Lebensmittel Zeitung

Lebensmittel Zeitung direkt

MEDIA KIT 2026

LZ MEDIEN

LZ MEDIEN Topics & Deadlines 2026

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 & Trade Fair Themes	Trade Fair & Exhibition Dates
LZ DIREKT 01|26	**02.01.**	**28.11.2025**	Frozen Food | Convenience | Vegan & Vegetarian Products | Flowers & Plants | Easter Business		**Special** Confectionery (incl. Süßer Stern)	
1	**02.01.**	**19.12.2025**				
2	**09.01.**	**26.12.2025**			Grüne Woche Preview **CD: 21.11.2025**	
3	**16.01.**	**06.01.**	Fresh & Plant based (Vegan & Vegetarian; Run-Up to Fruit Logistica)			Marca | Bologna 14.01.–15.01. Grüne Woche | Berlin 16.01.–25.01. Sirha | Paris 18.01.–21.01.
	20.01.	**05.01.**	**LZ direkt Whitepaper** Fruit & Vegetables			
4	**23.01.**	**13.01.**	Confectionery I		ISM Preview **Focus** Nonfood **CD: 08.01.**	
	26.01.	**08.01.**	**LZ Special Newsletter** Nonfood			
5	**30.01.**	**20.01.**				Spielwarenmesse | Nuremberg 27.01.–31.01. ISM | ISM Ingredients | ProSweets | Cologne 01.02.–04.02.
LZ DIREKT 02|26	**02.02.**	**02.01.**	Organic & Regional | Sustainability | Fitness & Protein | Fruit & Vegetables | ISM Trends | Retail Tech & Store Design (Catering Concepts, Shopfitting, Lighting, Refrigeration Technology)		**Special** Sustainability	
6	**06.02.**	**27.01.**	Organic Trends	RR Mecklenburg-Western Pomerania **CD: 23.12.2025**	Biofach Preview Spielwarenmesse Trade Fair News ISM Trade Fair News	Fruit Logistica | Berlin 04.02.–06.02. Creativeworld | Frankfurt 06.02.–09.02. Ambiente | Frankfurt 06.02.–10.02. Christmasworld | Frankfurt 06.02.–10.02. MMM-Kongress | Munich 08.02.–10.02.
7	**13.02.**	**03.02.**	Fitness & Protein Products		**Focus** Retail Tech & Store Design | EuroSHOP Preview **CD: 23.01.** Fruit Logistica Trade Fair News Ambiente | Christmasworld | Creativeworld Trade Fair News	Biofach | Nuremberg 10.02.–13.02.

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8	**20.02.**	**10.02.**	BBQ	RR Great Britain **CD: 09.01.**	Biofach Trade Fair News	fish international | Bremen 22.02.–24.02. EuroSHOP | Dusseldorf 22.02.–26.02. EuroCIS | Dusseldorf 22.02.–26.02.
	20.+23.02.	**23.01.**	**LZ Special Newsletter** Retail Tech & Store Design I+II			
	24.02.	**03.02.**	**LZ direkt Whitepaper** Retail Tech & Store Design			
9	**27.02.**	**17.02.**	Snacks & Convenience I		EuroSHOP Trade Fair News	
LZ DIREKT **03|26**	**02.03.**	**02.02.**	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	**06.03.**	**24.02.**	Alcoholic Beverages	RR North America **CD: 23.01.**	ProWein Preview	**LZ Private Label Day | Frankfurt 03.03.** Internationale Eisenwarenmesse | Cologne 03.03.–06.03. light+building | Frankfurt 08.03.–13.03.
11	**13.03.**	**03.03.**	Frozen Food & Ice Cream I	RR Berlin-Brandenburg **CD: 30.01.**		Olio Capitale | Triest 13.03.–15.03. Internorga | Hamburg 13.03.–17.03. ProWein | Dusseldorf 15.03.–17.03.
12	**20.03.**	**10.03.**	Non-alcoholic Beverages		**Focus** Logistics I | LogiMAT Preview **CD: 27.02.** Internorga Trade Fair News ProWein Trade Fair News	BEAUTY | Dusseldorf 20.03.–22.03.
	23.03.	**27.02.**	**LZ Special Newsletter** Logistics			
13	**27.03.**	**17.03.**			**Special** Football World Cup **CD: 06.03.**	**LZ Retail Media Day | Frankfurt März 2026** Alimentaria | Barcelona 23.03.–26.03. LogiMAT | Stuttgart 24.03.–26.03. IAW Internationale Aktionswaren- und Importmesse | Cologne 24.03.–26.03.
LZ DIREKT **04|26**	**01.04.**	**04.03.**	Meat & Sausage Products | Fish | Deli Products & Sauces | Chips & Snacks | Non-alcoholic Beverages | Beer & Mixed Drinks | Energy Drinks | Ice Cream | Spices | Vegan & Vegetarian Products (Meat, Fish & Milk Alternatives) | BBQ Accessories | Summerfestival		**Special** BBQ II **Special** Foodball World Cup	
14	**02.04.**	**23.03.**	Meat, Sausages & Alternatives I		LogiMAT Trade Fair News	
15	**10.04.**	**31.03.**		RR Nordic Countries **CD: 27.02.**		**LZ direkt Bildungsforum | Rheinböllen 08.04.–09.04.** Vinitaly | Enolitech | SOL | Agrifood | Verona 12.04.–5.04.

