

PRO-LEDER

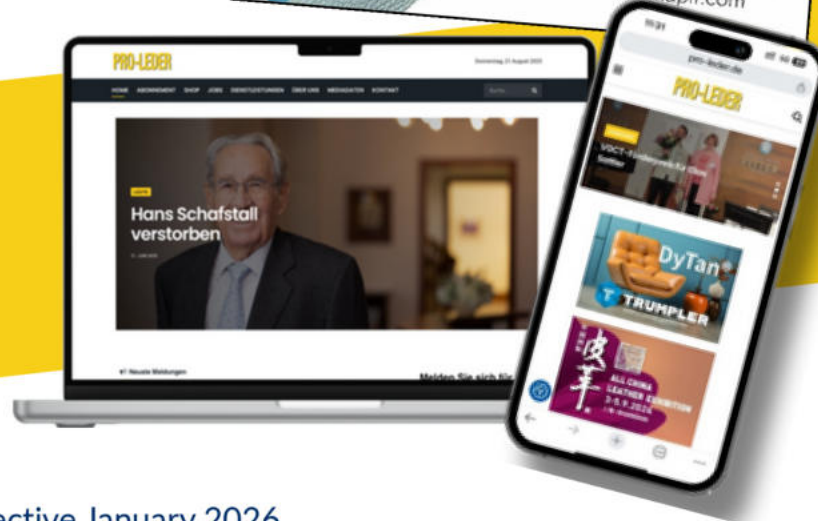
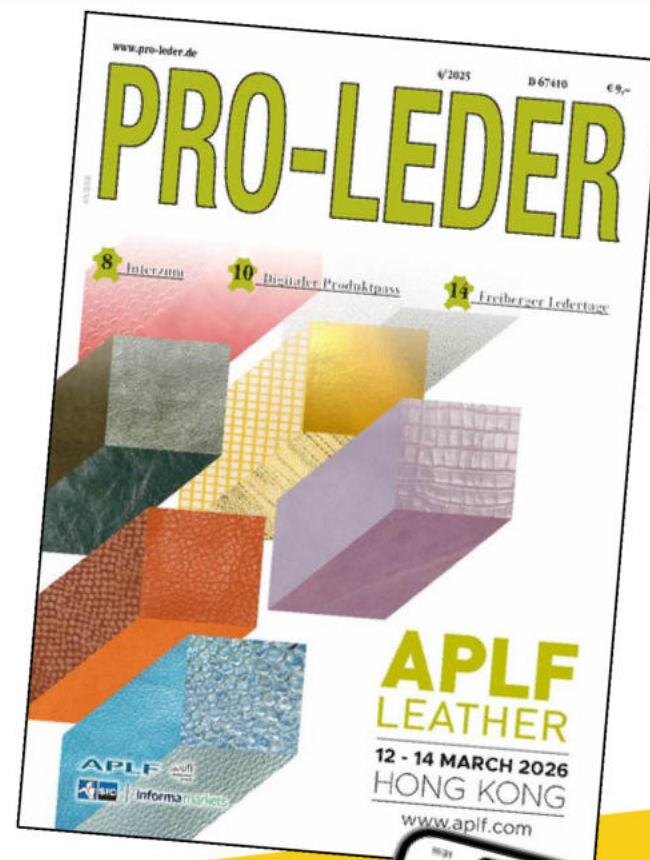
QUALITY IS MADE IN GERMANY.

OFFICIAL JOURNAL OF THE VEREIN FÜR
GERBEREI-CHEMIE UND -TECHNIK E.V.
(VGCT)

2026

Media information

Online advertising booking
on pro-leder.de and
in the PRO-LEATHER Newsletter!



