

Lebensmittel
Zeitung

Lebensmittel
Zeitung **direkt**

MEDIA KIT 2025



LZ MEDIEN Topics & Deadlines 2025

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

*PD: publication date | *CD: closing date | RR: Regionalreport

	17.02.	24.01.	LZ Special Newsletter Retail Tech / EuroCIS			
	19.02.	30.01.	LZ Medien Whitepaper Retail Tech			
8	21.02.	11.02.	BBQ		Biofach + Vivanness Trade Fair News EuroCIS Trade Fair News	EuroCIS Dusseldorf 18.02. - 20.02.
	9	28.02.	18.02.	Snacks & Convenience I		
LZ DIREKT 3 25	03.03.	03.02.	Breakfast Products Bread & Baked Goods Hot Beverages Detergents & Cleaning Products Wine, Sparkling Wine & Spirits (ProWein) Confectionary (incl. ISM)		Special Innovation Cup Special BBQ I	
	10	07.03.	25.02.	Wine, Spirits & Beer (incl. Sparkling Wine)	RR North America CD: 24.01.	ProWein Preview
11	14.03.	04.03.	Frozen Food & Ice Cream I	RR Berlin-Brandenburg CD: 31.01.		LogiMAT Stuttgart 11.03. - 13.03. IAW Internationale Aktionswaren- und Importmesse Cologne 11.03. - 13.03. Olio Capitale Triest 14.03. - 16.03. Internorga Hamburg 14.03. - 18.03. ProWein Dusseldorf 16.03. - 18.03.
12	21.03.	11.03.	Non-Alcoholic Drinks		LogiMAT Trade Fair News Internorga Trade Fair News ProWein Trade Fair News	
LZ Copytest Crossmedia	13	28.03.	18.03.			LZ Retail Media Day Frankfurt 26.03. BEAUTY Dusseldorf 28.03. - 30.03.
LZ DIREKT 4 25	01.04.	04.03.	Meat & Sausages Fish Deli Products & Dips Chips & Snacks Non-Alcoholic Drinks Beer & Mixed Drinks Energy Drinks Ice Cream Spices Vegan & Vegetarian Products (Meat, Fish & Milk Alternatives), BBQ Accessories		Special BBQ II	
	14	04.04.	25.03.	Meat & Sausages (incl. Meat Alternatives) I		Hannover Messe Hannover 31.03. - 04.04. Handelslogistik Kongress Cologne 01.04. - 02.04. Molkerei Kongress Munich 01.04. - 02.04. VINITALY / Enolitech / SOL & AGRIFOOD Verona 06.04. - 09.04.
LZ Copytest Packaging	15	11.04.	01.04.	Dairy Products, Cheese & Alternatives I	RR Nordic Countries CD: 28.02.	Focus Packaging I CD: 28.03.

LZ MEDIEN Topics & Deadlines 2025

LZ	PD*	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
	14.04.	28.03.	LZ Special Newsletter Packaging I			
16	17.04.	07.04.	Deli Products & Spices			
17	25.04.	11.04.	Fish, Seafood & Alternatives	RR Netherlands CD: 14.03.		CASH Handelsforum St. Wolfgang 23.04. - 25.04. LZ direkt Bildungsforum Hamburg 23.04. - 24.04.
LZ DIREKT 5125	02.05.	01.04.	Detergents & Cleaning Products Cosmetics & Body Care Sanitary Products Oral Care Pet Food Dairy Products Tobacco Products Back-to-school		Special Drugstore Products I	
18 LZ Copytest RR Switzerland	02.05.	22.04.		RR Switzerland CD: 21.03.	Special Sustainability CD: 11.04.	IFFA Frankfurt 03.05. - 08.05.
	05.05.	11.04.	LZ Special Newsletter Sustainability			
19	09.05.	28.04.	Fitness & Protein Products		Focus Private Label / PLMA Preview CD: 17.04	Tuttofood Milano 05.05. - 08.05. Seafood Expo Global Barcelona 06.05. - 08.05. EHI Payment Kongress Bonn 06.05. - 07.05. OMR Hamburg 06.05. - 07.05. International Hardware Fair Italy Milano Bergamo 08.05. - 09.05. MLF Tagung Gütersloh 11.05. - 14.05.
	12.05.	17.04.	LZ Special Newsletter Private Label			
	13.05.	23.04.	LZ direkt Whitepaper Shopfitting & Store Design			
20	16.05.	06.05.	LZ Karriereforum Frankfurt 17.05.		Seafood Expo Global Trade Fair News	
21	23.05.	13.05.	Drugstore Products I (Cosmetics & Body Care, OTC)	RR North Rhine-Westphalia CD: 11.04.	Focus Logistics I CD: 02.05. PLMA Trade Fair News	PLMA Amsterdam 20.05. - 21.05.

