

ALL ABOUT SHOE BUSINESS | RATE CARD NO 24 | EFFECTIVE 13 JANUARY, 2021

SHOEZ

WWW.SHOEZ.BIZ

Book your online promotion at www.shoez.biz

MEDIA INFORMATION 2021

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



More coverage for your advertisements via Instagram.





2021 Media information

Published by

Profashional Media GmbH
Adress: Im Westpark 15
D-35435 Wettenberg
Tel: +49 (0) 641 795 08-0
Fax: +49 (0) 641 795 08-15

Editors

Nadine L'Allemand:

Tel: +49 (0) 641 795 08-12
E-Mail: nl@shoez.biz

Georg Kamnakis:

Tel: +49 (0) 641 795 08-13
E-Mail: gk@shoez.biz

Manfred Willsch:

Tel: +49 (0) 641 795 08-11
E-Mail: mw@shoez.biz

Circulation

11,684 copies

Frequency

Monthly

Issue 23, valid from January 2021

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.

Printing material:

Deliver to sumner groh + compagnie
Kommunikationsgesellschaft mbH & Co. KG
Aulweg 41 b
D-35392 Gießen
Telefon: +49 (0) 641 49550-11
E-Mail: shoez@sumnergroh.com



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 Euro-
pean focus.

2021 Editorial Features

Issue	Specials	Previews / Trade fairs
1 PD: 27.01.2021 AD: 13.01.2021	<ul style="list-style-type: none"> - Sneaker & Sports Fashion - Slippers for Home - Shoes for Children 	<ul style="list-style-type: none"> - Ispo, Munich (1. – 5.2.2021) - Gallery Fashion & Shoes, Düsseldorf (31.1. – 2.2.2021)
2 PD: 17.02.2021 AD: 03.02.2021	<ul style="list-style-type: none"> - Shoe Fashion for Autumn/Winter 2021/22 - Lady Shoes – Men Shoes – Children Shoes - Comfort Shoes - Shoe Technology, Leather Synthetics, Components 	<ul style="list-style-type: none"> - ANWR Order Autumn, Mainhausen (2. – 4.3.2021)
3 PD: 10.03.2021 AD: 24.02.2021	<ul style="list-style-type: none"> - Shoe Fashion for Autumn/Winter 2021/2022 	<ul style="list-style-type: none"> - ANWR Order Winter (2. – 4.3.2021) - Sabu-Messe, Heilbronn (12. – 13.3.2021) - Moda Made in Italy/Essenz, Munich (14. – 16.3.2021) - Micam/Mipel, Milan (21. – 23.3.2021) - Lineapelle, Milan (23. – 24.3.2021)
4 PD: 07.04.2021 AD: 24.03.2021	<ul style="list-style-type: none"> - Men Shoes - Leathersgoods - Retail Design, Shop Fitting, Visual Merchandising - Technologies for Retailers 	<ul style="list-style-type: none"> - ILM, Offenbach (10. – 12.4.2021) - ANWR Order Fashion Days & Now (13. – 14.4.2021) - Gallery Shoes & Fashion, Düsseldorf (18. – 20.4.2021) - Performance Days, Munich (28. – 29.4.2021)
5 PD: 05.05.2021 AD: 21.04.2021	<ul style="list-style-type: none"> - Functional Footwear - Wellness and Comfort Shoes - Shoes in very small and very large Sizes - Socks, Stockings, Shoe Care 	
6 PD: 03.06.2021 AD: 19.05.2021	<ul style="list-style-type: none"> - Sports and Outdoor Shoes - Shoes „Made in Europe“ 	<ul style="list-style-type: none"> - Expo Riva Schuh (12. – 15.6.2021) - OutDoor by Ispo, Munich (5. – 8.7.2021) - Frankfurt Fashion Week, Frankfurt (6. – 8.7.2021)

2021 Editorial Features

Issue	Specials	Previews / Trade fairs
7 PD: 07.07.2021 AD: 23.06.2021	<ul style="list-style-type: none"> - Young Fashion and Children Shoes - Internet Portals for Shoes 	<ul style="list-style-type: none"> - ANWR Order First (2. - 3.8.2021) - Gallery Fashion & Shoes, Düsseldorf
8 PD: 11.08.2021 AD: 28.07.2021	<ul style="list-style-type: none"> - Shoe Fashion Spring/Summer 2022 - Lady Shoes, Men Shoes, Children Shoes - Comfort Shoes 	
9 PD: 01.09.2021 AD: 18.08.2021	<ul style="list-style-type: none"> - Shoe Fashion Spring/Summer 2022 - Lady Shoes, Men Shoes, Children Shoes - Leathergoods - Shoe Technology and Shoe Repair 	<ul style="list-style-type: none"> - Gallery Shoes & Fashion, Düsseldorf - ILM, Offenbach (4. - 6.9.2021) - ANWR Order Summer (7. - 9.9.2021) - Sabu-Messe, Heilbronn (10. - 11.9.2021) - Micam / Mipel, Milan (12. - 15.9.2021) - Lineapelle, Milan (15. - 17.9.2021)
10 PD: 29.09.2021 AD: 15.09.2021	<ul style="list-style-type: none"> - Digitalisation and Technologies for Shoe Retailers - Shop Design - Shoe Care, Socks, Stockings 	<ul style="list-style-type: none"> - ANWR Order Fashion Days & Now (5. - 6.10.2021)
11 PD: 20.10.2021 AD: 06.10.2021	<ul style="list-style-type: none"> - Safety Shoes and other special Shoes for Hospitals, Computer, Industries etc. Orthopedic Shoes - Logistics and Transport 	<ul style="list-style-type: none"> - A+A, Düsseldorf (26. - 29.10.2021) - OST Orthopädie Schuhtechnik, Cologne (22. - 23.10.2021)
12 PD: 01.12.2021 AD: 17.11.2021	<ul style="list-style-type: none"> - Sustainability - social and ecological responsible Production - Trade Fairs for Shoe Retailers in 2022 	<ul style="list-style-type: none"> - Expo Riva Schuh, Riva (Januar 2022) - Frankfurt Fashion Week (Januar 2022)

