



Media Information 2026

des auflagenstarken Fachmagazins für die
Schuhbranche in Deutschland, Österreich & der
Schweiz

Effective online advertising
on www.SHOEZ.biz! (from page 4)

greater
audience



Published by:

Profashional Media GmbH
Im Westpark 15
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Subscription:

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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:

€ 6,00

Annual subscription:

Print: € 67,90 incl. shipping costs and VAT for Germany, Austria and Switzerland. Additional shipping costs for other European countries:

€ 23,-/overseas: € 69,-

Digital / E-Paper: € 62,90 incl. VAT.

E-Pater + Print: € 76,90 incl. VAT

Readers structure*:

Retail	8.518
• Shoe retail	7.438
of which retail stores	5.041
of which branches	2.112
of which company headquarters	285
• Other specialized trade	791
• Department stores	101
• Mail order	160
• Buying groups	28

Circulation of SHOEZ:

Print	10.400
Circulation	10.044

Distribution area:

Germany	7.822
Austria	792
Switzerland	889
Other countries	541

Suppliers	1.008
• Shoe industry	479
• Shoe retail representatives	370
• Other suppliers	159
Others	518

*Source: SHOEZ recipient database, basis January - June 2025

Your chance of visibility

SHOEZ as a high-reach advertising partner

**Your company in the focus
of 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 **372,000 qualified B2B contacts per month** !!!

SHOEZ Magazine

- Monthly print edition: 10,044
- plus copies distributed at trade fairs, congresses & order events



SHOEZ Digital

Website and newsletter network

- Newsletter up to 5x/week to over 13,968 real subscribers!
- SHOEZ.biz on the web with over 39,000 page views and 260,000 impressions per month!
- Over 4,100 fans & followers on social media