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

LZ MEDIEN Topics & Deadlines 2025

	LZ	PD*	CD*	Ranges/Markets	RegionalReports	Feature Topics and Trade Fair Themes	Trade Fair and Exhibition Dates
	32	08.08.	29.07.				
	33	15.08.	05.08.	Snacks II (To Go)	RR Turkiye CD: 04.07.		
	34	22.08.	12.08.				Gamescom Cologne 20.08. - 24.08.
	35	29.08.	19.08.				
LZ DIREKT 9 25		01.09.	04.08.	Confectionary Cheese Wine, Sparkling Wine, & Champagne Spirits Energy Drinks Sustainability Press Assortment Nonfood Winter-BBQ Tobacco Products		Special Christmas Business 2025	
LZ Copytest Crossmedia	36	05.09.	26.08.	Confectionary II	RR Bavaria CD: 25.07.		IFA Berlin 05.09. - 09.09.
	37	12.09.	02.09.	Frozen Food & Ice Cream II	RR Italy CD: 01.08.	IFA Trade Fair News	IAA Transportation Hannover 09.09. - 14.09.
		16.09.	26.08.	LZ direkt Whitepaper POS Impetus Nonfood			
	38	19.09.	09.09.		RR Baden-Wurttemberg CD: 08.08.	Focus Packaging II / FachPack Preview CD: 29.08.	drinktec Munich 15.09. - 19.09. DMEXCO Köln 17.09. - 18.09. InterTabac Dortmund 18.09 - 20.09.
		22.09.	29.08.	LZ Special Newsletter Packaging II			
	39	26.09.	16.09.	Dairy Products, Alternatives & Cheese II	RR France CD: 15.08.	Anuga Preview International Food Days CD: 05.09.	Fachpack Nuremberg 23.09. - 25.09. ECR-Tag 30.09. - 01.10.
		26.09. + 29.09.	05.09.	LZ Special Newsletter Anuga			
LZ DIREKT 10 25		01.10.	03.09.	Meat, Sausages & Poultry (incl. Service Counter) Dairy Products Frozen Food Hot Beverages Fitness & Proteins		Special Innovations / Anuga Special International Food Days - International Specialities	
	40	02.10.	22.09.	Meat, Sausages & Alternatives II (incl. Winter BBQ)	RR Belgium CD: 22.08.	Anuga Issue FachPack Trade Fair News	Anuga Cologne 04.10. - 08.10. MLF-Tagung Wiesbaden 05.10. - 08.10.

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

LEBENSMITTEL ZEITUNG Print and Digital

100% INDUSTRY FOCUS

Lebensmittel Zeitung is the leading specialist industry publication for the consumer goods sector. Place your brand and message in a relevant editorial context. Reach decision 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 Senior management, managing directors, category management, purchasing, sales and marketing managers and those responsible for IT and logistics, management closely involved with sales, and independent retailers. LZ reader survey 2022, IFAK Institut, Taunusstein, A survey of the main LZ readers as well as an LZ Digital user survey 2022, Karwath Marktforschung, Oldendorf

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



LEBENSMITTEL ZEITUNG Data

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

66,771

IVW total number incl. print and paid content¹

52

journalists

979,528

visits per month¹⁰

58,659

newsletter recipients per workday³

88 min.

of digital use per week⁴

46,323

actually distributed weekly circulation on each Friday.¹

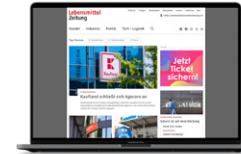


98,859

visitors per week⁵

21,883

digital subscribers¹



www.lebensmittelzeitung.net

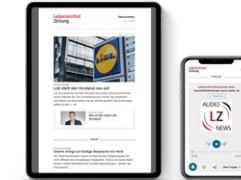
Nearly all **management at the top 10** retail enterprises subscribe to LZ digital channels or an LZ Newsletter.⁶

100%

of the **top 30 retail head-quarters** subscribe to LZ.⁶

76%

of users access LZ Digital at least once daily⁴



19,622

downloads & streams of LZ Audio News per month⁹

89%

chances of page impression print issue²

Ø 7

readers per copy²

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

Ø 52 min.

reading time per copy²

13,400

quotations made from LZ in 2023⁷

197,191

social media followers⁸

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

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

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

³ Recipient file LZ Newsletter, August 2024

⁴ LZ Digital user survey 2024, target group retail, Karwath Marktforschung, Oldendorf.

⁵ Piwik PRO, evaluation visitors per week 01.01.2024 - 30.08.2024

⁶ LZ sales analysis, January 2023

⁷ Übermetrics / Unicepta for 2023

⁸ Follower der LZ social media channels: facebook, instagram, X, linkedIn, September 2024

