Lebensmittel Zeitung

Lebensmittel Zeitung direkt

MEDIA KIT 2027

MEDIEN

LZ MEDIEN Topics & Deadlines 2027

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	Reports	Feature Topics & Trade Fair Themes	Trade Fair & Exhibition Dates
LZ DIREKT 01|27	04.01.	01.12.2026	Frozen Foods | Convenience Foods | Vegan & Vegetarian Products | Flowers & Plants | Spring (Easter, Asparagus, etc.) | Promotional Calendar 2027, incl. Sporting Events		**Special** Confectionery (incl. Süßer Stern)	
1	08.01.	28.12.2026			Grüne Woche Preview **CD: 20.11.26**	
2	15.01.	05.01.	Fresh & Plant-Based (Vegan & Vegetarian, Leading up to Fruit Logistica)			NRF Retail's Big Show | New York City 10.01.–12.01. Marca | Bologna 13.01.–14.01. Grüne Woche | Berlin 15.01.–24.01.
3	22.01.	12.01.			**Focus** Nonfood **CD: 08.01.**	Sirha | Lyon 21.01.–25.01.
	25.01.	08.01.	**LZ Special Newsletter** Nonfood			
	26.01.	05.01.	**LZ direkt Whitepaper** Fruits & Vegetables			
4	29.01.	19.01.	Confectionery I		ISM Preview	Creativeworld | Frankfurt 29.01. –01.02. Ambiente | Frankfurt 29.01.–02.02. Christmasworld | Frankfurt 29.01.–02.02. ISM | ISM Ingredients | ISM Manufacturing | Cologne 31.01.–03.02.
LZ DIREKT 02|27	01.02.	04.01.	Organic & Regional | Sustainability | Fruits & Vegetables | ISM Trends | Retail Tech & Store Design (Dining Concepts, Shopfitting, Lighting, Refrigeration Technology)		**Focus** Health | Fitness & Proteins	
5	05.02.	26.01.	Snacks & Convenience I	Mecklenburg-Western Pomerania **CD: 23.12.**	ISM Trade Fair News Ambiente | Christmasworld | Creativeworld Trade Fair News	Spielwarenmesse | Nuremberg 02.02.–06.02. Fruit Logistica | Berlin 03.02.–05.02.
6	12.02.	02.02.	Organic & Regional	Ireland **CD: 05.01.**	**Focus** Retail Tech | EuroCIS Preview **CD: 22.01.** Biofach Preview | Fruit Logistica Trade Fair News | Spielwarenmesse Trade Fair News	MMM Congress | Munich 14.02.–16.02.
	15.02.	22.01.	**LZ Special Newsletter** Retail Tech | EuroCIS			
	17.02.	28.01.	**LZ direkt Whitepaper** Retail Tech & Store Design			

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7 LZ Copytest Food/Nonfood	**19.02.**	**09.02.**	BBQ		EuroCIS Trade Fair News Biofach Trade Fair News	EuroCIS | Dusseldorf 16.02.–18.02. Biofach | Nuremberg 16.02.–19.02.
8	**26.02.**	**16.02.**	Alcoholic Beverages		ProWein Preview	Anuga FoodTec | Cologne 23.02.–26.02. Eurovino | Karlsruhe 28.02.–01.03. SOL Expo | Verona 28.02.–02.03.
LZ DIREKT **03|27**	**01.03.**	**01.02.**	Breakfast Products | Bread & Baked Goods | Hot Beverages | Detergents & Cleaning Products | Wine, Sparkling Wine & Spirits (ProWein) | Confectionery (incl. ISM)		**Special** Top Innovations 2027 **Special** BBQ I	
9	**05.03.**	**23.02.**				**LZ Private Label Day | Frankfurt 02.03.** ProWein | Dusseldorf 07.03.–09.03.
10 LZ Copytest Logistics	**12.03.**	**02.03.**	Frozen Foods & Ice Cream I	Berlin-Brandenburg **CD: 29.01.**	**Focus** Logistics I | LogiMAT Preview **CD: 19.02.** ProWein Trade Fair News	CCE International | Munich 09.03.–11.03. IAW Internationale Aktionswaren- & Importmesse | Cologne 09.03.–11.03. Olio Capitale | Trieste 12.03.–14.03. Internorga | Hamburg 12.03.–16.03.
	15.03.	**19.02.**	**LZ Special Newsletter** Logistics I			
11	**19.03.**	**09.03.**	Non-Alcoholic Beverages	North America **CD: 05.02.**	Internorga Trade Fair News	LogiMAT | Stuttgart 16.03.–18.03.
12	**25.03.**	**15.03.**	Fitness & Protein Products		LogiMAT Trade Fair News	
LZ DIREKT **04|27**	**01.04.**	**02.03.**	Meat & Sausage Products | Fish | Delicacies & Sauces | Chips & Snacks | Non-Alcoholic Beverages | Beer & Mixed Drinks | Energy Drinks | Ice Cream | Spices | Vegan & Vegetarian Products (Meat, Fish, & Dairy Alternatives) | BBQ Accessories | Summer Festivals | Back-to-School		**Special** BBQ II	
13	**02.04.**	**19.03.**	Meat, Sausage & Alternatives I			**LZ direkt Bildungsforum | Rosbach 31.03.–01.04.**
14	**09.04.**	**30.03.**		Nordic Countries **CD: 26.02.**		Hannover Messe | Hannover 05.04.–08.04. FIBO | Cologne 08.04.–11.04. BEAUTY | Dusseldorf 09.04.–11.04. VINITALY|Enolitech | Verona 11.04.–14.04.
15	**16.04.**	**06.04.**	Delicacies, Specialties & Spices			**LZ Health Day | Cologne 15.04.**