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LZ MEDIEN Topics & Deadlines 2026

LZ	PD	CD*	Ranges/Markets	RegionalReports	Feature Topics & Trade Fair Themes	Trade Fair & Exhibition Dates
16	17.04.	07.04.	Deli Products, Specialties & Spices			
17 LZ Copytest Packaging	24.04.	14.04.	Fish, Seafood & Alternatives	RR Benelux Countries **CD: 13.03.**	**Focus** Packaging I | Interpack Preview **CD: 02.04.**	**Molkerei Kongress |** **Munich 21.04.–22.04.** Hannover Messe | Hannover 20.04.–24.04. Handelslogistik Kongress | Bonn 21.04.–22.04. Seafood Expo Global | Barcelona 21.04.–23.04. CASH Handelsforum | St. Wolfgang 22.04.–24.04. LZ Health Day | Heidelberg 23.04. MLF Tagung | Schluchsee 26.04.–29.04.
	27.04.	02.04.	**LZ Special Newsletter** Packaging I			
18	30.04.	20.04.	Dairy Products, Cheese & Alternatives I	RR Switzerland **CD: 20.03.**	Seafood Expo Global Trade Fair News	
LZ DIREKT 05|26	04.05.	01.04.	Detergents & Cleaning Products | Cosmetics & Body Care | Hygieneproducts | Oral Care | Pet Food | Dairy Products | Tobacco Products | Back to School		**Special** Drugstore Products I	
19	08.05.	27.04.	Breakfast Products		**Focus** Private Label | PLMA Preview **CD: 17.04.**	EHI Payment Kongress | Bonn 05.05.–06.05. OMR | Hamburg 05.05.–06.05. interpack | Dusseldorf 07.05.–13.05.
	11.05.	17.04.	**LZ Special Newsletter** Private Label			
20	15.05.	04.05.				Tuttofood | Milano 11.05.–14.05. Interzoo | Nuremberg 12.05.–15.05.
21	22.05.	11.05.	Drugstore Products I (Cosmetics & Body Care, OTC)	RR North Rhine-Westphalia **CD: 10.04.**	PLMA Trade Fair News	PLMA | Amsterdam 19.05.–20.05.

