

MEDIA KIT 2021



LZ Medien Topics & Deadlines 2021

	LZ PD	CD*	Ranges/Markets	RegionalReports	Features and Trade Fair Themes	Trade Fair and Exhibition Dates
						01/2021
direkt 1 21	Jan 4	Dec 7	Frozen Food Convenience Vegan & Vegetarian Products Confectionery		Special: International Food Trends	
1	Jan 8	Dec 18			Feature International Green Week CD: Nov 27, 2020	
2	Jan 15	Jan 4				Grüne Woche Berlin Jan 15-24
3 LZ Copytest	Jan 22	Jan 12	Fruit & Vegetables CD: Jan 4			
4	Jan 29	Jan 19	Confectionery I (pre-run to ISM)			
direkt 2 21	Feb 1	Jan 8	Sweets and Snacks (including ISM) Fruit & Vegetables Bio & Regional Health & Fitness		Special: Your Career in Food Retail	
5	Feb 5	Jan 26			ISM Trade Fair News	ISM, Prosweets Cologne Jan 31-Feb 3
6	Feb 12	Feb 2	Bio & Regional (pre-run to Biofach)	RR Mecklenburg-Vorpom- mern CD: Dec 18, 2020		
7	Feb 19	Feb 9	Breakfast area		Feature Packaging I CD: Jan 29	Biofach Nuremberg Feb 17-20 Vivaness Nuremberg Feb 17-20

	8	Feb 26	Feb 16	BBQ	RR Ireland CD: Jan 15	Feature Logistics I CD: Feb 5 Biofach Trade Fair News Ambiente Trade Fair News	Molkereikongress Munich Feb 23-24 Eisenwarenmesse Cologne Feb 21-24 Interpack Düsseldorf Feb 25-Mar 3
direkt 3 21		Mar 1	Feb 5	Breakfast Bread & Baked Goods Hot Beverages Cleaning Agents & Detergents Wine & Sparkling Wine (ProWein)		Special: BBQ SEASON 1 Soccer Euros 2021	
	9	Mar 5	Feb 23	Food to go (Convenience, Snacks, Out of Home)	RR USA CD: Jan 22	Feature Nonfood CD: Feb 9	IAW Internationale Aktionswaren Messe Cologne Mar 2-4
	10	Mar 12	Mar 2	Wine & Spirits (incl. Sparkling Wine pre-run to ProWein)	RR Berlin-Brandenburg CD: Jan 29	Feature Retail Technology CD: Feb 19	Internorga Hamburg Mar 12-16
	11	Mar 19	Mar 9	Dairy Products & Cheese		Internorga Trade Fair News	
	12	Mar 26	Mar 16	Beverages (Non-Alcoholic Beverages & Beer)		ProWein Trade Fair News	ProWein Düsseldorf Mar 21-23 Anuga Food Tec Cologne Mar 23-26
	13	Apr 1	Mar 22	Frozen Food & Ice Cream I			
direkt 4 21		Apr 1	Mar 10	Meats & Meat Products Fish Deli Products & Dips Chips & Snacks Non-Alcoholic Beverages Beer & Pre-Mixes Wine Ice Cream Spices		Special: BBQ 2 Grill Season incl. Accessories	
	14	Apr 9	Mar 24	Meats & Meat Products (incl. Meat Alternatives)			
	15	Apr 16	Apr 6				Hannover Messe April 12-16 International Consumer Goods Show (Ambiente, Christmasworld, Paperworld) Frankfurt April 17-20
LZ Copytest Logistics	16	Apr 23	Apr 13	Fish & Seafood (Pre-Run to Seafood Expo)	RR Nordic Countries CD: Mar 6	Feature Logistics II transport logistic Preview CD: Apr 1 International Consumer Goods Show Messe-News	Vinitaly Verona Apr 18-21
	17	Apr 30	Apr 20	Spices (incl. Ingredients)	RR Netherlands CD: Mar 19	Feature Private Labels PLMA Preview CD: Apr 4 Seafood Expo Trade Fair News	Seafood Expo Global Barcelona Apr 27-29

