

# SchuhMarkt



# Media data 2012

# SchuhMarkt

## Publishing company data

**SchuhMarkt** provides every fortnight a comprehensive, competent and up to date report on all trade, economic and fashion subjects. With SchuhMarkt, you reach the most important decision-makers and communicate with your target group on an effective advertising platform. Profit from the high competence of our editorial staff.

Daily news on [www.schuhmarkt-news.de](http://www.schuhmarkt-news.de)

**Publishing frequency:** every fortnight (26 times a year)

**Copies:**

**Print copies:** 7.900 pcs.

**Spread copies:** 7.700 pcs

**Publisher:** Verlag Chmielorz GmbH  
Marktplatz 13, 65183 Wiesbaden  
Phone +49 611/3 60 98-0, Fax +49 611/30 13 03  
[www.chmielorz.de](http://www.chmielorz.de)

**Editor:**

**Editor in chief:** Peter Skop  
Phone +49 611/3 60 98-74, Fax +49 611/3 60 98-76  
E-Mail: [peter.skop@schuhmarkt-news.de](mailto:peter.skop@schuhmarkt-news.de)

**Dep. editor in chief**  
**Dept. Management**  
**Fashion:** Ilona Sauerbier  
Phone +49 611/3 60 98-73, Fax +49 611/3 60 98-76  
E-Mail: [ilona.sauerbier@schuhmarkt-news.de](mailto:ilona.sauerbier@schuhmarkt-news.de)

**Editor:** Swantje Francke  
Phone +49 611/3 60 98-75, Fax +49 611/3 60 98-76  
E-Mail: [swantje.francke@schuhmarkt-news.de](mailto:swantje.francke@schuhmarkt-news.de)

**Magazine Format:** 235 mm x 310 mm

**Areas:** Retail, trade, chain stores, wholesale, shoe industry, representatives, agencies, federations, suppliers

**Advertisement management:** Ilona Kirmes  
Phone +49 611/3 60 98-43, Fax +49 611/3 60 98-76  
E-Mail: [ilona.kirmes@chmielorz.de](mailto:ilona.kirmes@chmielorz.de)

**Announcement arrangement:** Julijana Lukacevic  
Phone +49 611/3 60 98-38, Fax +49 611/3 60 98-84  
E-Mail: [jl@chmielorz.de](mailto:jl@chmielorz.de)

**Announcement sales:** Anika Rother  
**Nielsen areas 1, 2, 5, 6, 7 and the European Countries (except Austria/Switzerland)**  
Phone +49 611/3 60 98 91, Fax +49 611/3 60 98-76  
E-Mail: [anika.rother@chmielorz.de](mailto:anika.rother@chmielorz.de)

### Italy:

Nicola Orlando  
Com 3 Orlando SAS  
Via dei Benedettini 12, I - 20146 Milano  
Phone +39/02/4 15 80 56, Fax +39/02/48 30 19 81  
E-Mail: [orlando@com3orlando.it](mailto:orlando@com3orlando.it)  
[www.com3orlando.it](http://www.com3orlando.it)

**Distribution Management:** Karin Irmscher  
Phone +49 611/3 60 98-59  
E-Mail: [karin.irmscher@chmielorz.de](mailto:karin.irmscher@chmielorz.de)

**VAT-ID-No.:** DE 113885161

**Bank:** Nassauische Sparkasse Wiesbaden  
Bank-Code: 510 500 15, account no.: 111 103 011  
BIC-Code: NASSDE55XXX  
IBAN-Code: DE 48510500150111103011

**Subscription:** yearly subscription:  
Domestic: € 212,- (incl. delivery costs and VAT)  
Export: € 228,60 (incl. delivery costs)  
Free E-Mail Newsletter weekly

## Advertisement on [www.schuhmarkt-news.de](http://www.schuhmarkt-news.de)

Kind of Ad	Format (Pixel)	costs for 4 weeks
Head Banner	728x90	€ 460,-
Full-Size Banner	468 x 60	€ 310,-
Skyscraper	120 x 500	€ 285,-
Button	160 x 60	€ 205,-
Promotion text	300 x 250	€ 235,-
Job ad	PDF	€ 245,-