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LZ MEDIEN Topics & Deadlines 2027

LZ	PD	CD*	Ranges/Markets	Reports	Feature Topics & Trade Fair Themes	Trade Fair & Exhibition Dates
16	**23.04.**	**13.04.**	Fish, Seafood & Alternatives		**Focus** Packaging I **CD: 02.04.**	EHI Payment Congress	Bonn 20.04.–21.04. Seafood Expo Global	Barcelona 20.04.–22.04. **CASH Retail Forum	St. Wolfgang** **21.04.–23.04.** MLF Conference	Cologne 25.04.–28.04. transport logistic	Munich 26.04.–29.04. **LZ Molkerei Kongress	Munich** **27.04.–28.04.**
	26.04.	**02.04.**	**LZ Special Newsletter** Packaging I			
17	**30.04.**	**20.04.**	Dairy Products, Cheese & Alternatives I	Benelux **CD: 19.03.**	Seafood Expo Global Trade Fair News	
LZ DIREKT **05|27**	**03.05.**	**05.04.**	Detergents & Cleaning Products | Cosmetics & Personal Care | Hygiene Products | Oral Care | Dietary Supplements | Pet Food | Dairy Products | Tobacco Products | Fitness & Proteins		**Special** Drugstore I **Special** Sustainability	
18	**07.05.**	**26.04.**			**Special** Sustainability **CD: 16.04.**	OMR | Hamburg 03.05.–05.05. **LZ Nonfood Kongress	Frankfurt** **04.05.–05.05.** CIBUS International Food Exhibition | Parma 04.05.–06.05.
	10.05.	**16.04.**	**LZ Special Newsletter** Sustainability			
19	**14.05.**	**03.05.**		Switzerland **CD: 02.04.**	**Focus** Private Labels | PLMA Preview **CD: 23.04.**	
	18.05.	**23.04.**	**LZ Special Newsletter** Private Labels			
20	**21.05.**	**10.05.**	Drugstore I (Cosmetics, Personal Care, OTC)	North Rhine-Westphalia **CD: 09.04.**		
21	**28.05.**	**18.05.**	Breakfast	Bremen **CD: 16.04.**	PLMA Trade Fair News	PLMA | Amsterdam 25.05.–26.05. THAIFEX–Anuga Asia | Bangkok May 25.05.–29.05.

