

ALL ABOUT SHOE BUSINESS | RATE CARD NO 28 | EFFECTIVE JANUARY 2024

SHOEZ

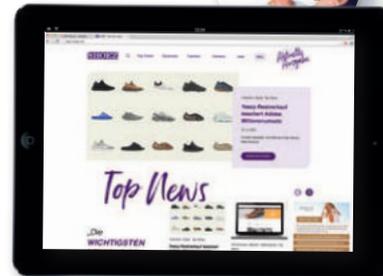
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MEDIA INFORMATION 2024

the trade journal with the large circulation for Germany, Austria, and Switzerland

Our particularly attractive advertising packages at crazy low prices.



SHOEZ

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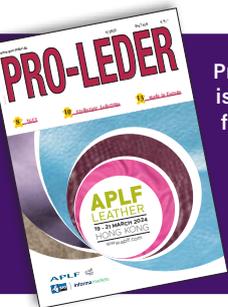
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Profashional Media GmbH
is as well publishing the
following trade journal:

PRO-LEDER – the fresh
trade journal for the German
speaking business people
interested in leather, with
a central European focus.

Circulation

10,434 copies

Frequency

Monthly

Issue 28, valid from January 2024

Terms of Payment

Agency commission 15 %.
Net within 14 days of invoice date

Technical requirements

Printing process:

Sheet-fed offset

Data supplied by CD-ROM or:

E-Mail: shoez@sumnergroh.com

By Upload:

FTP server: ftp://shoez.sumnergroh.com –
on request.

Please, send always a printout or proof of the
ad along with your CD-ROM or your electronic
transmission. No guarantee for 100 % colour
correctness without proof.

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Distribution and Circulation

Recipients' Profile

Total Circulation:

10,434

Retail: 8,933

Independents: 5,239
Multiple Outlets: 2,298
Head Offices: 304
Other specialised Trade: 794
Department Stores: 112
Mail Order: 159
Buying Groups: 27

Suppliers: 1,033

Shoe Industry: 493
Agents / Reps: 391
Other Suppliers: 149

All Others: 462

2024 Editorial Features

Issue	Specials	Previews / Trade fairs
1 ET: 19.01.2024 AS: 08.01.2024	<ul style="list-style-type: none"> - Slippers for Home - Shoes for Children - Leather goods 	<ul style="list-style-type: none"> - Fashn Room, Duesseldorf - ILM Offenbach - ANWR Order 1, Mainhausen - Ambiente, Frankfurt am Main - Innatex, Hofheim-Wallau
2 ET: 09.02.2024 AS: 29.01.2024	<ul style="list-style-type: none"> - Shoe Fashion for Autumn / Winter 2024 / 2025: Lady Shoes – Men Shoes – Children Shoes - Comfort Shoes - Retail Design, Shop Fitting, Visual Merchandising 	<ul style="list-style-type: none"> - Micam & Mipel, Milan - Lineapelle, Milan - Sabu Messe, Heilbronn - EuroCis, Duesseldorf
3 ET: 27.02.2024 AS: 13.02.2024	<ul style="list-style-type: none"> - Shoe Fashion for Autumn / Winter 2024 / 2025: Men Shoes – Children Shoes - Leathergoods - High-Tech Materials for Shoes 	<ul style="list-style-type: none"> - Shoes Duesseldorf - ANWR Order 2, Mainhausen - Performance Days, Munich - Essenz, Munich
4 ET: 25.03.2024 AS: 11.03.2024	<ul style="list-style-type: none"> - Shoe Function - Vegan Footwear: Niche or future Market? - Shoe Technology, Leather Synthetics, Components 	<ul style="list-style-type: none"> - Techtexil, Frankfurt am Main - Texprocess, Frankfurt am Main
5 ET: 26.04.2024 AS: 15.04.2024	<ul style="list-style-type: none"> - Socks, Stockings, Shoe Care - Wellness and Comfort Shoes - Shoes in very small and very large Sizes 	<ul style="list-style-type: none"> - OTWorld, Leipzig - ANWR Sport & Outdoor, Mainhausen
6 ET: 27.05.2024 AS: 13.05.2024	<ul style="list-style-type: none"> - Shoes „Made in Europe“ - Sports and Outdoor Shoes 	<ul style="list-style-type: none"> - OutDoor by Ispo, Munich - Expo Riva Schuh, Riva del Garda