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

LZ Topics & Deadlines 2021

	LZ	PD	CD*	Ranges/Markets	RegionalReports	Features and Trade Fair Themes	Trade Fair and Exhibition Dates	01/2021
	direkt 5 21	May 3	Apr 9	Detergents & Cleaning Products Cosmetics & Body Care Sanitary Products Oral Care Pet Food Dairy Products Tobacco Products		Special: Drugstore Products I		
	18	May 7	Apr 27		RR Switzerland CD: Mar 26	Special Topic Freshness, Brands, Food trends/Innovations, Internationalization, Sustainability, Shop concepts/Shopfitting CD: Apr 16	EHI Kartenkongress Bonn May 5-6 transport logistic Munich May 4-7 Cibus Parma May 4-7	
	19	May 14	May 3	Health & Fitness (incl "free from," OTC Products, Proteins, Superfoods)	RR Hamburg/Schleswig-Holstein CD: Apr 2	transport logistic Trade Fair News		
	20	May 21	May 10			PLMA Trade Fair News	PLMA Amsterdam May 18-19 Tuttofood Milan May 17-20 Alimentaria Barcelona May 17-20 Fruit Logistica Berlin May 18-20	
	21	May 28	May 17	Drugstore Products I (Cosmetics, Body Care, Oral Care, etc.)	RR North Rhine-Westphalia CD: Apr 16	Fruit Logistica Trade Fair News	LZ Strategietag New Food Düsseldorf May 30-Jun 1 Spoga+Gafa Cologne May 30-Jun 1 Beauty International Düsseldorf May 28-30	
	direkt 6 21	Jun 1	May 6	Convenience To Go Vegetarian & Vegan Products Meats & Meat Products Frozen Food		Supermarkt Stars - The Finalists 2021		
	22	Jun 4	May 18			Spoga+Gafa Trade Fair News		
	23	Jun 11	May 31	Pasta, Rice & Sauces			Supermarkt Stars Frankfurt Jun 8-9	
	24	Jun 18	Jun 8	Deli Products		Payment Systems CD: May 28	LZ Nonfood Kongress Berlin June 2021	
	25	Jun 25	Jun 15	Baby & Toddler Products (Special Foods/Care)	RR Lower Saxony CD: May 14		Tendence Frankfurt Jun 26-29	

direkt 7 21	Jul 1	Jun 9	Sweet Spreads Deli Lactose-Free & Gluten-Free Products		Supermarkt Stars - The Winners 2021 Special: Top-Marke 2021	
26	Jul 2	Jun 22			Special Topic Top-Marke 2021 CD: Jun 8 Tendence Trade Fair News	
27	Jul 9	Jun 29	Bread & Baked Goods I			
28	Jul 16	Jul 6		RR Asia CD: Jun 4		
29	Jul 23	Jul 13	Pet Food			
30	Jul 30	Jul 20				
direkt 8 21	Aug 2	Jul 9	Beer & Pre-Mixes Bread & Baked Goods Pet Food Tobacco Products Oktoberfest Confectionery Chips & Snacks		Special: Halloween Special: Shop Configuration (Gastronomy, Shopfitting, Lighting)	
31	Aug 6	Jul 27	Cleaning Agents & Detergents			
32	Aug 13	Aug 3				
33	Aug 20	Aug 10	Convenience & Snacks		Feature Nonfood CD: Jul 27	
34 LZ Copytest Cross-Media	Aug 27	Aug 17				Gamescom Cologne Aug 24-28
direkt 9 21	Sep 1	Aug 10	Confectionery Cheese Wine & Sparkling Wines Spirits Energy Drinks Sustainability Newspapers & Magazines Nonfood		Special: Christmas 2021	
35	Sep 3	Aug 24	Cheese	RR France CD: Jul 23		Food Service Day @ snack'21 Mainz Sep 1-2 IFA Berlin Sep 3-7
36	Sep 10	Aug 31	Tobacco Products & E-Cigarettes	RR Bavaria CD: Jul 30	IFA Trade Fair News	IAA Munich Sep 7-12

