

ALL ABOUT SHOE BUSINESS | RATE CARD NO 27 | EFFECTIVE JANUARY 2023

SHOEZ

WWW.SHOEZ.BIZ

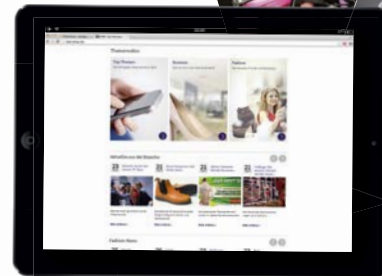
Book your online promotion at www.shoez.biz

MEDIA INFORMATION 2023

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



More coverage for your advertisements via Instagram.





2023 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

11,587 copies

Frequency

Monthly

Issue 27, valid from January 2023

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.

2023 Editorial Features

Issue	Specials	Previews / Trade fairs
1 PD: 20.01.2023 AD: 09.01.2023	<ul style="list-style-type: none"> - Slippers for Home - Shoes for Children - Leather goods 	<ul style="list-style-type: none"> - Fashn Room, Duesseldorf (28. – 30.1.2023) - ILM Offenbach (4. – 6.2.2023) - ANWR Order First, Mainhausen (7. – 9.2.2023)
2 PD: 14.02.2023 AD: 01.02.2023	<ul style="list-style-type: none"> - Shoe Fashion for Autumn / Winter 2023 / 2024 - Lady Shoes – Men Shoes – Children Shoes - Comfort Shoes - Retail Design, Shop Fitting, Visual Merchandising 	<ul style="list-style-type: none"> - Micam / Mipel, Milan (19.2 – 2.2.2023) - Lineapelle, Milan (22. – 24.2.2023) - Sabu Messe, Heilbronn (24. – 25.2.2023) - ANWR Order Winter, Mainhausen (28.2. – 2.3.2023) - Euroshop, Duesseldorf (26.2. – 2.3.2023)
3 PD: 01.03.2023 AD: 15.02.2023	<ul style="list-style-type: none"> - Shoe Fashion for Autumn / Winter 2023 / 2024 - Leathergoods - High-Tech Materials for Shoes - Shoe Technology, Leather Synthetics, Components 	<ul style="list-style-type: none"> - Shoes, Düsseldorf (5. – 7.3.2023) - Performance Days, Munich (15. – 16.3.2023) - Essenz, Munich (19. – 21.3.2023)
4 PD: 24.03.2023 AD: 13.03.2023	<ul style="list-style-type: none"> - Shoe Function - Vergan Footwear: Niche or future Market? 	
5 PD: 27.04.2023 AD: 14.04.2023	<ul style="list-style-type: none"> - Socks, Stockings, Shoe Care - Wellness and Comfort Shoes - Shoes in very small and very large Sizes 	
6 PD: 26.05.2023 AD: 10.05.2023	<ul style="list-style-type: none"> - Shoes „Made in Europe“ - Sports and Outdoor Shoes 	<ul style="list-style-type: none"> - Outdoor by Ispo, Munich (4. – 7.6.2023) - Inter-Schuh-Service ISS, Wiesbaden (10. – 11.6.2023) - Expo Riva Schuh, Riva del Garda (17. – 20.6.2023)

2023 Editorial Features

Issue	Specials	Previews / Trade fairs
7 PD: 04.07.2023 AD: 21.06.2023	<ul style="list-style-type: none"> - Fashion trends from Riva and Berlin - Young Fashion and Children Shoes - E-commerce and Internet Portals for Shoes 	
8 PD: 27.07.2023 AD: 13.07.2023	<ul style="list-style-type: none"> - Shoe Fashion Spring / Summer 2024 – Lady Shoes, Men Shoes, Children Shoes - Comfort Shoes 	<ul style="list-style-type: none"> - ANWR Order Summer 1, Mainhausen (1. – 3.8.2023) - Sabu-Messe, Heilbronn (18. – 19.8.2023)
9 PD: 23.08.2023 AD: 10.08.2023	<ul style="list-style-type: none"> - Shoe Fashion Spring / Summer 2024 – Lady Shoes, Men Shoes, Children Shoes - Shoe Technology and Shoe Repair - Leather goods 	<ul style="list-style-type: none"> - Shoes Duesseldorf (27. – 29.8.2023) - ILM, Offenbach (2. – 4.9.2023) - ANWR Order Summer, Mainhausen (5. – 7.9.2023) - Micam & Mipel, Milan (17. – 19.9.2023) - Lineapelle, Milan (19. – 21.9.2023) - Simac Tanning Tech, Milan (19. – 21.9.2023)
10 PD: 22.09.2023 AD: 11.09.2023	<ul style="list-style-type: none"> - Safety Shoes and other special Shoes for Hospitals, Computer, Industries etc. - Orthopedic Shoes - Shoe Care, Socks, Stockings 	<ul style="list-style-type: none"> - Essenz, Munich (24. – 26.9.2023) - OST Orthopädie Schuhtechnik, Cologne (October 2023) - A+A, Duesseldorf (24. – 27.10.2023)
11 PD: 25.10.2023 AD: 11.10.2023	<ul style="list-style-type: none"> - Sports and Outdoor Shoes - Digitalisation and Technologies for Shoe Retailers - Shop Design - Logistics and Transport 	<ul style="list-style-type: none"> - Ispo Munich (27. – 29.11.2023)
12 PD: 29.11.2023 AD: 15.11.2023	<ul style="list-style-type: none"> - Sustainability – social and ecological responsible Production in Shoe and Leather Business - Environmentally friendly Production, Avoidance of Pollutants - Trade Fairs for Shoe Retailers in 2024 	<ul style="list-style-type: none"> - Expo Riva Schuh, Riva del Garda (January 2024)

2023 Rates and Dimensions

Format	Bleed	Type area	4 colour	Black & White
1/1 Page	210 x 297 mm	188 x 279 mm	€ 5.459,-	€ 4.459,-
2/3 Page portrait 2/3 Page landscape	140 x 297 mm 210 x 198 mm	124 x 279 mm 188 x 186 mm	€ 4.089,-	€ 2.930,-
1/2 Page portrait 1/2 Page landscape	105 x 297 mm 210 x 148 mm	90 x 279 mm 188 x 136 mm	€ 3.299,-	€ 2.299,-
1/3 Page portrait 1/3 Page landscape	70 x 297 mm 210 x 100 mm	60 x 279 mm 188 x 89 mm	€ 2.559,-	€ 1.549,-
1/4 Page portrait 1/4 Page landscape	- -	90 x 136 mm 188 x 69 mm	€ 1.799,-	€ 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 5 years intensively on their Instagram presence shoez_magazine. In the meantime SHOEZ has more than 4,233 subscribers (14.09.2022).

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:
11,583

Retail: 9,925

Independents: 5,818
Multiple Outlets: 2,607
Head Offices: 288
Other specialised Trade: 872
Department Stores: 138
Mail Order: 174
Buying Groups: 28

Suppliers: 1,147

Shoe Industry: 512
Agents / Reps: 471
Other Suppliers: 164

All Others: 511

2023 Additional Opportunities

Special Positions:

Inside Front Cover, Outside Back Cover:
5,879.00

Black & White:
4,879.00

Front Cover:
6,199.00

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 240.00 per 000
Up to 50g: Euro 315.00 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 2.50 per mm

Situations wanted, agents available, personal:
Euro 1.70 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 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 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.