PD = Publishing Date

AD = Advertising Deadline

2021 Rates and Dimensions

Format	Bleed	Type area	4 colour	Black & White
1/1 Page	210 x 297 mm	188 x 279 mm	€ 5.195,-	€ 4.195,-
2/3 Page portrait 2/3 Page landscape	140 x 297 mm 210 x 198 mm	124 x 279 mm 188 x 186 mm	€ 3.890,-	€ 2.790,-
1/2 Page portrait 1/2 Page landscape	105 x 297 mm 210 x 148 mm	90 x 279 mm 188 x 136 mm	€ 3.199,-	€ 2.199,-
1/3 Page portrait 1/3 Page landscape	70 x 297 mm 210 x 100 mm	60 x 279 mm 188 x 89 mm	€ 2.440,-	€ 1.530,-
1/4 Page portrait 1/4 Page landscape	- -	90 x 136 mm 188 x 69 mm	€ 1.749,-	€ 1.099,-
1/6 Page portrait 1/6 Page landscape	- -	90 x 90 mm 188 x 43 mm	€ 1.269,-	€ 799,-
1/8 Page portrait 1/8 Page landscape	- -	90 x 66 mm 188 x 30 mm	€ 949,-	€ 599,-
1/9 Page portrait	-	60 x 89 mm	€ 789,-	€ 499,-
1/16 Page landscape	-	90 x 30 mm	€ 480,-	€ 299,-

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.



/shoez_magazine

Instagram – a wider coverage for your advertisement

More and more companies are going with their ads on Instagram. Thanks to the popularity of this online platform, Instagram has many active users. Many of them are perceiving Instagram ads more actively compared to traditional advertisements.

SHOEZ has been working during the last 3 years intensively on their Instagram presence shoez_magazine. In the meantime SHOEZ has more than 4,250 subscribers (5. October 2020).

We are opening now our Instagram platform for our advertising customers. For a small surcharge you can go with your ad additionally on our Instagram page shoez_magazine. This offer is valid for your image ads, as well for classifieds. Besides, you may book a story on Instagram, which will be online for 24 hours four times during one month.

- Price per post: Euro 199,-
- Price per story: Euro 199,- (4 x for 24 hours)
- Combi-price for one post plus one story: Euro 299,-

For these rates your ad and/or your story will be posted on Instagram/shoez_magazine. You may supply us with the hashtags of your choice. Otherwise we will take care about them to give your ad a good exposure. Besides you may have a link to your webpage. Your posts and stories on shoez_magazine will be marked as "sponsored".

Distribution and Circulation

Recipients' Profile

Total Circulation:
11,684

Retail: 10,032

Independents: 5,859
Multiple Outlets: 2,664
Head Offices: 294
Other specialised Trade: 874
Department Stores: 153
Mail Order: 161
Buying Groups: 27

Suppliers: 1,161

Shoe Industry: 522
Agents / Reps: 483
Other Suppliers: 156

All Others: 491

2021 Additional Opportunities

Special Positions:

Inside Front Cover, Outside Back Cover:
5,595.00

Black & White:
4,595.00

Front Cover:
5,995.00

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%

Discounts:

(If purchased within 12 month period)

Loose Inserts*

Max. Size: 205 mm x 285 mm.
Up to 25g: Euro 230.00 per 000
Up to 50g: Euro 305.00 per 000

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

Bound ins:

- 4 pages Euro 410.00 per 000
- 8 pages Euro 590.00 per 000
- 12 pages Euro 780.00 per 000

Classified:

Situations vacant, wanted, for sale:
Euro 2.35 per mm

Situations wanted, agents available, personal:
Euro 1.60 per mm

Box fee*:
Euro 15

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.***

Terms & Conditions:

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

Online-Advertising – Rates & Sizes

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	895,-
Super Banner Content	728 x 90 px	300 x 100 px	699,-
Skyscraper	300 x 600 px	300 x 150 px	699,-
Medium Rectangle	300 x 250 px	300 x 100 px	499,-
Job offers (additionally to the printed ad)	PDF		Additional 15% on the print rate, min. € 89,-
Job offers (ONLY online)	PDF		399,-
Newsletter Banner	728 x 90 px		399,- per newsletter
Newsletter Banner exclusiv	728 x 90 px		799,- per newsletter

Formates: JPG, GIF, PNG, SWF

*Placement on starting page in order of booking.

PR at www.shoez.biz

Product	Rate for 4 Weeks
PR up to 500 Letters incl. photo and link	599,-
PR up to 1000 letters incl. 2 photos and link	749,-

Formates: JPG, PNG

PRs 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.