

MEDIA INFORMATION 2019



YOUR WAY TO GERMANY'S DECISION-MAKERS OF RETAIL AND FMCG

Price list no. 65: valid as of 1 January 2019 www.lebensmittelzeitung.net/mediadaten

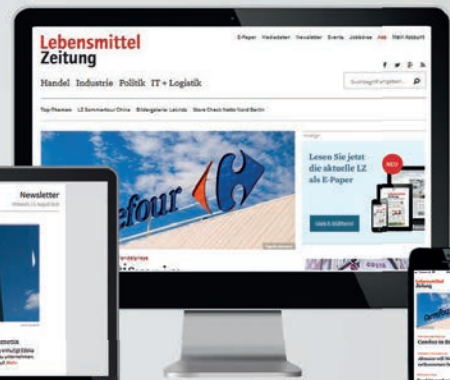
OUR MEDIA PORTFOLIO

PRINT



DIGITAL CHANNELS

DESKTOP



NEWSLETTER



MOBILE



E-PAPER

For all information on LZ Media go to:
www.lebensmittelzeitung.net/english

	LZ	PD	CD*	Assortments	Regional Reports	Features and Trade Fair Themes	Trade Fair and Exhibition Dates
direkt 1	1	02.01.	07.12.	Frozen Food / Convenience / Vegan and Vegetarian Food / Confectionery		Special: Süßer Stern - The Winners	
	1	04.01.	21.12.				
	2	11.01.	28.12.			Report Internationale Grüne Woche CD: 16.11.	
3 Copytest	18.01.	08.01.		Cleaning Agents and Detergents I			Marca / Bologna 16.01. - 17.01. Internationale Grüne Woche / Berlin 18.01. - 27.01.
NONFOOD trends	1	18.01.	30.11.				
	4	25.01.	15.01.	Confectionery I (pre-run to ISM)		Internationale Grüne Woche / Trade Show-News	LZ Open / Berlin 23.01. - 24.01. ISM / Prosweets / Cologne 27.01. - 30.01. Christmasworld + Floradecora / Frankfurt 25.01. - 29.01. Paperworld + Creativeworld / Frankfurt 26.01. - 29.01.
	5	01.02.	22.01.	Organic (pre-run to BioFach)		Feature Fresh Produce Logistics incl. Fruit Logistica Pre-Report CD: 15.01. ISM Trade Show-News Christmasworld / Paperworld / Creativeworld Trade Show-News	Spielwarenmesse / Nuremberg 30.01. - 03.02.
direkt 2	1	01.02.	11.01.	Confectionery (incl. ISM) / Fruit and Vegetables / Organic / Tobacco Products			PROMOTIONS 2019 inkl. SalesCup
	6	08.02.	29.01.	Breakfast	Mecklenburg-Vorpommern CD: 21.12.2018	Spielwarenmesse Trade Show-News	Fruit Logistica / Berlin 06.02. - 08.02. Ambiente / Frankfurt 08.02. - 12.02.
	7	15.02.	05.02.	Frozen Food & Ice Cream I		Feature Retail Technology incl. EuroCIS preview CD: 25.01. Fruit Logistica Trade Show-News Ambiente Trade Show-News	Biofach / Nuremberg 13.02. - 16.02. Vivaness / Nuremberg 13.02. - 16.02.
	8	22.02.	12.02.	BBQ Season	Ireland CD: 11.01.	EuroCIS Trade Show News incl. Top Supplier Retail Award Biofach and Vivaness-Trade Show-News	EuroCIS / Düsseldorf 19.02. - 21.02. Logimat / Stuttgart 19.02. - 21.02.
	9	01.03.	19.02.			Logimat Trade Show-News	IAW Internationale Aktionswaren Messe / Cologne 26.02. - 28.02. Detrop / Thessaloniki 02.03. - 04.03.
direkt 3	1	01.03.	08.02.	Bread and Baked Goods / Breakfast / Hot Beverages / Superfoods / Cleaning Agents and Detergents		ProWein 2019	
	10	08.03.	26.02.	Wine, Sparkling Wine and Champagne (pre-run to ProWein)	Berlin and Brandenburg CD: 25.01.		
	11 Copytest Packaging	15.03.	05.03.	Dairy Products I	USA CD: 01.02.	Feature Packaging I CD: 22.02.	Internorga / Hamburg 15.03. - 19.03. ProWein / Düsseldorf 17.03. - 19.03. Olio Capitale / Triest 15.03. - 19.03.
	12	22.03.	12.03.	Meat & Meat Products I		Internorga Trade Show-News ProWein Trade Show-News	M.A.D.E. / Paris 19.03. - 20.03.
	13	29.03.	19.03.	Nonalcoholic Beverages and Water			Handelslogistik Kongress/Cologne 26.03. - 27.03.