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LZ DIREKT 06|27	**01.06.**	**29.04.**	Convenience | Vegetarian & Vegan Products (Meat, Fish, & Dairy Alternatives) | Meat & Sausage Products | Frozen Foods | Summer Drinks (Spirits, Beer, Non-Alcoholic Beverages, Cocktails)		**Supermarkt Stars -** The 2027 Finalists **Special** Summer Trends 2027	
22	**04.06.**	**24.05.**	International Cuisine			**Karriereforum | Frankfurt 05.06**
23	**11.06.**	**01.06.**		Central Germany: Saxony, Saxony-Anhalt & Thuringia **CD: 29.04.**		
24	**18.06.**	**08.06.**	Baby & Child	Lower Saxony **CD: 07.05.**	**Focus** Digitalization in the Consumer Goods Industry **CD: 28.05.**	HDE Sustainability & Retail Summit | Berlin 16.06.
25	**25.06.**	**15.06.**				**Supermarkt Stars | Frankfurt 22.06.** K5 | Berlin 22.06.–23.06. BRANDmania | Essen 23.06.–24.06.
26	**02.07.**	**22.06.**			**Special Feature:** Top-Marke 2027 **CD: 11.06.**	all4pack | Paris 29.06.–01.07.
LZ DIREKT 07|27	**09.07.**	**11.06.**	Sweet Spreads | Delicacies & Sauces | Nonfood | Air Fryer Products		**Supermarkt Stars -** The Winners of 2027 **Special** Top-Marke 2027	
27	**09.07.**	**29.06.**	Bread & Baked Goods I	Asia **CD: 28.05.**		
28	**16.07.**	**06.07.**	New Food & Plant based			
29	**23.07.**	**13.07.**				
30	**30.07.**	**20.07.**				
LZ DIREKT 08|27	**02.08.**	**05.07.**	Bread & Baked Goods | Oktoberfest | Confectionery | Chips & Snacks | High-Tech Trends (Retail Tech & Store Design) | Halloween		**Special** Independent Merchants	
31	**06.08.**	**27.07.**				
32	**13.08.**	**03.08.**	Snacks & Convenience II	Turkiye **CD: 02.07.**		
33	**20.08.**	**10.08.**				
34	**27.08.**	**17.08.**	Tobacco & Nicotine Products			Gamescom | Cologne 23.08.–29.08.
LZ DIREKT 09|27	**01.09.**	**04.08.**	Confectionery | Cheese | Wine, Sparkling Wine, Champagne & Spirits (incl. non-alcoholic) | Energy Drinks | Winter BBQ | Tobacco Products		**Special** Christmas Business 2027	
35	**03.09.**	**24.08.**	Confectionery II			IFA | Berlin 03.09.–07.09.

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36	**10.09.**	**31.08.**	Frozen Foods & Ice Cream II	Bavaria **CD: 30.07.**	spoga+gafa Trade Fair News	spoga+gafa | Cologne, 07.09.–09.09. IAA Mobility | Munich, 07.09.–12.09.
37 **LZ Copytest Packaging**	**17.09.**	**07.09.**		Italy **CD: 06.08.**	**Focus** Packaging II | FACHPACK Preview **CD: 27.08.**	InterTabac | Dortmund 14.09.–16.09.
	20.09.	**27.08.**	**LZ Special Newsletter** Packaging II			
	21.09.	**01.09.**	**LZ direkt Whitepaper** Store Design & POS Security			
38	**24.09.**	**14.09.**	Spirits	Baden-Wurttemberg **CD: 13.08.**		NRF Europe | Paris 20.09.–23.09. FACHPACK | Nuremberg 21.09.–23.09. DMEXCO | Cologne 22.09.–23.09. ECR iN MOTiON | Bonn 29.09.–30.09.
LZ DIREKT **10|27**	**01.10.**	**03.09.**	Meat & Sausage Products (incl. Service Counter) | Dairy Products | Frozen Foods | Hot Beverages | Fitness & Proteins | International Specialties		**Special** Innovations | Anuga	
39	**01.10.**	**21.09.**	Dairy Products, Cheese & Alternatives II	South America **CD: 20.08.**	Anuga Preview	
	01.10. + 04.10.	**21.09.**	**LZ Special Newsletter** Anuga **I + II**			
40 **LZ Copytest France**	**08.10.**	**28.09.**	Meat, Sausage & Alternatives II (incl. Winter BBQ)	France **CD: 27.08.**	Expo Real Trade Fair News	Bar Convent | Berlin 04.-05.10. Expo Real | Munich 04.10.–06.10 Book Fair | Frankfurt 06.10.–10.10. ANUGA | Cologne 09.10 –13.10.
41	**15.10.**	**05.10.**	Bread & Baked Goods II		**Focus** Logistics II & Supply Chain Management **CD: 24.09.** Book Fair News Anuga Follow-up Report	
	18.10.	**24.09.**	**LZ Special Newsletter** Logistics II			
42	**22.10.**	**12.10.**	Coffee & Tea			BVL Supply Chain CX | Berlin 20.-21.10.
	26.10.	**05.10.**	**LZ direkt Whitepaper** Checkout-Zone			