PD = Publishing Date, AD = Advertising Deadline

2024 Editorial Features

Issue	Specials	Previews / Trade fairs
7	ET: 27.06.2024 AS: 17.06.2024 - Sneaker trends - Young Fashion and Children Shoes - E-commerce and Internet Portals for Shoes	- ANWR Infomesse, Mainhausen
8	ET: 23.07.2024 AS: 10.07.2024 - Shoe Fashion Spring / Summer 2025 – Lady Shoes, Men Shoes, Children Shoes - Comfort Shoes	- ANWR Order 1, Mainhausen - Sabu-Messe, Heilbronn - Innatex, Hofheim-Wallau
9	ET: 23.08.2024 AS: 09.08.2024 - Shoe Fashion Spring / Summer 2025 – Lady Shoes, Men Shoes, Children Shoes - Leather goods	- Shoes Duesseldorf - ANWR Order 2, Mainhausen - ILM, Offenbach
10	ET: 12.09.2024 AS: 30.08.2024 - Shoe Care, Socks, Stockings - Shoe Technology and Shoe Repair - Orthopedic Shoes - Logistics and Transport	- Micam & Mipel, Milan - Lineapelle, Milan - Simac Tanning Tech, Milan - Essenz, Munich - OST Orthopädie Schuhtechnik, Cologne
11	ET: 24.10.2024 AS: 11.10.2024 - Sports and Outdoor Shoes - Digitalisation and Technologies for Shoe Retailers - Safety Shoes and other special Shoes for Hospitals, Computer, Industries etc. - Shop Design	- Ispo Munich - Arbeitsschutz Aktuell, Stuttgart
12	ET: 27.11.2024 AS: 13.11.2024 - Sustainability – social and ecological responsible Production in Shoe and Leather Business - Environmentally friendly Production, Avoidance of Pollutants - Trade Fairs for Shoe Retailers in 2025	- Trade Fairs 2025 - Expo Riva Schuh, Riva del Garda

2024 Rates and Dimensions

Format	Bleed	Type area	4 colour	Black & White
1/1 Page	210 x 297 mm	188 x 279 mm	€ 5,699,-	€ 4,699,-
2/3 Page portrait 2/3 Page landscape	140 x 297 mm 210 x 198 mm	124 x 279 mm 188 x 186 mm	€ 4,289,-	€ 3,069,-
1/2 Page portrait 1/2 Page landscape	105 x 297 mm 210 x 148 mm	90 x 279 mm 188 x 136 mm	€ 3,499,-	€ 2,399,-
1/3 Page portrait 1/3 Page landscape	70 x 297 mm 210 x 100 mm	60 x 279 mm 188 x 89 mm	€ 2,679,-	€ 1,609,-
1/4 Page portrait 1/4 Page landscape	- -	90 x 136 mm 188 x 69 mm	€ 1,879,-	€ 1,149,-
1/6 Page portrait 1/6 Page landscape	- -	90 x 90 mm 188 x 43 mm	€ 1,319,-	€ 829,-
1/8 Page portrait 1/8 Page landscape	- -	90 x 66 mm 188 x 30 mm	€ 989,-	€ 619,-
1/9 Page portrait	-	60 x 89 mm	€ 819,-	€ 519,-
1/16 Page landscape	-	90 x 30 mm	€ 499,-	€ 309,-

All rates in EURO

Dimensions

Trim size:

210 x 297 mm + 3 mm bleed

Type Area:

188 x 279 mm

Material Required:

High resolution PDF
minimum 300 dpi.

Bound ins:

- 4 pages Euro 430.00 per 000
- 8 pages Euro 620.00 per 000
- 12 pages Euro 820.00 per 000

Special Positions:

Inside Front Cover, Outside Back Cover:

5,879.00

Black & White:

4,879.00

Front Cover:

6,199.00

Loose Inserts*

Max. Size: 205 mm x 285 mm.

Up to 25g: Euro 250.00 per 000

Up to 50g: Euro 330.00 per 000

The total number, weight and supply date for inserts available on request. Advance sample required.

Classified:

Situations vacant, wanted, for sale:

Euro 2.60 per mm

Situations wanted, agents available, personal:

Euro 1.80 per mm

Box fee*:

Euro 16

Postal fees*:

There will be an additional cost for postage on inserts prices, available on request

**Insert, colours and additional technical costs are not subject to discounts.*

Discounts:

(If purchased within 12 month period)

Frequency Scale	Quantity Scale
3 inserts = 3 %	3 pages = 5 %
4 inserts = 5 %	4 pages = 8 %
5 inserts = 7 %	5 pages = 10 %
6 inserts = 10 %	6 pages = 15 %
8 inserts = 15 %	8 pages = 20 %

Terms & Conditions:

You can find our general Terms & Conditions online: www.shoez.biz/allgemeine-geschaeftsbedingungen

Our particularly attractive advertising packages at crazy low prices!

