MEDIA DATA 2027

Lebensmittel Praxis

Advertising Rate Card No. 79

effective as of Issue 1/2027

LANDKRAFT MEDIA

2 KEY FACTS

Lebensmittel Praxis

The trade magazine for the food retail and food industry

Lebensmittel Praxis (LP) is published both as a print trade journal and digitally. Its editorial content is complemented by events tailored to specific target audiences and industry awards recognizing outstanding achievements.

LP gives a voice to decision-makers at retail headquarters and in the industry, as well as to those on the front lines. The editorial team shares expertise on strategies, products, and sales processes.

LP raises awareness of brands and products, drives sales and profits in retail, supports listing and distribution processes, and boosts sales.

At the intersection of retail and industry, LP ensures the close integration of concepts and value-added processes.

Whether print, digital, or events: We offer you the right communication platform to raise your brand's visibility and successfully position it in the market.

Frequency: 18 issues per year
Volume: 79th volume, 2027
Publisher/Editor:
LPV GmbH
Hülsebrockstraße 2–8
D-48165 Münster
Neuwied location:
Niederbieberer Str. 124
D-56567 Neuwied
www.lebensmittelpraxis.de
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Second quarter of 2026:
Circulation: 58,911 copies
Copies sold: 56,103 copies
Subscription circulation: 21,280 copies

LANDKRAFT MEDIA

3 DATES · TOPICS

No.	Publication date	Ad deadline	Key Topics for 2027	Regional/Country Reports*, Special Occasions, Events/ Awards	Trade Shows/Events, LP Events	
1	19/01/27	21/12/26	• **Product of the Year 2027, Part 2** The Creators and Their Innovations • High Protein	• Baden-Württemberg • ISM Preliminary Report	15-24/01 29/01-02/02 29/01-02/02 31/01-03/02	Green Week Ambiente Christmasworld ISM
2	02/02/27	13/01/27	• New Food & Plant-Based • Parking and Charging • Air Frying	• Switzerland	03-05/02 16-18/02 16-19/02	Fruit Logistica EuroCIS BioFach
3	23/02/27	03/02/27	• Bread & Baked Goods I • ISM (Round Table) • Frozen Foods & Ice Cream I	• Austria • Fleisch-Star (Nominees)	24/02 07-09/03 12-16/03	35. German Meat Congress of the LP ProWine Internorga
4	16/03/27	24/02/27	• New Organic Products • Savory Spreads (conventional and vegan) • Fruits & Vegetables including trends and new products from Fruit Logistica	• Saxony • Fleisch-Star (Follow-up Report)		
5	06/04/27	15/03/27	• Kickoff of the grilling season • Top 30 companies in the German food retail industry • Free of specific additives, gluten-free, lactose-free, and GMO-free	• ProWein (Follow-up Report/ New Products)	 03-04/04 18/04	Uplift-Congress BioOst BioWest
6	20/04/27	31/03/27	**Green Edition Special Issue on Sustainability I** • Store Design, Energy Conservation in Supermarkets • Packaging • Longevity	• Bavaria	25-28/04	MLF Conference
7	12/05/27	21/04/27	• Convenience in and for the retail sector • Summer Party (food & drinks) • Tobacco and Alternatives I	• Supermarket of the Year (Nominees) • Italy	13/05 25-26/05	Supermarket of the Year 2027 PLMA Amsterdam
8	02/06/27	11/05/27	• Drugstore Products: Preparing for the Holiday Season • AI and Robotics in the Food Industry • Pet Supplies	• Northern Germany • Supermarket of the Year (Follow-up Report)		
9	22/06/27	02/06/27	**"Germany as Business Location" Initiative** • Delicatessen items, deli salads, and antipasti • Milk-based beverages – White Line • Salty and savory snacks	• Regional Report Central Germany • Regional Star (Nominees)	June	Regional Star 2027