## Newsletter

Full-Size-Banner	468 x 60	€ 285,-
Promotion text	380 x 5 Lines	€ 235,-

## Internet

**Web-Adresse (URL):** [www.schuhmarkt-news.de](http://www.schuhmarkt-news.de)  
**Short Description:** News topics of the day on-line supplement to the print copies  
**Target-group:** Decision-makers in specialized shoe-trade and industries  
**Contact person:** Ilona Kirmes  
 Phone 06 11/3 60 98 - 43  
[ilona.kirmes@chmielorz.de](mailto:ilona.kirmes@chmielorz.de)

**Format:** GIF; JPG; Flash;  
 maximum size: 200 kb

Our Online Media data you can find on:  
[www.schuhmarkt-news.de/mediaservice](http://www.schuhmarkt-news.de/mediaservice)

# SchuhMarkt crossmedia

SchuhMarkt supplies the shoe trade with information by print, online and e-mail newsletter extensively and competently. Optimum advertising results by multi channelled target-group address.



Trends, backgrounds and products 26 times a year in SchuhMarkt magazine



weekly information by newsletter



news topics of the day on [www.schuhmarkt-news.de](http://www.schuhmarkt-news.de)

Nr.	PD*	Deadline	Special 1	Special 2	Trade Fairs**
1/12	06.01.12	16.12.11	Young Fashion Trends	Preview Expo Riva	<b>January</b> 14.-17.01. Expo Riva Schuh, Riva 18.-20.01. Premium, Bread & Butter, Berlin 22.-25.01. Who's next, Paris 29.01.-01.02. ISPO, München
2/12	20.01.12	06.01.12	Revel (shoes for festivities)	Preview ISPO	
3/12	03.02.12	20.01.12	Children's shoes & Pre-Walker Shoes	Slippers	<b>February</b> 02.-05.02. Copenhagen Fashion Week, Kopenhagen 04.-06.02. CPD, Düsseldorf 05.-06.02. Schuh Austria, Salzburg 11.-13.02. SOC Saisoneroöffnung, Ratingen Breitscheid 12.02. M,O,C - SOC Saisoneroöffnung, München 12.02. SOC Saisoneroöffnung, Hannover 14.-16.02. Le Cuir à Paris 18.-19.02. Shoe Start, Leipzig 28.02.-01.03. Euro-CIS, Düsseldorf
4/12	17.02.12	03.02.12	Wellness Worlds/ New Trends	Classic, Fashion, Couture, Nature, Shape, Therapy	
5/12 GDS	02.03.12	15.02.12	GDS-Edition Autumn/ Winter 2012/2013		<b>March</b> 04.-07.03. Micam, Mipel, Mailand 10.-12.03. ILM Winter Styles, Offenbach 10.03. Schuhfair, Berlin 11.03. Schuhfair, Hamburg 11.-13.03. Modacalzado, Madrid 18.03. Schuhfair, Bad Soden 14.-16.03. GDS, Düsseldorf 18.-19.03. Schuh-Order-Tage, SOC Breitscheid 23.-25.03. Shoe Time, SOC Leipzig 24.-26.03. CDH Schuh-Einkaufstage, München 25.-26.03. CDH Schuhordertage, Hannover 27.03. Schuhfair, Sindelfingen
6/12 GDS	12.03.12	22.02.12	GDS-Edition Bags		
7/12	30.03.12	16.03.12	Order Trends		<b>April</b> 01.-03.04. Moda Made in Italy, München 06.-08.04. Lineapelle, Bologna
8/12	13.04.12	30.03.12	Shoe Care		
9/12	27.04.12	13.04.12	Sustainability	Leather Trends and accessoires	<b>June</b> 16.-19.06. Expo Riva Schuh, Riva 30.06.-03.07. Première Classe + Who's next, Paris
10/12	11.05.12	27.04.12	Store Construction & System Partnerships	Light Concepts	
11/12	25.05.12	11.05.12	Wiesn & Country		<b>July</b> 04.-06.07. Bread & Butter, PREMIUM, Panorama, Berlin 12.-15.07. OutDoor, Friedrichshafen 21.-23.07. THE GALLERY, Düsseldorf
12/12	08.06.12	25.05.12	Features and Functional Materials	Preview Expo Riva	
13/12	22.06.12	08.06.12	Young Fashion Trends	Preview Bread & Butter, Panorama, Premium	<b>August</b> 02.-05.08. Copenhagen Fashion Week, Kopenhagen 11.-12.08. Shoe Start, Leipzig 11.-13.08. SOC Saisoneroöffnung, Ratingen- Breitscheid
14/12	06.07.12	22.06.12	Outdoor, Sports, Leisure	Preview Outdoor	
15/12	20.07.12	06.07.12	Men's shoes		<b>September</b> 05.-07.09. GDS, Düsseldorf 09.-10.09. Schuh-Order-Tage, Ratingen Breitscheid 16.-19.09. Micam, Mipel, Mailand 19.-21.09. Le Cuir à Paris 21.-23.09. Shoe Time, SOC Leipzig 22.-24.09. ILM, Summer Styles, Offenbach 22.-24.09. Modacalzado, Madrid
16/12	27.07.12	13.07.12	Children's shoes		
17/12	10.08.12	27.07.12	Wellness Worlds/ New Trends	Classic, Fashion, Couture, Nature, Shape, Therapy	<b>October</b> 07.-09.10. Moda Made in Italy, München
18/12 GDS	24.08.12	08.08.12	GDS-Edition Spring/ Summer 2013		
19/12 GDS	03.09.12	15.08.12	GDS-Edition Bags		
20/12	21.09.12	07.09.12	Order Trends		
21/12	05.10.12	21.09.12	Shoe Care		
22/12	19.10.12	05.10.12	Under- & Oversizes and Correct fits	Orthopedy Shoes	
23/12	02.11.12	19.10.12	Inventory Control / IT		
24/12	16.11.12	02.11.12	Accessoires	Stockings	
25/12	30.11.12	16.11.12	Wellness & Health		
26/12	14.12.12	30.11.12	Fairs & Events	Career & Professional Development	

