



Media data 2026

Your successful media partner in times of change

With the highest circulation on the market, clear focus topics, and strong cross-media solutions, Lebensmittel Praxis brings your message directly to decision-makers in the food retail industry.

LP offers something that AI cannot: inspiration by confronting readers with new and unusual ideas.

LP is the magazine for the AI age.

2 Table of Contents

The best communication channels for communicating with decision-makers in the food retail sector

Lebensmittel Praxis has been an integral part of the food industry for over 75 years and is valued by both industry and trade alike. Whether print, digital, or events: we offer you the right communication environment to make your brand visible and position it successfully in the market.



Print

- 3 [At a glance](#)
- 4 [Title portrait](#)
- 5 [Circulation and distribution analysis](#)
- 6 [Recipient structure](#)
- 7 [The new LP](#)
- 8 [Schedule and topics](#)
- 11 [Price list](#)
- 12 [Technical specifications](#)
- 13 [Other insertion formats](#)
- 15 [Special advertising formats](#)



Digital

- 17 [Digital packages](#)
- 18 [lebensmittelpaxis.de](#)
- 25 [lebensmittelpaxis.de LP international](#)
- 26 [Newsletter](#)



Events/Competitions

- 29 [Awards/Events](#)
- 30 [General terms and conditions](#)
- 32 [Contact](#)

3 At a glance



Print

The new LP offers deeper insights, more inspiration, new perspectives, and practical content. It is a magazine that is particularly indispensable for decision-makers in retail: 88% of LP subscribers ^{1**} hold highly qualified positions in retail.

LP subscribers confirm: ^{1*}

96%

The LP is trustworthy.

94%

The LP provides relevant knowledge and information on trends and developments.

94%

read the LP with pleasure.

Maximum advertising impact – for your retail communications!



Digital

With a focus on useful, high-quality content, LP offers customized, cross-channel communication solutions for your advertising message.

Verifiable performance:

122,100 Ø page views /month²
on lebensmittelpraxis.de

8,000 Subscribers² from food
retail and industry to the
LP kompakt newsletter

25-30% Ø open rate³

High relevance and tailor-made content – for your cross-media visibility!



Events/Competitions

LP awards and trade conferences are established events in the industry and offer outstanding opportunities for valuable networking.

Supermarket of the Year

For LP buyers, this is by far the most important industry event of the year! ^{1*}

62% Supermarket of the Year

25% Supermarkt stars

17% Grips & Co.

17% Golden Sugar Loaf

13% Symposium Food & Drink



Close to the people in the industry – for your contact to the decision-makers!

4 Title portrait



Title
Lebensmittel Praxis

The industry magazine for food trade and food industry
Lebensmittel Praxis (LP) is published both in print as a trade journal and digitally. The editorial program is complemented by target-specific events and industry awards for outstanding performance.

In LP, decision-makers in trade centers and the industry have their voices heard, along with key figures in the field. The editorial team shares expertise on strategies, products, and sales processes. LP promotes brand and product recognition, facilitates sales and revenue in the trade, supports the listing and distribution processes, and strengthens sales.

Serving as the link between trade and industry, LP ensures the close integration of concepts and value-added processes.

Frequency	18 issues per year		
Magazine format	210 mm wide, 280 mm high		
Year	78nd 2026		
Purchase price	Annual subscription	Germany	€ 45,00
		Abroad	€ 75,00
	Retail sales price		€ 4,90
		Prices incl. shipping costs	
		Domestic reference price incl. VAT.	
Membership	IVW		
Publishing house	LPV GmbH Hülsebrockstr. 2-8, D-48165 Münster		
Neuwied site	Niederbieberer Str. 124, D-56567 Neuwied		
Editorial	Editor-in-Chief Hendrik Varnholt	+49(0) 26 31/879-127	
Advertising	Head of Media Sales Tanja Pfisterer-Lang	+49(0) 25 01/8 01 18 05	
Publication	Publication manager Wolfgang Seger	+49(0) 26 31/879-118	
Portal	Portal manager Marcus Schmidt	+49(0) 26 31/879-216	

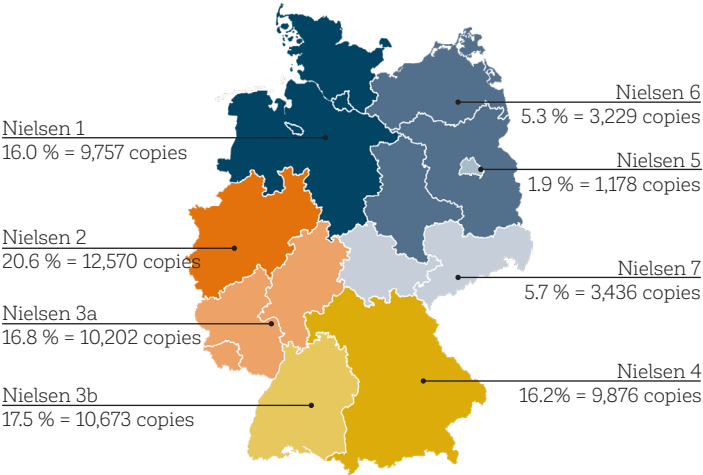
Circulation control

Circulation analysis Copies per issue in 2nd quarter 2025
(1 April 2025 to 30 Juni 2025)

Distributed circulation	61,613	E-Paper	37,281
- Thereof distribution abroad (print)	151		
Number of copies sold	58,637	E-Paper	36,421
- Thereof distribution abroad (print)	130		
Subscriber copies	21,676	E-Paper	137
- Thereof distribution abroad (print)	129		
- Thereof membership-distribution	20,095	E-Paper	4
- Thereof membership distribution abroad (print)	72		
Other sales	36,961	E-Paper	36,284
- Thereof distribution abroad (print)	1		
Free copies	2,976	E-Paper	860
- Thereof distribution abroad (print)	21		
Print run	24,487		
Rest	155		

Economic area	Percentage of copies actually distributed	
	%	example
Germany	98.9	60,921
Abroad	1.1	692
Copies actually distributed	100.0	61,613

Distribution according to Nielsen regions



6 Recipient structure

Business types	Number*	Sales 2024 in € millions*	Share of sales in %	Number of copies distributed Lebensmittel Praxis	
Head offices, wholesalers	120**			7,997	
Cash & Carry operations	322				
Total consumer markets	8,384	114,624	43.3	33,134	
Size (≥ 2.500 qm)	2.120	52,913	20.0	12,453	
Small (1.000 - 2.499 qm)	6.264	61,711	23.3	20,681	
Total supermarkets	5,167	18,771	7.1	13,887	
Large (400-999 qm)	3.289	16,929	6.4	12,091	
Small (100-399 qm)	1,878	1,842	0.7	1,786	
Discount chains (incl. Aldi, Lidl)	15,783	107,308	40.5	947	
Pharmacy/chemist chains	5,213	24,046	9.1	1,587	
Total retail	34,989	264,749	100.0	49,545	
Industry, agencies				3,618	
Other				453	
Copies actually distributed 2nd quarter 2025 incl. foreign country				61,613	

* Businesses and sales according to NIQ Germany RMS Univers 2025

** Source: Trade Dimensions by NIQ data status october 2025



The new LP provides strategies for tomorrow's trade

Inspiration is the foundation of all progress—based on this conviction, we have reimagined Lebensmittel Praxis. The result: a trade magazine that surprises, inspires, and gives new impetus to the food industry.

