

ALL ABOUT SHOE BUSINESS | RATE CARD N°29 | EFFECTIVE JANUARY 2025

# SHOEZ

Book your online promotion at [www.shoez.biz](http://www.shoez.biz)

WWW.SHOEZ.BIZ



# Media Information 2025

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



Effective online advertising on SHOEZ! (from page 4)



### Published by:

Profashional Media GmbH  
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D-35435 Wettenberg  
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#### Editors:

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#### Subscription:

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### Advertising sales/Publishing Representatives

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Profashional Media also publishes:  
PRO-LEDER - The German-language leather trade journal



### Audience:

Shoe retailers (entrepreneurs) and the second management level in specialist shoe retail (buyers, branch managers); shoe industry, shoe technicians, shoe retail representatives and other business partners of the shoe industry in Germany, Austria and Switzerland.

### Editorial orientation:

Competent, industry-experienced and independent, SHOEZ reports briefly and concisely on the most important events and trade fairs in the shoe industry, from sales in retail to developments in the companies and the latest fashion trends.

### Circulation:

Over 10,162 copies. Thanks to its very high market coverage, SHOEZ is an ideal advertising medium for the industry (product and image advertising) as well as for the shoe trade (job market, business sales, classified ads, etc.) and all other business partners of the shoe industry.

### Frequency:

Monthly

### Magazine price:

€ 5,80

### Annual subscription:

Print: € 65.90 incl. shipping costs and VAT for Germany, Austria and Switzerland. Additional shipping costs for other European countries: € 23,-/overseas: € 69,-  
Digital / E-Paper: € 60,90 incl. VAT.

### Circulation of SHOEZ:

Print	10.500
Circulation	10.162

### Distribution area:

Germany	7.924
Austria	798
Switzerland	903
Other countries	537

### Readers structure\*:

Retail	8.636	Suppliers	1.009
• Shoe retail	7.554	• Shoe industry	481
of which retail stores	5.089	• Shoe retail representatives	376
of which branches	2.174	• Other suppliers	152
of which company headquarters	291	<b>Others</b>	<b>517</b>
• Other specialized trade	789		
• Department stores	103		
• Mail order	162		
• Buying groups	28		

\*Source: SHOEZ recipient database, basis January - June 2024


# Your chance of visibility

SHOEZ as a high-reach advertising partner

**Your company in the focus  
a strong B2B audience**



With our **cross-media promotion offering**, you can reach our growing readership, especially digitally, and benefit from a strong reach both online and offline!

Your advertising with SHOEZ reaches up to **300,000 qualified B2B contacts per month** 

## SHOEZ Magazine

- **Monthly print edition**
- plus copies distributed at trade fairs, congresses & order events



## SHOEZ Digital

Website and newsletter network

- Newsletter up to **5x/week to over 13,950 real subscribers!**
- SHOEZ.biz on the web with over 38,000 page views and **248,000 impressions per month!**
- Over **4,000 fans & followers** on social media



## SHOEZ as advertising platform

Cross-media possibilities for your company

SHOEZ regularly reaches up to

**300.000 B2B contacts monthly**

Don't miss out on this opportunity and present yourself at SHOEZ!