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43	**29.10.**	**19.10.**			**Special** The shelf of the future - What will sell tomorrow? **CD: 08.10.**	
LZ DIREKT 11|27	**01.11.**	**04.10.**	Cosmetics & Personal Care | Hygiene Products | Oral Care | Detergents & Cleaning Products | Cheese (Service Counter) | Vegan & Vegetarian Products | Beer | Sparkling Wine & Champagne | Anuga New Products		**Special** Drugstore II **Special** Veganuary & Health	
	02.11.	**08.10.**	**LZ Special Newsletter** The Shelf of the Future			
44	**05.11.**	**26.10.**		Austria **CD: 24.09.**	**Goldener Zuckerhut Issue**	**Goldener Zuckerhut | Berlin** **04.11.–05.11.**
45 LZ Copytest Greece	**12.11.**	**02.11.**		Greece **CD: 01.10.**		BrauBeviale | Nuremberg 09.11.–11.11. EHI techdays | Bonn 09.11.–10.11
46	**19.11.**	**09.11.**	Raw Materials & Ingredients	Spain & Portugal **CD: 08.10.**		German Trade Congress | Berlin 17.11.–18.11.
47	**26.11.**	**16.11.**	Drugstore II (Detergents & Cleaning Products, Hygiene, Baby Products)		**Focus** Payment Transactions **CD: 05.11.**	
LZ DIREKT 12|27	**01.12.**	**03.11.**	Breakfast | Bread & Baked Goods | Checkout Area | Confectionery | Chips & Snacks | Pet Food		**Special** Super Bowl	
48	**03.12.**	**23.11.**	Trends from the Web		Trade Fair Year 2028	
	06.12.	**16.11.**	**LZ direkt Whitepaper** Healthy Lifestyle			
49	**10.12.**	**30.11.**				
50	**17.12.**	**07.12.**				
51-52	**23.12.**	**13.12.**				

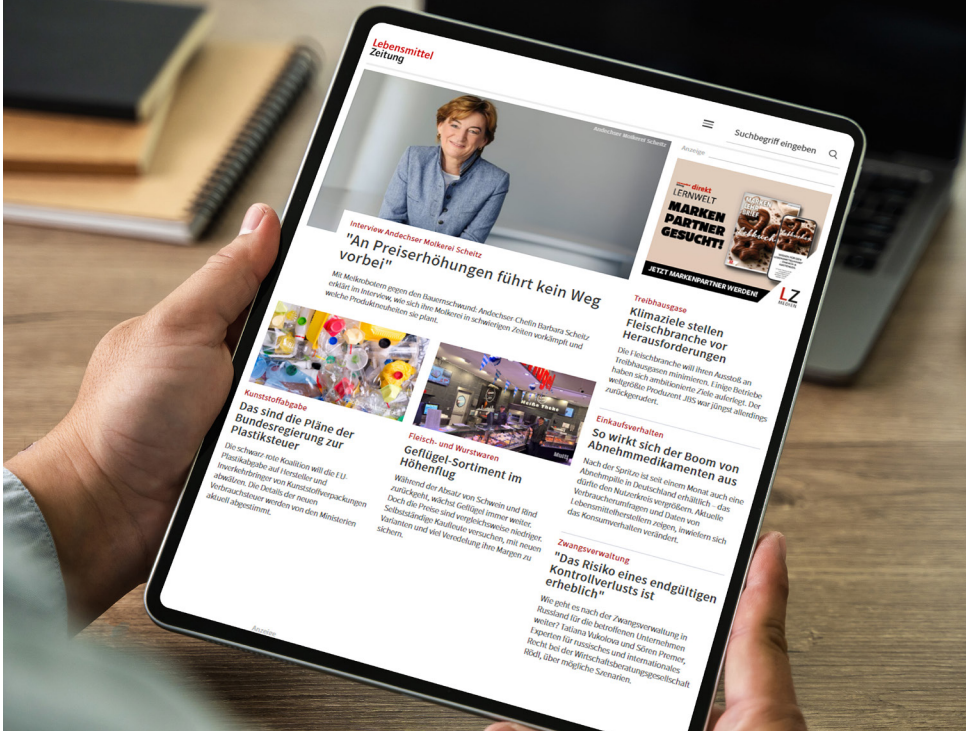
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LEBENSMITTEL ZEITUNG
Print and Digital