>> Deeper insights:

The LP offers not only news, but the whole picture – analyses that provide arguments for customer discussions and negotiations.

>> More inspiration:

Additional sections, surprising content, and a modern look offer readers and advertising customers more than ever before.

>> New perspectives:

From market developments to views from space – we open up unusual perspectives and provide topics of conversation that inspire.

>> More for practical use:

The LP is close to the people in the industry. We focus on personalities – decision-makers, doers, and people with ideas and successes.

This makes the LP more than ever the best advertising environment for your messages!

8 Schedule and topic plan

Issue No.	Publication date	submission deadline	Key topics/ supplements	Country reports*, and special occasions	Trade shows/events and LP events
1	20/01/26	23/12/25	- Breakfast products Product of the Year 2026 Part 2 The creators and their innovations	 - Baden-Württemberg - ISM (Preliminary Report/ Main Edition)	16-25/01 Green Week 01-04/02 ISM
2	03/02/26	14/01/26	New Food & plant based - Nonfood I - Parking and charging Airfrying	Switzerland	04-06/02 Fruit Logistica 06-10/02 Ambiente 06-10/02 Christmasworld 10-13/02 BioFach
3	17/02/26	28/01/26	- Bread & Baked Goods I - ISM Round Table - Frozen food & ice cream	- Austria - Meat Star (nominees) - EuroShop (preliminary report)	19/02 34. German Meat Congress of the LP 22-26/02 EuroShop/EuroCIS
4	10/03/26	18/02/26	Organic new products - Savory spreads (conventional and vegan) - Fruit & vegetables, including trends and innovations from Fruit Logistica	- Saxony - Meat Star (Follow-up report) - ProWein (Preliminary Report/ Main Edition)	 10/03 Symposium Food + Drink Kick-Off 13-17/03 Internorga 15-17/03 ProWein 23-26/03 Alimentaria Barcelona
5	24/03/26	04/03/26	- Start of the barbecue season Top 30 companies in the German food retail sector Free from special additives, gluten, lactose, and genetically modified organisms - Detergents and cleaning products I		24-26/03 IAW 25+26/03 Uplift-congress 12/04 BioOst
6	14/04/26	23/03/26	Green Edition – Environmentally friendly and future-proof business practices  - Shopfitting, saving energy in supermarkets - Packaging	Bavaria	19/04 BioWest 21+22/04 Industry dialogue on meat and sausage 26-29/04 MLF-conference

*Please note: The deadline for submitting country reports is 18 working days prior to publication.

Subject to change without notice.

9 Schedule and topic plan

Issue No.	Publication date	submission deadline	Key topics/ supplements		Country reports*), and special occasions	Trade shows/events and LP events
7	28/04/26	08/04/26	- Summer party - - Soccer World Cup - Convenience in and for retail - Tobacco and Alternatives I		• Italy	07-13/05 Interpack
8	19/05/26	27/04/26	Initiative Location Germany - Drugstore items: Preparing for the holiday season - Hot beverages I (coffee, tea, cocoa)		• Supermarket of the Year (Nominees)	19-20/05 21/05 PLMA Amsterdam Supermarket of the Year 2026
9	09/06/26	18/05/26	- AI and robotics in the food industry economy - Delicatessen, delicatessen salads & antipasti - Salty & savory snacks		- Supermarket of the Year (Follow-up report) - Central Germany	17/06 Central German Commodity Exchange
10	07/07/26	17/06/26	HIT-NEW PRODUCTS 2026 (Retail survey) Vegan & Vegetarian I		• Regional Star (Nominees)	07/07 Regional Star 2026
11	11/08/26	22/07/26	- Stay fit through fall: Health product range (including OTC) - Fall promotions: Oktoberfest, Halloween, etc. - Milk-based beverages (white line)		- Regional Star (Follow-up report) - Flower Department of the Year 2026 (Presentation of winners)	
12	01/09/26	12/08/26	- Bread & Baked Goods II - Tobacco and Alternatives II - Pet supplies I		• Cheese Star (Nominees)	 Early Sept 15-20/09 15-17/09 20-23/09 Cheese Star 2026 IAA Transformation InterTabac MLF-conference IAW
13	22/09/26	02/09/26	Green Edition – Environmentally friendly and future-proof business practices - Packaging - Detergents and cleaning products II		- Frozen Food Star (Nominees) - Mecklenburg-Western Pomerania	 End of Sept 27/09 Frozen Food Star 2026 BioSouth

Schedule and topic plan

Issue No.	Publication date	submission deadline	Key topics/ supplements	Country reports*), and special occasions	Trade shows/events and LP events
14	07/10/26	16/09/26	• Nonfood II • Commercial vehicles, company cars, and fleet management • Preparing for winter barbecuing	• Bread & Bakery Department of the Year 2026 (Presentation of winners)	11/10 BioNorth VertiFarm
15	20/10/26	30/09/26	• Convenience products (fresh & chilled) • Frozen foods & ice cream II • Smart Stores	• Frozen Food Star (Follow-up Report) • Cheese Star (follow-up report)	
16	03/11/26	14/10/26	• Hot beverages II (coffee, tea, cocoa) • Asian cuisine • Vegan & Vegetarian II		
17	24/11/26	04/11/26	• Product of the Year 2027 Part 1 (Consumer Survey) • Consumer trends & innovations • Generations Z and Alpha	• Berlin/Brandenburg	Fish counter of the year 2026
18	08/12/26	18/11/26	• Young Retailer - Germany's outstanding young retailer • Pet supplies II • Fish & fish products • Veganuary / Fairbruary		

*Please note: The deadline for submitting country reports is 18 working days prior to publication.

Subject to change without notice.

Consistent reporting on product groups:

• Conscious nutrition • Meat, sausage & poultry • Dairy products • Beverages • confectionery

We would be happy to advise you on suitable environments and placement options within these product groups. Just get in touch with us!

11 Price list

Advertising prices and sizes

Prices in euros plus mandatory VAT.

Sizes	Configuration	Width x Height in mm Type area	Bleed*	4-colour Euro scale
2/1 page		396 x 240	420 x 280	Special price: 39,740
1/1 page		174 x 240	210 x 280	26,530
3/4 page	portrait	130 x 240	151 x 280	21,690
2/3 page	portrait	115 x 240	130 x 280	19,540
2/3 page	landscape	174 x 170	210 x 185	
1/2 page	portrait	85 x 240	104 x 280	15,160
1/2 page	landscape	174 x 124	210 x 145	
1/3 page	portrait	55 x 240	67 x 280	10,610
1/3 page	landscape	174 x 85	210 x 103	
1/4 page	portrait	40 x 240	53 x 280	8,060
1/4 page	portrait	85 x 124	104 x 137	
1/4 page	landscape	174 x 65	210 x 80	
1/6 page	portrait	85 x 85	104 x 103	5,470
1/6 page	landscape	174 x 45	210 x 60	
1/8 page	portrait	85 x 65	104 x 81	4,130
1/8 page	landscape	174 x 35	210 x 50	
mm-line		55 mm wide		41,60
preferred placements	1/4 page table of contents	40 x 240	53 x 280	8,880
		174 x 65	210 x 80	
	1/3 page "News - Top view" page 7	55 x 240	67 x 280	11,670
	Page 9, 11, 13	174 x 240	210 x 280	26,810
	2./3. Cover page	174 x 240	210 x 280	27,560
	4. Cover page	174 x 240	210 x 280	28,040

***Bleed adverts:** plus 3 mm bleed margin on all pages. Due to variations in magazine thickness, when designing print templates, elements extending into the bleed area should have a minimum of 4 mm clearance from the trim above and below, and at least 8 mm clearance from the trim on the inner sides.