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LZ Topics & Deadlines 2021

	LZ PD	CD*	Ranges/Markets	RegionalReports	Features and Trade Fair Themes	Trade Fair and Exhibition Dates	01/2021
	37	Sep 17	Sep 7	Meats, Sausage & Poultry	RR Italy CD: Aug 6		Inter-Tabac Dortmund Sep 17-19
	38 LZ Copytest Packaging	Sep 24	Sep 14	Frozen Food II	RR Baden-Württemberg CD: Aug 13	Feature Packaging II Fachpack Preview CD: Sep 3	
	39	Oct 1	Sep 21	Dairy Products II	RR Central Germany: Saxony, Sachsen-Anhalt, Thuringia CD: Aug 20	Anuga Preview Innovations CD: Sep 10	Fachpack Nuremberg Sep 28-30 LZ Strategietag Frische October 2021
direkt 10 21		Oct 1	Sep 9	Meats & Sausage Poultry Dairy Products Frozen Food Hot Beverages Health & Fitness		Special: Anuga	
	40	Oct 8	Sep 28	Spirits	RR Belgium CD: Aug 27	Anuga Issue Feature Real Estate Expo Real Preview CD: Sep 17 Fachpack Trade Fair News	drinktec Munich Oct 4-8 Anuga Cologne Oct 9-13
	41	Oct 15	Oct 5	Confectionery II		Anuga Trade Fair News Feature Logistics III Supply Chain Management CD: Sep 24	Bar Convent Berlin Oct 11-13 Expo Real Munich Oct 11-13
	42	Oct 22	Oct 12	Coffee & Tea			Deutscher Logistik-Kongress Berlin Oct 20-22 Buchmesse Frankfurt Oct 20-24
	43	Oct 29	Oct 19	Vegan & Vegetarian		Special Topic Sustainability CD: Oct 8 Buchmesse Trade Fair News	
direkt 11 21		Nov 1	Oct 8	Cosmetics & Body Care Sanitary Products Oral Care Detergents & Cleaning Products Cheese (counter) Meats & Meat Products (counter) Beer Sparkling Wines		Special: Drugstore Products II Special: Counters	
	44 LZ Copytest RegionalReport	Nov 5	Oct 26		RR Austria CD: Sep 17	Goldener Zuckerhut Issue	Goldener Zuckerhut Berlin Nov 4-5

PD: Publication date, PD: Closing date, RR: RegionalReport

45	Nov 12	Nov 2				Deutscher Fleisch Kongress Mainz Nov 11-12 EHI Technologie Tage Bonn Nov 9-10
46 LZ Copyfest RegionalReport	Nov 19	Nov 9		RR Greece CD: Oct 8		
47	Nov 26	Nov 16	Bread & Baked Goods II	RR Spain & Portugal CD: Oct 15		
direkt 12 21	Dec 1	Nov 9	Breakfast Bread & Baked Goods Check-Out Zone Impulse Purchase Confectionery, Chips & Snacks Pet Food		Special: Super Bowl	
48	Dec 3	Nov 23	Drugstore Products II (Cosmetics, Body Care, Sanitary Products, Baby Food & Baby Products, etc.)		Feature Digital Business CD: Nov 12	
49	Dec 10	Nov 30			Feature Trade Shows 2022 CD: Nov 9	
50	Dec 17	Dec 7				
51	Dec 23	Dec 14				
52	Dec 30	Dec 20				

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Lebensmittel Zeitung Print and Digital



100% Industry Focus

Lebensmittel Zeitung is the leading specialist industry publication for consumer goods. Your brand and message are presented in a relevant editorial context. Reach decision makers¹ in the retail (distribution centers, independent store owners/managers) and consumer goods industry (FMCG/CPG) and sector-specific service providers at all relevant everyday touchpoints.

¹ CEOs, managing directors, executives in purchasing, sales, country managers and marketing and those responsible for IT and logistics, executives with a sales focus, and independent retailers. LZ reader survey 2017, GfK Media & Communication Research, Raunheim bei Frankfurt and LZ Digital user survey 2020, Karwath Marktforschung, Oldendorf

Print

REACHES AUDIENCE

48,253

Circulation actually distributed weekly¹

Ø 6.9 readers
per copy²

50
average minutes reading time per copy²

88%
Chances of page impression²

MAKES AN IMPACT



¹ IVW, Q1 and Q2 average in 2020

² LZ reader survey 2017, target group retail, GfK Media & Communication Research, Raunheim bei Frankfurt. Survey of main LZ readers. Readers per copy as estimated by primary reader.

Digital

REACHES AUDIENCE

46,672

Newsletter recipients each workday¹

Ø 3.2

Recipients per newsletter copy²

6,329

Podcast subscribers¹

196,667

Unique users/month³

1,470,078

Visits/month⁴

99

Minutes used per week²

82%

of users access LZ Digital at least once a day²

MAKES AN IMPACT



41,543 Subscribers on Facebook

47,373 LinkedIn followers

8,919 Twitter followers

As of: 7/29/2020

¹ Recipient file, June 2020

² LZ Digital user survey 2020, target group retail, Karwath Marktforschung, Oldendorf