4 DATES · TOPICS

LP Lebensmittel Praxis

No.	Publication date	Ad deadline	Key Topics for 2027	Regional/Country Reports*, Special Occasions, Events/Awards	Trade Shows/Events, LP Events	
10	13/07/27	23/06/27	**HIT – NEW PRODUCTS 2027** (Retail Survey) • Vegan & Vegetarian I • Energy Drinks	• Regional Star (Follow-up Report)		
11	03/08/27	14/07/27	• Staying Fit This Fall: Health Products (including OTC) • Fall Promotions: Oktoberfest, Halloween, etc.	• Flower Department of the Year 2027 (Winner Announcement)		
12	24/08/27	04/08/27	• Bread & Baked Goods II • Tobacco and Alternatives II • Preparing for the Holiday Season	• Cheese Star (Nominees)	September 07-12/09 15-17/09	Cheese Star 2027 IAA Mobility InterTabac
13	14/09/27	25/08/27	**Green Edition Special Issue on Sustainability II** • Packaging • Laundry, Household, and Cleaning Products	• Mecklenburg-Western Pomerania	21-23/09	Fachpack MLF Tagung
14	05/10/27	15/09/27	• Non-food • Smart Stores • Getting Ready for Winter Barbecues	• Anuga (Preview) • Frozen Food Star (Nominees) • Cheese Star (Follow-up Report) • Bread & Bakery Department of the Year 2027 (Winner)	09-13/10 11/10	Anuga Frozen Food Star 2027 IAW
15	26/10/27	06/10/27	• Convenience Products (Fresh & Chilled) • Frozen Foods & Ice Cream II	• Anuga (Follow-up Report) • Frozen Food Star (Follow-up Report)		VertiFarm
16	10/11/27	20/10/27	• Hot Beverages (Coffee, Tea, Hot Chocolate) • Asian Cuisine • Vegan & Vegetarian II			
17	30/11/27	10/11/27	**Product of the Year 2028, Part 1 (Consumer Survey)** Consumer Trends & Innovations	• Berlin/Brandenburg • Fish Counter of the Year 2027		
18	14/12/27	24/11/27	• Fish & Seafood • Veganuary / Fairbruary			

*Please note: The deadline for submitting ads for Country Reports is 18 business days before publication!

Subject to change without notice.

Comprehensive coverage of the product categories: • Healthy Eating • Meat, Sausage, and Poultry • Dairy products • Beverages • Confectionery

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

5 FORMATS · PRICES

Lebensmittel Praxis

Formats	Configuration	Printing Area Width x Height in mm	Bleed* Width x Height in mm plus 3 mm bleed on all sides	Price 4-colour Euro scale plus VAT
2/1 page		396 x 240	420 x 280	**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	landscape portrait	174 x 170 115 x 240	210 x 185 130 x 280	19,540
1/2 page	landscape portrait	174 x 124 85 x 240	210 x 145 104 x 280	15,160
1/3 page	landscape portrait	174 x 85 55 x 240	210 x 103 67 x 280	10,610
1/4 page	landscape portrait portrait	174 x 65 40 x 240 85 x 124	210 x 80 53 x 280 104 x 137	8,060
1/6 page	landscape portrait	174 x 45 85 x 85	210 x 60 104 x 103	5,470
1/8 page	landscape portrait	174 x 35 85 x 65	210 x 50 104 x 81	4,130
mm-Zeile		55 mm breit		41,60
Preferred Placement 1/4 page Table of Contents	landscape portrait	174 x 65 40 x 240	210 x 80 53 x 280	8,880
1/3 page "News - Top View"		55 x 240	67 x 280	11,670
1/1 page in the Premium environment: **“Shopping with ... / Riding with ...” and “How ... is made”**		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

***Trimmed ads:** plus a 3 mm bleed on all pages. Due to varying magazine thicknesses, when preparing print files, elements at risk of being trimmed must be placed at least 4 mm from the trim edge at the top and bottom and at least 8 mm from the trim edge on the sides.

Please note: Special formats apply to joint ads within the country reports. Please inquire!

6 DISCOUNTS · OTHER FORMATS

Partial Ad Placement
Partial placements are available by Nielsen region (full pages only).

Price	Upon request, plus plate change fee.

Surcharges:

Plate change	€1,095 for partial ad placements (not eligible for discounts or AE)
Color	Special colors that cannot be achieved using the Euroscale available upon request

Discounts
For contracts signed within a contract year, beginning with the publication of the first ad.