Note: Special dimensions apply to joint advertisements within the country reports. Please inquire for further details

Advertorials
on [page 16](#)

Print

Digital

Events/Competitions

GTC

Magazine format	210 mm wide x 280 mm high
Type area	174 mm wide x 250 mm high
Anschnittformate	Booklet format plus 3 mm bleed allowance all around. Due to varying booklet thicknesses, elements at risk of being cut off must be placed at least 4 mm from the top and bottom edges and at least 8 mm from the sides when creating the print templates.
Print and binding process	Adhesive binding
Paper	Cover: 170 g /qm Content pages: 60 g /qm Galerie Brite
Data transmission	By e-Mail: druckunterlagen@lp-verlag.de
Contact	Advertising management Christiane Bock Phone: +49(0) 26 31/879 -133 E-Mail: christiane.bock@lp-verlag.de LPV GmbH Niederbieberer Str. 124 D-56567 Neuwied
Data format	Send us your print-ready advertisement in accordance with PDF/X-4:2010_CMYK standard. No RGB data. For EPS, please vectorize fonts. Use Acrobat Distiller to create PDF files. 4-color images with at least 300 dpi in composite mode CMYK. Do not use Word or PowerPoint files.

Colours	All colors are achieved using the Euroscale. Special colors are available on request. Colors that are not in CMYK mode are automatically converted to CMYK according to the appropriate paper profile. This may result in slight color deviations. Claims for compensation are excluded in this case.
Profile	PSO_LWC_Improved (FOGRA45L); Profil for cover: ISOcoated_v2 Subject to change.
Proof	Proof not necessary. Printing follows PSO Standard.
Guarantee	In case of a digital data delivery, we cannot make any guarantees regarding the format, text and colour of the advertisement as well as the publication of the advertisement if the above-mentioned instructions are not adhered to!
	We accept no liability for print documents created with AI-supported tools (e.g., Canva). These may cause problems during printing that we cannot check in advance.
Data archival	Data is archived. Unchanged repetitions are therefore generally possible. However, no data guarantee is given.

Partial occupation

Partial occupation possible according to Nielsen regions (only entire pages). Price upon request plus plate change.

Surcharges

Late change	1,095 € for advertisement partial occupation (Not eligible for discount or AE)
Colour	Special colours that cannot be achieved from the Euro scale, upon request

Discounts

For purchase within a final year, starting with the publication of the first advertisement.

Quantity scale

3 pages	5 %
6 pages	10 %
9 pages	15 %
12 pages	18 %

Frequency scale

3 pages	3 %
6 pages	5 %
9 pages	10 %
12 pages	15 %
20 pages	20 %

Inserts, surcharges for plate changes and other technical costs are not eligible for discounts.

Categories

Price per mm/column

	Black-white	4-colour
Column widths: 55 mm wide	5.10 €	8.80 €
114 mm wide	10.55 €	18.25 €
174 mm wide	16.10 €	27.80 €

Print documents: Digital data, texts and templates.

Special advertising forms

Inserts

Price up to 25 g: 16,160 € (not eligible for discounts)

Partial occupation possible according to Nielsen regions.
Additional prices upon request. Sample submission required.

Size:	up to max. 200 mm wide x 270 mm high
Distributed circulation:	60,000 copies
Necessary delivery quantity:	25,000 copies
Delivery due date:	no later than 11 working days before publication

For publication in the E-paper, please provide us with the PDF print data.

Delivery address: druckunterlagen@lp-verlag.de

Insert	
Price:	Two-paged: € 16,010 Four-paged: € 23,480 Six-paged: € 30,440 Eight-paged: € 35,760
Partial occupation	possible upon request.
Discounts	based on quantity scale: Two pages ≈ of one advertisement page.
Uncut width Size	216 mm including milled edge on the binding from 3 mm as well as lateral trim 3 mm. Height: 293 mm including insert trim (Standard = head trim) of 10 mm As well as the 4 mm foot trim.
Trimmed part Size	210 mm wide x 280 mm high
Booklet smaller than magazine size	These have to be trimmed 1 page (if only height is shortened), 2-page (if height & side are shortened). The above-mentioned instructions on the milled edge and bleed margins shall apply, especially to the insert trim.

Delivery of booklets uncut and pre-folded!
Sample submission required.

Distributed circulation:	60,000 copies
Necessary delivery quantity:	25,000 copies
Delivery due date:	no later than 11 working days before publication

For **publication in the E-paper**, please provide us with a print PDF file.
Delivery address: druckunterlagen@lp-verlag.de

Advertising material delivery address

Dierichs Druck+Media GmbH & Co. KG
Goods receiving
Mr Uwe Przybilla
Frankfurter Str. 168
D-34121 Kassel

Caution supply note: for Lebensmittel Praxis, issue XX/2026. In case of missing delivery details
we reserve the right to charge a processing fee.

Contact

Christiane Bock
Phone: +49(0) 26 31/879 -133
E-mail: christiane.bock@lp-verlag.de

Terms of payment

30 days after invoice receipt.
If pre-paid by the publication date, 3% discount.

Administration fee for electronic invoice management:

€ 150 per je settlement plus mandatory VAT.

Bank details

Volksbank im Münsterland eG
IBAN: DE59 4036 1906 1071 6969 02
BIC/SWIFT: GENODEM11BB

Agency remuneration

15% of net invoice amount

Right of withdrawal

Up until the advertising close date for the relevant issue.

Exceptional advertising – for brands that stand out!

We offer a broad range of Half-page apron special advertising Half page apron forms. Thanks to the highly modern and intelligently planned machine fleet in our print shop, we can turn your print product into a true experience. Our modern technology allows us to make your advertisement stand out from the masses.

Further information and prices available on request.



Exclusive placements:



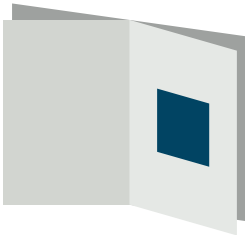
Title cover



Half-length apron



Title page altar



Adhesive



Punched



Partial blind embossing

More information and prices upon request.

Supplements

e.g. „Top-Brands“



Introduce our readers to your wide range of products and concepts in a supplement. An individual edition will be designed in cooperation with the respective manufacturer.

Scope/format:

4 pages or 8 pages, others available on request.

Format: 200 mm wide x 270 mm high.
Visually based on the appearance of the magazines.

Our services:

Content, typesetting, reproduction, printing, and distribution.