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/lebensmittelzeitung



100%
of the top 30 retail head quarters subscribe to LZ.[2]

Nearly all **management at the top 10 retail enterprises** subscribe to LZ digital channels or an LZ Newsletter.[3]

Nearly all **purchasing managers at the top 15 retail enterprises** subscribe to LZ digital channels or are signed up for the LZ Newsletter.[3]

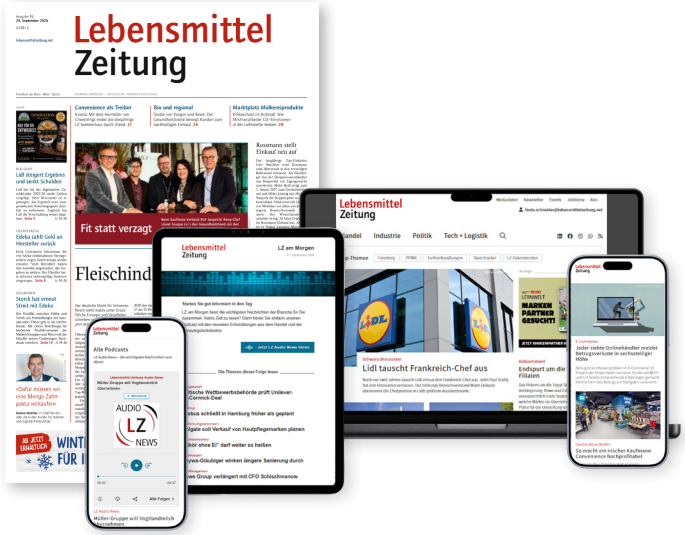
[1] Senior management, managing directors, category management, purchasing, sales and marketing managers and those responsible for IT and logistics, management closely involved with sales, and independent retailers. LZ reader survey 2022, IFAK Institut, Taunusstein, A survey of the main LZ readers as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

[2] EHI Retail Institute, LZ sales analysis, June 2026

[3] LZ sales analysis, June 2026

LEBENSMITTEL ZEITUNG Data

Our excellent performance ensures your visibility among FMCG decision-makers



69,501
IVW total number incl. print and paid content[1]

22,450
digital suscribers[1]

47,051
actually distributed weekly circulation on each Friday[1]

56,230
newsletter recipients per workday[4]

52 min.
reading time per copy[2]

221,465
social media followers[5]

Ø 7
readers per copy[2]

23,572
downloads & streams of LZ Audio News per month[6]

114,987
visitors per week[3]

[1] IVW, Q2/2026. 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] Piwik PRO, evaluation visitors per week, 01.01.2026 - 31.08.2026
[4] Recipients file LZ Newsletter, September 2026
[5] Follower of the LZ social media channels: facebook, instagram, X, LinkedIn, September 2026
[6] Audiorella, evaluation average download & streams, August 2026

LZ **Print** Rates and formats

2/1 page
W: 591 mm x H: 440 mm **€51,500**



5-COLUMN

1/1 page incl. title spot
W: 281 mm x H: 440 mm
Title: W: 49 mm x H: 50 mm **€29,900**



1/1 page
W: 281 mm x H: 440 mm **€26,600**



1/2 page horizontal
W: 281 mm x H: 220 mm **€15,700**



1/3 page horizontal
W: 281 mm x H: 150 mm **€12,100**



1/4 page horizontal
W: 281 mm x H: 110 mm **€9,800**



W: 281 mm x H: 40 mm **€4,750**

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

See page 20 for information on volume discounts and technical details.

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

4-COLUMN

Junior page
W: 224 mm x H: 310 mm **€22,700**



1/2 page corner
W: 224 mm x H: 275 mm **€19,500**



2/5 page corner
W: 224 mm x H: 220 mm **€12,950**



W: 224 mm x H: 150 mm **€9,950**

3-COLUMN

3/5 page
W: 167 mm x H: 440 mm **€18,400**



1/3 page corner
W: 167 mm x H: 250 mm **€12,100**



W: 167 mm x H: 200 mm **€9,950**

2-COLUMN

1/4 page corner
W: 110 mm x H: 275 mm **€9,800**



1/5 page corner
W: 110 mm x H: 150 mm **€6,700**



W: 110 mm x H: 100 mm **€4,800**
W: 110 mm x H: 50 mm **€2,500**

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

LZ Print Further print formats

PRIORITY PLACEMENTS
(no right to cancel)