³ agof daily digital facts, monthly average Jan–Jun 2020

⁴ IVW, monthly average Jan–Jun 2020

LZ Print and Digital: Pricing and formats

Print Formats

2/1 Page

W: 596 mm x H: 440 mm 47,000



5-COLUMN

1/1 Page incl. title spot

W: 280 mm x H: 440 mm

Title: W: 49 mm x H: 50 mm 27,260



1/1 page

W: 280 mm x H: 440 mm 24,140



3/4 Page Landscape

W: 280 mm x H: 330 mm 19,960



W: 280 mm x H: 300 mm 18,320

W: 280 mm x H: 250 mm 15,780

1/2 Page Landscape

W: 280 mm x H: 220 mm 14,090



1/3 Page Landscape

W: 280 mm x H: 150 mm 10,860



1/4 Page Landscape

W: 280 mm x H: 110 mm 8,820



W: 280 mm x H: 70 mm 6,630

W: 280 mm x H: 40 mm 4,310

Digital Formats Digital ad placements per week in rotation

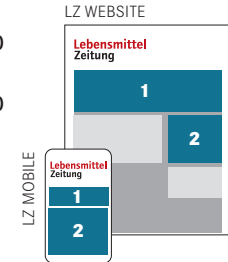
WEBSITE & MOBILE

1_Billboard 7,990

940 x 250 / 300 x 80 px (mobile)

2_Medium Rectangle 5,990

300 x 250 px



WEBSITE

3_Sticky Sidebar 5,990

300 x 600 pixels

4_Content Banner 4,990

617 x 250 pixels

5_Fireplace Ad 8,490

980 x 150 px + 2 x 160 x 600 px

6_Wallpaper 8,490

980 x 150 px + 160 x 600 px



NEWSLETTER

7_Maxi-Banner Top 7,990

520 x 200 pixels

8_Maxi-Banner 5,990

520 x 200 pixels

9_Text Ads 2,990

max. 430 characters



4-COLUMN

4/5 Page Portrait

W: 224 mm x H: 440 mm 21,100



9/16 Page Corner

W: 224 mm x H: 310 mm 20,550



1/2 Page Corner

W: 224 mm x H: 275 mm 17,630



2/5 Page Corner

W: 224 mm x H: 220 mm 11,670



W: 224 mm x H: 150 mm 9,010

W: 224 mm x H: 100 mm 6,960

W: 224 mm x H: 50 mm 4,310

3-COLUMN

3/5 Page Portrait

W: 167 mm x H: 440 mm 16,620



W: 167 mm x H: 350 mm 13,440

W: 167 mm x H: 300 mm 11,870

1/3 Page Corner

W: 167 mm x H: 250 mm 10,860



W: 167 mm x H: 200 mm 9,010

W: 167 mm x H: 150 mm 7,550

W: 167 mm x H: 100 mm 6,060

W: 167 mm x H: 50 mm 3,260

NEWSLETTER & PODCAST / AUDIO SPONSORING

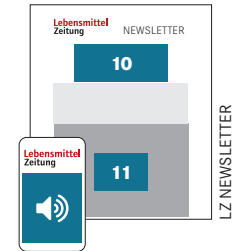
10_Maxi Banner Top 7,990

520 x 200 pixels

11_Medium Rectangle 5,990

300 x 250 px

Audio Sponsoring 4,990



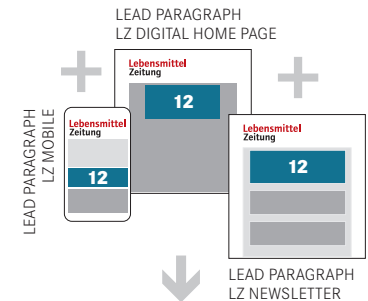
LZ AUDIO SPONSORING

WEBSITE, MOBILE & NEWSLETTER

12_Digital Advertorial* 18,990

See separate specifications

Prominent lead paragraph placements on LZ Digital landing page, in the LZ Newsletter and on mobile devices



All prices in euro plus VAT at the statutory rate.

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* Is marked as an "advertisement" in compliance with statutory regulations.