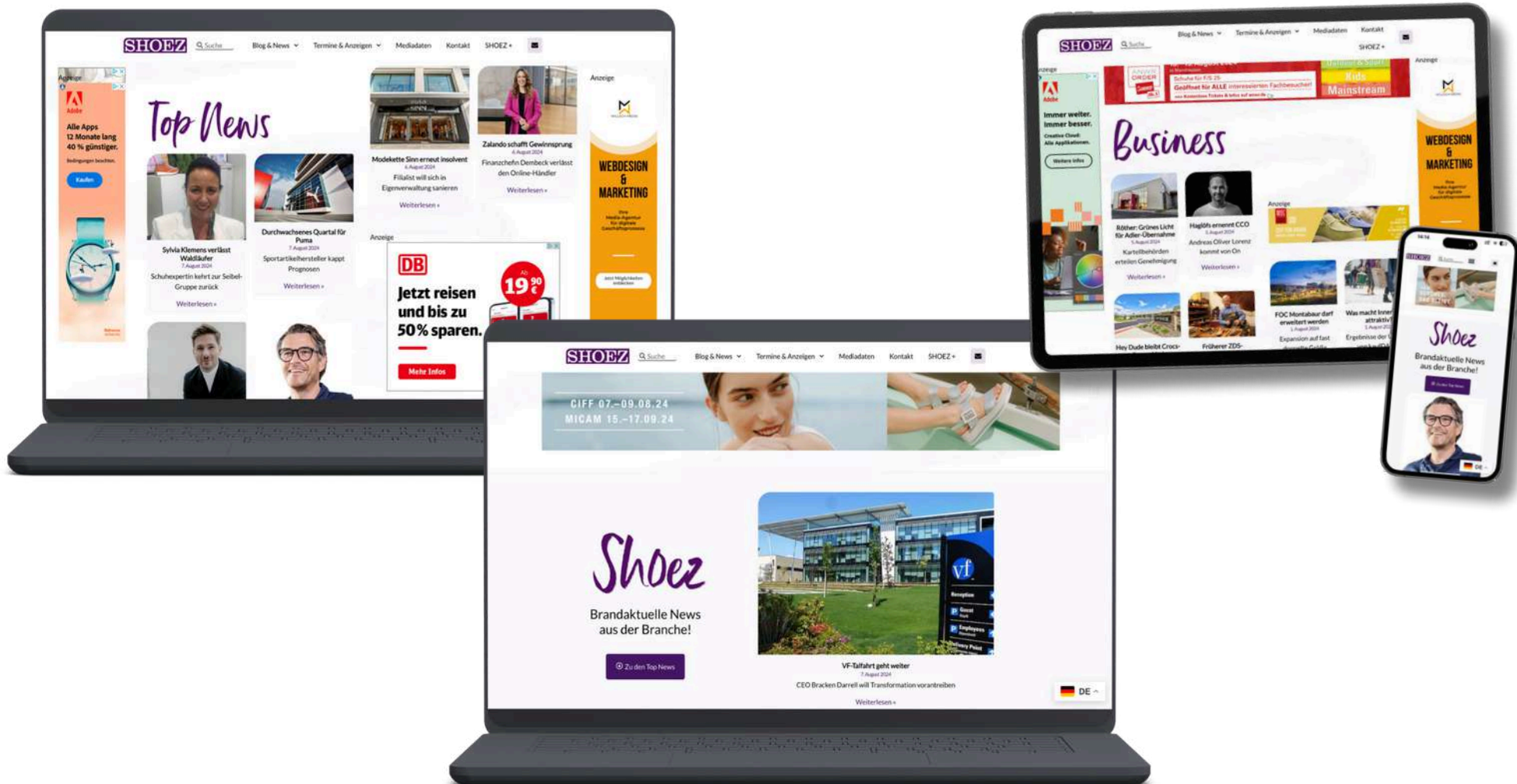


Become part of the SHOEZ advertising network! 