1/1 page priority **€33,650**
(pp. 5, 7, 9, 11, 13, 15 and U4) incl. title spot
W: 281 mm x H: 440 mm

1/1 page priority **€29,950**
(pp. 5, 7, 9, 11, 13, 15 and U4)
W: 281 mm x H: 440 mm

1/2 page horizontal priority . **€19,500**
Page 3, W: 281 mm x H: 220 mm

1/3 page horizontal priority . **€17,400**
Page 3, W: 281 mm x H: 150 mm

Title strip on title page **€11,450**
W: 281 mm x H: 40 mm

Title spot on title page ..... **€5,600€**
W: 49 mm x H: 50 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 .../2027“
Delivery no later than the
advertising deadline

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

See page 20 for information on volume discounts and technical details.

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

LZ MEDIEN Print
Combined advertising packages

COMBINED ADVERTISING PACKAGES
LZ & LZ DIREKT

Large package **€46,400**
1/1 page Lebensmittel Zeitung
1/1 page LZ direkt



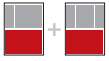
Medium package **€38,100**
1/1 page Lebensmittel Zeitung
1/2 page LZ direkt



Small corner package **€32,100**
1/2 page Lebensmittel Zeitung
1/2 page LZ direkt



Small horizontal package **€28,300**
1/2 page Lebensmittel Zeitung
1/2 page LZ direkt



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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)

	WEBSITE (DESKTOP & MOBILE)	LZ NEWSLETTER IN THE AFTERNOON	LZ NEWSLETTER IN THE MORNING	LZ NEWSLETTER ON FRIDAYS	LZ NEWSFLASH	PRICE
BRIDGE AD **Desktop:** 980 x 150 px / 400 x 800 px **Mobile:** 300 x 150 px / 300 x 600 px **Newsletter:** 520 x 200 px	✓	✓	✓	✓	✓	€29,900
DIGITAL 1ONE **Desktop:** 940 x 300 px **Mobile:** 300 x 150 px **Newsletter:** 520 x 200 px	✓	✓	✓	✓	✓	€26,600
DIGITAL 2TWO **Desktop:** max. 400 x 800 px (sticky) **Mobile:** 300 x 600 px (scrollover) **Newsletter:** 520 x 200 px	✓	✓	✓	✓	–	€21,950
DIGITAL 3THREE **Desktop:** 300 x 250 px **Mobile:** 300 x 250 px **Newsletter:** 520 x 200 px	✓	✓	✓	✓	–	€15,700
DIGITAL 4FOUR **Desktop:** 617 x 250 px **Mobile:** 300 x 250 px **Newsletter:** 520 x 200 px	✓	✓	–	–	–	€9,800
DIGITAL 5FIVE **Desktop:** 617 x 250 px **Mobile:** 300 x 250 px **Newsletter:** 520 x 200 px	✓	✓	–	–	–	€8,400

All prices gross plus VAT – prices less discounts according to volume scale as per media data on page 21 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 **€11,600**
Your individual post via the LinkedIn channel of LZ incl. paid traffic campaign
Runtime: 2 weeks

LinkedIn Post Combi benefit[1] **€7,560**

AUDIOSPONSORING/PODCAST PUSH

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

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

CONTENT FORMATS

Advertorial[2] **€20,150**
Desktop, Mobil, Newsletter, LinkedIn
Duration: 2 weeks

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

Text ad 1–2 ..... **€4,900**
In the Afternoon LZ Newsletter, max. 430 characters
Runtime: 1 week

Product entry **€1,800**
Unlimited duration

Please visit our website for more information:
www.lzmedia.net/lebensmittelzeitung.net

See page 21 for information volume discounts and technical details.

LZ TECH TRENDS NEWSLETTER (every Tuesday)

Maxi-Banner Top **€2,250**
Maxi-Banner **€1,800**
Text ad **€1,600**

LZ SPECIAL NEWSLETTER

Maxi-Banner Top **€3,900**
Maxi-Banner 2–3 ..... **€3,100**
Text ad 1–3 ..... **€2,800**

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

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**

[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 Media Kitchen

Consulting, creation, and implementation - all under one roof! Take advantage of LZ MEDIA KITCHEN's comprehensive consulting and creative services to ensure the optimal positioning and design of your B2B communications - from adapting and revising your media to creating your entire campaign from scratch.

