  
9.6. The number of delivered advertisements or requests to change the advertisements or those provided by notification of the URL. The Customer shall not be liable for the cost of the advertisement taking industry standards into account; the assessment of reasonableness shall be made by the Publisher. The Publisher shall notify the Customer if and to the extent the requirements that it is not responsible.  
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 ensure that the Publisher, archive the advertisements indefinitely.  
9.8. The Customer shall ensure that the Publisher is not liable for the advertisement, errors, is liable to arrange for a replacement booking by a third party, the Customer shall be liable to pay compensation 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 has accepted the advertisement. The Publisher may also terminate the Insertion Order. The Publisher therefore 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 is prohibited by 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;  
or  
- it is an advertisement for a third party, which is not a third-party contract (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 "In-Ad Advertising" in accordance with the rate card. The Publisher shall be notified promptly if the contract is terminated pursuant to sentence 1 or if an advertisement is rejected pursuant to sentence 2.  
10.2. The Publisher may request the publication of the advertisement if it has sufficient reasons to suspect that the website to which the hyperlink is directed is not suitable for the advertisement content. The foregoing shall apply, in particular, in cases involving investigations or orders by government agencies or a warning letter from an alleged injured party, unless this is clearly unfounded. The Customer shall be notified of the suspension and shall promptly remove the allegedly unlawful content or shall demonstrate or, if not possible, shall demonstrate to the Publisher that the Publisher may offer the Customer to replace the advertisement with an alternative advertisement and/or with a hyperlink to another website subject to the periods under sentence 1, unless the Customer has already charged the Customer for any additional proven costs incurred as a result. The suspension shall be lifted as soon as the suspicion has been allayed.  
10.4. The Publisher may in particular retract an advertisement that has already been published if the Customer subsequently changes the content thereof with a link to a website that is not suitable for the content 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 at no 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/licences, ancillary and other rights which are necessary in order to use the advertisement on the Customer's website, specifically including the rights to reproduce, disseminate, transmit, broadcast, make publicly accessible and to use the advertisement in print and online, and where are transferable to third parties in the context of performing the contract in the scope necessary for implementing the order both in print and online. The Customer warrants that it will not disseminate mentioned rights shall in all cases be transferred with no territorial limits. The aforementioned rights authorize insertion using all known media and all technical means of dissemination or distribution.  
11.2. The Customer shall bear sole legal responsibility, specifically the responsibility under competition law, for the content of any and all advertisements. The Customer shall carefully check to ensure that the content does not violate or infringe any laws and warrants that the content of the respective advertisement does not impair the rights of third parties. The Customer shall be liable to the Publisher to refer to any immoral content during the contractual relationship.  
11.3. The Customer represents and warrants that it holds all rights necessary to use the advertisement and that it will not infringe or infringe 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. 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 damage in the event of foreseeable requirements, the Publisher warrants the best possible reproduction of the advertisement complying with customary technical standards in each case. The warranty shall not extend to the content of the advertisement. The Customer is aware that based on the current state of the art technology it is not always possible to reproduce an advertisement that is completely identical to the original. The reproduction of the advertisement shall not be deemed defective where the defect is caused:  
- by use of unstable display software or hardware (e.g. browsers) or the use of the Publisher's ad server or the Customer's ad server; or  
- where the impairment in reproducing the advertisement does not impair the readability of the advertisement;  
- by the Publisher or other operators; or  
- by computer failure due to system or network failure; or  
- by incomplete offers and/or offers not updated and stored on proxy servers or in the local cache; or  
- by failure of the Publisher's ad server, the duration of which may not exceed 24 hours (continuous or in the aggregate) over a 30-day period for the complete advertising campaign.  
12.2. The warranty shall not include disruptions arising from computer defects or interruptions on the Customer's and or in the communication network. However, the Customer and the Publisher's servers. 12.3. If the Publisher's ad server goes down for a substantial period of time (more than 10% of the booked period) during which the Customer is unable to place its advertising, for a fixed period, the Publisher shall endeavor to make good the undelivered ad at a later time or extend the period of the insertion, provided this does not exceed the duration of the insertion period. If the duration of the insertion period of the insertion period falls, the Customer shall be exempted from its payment obligations for the undelivered or for an escape from the insertion period. The Customer shall not be responsible for any other claims.  