SHOEZ as advertising platform

Cross-media possibilities for your company

SHOEZ regularly reaches up to

372,000 B2B contacts monthly

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

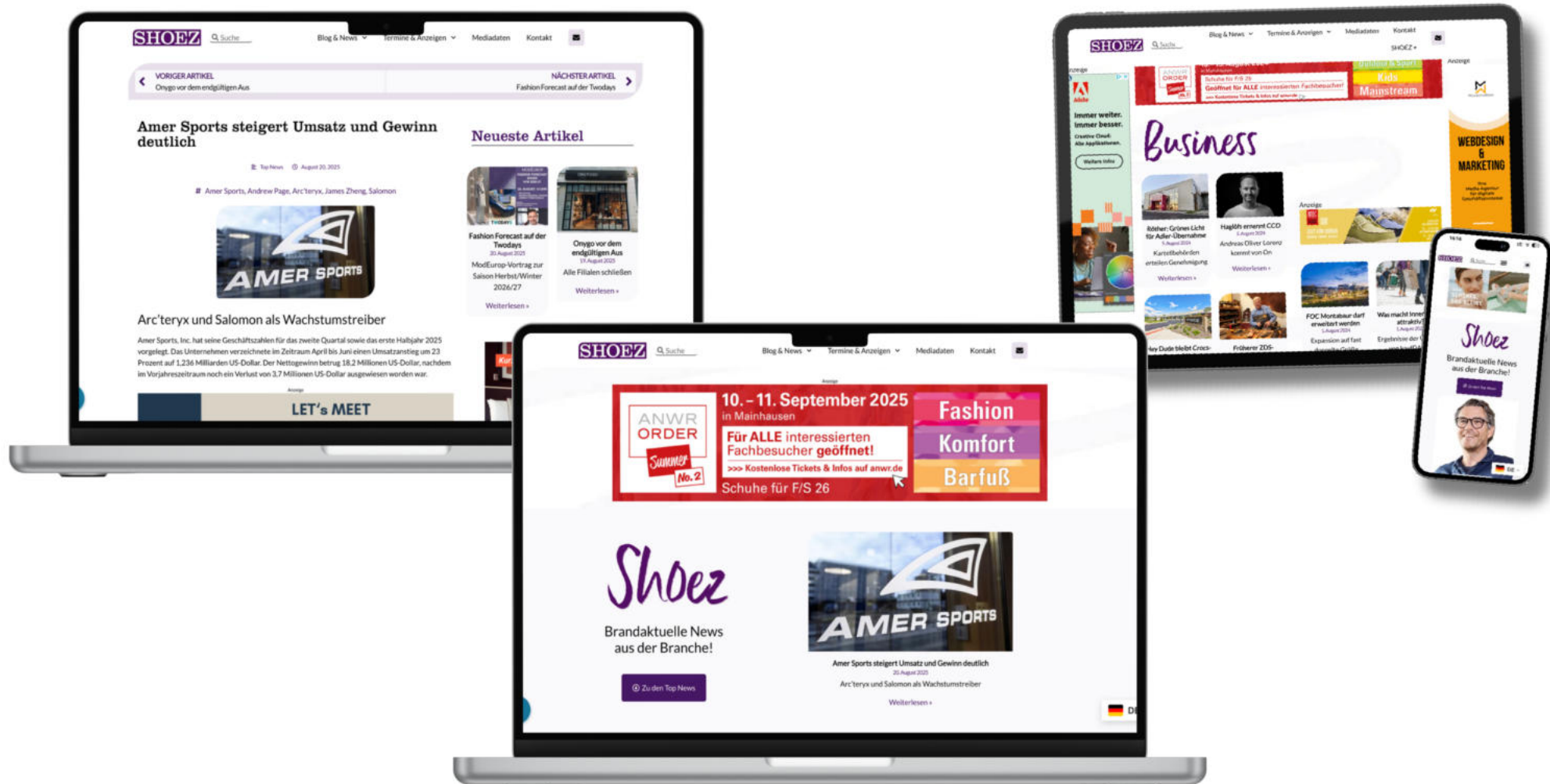


Become part of the SHOEZ advertising network!



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*	Super Banner XL 1236x250	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"*	Half-Page-Ad 300x600**	300x100	€ 599,-
7	Column left "Top News"*	Half-Page-Ad 300x600**	300x100	€ 599,-
8	Column right "Business"	Half-Page-Ad 300x600**	300x100	€ 549,-
9	Column left "Business"	Half-Page-Ad 300x600**	300x100	€ 549,-
10	Column right "Fashion"	Half-Page-Ad 300x600**	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.

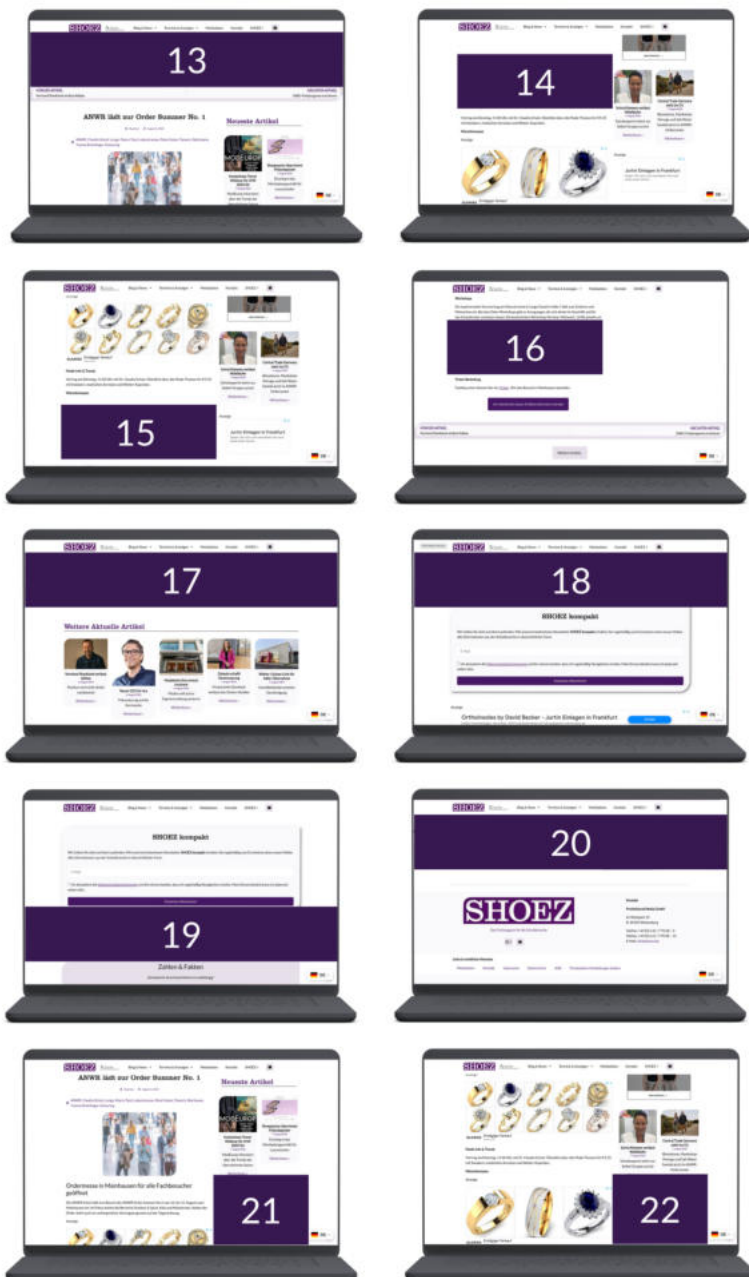
** Can be displayed in sizes ranging from 300x250 to 300x600.



