

ALL ABOUT SHOE BUSINESS | RATE CARD NO 26 | EFFECTIVE JANUARY 2022

# SHOEZ

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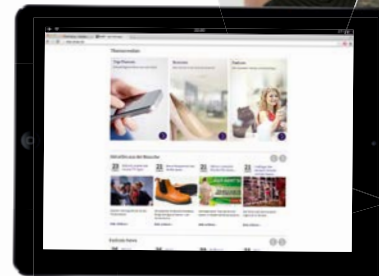
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## ***MEDIA INFORMATION 2022***

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



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## 2022 Media information

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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 Euro-  
pean focus.

## 2022 Editorial Features

Issue	Specials	Previews / Trade fairs
<b>1</b> PD: 21.01.2022 AD: 10.01.2022	<ul style="list-style-type: none"> <li>- Sneaker &amp; Sports Fashion</li> <li>- Slippers for Home</li> <li>- Shoes for Children</li> <li>- Retail Technology</li> </ul>	<ul style="list-style-type: none"> <li>- Innatex, Hofheim / Taunus (21. – 23.1.2022)</li> <li>- Fashn, Düsseldorf (29. – 31.1.2022)</li> <li>- ANWR Order Winter 1, Mainhausen (8. – 10.2.2022)</li> <li>- EuroCIS, Düsseldorf (15. – 17.2.2021)</li> </ul>
<b>2</b> PD: 15.02.2022 AD: 02.02.2022	<ul style="list-style-type: none"> <li>- Shoe Fashion for Autumn/Winter 2022/2023</li> <li>- Lady Shoes – Men Shoes – Children Shoes</li> <li>- Comfort Shoes</li> <li>- Shoe Technology, Leather Synthetics, Components</li> </ul>	<ul style="list-style-type: none"> <li>- Micam/Mipel, Milan (20. – 22.2.2022)</li> <li>- Lineapelle, Milan (22. – 24.2.2022)</li> <li>- Sabu-Messe, Heilbronn (25. – 26.2.2022)</li> </ul>
<b>3</b> PD: 01.03.2022 AD: 17.02.2022	<ul style="list-style-type: none"> <li>- Shoe Fashion for Autumn/Winter 2022/2023</li> <li>- Leathersgoods</li> <li>- Technologies for Retailers</li> </ul>	<ul style="list-style-type: none"> <li>- Shoes, Düsseldorf (6. – 8.3.2022)</li> <li>- ILM, Offenbach (5. – 7.3.2022)</li> <li>- ANWR Order Winter 2 (15. – 17.3.2022)</li> <li>- Essenz, Munich (27. – 29.3.2022)</li> </ul>
<b>4</b> PD: 30.03.2022 AD: 16.03.2022	<ul style="list-style-type: none"> <li>- Men Shoes</li> <li>- Retail Design, Shop Fitting, Visual Merchandising</li> </ul>	<ul style="list-style-type: none"> <li>- ANWR Fashion Days &amp; Now, Mainhausen (5.4.2022)</li> <li>- Performance Days, Munich (27. – 28.4.2022)</li> </ul>
<b>5</b> PD: 04.05.2022 AD: 20.04.2022	<ul style="list-style-type: none"> <li>- Functional Footwear</li> <li>- Wellness and Comfort Shoes</li> <li>- Shoes in very small and very large Sizes</li> <li>- Socks, Stockings, Shoe Care</li> </ul>	<ul style="list-style-type: none"> <li>- OT World, Leipzig (10. – 13.5.2022)</li> </ul>
<b>6</b> PD: 01.06.2022 AD: 18.05.2022	<ul style="list-style-type: none"> <li>- Sports and Outdoor Shoes</li> <li>- Shoes „Made in Europe“</li> </ul>	<ul style="list-style-type: none"> <li>- Expo Riva Schuh (11. – 14.6.2022)</li> <li>- OutDoor by Ispo, Munich (12. – 14.6.2022)</li> <li>- Texprocess, Frankfurt (21. – 24.6.2022)</li> <li>- Techtexil, Frankfurt (21. – 24.6.2022)</li> <li>- Frankfurt Fashion Week, Frankfurt (4. – 8.7.2022)</li> </ul>