⁹ Audiorella, evaluation unique user, August 2024

¹⁰ IVW, August 2024

LZ Print Rates and formats

2/1 page

W: 591 mm x H: 440 mm €50,900

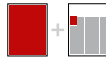


5-COLUMN

1/1 page incl. title spot

W: 280 mm x H: 440 mm

Title: W: 49 mm x H: 50 mm €29,500



1/1 page

W: 280 mm x H: 440 mm €26,100



3/4 page horizontal

W: 280 mm x H: 330 mm €21,600



W: 280 mm x H: 300 mm €19,800

W: 280 mm x H: 250 mm €17,100

1/2 page horizontal

W: 280 mm x H: 220 mm €15,250



1/3 page horizontal

W: 280 mm x H: 150 mm €11,750



1/4 page horizontal

W: 280 mm x H: 110 mm €9,550



W: 280 mm x H: 70 mm €7,200

W: 280 mm x H: 40 mm €4,650

4-COLUMN

4/5 page corner

W: 224 mm x H: 440 mm €22,850



9/16 page corner

W: 224 mm x H: 310 mm €22,250



1/2 page corner

W: 224 mm x H: 275 mm €19,100



2/5 page corner

W: 224 mm x H: 220 mm €12,650



W: 224 mm x H: 150 mm €9,750

W: 224 mm x H: 100 mm €7,550

W: 224 mm x H: 50 mm €4,650

3-COLUMN

3/5 page corner

W: 167 mm x H: 440 mm €18,000



W: 167 mm x H: 350 mm €14,550

W: 167 mm x H: 300 mm €12,850

1/3 page corner

W: 167 mm x H: 250 mm €11,750



W: 167 mm x H: 200 mm €9,750

W: 167 mm x H: 150 mm €8,200

W: 167 mm x H: 100 mm €6,550

W: 167 mm x H: 50 mm €3,550

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

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

LZ Print Further print formats

2-COLUMN

2/5 page corner

W: 110 mm x H: 440 mm €12,650



W: 110 mm x H: 310 mm €10,050

1/4 page corner

W: 110 mm x H: 275 mm €9,550



1/5 page corner

W: 110 mm x H: 220 mm €8,000



W: 110 mm x H: 200 mm €7,550

W: 110 mm x H: 150 mm €6,550

W: 110 mm x H: 100 mm €4,650

W: 110 mm x H: 50 mm €2,400

1-COLUMN

1/5 page corner

W: 53 mm x H: 440 mm €7,950



W: 53 mm x H: 300 mm €6,550

W: 53 mm x H: 250 mm €5,600

W: 53 mm x H: 200 mm €4,650

W: 53 mm x H: 150 mm €3,550

W: 53 mm x H: 100 mm €2,400

W: 53 mm x H: 50 mm €1,200

TEXT INSETS

Ads with text inset €46

Page 6 and after, rate per mm,
column width 53 mm, min. height
40 mm, max. height 100 mm

PRIORITY PLACEMENTS

(no right to cancel)

1/1 page priority €32,950

(pp. 5, 7, 9, 11, 13, 15 and U4) incl. title spot

W: 280 mm x H: 440 mm

1/1 page priority €29,550

(pp. 5, 7, 9, 11, 13, 15 and U4)

W: 280 mm x H: 440 mm

1/2 page horizontal priority €19,150

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

1/3 page horizontal priority €17,050

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

Title strip on title page €11,250

W: 280 mm x H: 40 mm

Title spot on title page €5,500

W: 49 mm x H: 50 mm

Strip ad on page 2: €10,450

Page 2, W: 280 mm x H: 50 mm

Text inset on page 2

100/2-column: €9,300

Page 2, W: 110 mm x H: 100 mm

SUPPLEMENT

Supplement €10,400

Looseleaf insert

Format max. W: 210 mm x H: 297 mm

Format at least W: 105 mm x H: 148 mm

long edge folded, up to 25 g total weight

DELIVERY ADDRESS:

Schaffrath GmbH & Co. KG

Warenannahme

Marktweg 42-50

47608 Geldern

DELIVERY NOTICE:

„For Lebensmittel Zeitung,
Issue .../2025“

Delivery no later than the
advertising deadline

CLASSIFIED ADS

b/w, 4c €8

mm rate/column

Obituaries, real estate, business

announcements, etc.

BOX NUMBER FEE

Germany €43

International €64

10 % CROSS-MEDIA DISCOUNT*

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

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

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

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

10 % CROSS-MEDIA DISCOUNT*

Additional discount on all campaign-related print & digital insertions

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

* 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	€10,990
Your individual post via the LinkedIn channel of LZ incl. paid traffic campaign	
Runtime: 2 weeks	
LinkedIn Post Combi benefit¹	€7,200

AUDIOSPONSORING/PODCAST PUSH

20-second audio commercial incl. shownotes	€5,100
Podcast Combi benefit¹	€3,100
Runtime: 1 week	

CONTENT FORMATS

Advertorial²	€19,950
Desktop, Mobil, Newsletter, Social Media	
Duration: 2 weeks	
Galery Sponsoring	€4,590
Your banner in the picture galleries of LZ.net	
Duration: 4 weeks	
Text ad 1-2	€4,500
In the Afternoon LZ Newsletter, max. 430 characters	
Runtime: 1 week	
Product entry	€1,600
Unlimited duration	

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

See page 21 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 SPECIAL NEWSLETTER

Maxi-Banner Top	€3,790
Maxi-Banner 2-3	€3,050
Text ad 1-3	€2,690

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

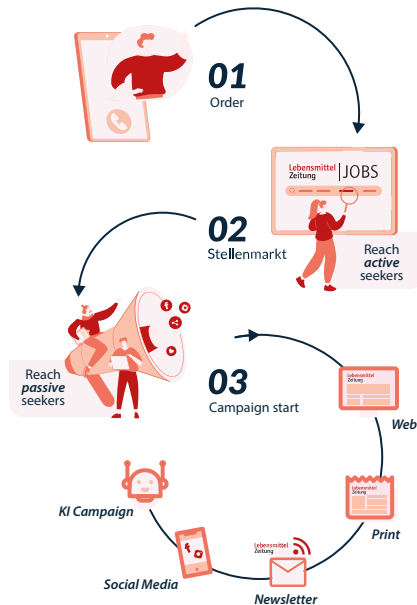
LZ MEDIEN Services We are here for you!

