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# PRO-LEDER

ANZEIGE

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**PRO-LEDER** Quality is made in Germany

Official journal of Verein für Gerberei-Chemie und -technik (VGCT)

# RATE CARD 2021

Number 19, effective 1 January, 2021

## PRO-LEDER

is the fresh magazine for the German speaking people specialised on leather. With a circulation of 3,400 - 4,000 copies, PRO-LEDER reaches the vast majority of the German speaking leather community, doing business in all the fields of the fascinating world of leather – worldwide.

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# SCHEDULE FOR 2021 **PRO-LEDER**

Issue	Publishing date	Advertising deadline	Special	Fair Dates
1*	17 February, 2021	4 February, 2021	<b>Special: Tanning and Shoe Technology</b> QUALITY IS MADE IN GERMANY (Preview in English for Lineapelle, Simac Tanning Tech)	23. – 24. 3. 2021 Lineapelle, Milan
2*	21 April, 2021	8 April, 2021	<b>Special: Upholstery Leather</b> QUALITY IS MADE IN GERMANY (Preview for the trade shows in Munich, Cologne and Frankfurt)	28. – 29. 4. 2021 Performance Days, Munich 4. – 7. 5. 2021 Interzum, Cologne 4. – 7. 5. 2021 Texprocess, Heimtextil and Techtexil, Frankfurt
3*	3 June, 2021	19 May, 2021	<b>Specials:</b> – Automotive Leathers – Leather Cleaning and Leather Care	
4**	11 August, 2021	29 July, 2021	<b>Special:</b> Chemical Industries supplying to the Leather Industries QUALITY IS MADE IN GERMANY (Preview in English for ACLE)	31. 8. – 2. 9. 2021 ACLE, Shanghai
5*	1 September, 2021	20 August, 2021	<b>Specials:</b> – Shoes, Upper Leathers, Synthetics, Components, – Shoe Repair – Orthopedic Leather – Industrial Safety Leathers QUALITY IS MADE IN GERMANY (Preview in English for Lineapelle, Simac Tanning Tech, APLF)	22. – 24. 9. 2021 Lineapelle, Milan 22. – 24. 9. 2021 Simac Tanning Tech, Milan 26. – 29. 10. 2021 A+A, Düsseldorf 17. – 19. 11. 2021 APLF, Hong Kong
6*	1 December, 2021	18 November, 2021	<b>Specials:</b> – Sustainability in the Shoe and Leather Industry – Logistics: Recycling, Effluent and Water Treatment	11. – 14. 1. 2022 Heimtextil, Frankfurt 17. – 23. 1. 2022 imm cologne 1. – 3. 2. 2022 IILF, Chennai

\* 4,000 copies

\*\* 3,400 copies

(regular: 3,000 copies)

Please, be aware: Production of the magazine starts right after advertising deadline. Deadline for printing material therefore is always one working day after advertising deadline.

# ADVERTISEMENTS RATES AND SIZES

Format	All sizes in mm, width x height		Colour	Back and white	PRO-LEDER
	Bleed	Type area			
Front cover	210 x 297*	210 x 148	2,790.–	2,790.–	
Back cover	210 x 297	—	2,590.–	2,590.–	
Inside front cover					
Inside back cover	210 x 297	—	2,399.–	2,399.–	
1/1 page	210 x 297	188 x 279	2,380.–	1,670.–	
2/3 page high	140 x 297	124 x 279	1,790.–	1,160.–	
2/3 page broad	210 x 198	188 x 186			
1/2 page high	105 x 297	90 x 279	1,515.–	999.–	
1/2 page broad	210 x 148	188 x 136			
1/3 page high	70 x 297	60 x 279	1,095.–	725.–	
1/3 page broad	210 x 100	188 x 89			
1/4 page high	—	90 x 136	825.–	525.–	
1/4 page broad	—	188 x 69			
1/6 page high	—	90 x 90	559.–	355.–	
1/6 page broad	—	188 x 43			
1/8 page high	—	90 x 66	459.–	263.–	
1/8 page broad	—	188 x 30			
1/9 page	—	60 x 89	350.–	229.–	
1/16 page		90 x 30	229.–	129.–	

\* Needs individual agreement with the publishers regarding the placement of the PRO-LEDER logo and the headlines.

Be aware: All mentioned sizes are shown without trim allowance/bleed difference. **Please, allow a 3 mm trim per outer edge.**

All mentioned rates in EURO, exclusive of VAT (usually you are not charged any VAT if your company's residence is outside Germany).

For b/w ads with **additional colours**: use b/w rate plus 20% surcharge per colour. **Special placement**: 1/3 page at the side of the editorial (page 3): additionally EURO 200.–

**Terms of payment**: Net within 14 days after invoicing.

VAT ID number: DE 221803020 · Payment either by bank swift or credit card (Visa, Mastercard, American Express)

Bank details: Account IBAN: DE26 5109 0000 0007 2177 06 · SWIFT Code: WIBADE5W · Wiesbadener Volksbank, Wiesbaden/Germany

# DISCOUNT POLICY

**PRO-LEDER**

## Quantity (for large scale ads):

– from 2 pages	3%
– from 3 pages	5%
– from 4 pages	10%
– from 5 pages	15%
– from 6 pages	20%

## Frequency (for small scale ads):

– from 2 ads	3%
– from 4 ads	5%
– from 6 ads	10%

Discounts for volume and frequency may not be added on each other, you may always claim only one of both discounts. No discounts on recruitment ads and classified ads because these rates are already reduced. Also no discounts on inserts and bound-ins. Discounts are also applying for your online ads at [www.pro-leder.de](http://www.pro-leder.de)

## CLASSIFIEDS, LOOSE INSERTS, BOUND-INS

### Stickers, Banderole around the journal, Booklets, etc.

Ask for our individual quotation.