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 expiry of the original insertion period, the Customer shall be notified of the insertion with the meaning of § 646 German Civil Code (Bürgerliches Gesetzbuch, BGB)  
12.5. Standard Terms and Conditions for Advertising in Digital Media "excluding e-mail" and e-mailings, which are governed by the Standard Terms and Conditions for Advertising in Newspapers and Magazines and their Electronic Editions.  
12.6. The Publisher's court shall be controlling for determining the media services. The Customer has the option to provide that the Publisher's court is not applicable and that the Publisher's court shall apply. The Customer must notify the Publisher thereof in text form within ten days. To the extent the advertisement is delivered via the Publisher's ad server, the Customer shall be notified within ten days of the media services to be sent to the Customer. If upon conclusion of a campaign the overall actual delivery of the media services is less than 10% of the booked period, the Customer shall be notified by the Publisher of the 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. The Customer shall be notified of the deviation from the booked period.  
12.6. If the Publisher is at fault for insufficient reproduction quality of the advertisement, the Customer may request a replacement in the contract price or instead of a replacement advertisement, albeit only to the extent of the impairment. If extending the publishing period or replacing a replacement advertisement is not possible, 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 due to transfer thereof outside the sphere of its control. The Customer assumes any warranty and/or liability for data security. Risk shall pass upon receipt of the advertisement on the part of the Customer.  
12.8. If the advertisement is not on a server of the Publisher but are delivered via a third-party server (redirects) and the Customer, as described in section 11.1, has agreed with the Publisher 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 or 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 endeavor to avoid any service disruptions or defects as soon as possible and shall endeavor to eliminate imminent impairments within a reasonable period.  
12.10. The Publisher is under no obligation to verify the commercial 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 responsibility or liability for the content of the advertisement.  
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.  
- 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.  
- 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.  
12.12. To the extent a material contractual obligation within the aforementioned meaning was negligently breached, the Publisher's liability shall be limited to the extent that the Customer or would have received for inserting the respective advertisement.  
12.13. The foregoing shall not affect liability for damage caused by the Publisher 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 the use of the Publisher's ad server or on such defects pursuant to § 276, § 278 BGB.  
12.14. Other than in cases of willful or grossly negligent conduct, the Publisher shall not be liable for any quality or possession of access, the display quality, for memory failure, interrupts or any delay, deletion or failed transmission during the advertisement period. The Publisher shall not be liable for any damage or loss of data. Section 12.14. shall not apply in states and jurisdictions which prohibit the exclusion or limitation of liability for consequential or accidental 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 advertisement or the use of the advertisement in violation of its other obligations under these Standard Terms and Conditions.  
12.17. The above sections also apply to representatives of the Publisher in a contractual or intermediary relationship as well as to their vicarious agents.  
12.18. To the extent the Publisher is obliged to pay damages, it shall be the Customer's obligation to prove the damage. If it has been in the contract not been concluded (involuntarily damages) damages for non-performance are excluded.  
12.19. In the case of interruptions in operations or events of force majeure, unlawful labour disputes, unlawful confiscation, traffic disturbances, general shortages of raw materials or energy etc., or in the case of force majeure, the Publisher shall be exempted from its obligations. The Publisher engages in the performance of its obligations, the Publisher has a claim to full payment for the published advertisements.  
13. Notice of defect  
In the case of reciprocal commercial transactions, the Customer shall inspect the advertisement promptly following the receipt of the first insertion and shall give notice of any defects without undue delay. The notice period in the case of such commercial transactions shall thus not "begin" with the delivery of the advertisement, but with the 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 be deemed approved.  
13.5. Fees, rate card and targeting criteria  
14.1. The fee for the Publisher's services shall generally be determined based on the rate card and applicable 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 effect from the date of publication.  
14.4. Targeting criteria limited by advertising medium shall be summarized in an overview. For each targeting criterion, the CPM (cost provided per ad impression) shall be specified. The CPM shall be specified 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, special circumstances shall not be taken into account for the advertisement, are excepted herefrom. 15.2. Based on the Publisher's rate card, revenue-based discounts on revenues, the



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