LZ	PD	CD*	Assortments	Regional Reports	Features and Trade Fair Themes	Trade Fair and Exhibition Dates
direkt 4	01.04.	11.03.	BBQ Season / Meat & Meat Products / Deli Products and Dips / Snacks / Nonalcoholic Beverages / Beer and Pre-mixed / Wine / Ice Cream		Special: BBQ Season 2018	
14	05.04.	26.03.	Cheese I			Hannover Trade Show 01.04. - 05.04. Vinitaly / Verona 07.04. - 10.04.
15	12.04.	02.04.	Beer			Cibus Connect / Parma 10.04. - 11.04.
16	18.04.	08.04.	Vegan & Vegetarian I	Nordic Countries CD: 08.03.		
17	26.04.	12.04.		The Netherlands CD: 15.03.	Annual Special Feature I CD: 05.04.	
direkt 5	02.05.	11.04.	Cleaning Agents and Detergents / Cosmetics and Body Care / Sanitary Products / Dental Care Products / Dairy / Pet Food / Payments		Special: Drugstore Products I	
18	03.05.	23.04.	Fish & Seafood	Switzerland CD: 22.03.	Payments CD: 12.04.	
19	10.05.	29.04.	Superfoods / Free from	Nordrhein-Westfalen CD: 29.03.	Feature Private Label / PLMA Preview CD: 23.04. Seafood Expo Global Trade Show-News	Photokina / Cologne 08.05. - 11.05. EHI Kartenkongress / Bonn 07.05. - 08.05. Seafood Expo Global / Brüssel 07.05. - 09.05.
20	17.05.	07.05.	Fresh Produce Convenience			
21	24.05.	14.05.	Cosmetics and Body Care I (incl. oral hygiene)		PLMA Trade Show-News	PLMA / Amsterdam 21.05. - 22.05.
22	31.05.	20.05.	Sanitary Products		Feature Logistics I / Transport logistics Preview CD: 10.05.	Thaifex / Bangkok 28.05. - 01.06.
direkt 6	03.06.	13.05.	Convenience / Vegetarian and Vegan Products / Meat and Meat Products / Frozen Food		Supermarkt Stars - The Finalists 2019	
23	07.06.	27.05.				transport logistic / Munich 04.06. - 07.06. Supermarkt Stars / Frankfurt 04.06. - 05.06.
24	14.06.	03.06.	Baby Products I	Schleswig-Holstein and Hamburg CD: 03.05.	Transport logistics Trade Show-News	
25	21.06.	11.06.	Pasta, Rice and Sauces	Niedersachsen CD: 03.05.		
26	28.06.	17.06.			Feature Top-Marke 2019 CD: 27.05. CeBIT Trade Show News	CeBIT / Hannover 24.06. - 28.06. Tendence / Frankfurt 29.06. - 02.07.
direkt 7	01.07.	07.06.	Sweet Spreads / Fish and Deli / Free from Lactose and Gluten		Supermarkt Stars - The Winners 2019 Special: Top-Marke 2019	
27	05.07.	25.06.	Deli products		Tendence Trade Show News	
28	12.07.	02.07.	Bread and Baked Goods I	Asia CD: 31.05.		
29	19.07.	09.07.	Pet Food			
30	26.07.	16.07.				
direkt 8	01.08.	11.07.	Beer and Pre-Mixed / Bread and Baked Goods / Pet Food / Tobacco Products / Baby Products / Oktoberfest		Special: Independent Retailers	
31	02.08.	23.07.	Cleaning Agents and Detergents II			

PD: Publication Date, CD: Closing Date, RR: Regional Report

* Reservations for placements are binding max. six weeks.