Mengenstaffel:		**Malstaffel:**	
3 pages	5 %	3 Ads	3 %
6 pages	10 %	6 Ads	5 %
9 pages	15 %	9 Ads	10 %
12 pages	18 %	12 Ads	15 %
		20 Ads	20 %

Surcharges, plate-change fees, and other technical costs are not eligible for discounts.

Job Postings / Job Seeker / Miscellaneous Ads
Price per column width multiplied by the height of the ad

		4-farbig
Column Widths	55 mm wide	€ 8.80
	114 mm wide	€ 18.25
	174 mm wide	€ 27.80

Print Materials: Digital data, text, and templates.

Special Forms of Advertising

Exclusive Placements
We offer a wide range of special advertising formats. Thanks to our printing plant's state-of-the-art and intelligently designed machinery, we can turn your print product into a truly memorable experience. These technical capabilities will make your ad stand out from the crowd.

- Title cover
- Half-page title banner
- Title gatefold
- Stick-on insert

and many more.

Promotion
"Selling Successfully"
As a brand manufacturer, provide product information about your items. In "Selling Successfully," you'll discuss manufacturing, handling, and benefits. The content is developed in close collaboration between an experienced editor and your company.

"Promotion/New Product of the Month"
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 ad is labeled as such.

Advertorial
Present your message in an editorial format directly to our readers.
Advertorials are labeled as advertisements. Their design is deliberately different from the standard LP layout to achieve maximum impact. An earlier ad deadline applies to the creation of advertorials. Submission as a print-ready PDF file is also possible.

For more information and pricing, please contact us.

7 OTHER FORMATS

Inserts

Price up to 25 g	€16,160 (not eligible for discounts) Higher weights and prices available upon request. A sample must be provided. **A closed fold edge on the long side is mandatory.**
Partial occupation	is possible by Nielsen regions
Format	up to a maximum of 200 mm wide x 270 mm high Minimum format for inserts: DinA6 (105 x 148 mm)
Distributed circulation: Minimum delivery quantity:	60,000 copies 25,000 copies
Delivery deadline:	by the advertising deadline for the respective issue

Bound-in insert

Price:	2-page: € 16,010 4-page: € 23,480 6-page: € 30,440 8-page: € 35,760
Partial occupation	available upon request
Discounts	are applied according to the volume scale: two pages ˆ= one ad page.
Untrimmed format	Width: 216 mm including a 3 mm milling margin at the spine and a 3 mm side trim. Height: 293 mm including a 10 mm feed trim (standard = top trim) and a 4 mm bottom trim.
Trimmed format	210 mm wide x 280 mm high
Smaller inserts	These must be trimmed on one side (if shortened only in height) to magazine format or on two sides (if shortened in height and width). The specifications mentioned above regarding the milling margin and trim allowances apply, particularly regarding the feed trim.

Delivery of the bound-in insert —uncut and pre-folded!
A sample copy is required.
Distributed circulation: 60,000 copies
Required delivery quantity: 25,000 copies

Delivery date:	by the advertising deadline for the relevant issue
E-Paper	To have your content published in the E-Paper, please provide us with the print-ready PDF file.
Delivery E-Mail	lebensmittelpraxis@landkraft.de
Delivery address	Please be sure to contact the publisher to obtain the shipping address for inserts, inserts for binding, and adhesive inserts.
Delivery Note	**For *Lebensmittel Praxis*, Issue XX/2027.** For advertisements that do not include delivery information, we reserve the right to charge a processing fee.
Terms of Payment	3% discount for advance payment and direct debit. 2% discount within 14 days of the invoice date. Net payment within 30 days of the invoice date..
Agency Fees	15% of the net invoice amount.
Right of Withdrawal	By the advertising deadline for the relevant issue.
Contact	**Advertisement Management:** Christiane Bock Phone: +49(0) 26 31/879 -133 Email: christiane.bock@landkraft.de

