

MEDIA KIT 2024/2025



LZ DIREKT LERNWELT

LZ direkt Lernwelt supports people & makers at the point of sale to better position and sell their products.

With our comprehensive print and digital publications, we make employees fit for retail. Using your brand as an example, we impart practical product and sales knowledge about a category. Current market data, background information and practical tips deepen the basic knowledge.

Well-founded category knowledge using your brand as an example makes a significant contribution to selling your products more successfully at the POS.

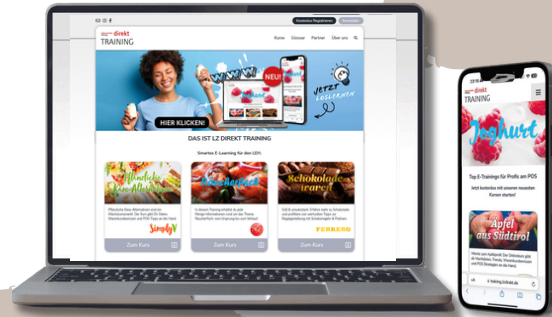


THE FORMULA FOR SUCCESS

PARTNER PACKAGE

Within our co-operation, your brand represents the entire product segment.

- // Experienced editors create the content in consultation with you
- // Your logo will be visible on the Markenlehrbrief and in the e-training programme
- // Your logo will be visible on the learning slip and the final certificate
- // Product and sales knowledge will be transferred by using your brand as an example
- // You will benefit from a comprehensive marketing package in the LZ Medien



STRONG PARTNERSHIP

As a partner of LZ direkt Lernwelt, your brand stands exclusively for one product category.

- // Established for more than 80 years: Excellent market coverage in all relevant retail organisations
- // 100% target group: dispatch to food retailers & educational institutions exclusively on order
- // Transparent proof of performance: Detailed delivery overview and reporting of the marketing campaign once a year
- // Freely accessible: The Partner Package is available to retailers and training institutions free of charge



RATES

REGULAR 10



MARKENLEHRBRIEF

32 + 4 pages, 10,000 copies
app. 12 months term

E-TRAINING

Up to 20 pages

Term: parallel to availability of Markenlehrbrief
including integration of additional material

PACKAGE PRICE: **35,893 EUR**
including 15% discount

REGULAR 15

MARKENLEHRBRIEF

32 + 4 pages, 15,000 copies
app. 18 months term

E-TRAINING

Up to 20 pages

Term: parallel to availability of Markenlehrbrief
including integration of additional material

PACKAGE PRICE **40,749 EUR**
including 15% discount

SMALL 10

MARKENLEHRBRIEF

16 + 4 pages 10,000 copies
app. 12 months term

E-TRAINING

Up to 15 pages

Termin: parallel availability of Markenlehrbrief
including integration of additional material

PACKAGE PRICE: **24,135 EUR**
including 15% discount

SMALL 15

MARKENLEHRBRIEF

16 + 4 pages, 15,000 copies
app. 18 months term

E-TRAINING

Up to 15 pages

Term: parallel to availability of Markenlehrbrief
including integration of additional material

PACKAGE PRICE: **28,621 EUR**
including 15% discount



OUR MEDIA SERVICE

As an industry partner, you will benefit from the strength of LZ Medien in the print & digital package.

Our media service to promote your partner package:

- // At least 1/2 page split ad in Lebensmittel Zeitung
 - // At least 1/1 page split ad in LZ direkt
 - // Banner presence on www.lebensmittelzeitung.net and www.lzdirekt.de
 - // Your logo on our Lernwelt partner site
 - // Branded learning slips & completion certificates
 - // Promotion of your e-training in our newsletter
- > **50,000 EUR media service on top**

OUR MEDIA SERVICE

SPLIT AD LEBENSMITTEL ZEITUNG

71,946 total circulation



SPLIT AD LZ DIREKT

65,166 total circulation



NEWSLETTER

marketing mailing
1,500 subscribers



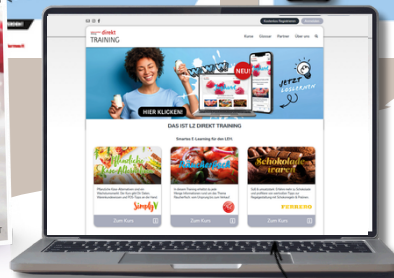
BANNER LEBENSMITTEL ZEITUNG/LZ DIREKT

1,070,918 visits/month



273,466

ordered Markenlehrbriefe 2023



2,306

registered learners



22 minutes

average learning time



STRONG PARTNERS

Our partners in industry and distribution trust in LZ direkt Lernwelt and in our products.



ANY QUESTIONS?

All the advantages of a partnership with Lernwelt at a glance:

- // 100% target group: We address around 10,000 employees in the food retail sector every year, who are your 'decision-makers of tomorrow'.
- // Efficient knowledge transfer relieves your sales force: well-informed and trained employees in food retail know the quality and specific properties of your products in detail.
- // Brand ambassadors: Employees who are well informed about your products will become fans of your brand and will better be able to advise customers.
- // Increased sales: Better informed employees ensure a noticeable increase in sales.



WOULD YOU LIKE TO KNOW MORE?

Please feel free to contact me. I look forward to hearing from you!

NICOLE GROHMANN

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