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22	**29.05.**	**18.05.**		RR Bremen **CD: 17.04.**		THAIFEX – Anuga Asia | Bangkok 26.05.–30.05.
LZ DIREKT **06|26**	**01.06.**	**29.04.**	Convenience | Vegetarian & Vegan Products (Meat, Fish & Milk Alternatives) | Meat & Sausage Products | Frozen Products | Summer Drinks (Spirits, Beer, Non-Alcoholic Beverages, Cocktails)		**Supermarkt Stars –** The Finalists 2026 **Special** Summer Trends 2026	
23	**05.06.**	**26.05.**	Internationale Cuisine			**Nonfood Kongress | Frankfurt 02.06.–03.06.**
24 LZ Copytest Food/Nonfood	**12.06.**	**02.06.**		RR Central Germany: Saxony, Saxony-Anhalt and Thuringia **CD: 30.04.**	**Special** Sustainability **CD: 22.05.**	**Karriereforum | Frankfurt am Main 13.06.**
	15.06.	**22.05.**	**LZ Special Newsletter** Sustainability			
25	**19.06.**	**09.06.**	Baby & Child	RR Lower-Saxony **CD: 08.05.**	Digitalization in the Consumer Goods Industry **CD: 29.05.**	**Supermarkt Stars | Frankfurt 16.06.** spoga+gafa | Cologne 22.06.–24.06.
26	**26.06.**	**16.06.**			spoga+gafa Trade Fair News	K5 | Berlin 23.06.–24.06. BRANDmania | Essen 24.06.–25.06.
	30.06.	**09.06.**	**LZ direkt Whitepaper** Healthy Lifestyle			
LZ DIREKT **07|26**	**03.07.**	**05.06.**	Sweet Spreads | Deli Products & Sauces | Fitness & Proteins Products | Nonfood		**Supermarkt Stars –** The Winners 2026 **Special** Top-Marke 2026	
27	**03.07.**	**23.06.**	Bread & Baked Goods I		**Special** Top-Marke 2026 **CD: 12.06.**	
28 LZ Copytest RR Asia	**10.07.**	**30.06.**		RR Asia **CD: 03.06.**		
29	**17.07.**	**07.07.**	New Food & Plant based			
30	**24.07.**	**14.07.**				
31	**31.07.**	**21.07.**				Gamescom | Cologne 26.08.–30.08.
LZ DIREKT **08|26**	**03.08.**	**06.07.**	Bread & Baked Goods | Pet Food | Oktoberfest | Confectionery | Chips & Snacks | High-Tech Trends (Retail Tech & Store Design) | Halloween		**Special** Independant Merchants	

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32	07.08.	28.07.				
33	14.08.	04.08.	Snacks & Convenience II	RR Turkiye **CD: 03.07.**		
34	21.08.	11.08.				
35	28.08.	18.08.	Tobacco Products			
LZ DIREKT 09|26	01.09.	04.08.	Confectionery | Cheese | Wine, Sparkling Wine & Champagne | Spirits | Energy Drinks | Sustainability | Press Assortment | Winter BBQ | Tobacco Products		**Special** Christmas Business 2026	
36	04.09.	25.08.	Confectionery II	RR Bavaria **CD: 24.07.**		IFA | Berlin 04.09.–08.09.
37 LZ Copytest RR Italy	11.09.	01.09.	Frozen Food & Ice Cream II	RR Italy **CD: 31.07.**	IFA Trade Fair News	
	15.09.	25.08.	**LZ direkt Whitepaper** Shopfitting & POS Security			
38	18.09.	08.09.	Dairy Products, Cheese & Alternatives II	RR Baden-Wurttemberg **CD: 07.08.**	**Focus** Packaging II **CD: 28.08.**	InterTabac | Dortmund 15.09.–17.09. IAA Transportation | Hannover 15.09.–20.09. ECR-Tag | Bonn 16.09.–17.09.
	21.09.	28.08.	**LZ Special Newsletter** Packaging II			
39	25.09.	15.09.				DMEXCO | Cologne 23.09.–24.09.
LZ DIREKT 10|26	01.10.	03.09.	Meat & Sausages (incl. Service Counter) | Dairy Products | Frozen Food | Hot Beverages | Fitness & Protein Products		**Special** Innovations	
40	02.10.	22.09.	Meat, Sausages & Alternatives II (incl. Winter BBQ)			