# SHOEZ - ONLINE

Your high-reach partner for online customer growth



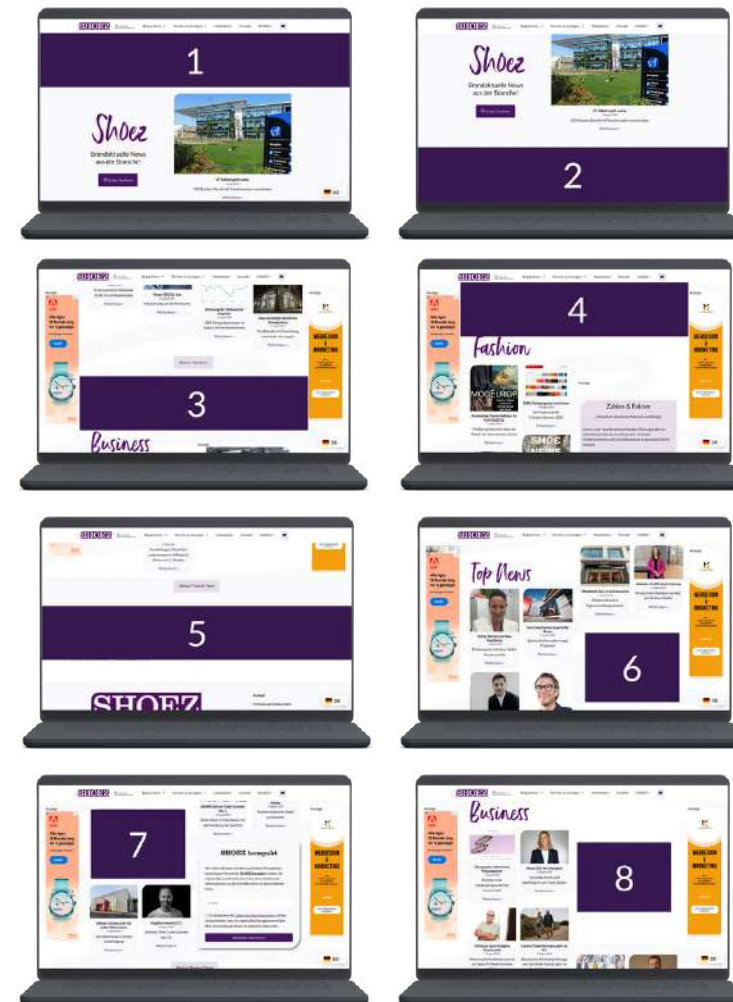
Your visibility on SHOEZ.biz



## HOMEPAGE + further pages

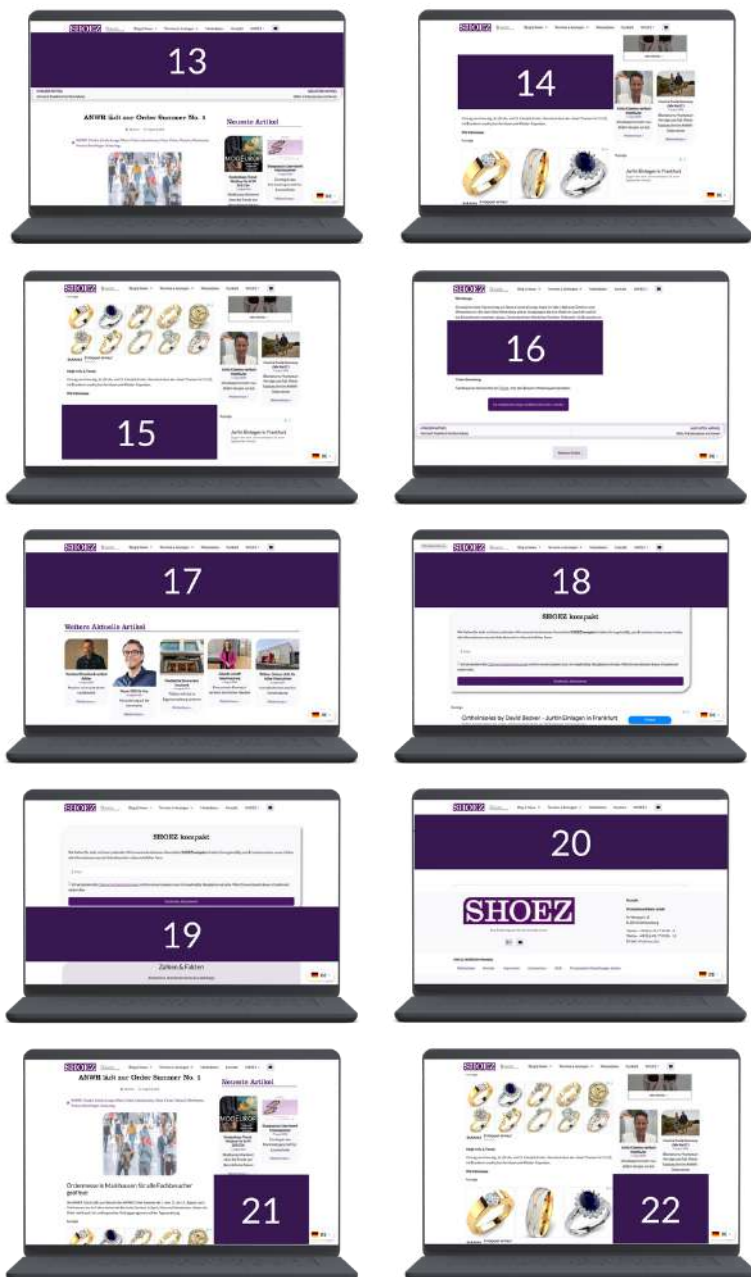
ID	Position	max. size in px	Mobile format	Price/ 4 weeks
1	Banner on top*	<b>Super Banner XL 1236x250</b>	300x150	€ 1099,-
2	Banner above "Top News"*	Banner XL 1236x250	300x150	€ 999,-
3	Banner above "Business"*	Billboard 970x250	300x150	€ 799,-
4	Banner above "Fashion"	Billboard 970x250	300x150	€ 739,-
5	Banner at bottom	Banner XL 1236x250	300x100	€ 729,-
6	Column right "Top News"*	Medium Rectangle 300x250	300x100	€ 599,-
7	Column left "Top News"*	Medium Rectangle 300x250	300x100	€ 599,-
8	Column right "Business"	Medium Rectangle 300x250	300x100	€ 549,-
9	Column left "Business"	Medium Rectangle 300x250	300x100	€ 549,-
10	Column right "Fashion"	Medium Rectangle 300x250	300x100	€ 549,-
11	Skyscraper left*	Skyscraper 160x600	not showing	€ 729,-
12	Skyscraper right*	Skyscraper 160x600	not showing	€ 729,-

\* Is also shown on individual subpages on SHOEZ.biz.