8 TECHNICAL SPECIFICATIONS: PRINT

Magazine format **Type area**	210 mm wide x 280 mm high 174 mm wide x 240 mm high
Bleed Sizes	Magazine format plus a 3 mm bleed allowance all around. Due to variations in magazine thickness, when preparing print files, elements at risk of being cut off must be placed at least 4 mm from the bleed at the top and bottom and at least 8 mm from the bleed on the sides.
Printing and Binding Methods	Web offset printing, perfect binding
Paper	Cover: 170 g/sq m Interior pages: 60 g/sq m Galerie Brite
Data Transmission	By email to: lebensmittelpraxis@landkraft.de
Contact	**Advertisement Management:** Christiane Bock Phone: +49(0) 26 31/879 -133 Email: christiane.bock@landkraft.de LPV GmbH Niederbieberer Str. 124 D-56567 Neuwied
File Formats	Please send us your print-ready ad in accordance with the PDF/X-4:2010_CMYK standard. No RGB data. For EPS files, please vectorize fonts. Use Acrobat Distiller to create the PDF. 4-color images with at least 300 dpi in CMYK composite mode. Do not use Word or PowerPoint files.

Color Ad Production	All colors are produced using the Euroscale. Special colors are available upon request. Colors that are not based on the CMYK color model are automati cally converted to CMYK according to the appropriate paper profile. This may result in minor color deviations. Claims for compensation are excluded in such cases.
Profile	You can find the appropriate paper profile at: https://landkraft.de/technische-daten/print
Proof	Proof not required. Printing is done according to the PSO standard.
Warranty	For digital data submissions, we assume no liability for the format, text, or color scheme of the advertisement, nor for the appearance of the advertisement, if the above specifications are not followed!
	We assume no liability for print materials created using AI-powered tools (e.g., Canva). Under certain circumstances, these may cause problems during printing that we are unable to verify in advance.
Data Archiving	Data is archived. Therefore, it is generally possible to reproduce the data without changes. However, no guarantee is provided regarding the data.
Terms and Conditions	Our Terms and Conditions can be viewed at https://lv.de/agb

9 WEBSITE · FORMATS · PLACEMENTS

Lebensmittel Praxis

Web address www.lebensmittelpraxis.de

Brief Description lebensmittelpraxis.de is the online portal of Lebensmittel Praxis. The platform offers content covering the food and near-food industries, including daily news updates, store reports, background information on product assortments, markets, and industry events, as well as features and interviews with managers and key players from retail and industry. The magazine's key product focus areas are also highlighted digitally and receive special attention through content modules.

Target Audience This industry portal is aimed at corporate headquarters, as well as at store managers and sales managers and staff.

Ø Performance Data:

Page Views: Average: approx. 130,132 per month	Sessions: Ø approx. 94,283 per month	Users: Ø approx. 66,690 per month

Source: Google Analytics, September 2025 through August 2026

Ad Format (Minimum term: 1 calendar week)		Format/Size Width x Height in pixels (Data volume up to)	Mobile Size Width x Height in pixels (Data limit)	CPM in €
1	Top Banner*	728 x 90 (50 KB)	300 x 100 (30 KB)	97
2	Skyscraper*	160 x 600 (50 KB)	No mobile delivery	97
2	Sticky Sky*	160 x 600 (50 KB)	No mobile delivery	109
1 + 2	Wallpaper*	728 x 90 + 160 x 600 (100 KB)	300 x 150 (35 KB)	168
3	Billboard*	800 x 250 (80 KB)	300 x 150 (35 KB)	168
4	Medium Rectangle	300 x 250 (50 KB)	300 x 250 (50 KB)	97

Formats: JPG, GIF, or animated GIF, HTML5
All prices are exclusive of sales tax.

*Due to the responsive design and user-friendliness, this ad cannot be displayed on mobile devices in its desktop dimensions. Therefore, on smartphones, a replacement banner in the specified mobile size will be displayed, if indicated. We will need the ad file for this separately.

Discounts
When booked as part of a package and published within 12 months (advertising year)

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

10 WEBSITE · TEASER BANNER

Teaser module www.lebensmittelpraxis.de

Brief Description Your image/text ad will appear in full width on lebensmittelpraxis.de in the “Retail” or “Manufacturer” category you select, as well as on the article pages.