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41	**09.10.**	**29.09.**	Spirits	RR France **CD: 28.08.**	Expo Real Trade Fair News	Expo Real | Munich 05.10.–07.10. Book Fair | Frankfurt 07.10.–11.10. Bar Convent | Berlin 12.10.–14.10.
42 LZ Copytest Logistics	**16.10.**	**06.10.**	Bread & Baked Goods II	RR South America **CD: 11.09.**	**Focus** Logistik II & Supply Chain Management **CD: 25.09.** Book Fair Trade Fair News	SIAL | Paris 17.10.–21.10.
	20.10.	**29.09.**	**LZ direkt Whitepaper** Check-Out Area			
43	**23.10.**	**13.10.**	Coffee & Tea			BVL Supply Chain CX | Berlin 21.10.–23.10.
44	**30.10.**	**20.10.**			**Special** Small and medium-sized enterprises – the backbone of the economy **CD: 09.10.**	
LZ DIREKT 11|26	**02.11.**	**05.10.**	Cosmetics & Body Care | Hygiene Products | Oral Care | Detergents & Cleaning Products | Cheese (Service Counter) | Vegan & Vegetarian Products | Beer | Sparkling Wine & Champagne		**Special** Drugstore Products II **Special** Veganuary	
	02.11.	**09.10.**	**LZ Special Newsletter** Small & Medium-Sized Enterprises			
45	**06.11.**	**27.10.**		RR Austria **CD: 25.09.**	**Goldener Zuckerhut Issue**	EHI techdays | Bonn 03.11.–04.11. **Goldener Zuckerhut | Berlin 05.11.–06.11.** LZ Innovation Day | Düsseldorf/Köln | November
46	**13.11.**	**03.11.**		RR Greece **CD: 02.10.**		BrauBeviale | Nuremberg 10.11.–12.11.
47	**20.11.**	**10.11.**	Raw Materials & Ingredients	RR Spain & Portugal **CD: 10.10.**		Handelskongress Deutschland | Berlin 18.11.–19.11.
48	**27.11.**	**17.11.**	Drugstore Products II (Detergents & Cleaning Products, Hygiene Products, Baby Products)		**Topic** Payment Transactions **CD: 06.11.**	all4pack | Paris 23.11.–26.11.
LZ DIREKT 12|26	**01.12.**	**03.11.**	Breakfast Products | Bread & Baked Goods | Checkout Area | Confectionery | Chips & Snacks | Pet food		**Special** Super Bowl	
49	**04.12.**	**24.11.**	Trends from the Internet		Trade Fair Year 2027	**LZ AI Day | Frankfurt Dezember 2026**
50	**11.12.**	**01.12.**				
51/52	**18.12.**	**08.12.**				

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

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

LZ MEDIEN

[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

LEBENSMITTEL ZEITUNG Data

Our excellent performance ensures your visibility among FMCG decision-makers

71,816
IVW total number incl. print and paid content[1]

52
journalists

987,130
visits per month[10]

58,271
newsletter recipients per workday[3]

88 min.
of digital use per week[4]

47,085
actually distributed weekly circulation on each Friday.[1]

95,746
visitors per week[5]

24,731
digital suscribers[1]

www.lebensmittelzeitung.net

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

100%
of the top 30 retail headquarters subscribe to LZ.[6]

76%
of users access LZ Digital at least once daily[4]

25,866
downloads & streams of LZ Audio News per month[9]

89%
chances of page impression print issue[2]

Ø 7
readers per copy[2]

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

77 %
of LZ digital users are also LZ readers.[4]

67% of them remind banners on LZ digital of the corresponding advertisements in LZ.[4]

Ø 52 min.
reading time per copy[2]

11.000
quotations made from LZ in 2024[7]

208,038
social media followers[8]

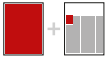
[1] IVW, Q2/2025. The new IVW total number counts usage opportunities of the media brand LZ at different touchpoints. Paid content counts users of protected online content
[2] LZ reader survey 2022 IFAK Institut, Taunusstein. Survey of main LZ readers. Readers per copy as estimated by primary reader.
[3] Recipients file LZ Newsletter, August 2025
[4] LZ Digital user survey 2024, target group retail, Karwath Marktforschung, Oldendorf.
[5] Piwik PRO, evaluation visitors per week, 01.01.2025–31.07.2025
[6] LZ sales analysis, January 2023
[7] Ubermetrics / Unicepta for 2024
[8] Follower of the LZ social media channels: facebook, instagram, X (formerly twitter), linkedIn, August 2025
[9] Audiorella, evaluation average download & streams per month, 01.05.2025–31.07.2025
[10] IVW, July 2025