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!



Your company in the
SHOEZ-NEWSLETTER

Wide reach at a low price: The
SHOEZ newsletter!
up to 69,000 recipients / week!
(up to 5 newsletters / week, to up to 13,968 subscribers each)

ID	Position	max. size in px	shown on mobile devices	Price/ Newsletter
23	Newsletter 1st place	Wideboard 728x250	yes**	€ 489,-
24	Newsletter Place 2 / 3	Wideboard 728x250	yes**	€ 439,-
25	Newsletter any place	Wideboard 728x250	yes**	€ 419,-
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,-

* 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

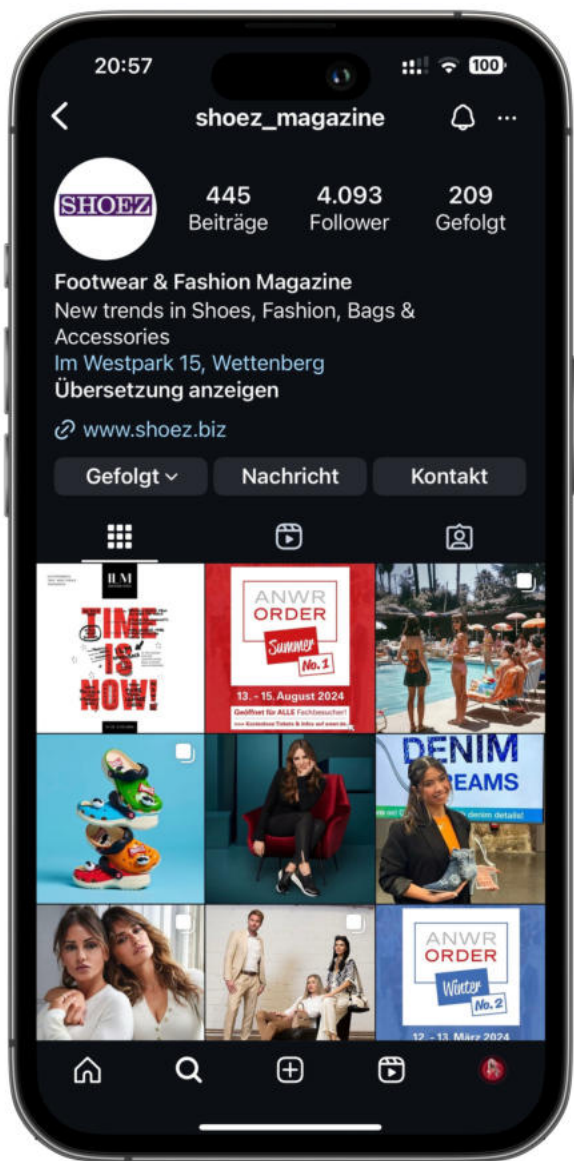
Regardless of whether it is an editorial promotion in the newsletter or on the homepage: you are always in the right place. Your information will always be read due to the topical news environment. Depending on how much text and how many photos you want to include, we offer two different text ads. You 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 Newsletter (PR up to 500 characters incl. 1 photo and link)*	yes	€ 619,-
30	Text Ad Newsletter (PR up to 1000 characters incl. 2 photos and link)*	yes	€ 819,-
31	Text Ad Homepage (PR up to 500 characters incl. 1 photo and link)*	yes	€ 619,-
32	Text Ad Homepage (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

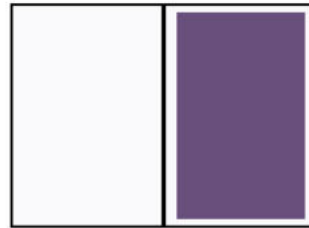
Over 4,100 Fans and Followers

ID		Preis
33	In addition to your advertisement placement on /shoez_magazine	€ 219,-
34	Posted story (goes online 4 times for 24 hours within 1 week)	€ 219,-