Promotion

e.g. „Sell successfully“ or
„Promotion/New Product of the Month“



As a brand manufacturer, provide product information about your goods. In “Successful Selling,” you can report on manufacturing, handling, and benefits. The content is created in close collaboration between an experienced editor and your company. With “Promotion/New Product of the Month,” you can put your innovations in the spotlight in detail. The promotion is created based on the content you provide. The motif is marked as an advertisement.

Our services:

Content, typesetting/layout/proofreading

Advertorial

e.g. full-page



Present your message in an editorial format directly to our readers. Advertorials are marked as advertisements, and their design deliberately differs from the standard LP layout in order to achieve maximum impact.

Possibilities:

- Delivery as a print-ready PDF file
- Customized creation* based on your texts, images, and logos – optionally including editorial services. Layout/type-setting and editing available at extra cost.

Further information and prices available on request.

*An earlier advertising deadline applies to the creation of advertorials.

Customized digital packages for your campaigns

Unlock the full potential of your advertising campaigns across all digital channels of Lebensmittel Praxis! We provide highly effective digital packages that are customized to align perfectly with your unique advertising goals. Our dedicated team is here to assist you in selecting the most suitable components.



Digital package	Objective	Portal	Newsletter	Social Media
Branding	Communicate image campaign, story, USP and "reason-why", brand building	✓	✓	✓
Response	Call to action, lead creation, digital bookings	✓	✓	✓
Product innovation	POS communication, presentation of innovations	✓	✓	✓
Special topic	Content marketing, information, awareness, expertise, convince	✓	✓	
Attention	Attention, show greatness, unmissable, presence	✓	✓	

Efficient overall package: Combination of digital, print, sponsoring and licenses possible.

Domain	www.lebensmittelpraxis.de
Brief description	lebensmittelpraxis.de is the digital portal of Lebensmittel Praxis.The platform offers content revolving around the food and near-food industry, including, current news, shop reports, background info on product lines, markets and branch events as well as features and interviews with managers and movers/shakers from retail and industry. The magazine also highlights specific product lines on its website and they receive special attention via content modules.
Target group	The expert portal is geared toward retailer head offices as well as managers in the markets and coordinators and employees in sales.
Publishing house	LPV GmbH
Contact	Editorial Staf Hendrik Varnholt (editor-in-chief, responsible pursuant to § 55 II RStV) Phone: +49(0)26 31/879-127 E-mail: hendrik.varnholt@lp-verlag.de Portal Manager Marcus Schmidt Phone: +49(0)26 31/ 879 - 216 E-mail: marcus.schmidt@lp-verlag.de Media Sales Your contacts



Page Views: Ø approx. 122,100 per month	Sessions: Ø approx. 81,200 per month	Users: Ø approx. 58,400 per month
--	---	--

Source: Google Analytics, October 2024 bis September 2025

19 Prices display ads

Prices and advertising formats

Prices in euro plus applicable VAT

Advertising form	Format/size in pixel	Mobil size	Data volumes to	CPM in €
Top Banner*	728 x 90	300 x 100	50 KB, 30 KB	97
Skyscraper*	160 x 600		50 KB	97
Sticky Sky*	160 x 600		50 KB	109
Wallpaper*	728 x 90 + 160 x 600	300 x 150	100 KB, 35 KB	168
Billboard*	800 x 250	300 x 150	80 KB, 35 KB	168
Medium Rectangle	300 x 250		50 KB	97

Formats: GIF, JPG, HTML5

Discounts

When booking as part of a package and placing within 12 months (insertion year)

Ab €	3,500	6,000	8,500	12,000
%	5%	10%	15%	20%

*Due to its responsive design and user-friendliness, this advertising material cannot be displayed in desktop dimensions on mobile devices. On smartphones, a replacement banner in the specified mobile size will therefore be displayed, if specified. We require additional advertising material for this.



Minimum runtime

1 calender week

Agency commission

15 % when booking via an agency

Terms of payment

3 % discount when payment received up to ten days after receiving the invoice, 30 days after net invoice receipt.

Administration fee for electronic invoice management:

€ 150 per je settlement pus mandatory VAT.

Bank details

Volksbank im Münsterland eG
IBAN: DE59 4036 1906 1071 6969 02
BIC/SWIFT: GENODEM11BB

Your study on lebensmittelp Praxis.de

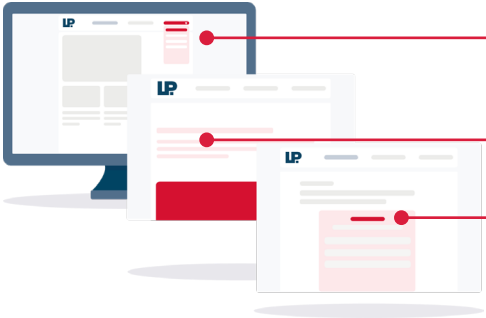
With the new form of advertising "Announced" on lebensmittelp Praxis.de you have the possibility to advertise your company and your products and at the same time to underline your competence with your own study results. Distribute your study results and generate leads!

Offer

Runtime	4 weeks
Price	€ 2,314

Runtime	8 weeks
Price	€ 3,471

Agency commission
15 percent when booking via an agency



1 Menu item "Announced"

A menu link under a subheading such as "Shopper Study Convenience" leads to a subpage of lebensmittelp Praxis.de.

2 Online advertorial

Here you briefly introduce the topic and present excerpts from your study.

3 Web form & download

In the post, we can optionally set up a web form in which the user fills in their contact details. If they submit the form fully completed (and only then), they will receive a link via email that they can use to download your PDF with the communication documents. Alternatively, we can link to an existing web form on your own site.

Your benefits at a glance

High level of attention and best environment through integration in the "Announced" menu item	High involvement of interested users from the menu item to the download	Permission marketing: You reach target groups and generate leads
---	---	--

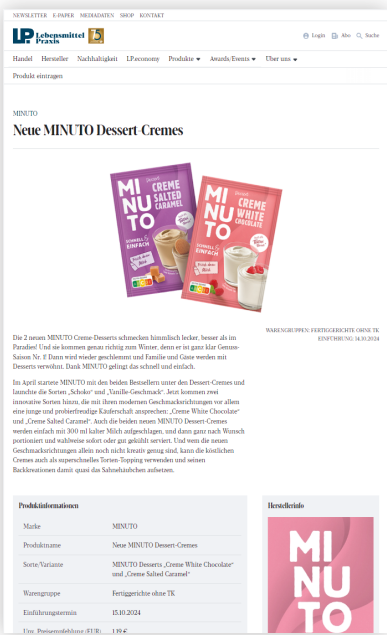
Introduce your new product on lebensmittelpraxis.de

Don't let anyone in the industry miss out on it! Showcase your new products on our continuously updated digital research platform. Here's an added advantage for you: Your product listings will not only be featured on the research page but will also be strategically positioned on numerous other pages of lebensmittelpraxis.de as teaser texts, modular components, and contextually linked to related topic channels.



Your benefits at a glance

Interested visitors from LEH will find your new product daily	Highest target group precision	Low prices with a strong impact
---	--------------------------------	---------------------------------



Offer	Listing with pack shot Plus link to your website
Image Size	max. 700 x 450 pixels
Price	€ 565

Listing runtime: 6 months,
prices do not include applicable VAT.