LZ **Print** Rates and formats

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 **€29,800**



1/1 page
W: 280 mm x H: 440 mm **€26,350**

3/4 page horizontal
W: 280 mm x H: 330 mm **€21,800**

W: 280 mm x H: 300 mm **€20,000**

W: 280 mm x H: 250 mm **€17,300**

1/2 page horizontal
W: 280 mm x H: 220 mm **€15,500**

1/3 page horizontal
W: 280 mm x H: 150 mm **€11,950**

1/4 page horizontal
W: 280 mm x H: 110 mm **€9,700**

W: 280 mm x H: 70 mm **€7,300**
W: 280 mm x H: 40 mm **€4,700**

4-COLUMN

4/5 page corner
W: 224 mm x H: 440 mm **€23,100**

9/16 page corner
W: 224 mm x H: 310 mm **€22,450**

1/2 page corner
W: 224 mm x H: 275 mm **€19,300**

2/5 page corner
W: 224 mm x H: 220 mm **€12,800**

W: 224 mm x H: 150 mm **€9,850**
W: 224 mm x H: 100 mm **€7,650**
W: 224 mm x H: 50 mm **€4,700**

3-COLUMN

3/5 page corner
W: 167 mm x H: 440 mm **€18,200**

W: 167 mm x H: 350 mm **€14,700**
W: 167 mm x H: 300 mm **€13,000**

1/3 page corner
W: 167 mm x H: 250 mm **€11,950**

W: 167 mm x H: 200 mm **€9,850**
W: 167 mm x H: 150 mm **€8,300**
W: 167 mm x H: 100 mm **€6,650**
W: 167 mm x H: 50 mm **€3,600**

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 **€12,800**

W: 110 mm x H: 310 mm **€10,150**

1/4 page corner
W: 110 mm x H: 275 mm **€9,700**

1/5 page corner
W: 110 mm x H: 220 mm **€8,100**

W: 110 mm x H: 200 mm **€7,650**
W: 110 mm x H: 150 mm **€6,600**
W: 110 mm x H: 100 mm **€4,750**
W: 110 mm x H: 50 mm **€2,450**

1-COLUMN

1/5 page corner
W: 53 mm x H: 440 mm **€8,050**

W: 53 mm x H: 300 mm **€6,650**
W: 53 mm x H: 250 mm **€5,650**
W: 53 mm x H: 200 mm **€4,700**
W: 53 mm x H: 150 mm **€3,600**
W: 53 mm x H: 100 mm **€2,450**
W: 53 mm x H: 50 mm **€1,250**

10 % CROSS-MEDIA DISCOUNT*
Additional discount on all campaign-related print & digital insertions.

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..... **€33,300**
(pp. 5, 7, 9, 11, 13, 15 and U4) incl. title spot
W: 280 mm x H: 440 mm

1/1 page priority..... **€29,850**
(pp. 5, 7, 9, 11, 13, 15 and U4)
W: 280 mm x H: 440 mm

1/2 page horizontal priority..... **€19,350**
Page 3, W: 280 mm x H: 220 mm

1/3 page horizontal priority **€17,200**
Page 3, W: 280 mm x H: 150 mm

Title strip on title page **€11,350**
W: 280 mm x H: 40 mm

Title spot on title page **€5,550**
W: 49 mm x H: 50 mm

Text inset 100/1-column **€4,650**
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 **€65**

* 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 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 rotation each (no more than 3 partners per format)

	Bridge Ad	Digital 1ONE	Digital 2TWO	Digital 3THREE	Digital 4FOUR	Digital 5FIVE
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 / 120 x 600 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	✔	✔	✔	✔	x	x
LZ on Fridays	✔	✔	✔	✔	x	x
LZ Newsflash	✔	✔	x	x	x	x
Price	**€29,800**	**€26,350**	**€21,800**	**€15,500**	**€9,700**	**€8,300**

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

* 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.