LZ	PD	CD*	Assortments	Regional Reports	Features and Trade Fair Themes	Trade Fair and Exhibition Dates
32	09.08.	30.07.			Special Feature Sustainability CD: 19.07.	
33	16.08.	06.08.	OTC-Products			
NONFOOD trends 2	16.08.	12.07.				
34	23.08.	13.08.	Frozen Food II			
35	30.08.	20.08.	Cheese II			Gamescom / Cologne 27.08. - 31.08. Spoga+Gafa / Cologne 01.09. - 03.09
direkt 9	02.09.	12.08.	Confectionery/Cheese/Wine, Sparkling and Champagne/Spirits / Energy Drinks/ Sustainability/ Press Assortment		Special: Christmas 2019	
36 Copytest	06.09.	27.08.	Meat and Meat Products II / Poultry	Bavaria CD: 19.07.	Spoga+Gafa Trade Show-News	IFA / Berlin 06.09. - 11.09.
37	13.09.	03.09.	Confectionery II	Italy CD: 02.08.	IFA Trade Show-News	Dmexco / Cologne 11.09. - 12.09. IAA Pkw / Frankfurt 12.09. - 22.09.
38	20.09.	10.09.	Fruit & Vegetables	Baden-Württemberg CD: 09.08.	Feature Packaging II / FachPack pre-view CD: 30.08.	Inter-Tabac / Dortmund 20.09. - 22.09. ECR-Tag / Essen 18.09. - 19.09. IAW Internationale Aktionswaren Trade Show/Cologne 18.09. - 20.09.
39 Copytest RR	27.09.	17.09.	Dairy Products II	Central Germany Saxony, Sachsen-Anhalt and Thüringen CD: 16.08.	Anuga Preview / Innovations CD: 06.09.	Fachpack / Nuremberg 24.09. - 26.09.
direkt 10	01.10.	10.09.	Meat and Meat Products / Poultry / Dairy / Frozen Food / Hot Beverages		Special: Anuga - Assortment trends 2019	
40	04.10.	23.09.	Spirits	Belgium CD: 23.08.	Feature commercial property / Expo Real pre-view CD: 13.09. Fachpack Trade Show News	Anuga / Cologne 05.10. - 09.10.
41	11.10.	01.10.	Convenience		Anuga Trade Show News	Expo Real / Munich 07.10. - 09.10. Insights-X / Nuremberg 10.10. - 12.10.
42 Copytest RR Copytest Logistics	18.10.	08.10.		France CD: 06.09.	Feature Logistics II / Supply Chain Management CD: 27.09. Insights-X Trade Show News	Buchmesse / Frankfurt 16.10. - 20.10.
43	25.10.	15.10.	Coffee and Tea		Buchmesse Trade Show News	Cibus Tec / Parma 22.10. - 25.10. 36. Dt. Logistik Kongress / Berlin 23.10. - 25.10.
direkt 11	01.11.	11.10.	Cosmetics and Body Care/Sanitary Products/Dental Care Products / Cheese (Counters) / Meat and Meat Products (Counters)/Beer/Sparkling Wine and Champagne / Savoury Snacks		Special: Drugstore Products II Special: End of Year Rush	
44	01.11.	22.10.				Veganfach / Cologne
45	08.11.	29.10.		Austria CD: 27.09.	Goldener Zuckerhut Issue	Goldener Zuckerhut / Berlin 07.11. - 08.11. EHI Technologie Tage / Düsseldorf 05.11. - 06.11.
46	15.11.	05.11.	Vegan and Vegetarian II	Greece CD: 04.10.	BrauBeviale Trade Show News	BrauBeviale / Nuremberg 12.11. - 14.11.
47	22.11.	12.11.	Bread and Baked Goods II	Spain CD: 11.10.		
48	29.11.	19.11.	Cosmetics and Body Care II		Feature Digital Business CD: 08.11.	
direkt 12	02.12.	11.11.	Check-out Zone/Impulse Purchase/Confectionery/ Pet Food/Bread and Baked Goods/Shopfitting/Breakfast/Digitalisation			
49	06.12.	26.11.	Baby Products II		Feature Trade Shows 2020 CD: 15.11.	
50	13.12.	03.12.				
51	20.12.	10.12.				
52	27.12.	10.12.				

