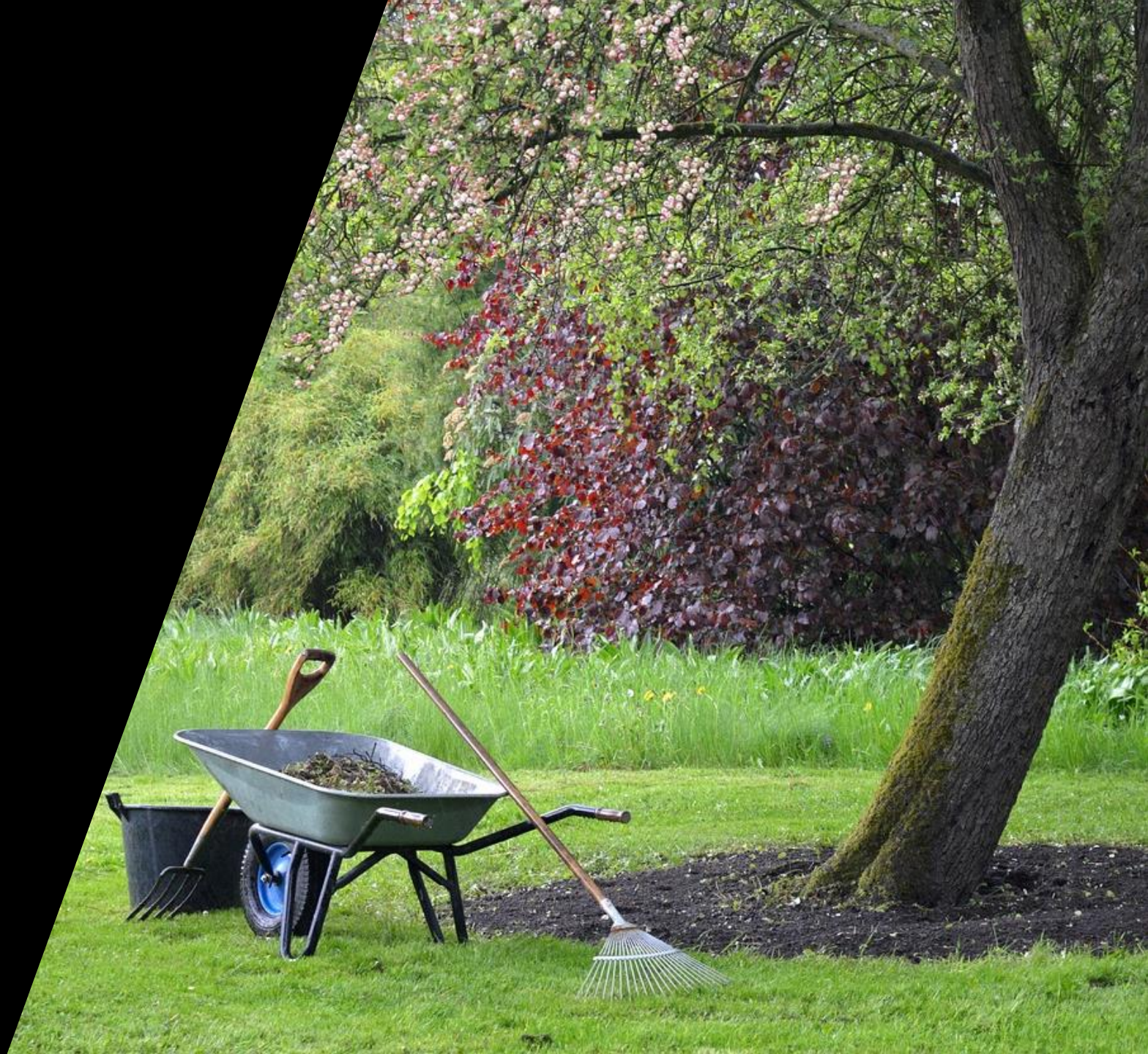




LANDLUST

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**



2x/
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 EINFACH HAUSGEMACHT 2026

- *LANDLUST EINFACH HAUSGEMACHT*, the unique magazine for cooking, baking and household. The magazine offers its readers plenty of inspiration, all with a focus on regionality, seasonality and feasibility. The recipes are suitable for everyday use and easy to cook. Many are also presented as vegetarian or vegan options. The household section contains interesting information, tips and tricks to make household chores easier. Decorative ideas for beautifying the home round off the range of content.

Everything in *LANDLUST EINFACH HAUSGEMACHT* is dedicated to sustainability and is therefore part of *LANDLUST's* DNA.

All environments and topics at a glance



Cover picture *LANDLUST EINFACH HAUSGEMACHT* from 2025



All dates at a glance



LANDLUST SIMPLY HOMEMADE 2026

Advertising rates and formats

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

All prices plus VAT.

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



Cover picture LANDLUST ZUHAUS from 2025



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 €

All prices plus VAT.

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



All dates at a glance



LLANDLUST HAUSGEMACHT KOMPAKT 2026

Advertising rates and formats

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

Ad Specials

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

All prices plus VAT.

Facts and figures

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

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



All dates at a glance



LANDLUST SPEZIAL SAISONKÜCHE 2026

Advertising rates and formats

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

Ad Specials

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

All prices plus VAT.

Facts and figures

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

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*



LANDLUST EDITION 2026

Advertising rates and formats

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

Ad Specials

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

All prices plus VAT.

Facts and figures

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

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*



LANDLUST EXTRA LANDREISE 2026

Advertising rates and formats

Format	Format	Price
1/1 page (inside section)	210 x 280 m m	24,200 €
1/1 page (2nd cover page)	210 x 280 m m	26,100 €
1/1 page (4th cover page)	210 x 280 m m	27,900 €
1/2 page (portrait)	100 x 280 m m	14,600 €
1/2 page (landscape)	210 x 135 m m	14,600 €
1/3 page (high)	75 x 280 m m	10,600 €
2/1 page	420 x 280 m m	48,400 €

Ad Specials

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

*All prices plus VAT
* Subscription edition.*

Facts and figures

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

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*

Cover picture LANDLUST SPECIAL EASTER 2025



LANDLUST SPECIAL EASTER 2026

Advertising rates and formats

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

Ad Specials

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

All prices plus VAT.

Facts and figures

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

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



EV: 27.02.2026

AS: 22.01.2026

LANDLUST SPECIAL GARDEN 2026

Advertising rates and formats

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

Ad Specials

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

Facts and figures

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

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.*



LANDLUST SPECIAL CHRISTMAS 2026

Advertising rates and formats

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

Ad Specials

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

All prices plus VAT.

Facts and figures

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



Important notes

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