Power Classified

- Classified ad 35mm, 2 columns
- + Online Advertising for 4 weeks
- + Ad in SHOEZ Newsletter, 1x
- + Post box fee (if wanted)

Total price at only Euro 333,-



Advertising Package XS for the Order Season

- 2 Ads 1/9 page 4/c Print
- + 2x Banner in SHOEZ Newsletter
- + 2 Modells in SHOEZ Schau

Total price at only Euro 2,222,-



Advertising Package S for the Order Season

- 1 Ad ½ page 4c Print
- + 2x Banner in SHOEZ Newsletter
- + 2 Modells in SHOEZ Schau

Total price at only Euro 3,333,-



These packages count as one circuit when calculating the customer discount. The prices quoted are eligible for agency discount.

Our particularly attractive advertising packages at crazy low prices!

Advertising Package M for the Order Season

- 2 Ads ½ page 4c Print
- + 2x Banner in SHOEZ Newsletter
- + 2 Modell in SHOEZ Schau

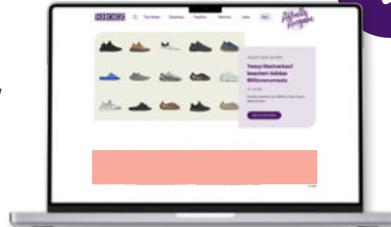
Total price at only Euro 5,555,-



Advertising Package L for the Order Season

- 1 Full Page Ad 4c Print
- + 2x Banner in SHOEZ Newsletter
- + Super Banner Content on www.shoez.biz, for 4 weeks
- + 4 Modells in SHOEZ Schau

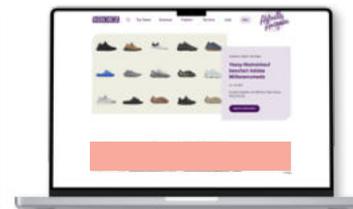
Total price at only Euro 7,777,-



Advertising Package XL for the Order Season

- 2 Full Page Ads 4c Print
- + 2x Banner in SHOEZ Newsletter
- + Super Banner Content on www.shoez.biz, for 4 weeks
- + 1 Page SHOEZ Schau exclusive (7 Modells)

Total price at only Euro 9,999,-



These packages count as one circuit when calculating the customer discount. The prices quoted are eligible for agency discount.

Online advertising at www.shoez.biz

In recent years, SHOEZ's online presence has developed into the strong online medium of the shoe industry, not least thanks to the SHOEZ newsletter. The newsletter is not published daily, but whenever something important happens in the industry. Therefore, the newsletter also has an above-average opening rate.

Website www.shoez.biz

Users per month: 19,871
Event count: 134,385

SHOEZ Newsletter

Subscribers: 12,246
Opening rate: 45.1 %
Click rate: 11.7 %

Instagram: [/shoez_magazine](https://www.instagram.com/shoez_magazine)

SHOEZ has 4,171 subscribers

Advertising at www.shoez.biz

Product	Size (Width x Height in pixel)	Size for Mobile (Width x Height in pixel)	Rate for 4 Weeks
Super Banner XL*	1236 x 180 px	300 x 150 px	939,-
Super Banner Content	728 x 90 px	300 x 100 px	729,-
Skyscraper	300 x 600 px	300 x 150 px	729,-
Medium Rectangle	300 x 250 px	300 x 100 px	519,-
(Job) Advertisement (in addition to the print edition)	PDF	PDF	Additional 15%, min. € 89,-
(Job) Advertisement online ONLY	PDF	PDF	429,-
Text Ad (PR up to 500 characters incl. 1 photo and link)			618,-
Text Ad XL (PR up to 1000 characters incl. 2 photos and link)			818,-

Formates: JPG, GIF, PNG, SWF

*Placement on starting page in order of booking.

Advertising at www.shoez.biz and in SHOEZ Newsletter

Advertising in SHOEZ Newsletter

Product	Size (Width x Height in pixel)	Size for Mobile (Width x Height in pixel)	Rate for 4 Weeks
Newsletter Banner**	728 x 180 px		409,-
Newsletter Banner exclusiv	728 x 180 px		818,-
(Job) Advertisement (in addition to the print edition)	PDF	PDF	89,-
(Job) Advertisemenn Newsletter ONLY	PDF	PDF	429,-
Text Ad (PR up to 500 characters incl. 1 photo and link)			618,-
Text Ad XL (PR up to 1000 characters incl. 2 photos and link)			818,-

**Placement in order of booking.

Advertising on Instagram

In addition to your ad placement Ad placement on /shoez_magazine	199,-
Posted story (goes online 4x for 24h within 1 week)	199,-

Formates of photos: JPG, PNG

Text Ads generally are marked as „Werbung“ (= advertisement).

Customer discounts print apply as well on all online ads.

Please, supply data and photos always according to the info in your order confirmation.