PD: Publication Date, CD: Closing Date, RR: Regional Report

* Reservations for placements are binding max. six weeks.

TITLE CONCEPT

Lebensmittel Zeitung



LZ e-paper;
The full LZ edition available
already on Thursdays from 5 pm!

TITLE
Lebensmittel Zeitung

BRIEF OUTLINE
Lebensmittel Zeitung is the leading trade and business journal for the consumer goods industry in Germany. Anyone looking for current news, analyses and background reports for marketing strategies, assortment and distribution concepts of German and international trade and industry companies will find them in the LZ, frequently the only place this information can be found. The range of reporting extends from food to nonfood through to IT and logistics. 51 percent of the edition's subscription portion constitutes an impressive indication for the significance of LZ within the target group.

TARGET GROUP
Board members, managing directors, purchasing, distribution, CM and marketing managers. Others include those in charge of IT and logistics, managers in sales-related fields and independent retailers.

PUBLICATION FREQUENCY
weekly

VOLUME
71. Volume 2019

SUBSCRIPTION PRICE
Annual subscription domestic 360.00 € incl. distribution fees and statutory VAT
Annual subscription Austria/Switzerland 385,- incl. distribution fees
More subscription options on request, abo@lebensmittelzeitung.net

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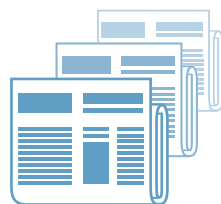
Deputy Editors-in-chief
Bernd Biehl, Gerd Hanke,
Christiane Preuschat

EDITION CIRCULATION

PRINT RUN ANALYSIS
German Audit Bureau of Circulation (IVW), quarter 2/2018 (01.04. - 30.06.2018)

Actual copies distributed (tvA)	50,813
of those abroad	1,455
Sold copies	35,163
of those abroad	1,086
Subscription copies	22,189
of those member copies	-
individual sales	-
other sales	12,974
complimentary copies	15,650

PRINT RUN CONTROL



50,813
Actually distributed weekly print run¹



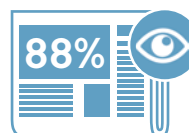
Reading time
per issue² in average



Ø 6.9 readers
per copy²



Readings
per reader and issue² in average



Page-contact chance²



A must read
84% agree that LZ is a must read for food retail executives.^{2,3}

¹ IVW, 2nd quarter 2018

² LZ reader survey 2017, target group retail, GfK Media & Communication Research, Raunheim near Frankfurt. Survey amongst main readers of LZ.

³ Readers per copy estimated by main reader.

PRICING TECHNICAL INFORMATION



2/1 PAGE **46,500.00¹**
4,400 mm W: 596 mm x H: 440 mm



1/1 PAGE **23,650.00**
1/1 PAGE **26,700.00**
incl. title spot²
2,200 mm W: 280 mm x H: 440 mm