Discounts	%
Reserve several listings in the package at the same time (single price € 565)	

Package price for 5 listings
within 12 month **5 % discount***

Package price for 10 listings
within 12 month **10 % discount***

Package price for 20 listings
within 12 month **20 % discount***

****** The package is billed once the order is issued, however no later than its first appearance.

Agency commission
15 % when booking via an agency

Direct reservation:
<http://lebensmittelpraxis.de/neue-produkte>

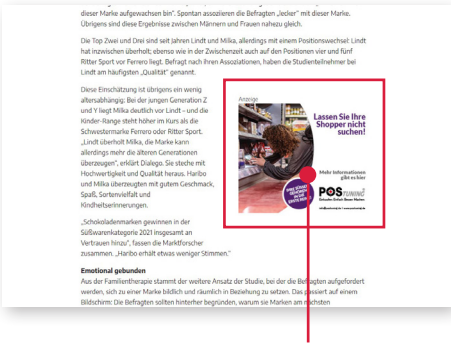
Lebensmittel Praxis keeps a close watch on key industries!

We understand your online advertising needs and strive to align them with relevant topics, allowing you to reach your target audience with greater precision. For instance, if you're a packaging producer, you can advertise in articles specifically related to the 'packaging' topic.



Your benefits at a glance

Topic-specific advertising environment	In-text medium rectangle	Long runtime (ad impressions for the entire runtime: starting at 12,000 copies)
--	--------------------------	---



Keywordbanner as Medium Rectangle
The keyword banner (e.g. "sweets", 24.000 Ad Impressions) appears in the middle or at the end of the article, depending on the article length.

Distribute your Ads along these Keywords:

Meat, Molkereiprodukte, drinks, sweets, Drugstore articles, packaging, sustainability, rights, people

Have not found the right keyword for your ad? Contact us!

Offer

Banner format: 300 x 250 pixels
(Medium Rectangle -
JPG, GIF - 50 KB)
Runtime: 12 months
Placement: in-text or close to text

Example*

reach 12,000 ad impressions
for 1,850 € (generalized)

Agency commission

15 % when booking via an agency

* The ad impressions goal is related to the keyword.

23 Teaser banner

Wide Teaser module

Your Image/Text Display Ad will be showcased in full width within your chosen news category (retail or manufacturer), extending its presence to article pages as well.

Offer

Teaser Banner consists of:

- Headline (max. 40 characters incl. blanks)
- Bodycopy (max. 140 characters incl. blanks)
- Bild 200 x 124 px (max. 30 KB)
- Link referring to Landingpage

Runtime: 4 weeks*
Price: plus € 3.630 (generalized)

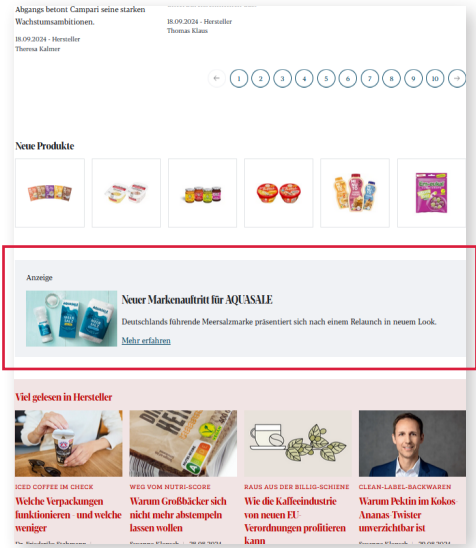
Agentur commission

15 percent when booking via an agency

* approx. 30,000 Teaser-Impressions in total

Your benefits at a glance

Placement close to content	Conspicuous because high-lighted and in editorial style	Particularly suitable for supporting online advertorials
----------------------------	---	--



lebensmittelpaxis.de



Optional with Online-Advertorial

Teaser banners and digital advertorials on lebensmittelpaxis.de complement each other perfectly and increase the advertising effect: In your online advertorial you have space for detailed presentation and images, the teaser module attracts attention and increases the traffic to the linked advertorial.



Offer plus online advertorial

Fixed price plus € 580 (generalized)

Further information upon request.

Print

Digital

Events/Competitions

GTC

Your own Newsletter on lebensmittelp Praxis.de

Place your highlights, offers and events directly on one of our category pages with the highest frequency. Choose between one of the highfrequency sections of trade news or manufacturer news.

Offer

Runtime 2 weeks

Price € 855

approx. 10.000 ticker impressions

approx. 500 active views

Runtime 4 weeks

Price € 1,099

Runtime 8 weeks

Price € 1,759

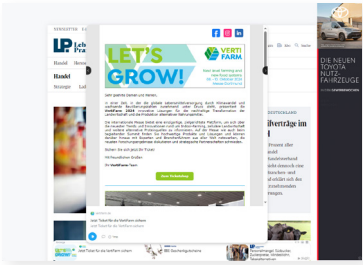
Especially efficient!

Agency commission

15 percent when booking via an agency

Your benefits at a glance

Multiplier for your newsletter	High frequency and attention through rotation bar	Minimal effort for you	High active views of your content	Reporting possible
--------------------------------	---	------------------------	-----------------------------------	--------------------



Rotation bar on lebensmittelp Praxis.de

An image from your news page and an excerpt from the subject line will be integrated into the rotation bar.

Your newsletter

When you hover over the content of your newsletter, it immediately becomes visible on an overlay (active views).

Here's how it works:

Simply send your newsletter to our system email address. Your current newsletter will always be automatically integrated and displayed by us. Optionally, we can also import landing pages (simple HTML) or, upon consultation, create simple pages from your texts and images.

25 **Top teaser banner wide**

Brief characteristics

LP international provides news, analysis and reports from the food industry outside Germany. What food trends are emerging in Italy? How is the discount business developing in the USA? What impact do farmer protests in France have on food industry regulations in the EU?

LP international provides answers daily. The editorial team and its correspondents report continuously on everything happening abroad that is important for decision-makers in the German-speaking food industry, through a dedicated section on lebensmittelpraxis.de and in a newsletter.



Print

Digital

Target group

LP international is primarily aimed at CEOs and top managers in the headquarters of major retail groups – including full-range retailers, discounters, and drugstores – as well as influential independent merchants, executives in the food industry, and key decision-makers from suppliers and service providers in the sector.