### Classifieds

Rates for recruitment ads and classifieds

– Situations vacant, agents wanted, wanted, for sale	EURO 1.50
– Situations wanted, agents available, family and personal	EURO 1.10
– Box fee	EURO 15.–

### Bound-ins

Rates per 1000

– 4 pages	EURO 990.–
– 8 pages	EURO 1,890.–
– 12 pages	EURO 2,490.–

No discounts on loose bound-ins.

### Loose inserts

Rates per 1000

– up to 25 g	EURO 309.–
– up to 50 g	EURO 365.–

All rates plus postage.

No exclusivity guaranteed on other inserts or bound-ins appearing in the same issue.

No discounts on loose inserts.

## TECHNICAL REQUIREMENTS

**Printing process:** Sheet-fed offset

**Data supplied by CD-ROM or:** E-Mail: [ppc.jakob@t-online.de](mailto:ppc.jakob@t-online.de)

Formats: InDesign, Photoshop, Illustrator. Printing PDF: PDF/X-3 or PDF/X-4. Photos included should have minimum 300 dpi.

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:** Rolf Jakob · Vierzehn-Nothelfer-Strasse 37 · D-55124 Mainz · Tel.: +49-(0)6131-623 26 36 · E-Mail: [ppc.jakob@t-online.de](mailto:ppc.jakob@t-online.de)

Please, direct as well your requests regarding technical requirements or transmission to Rolf Jakob.

# ONLINE-ADVERTISING RATES + SIZES

Product	Size (Width x Height in pixel)	Size for Mobile (Width x Height in pixel)	Rate for 4 Weeks	PRO-LEDER
Full Banner	468 x 60	300 x 150	399,—	
Super Banner	728 x 90	300 x 200	555,—	
Skyscraper	300 x 600	300 x 200	455,—	
Square	300 x 300	300 x 150	399,—	
Job offers (additional to the printed ad)	PDF	Additional 15% on the print rate, min. € 50,—		
Job offers (ONLY online)	PDF		399,—	

Formates: JPG, GIF, PNG, SWF

PR at [www.pro-leder.de](http://www.pro-leder.de)

PR small (without photo)		229,—
PR up to 500 Letters incl. photo and link		389,—
PR up to 1000 Letters incl. 2 photos and link		489,—

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.

## Target groups:

Tanners, Leather Technicians, Leather Chemists, Wholesalers of hides and skins, Suppliers to the Leather Industries from the Chemical Industries, the Machinery Industries. Wholesellers of tanning and leather processing machinery. Buyers for Leather from all involved industries like Shoes, Automotive, Upholstery, Aircraft, Leathergoods, Leather garments, Accessories, etc. Test laboratories working with Leather. Companies producing Leather care products. All business partners of the Leather industries and all people interested in the magnificent world of Leather.

**Rate per copy:** Euro 9.–.

**Subscriptions:** Euro 51.20 including Mailing and VAT inside Germany for 6 copies, every second month. Add for additional mailing fees:

- Europe: Euro 15.–
- Remaining world: Euro 50.–

**Profashion Media GmbH is as well publishing the following trade journals:**



**SHOEZ** — the leading German language shoe trade magazine for Germany, Austria, and Switzerland.

## Recipients

<b>Printed copies, minimum:</b>	<b>3,000</b>
<b>PRO-LEDER 1, 2, 3, 5 + 6:</b>	<b>4,000</b>
<b>PRO-LEDER 4:</b>	<b>3,400</b>

**According to our recipients' database, during the period from November 2019 to April 2020, we had a circulation of 2,998 copies. Split by countries:**

<b>Germany</b>	<b>1,714</b>
<b>Switzerland</b>	<b>289</b>
<b>Austria</b>	<b>284</b>
<b>Rest of the World</b>	<b>711</b>

## Split by professional background:

<b>Tannery, Leather Industries</b>	<b>726</b>
<b>Leather and Raw Material Trade</b>	<b>396</b>
<b>Tanning Technology and Chemistry</b>	<b>492</b>
<b>Industries working with Leather</b>	<b>884</b>
<b>Others</b>	<b>500</b>

## Additional copies of PRO-LEDER are spread at:

Heimtextil, Frankfurt; APLF Hongkong; Lineapelle, Simac Tanning Tech, Milan; All China Leather Exhibition, Shanghai; imm, Cologne; Shoes & Leather, Guangzhou; A+A. Düsseldorf; Performance Days, Munich; 9th Freiberg Leather Days, Freiberg; Annual Assemblies of VDL and VDMA