CONSULTING & MARKET RESEARCH

Get your B2B communications on track – with sound advice, market research expertise, and fresh creative ideas.

ADAPTION & OPTIMIZATION

Upon request, we can adapt your existing promotional materials to new formats and optimize their design and message to suit your B2B target audience.

CONCEPTION & CREATION

We develop and design your B2B communications – from individual promotional materials to full-scale campaigns.

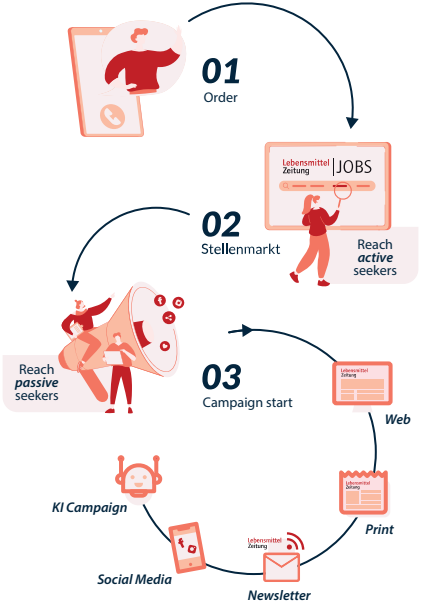
Please feel free to contact us if you'd like to learn more about our services!

Matthias Thelen | Marketing Director LZ MEDIA KITCHEN
+49 69 7595 2621 | thelen@lebensmittelzeitung.net

LZ MEDIA KITCHEN

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.

More information on possible possible advertising formats are available online: www.lzmedia.net



92%
of LZ direkt circulation is in retail.[1]

87%
of the independent retailers of EDEKA and REWE receive LZ direkt.[1]

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

85%
of LZ direkt digital readers have access to product orders.[2]

[1] LZ sales analyses, November 2024
[2] LZ direkt reader survey 2025, IFAK Institute, Taunusstein, Reader per copy as estimated by respondents.

LZ DIREKT Key facts

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



64,366
circulation actually distributed monthly[1]

37,972
visits LZ direkt digital[4]

Ø 8.1
readers per copy[2]

7,676
visitors per week LZ direkt digital[5]

49 min.
reading time per copy[2]

50 min.
of LZ direkt digital access per week[6]

24,232
newsletter recipients every tuesday[3]

18,623
social media followers[7]

[1] IVW, Q2/2026
[2] LZ direkt reader survey 2025, IFAK Institute, Taunusstein, readers per copy as estimated by respondents.
[3] LZ direkt recipients file, September 2026
[4] Piwik Pro, average sessions per month, 01.01.2026 - 31.08.2026
[5] Piwik Pro, average visits per week 01.01.2026 - 31.08.2026
[6] LZ direkt digital user survey 2026. retail targetgroup, Karwath Marktforschung, Oldendorf
[7] Follower of the LZ direkt social media channels: facebook, instagram, linkedin, X, September 2026

LZ DIREKT **Print** Rates and formats

2/1 page **€45,800**
Print space W: 464 mm x H: 300 mm
Bleed* W: 500 mm x H: 340 mm



1/1 page **€23,650**
Print space B: 220 mm x H: 300 mm
Bleed* W: 250 mm x H: 340 mm



1/2 page horizontal **€13,650**
Print space W: 220 mm x H: 150 mm
Bleed* W: 250 mm x H: 172 mm



1/2 page corner **€13,650**
Print space W: 107 mm x H: 300 mm
Bleed* W: 125 mm x H: 340 mm



1/3 page horizontal **€10,400**
Print space W: 220 mm x H: 100 mm
Bleed* W: 250 mm x H: 122 mm



1/3 page corner **€10,400**
Print space W: 73 mm x H: 300 mm
Bleed* W: 91 mm x H: 340 mm



1/4 page horizontal **€8,550**
Print space W: 220 mm x H: 75 mm
Bleed* W: 250 mm x H: 97 mm



1/4 page corner **€8,550**
Print space W: 50 mm x H: 300 mm
Bleed* W: 68 mm x H: 340 mm



1/4 page corner **€8,550**
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 **€49,800**
(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 **€24,900**
(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 **€24,900**
(to left of editorial)
Print space W: 220 mm x H: 300 mm
Bleed* W: 250 mm x H: 340 mm

SUPPLEMENTS

Supplement looseleaf insert **€20,780**
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