4/5 PAGE **20,700.00**
1,760 mm W: 224 mm x H: 440 mm



3/5 PAGE **16,300.00**
1,320 mm W: 167 mm x H: 440 mm



9/16 PAGE **20,200.00**
1,240 mm W: 224 mm x H: 310 mm



1/2 PAGE HORIZONTAL **13,820.00**
1,100 mm W: 280 mm x H: 220 mm



1/3 PAGE HORIZONTAL **10,630.00**
750 mm W: 280 mm x H: 150 mm



1/4 PAGE HORIZONTAL **8,650.00**
550 mm W: 280 mm x H: 110 mm



1/4 PAGE CORNER **8,650.00**
550 mm W: 110 mm x H: 275 mm



SMALL FORMAT **5,950.00**
300 mm W: 110 mm x H: 150 mm

Reservations for placement are binding max. 3 weeks for a preferred placement, max. 6 weeks for a regular placement.

All prices in Euro, plus statutory value added tax.

¹ incl. extra charges for print exceeding print area (2,280.00 margin allowance 34 mm)

² Title spot on title page, format w 49 mm x h 50 mm

Lebensmittel Zeitung

NEWSPAPER FORMAT

315 mm wide, 470 mm high

PRINT SPACE

280 mm wide, 440 mm high
5 columns à 53 mm width

PRINTING AND BINDING PROCESS

Commercial web press with heat-set, newspaper fold

Paper quality LWC

Dot gains

Colours

40 % area: 16 % (tolerance ± 4 %)

80 % area: 11 % (tolerance ± 3 %)

Black

40 % area: 19 % (tolerance ± 4 %)

80 % area: 13 % (tolerance ± 3 %)

Minor tonal value deviations are the result of the web press printing process tolerance range.

DATA FORMATS

Digital data are required in PDF/X-3 format, PSO LWC Standard. Open-format data are to be avoided. All fonts used are to be embedded, half-tone images require 250 dpi resolution.

DATA TRANSFER

via FTP, e-mail or CD-ROM

COLOURS ACCORDING TO EUROSCALE

Colour sequence

Black, Cyan, Magenta, Yellow

PROOF

Colour-accurate digital/reference proof (paper simulation of Lebensmittel Zeitung copy paper) with appropriate measuring elements.

DATA ARCHIVING

Data are archived. For that reason, it is usually possible to run repeats without changes. However, we do not assume any guarantee for data.

WARRANTY

In the event that incomplete or deviating data are delivered (texts, colours, images), we do not guarantee the print result. There is a charge for faulty exposures due to incomplete or faulty files, incorrect settings or incomplete information. The same applies to additional setting and lithography work as well as creation of further proofs.

DISCOUNTS

with purchase within one insertion year (starting with the first appearance of the advertisement)

Frequency discount	Quantity	discount
3 advertisements	700 mm	3 %
6 advertisements	2,200 mm	5 %
	4,400 mm	7 %
12 advertisements	6,600 mm	10 %
	11,000 mm	12 %
24 advertisements	13,200 mm	15 %
	15,400 mm	18 %
52 advertisements	17,600 mm	20 %
	19,800 mm	21 %

TERMS OF PAYMENT

3 % with payment on advance invoice or order confirmation or direct debit by the date of publication

2 % discount with payment within 14 days of invoice date

2 % discount with direct debits within 14 days of invoice date,

Net within 30 days of invoice date

BANKING INFORMATION

Frankfurter Sparkasse

Account no. 34926

Routing no. 500 502 01

BIC HELADEF1822

IBAN DE56 5005 0201 0000 0349 26



All print adverts are published additionally in e-paper version without extra costs.

	Overall Millimetre	Width x Height in mm	Prices 4c in €
5-COLUMN			
1/1	2,200	280 x 440	23,650.00
1/1 incl. title spot ¹	2,200	280 x 440	26,700.00
3/4 horizontal	1,650	280 x 330	19,590.00
	1,500	280 x 300	18,000.00
	1,250	280 x 250	15,450.00
1/2 horizontal	1,100	280 x 220	13,820.00
1/3 horizontal	750	280 x 150	10,630.00
1/4 horizontal	550	280 x 110	8,650.00
	350	280 x 70	6,500.00
	200	280 x 40	4,220.00