Offer

Format: Teaser banner in the head

Module components:

- **Headline** (max. 40 characters incl. spaces)
- **Text** (max. 140 characters incl. spaces)
- **Image** 200 x 124 px (JPG, width x height, max. 30 KB)
- **Link** to the landing page

Placement: Directly above all LP international articles from lebensmittelpraxis.de

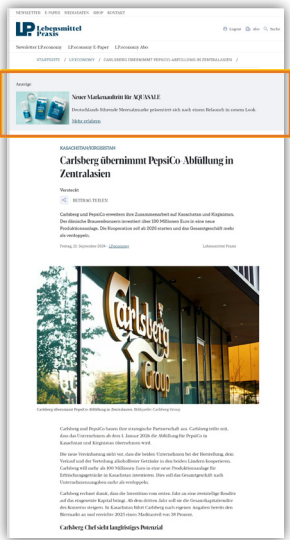
Runtime: 6 month*

Price: € 5,250 (generalized)

Agency commission

15 % when booking through an agency

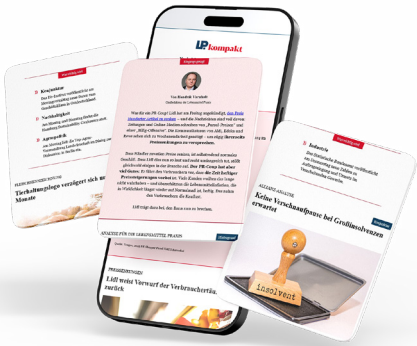
* Expected 20-25 thousand ad impressions over the term



Events/Competitions

GTC

Name	LP kompakt – Trade newsletter for the food industry
Brief characteristics	The newsletter offers the latest news and extensively researched background articles on the food and near-food industry, as well as information on industry events. • „What will be important“: Upcoming events in the industry • „Elsewhere“: A look at the popular press - so that retailers know what business partners and consumers are reading • Once a week „Incoming“: assessments from the editor-in-chief • Once a week „Telling the numbers“: data that moves the industry • „Current on LP international“: Industry news and background information from abroad • Many comprehensive background reports: analyses that explain and classify
Target group	Roughly 8,000 subscribers from retail food trade and the nutrition industry. (Status: September 2025)
Frequency	Mondays to Fridays on business days Ø Opening rate: 25-30%



Prices and advertising forms

Advertising form	Placement	Format: GIF, JPG Size in pixels	Data volumes up to	Price in € per week	Price in € for two weeks*
Full-Size-Banner XL	Header of the newsletter	468 x 120	50 KB	1,340	2,055
Rectangle	Between news and LP infos	300 x 250	50 KB	990	1,580
Image/Text display	Between news and LP infos	160 x 99 160 Characters incl. spaces (of which max. 30 characters headline)	20 KB	990	1,580

Highly limited	Your individual stand-alone newsletter in the LP kompakt look (further details on request).	5,250
----------------	---	-------

Agency commission 15 percent when reserving through an agency

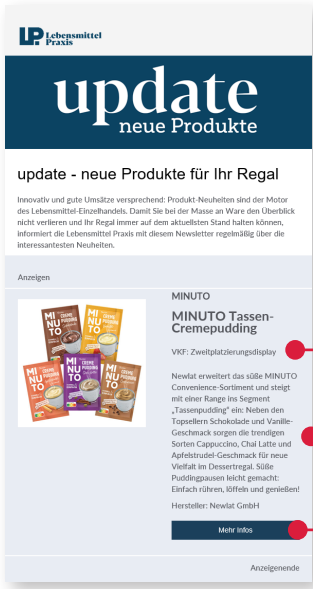
If requested, we generate a click-reporting. Further evaluation is not possible. Please tell us at the time of booking if a click-reporting is required.

All prices are subject to VAT.
*successive, same motif

Name	update - new products
Brief characteristics	Every month Lebensmittel Praxis receives numerous announcements regarding new products for the product lines in the food retail industry. We compile this retail-relevant information in a user-friendly format and distribute it through our email distribution list.

Target group	Roughly 8,000 subscribers (Status: September 2025) from retail food trade and the nutrition industry.
--------------	--

Frequency of publication	Every two weeks (as a rule, Friday)
--------------------------	-------------------------------------



Additional reference to your sales promotion

Colour-coded listing

Link to your info page

Prices and advertising forms

Advertising form	Placement	Format/size	Data volumes up to	Price in € per issue
Entry highlighted* + Sales promotion info + Link	About the editorial Product presentations	Packshot image (will be cropped square by us). Text will be editorially revised to max. 360 characters Sales promotion info: max 30 characters	Delivered image up to max. 2 MB (We crop it and make it web-friendly)	395

Direct booking: lebensmittelp Praxis.de/update-buchung
Agency commission: 15 % when booking through an agency

All prices are subject to VAT.
*is labelled as an ad

File sizes

A) Website / Newsletter*

Please refer to the respective pages in these media data for the sizes and formats of the advertising media.

The KB figures given for each advertising medium are maximum sizes and are the total sum of all data defining the advertising medium (including files, images etc. to be loaded).

Please note that some newsletter clients do not display animated gifs correctly. The "start image" should therefore be chosen to be as meaningful as possible.

B) Newsletter update - new products

Under www.lebensmittelpraxis.de/update-buchung, you can also do your booking online and use the web form to fill in all the necessary content regarding your placement.

C) Additional digital formats

The specifications for the other digital formats can be found on the respective information pages or you can contact Media Consulting directly.

Delivery address

Please send the advertising materials for your campaign to the following e-mail address:
lp-ads@lp-verlag.de

Delivery time

5 working days before the start of the campaign. With these lead times, we have sufficient time together to test the formats and ensure reliable delivery of the campaign. Otherwise, delays due to late deliveries are not at our expense.

For the delivery we need the required

meta information:

- Customer name
- Campaign name
- Booking period
- Occupied site
- Placement on the site
- Advertising format
- Contact person for queries
- Motif name (optional)
- Click-URL
- Alt text (optional)

Only streaming formats may contain sound. Corresponding advertising media must have a clearly visible button "Sound on / off", "Sound on / off" or a clear symbol such as a speaker icon.

Streaming ads may only start with "sound off". The sound may only be activated by a clear user action (click or mouse-over). In addition, it must be possible to deactivate the sound at any time by clicking or mousing out.

Reporting: If shown, you will receive an analysis of ad impressions and ad clicks for the use of advertising material on the website on request.

Contact

Portal manager

Marcus Schmidt
Phone: +49(0) 26 31/879-216
E-Mail: marcus.schmidt@lp-verlag.de

Media consulting online

Christiane Bock Dorothe Scherer
Phone: +49(0) 26 31/879-133 Phone: +49(0) 26 31/879-146

E-Mail: lp.mediainfo@lp-verlag.de

*Further technical specifications and requirements for HTML5 advertising media and for mobile banner formats can be found here:
www.lp-verlag.de/mediadaten/tecspec/

Our awards for your success!

Supermarket of the Year, Meat Star and Cheese Star are just some of the well-known and coveted awards presented by Lebensmittel Praxis. The award ceremonies take place at our popular trade events, often accompanied by trade congresses. This is where the "Who's Who" of the industry meets to make contacts, exchange ideas and get inspired with new ideas.

We offer you exclusive partner packages so that you can come into contact with decision-makers from the food retail sector and present your products and services. Of course, sponsorship can be combined with advertising business or digital advertising.

Please contact us!

Contact: Wolfgang Seger
Publication Manager Lebensmittel Praxis,
Trade shows/events, BBE media
Phone: +49(0)2631/879-118
E-mail: wolfgang.seger@lp-verlag.de



Current event information can be found behind the QR code or at:
www.events.lebensmittelpraxis.de

Awards for the food retail sector



A. Subject of the Agreement/ Term Definitions

- For the purpose of the below general terms and conditions of business, "advertising order" shall mean the agreement between LPV GmbH (referred to in the following as "LPV") and the customer (referred to in the following as "advertising customer") regarding the publication of one or more advertisements or other advertising materials, e.g. banner, sensitive areas (referred to overall as "advertising materials") in a magazine or information and communications services, especially the Internet, for the purpose of dissemination.
- "Advertising customer" is that person or company that places advertising materials in LPV publications. Advertising customers can either be the advertiser itself or an agency that is advertising on behalf of an advertiser for its goods and/or services.
- "Advertorials" are externally produced elements that must be clearly distinguished, in form and presentation, from the editorial elements of the publication (in type, graphical elements, colour, column format) They contain text and advertisements from third parties.