\* Publication-Date

\*\* All fair-data without guarantee. Updated fair-dates under www.schuhmarkt-news.de. Changes reserved.

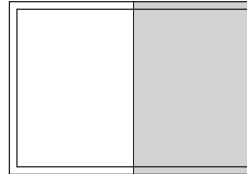
**Format:**  
2/1 pages



Print space:  
Bleed\*:

B 435 mm x H 275 mm  
B 470 mm x H 310 mm

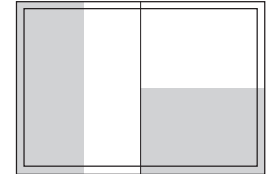
**Format:**  
1/1 page



Print space:  
Bleed\*:

B 200 mm x H 275 mm  
B 235 mm x H 310 mm

**Format:**  
1/2 page



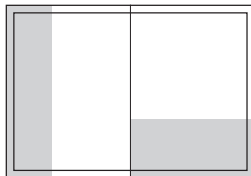
Portrait

Print space: B 97 mm x H 275 mm  
Bleed\*: B 114 mm x H 310 mm

Landscape

Print space: B 200 mm x H 135 mm  
Bleed\*: B 235 mm x H 155 mm

**Format:**  
1/3 page



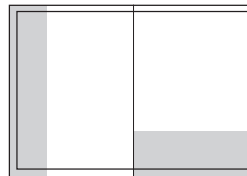
Portrait

Print space: B 63 mm x H 275 mm  
Bleed\*: B 80 mm x H 310 mm

Landscape

Print space: B 200 mm x H 88 mm  
Bleed\*: B 235 mm x H 109 mm

**Format:**  
1/4 page



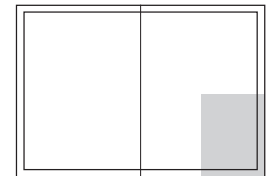
Portrait

Print space: B 46 mm x H 275 mm  
Bleed\*: B 63 mm x H 310 mm

Landscape

Print space: B 200 mm x H 65 mm  
Bleed\*: B 235 mm x H 82 mm

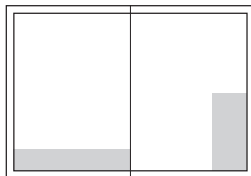
**Format:**  
1/4 page block



Print space:  
Bleed\*:

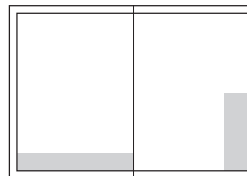
B 98 mm x H 135 mm  
B 114 mm x H 155 mm

**Format:**  
1/6 page



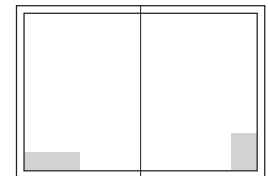
Portrait Print space: B 63 mm x H 135 mm  
Landscape Print space: B 200 mm x H 42 mm

**Format:**  
1/8 page



Portrait Print space: B 46 mm x H 135 mm  
Landscape Print space: B 200 mm x H 30 mm

**Format:**  
1/16 page



Portrait Print space: B 46 mm x H 65 mm  
Landscape Print space: B 97 mm x H 30 mm

## Advertisement price list No. 52 (01.01.2012)

The following prices do not include VAT.