## 2022 Editorial Features

Issue	Specials	Previews / Trade fairs
<b>7</b> PD: 07.07.2022 AD: 22.06.2022	<ul style="list-style-type: none"> <li>- Fashion trends from Riva del Garda</li> <li>- Young Fashion and Children Shoes</li> <li>- Internet Portals for Shoes</li> </ul>	<ul style="list-style-type: none"> <li>- Fashn, Düsseldorf (23.-25.7.2022)</li> </ul>
<b>8</b> PD: 27.07.2022 AD: 13.07.2022	<ul style="list-style-type: none"> <li>- Shoe Fashion Spring/Summer 2023 – Lady Shoes, Men Shoes, Children Shoes</li> <li>- Comfort Shoes</li> </ul>	<ul style="list-style-type: none"> <li>- ANWR Order First, Mainhausen (2.-3.8.2022)</li> <li>- -Sabu-Messe, Heilbronn (19.-20.8.2022)</li> </ul>
<b>9</b> PD: 24.08.2022 AD: 10.08.2022	<ul style="list-style-type: none"> <li>- Shoe Fashion Spring/Summer 2023 – Lady Shoes, Men Shoes, Children Shoes</li> <li>- Leathergoods</li> <li>- Shoe Technology and Shoe Repair</li> </ul>	<ul style="list-style-type: none"> <li>- Shoes, Düsseldorf (28.-30.8.2022)</li> <li>- ILM, Offenbach (3.-5.9.2022)</li> <li>- Micam &amp; Mipel, Milan (18.-21.9.2022)</li> <li>- Lineapelle, Milan (21.-23.9.2022)</li> <li>- Simac Tanning Tech, Milan (21.-23.2022)</li> </ul>
<b>10</b> PD: 28.09.2022 AD: 14.09.2022	<ul style="list-style-type: none"> <li>- Safety Shoes and other special Shoes for Hospitals, Computer, Industries etc. Orthopedic Shoes</li> <li>- Shoe Care, Socks, Stockings</li> </ul>	<ul style="list-style-type: none"> <li>- ANWR Fashion Days &amp; Now, Mainhausen (5.10.2022)</li> <li>- OST Orhopädie Schuhtechnik, Cologne (14.-15.10.2022)</li> <li>- Arbeitsschutz Aktuell, Stuttgart (18.-20.10.2022)</li> </ul>
<b>11</b> PD: 26.10.2022 AD: 12.10.2022	<ul style="list-style-type: none"> <li>- Digitalisation and Technologies for Shoe Retailers</li> <li>- Shop Design</li> <li>- Logistics and Transport</li> </ul>	
<b>12</b> PD: 30.11.2022 AD: 16.11.2022	<ul style="list-style-type: none"> <li>- Sustainability – social and ecological responsible Production</li> <li>- Trade Fairs for Shoe Retailers in 2023</li> </ul>	<ul style="list-style-type: none"> <li>- Expo Riva Schuh, Riva (January 2022)</li> <li>- Frankfurt Fashion Week (January 2022)</li> </ul>

## 2022 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 4 years intensively on their Instagram presence shoez\_magazine. In the meantime SHOEZ has more than 4,150 subscribers (28.09.2021).

We are opening now our Instagramplatform 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:**  
11,582

**Retail:** 9,942

Independents: 5,830  
Multiple Outlets: 2,624  
Head Offices: 287  
Other specialised Trade: 870  
Department Stores: 138  
Mail Order: 166  
Buying Groups: 27

**Suppliers:** 1,149

Shoe Industry: 516  
Agents / Reps: 477  
Other Suppliers: 156

**All Others:** 491

## 2022 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/](http://www.shoez.biz/allgemeine-geschaeftsbedingungen/)

## Online-Advertising – Rates & Sizes

### Advertising at [www.shoez.biz](http://www.shoez.biz) and in SHOEZ Newsletter

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 180 px		399,- per newsletter
Newsletter Banner exclusiv	728 x 180 px		799,- per newsletter

Formates: JPG, GIF, PNG, SWF

\*Placement on starting page in order of booking.

\*\*Placement in order of booking.

### Text Ads at [www.shoez.biz](http://www.shoez.biz) and in SHOEZ Newsletter

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

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.