Get banner placement!

All prices excl. VAT.



## SINGLE POST-PAGE (Article Page)

Your advertisement will appear on every article published by SHOEZ. The article page will also be linked in every newsletter!

ID	Position	max. size in px	Mobile format	Price/4 weeks
13	Banner on top	Super Banner XL 1236x250	300x150	€ 1399,-
14	Banner body text paragraph 1	Wideboard 728x250	300x150	€ 1199,-
15	Banner body text paragraph 2	Wideboard 728x250	300x150	€ 899,-
16	Banner body text paragraph 3	Wideboard 728x250	300x150	€ 599,-
17	Banner below article	Banner XL 1236x250	300x100	€ 799,-
18	Banner below "more articles"	Medium Rectangle 300x250	not showing	€ 599,-
19	Banner below "Newsletter"	Medium Rectangle 300x250	not showing	€ 399,-
20	Banner at bottom	Medium Rectangle 300x250	not showing	€ 299,-
21	Column right News	Medium Rectangle 300x250	300x100	€ 599,-
22	Column right News	Medium Rectangle 300x250	300x100	€ 599,-

Get banner placement!

All prices excl. VAT.



Most effective form of advertising - directly into the mailbox of your audience!



### up to 65,000 recipients / week!

(up to 5 newsletters / week, to up to 13,950 subscribers each)

ID	Position	max. size in px	shown on mobile devices	Price/ Newsletter
23	Newsletter 1st place	Wideboard 728x250	yes**	€ 469,-
24	Newsletter Place 2 / 3	Wideboard 728x250	yes**	€ 419,-
25	Newsletter any place	Wideboard 728x250	yes**	€ 399,-
26	Newsletter EXCLUSIVE*	2 x Wideboard 728x250	yes**	€ 899,-
27	Job advertisement (in addition to the print edition)	PDF	yes	€ 89,-
28	Job ad Newsletter ONLY	PDF	yes	€ 429,-
29	Text Ad (PR up to 500 characters incl. 1 photo and link)		yes	€ 619,-
30	Text Ad XL (PR up to 1000 characters incl. 2 photo and link)		yes	€ 819,-

## Your company in the SHOEZ-NEWSLETTER

\* Only your advertisement in the entire newsletter.

\*\* Size deviating

Get banner placement!





Your information directly between the latest articles on SHOEZ!



in our newsletter

on SHOEZ.biz

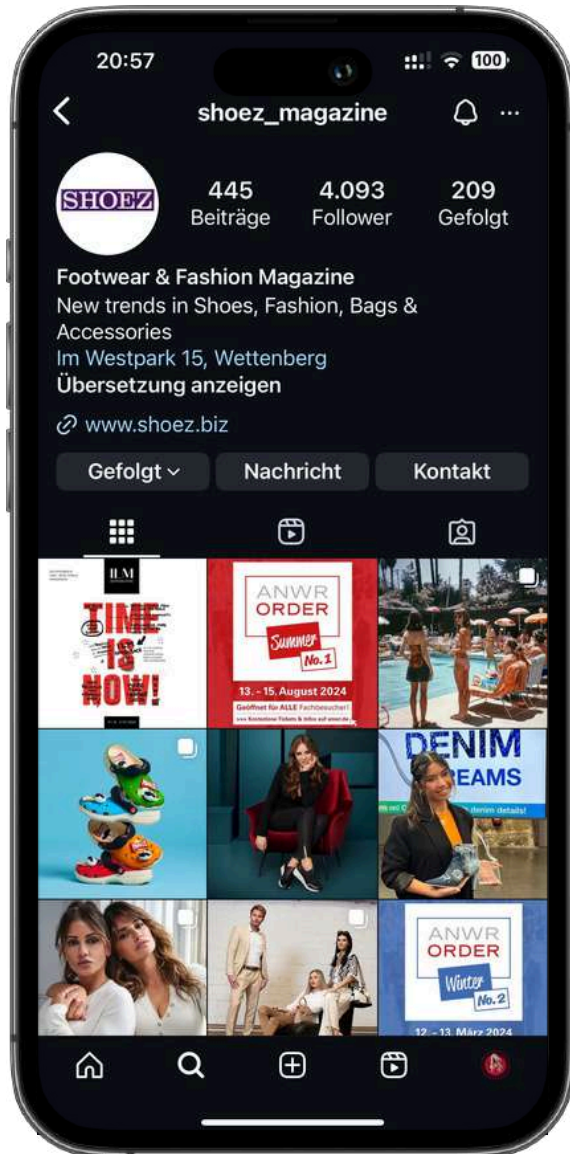
Regardless of whether it is an editorial promotion in the newsletter or on the homepage: you are always in the right place. Your information will always be read due to the topical news environment. Depending on how much text and how many photos you want to include, we offer two different text ads. You simply provide us with text and photo(s) - we will take care of the rest.