Format	4c	bw
Cover page*	€ 6.690,-	—
Inside Frontcover/ Outside Backcover	€ 6.150,-	—
Inside Backcover	€ 5.535,-	—
Index 1/3 page	€ 2.740,-	—
Editorial 1/3 Page	€ 2.740,-	—
2/1 pages	€ 10.145,-	€ 8.425,-
1/1 page	€ 5.160,-	€ 3.530,-
1/2 page	€ 2.860,-	€ 1.970,-
1/3 page	€ 2.430,-	€ 1.575,-
1/4 page	€ 1.990,-	€ 1.515,-
1/6 page	€ 1.380,-	€ 1.015,-
1/8 page	€ 999,-	€ 580,-
1/16 page	€ 565,-	€ 254,-

\* Cover pages include one extra page free of charge in the same issue.  
Material two days before deadline.

**Agency Commission:** 15%

### Classified Ads:

**Job Offer:** € 2,30 per mm (1 column, 46 mm wide)

**Job Search:** € 1,45 per mm (1 column, 46 mm wide)

**Occasional Ads:** € 2,80 per mm (1 column, 46 mm wide)

**Charge for box number:** € 10,-

**Directory of Suppliers:** per line € 4,50 (minimum order one year)

**Discounts:** For advertising orders within on year  
(starting with the publication of the first ad)

### Frequency discounts

3 advertisements	5%
5 advertisements	10%
10 advertisements	15%
15 advertisements	20%
20 advertisements	25%

### Quantity discount

2 pages	5%
4 pages	10%
6 pages	15%
10 pages	20%
more than 15 pages	25%

More than 20 advertisements 25% more than 15 pages 25%

**Bound inserts:** On request

**Supplements:** Maximum size: 232 mm x 307 mm

**Price per 1.000 pieces**  
in automatic processing

up to 25 g.....	€ 260,-
up to 50 g.....	€ 330,-
up to 70 g.....	€ 407,-
up to 80 g.....	€ 460,-
up to 90 g.....	€ 550,-
up to 95 g.....	€ 598,-
up to 100 g.....	€ 650,-

We do not separate inserts and supplements of competitors integrated in the same issue.

**Stick-on advertising:** On request

**Delivery address:** Rhein-Main Buchbinderei  
Ostring 13, D-65205 Wiesbaden  
Please note: "SchuhMarkt", issue...

**Magazine format:** 235 x 310 mm

**Print space:** 200 x 275 mm

**Printing process:** Offset printing

**Programs:** Adobe Creative Suite

**File-formats:** Logos, pictures and graphics: EPS or TIF  
(uncompressed, CMYK-mode)

**Resolution:** Pictures in colour and b/w 300 dpi  
Lines 1200 dpi  
Screened motives with font 500 dpi

**Documents:** PDF Adobe 1.5, EPS (optimized for printing,  
pictures and fonts included), JPEG or TIF

**Transmission:**

**Data medium:** CD

**FTP:** Please call us to receive the access data

**E-Mail:** jl@chmielorz.de

**Techn. Processing:** Phone: +49 (0) 6 11/3/60 98 -66

**SchuhMarkt**, the only bi-weekly trade magazine for the entire shoe branch in the German-speaking countries.

More than 80% of our readers are decision-makers in the shoe business. You achieve an optimal market coverage.

Our website [www.schuhmarkt-news.de](http://www.schuhmarkt-news.de) provides current information. Our weekly Schuhmarkt-Newsletter summarizes the news of the week.