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



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.

Scrollytelling

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

Talk2Work Podcast

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

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

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

Employer branding – advertisements and banners in Lebensmittel Zeitung

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

LZ DIREKT Print and Digital

100% POINT OF SALE

Obtain direct access to the POS community. Target key staff and decision-makers in supermarkets with your message: Business owners, store/center and distribution managers, category managers and POS employees.

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



LZ DIREKT Key facts

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

65,401

circulation actually distributed monthly¹

10

journalists + content creators

13,958

newsletter recipients every Tuesday⁷

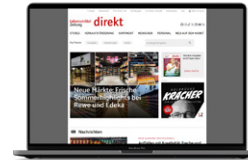
Ø 7.4

readers per copy²



55%

of LZ direkt print readers are owners or store managers²



www.lzdirekt.de

37,000

visits LZ direkt Digital⁵

8,882

visitors per week LZ direkt Digital⁶

92%

of LZ direkt circulation is in retail³

76%

chances of page impression²



81%

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

95%

of Edeka and Rewe retail stores receive LZ direkt³

44 min.

reading time per copy²

42 min.

of LZ direkt Digital access per week⁴

85%

of LZ direkt digital readers have access to product orders⁴

14,159

social media followers⁸

¹ IVW, Q2/2024

² LZ direkt reader survey 2020, GIM Gesellschaft für Innovative Marktforschung,

Wiesbaden Readers per copy as estimated by respondents

³ LZ sales analysis, November 2021

⁴ LZ direkt Digital user survey 2021, retail target group, Karwath Marktforschung,

Oldendorf.










⁵ Piwik PRO, evaluation sessions August 2024






⁶ Piwik PRO, evaluation visitors per week 01.01.2024 - 30.08.2024

⁷ Recipient file LZ Newsletter, August 2024

⁸ Followers of LZ direkt social media channels: facebook, instagram, linkedin, September 2024

LZ DIREKT Print Rates and formats

2/1 page	€44,500	
Print space W: 464 mm x H: 300 mm Bleed* W: 500 mm x H: 340 mm		
1/1 page	€22,950	
Print space B: 220 mm x H: 300 mm Bleed* W: 250 mm x H: 340 mm		
3/4 page horizontal	€18,850	
Print space W: 220 mm x H: 225 mm Bleed* W: 250 mm x H: 247 mm		
2/3 page horizontal	€17,400	
Print space W: 220 mm x H: 200 mm Bleed* W: 250 mm x H: 222 mm		
2/3 page corner	€17,400	
Print space W: 147 mm x H: 300 mm Bleed* W: 165 mm x H: 340 mm		
1/2 page horizontal	€13,250	
Print space W: 220 mm x H: 150 mm Bleed* W: 250 mm x H: 172 mm		
1/2 page corner	€13,250	
Print space W: 107 mm x H: 300 mm Bleed* W: 125 mm x H: 340 mm		
1/2 page corner	€13,250	
Print space B: 163 mm x H: 200 mm Bleed* W: 181 mm x H: 222 mm		
1/3 page horizontal	€10,100	
Print space W: 220 mm x H: 100 mm Bleed* W: 250 mm x H: 122 mm		

1/3 page corner	€10,100	
Print space W: 73 mm x H: 300 mm Bleed* W: 91 mm x H: 340 mm		
1/3 page corner	€10,100	
Print space W: 107 mm x H: 200 mm Bleed* W: 125 mm x H: 222 mm		
1/4 page horizontal	€8,300	
Print space W: 220 mm x H: 75 mm Bleed* W: 250 mm x H: 97 mm		
1/4 page corner	€8,300	
Print space W: 50 mm x H: 300 mm Bleed* W: 68 mm x H: 340 mm		
1/4 page corner	€8,300	
Print space W: 107 mm x H: 150 mm Bleed* W: 125 mm x H: 172 mm		

**PRIORITY PLACEMENTS
(NO RIGHT TO CANCEL)**

2/1 page opening spread	€48,350
(U2 and page 3) Print space W: 464 mm x H: 300 mm Bleed* W: 500 mm x H: 340 mm	
1/1 page priority	€24,150
(1st or 2nd right-hand page, U4) Print space W: 220 mm x H: 300 mm Bleed* W: 250 mm x H: 340 mm	
1/1 page editorial	€24,150
(to left of editorial) Print space W: 220 mm x H: 300 mm Bleed* W: 250 mm x H: 340 mm	

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

LZ DIREKT Digital Rates and formats

WEBSITE, MOBILE & WEEKLY NEWSLETTER¹

Digital placements of 4 weeks each, exclusively

DIGITAL 1ONE €8,890

940 x 300 px (desktop) / 300 x 120 px (mobile)
520 x 200 px (newsletter)

DIGITAL 2TWO €8,090

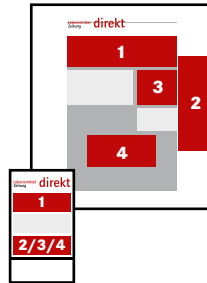
max. 400 x 800 px (desktop/sticky) /
300 x 600 px (mobile/scrolllover) /
520 x 200 px (newsletter)