ID	Position	shown on mobile devices	Price/ Post
29	Text Ad <b>Newsletter</b> (PR up to 500 characters incl. 1 photo and link)*	yes	€ 619,-
30	Text Ad <b>Newsletter</b> (PR up to 1000 characters incl. 2 photos and link)*	yes	€ 819,-
31	Text Ad <b>Homepage</b> (PR up to 500 characters incl. 1 photo and link)*	yes	€ 619,-
32	Text Ad <b>Homepage</b> (PR up to 1000 characters incl. 2 photos and link)*	yes	€ 819,-

\* Will be marked as "Sponsored".

Place your information directly in the SHOEZ News environment!

Get Text Ad placement!



## Your company on Instagram

### Over 4.000 Fans and Followers

ID		Preis
33	In addition to your advertisement placement on /shoez_magazine	€ 199,-
34	Posted story (goes online 4 times for 24 hours within 1 week)	€ 199,-

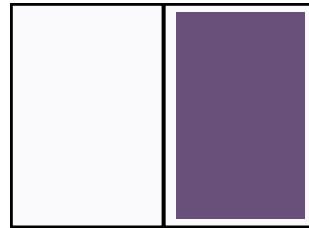
File formats for photos: JPG, PNG

Text ads are generally marked as advertising.

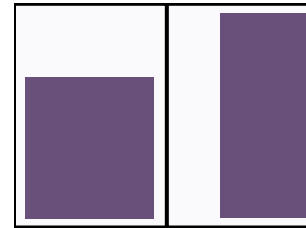
The print customer discounts also apply to the online formats offered. Data delivery as specified on the order confirmation.



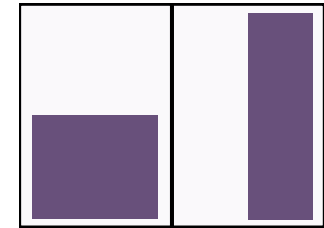
Your visibility in SHOEZ Magazine



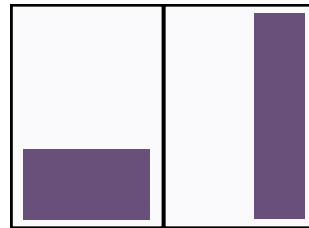
1/1 Page



2/3 page landscape /  
2/3 page portrait



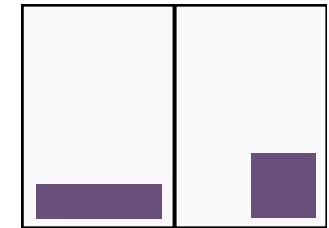
1/2 page landscape /  
1/2 page portrait



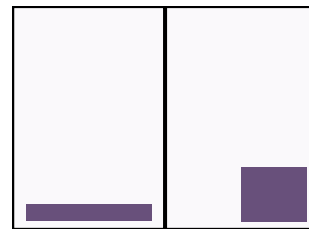
1/3 page landscape /  
1/3 page portrait



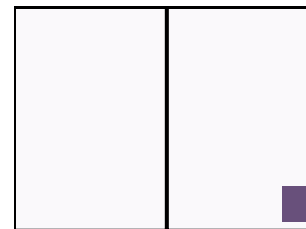
1/4 page landscape /  
1/4 page portrait



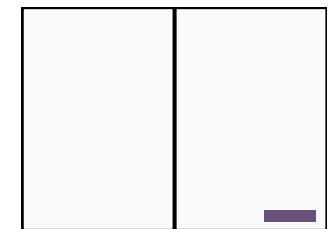
1/6 page landscape /  
1/6 page portrait



1/8 page landscape /  
1/8 page portrait



1/9 page portrait



1/16 page landscape

Details on the next page!