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

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

DIGITAL 3THREE **€6,700**
300 x 250 px (desktop) / 300 x 250 px (mobile)
520 x 200 px (newsletter)

DIGITAL 4FOUR **€5,600**
617 x 250 px (desktop) / 300 x 250 px (mobile)
520 x 200 px (newsletter/optional: 300x250 px)

CONTENTFORMATS
Sponsored Post/Advertorial[2] **€12,950**
desktop, mobile, newsletter, social media
Runtime: 2 weeks

SOCIAL MEDIA
Meta Push **€9,690**
Meta Push Combi benefit[3] **€6,500**
Runtime: 2 weeks

LZ DIREKT WHITEPAPER
1/1 page **€8,530**
1/2 page **€4,900**
Company profile **€3,000**
Combination 1/1 page + Company profile **€9,890**

You can find the topics and dates for the LZ direkt whitepaper in the topic overview starting on page 2 or at: www.lzmedia.net/whitepaper

LZ Media Sales Platform:
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

Please visit our website for more information: www.lzmedia.net/lzdirekt

See page 21 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.

[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

Make yourself unforgettable: With the LZ direkt Lernwelt.

With the LZ direkt Lernwelt, you can make your brand an integral part of training and continuing education in the food retail industry.

Using your brand as an example, we impart product and sales knowledge to trainees, emerging talent, and employees in the food retail sector. Hybrid learning ensures that knowledge is reinforced and your brand is firmly established.
This transforms traditional brand communication into relevant knowledge that the target audience actively applies every day.

MARKENLEHRBRIEFE
Compact product knowledge for training & career
The Markenlehrbriefe provide in-depth product and sales knowledge - presented in a practical way and tailored to the needs of the target audience.

E-TRAINING
Deepen your knowledge Interactively
E-trainings complement the Markenlehrbriefe with interactive content, knowledge quizzes, and multimedia elements.

Your benefits at a glance

EXCLUSIVE
Your brand is exclusively associated with a specific product category.

RELEVANT
You reach a clearly defined target audience from the retail sector.

CROSSMEDIA
Your brand is visual in print- and online learning materials.

VISIBILITY
Comprehensive crossmedia marketing through LZ MEDIEN.

MEASURABLE
You'll receive a detailled reporting.

EDITORIAL
The content will be developed collaboratively with the LZ direkt Lernwelt Team.

Prices & Bundles

	Small 10	Top Seller Regular 10	Small 15	Regular 15
Markenlehrbrief	16 + 4 Pages	32 + 4 Pages	16 + 4 Pages	32 + 4 Pages
Copies	10,000 / 15,000	10.000	15.000	15.000
Duration	approx. 12 months	approx. 12 months	approx. 18 months	approx. 18 months
E-Training	up to 15 pages	up to 20 pages	up to 15 pages	up to 20 pages
Price	**€24,135**	**€35,893**	**€28,621**	**€40,749**

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

LZ MEDIEN Volume discounts/technical details

VOLUME DISCOUNT*

From	€15,600	3%
From	€28,900	5%
From	€53,100	7%
From	€79,700	10%
From	€132,900	12%
From	€159,500	15%
From	€186,100	18%
From	€212,700	20%
From	€239,300	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

CANCELLATION POLICY

The following cancellation terms apply; cancellations must be submitted in writing:

25% cancellation fee starting 12 weeks before the advertising deadline

50% cancellation fee starting 6 weeks before the advertising deadline

75% cancellation fee starting 2 weeks before the advertising deadline

100% cancellation fee starting 1 week before the advertising deadline

Priority placements cannot be canceled! Fee reductions are subject to our current framework and terms and conditions.

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 crossmedia 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

LZ MEDIEN Contacts



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Product & Sales Manager Digital
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KEY ACCOUNT DIRECTORS

Your direct contacts for your region.



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Nielsen 1 Süd, Nielsen 2 Ost
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Nielsen 1 Nord, nördliches Niedersachsen, Nielsen 5 (Berlin)
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LZ MEDIEN INTERNATIONAL

Your direct contacts for your country.



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INVESTMENT GOODS & SERVICES

Your direct contacts for the business sectors of logistics, packaging, technology, and POS services.



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Senior Sales Manager
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LZ DIREKT LERNWELT

Your contact for cooperation opportunities within the LZ direkt Lernwelt.



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Sales Manager
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