DIGITAL 3THREE €6,450

300 x 250 px (desktop) / 300 x 250 px (mobile) /
520 x 200 px (newsletter)

DIGITAL 4FOUR €5,390

617 x 250 px (desktop) / 300 x 250 px (mobile) /
520 x 200 px (newsletter/optional: 300x250 px)



CONTENTFORMATS

Sponsored Post/Advertorial² €12,490
desktop, mobile, newsletter, social media

SOCIAL MEDIA

Meta Push €9,500

Meta Push Combi benefit³ €6,450

LZ DIREKT WHITEPAPER

1/1 page €8,450

1/2 page €4,850

Company profile €2,950

Combination 1/1 page + Company profile €9,890

Please visit our website for more information:

www.lzmedia.net/lzd/printformats
www.lzmedia.net/lzd/digitalformats

See page 18 for information volume discounts and technical details.

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

LZ MEDIEN Print Combined advertising packages

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COMBINED ADVERTISING PACKAGES

LZ & LZ DIREKT

Large package €45,200

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

Medium package €37,200

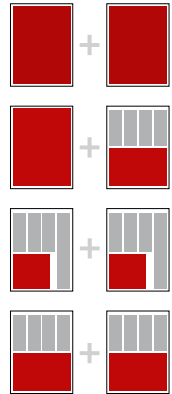
1/1 page Lebensmittel Zeitung
1/2 page LZ direkt

Small corner package €31,250

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

Small horizontal package €27,450

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



SUPPLEMENTS

Supplement looseleaf insert €21,200

Format max. W: 210 mm x H: 297 mm

Format min. W: 105 mm x H: 148 mm

long edge folded up to 25 g total weight, higher

total weight on request,

required delivery amount: 60,500 copies

DELIVERY ADDRESS

Evers-Druck GmbH

Warenannahme

Ernst-Günter-Albers-Straße 13

25704 Meldorf

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 sales knowledge about a category.

PARTNER PAKET

Markenlehrbrief

32 + 4 pages, 10,000 copies

Runtime: about 12 month

E-Training

Up to 20 pages

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

Package price..... €35,893

incl. 15% discount

Our media service for the promotion of your partner package:

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



THE PARTNER PACKAGE

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

YOUR BENEFITS:

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

Further information and cooperation opportunities can be found at:

www.lzmedien.net/lernwelt

VOLUME DISCOUNT*

From	€15,200	3%
From	€28,400	5%
From	€52,100	7%
From	€78,200	10%
From	€130,400	12%
From	€156,500	15%
From	€182,600	18%
From	€208,700	20%
From	€234,800	21%

*Total gross sales per sales year. Applies to all insertions in Lebensmittel Zeitung and LZ direkt (print and digital).

Job advertisements, classified ads and special publications are excluded.

TERMS OF PAYMENT

Payment net, within 30 days of the invoice date

BANK DETAILS

FRANKFURTER SPARKASSE
 BIC HELADEF1822
 IBAN DE56 5005 0201 0000 0349 26

NEWSPAPER FORMAT LZ

310 mm wide, 470 mm high

PRINT SPACE LZ

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

MAGAZINE FORMAT LZ DIREKT

250 mm wide, 340 mm high

PRINT SPACE LZ DIREKT

220 mm wide, 300 mm high
 4 columns, each 50 mm wide
 bleed 250 mm wide, 340 mm high

PRINTING AND BINDING

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

Paper quality LWC
Dot gains

Colors
 40% area: 16% (tolerance ± 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 advertising rate. Cross-media campaigns are campaigns having identical content in print and digital with a time delay of no more than two weeks. Minimum size print: ¼ page corner, minimum format size digital: Digital 5FIVE

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

1. Insertion Order
"Insertion Order" means the contract for the publication of any advertisement in text form or by virtue of publication of the "advertiser" ("Customer") in digital media of the publisher/ agency (hereinafter the "Publisher") for purposes of disseminating the advertisement. Insertion Orders shall include the following information and conditions and together with the applicable rate cards and technical specifications shall constitute the entire agreement between the advertiser and the publisher.

- 2.1. An advertisement may consist of one or more of the following elements:
 - an image or text, sound sequences and moving images;
 - a sensitive area which, when clicked, links to another Customer or third party information via an online and mobile address specified by the Customer;
- 2.2. Advertisements which are not recognizable as such because of the layout shall be identified as advertisements by the Customer.
- 2.3. As a rule, the format listed on the applicable rate card may be used for publication of advertisements. Special ad formats may be permitted subject to consultation and review by the Publisher.
- 3. Conclusion of contract and booking terms
- 3.1. Contracts may be concluded for each individual advertisement or for a given number of advertisements. Contracts may stipulate fixed dates for individual publications or individual orders may be settled on demand over a given period; cf. section 4.
- 3.2. Unless specifically agreed otherwise, the contract shall generally require:
 - the offer to conclude a contract submitted by the Customer in text form;
 - and acceptance of the order by virtue of the Publisher's order confirmation in text form or by virtue of publication of the advertisement. Confirmations given orally or by phone shall not be legally binding.
- 3.3. To the extent advertising agencies place orders, and subject to any other agreements in writing, the contract shall be formed with the advertising agency itself. I.e., the advertising agency shall be the Publisher's counterpart pursuant to these Standard Terms and Conditions. Orders by advertising agencies or brokers shall only be accepted for advertisements designated and identifiable by name. The Publisher may request a discount agreement from the advertiser. An original copy of the letter of engagement and also submit proof of its agency status.

