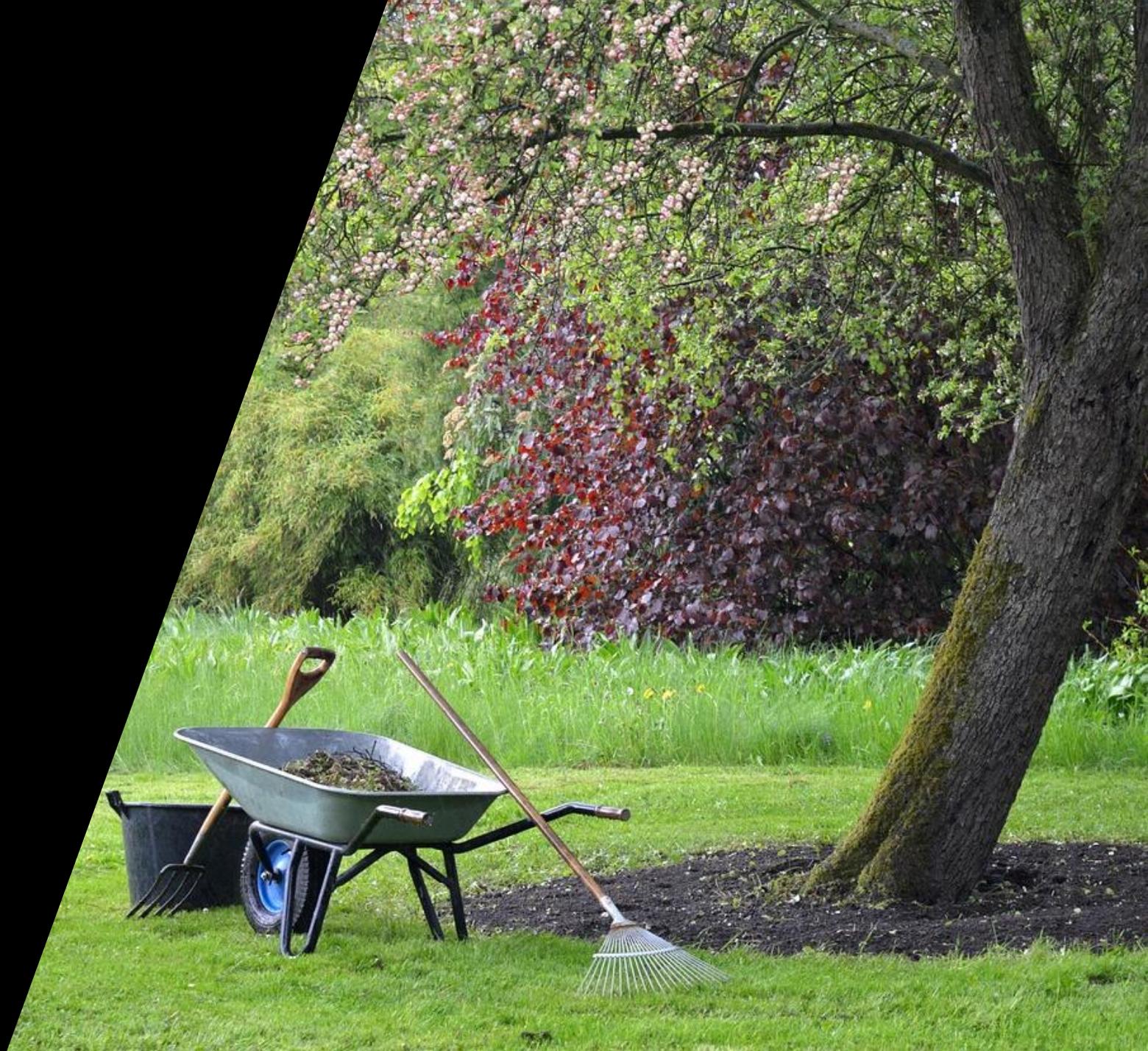




LANDLUST

Line Extensions 2026

LandLust



5 arguments in favour of the Line Extensions from LANDLUST



1

Reduced advertising price

You benefit from a reduced advertising rate compared to the main magazine.

2

Affine current environment

You achieve the highest level of advertising impact for your brand by optimising the environment.

3

Positives Image

The image of the media brand radiates onto your brand.

4

Top readership

Affluent and quality-conscious readers with a high disposable income.

5

Long-lasting advertising impact

The specialities are special collector's items and are kept for a long time. This guarantees you repeat contacts.