2-COLUMN

2/5 Page Portrait

W: 110 mm x H: 440 mm 11,670



W: 110 mm x H: 310 mm 9,280

1/4 Page Corner

W: 110 mm x H: 275 mm 8,820



1/5 Page Corner

W: 110 mm x H: 220 mm 7,370



W: 110 mm x H: 200 mm 6,960

W: 110 mm x H: 150 mm 6,060

W: 110 mm x H: 100 mm 4,310

W: 110 mm x H: 50 mm 2,200

1-COLUMN

1/5 Page Portrait

W: 53 mm x H: 440 mm 7,370



W: 53 mm x H: 300 mm 6,060

W: 53 mm x H: 250 mm 5,150

W: 53 mm x H: 200 mm 4,310

W: 53 mm x H: 150 mm 3,260

W: 53 mm x H: 100 mm 2,200

B 53 mm x H: 50 mm 1,110

TEXT INSET

Ads with text inset 42
Page 6 and after, price in mm,
column width 49 mm, min. height
40 mm, max. height 100 mm

PRIORITY PLACEMENTS (no right to cancel)

1/1 Page Priority 29,600
(pp. 5, 7, 9, 11, 13, 15) incl. title spot
W: 280 mm x H: 440 mm

1/1 Page Priority 26,510
(pp. 5, 7, 9, 11, 13, 15)
W: 280 mm x H: 440 mm

1/2 Page Landscape Priority 17,160
Page 3, W: 280 mm x H: 220 mm

1/3 Page Landscape Priority ... 15,300
Page 3, W: 280 mm x H: 150 mm

1/4 Page Landscape Priority 9,270
Page 4, W: 280 mm x H: 110 mm

Title strip on title page 10,500
W: 280 mm x H: 40 mm

Title spot on title page 5,140
W: 49 mm x H: 50 mm

Text inset 100/1-column 4,290
Page 2, W: 53 mm x H: 100 mm

SUPPLEMENT

Supplement 9,900
Loose Inserts
Format max. W: 210 mm x H: 297 mm
Format min. W: 105 mm x H: 148 mm
Closed on long edge, up to 25 g total weight

CLASSIFIED ADS

b/w, 4c 6.40
Price per mm/column
Obituaries, Real Estate, Business Ads, etc.

BOX NUMBER ADS

Domestic 40
Foreign 60

For more information, please visit:
www.lzmedien.net

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.



100% POS

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, product group managers and POS employees.

LZ direkt Print and Digital

Print



REACHES AUDIENCE

69,401

Circulation actually distributed monthly¹

Ø 9.2 readers
per copy²

40

average minutes reading time per copy²

75%

Chances of page impression²

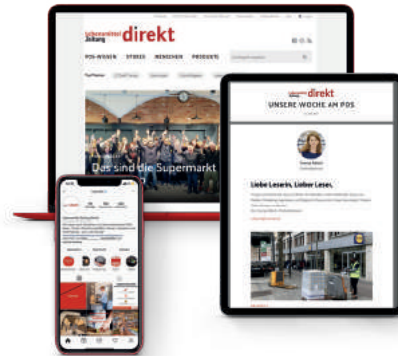
MAKES AN IMPACT



¹ IVW, average for Q1 and Q2 2020

² LZ direkt reader survey, GfK Media & Communication Research, Raunheim bei Frankfurt. Readers per copy as estimated by respondent.

Digital



Three reasons to advertise with LZ direkt digitally:

1. Daily contact with one of the most relevant target groups, including opportunity for interaction
2. Deep social media integration – Your message is distributed directly/digitally via LZ direkt to the POS community
3. Completely new and powerful advertising formats – Mobile first!