Format	Bleed	Type Area	4 colour	Black & White
Cover*	210 x 297 mm**	210 x 148 mm	€ 6499,-	€ 6499,-
U2, U4	210 x 297 mm	-	€ 6099,-	€ 5099,-
U3	210 x 297 mm	-	€ 5699,-	€ 4699,-
1/1 Page	210 x 297 mm	188 x 279 mm	€ 5699,-	€ 4699,-
2/3 page portrait 2/3 page landscape	140 x 297 mm 210 x 198 mm	124 x 279 mm 188 x 186 mm	€ 4289,-	€ 3069,-
1/2 page portrait 1/2 page landscape	105 x 297 mm 210 x 148 mm	90 x 279 mm 188 x 136 mm	€ 3499,-	€ 2399,-
1/3 page portrait 1/3 page landscape	70 x 297 mm 210 x 100 mm	60 x 279 mm 188 x 89 mm	€ 2679,-	€ 1609,-
1/4 page portrait 1/4 page landscape	--	90 x 136 mm 188 x 69 mm	€ 1879,-	€ 1149,-
1/6 page portrait 1/6 page landscape	--	90 x 90 mm 188 x 43 mm	€ 1319,-	€ 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,-

\* SHOEZ head is displayed in purple. Individual colour is possible;

Flat-rate surcharge of € 1,000.

\*\* Consultation required due to insertion of the title logo.

### Bank account details

Wiesbadener Volksbank, IBAN: DE26 5109 0000 0007 2177 06, SWIFTCode: WIBADE5W

### Discounts

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

### Black/white + additional colour

Black/white price plus 20% per colour.

Special colours (deviating from the Euroscale): Surcharge flat rate € 1.190,-

### Notes

Create bleed ads with a 3 mm trim.

No discounts on job and classified ads, inserts, bound inserts and supplements.

Issue		Specials	Previews / Trade fairs
1	PD: 24.01.2025 AD: 13.01.2025	<ul style="list-style-type: none"> <li>Slippers for Home</li> <li>Shoes for Children</li> </ul>	<ul style="list-style-type: none"> <li>Shoes Duesseldorf</li> <li>Fashn Room, Duesseldorf</li> <li>ANWR Order First, Mainhausen</li> </ul>
2	PD: 07.02.2025 AD: 27.01.2025	<ul style="list-style-type: none"> <li>Shoe Fashion for Autumn/Winter 2025/26</li> <li>Lady Shoes, Men Shoes, Children Shoes</li> <li>Comfort Shoes</li> <li>Leather goods</li> </ul>	<ul style="list-style-type: none"> <li>ANWR Winter No 1, Mainhausen</li> <li>ILM Offenbach</li> <li>Sabu-Messe, Heilbronn</li> </ul>
3	PD: 21.02.2025 AD: 10.02.2025	<ul style="list-style-type: none"> <li>Shoe Fashion for Autumn/Winter 2025/2026</li> <li>Leathergoods</li> <li>High-Tech Materials for Shoes</li> </ul>	<ul style="list-style-type: none"> <li>Micam/Mipel, Milan</li> <li>Lineapelle, Milan</li> <li>Performance Days, Munich</li> <li>Essenz, Munich</li> </ul>
4	PD: 14.03.2025 AD: 03.03.2025	<ul style="list-style-type: none"> <li>Shoe Function</li> <li>Vegan footwear: niche or future market?</li> </ul>	<ul style="list-style-type: none"> <li>Bequemschuh Symposium, Zeulenroda</li> </ul>

PD = Publishing Date

AD = Advertising Deadline

Issue		Specials	Previews / Trade fairs
5	PD: 17.04.2025 AD: 04.04.2025	<ul style="list-style-type: none"> <li>• Sports and Outdoor Shoes</li> <li>• Socks, Stockings, Shoe Care</li> </ul>	<ul style="list-style-type: none"> <li>• OutDoor by Ispo, Munich</li> </ul>
6	PD: 10.06.2025 AD: 26.05.2025	<ul style="list-style-type: none"> <li>• Wellness and Comfort Shoes</li> <li>• Shoes in very small and very large Sizes</li> <li>• E-commerce and Internet Portals for Shoes</li> <li>• Logistics and Transport</li> </ul>	<ul style="list-style-type: none"> <li>• Expo Riva Schuh, Riva del Garda</li> </ul>
7	PD: 11.07.2025 AD: 30.06.2025	<ul style="list-style-type: none"> <li>• Young Fashion and Children Shoes</li> <li>• New Sneaker Trends</li> <li>• Shoes „Made in Europe“</li> </ul>	<ul style="list-style-type: none"> <li>• ANWR Summer No. 1, Mainhausen</li> </ul>
8	PD: 12.08.2025 AD: 29.07.2025	<ul style="list-style-type: none"> <li>• Shoe Fashion Spring/Summer 2026 – Lady Shoes, Men Shoes, Children Shoes</li> <li>• Comfort Shoes</li> <li>• Leather goods</li> </ul>	<ul style="list-style-type: none"> <li>• Shoes, Duesseldorf</li> <li>• Sabu-Messe, Heilbronn</li> <li>• ILM, Offenbach</li> </ul>