The periodic line extensions from LANDLUST



7x/
year

LANDLUST EINFACH HAUSGEMACHT



5x/
year

LANDLUST ZUHAUS



4x/
year

LANDLUST HAUSGEMACHTE KOMPAKT



3x/
year

LANDLUST SPECIAL SEASONAL CUISINE

LANDLUST PERIODISCHE LINE EXTENSIONS

Four magazines under the roof of the Landlust brand now have an established and very loyal readership and thus strengthen the expertise of the LANDLUST brand through their thematic focus.

LANDLUST SIMPLY HOMEMADE 2026

Advertising rates and formats

Format	Format	Price
1/1 page (inside section)	210 x 280 mm	17,500 €
1/1 page (2nd cover page)	210 x 280 mm	18,400 €
1/1 page (4th cover page)	210 x 280 mm	19,100 €
2/3 page (high)	127 x 280 mm	12,200 €
1/2 page (portrait)	97 x 280 mm	11,000 €
1/2 page (landscape)	210 x 134 mm	11,000 €
1/3 page (high)	67 x 280 mm	8,100 €
1/3 page (next to Edi)	67 x 280 mm	8,600 €
2/1 page	460 x 297 mm	35,000 €

Facts and figures

Facts & Figures	
Copy price	5,20 €
Sold display (IVW/II25)	63,295 copies

Ad Specials

We are also happy to provide a quote for inserts, bound inserts and glued inserts.

LANDLUST ZUHAUS 2026

- LANDLUST ZUHAUS touches the senses and inspires. Atmospheric pictures, detailed reports and extensive service pages encourage you to design and renovate. Like its parent title LANDLUST, LANDLUST ZUHAUS also conveys the diversity and charm of contemporary life in the countryside. It shows desirable living environments and places of longing from classic to modern. Of course, garden & patio as well as DIY topics are an integral part of the magazine. This makes LANDLUST ZUHAUS not only inspiring, but also the perfect guide for anyone who is curious about the relaxed side of living.

[All environments and topics at a glance](#)



[All dates at a glance](#)

LANDLUST ZUHAUS 2026

Advertising rates and formats

Format	Format	Price
1/1 page (inside section)	215 x 280 mm	17,900 €
1/1 page (2nd cover page)	215 x 280 mm	19,600 €
1/1 page (4th cover page)	215 x 280 mm	20,600 €
1/2 page (portrait)	105 x 280 mm	10,900 €
1/2 page (landscape)	215 x 139 mm	10,900 €
1/3 page (high)	71 x 280 mm	8,100 €
2/1 page	430 x 297 mm	35,800 €

Facts and figures

Facts & Figures	
Copy price	5.20 €
Display (publisher's information)	65,000 copies

Ad Specials

We are also happy to provide a quote for inserts, bound inserts and glued inserts.

LANDLUST HAUSGEMACHT KOMPAKT 2026

- LANDLUST HAUSGEMACHT KOMPAKT is a monothematic food magazine - useful, with lots of knowledge, tips and in a practical small format. On 132 pages, there are the best recipes on a single topic with the tried and tested Landlust Homemade kitchen promise - everyday recipes with special ideas that are easy to copy. The cooking is seasonal and regional. The recipes are described in detail so that both beginners and experts can enjoy them. The recipes are complemented by kitchen tricks, product information and interesting facts to pass on.

Planned topics.

- 1/26 Minced meat + noodles
- 2/26 Summer vegetables
- 3/26 Potatoes
- 4/26 Soups + stews



LLANDLUST HAUSGEMACHT KOMPAKT 2026

Advertising rates and formats

Format	Format	Price
1/1 page (inside section)	175 x 254 mm	14,200 €
1/1 page (2nd cover page)	175 x 254 mm	15,900 €
1/1 page (4th cover page)	175 x 254 mm	16,900 €
1/2 page (portrait)	84 x 254 mm	8,500 €
1/2 page (landscape)	175 x 125 mm	8,500 €
1/3 page (high)	56 x 254 mm	6,500 €
2/1 page	350 x 254 mm	28,400 €

Facts and figures

Facts & Figures	
Copy price	4.90 €
Print run	approx. 80,000 copies

Ad Specials

We are also happy to provide a quote for inserts, bound inserts and glued inserts.

LANDLUST SPEZIAL SAISONKÜCHE 2026

- Every season brings its own culinary treasures. The LANDLUST SPEZIALE seasonal cuisine provides versatile recipes with the corresponding fruit and vegetables. Naturally, the summer and autumn months are particularly productive. At this time of year, local gardens and fields offer countless opportunities for delicious meals. The recipes are clearly laid out and organised by category. The authentic photos make you want to follow along.

Planned topics.