4-COLUMN			
4/5 vertical	1,760	224 x 440	20,700.00
9/16 corner	1,240	224 x 310	20,200.00
1/2 corner	1,100	224 x 275	17,300.00
2/5 corner	880	224 x 220	11,450.00
	600	224 x 150	8,850.00
	400	224 x 100	6,850.00
	200	224 x 50	4,220.00

3-COLUMN			
3/5 vertical	1,320	167 x 440	16,300.00
	1,050	167 x 350	13,130.00
	900	167 x 300	11,680.00
	840	167 x 280	10,980.00

SURCHARGES

PREFERRED PLACEMENTS (WITHOUT RIGHT OF WITHDRAWAL)

Page	Format	Total Millimeter	Width x Height in mm	Prices 4c in €
1	Title strip	200	280 x 40	10,290.00
	Title spot	50	49 x 50	5,050.00
2	Text portion 100/ 1-column	100	53 x 100	4,200.00
	1/3 horizontal	750	280 x 150	15,000.00
3	1/2 horizontal	1,100	280 x 220	16,800.00
	1/4 horizontal	550	280 x 110	9,150.00
5, 7, 9, 11, 13, 15	1/1	2,200	280 x 440	26,000.00
Last page	1/1	2,200	280 x 440	26,000.00
5, 7, 9, 11, 13, 15	1/1 incl. title spot ¹	2,200	280 x 440	29,000.00
Last page	1/1 incl. title spot ¹	2,200	280 x 440	29,000.00

Reservations for placement are binding max. 3 weeks for a preferred placement, max. 6 weeks for a regular placement.

ADS WITH TEXT PORTION

Page 6 and following price per mm 4c **40.60 €**
Column width 53 mm, min. height 40 mm, max. height 100 mm

ADS EXCEEDING PRINTING FORM

Margin allowance 34 mm **2,280.00 €**

	Overall Millimetre	Width x Height in mm	Prices 4c in €
3-COLUMN			
1/3 corner	750	167 x 250	10,630.00
	660	167 x 220	9,630.00
	540	167 x 180	8,550.00
	450	167 x 150	7,400.00
	300	167 x 100	5,950.00
	150	167 x 50	3,200.00

2-COLUMN			
2/5 vertical	880	110 x 440	11,450.00
	620	110 x 310	9,100.00
1/4 corner	550	110 x 275	8,650.00
1/5 corner	440	110 x 220	7,230.00
	360	110 x 180	6,680.00
	300	110 x 150	5,950.00
	200	110 x 100	4,220.00
	100	110 x 50	2,150.00

1-COLUMN			
1/5 vertical	440	53 x 440	7,230.00
	300	53 x 300	5,950.00
	250	53 x 250	5,050.00
	200	53 x 200	4,220.00
	150	53 x 150	3,200.00
	100	53 x 100	2,150.00
	50	53 x 50	1,080.00

CLASSIFIED ADS

b/w, 4c price per mm / column **6.30 €**

Business connections, real estate, offers/requests for commercial agency, sales, wanted ads, logistics and similar

BOX NUMBER FEE

Domestic **40.00 €**
Abroad **60.00 €**

LOOSE LEAF INSERT²

Format max. W: 210 mm x H: 297 mm
Format min. W: 105 mm x H: 148 mm
Long edge folded
Price up to 25 g total weight³ **320.- €/1,000**

DELIVERY ADDRESS

Societätsdruck, Westdeutsche Verlags- und Druckerei GmbH, Warenannahme Akzidenz, Kurhessenstr. 4 - 6, D-64546 Mörfelden-Walldorf, Germany

DELIVERY MEMO

"For Lebensmittel Zeitung, edition / 2019"
Delivery by advertisement deadline

¹ Title spot on title page, format w 49 mm x h 50 mm

² Advance sample required

³ Required quantity delivered: 36,000 copies, paper weight of insert: for individual sheet min. 150 g/sqm, inserts with higher total weight than 25 g on request, partial editions on request, discounts see frequency discount on page 12.

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