PD = Publishing Date

AD = Advertising Deadline

Issue		Specials	Previews / Trade fairs
9	PD: 04.09.2025 AD: 22.08.2025	<ul style="list-style-type: none"> <li>• Shoe Fashion Spring/Summer 2024 – Lady Shoes, Men Shoes, Children Shoes</li> <li>• Shoe Technology and Shoe Repair</li> </ul>	<ul style="list-style-type: none"> <li>• Micam &amp; Mipel, Milan</li> <li>• Lineapelle, Milan</li> <li>• Simac Tanning Tech, Milan</li> <li>• ANWR Summer No 2, Mainhausen</li> </ul>
10	PD: 26.09.2025 AD: 15.09.2025	<ul style="list-style-type: none"> <li>• Shoe Care, Socks, Stockings</li> <li>• Orthopedic Shoes</li> </ul>	<ul style="list-style-type: none"> <li>• OST Orthopädie Schuhtechnik, Cologne</li> </ul>
11	PD: 23.10.2025 AD: 10.10.2025	<ul style="list-style-type: none"> <li>• Sports and Outdoor Shoes</li> <li>• Safety Shoes and other special Shoes for Hospitals, Computer rooms, Industries etc.</li> <li>• Digitalisation and Technologies for Shoe Retailers</li> <li>• Shop Design</li> </ul>	<ul style="list-style-type: none"> <li>• Ispo Munich</li> <li>• A+A, Duesseldorf</li> </ul>
12	PD: 28.11.2025 AD: 14.11.2025	<ul style="list-style-type: none"> <li>• Sustainability – social and ecological responsible Production in Shoe and Leather Business</li> <li>• Environmentally friendly Production, Avoidance of Pollutants</li> <li>• Trade Fairs for Shoe Retailers in 2026</li> </ul>	<ul style="list-style-type: none"> <li>• Expo Riva Schuh, Riva del Garda</li> </ul>

PD = Publishing Date

AD = Advertising Deadline



### Magazine format:

210 x 297 mm (width x height, closed)

### Format:

Sheet-fed offset - minor colour differences are system-related and cannot be corrected.

### Bookbinding processing:

Saddle stitching

### Inserts:

Format max. 205 x 290 mm (width x height); placement in unspecified position

### Adhesive:

Format max. booklet size + bleed, placement at the beginning or end of a sheet possible

### Bound-in insert:

at least 5 mm head bleed

### Data delivery:

- on CD-Rom by post to sumner groh + compagnie (see address on the right)
- by e-mail to shoez@sumnergroh.com

### Terms and Conditions:

You can find our general terms and conditions online at:  
[www.shoez.biz/allgemeine-geschaeftsbedingungen/](http://www.shoez.biz/allgemeine-geschaeftsbedingungen/)

Unwanted print results (e.g. missing or incorrect fonts, colour profiles, screen ruling) that are attributable to a deviation by the customer from the publisher's recommendations for the preparation of print documents shall not lead to any claim for price reduction. Reworking of digital print documents that must be reworked through no fault of the publisher may be invoiced by the publisher at own cost. Digitally transmitted print templates for advertisements can only be reliably processed with a colour proof/proof supplied on paper.

### Viruses:

The customer must ensure that the transmitted data is free of computer viruses prior to the digital transmission of print documents. If the publisher discovers computer viruses on a file transmitted to it, this file will be deleted immediately without the customer being able to assert any claims. The publisher also reserves the right to claim damages from the customer if such computer viruses infiltrated by the customer have caused damage to the publisher.