LZ **Digital** Rates and formats

SOCIAL MEDIA PUSH

LinkedIn Post **€11,500**
Your individual post via the LinkedIn channel of LZ incl. paid traffic campaign
Runtime: 2 weeks

LinkedIn Post Combi benefit[1] **€7,650**

AUDIOSPONSORING/PODCAST PUSH

20-second audio commercial incl. shownotes **€5,100**

Podcast Combi benefit[1] **€3,100**
Runtime: 1 week

CONTENT FORMATS

Advertorial[2] ..... **€ 19,950**
Desktop, Mobil, Newsletter, Social Media
Duration: 2 weeks

Galery Sponsoring **€4,790**
Your banner in the picture galleries of LZ.net
Duration: 4 weeks

Text ad 1–2 ..... **€4,700**
In the Afternoon LZ Newsletter, max. 430 characters
Runtime: 1 week

Product entry **€1,700**
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.

[1] Only valid in combination with a booked display format (DIGITAL 1–5) or content format (Advertorial).
[2] 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 TECH TRENDS NEWSLETTER (every Tuesday)

Maxi-Banner Top **€2,100**
Maxi-Banner **€1,700**
Text ad **€1,500**

LZ SPECIAL NEWSLETTER

Maxi-Banner Top **€3,850**
Maxi-Banner 2–3 ..... **€3,050**
Text ad 1–3 ..... **€2,720**

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

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 digital team will be happy to advise you on other individual forms of advertising. Please feel free to contact us! **digital@lebensmittelzeitung.net**

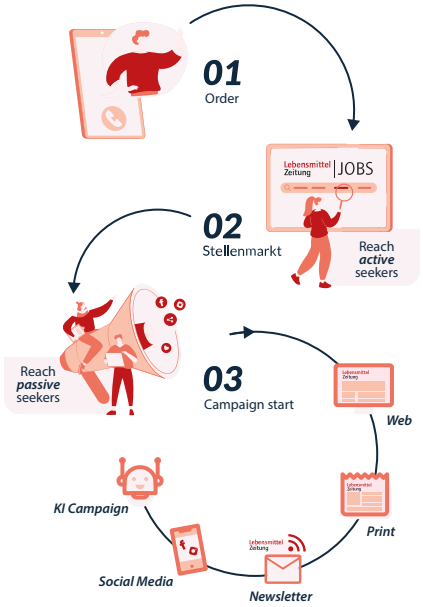
LZ MEDIEN **Services** We are here for you!

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

MEDIA CONSULTING	MARKET RESEARCH	CREATION	POSITIONING	REPORTING
First meeting and briefing	Profit from our strong retail panels *POS Profi Club* and *LZ Experten-kreis Handel*	Creation of first creative impulses	Optimal positioning of your campaign in the LZ MEDIEN	Application of advertising impact tools to measure your communication success
Definition of your communication goals and derivation of the next steps	Elevation of exclusive insights about your company and your products	Creation of your B2B campaign or individual communication assets: texts, slogans, print ads, social media, advertorials, banner (html 5), landing pages	Application of the communication strategy	Transparent overview of your communication performance incl. reporting
	Advice from our Market Research Department			

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

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.

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.

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!

Employer branding – advertisements and banners in Lebensmittel Zeitung
Use the reach and formats of Lebensmittel Zeitung for your needs Employer branding communication.

Talk2Work Podcast
We make employers and their job offers audible! With great attention to detail and medium, we produce authentic and emotional listening experiences.