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



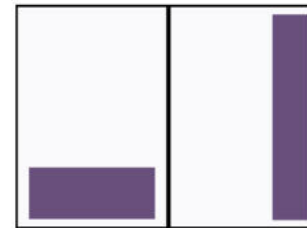
2/3 page landscape /
2/3 page portrait



1/2 page landscape /
1/2 page portrait



1/3 page landscape /
1/3 page portrait



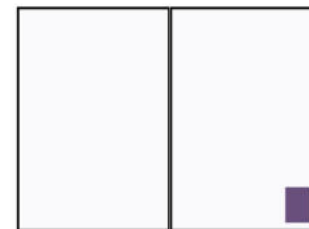
1/4 page landscape /
1/4 page portrait



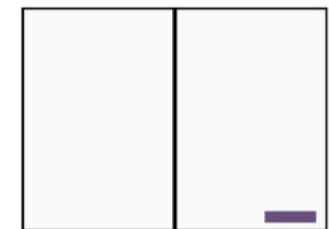
1/6 page landscape /
1/6 page portrait



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	ET: 23.01.2026 AS: 12.01.2026	• Home and leisure shoes • Children's shoes	• Schick, Salzburg • Düsseldorfer Fashion Days, Düsseldorf • Ambiente, Frankfurt am Main
2	ET: 06.02.2026 AS: 26.01.2026	• Shoe Fashion Special: Women's/Men's/Children's Shoes Fall/Winter 2026/27 • Comfort Shoes • Leather Goods	• ILM, Offenbach • Lineapelle, Milan • ANWR Winter No. 1, Mainhausen • Sabu Messe, Heilbronn
3	ET: 20.02.2026 AS: 09.02.2026	• Footwear fashion fall/winter 2026/2027: Women's/Men's/Children's Shoes • Store design • Technologies for the footwear trade	• Micam & Mipel, Milan • EuroShop, Düsseldorf • Goodiez, Düsseldorf • 2Days, Düsseldorf
4	ET: 09.03.2026 AS: 24.02.2026	• Function in shoes • High-tech materials for shoes • Vegan shoes: niche or market of the future?	• ANWR Winter No.2, Mainhausen • Essenz, Munich • Performance Days, Munich

PD = Publishing Date

AD = Advertising Deadline

Issue		Specials	Previews / Trade fairs
5	ET: 17.04.2026 AS: 07.04.2026	• Sports and outdoor activities • Socks, Stockings, Shoe Care • Footwear technology	• OutDoor, Riva del Garda • Texprocess & Techtexsil, Frankfurt am Main • Bequemschuh Symposium, Zeulenroda
6	ET: 15.05.2026 AS: 04.05.2026	• Shoes and accessories "Made in Europe" • Wellness and health (shoes for loose insoles, diabetic shoes, sustainability) • Oversized and undersized shoes • Orthopedic shoe technology • Logistics, transport, and disposal	• ANWR Sport + Lifestyle, Mainhausen • OTWorld, Leipzig
7	ET: 12.06.2026 AS: 01.06.2026	• Children's shoes • New sneaker trends • E-commerce and internet portals for the shoe industry	• Expo Riva Schuh, Riva del Garda
8	ET: 17.07.2026 AS: 06.07.2026	• Shoe Fashion Special Women's/Men's/Children's Shoes Spring/Summer 2027 • Barefoot Shoes • Comfort Shoes	• Barefoot, Offenbach • Orderwoche Düsseldorf, Düsseldorf

PD = Publishing Date

AD = Advertising Deadline

Issue		Specials	Previews / Trade fairs
9	ET: 07.08.2026 AS: 27.07.2026	• Spring/Summer 2027 Shoe Fashion: Women's/Men's/Children's • Leather Goods	• ANWR Summer No. 1, Mainhausen • Sabu-Messe, Heilbronn • ILM, Offenbach • 2Days, Düsseldorf
10	ET: 04.09.2026 AS: 24.08.2026	• Spring/Summer 2027 Shoe Fashion Update • Socks, Stockings, Shoe Care • Shoe and Leather Goods Technology: Leather, Synthetics, Membranes, Soles, Heels, Shoe Machines	• Micam & Mipel, Mailand • Lineapelle, Mailand • Simac Tanning Tech, Milan • ANWR Order Summer 2, Mainhausen • Performance Days, Munich
11	ET: 16.10.2026 AS: 05.10.2026	• Safety Shoes and other special Shoes for Hospitals, Computer rooms, Industries etc. • Sports and Outdoor Shoes • Digitalisation and Technologies for Shoe Retailers	• Ispo Amsterdam • ANWR Order Sport + Lifestyle, Mainhausen • Arbeitsschutz Aktuell, Stuttgart
12	ET: 27.11.2026 AS: 16.11.2026	• Sustainability in the footwear and leather industry • Environmentally friendly production, avoidance of harmful substances, • Trade Fairs for Shoe Retailers in 2026	• Expo Riva Schuh, Riva del Garda • Trade Fairs in 2027