### Print documents are to be supplied in digital form as follows:

#### File formats:

InDesign, Photoshop, Illustrator

#### Printable PDF:

PDFX/4, 3 mm bleed all around, b/w or 4c, no spot colours, embedded fonts, included images 300 dpi

**Please note:** It is essential to provide a colour printout/proof for each colour job.

### Delivery address for print documents:

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

### Delivery address for inserts, bound inserts, glued inserts:

Silber Druck oHG  
Abteilung SHOEZ  
Contact: Herr Matthias Schmelz  
Otto-Hahn-Straße 25  
D-34253 Lohfelden  
Tel: +49 (0) 561 5200 723  
E-Mail: m.schmelz@silberdruck.de

### SHOEZ-SCHAU:

- Price per model: € 250
- 1 page exclusive: € 1.250,- (up to 7 models)

### Classified ads:

Column width

- 1-column: 44 mm
- 2-column: 92 mm
- 3-column: 140mm
- 4-column: 188 mm (= type area width)

### Price per mm:

Job and substitute offers,

Purchases and sales: € 2.60

Job applications, family ads: € 1.80

Box number fee: € 16,-

### Colour for classified ads possible:

Calculated as follows:

- 1 additional colour:  
20 % surcharge, min. € 59,-
- 2 additional colours:  
40 % surcharge, min. € 110,-
- 3 additional colours:  
60 % surcharge, min. € 220,-

Fixed placements as part of the order are not possible. The pagination is designed according to typographical aspects. Drafts, final artwork and lithographs will be charged at cost price if produced by the publisher.

### Surcharge for online classified ads: € 89,-

### Bound inserts:

Prices per thousand copies

- 4 pages € 430,-
- 8 pages € 620,-
- 12 pages € 820,-

Technical requirements: see "Technical specifications"

### Inserts:

Prices per thousand

- up to 25 g € 250,-
- 26 to 50 g € 330,-

Technical requirements: see "Technical specifications"

**All prices plus the currently valid postal charges. No exclusion of competition for inserts and supplements in the same issue.**

**Stickers, altar fold, title apron, booklets: on request**

Note: Bound inserts, supplements, classified ads, placement surcharges, additional technical costs and postal charges are not discountable.

# SHOEZ - Promotional packages

advertising packages  
at crazy low prices

## Power-Classified ad:

- Classified ad 35 mm 2-column print
- + Online ad for 4 weeks
- + advertisement in SHOEZ Newsletter, 1 x
- + box number if requested

Total price: € 333,-

12% saved



## Package XS:

- 2 x ad 1/9 page 4c print
- + 2 x SHOEZ Newsletter Banner\*
- + 2 models SHOEZ SCHAU

Total price: € 2.222,-

25% saved



## Package S:

- 1 x ad 1/2 page 4c print
- + 2 x SHOEZ Newsletter Banner\*
- + 2 models SHOEZ SCHAU

Total price: € 3.333,-

31% saved



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

\* any placement, order according to receipt of booking

All prices excl. VAT.

# SHOEZ - Promotional packages

advertising packages  
at crazy low prices

## Package M:

- 2 x ad 1/2 page 4c print
- + 2 x SHOEZ Newsletter Banner\*
- + 2 models SHOEZ SCHAU

Total price:: € 5.555,-

33% saved

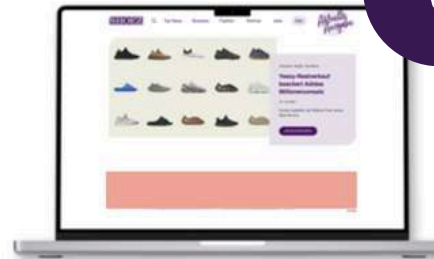


## Package L:

- 1 x ad 1/1 page 4c print
- + 4 x SHOEZ Newsletter Banner\*
- + 2 banner billboard for 4 weeks on shoez.biz\*
- + 1 page SHOEZ SCHAU exclusive (7 models)

Total price:: € 7.777,-

24% saved

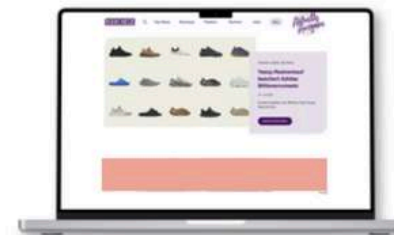


## Package XL:

- 2 x ad 1/1 page 4c print
- + 4 x SHOEZ Newsletter Banner\*
- + 2 x banner billboard for 4 weeks on shoez.biz\*
- + 1 page SHOEZ SCHAU exclusive (7 models)

Total price:: € 9.999,-

37% saved



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

\* any placement, order according to receipt of booking

All prices excl. VAT.