Ad Format	Module Components	Duration	Price
Teaser Banner	Headline: max. 40 characters, including spaces	4 weeks (approx. 30,000 teaser impressions)	€ 3,630
	Text: max. 140 characters, including spaces		
	Image: 200 x 124 px (width x height) max. 30 KB		
	Link to the landing page		
+ Online advertorial			+ € 580

All prices are exclusive of sales tax.

More information is available upon request.

Your benefits at a glance:

Content-related Placement	Eye-catching because it is highlighted and written in an editorial style	Particularly well-suited for supporting online advertorials

Optional with an online advertorial

Teaser banners and online advertorials complement each other perfectly and amplify the advertising impact: Your online advertorial provides space for detailed content and imagery, while the teaser module attracts more attention and increases traffic to the linked advertorial.

11 WEBSITE · NEWSLETTER-TICKER

Your newsletter at	www.lebensmittelpraxis.de
Brief Description	It's that easy to feature your highlights, offers, and events directly on one of our most-visited category pages and the corresponding news pages on lebensmittelpraxis.de. You can choose to have your content featured in one of the high-traffic sections: Retail or Manufacturers.
Here's how it works	**Rotating Banner on lebensmittelpraxis.de** An image from your news page and an excerpt from the subject line are integrated into the rotating banner. **Your Newsletter** When a user hovers over the banner, the content of your newsletter immediately becomes visible in an overlay (Active Views). Simply send your newsletter to our system email address. We automatically integrate and display your latest newsletter on our site. Optionally, we can also import landing pages (simple HTML) for you or, upon request, create simple pages using your text and images..

Ad Format	Duration		Price in €
Newsletter-Ticker	2 weeks	Approx. 10,000 ticker impressions Approx. 500 active views	855
	4 weeks		1,099
	8 weeks		1,759

All prices are exclusive of sales tax.

Your benefits at a glance:

A Way to Reach More People through Your Newsletter	High visibility and attention-grabbing rotating banner
Minimal effort on your part	High Active Views of Your Content

Reporting is possible.

12 NEUE PRODUKTE DATENBANK

Your new product on www.lebensmittelpraxis.de

Brief Description

No new product from the industry should be missing here! Add your new products to our constantly updated online research platform. Your entries will not only appear on the research page itself, but will also be featured and linked to on many other pages of lebensmittelpraxis.de in a modular format.

Ad format	Format/Size (Width x Height in pixels)	Validity Period of the Entry	Price
Listing with image/product shot plus a link to your website	max. 700 x 450	6 months	€ 575

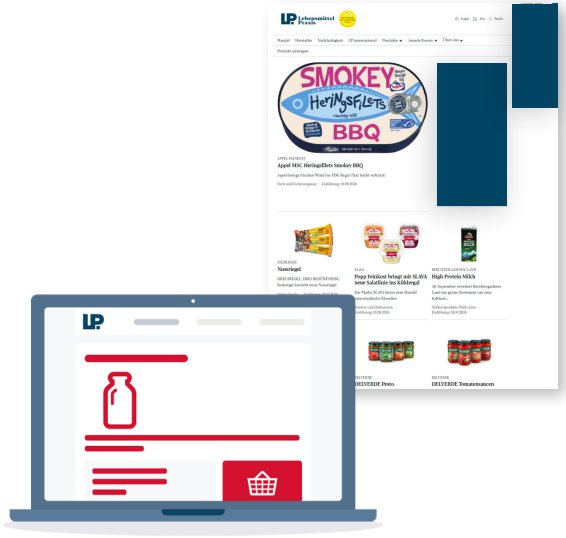
Discounts
Book a package that includes multiple entries.

Package Price (within 12 months)	5 Entries	10 Entries	20 Entries
%	5%*	10%*	15%*

*The package will be billed upon placement of the order, but no later than the first activation.
All prices are plus applicable VAT.