B. Conclusion of the Contract

- Each advertising order becomes binding only after written (email is sufficient) confirmation from LPV. Verbal confirmations or confirmations made over the phone cannot be interpreted as intention to place an advertising order.
- If a joint discount is claimed for a group-affiliated company, written proof of a shareholding of more than 50% is required. In any case, company discounts require express, written confirmation through LPV. Termination of the company affiliation must be immediately reported; with the termination of company affiliation, the company discount also terminates.
- For the advertising order as well as for all services, products, and agreements between LPV and the advertising customer, in addition to the order confirmation, these general conditions and terms of business as well as the LPV price list shall exclusively apply. The price list is an integral part of the contract. The validity of any general terms and conditions of business of the advertising customer, to the extent that they do not agree with these terms and conditions, shall be expressly excluded. This shall also apply if LPV acknowledges other such contractual conditions. Counter-confirmations of the advertising customer with reference to his business terms and conditions shall be herewith refuted.
- To the extent an agency issues an advertising order to LPV, the contract shall be concluded with the agency. Otherwise, the contract shall be concluded directly with the advertiser. Advertisement orders placed by an agency shall be accepted in that agency's name and at the agency's own expense. The advertising agencies are obligated to adhere to LPV price list in their proposals, contracts, and invoices with the advertising companies. The guaranteed mediation fee paid by LPV is 15% of the respectively mediated net amount paid by the customer (gross rate minus customer discount) and may not be forwarded, in part or in full, to the advertising customer.

C. Requirements for Advertising Materials/Delivery of Advertising Materials

- Advertising materials that are not identifiable as advertising materials must be clearly labelled as such by the advertising customer using the word "advertisement." If such labelling is missing, LPV reserves the right to label the materials itself.
- In principle, advertorials come with their own impressum. The advertorial can be labelled by LPV using the word "advertisement" without consulting with the advertiser. LPV reserves the right to publish once a binding sample has been submitted. The advertorial must be sent to LPV at least 10 business days before the print closing date for proofing and approval.
- The advertising customer must ensure that the advertising material and further necessary information is delivered on time, in its entirety, error-free, and in accordance with the advertising order. The advertising customer is obligated to deliver the advertising material, for standard forms of advertising, no later than 15 business days prior to the agreed publication date, for special forms of advertising after consultation, and for RichMedia formats, no later than five business days before the agreed publication date. The materials must be delivered in a complete, error-free format that is ready for publication.
- The advertising customer is responsible for ensuring that the advertising material is suitable for the agreed purposes, especially the respective image in the relevant environment and in the booked advertising form.

- Costs incurred by LPV for changes in the advertising materials requested by the advertising customer or changes deemed necessary shall be covered by the advertising customer.

D. Discount Reimbursement

If individual or several recalls of an advertising order are not met due to circumstances beyond LPV's control, the advertising customer, notwithstanding any further legal obligations, must reimburse LPV for the difference between the discount granted and the discount corresponding to the actual purchase. The advertising customer has the right, if not otherwise agreed, to retroactively claim a corresponding discount on the actual purchase of advertising material within one year.

E. Special Regulations for Print Advertising Materials

- LPV reserves the right to define special prices for advertising materials in special supplements or collectives.
- When calculating purchase quantities, the millimetres of text lines shall be converted, in accordance to the price, into advertisement millimetres.
- Orders for advertising materials that are going to be published only in certain issue numbers, certain issues or on certain places in the printed work must be received at LPV promptly so that the advertising customer can be informed before the advertisement closing date if the advertising material cannot be published as is. Classified advertising materials are printed under the appropriate section without this requiring an express agreement.
- LPV is authorised to publish the advertising material in multimedia format (especially in the ePaper, in apps, on websites) and to make it accessible to the public. The advertising customer shall not be authorised to publish the selected print product in publications other than the ones agreed upon.
- Print documents shall only be sent back if specially requested and at the expense of the advertising customer. The obligation to store printed documents shall end three months after the initial publication of the advertising material.
- The publisher prepares no proofs.
- If no special formatting instructions are given, the actual print height that is common for that type of advertising material shall be taken as the basis for the calculation.
- LPV shall deliver, if requested, an advertisement voucher. Depending on the type and scope of the advertising order, cuttings of advertisements, sample pages or complete reference copies shall be supplied. If a voucher can no longer be procured, LPV shall provide in its place a legally binding certification regarding the publication and dissemination of the advertising material.

F. Special Regulations for Digital Advertising Materials

- LPV shall place the advertising material determined and supplied for publication by the advertising customer for the contractually agreed term or until the contractually agreed ad impressions (hits on the advertisement) on the contractually agreed advertising space have been reached.
- LPV shall report to the advertising customer regarding the number of ad impressions and/or ad clicks delivered via the website during the campaign in a format specified by LPV to the extent this is requested by the advertising customer and was stated at the time the advertising material was delivered. The data recorded by LPV through its ad server are authoritative. The measurement results subsequently delivered by LPV are authoritative. An unregistered measurement of the advertising customer is not permitted.
- Should contractually agreed impressions or clicks be reached before the agreed term expires, the parties shall agree on an increase in the agreed remuneration or on early termination of the advertising term.
- Unless subject to a different individual agreement, the advertising customer shall not be entitled to advertising space placement at a certain position in the respective advertising space as well as adherence to a certain access time on the respective advertising space. The bookable forms of advertising and placements contain no guarantees regarding a display in a directly visible area (first screen). The TCPs stated in the price list refer to deliveries both in the visible as well as non-visible area. Deviating agreements are possible.
- The advertising customer is obligated to deliver the advertising material no later than five business days prior to the agreed publication date in a complete, error-free format suitable for publication.
- For improper, but particularly late or inadequate delivery or subsequent modification, no guarantee for the agreed dissemination of advertising material can be assumed.

The obligation to pay the corresponding amount shall remain unaffected by this. In case advertising placements are integrated based on ad impressions, LPV can verify the quantity of ad impressions already delivered by integrating a tracking code or a graphic.

7. LPV shall guarantee, as part of the foreseeable requirements, the best possible reproduction of the advertising material according to the conventional technical standards. However, the advertising customer is aware that it is not possible, according to the current state of technology, to guarantee a 100% reachability of the advertising space.
8. Furthermore, the advertising customer is also aware that errors in the display of the advertising material shall not exist if certain technological pre-requisites are not present or are disrupted.