LZ DIREKT
Print and Digital

100 % POINT OF SALE

Obtain direct access to the POS community. Target key staff and decisionmakers 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 MEDIEN

LZ DIREKT Key facts

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

64,918
circulation actually distributed monthly[1]

10
journalists + content creators

22,308
newsletter recipients every tuesday[7]

www.lzdirekt.de

35,637
visits LZ direkt Digital[5]

Ø 8.1
readers per copy[2]

55%
of LZ direkt print readers are owners or store managers[2]

7,126
visitors per week LZ direkt Digital[6]

92 %
of LZ direkt circulation is in retail[3]

77 %
chances of page impression[2]

91 %
of readers confirm: ads that run in LZ direkt arouse their interest in the products or campaigns advertised.[2]

87 %
of the independent retailers of EDEKA and REWE receive LZ direkt[3]

49 min.
reading time per copy[2]

42 min.
of LZ direkt Digital access per week[4]

85%
of LZ direkt digital readers have access to product orders[4]

16,026
social media followers[8]

[1] IVW, Q2/2025
[2] LZ direkt reader survey 2025, IFAK Institut, Taunusstein. Readers per copy as estimated by respondents.
[3] LZ sales analysis, November 2024
[4] LZ direkt Digital user survey 2021, retail target group, Karwath Marktforschung, Oldendorf.
[5] Piwik PRO, average visits per month, 01.01.2025–31.07.2025
[6] Piwik PRO, average visitors per week, 01.01.2025–03.08.2025
[7] Recipient file LZ direkt Newsletter, August 2025
[8] Follower of the LZ direkt social media channels: facebook, instagram, X (formerly twitter), linkedIn, August 2025

LZ DIREKT **Print** Rates and formats

2/1 page **€45,350**
Print space W: 464 mm x H: 300 mm
Bleed* W: 500 mm x H: 340 mm

1/1 page **€23,400**
Print space B: 220 mm x H: 300 mm
Bleed* W: 250 mm x H: 340 mm

3/4 page horizontal **€19,250**
Print space W: 220 mm x H: 225 mm
Bleed* W: 250 mm x H: 247 mm

2/3 page horizontal **€17,750**
Print space W: 220 mm x H: 200 mm
Bleed* W: 250 mm x H: 222 mm

2/3 page corner **€17,750**
Print space W: 147 mm x H: 300 mm
Bleed* W: 165 mm x H: 340 mm

1/2 page horizontal **€13,500**
Print space W: 220 mm x H: 150 mm
Bleed* W: 250 mm x H: 172 mm

1/2 page corner **€13,500**
Print space W: 107 mm x H: 300 mm
Bleed* W: 125 mm x H: 340 mm

1/2 page corner **€13,500**
Print space B: 163 mm x H: 200 mm
Bleed* W: 181 mm x H: 222 mm

1/3 page horizontal **€10,300**
Print space W: 220 mm x H: 100 mm
Bleed* W: 250 mm x H: 122 mm

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

1/3 page corner **€10,300**
Print space W: 107 mm x H: 200 mm
Bleed* W: 125 mm x H: 222 mm

1/4 page horizontal **€8,450**
Print space W: 220 mm x H: 75 mm
Bleed* W: 250 mm x H: 97 mm

1/4 page corner **€8,450**
Print space W: 50 mm x H: 300 mm
Bleed* W: 68 mm x H: 340 mm

1/4 page corner **€8,450**
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 **€49,300**
(U2 and page 3)
Print space W: 464 mm x H: 300 mm
Bleed* W: 500 mm x H: 340 mm

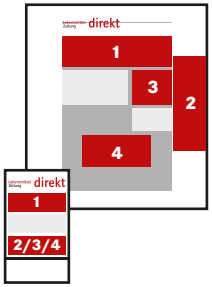
1/1 page priority **€24,650**
(1st or 2nd right-hand page, U4)
Print space W: 220 mm x H: 300 mm
Bleed* W: 250 mm x H: 340 mm

1/1 page editorial **€24,650**
(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 NEWSLETTER[1]
Digital placements of 4 weeks each, exclusively



DIGITAL 1ONE **€9,150**
940 x 300 px (desktop) / 300 x 120 px (mobile)
520 x 200 px (newsletter)

DIGITAL 2TWO **€8,320**
max. 400 x 800 px / 120 x 600 px (desktop/sticky)
300 x 600 px (mobile/scrollover)
520 x 200 px (newsletter)