- 1/26: Spring cuisine
- 2/26: Autumn cuisine
- 3/26: Winter kitchen



[All dates at a glance](#)



LANDLUST SPEZIAL SAISONKÜCHE 2026

Advertising rates and formats

Format	Format	Price
1/1 page (inside section)	215 x 278 mm	15,400 €
1/1 page (2nd cover page)	215 x 278 mm	16,800 €
1/1 page (4th cover page)	215 x 278 mm	17,900 €
1/2 page (portrait)	107 x 278 mm	9,300 €
1/2 page (landscape)	215 x 139 mm	9,300 €
1/3 page (high)	71 x 278 mm	7,100 €
2/1 page	430 x 278 mm	30,800 €

Facts and figures

Facts & Figures	
Copy price	5.80 €
Print run	100,000 copies

Ad Specials

We are also happy to provide a quote for inserts, bound inserts and glued inserts.

LANDLUST SPECIALS and EXTRAS



LANDLUST EDITION



LANDLUST EXTRA
LANDREISE



LANDLUST SPECIAL
EASTER



SPECIAL GARDEN



LANDLUST SPECIAL
CHRISTMAS

LANDLUST LINE EXTENSIONS SPECIALS AND EXTRAS

The LANDLUST family includes five other magazines dedicated to gardening, travelling, Easter, cooking and Christmas.

LANDLUST EDITION 2026

- The LANDLUST EDITION is a monothematic, high-quality magazine. In typical LANDLUST style and with great attention to detail, the editorial team devotes itself to a topic in depth and with the thoroughness typical of LANDLUST. Detailed information and expressive images are designed to inspire readers.

Planned topic.

- Brot



EVT: 09.01.2026

AS: 27.11.2025

LANDLUST EDITION 2026

Advertising rates and formats

Format	Format	Price
1/1 page (inside section)	230 x 297 mm	14,200 €
1/1 page (4th cover page)	230 x 2978 mm	16,900 €
1/2 page (portrait)	106 x 297 mm	8,500 €
1/2 page (landscape)	230 x 148 mm	8,500 €
1/3 page (high)	75 x 297 mm	6,500 €
2/1 page	460 x 297 mm	28,400 €

Facts and figures

Facts & Figures	
Copy price	9.80 €
Print run	approx. 60,000 copies

Ad Specials

We are also happy to provide a quote for inserts, bound inserts and glued inserts.

LANDLUST EXTRA LANDREISE 2026

- LANDLUST EXTRA LANDREISE presents holiday regions and excursion destinations. The editorial team travels to regions and places far away from mass tourism. The destinations are retreats with plenty of nature and naturalness. It is published together with the subscription edition of issue 2 of LANDLUST.

Planned topics.

- Castles on the Rhine
- Sea of colour in the Sauerland
- Cruise around the British Isles
- Denmark's islands
- Bavarian Swabia



EVT: 04.02.2026

AS: 17.12.2025

LANDLUST EXTRA LANDREISE 2026

Advertising rates and formats

Format	Format	Price
1/1 page (inside section)	210 x 280 mm	24,200 €
1/1 page (2nd cover page)	210 x 280 mm	26,100 €
1/1 page (4th cover page)	210 x 280 mm	27.900 €
1/2 page (portrait)	100 x 280 mm	14,600 €
1/2 page (landscape)	210 x 135 mm	14,600 €
1/3 page (high)	75 x 280 mm	10,600 €
2/1 page	420 x 280 mm	48,400 €

Facts and figures

Facts & Figures	
Copy price	Supplement in LANDLUST 2/2026*
Print run	approx. 300,000 copies

Ad Specials

We are also happy to provide a quote for inserts, bound inserts and glued inserts.

All prices plus VAT
 * Subscription edition.

LANDLUST SPECIAL EASTER 2026

- The LANDLUST EASTER SPECIAL is published with articles and creative ideas for the Easter season. It inspires its readers and gets them in the mood for beautiful and colourful Easter days with spring-like menu suggestions and Easter decorating ideas. The magazine is positive through and through and whets the appetite for spring.

Planned topics.

- Easter floristry
- Easter baking
- Easter menu
- Easter handicrafts
- Excursions in the region
- Article about garden gnomes and their history



EVT: 06.02.2021

AS: 06.01.2026

LANDLUST SPECIAL EASTER 2026

Advertising rates and formats

Format	Format	Price
1/1 page (inside section)	215 x 278 mm	15,400 €
1/1 page (2nd cover page)	215 x 278 mm	16,800 €
1/1 page (4th cover page)	215 x 278 mm	17,900 €
1/2 page (portrait)	107 x 278 mm	9,300 €
1/2 page (landscape)	215 x 139 mm	9,300 €
1/3 page (high)	71 x 278 mm	7,100 €
2/1 page	430 x 278 mm	30,800 €

Facts and figures

Facts & Figures	
Copy price	5.50 €
Print run	120,000 copies

Ad Specials

We are also happy to provide a quote for inserts, bound inserts and glued inserts.