G. Guaranteeing Rights

1. The advertising customer guarantees that it has all the necessary rights to publish the advertising material and the advertising material is clearly identifiable as an advertisement. The advertising customer shall further guarantee that the advertising material and the pages that are referred to through a link that
 - the rights of third parties (especially copyrights, personal rights or other industrial property rights) shall not be infringed upon and/or
 - other legal (especially media, competitive, data protection and consumer rights) provisions are not violated and do not endanger the democratic constitution, do not glorify violence, are not racist, violent, or pornographic in nature or liable to corrupt youth.
 The advertising customer further assures, with its issue of the advertising order, that it has all the necessary rights to publish the advertising order. The advertising customer bears the sole responsibility for the content and the legal permissibility of the text and image documents made available for advertising publication, for the ad templates delivered, especially for the images, logos, fonts and other elements used.
 - No viruses, worms, Trojans or other links, programs or processes that could damage the LPV network (including all hardware and software used) or individual operators or Internet users shall be contained nor facilitate their dissemination.
2. The advertising customer shall transfer to LPV the user rights, performance protection and other sui generis protective rights limited in terms of time, location, and content that are necessary for performing the advertising order. Moreover, LPV is entitled to exercise the above-mentioned rights for the purpose of self-promotion (e.g. press releases and presentations) before and after the execution of the advertising order.
3. The advertising customer shall release LPV from all claims of third parties upon initial request that are asserted due to the advertising material and pages transferred to him and published and which refer to the advertising material through a link. This shall apply especially with reference to the guarantees stated in Clause 1 and possible damages, costs, and expenses that LPV incurs due to data protection laws. Moreover, LPV shall be released from the costs for necessary legal defence, including court and attorney costs at the lawful amount. The advertising customer is obligated to immediately inform LPV, in good faith, in case of a claim by third parties truthfully and completely according to all information available to him and to submit the documentation that are necessary for reviewing the claims.

H. Impairment of performance

1. If an advertising order is not carried out for reasons beyond the control of LPV (programming or technical reasons), particularly due to a computer failure, force majeure, strikes, legal regulations, disruptions from the third party's area of responsibility (e.g. other providers, printers) or net operators or for comparable reasons, the execution of the advertising order can be made up where possible. If made up within a reasonable and acceptable time once the disruption has been rectified, the right to remuneration from LPV shall remain intact. If there is a considerable delay, the advertising customer shall be informed of the situation.
2. If the reproduction quality of the advertising material is insufficient, the advertising customer has a right to reduce payment or to receive a clean advertising material replacement, however only to the extent to which the purpose of the advertising material was impaired. If LPV lets the reasonable deadline set for this purpose elapse or if the replacement advertisement is not possible, the advertising customer

has the right to reduce payment or to cancel the order. The claims of the advertising customer shall lapse 6 months after the claim arises.

3. If there are any errors in the advertising materials that are not flagrant, the advertising customer cannot assert claims that publication was insufficient. The same applies to errors in repeat advertisements if the advertising customer does not point them out prior to the publication of the subsequent advertisement.

I. Liability

1. LPV shall be held liable – regardless of the legal reason – only
 - in case of intent or gross negligence of a legal representative, an executive manager or other agents;
 - in the event of any culpable breach of an essential contractual obligation (where the concept of essential contractual obligation abstractly describes such an obligation, whose fulfilment enables the proper execution of the contract in the first place and whose compliance the respective other party may regularly rely on), in case of delay and impossibility and intent or gross negligence of a simple agent, whereby the liability for damages to assets and property is limited to the amount of typically foreseeable damage.
2. The above-mentioned liability limitations shall not apply in cases of mandatory statutory liability, especially in accordance with product liability law, when assuming a guarantee and in case of culpable injuries of life, the body and health

J. Payment Delay

1. For advertising orders, invoices shall be issued as an advance invoice.
2. In case of payment delay or deferment, interest rates of 8 percentage points above the base interest rates for companies and 5 percentage points above the base interest rate for consumers shall be charged as well as collection costs. In case of payment delay, LPV can suspend further execution of the continuous advertising order until payment has been made and then request an advance payment for publishing the remaining advertisements.
3. Objective doubt regarding the financial solvency of the advertising customer, if the advertising customer's headquarters is overseas or the first order placed by the advertising customer entitle LPV – even during the term of the contract – to make the publication of advertising materials or other advertising materials without regard to an original agreed-on payment goal dependent on the advance payment of the amount and on the settlement of open invoices

K. Final Clauses

1. The place of performance is the headquarters of LPV.
2. Changes in the advertising material price lists shall apply once they are in effect, even for current orders. For non-commercial customers, this shall not apply for orders that are supposed to be transacted within four months upon the conclusion of the contract.
3. When doing business with commercial enterprises, legal entities governed under public law and special trusts under public law, the place of jurisdiction shall be the headquarters of LPV in case of legal action. If LPV's claims cannot be asserted by issuing payment reminders, the place of jurisdiction for non-commercial customers shall be determined by the residence of the latter. If the residence or place of habitual residence of the advertising customer, also for non-commercial customers, is unknown at the time a suit filed or if, after conclusion of the contract, the advertising customer has changed his residence or habitual residence beyond the reach of German law, then the place of jurisdiction shall be agreed to be the headquarters of LPV.
4. German law shall apply. The application of the United Nations Convention on Contracts for International Sale of Goods dated April 11, 1980 – CISG shall be excluded.
5. Should individual provisions of these terms and conditions of business be or become entirely or partially invalid, the advertising order shall remain effective overall. The same shall apply to the extent that these terms and conditions of business contain a regulatory gap. Instead of the entire or partially invalid or missing regulation, a provision or regulation, which the parties would have agreed on if they had reasonably evaluated its entire or partial invalidity and if this situation had been known to them, shall become effective.

Publisher

LPV GmbH

Hülsebrockstr. 2-8
D-48165 Münster

Location Neuwied:

Niederbieberer Str. 124
D-56567 Neuwied
Phone: +49(0) 26 31/879 - 0
Email: anzeigen@lebensmittelp Praxis.de

Managing Director:

Dr. Ludger Schulze Pals

Head of Media Sales:

Tanja Pfisterer-Lang
Phone: +49(0) 25 01/8 01 18 05
Email: tanja.pfisterer-lang@lv.de

Advertisement Management:

Dorothe Scherer
Phone: +49(0) 26 31/ 879 - 146
Email: dorothe.scherer@lp-verlag.de

Christiane Bock
Phone: +49(0) 26 31/ 879 - 133
Email: christiane.bock@lp-verlag.de

Your contacts Media Sales

Nielsen 2 + 3a + Netherlands:

Holger Grossmann
LPV GmbH
c/o Celia Lück Trade Services e.K.
Gnesener Straße 19
D-40599 Düsseldorf
Mobile: +49(0)175 /63 30 782
Email: holger.grossmann@lp-verlag.de

Nielsen 2 + 3a + Austria + Switzerland:

Cornelia Tahotny
Phone: +49(0)2 02 /76 90 26 04
Email: cornelia.tahotny@lp-verlag.de

Nielsen 2 + 3a:

Judith Schuhmacher
Phone: 0 26 31/879-210
Email: judith.schuhmacher@lp-verlag.de

Nielsen 1 + 5, 6, 7 + Denmark:

Volker Geuer Verlagsvertretung
Röpckes Mühle 2
D-25436 Uetersen
Mobile: +49(0)171/77 06 682
Phone: +49(0) 41 22/9 99 79 - 0
Email: office@geuermedien.de

Nielsen 3b + 4:

Annette Weller
medienvertretung.annette.weller
Carl-Orff-Weg 3
D-82008 Unterhaching
Phone: +49(0)89/54 84 35 04
Email: weller@weller-medienvertretung.de

<https://lebensmittelp Praxis.de>