DIGITAL 3THREE **€6,650**
300 x 250 px (desktop) / 300 x 250 px (mobile)
520 x 200 px (newsletter)

DIGITAL 4FOUR **€5,550**
617 x 250 px (desktop) / 300 x 250 px (mobile)
520 x 200 px (newsletter/optional: 300x250 px)

CONTENTFORMATS
Sponsored Post/Advertorial[2] **€12,850**
desktop, mobile, newsletter, social media
Runtime: 2 weeks

SOCIAL MEDIA
Meta Push **€9,500**
Meta Push Combi benefit[3] **€6,450**
Runtime: 2 weeks

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**

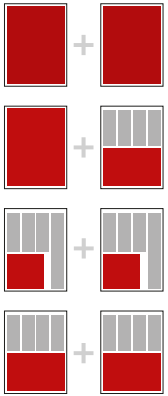
Please visit our website for more information:
www.lzmedia.net/lzd/printformats
www.lzmedia.net/lzd/digitalformats

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

COMBINED ADVERTISING PACKAGES
LZ & LZ DIREKT



Large package **€45,900**
1/1 page Lebensmittel Zeitung
1/1 page LZ direkt

Medium package **€37,700**
1/1 page Lebensmittel Zeitung
1/2 page LZ direkt

Small corner package **€31,700**
1/2 page Lebensmittel Zeitung
1/2 page LZ direkt

Small horizontal package **€27,900**
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
LZ direkt Issue xx
Ernst-Günter-Albers-Straße 13
25704 Meldorf

[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.
[3] 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 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 vocationals training institutions

Further information and cooperation opportunities can be found at:
www.lzmedien.net/lernwelt

LZ MEDIEN Volume discounts/technical details

VOLUME DISCOUNT*

From	€15,200	3%
From	€28,700	5%
From	€52,600	7%
From	€79,000	10%
From	€131,700	12%
From	€158,000	15%
From	€184,400	18%
From	€210,700	20%
From	€237,100	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 ± 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.

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

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

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

Our general terms and conditions are available here: www.dfv.de/en/agb

LZ MEDIEN Contacts

LZ MEDIEN NATIONAL

PUBLISHING DIRECTOR

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

MEDIA CONSULTING

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

Head of Digital Sales
Barbara Cannawurf
Phone +49 69 7595 1615
cannawurf@lebensmittelzeitung.net

Senior Product Manager Digital
Ludwig Hinkel
Phone +49 69 75 95 2536
hinkel@lebensmittelzeitung.net

Product & Sales Manager Digital
Arif Uralp
Phone +49 69 7595 2538
uralp@lebensmittelzeitung.net

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

Head of Market & Media Research
Hilke Waas
Phone +49 69 7595 1957
waas@lebensmittelzeitung.net

KEY ACCOUNT DIRECTORS
Your direct contacts for your region

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

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

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

Nielsen 3a, 6 + 7
Michael Forst
Phone +49 69 7595 1763
forst@lebensmittelzeitung.net

Nielsen 3b, Nonfood
Janina Zessin
Phone +49 69 7595 2544
zessin@lebensmittelzeitung.net

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

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

Christina Bissinger
Phone +49 69 7595 1768
bissinger@lebensmittelzeitung.net

Alida Rizzo
Phone +49 69 7595 2546
rizzo@lebensmittelzeitung.net

LZ direkt Lernwelt
Nicole Grohmann
Phone +49 69 7595 2547
grohmann@lebensmittelzeitung.net

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

Fatma Örgü
Phone +49 69 7595-3259
oergue@cp.jobs

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

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

LZ MEDIEN INTERNATIONAL

KEY ACCOUNT DIRECTORS INTERNATIONAL

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

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

Sales Manager International
Christina Scheppert
Phone +49 69 7595 2543
scheppert@lebensmittelzeitung.net

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

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

All media information in German:
www.lzmedien.net

LZ MEDIEN Mainzer Landstraße 251 | 60326 Frankfurt am Main |
Postal address: 60264 Frankfurt a. M. | Amtsgericht Frankfurt am Main | HRB 8501