www.lzdirekt.de

The POS website with new content every day

Unsere Woche am POS

The weekly POS newsletter

@LZdirekt on Instagram and Facebook

The POS social media channels



LZ direkt Print and Digital: Pricing and formats

Print formats Top formats

2/1 PAGE 39,190

Print Space: B 464 mm x H: 300 mm

Bleed* W: 500 mm x H: 340 mm



1/1 Page 20,190

Print Space B: 220 mm x H: 300 mm

Bleed* W: 250 mm x H: 340 mm



3/4 PAGE HORIZONTAL 16,610

Print Space W: 220 mm x H: 225 mm

Bleed* W: 250 mm x H: 247 mm



2/3 PAGE HORIZONTAL 15,300

Print Space W: 220 mm x H: 200 mm

Bleed* W: 250 mm x H: 222 mm



2/3 PAGE VERTICAL 15,300

Print Space W: 147 mm x H: 300 mm

Bleed* W: 165 mm x H: 340 mm



1/2 PAGE HORIZONTAL 11,670

Print Space W: 220 mm x H: 150 mm

Bleed* W: 250 mm x H: 172 mm



1/2 PAGE VERTICAL 11,670

Print Space W: 107 mm x H: 300 mm

Bleed* W: 125 mm x H: 340 mm



1/3 PAGE HORIZONTAL 8,890

Print Space W: 220 mm x H: 100 mm

Bleed* W: 250 mm x H: 122 mm



1/3 PAGE VERTICAL 8,890

Print Space W: 73 mm x H: 300 mm

Bleed* W: 91 mm x H: 340 mm



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

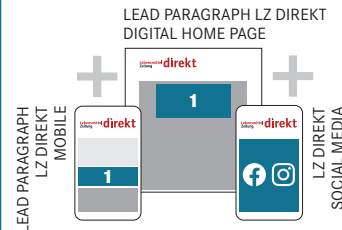
Digital formats Digital placements per 1 week

WEBSITE, MOBILE & SOCIAL MEDIA

1_Sponsored Post/Advertorial* . 15,990

See separate specifications

Publication in regular news feed including in newsletter*, priority placement of lead paragraph on home page and in social media postings



WEBSITE & MOBILE

2_Billboard 6,100

940 x 250 /
300 x 120 px (mobile)

3_Sticky Sitebar 6,100

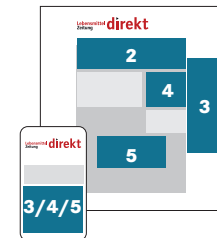
max. 500 x 1000 px /
300 x 250 px (mobile)

4_Medium Rectangle 4,990

300 x 250 pixels

5_Content Banner 4,990

617 x 250 px/300 x 250 px (mobile)



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

* Is marked as an "advertisement" in compliance with statutory regulations.

1/4 PAGE HORIZONTAL7,320

Print Space W: 220 mm x H: 75 mm

Bleed W: 250 mm x H: 97 mm



1/4 Page Corner 7,320

Print Space W: 107 mm x H: 150 mm

Bleed W: 125 mm x H: 172 mm



1/4 PAGE HORIZONTAL 7,320

Print Space W: 50 mm x H: 300 mm

Bleed W: 68 mm x H: 340 mm



PRIORITY PLACEMENTS (NO RIGHT TO CANCEL)

2/1 Page Opening Spread 43,000

(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 21,500

(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 21,500

(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 19,400

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: 71,200 copies

COMBINED ADVERTISING PACKAGES LZ & LZ DIREKT

Large 40,640

1/1 Page Lebensmittel Zeitung

1/1 Page LZ direkt



Medium 33,820

1/1 Page Lebensmittel Zeitung

1/2 Page LZ direkt



Small Corner 28,100

1/2 Page Lebensmittel Zeitung

1/2 Page LZ direkt



Small Horizontal 24,700

1/2 Page Lebensmittel Zeitung

1/2 Page LZ direkt



ADDITIONAL FORMATS

1/2 Page Corner 11,670

Print Space B: 163 mm x H: 200 mm

Bleed W: 181 mm x H: 222 mm



1/3 Page Corner 8,890

Print Space W: 107 mm x H: 200 mm

Bleed W: 125 mm x H: 222 mm



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 Volume discount/technical details

VOLUME DISCOUNT*

From 14,000	3%
From 26,000	5%
From 48,000	7%
From 72,000	10%
From 120,000	12%
From 144,000	15%
From 168,000	18%
From 193,000	20%
From 217,000	21%

* Total gross sales per sales year. Applies to all insertion orders in *Lebensmittel Zeitung* and *LZ direkt* (print and digital). Job advertisements, classified ads and special publications are excluded.

TERMS OF PAYMENT

Payment net, within 30 days of the date of invoice

BANK DETAILS

FRANKFURTER SPARKASSE

BIC HELADEF1822

IBAN DE56 5005 0201 0000 0349 26

NEWSPAPER FORMAT LZ

315 mm wide, 470 mm high

PRINT SPACE LZ

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

MAGAZINE FORMAT LZ

DIREKT

250 mm wide, 340 mm high

PRINT SPACE LZ

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

PRINTING AND BINDING PROCESS

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

Paper quality LWC

Dot gains

Colours

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 range.

COLOURS ACCORDING TO EUROSCALE

Colour sequence

Black, cyan, magenta, yellow

DATA TRANSFER

tradt@lebensmittelzeitung.net

DATA FORMATS

Digital data are 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 therefore 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, colours, 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 banners: 30 KB.

Technical specifications are available at:

www.lebensmittelzeitung.net/datenlieferung

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/info/agb

LZ Medien National

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