- 3.4. Invoicing shall be effected based on the rate card or Publisher's calculation. Invoicing for the advertising delivered shall be based on the ad impressions (AdA) according to the Publisher's ad server. An AdA is defined as a server request for an advertisement from the Publisher's ad server.
- 4. Settlement period
- 4.1. To the extent a contract is concluded for a number of advertisements, these must be requested for publication within one year from the date of conclusion of the contract. In the event of a request, the entire order must be settled within one year from the date of the first advertisement's publication, provided the first advertisement was requested and published within the discount period set in sentence 1. If the one-year period specified in sentence 1 or sentence 2 is not complied with, the Customer shall reimburse the Publisher for the difference between the discount period and the actual period corresponding to the number of advertisements actually placed, subject to other legal obligations, see section 11.5.
- 4.2. If the Customer terminates the contract during the settlement period for a given contract, the Publisher will assume that the former agency has transferred to the new agency the contractual relationship with all rights and obligations and is subject to available capacity. In the event of a failure to object to further settlement of the contract with the new agency shall constitute consent thereto by the Publisher.
- 5. Postponement
- Postponing the agreed commencement of a campaign may only be effected in text form up to five business days by 2.00 pm prior to the next agreed publication date and is subject to available capacity. The current conditions and rates published online shall apply with respect to the new insertion dates.
- 6. Increase of the Insertion Order
- In the case of increasing advertising contracts, the Customer may wish to increase the period agreed or specified in text form and subject to available capacity, submit further ad requests in text form even exceeding the volume specified in the respective Insertion Order, provided the Publisher confirms this in text form.
- 7. Cancellation
- Insertion Orders may be cancelled in text form and at no charge only up until no later than the start of the advertisement or, in the case of a fixed publication date, cancellation orally or by phone is not permitted.
- 8. Publication period, positioning date and rotation
- 8.1. The publication period is defined individually based on the impressions booked or based on the period booked and the impressions booked.
- 8.2. The Customer shall have no claim to any specific positioning of the advertisement on the digital medium. The Customer and the Publisher shall jointly agree on the positioning of the advertisement. This can be achieved, for example, by the Customer's use of discretion, taking into account the Customer's interests as far as possible. If the Customer has expressed a preference as to the positioning of the advertisement on the digital medium booked by it, the confirmation of the Publisher, in the scope specified in the

order, shall be controlling.
8.3. If several advertisements are delivered for a booking, the Publisher shall rotate them on a standard basis, unless the Customer has provided the Publisher an advertising schedule setting out when which advertisement is to be published.

- 9. Positioning of the advertisement
- 9.1. The Customer shall submit to the Publisher by e-mail complete and appropriate information for targeting (URL, ALT text and appropriate keywords) in the final digital form no later than 5 business days prior to the agreed first publication date for spreads and all instances of advertising, the applicable period shall be 10 business days.
- 9.2. If the files are stored on the Customer's server or a third-party server, the Customer must ensure that the URL of the advertisement mentioned conditions, the URL of the advertisement to be inserted.
- 9.3. Any variations herefrom shall be promptly co-ordinated with the Publisher in text form. The Customer shall be responsible for any mutations for the addresses specified by the Customer and to which the advertisement is to refer.
- 9.4. The Publisher shall request replacements for any clearly inappropriate or defective advertisements. If the advertisement is not provided in proper form, specifically if it is supplied late or subsequently changed, the Publisher shall not warrant for the agreed dissemination thereof, and in particular shall not warrant for attainment of the booked AdA.
- 9.5. If after the aforementioned periods have expired, the Customer wishes to replace or change the advertisement or deviate from any existing advertising schedule, then the Publisher shall check whether such changes can still be made in view of the originally scheduled publication date. If this is not the case, the terms originally agreed shall continue to apply.
- 9.6. The number of delivered advertisements or requests to change the advertisements or those provided by notification of the URL must be reasonably proportioned to the booked media service, taking industry standards into account; the assessment of reasonableness shall be made by the Publisher. The Publisher shall notify the Customer and to the extent necessary, the advertiser.
- 9.7. The Publisher assumes no liability for the delivered advertisement or any other materials nor is it under any obligation to return them to the Customer. The Customer shall be responsible to archive the advertisements indefinitely.
- 9.8. The Customer shall be responsible for ensuring that the advertisement is free of any illegal, defamatory, obscene, libellous, reasonable errors, is suitable to arrange for a replacement booking by a third party, the Customer shall be liable to any compensation equivalent to the agreed fee.
- 10. Right to reject, retract or suspend publication of the advertisement