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/

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

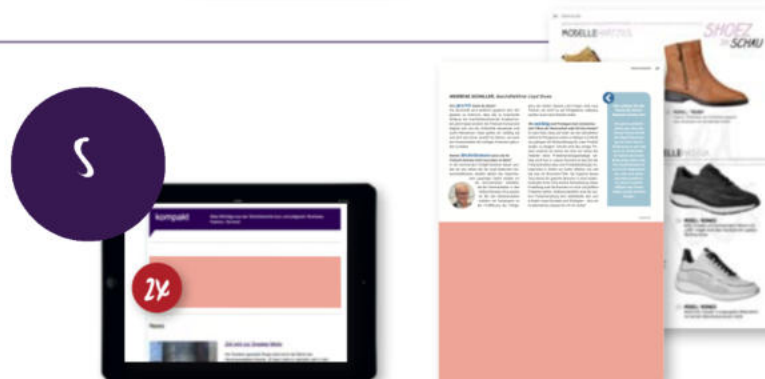


Package S:

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

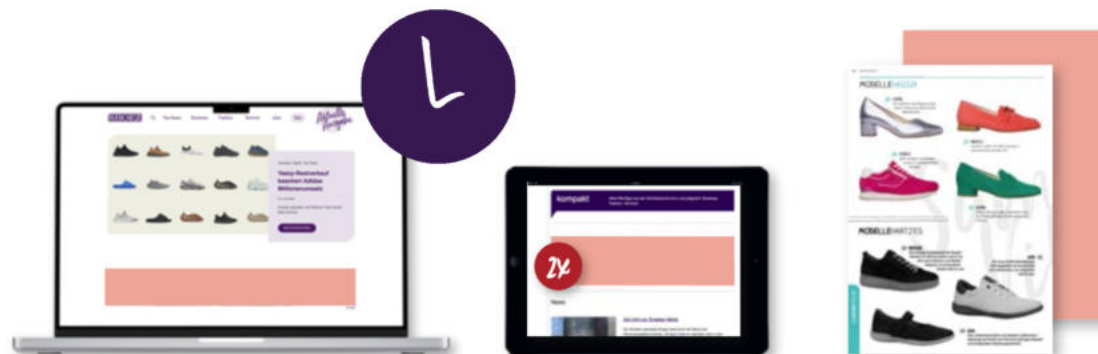


Package L:

- 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

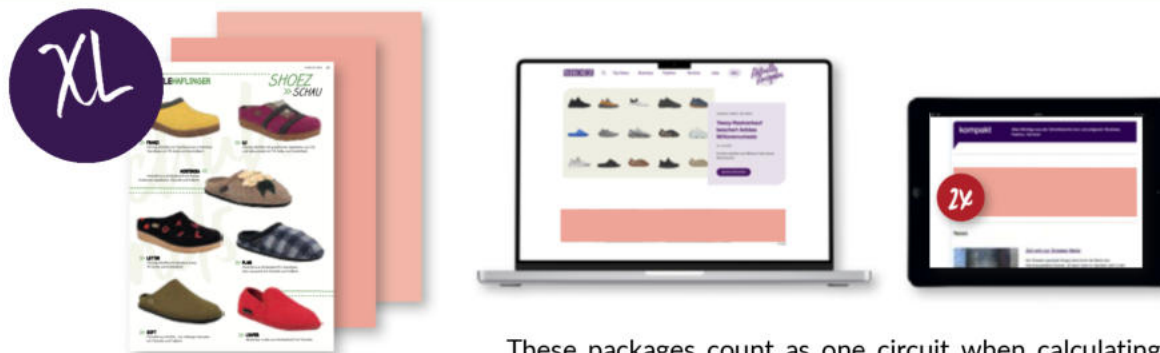


Package XL:

- 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.