## General Terms and Conditions of Business

- 1 In cases of doubt, advertisement orders must be settled within a year of the order transaction.
- 2 The discounts stated in the advertisement price lists are granted only for a client's advertisements published in a magazine within an insertion year. The period begins on publication of the first advertisement.
- 3 The client is retroactively entitled to the discount corresponding to its actual purchase of advertisements within the one-year period if, at the start of that period, it placed an order qualifying it for a discount based on the price list from the outset; such claims must be asserted within one month after the expiry of the insertion year.
- 4 If the order is not processed through the fault of the client, the client must refund the difference between the discount granted and the discount corresponding to the actual purchase, notwithstanding any further legal obligations.
- 5 The costs of any modifications to the versions originally agreed are payable by the client.
- 6 In the event of price increases, the right to extend such increases to unfinished orders remains reserved.
- 7 No guarantee is given that advertisements will be placed in specific issues or on specific pages in a magazine, unless this is expressly confirmed to the client in writing.
- 8 The client is responsible for timely delivery of the printed information. The obligation to keep the data carriers ends six months after expiry of the order.
- 9 Sample proofs will be supplied only when explicitly requested. The client is responsible for the accuracy of the returned sample proofs. If the client fails to return punctually the sample proof sent to it on time, approval for printing will be deemed to have been given.
- 10 Technically perfect printed reproduction of advertisements is only possible if perfect printed material is supplied. In the event of fully or partially illegible, incorrect or incomplete printing of the advertisement, the client will be entitled to a reduction in payment or a replacement advertisement, but only to the extent to which the purpose of the advertisement has been impaired. The publishers shall bear no further liability. Complaints must be enforced within four weeks after receipt of invoices and supporting documentation. The publishers accept no liability for errors of any kind arising from transmissions by telephone.
- 11 The publishers automatically take every precaution to ensure as far as possible that competing advertisements are not placed on pages opposite one another. However, in principle there is no entitlement to exclusion of competition. If exclusion of competition is agreed between the client and the publishers, this will apply only to two pages opposite one another and to advertisements which are at least 1/2 page in size. If an order is tied to a specific issue or page, exclusion of competitors cannot be agreed.
- 12 Advertisements which are not identifiable as such based on their editorial layout will be clearly identified as such by the publishers with the word "Advertisement". The publishers reserve the right to refuse advertisement orders – including individual requests in the context of a contract – and insert orders on the basis of their content, origin or technical format in accordance with the standard principles of the publishers. This also applies to orders which are placed with agents. Insert orders are only binding on the publishers following submission and approval of a sample of the insert. The client will be informed immediately when an order is refused.
- 13 A decline in circulation will affect the contractual relationship only if an increase in circulation has been promised and circulation falls by more than 20%.
- 14 If a magazine discontinues or breaks off publication, the client may not assert claims of any kind for money spent on text, graphics, production of printed data, etc. that is thereby made redundant.
- 15 On request a checking copy will be supplied to the client free of charge following publication of the advertisement, provided this is justified by the size and scope of the order. If a complete checking copy can no longer be provided, a page proof will be provided instead.
- 16 The relevant price lists of the magazines valid at the time of publication of the advertisements are applicable when billing the advertisements. The right to any subsequent billing or credits remains reserved. Fractions of mm-lines will be billed as full lines.
- 17 If no particular size specifications are given, billing will be based on the actual advertisement height.
- 18 All prices apply to domestic orders plus turnover tax and are payable immediately on receipt of invoice without discount. In case of any payment default, e.g. including in the event of judicial assistance in connection with contracts, institution of composition proceedings, bankruptcy or similar, any discount granted will be void and will be re-billed; default interest and reminder and collection costs will also be billed. Execution of orders may be postponed until full payment of all arrears. Interruptions in the processing of unfinished orders as a result of payment default do not entitle the client to an extension of the order period or to make any claim for damages.
- 19 The place of performance is the registered office of the publishers. The place of jurisdiction, unless the law stipulates otherwise, is the registered office of the publishers, also in the case of default actions; in cases where the domicile or normal place of residence of the client is unknown at the time the action is brought or the party claimed against in the action moves its domicile or normal place of residence beyond the scope of application of this law after conclusion of the contract, the registered office of the publishers is also the agreed place of jurisdiction.

Note: This is a translation that has been provided for your information. Only the German original has any legal validity.

# Trade magazines and web portals of the ACM – publishing group Chmielorz



[www.schuhmarkt-news.de](http://www.schuhmarkt-news.de)



[www.spomo.com](http://www.spomo.com)



[www.pbs-business.de](http://www.pbs-business.de)



[www.cebra.biz](http://www.cebra.biz)



[www.vdv-online.de](http://www.vdv-online.de)



[www.filmecho.de](http://www.filmecho.de)



[www.baeko-magazin.de](http://www.baeko-magazin.de)



[www.staatsanzeiger-hessen.de](http://www.staatsanzeiger-hessen.de)



[www.ujs.info](http://www.ujs.info)



[www.fub-online.info](http://www.fub-online.info)



[www.vergabe24.de](http://www.vergabe24.de)



[www.solarserver.de](http://www.solarserver.de)