LANDLUST SPECIAL GARDEN 2026

- The LANDLUST GARDEN SPECIAL is published at the start of the gardening season and provides important tips and instructions for working in the ornamental and kitchen garden in a typically LANDLUST competent manner.
 - care through to practical helpers such as gardening tools and irrigation. Of course, the topic of well-being on the patio and in the garden is also covered: readers will find all the important information and suggestions about garden furniture, sun and privacy protection and barbecues.

Planned topics:

- Cut flowers
- First spring vegetables/fruit
- Garden tour: Natural garden in Switzerland
- Breeds: robust varieties
- Cold frame
- Floristry
- DIY - Wild bee hotel and garden cabinet

Cover picture LANDLUST SPECIAL GARDEN 2025



LANDLUST SPECIAL GARDEN 2026

Advertising rates and formats

Format	Format	Price
1/1 page (inside section)	215 x 278 mm	24,800 €
1/1 page (2nd cover page)	215 x 278 mm	26,700 €
1/1 page (4th cover page)	215 x 278 mm	28,400 €
1/2 page (portrait)	107 x 278 mm	14,900 €
1/2 page (landscape)	215 x 139 mm	14,900 €
1/3 page (high)	71 x 278 mm	10,800 €
2/1 page	430 x 278 mm	49,600 €

Facts and figures

Facts & Figures	
Copy price	5.50 €
Print run	120,000 copies

Ad Specials

We are also happy to provide a quote for inserts, bound inserts and glued inserts.

LANDLUST SPECIAL CHRISTMAS 2026

- The LANDLUST SPECIAL CHRISTMAS is published with atmospheric articles and creative ideas for the Christmas season, inspiring its readers and putting them in the mood for a wonderful festive season with Christmas menu suggestions and Advent decorating ideas.



EVT: 16.10.2026

AS: 10.09.2026

LANDLUST SPECIAL CHRISTMAS 2026

Advertising rates and formats

Format	Format	Price
1/1 page (inside section)	215 x 278 mm	28,900 €
1/1 page (2nd cover page)	215 x 278 mm	31,300 €
1/1 page (4th cover page)	215 x 278 mm	33,400 €
1/2 page (portrait)	107 x 278 mm	17,500 €
1/2 page (landscape)	215 x 139 mm	17,500 €
1/3 page (high)	71 x 278 mm	12,500 €
2/1 page	430 x 278 mm	57,800 €

Facts and figures

Facts & Figures	
Copy price	5.80 €
Print run	350,000 copies

Ad Specials

We are also happy to provide a quote for inserts, bound inserts and glued inserts.



Important notes

The ideas presented have not been finalised in detail and are subject to the approval of the respective of the respective broadcasters, titles or platform operators of the individual marketers.

Rights of use

The material shown in this presentation and its entire contents are the intellectual property of the marketer Ad Alliance GmbH in accordance with the applicable copyright laws.

Any partial or complete use, imitation or distribution of protected content requires the prior written authorisation of the copyright holder.

If part of the scope of services owed by Ad Alliance is also the technical organisation of a competition or the staging of an event, the contractual partner is entitled to sell this part of the service on to third parties in accordance with the contractual terms and conditions for competitions of Ad Alliance GmbH (available at www.ad-alliance.de/agb).

The contractual terms and conditions for competitions and the General Terms and Conditions of Ad Alliance GmbH (available at www.ad-alliance.de/agb) apply.

The marketer Ad Alliance GmbH reserves the right to prosecute the infringement of copyrights under civil and criminal law.

© Ad Alliance GmbH | 2025



[The General Terms and Conditions of Ad Alliance GmbH apply, available at \[www.ad-alliance.de/agb\]\(http://www.ad-alliance.de/agb\).](http://www.ad-alliance.de/agb)

Ad Alliance GmbH acts as a service provider for the marketer Media Impact GmbH & Co:
Ad Alliance GmbH acts for Media Impact on behalf of and for the account of Media Impact GmbH & Co.

[The General Terms and Conditions of Media Impact GmbH & Co. KG apply, available at: \[www.mediaimpact.de/de/agb\]\(http://www.mediaimpact.de/de/agb\), unless otherwise indicated.](http://www.mediaimpact.de/de/agb)