- 10.1. The Publisher may terminate Insertion Orders until such time as the Customer has accepted the advertisement. If the Customer does not approve it, the Publisher thereafter reserves the right to reject advertisements as well as individual ad requests under a given Insertion Order, unless the advertiser has agreed otherwise.
 - the content thereof infringes the rights of third parties, violates the law or other official provisions or;
 - the content infringes the rights of the German Advertising Standards Council (Deutscher Werber); in a complaint proceeding; or
 - it would be unreasonable for the Publisher to publish it due to the content, form, design, source or technical quality thereof; or
 - the advertisement contains defamatory for third parties.
- 10.2. Advertising in newspapers, advertising in or for a third-party (i.e. in Advertising) must in each case be accepted in advance by the Publisher in text form. The Publisher may charge a premium for "In-Ad" advertising in accordance with the applicable rate card. The publisher will be notified promptly if the contract is terminated pursuant to sentence 1 or an advertisement is rejected pursuant to sentence 2.
- 10.3. The Publisher may temporarily suspend the publication of the advertisement if it has sufficient reason to suspect that the website to which the hyperlink is directed is no longer available for the internet content. The foregoing shall apply, in particular, in cases involving investigations or orders by government agencies or a warning letter from an internet service provider. The suspension shall be notified to the Customer and the advertiser. The Customer shall be notified of the suspension and shall promptly remove the allegedly unlawful content or shall demonstrate on the website that the content is lawful. If the advertiser does not wish to offer the Customer to replace the advertisement with an alternative advertisement and/or with a hyperlink to another website subject to the periods under the applicable rate card, the advertiser may charge the Customer for any additional proven costs incurred as a result. The suspension shall be lifted as soon as the suspicion has been allayed.
- 10.4. The Publisher may in particular retract an advertisement that has already been published if the Customer subsequently changes the content thereof or if the Customer subsequently changes or changes the link's URL or where the content of the linked website is materially changed. In such case, the Customer has no right to a replacement at no charge, although the Publisher will retain its agreed payment claim.

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

- 11. Grant of rights and representations and warranties, compliance with statutory provisions
- 11.1. The Customer shall transfer to the Publisher any and all copyright licenses, ancillary and other rights which are necessary in order to use the advertisement in any form of online media, specifically including the rights to reproduce, disseminate, transmit, broadcast, make publicly available, store in a database and to archive, and, and which are transferable to third parties in the context of payment of the contract in the scope necessary for implementing the order both on terms and on substance. The Customer shall be deemed to have assigned mentioned rights shall in all cases be transferred with no territorial limits. The aforementioned rights authorize insertion using all known technical means of advertising, the applicable period shall be 10 business days.
- 11.2. The Customer shall bear sole legal responsibility, specifically the responsibility under competition law, for the content of any and all advertisements provided to the Publisher. The Customer shall ensure the content does not violate or infringe any law and warrants that the content of the respective advertisement does not impair the rights of third parties. The Customer shall be deemed to have assigned the responsibility to refer to any immoral content during the contractual relationship.
- 11.3. The Customer represents and warrants that it holds all rights necessary to place the advertisement. The Customer shall indemnify the Publisher upon first demand against any and all third-party claims that may arise due to the violation or infringement of provisions of competition law, criminal law, copyright law or any other statutory provisions. The indemnification shall also extend to any expenses incurred for mounting a legal defence against third parties.
- 11.4. The Customer shall act in good faith to assist the Publisher in its efforts to defend against third-party claims by providing documents and information. The Publisher shall notify the Customer if any such third-party claims are asserted.
- 12. Warranty and liability
- 12.1. With the framework of foreseeable requirements, the Publisher warrants the best possible reproduction of the advertisement consistent with customary technical standards in each case. The warranty shall be limited to the extent that the Customer is aware that based on the current state of the art technology it is not possible to reproduce an advertisement that is completely free of defects. The responsibility for the defect is assumed:
 - by use of unstable display software or hardware (e.g. browsers) or other technical means of advertising;
 - where the impairment in reproducing the advertisement does not result from the framework of foreseeable requirements;
 - by the Publisher or other operators;
 - by computer failure due to system or network failure; or
 - by incomplete offers and/or offers not updated and stored on proxy servers or in the local cache;
 - by failure of the Publisher's ad server, the duration of which may not exceed 24 hours (continuous or in the aggregate) over a 30-day period from the contractually agreed start of the advertising insertion.
- 12.2. The warranty shall not include disturbances arising from computer defects or interrupts on the Customer's end or in the context of the payment of the contract by the Customer and the Publisher.
- 12.3. If the Publisher's ad server goes down for a substantial period of time (more than 10% of the booked period) during which the Customer is not able to book advertising, the Customer and the Publisher shall endeavour to make good the undelivered at a later time or extend the period of the insertion, provided this does not result in a material extension of the insertion period. In the event of an extension of the insertion period fees, the Customer shall be exempted from its payment obligations for the undelivered or for an excess of the media services requested during that period. Further claims are excluded.
- 12.4. If at the end of the publication period actual delivery has not reached the level of the media services ordered by the Publisher, the Customer shall be entitled to a compensatory booking. Upon expiry of the original insertion period, the advertiser shall be deemed to have accepted the booking of 646 German Civil Code (Bürgerliches Gesetzbuch, "BGB")
- 12.5. The conditions and Conditions for Advertising in Digital Media (excluding ePaper and eMagazines, which are governed by the Standard Terms and Conditions for Advertising in Newspapers and Magazines and their Electronic Editions) shall be applicable to the advertiser.
- 12.6. The Publisher's contract shall be controlling for determining the media services. The Customer has the option to provide the Publisher's name in its advertising material, but this will not be applied. The Customer must notify the Publisher thereof in text form within ten days. To the extent the advertisement is delivered via the Publisher's servers, the advertiser shall be deemed to have accepted the notice period shall commence in a given case when the notification of the media services is sent to the Customer. If upon conclusion of a campaign the advertiser has not received the agreed volume of delivery by more than 10% and this is due to technical or human error on the part of the Publisher, then the Customer's data shall apply.
- 12.7. If the Publisher is at fault for insufficient reproduction quality of the advertisement, the Customer may demand a replacement or the contract price or instead of a replacement advertisement, albeit only to the extent of the impairment. If extending the publishing period or publishing a replacement advertisement is necessary, the advertiser and the Customer may claim a reduction in the contract price or may rescind the contract with respect to the portion of the media service not yet