Your benefits at a glance:

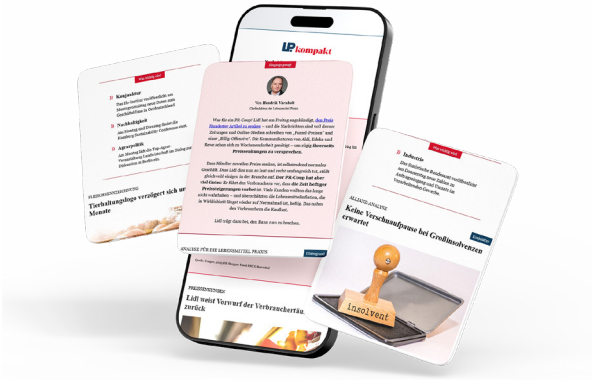
Every day, interested visitors from the food retail sector discover your new product	Highest Target Audience Precision	Small prices with big impact



Direct Booking:
http://lebensmittelpraxis.de/neue-produkte

13 NEWSLETTER

Name	LP kompakt – Industry Newsletter for the Food Sector
Brief Description	The newsletter features the latest news as well as in-depth, thoroughly researched background articles covering the food and near-food industries, along with information on industry events. • "What's Coming Up": Upcoming industry events • "Elsewhere": A look at the general-interest press • "The Numbers Tell the Story": Data shaping the industry • "Latest from LP International": News from abroad • Numerous in-depth reports: Analyses that explain and contextualize • Insights from the editorial board
Target Audience	5,800 emails delivered - Average open rate: 35% (as of September 2026) Going forward, we will report the average number of delivered emails instead of the previous distribution list size, to provide a transparent and reliable basis for media planning and campaign evaluation. The number of opens remains unchanged, while open rates are rising.



Frequency of Publication Monday through Friday on business days

Ad format	Placement	**Formats:** GIF, JPG (Width x Height in pixels)	**Data Volume** up to	**Price in €** per week	**Price in €** for two weeks*
Full-Size-Banner XL	Newsletter Header	468 x 120	50 KB	1,200	1,850
Rectangle	Between News and Publisher Updates	300 x 250	50 KB	900	1,420
Image/Text Ad	Between News and Publisher Updates	160 x 99 160 characters, including spaces (of which a maximum of 30 characters may be in the headline)	20 KB	900	1,420
Very limited quantity!	**LP kompakt spezial** - Your custom standalone newsletter in the LP kompakt style				4,725

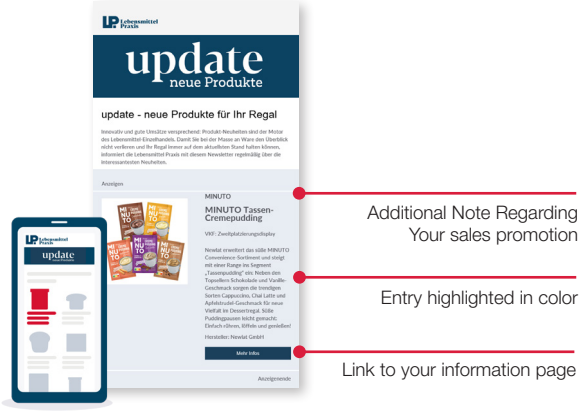
* Consecutive, same design
All prices exclude sales tax.

Upon request, we will provide click reporting; however, we are unable to provide any additional analyses.
Please let us know when placing your order whether you would like click reporting.

14 NEWSLETTER

Name	update - New Products
Brief Description	Every month, Lebensmittel Praxis receives numerous reports on new products for retail grocery store assortments. We organize this retail-relevant information in a clear and concise manner and distribute it via an email distribution list.
Target Audience	5,800 emails delivered - Average open rate: 35% (as of September 2026)