- performed; any right of rescission is otherwise excluded.
- 12.7. The Publisher shall not bear the risk of data loss during transfer thereof outside the applicable period of the contract, including any warranty and/or liability for data security. Risk shall pass upon receipt of the advertisement on one of the Publisher's servers.
- 12.8. If the Customer does not opt for a service of the Publisher but are delivered via a third-party server (redirects) and the Customer, as specified in section 12.7, has not agreed with the advertiser's consent by sending the advertisement's URL on the Customer's or a third-party server, then the Publisher assumes no warranty and no liability for the delivery of the advertisement. The advertiser for any other risks arising therefrom, such as for the defect-free delivery and quality of the advertisement and data security.
- 12.9. The Publisher shall exclude any liability for service disruptions or defects as soon as possible and shall endeavour to eliminate immaterial impairments within a reasonable period.
- 12.10. The Publisher shall be liable for advertising to verify the accuracy, completeness or quality of the advertisements or the content thereof or whether they are up-to-date, serious and/or error free and assumes no express or implied warranty or liability thereof.
- 12.11. The Publisher shall be liable for compensatory damages only in cases of willful or grossly negligent conduct or the lack of a warranted quality.
- 12.12. In all other cases involving the breach of a material contractual obligation, default or impossibility of performance, the Publisher shall be liable for reasonably foreseeable damages, but not for any special accidental damage or indirect or consequential damage. As against merchants, liability shall in any case be limited to ordinary and gross negligence and, in the case of its vicarious agents who are not legal representatives or executive employees, to willful conduct or recklessness.
- 12.13. The Publisher shall be liable for damage to the Customer's control. To the extent a material contractual obligation within the aforementioned meaning was negligently breached, the Publisher's liability shall be limited to the extent that the advertiser or would have received for inserting the respective advertisement.
- 12.14. The foregoing shall not affect liability for damage caused by the advertiser's own health or injury or under the German Product Liability Act (Produkthaftungsgesetz).
- 12.15. The Customer may not base any of its damage claims on defects in the Publisher's work if at fault for such defects pursuant to § 276, § 278 BGB.
- 12.16. Other than in cases of willful or grossly negligent conduct, the Publisher shall not be liable for liability or possibly of access, the display quality, for memory failure, interrupts or any delay, deletion or failed transmission during communication.
- 12.15, Section 12.14, shall not apply to states and jurisdictions which prohibit the exclusion or limitation of liability for consequential or incidental damage.
- 12.16. The Customer shall be liable for any and all consequences and adverse effects the Publisher suffers due to abuse or unlawful use of the advertisement, in particular if the advertiser is aware of any of its other obligations under these Standard Terms and Conditions.
- 12.17. The above sections also apply to representatives of the Publisher who act in a contractual or intermediary relationship as well as to their vicarious agents.
- 12.18. To the extent the Publisher is obliged to pay damages, it shall also be liable for the costs of the legal proceedings in which the contract has not been concluded (litigant's damages); damages for non-performance are excluded.
- 12.19. In the event of an extension in operations or events of force majeure, unlawful labour disputes, unlawful confiscation, traffic disturbances, general shortfalls of raw materials or energy etc., the Publisher shall be exempted from its obligations to the extent that the Publisher engages in the performance of its obligations, the Publisher has a claim to full payment for the published advertisements.
- 12.20. In the case of reciprocal commercial transactions, the Customer shall inspect the inserted advertisement promptly following the first insertion and shall give notice of any defects without undue delay. The notice period in the case of such commercial transactions shall commence insertion of the advertisement in the case of patient defects, and in the case of latent defects upon their discovery. If the Customer fails to give notice of defects, the insertion of the advertisement shall be deemed to be approved.
- 14. Fees, rate card and targeting criteria
- 14.1. The fee for the Publisher's services shall generally be determined based on the volume and applicable on the date of publication which is published online.
- 14.2. The rates quoted are net of statutory VAT.

- 14.3. Advertising agencies and other advertising brokers shall adopt the Publisher's rate cards in their quotes, contracts and invoices with the same effect.
- 14.4. Targeting criteria (limited by advertising medium and ad) shall be summarised in an overview. For each targeting criterion, the CPM (cost provided per sale data) and the CPE (cost per impression) or the rate card in each case, provided no separate CPM targets for targeting campaigns have been reported.
- 15. Discounts
- 15.1. Discounts shall be granted purely on the publication of the advertiser's special advertising campaigns. The advertiser's changes to the advertisement, are excepted herefrom. 15.2. Based on the Publisher's rate card, revenue-based discounts on "revenue", the

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