Frequency of Publication Usually on Friday in even calendar weeks



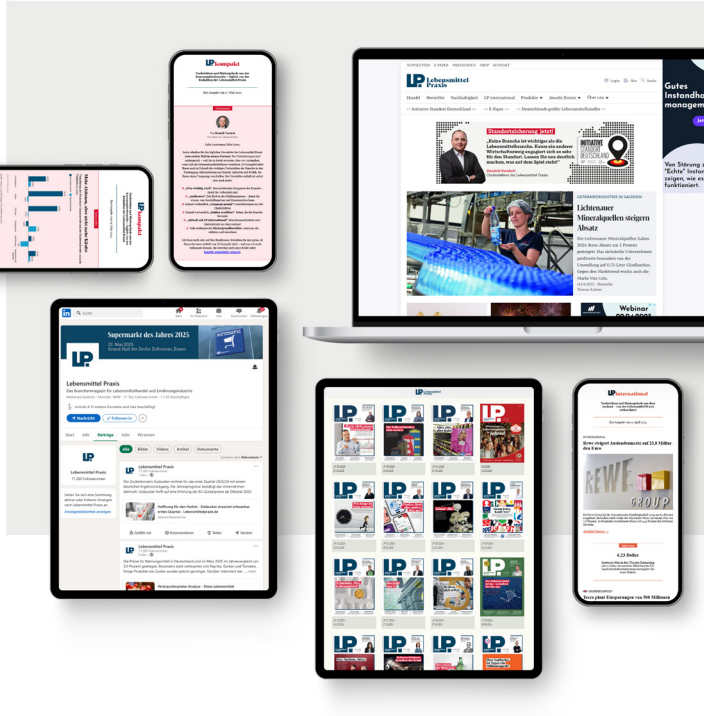
Ad format	Placement	Formats/Sizes	Data Volume up to	Price in € per issue
Highlighted entry* + VKF note + Link	About the editorial product features	Product shot (we will crop it to a square format). Text will be edited to a maximum of 360 characters. VKF note: max. 30 characters	Image file size: up to 2 MB (we'll resize it and optimize it for the web)	355

*is marked as an advertisement
All prices are plus applicable sales tax.

Direct Booking:
https://lebensmittelpraxis.de/update-buchung

15 TECHNICAL SPECIFICATIONS ONLINE

Technical Specifications	Detailed technical specifications regarding formats, file sizes, deadlines, and requirements for displays, videos, newsletters, social media, and podcasts are available here: https://landkraft.de/technische-daten
Delivery times	To ensure testing and reliable delivery, we ask that you observe the delivery deadlines for the respective advertising materials. We are not responsible for any delays caused by late deliveries.
Shipping address	Please send the promotional materials for your campaign to the following email address: lebensmittelpraxis@landkraft.de
Prices	All prices are exclusive of applicable sales tax.
Agency commission	15% of the net invoice amount
Terms of payment	3% discount for advance payment and direct debit. 2% discount within 14 days of the invoice date. Net payment within 30 days of the invoice date..
Terms and conditions	Our terms and conditions can be viewed at https://lv.de/agb
Contact	**Advertisement Management:** Dorothe Scherer Phone: +49(0) 26 31/ 879 - 146 Email: dorothe.scherer@landkraft.de Christiane Bock Phone: +49(0) 26 31/ 879 - 133 Email: christiane.bock@landkraft.de



16 AWARDS/EVENTS

Our Awards for Your Success!

Supermarket of the Year, Meat Star, and Cheese Star are just a few of the well-known and coveted awards presented by Lebensmittel Praxis. The award ceremonies and prize presentations take place at our popular trade events, often accompanied by trade conferences. This is where the “who’s who” of the industry gathers to network, exchange ideas, and gain new insights.

We offer exclusive partnership packages so you can connect with decision-makers from the retail sector and showcase your services and offerings. Of course, sponsorship can be combined with print advertising or digital advertising.

Please contact us!

Contact

Wolfgang Seger
Program Director, Lebensmittel Praxis,
Trade Shows/Events
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Email: wolfgang.seger@lp-verlag.de

You can find the latest event announcements here:
www.events.lebensmittelpraxis.de

Awards for the Food Retail Industry

SUPERMARKT DES JAHRES ’27

FLEISCH STAR ’27

käse star ’27

FISCHTHEKE DES JAHRES 2027

FLEISCH-STAR TALENT 2027

TIEFKÜHL STAR 2027
Ein Wettbewerb von LEBENSMITTEL PRAXIS und Deutsches Tiefkühlinstitut

Blumenabteilung des Jahres 2027

REGIONAL-STAR ’27

EIGENMARKEN-LIEBLING 2027

Brot- & Backwarenabteilung des Jahres 2027

17 CONTACTS

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Your contacts Media Sales

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