Issue		Key themes	Preview	Trade fair schedule
1*	ET: 6.2.2026 AS: 26.1.2026	SPECIAL: Footwear/ Upper material/ Synthetic materials, Shoe elements Special Section: QUALITY IS MADE IN GERMANY (Preview in English for Lineapelle)	Lineapelle, Milan	11.-13.2.2026: Lineapelle, Milan
2**	ET: 6.3.2026 AS: 24.2.2026	SPECIALS: - Advanced materials for footwear - Automotive Leather Special Section: QUALITY IS MADE IN GERMANY (Preview in English for APLF, Performance Days, and Aircraft Interiors Expo)	- APLF-Leather and APLF-Materials+ - Performance Days, Munich - Aircraft Interiors Expo	12.-14.3.2026: APLF, Hong Kong 18.-19.3.2026: Performance Days, Munich 14.-16.4.2026: Aircraft Interiors Expo, Hamburg
3**	ET: 15.5.2026 AS: 4.5.2026	SPECIALS: - Footwear and leather products "Made in Europe" - Upholstery Leather - Leather maintenance and care	Freiberg Leather Days	1.-2.7.2026: 14th Freiberg Leather Days, Münster
4	ET: 17.7.2026 AS: 6.7.2026	SPECIAL: Leather chemistry Special Section: QUALITY IS MADE IN GERMANY (Preview in English for ACLE)	All China Leather Exhibition (ACLE)	3.-5.9.2026 ACLE, Shanghai
5*	ET: 4.9.2026 AS: 24.8.2026	SPECIALS: - Shoe and leather goods technology: leather, synthetic materials, membranes, outsoles, heels, footwear machinery - Workplace safety Special Section: QUALITY IS MADE IN GERMANY (Preview in English for Lineapelle and Simac Tanning Tech)	- Lineapelle; - Simac Tanning Technology - Performance Days - Arbeitsschutz Aktuell	15.-17.9.2026: Lineapelle, Milan 15.-17.9.2026: Simac Tanning Technology, Milan 14.-15.10.2026: Performance Days, Munich 20.-22.10.2026: Arbeitsschutz Aktuell
6**	ET: 27.11.2026 AS: 16.11.2026	SPECIALS: - Sustainability within the leather and footwear industry - Logistics, transportation, and waste management	- Trade Exhibitions 2027 - India International Leather Fair (IILF)	January 2027: Heimtextil January 2027: Imm Cologne 1.-3.2.2027: IILF, Chennai

Advertisement formats

Visible to your clients - in the PRO-LEDER print edition

Format	Bleed	Type area	colour (price in €)	black and white (price in €)
Front Page	210 x 297*	210 x 148	2.990,-	2.990,-
In 2, In 4	210 x 297	-	2.790,-	2.790,-
U3	210 x 297	-	2.599,-	2.499,-
1/1 page	210 x 297	188 x 279	2.599,-	1.750,-
two-thirds page high 2/3 page landscape	140 x 297 210 x 198	124 x 279 188 x 186	1.950,-	1.290,-
1/2 page high 1/2 page landscape	105 x 297 210 x 148	90 x 279 188 x 136	1.650,-	1.050,-
1/3 page high 1/3 page landscape	70 x 297 210 x 100	60 x 279 188 x 89	1.165,-	750,-
1/4 page high 1/4 page landscape	- -	90 x 136 188 x 69	879,-	555,-
1/6 page height 1/6 page landscape	- -	90 x 90 188 x 43	579,-	369,-
1/8 page height 1/8 page landscape	- -	90 x 66 188 x 30	479,-	285,-
1/9 page	-	60 x 89	360,-	239,-
1/16 page	-	90 x 30	235,-	139,-

*Consultation is necessary concerning the presentation of the title logo and teaser.

NOTES

All prices are exclusive of VAT.

All format specifications: width x height, in millimeters.

Please be advised that all specified formats exclude bleeds. Bleed indications should be established with a 3 mm bleed.

Special placements: 1/3 page adjacent to the editorial, page 2/3: additional € 200,- placement surcharge.

Black and white advertisement plus additional colour: Black and white pricing plus a 20% surcharge for each colour. Special colours not available from the Euroscale will incur an additional charge of € 1.190,-

DISCOUNTS

No discounts are applicable to job and classified advertisements, inserts, bound inserts, sticker inserts, or marketplace listings.

Quantity	Frequency
from 2 pages 3%	from 2 advertisements 3%
from 3 pages 5%	from 4 advertisements 5%
from 4 pages 10%	from 6 advertisements 10%
from 5 pages 15%	
from 6 pages 20%	

PAYMENT CONDITIONS

Payment is due within 14 days of publication.

BANKING INFORMATION

Wiesbadener Volksbank
IBAN: DE26 5109 0000 0007 2177 06 S
WIFT code: WIBADE5W

CLASSIFIEDS

Column width:

- 1-column: 44 mm
- 2-column: 92 mm
- 3-column: 140 mm
- 4-column: 188 mm
- (corresponds to the complete width type area)

Job and agency offers, purchases and sales:

mm-price: € 1,70

Job seekers, family announcements:

mm-price: € 1,30

Box number fee: € 16,00

Colour is available for classified advertisements.

The calculation is as follows:

- 1 additional colour: 20% surcharge, minimum € 50.
- 2 additional colours: 40% surcharge, minimum € 100.
- 3 additional colours: 60% surcharge, minimum € 200.

Fixed placements within the order are not feasible.

The layout will be crafted in accordance with typographical principles. Drafts and final artwork-printings and lithographs are billed at cost price when generated by the publisher.

BOUND-INS

Prices per thousand units

- 4 pages € 9.90,-
- 8 pages € 1.890,-
- 12 pages € 2.490,-

Technical specifications:

refer to technical specifications

LOOSE INSERTS

Prices per thousand units

- 25g bus € 335,-
- 26 to 50 g € 395,-

Technical specifications:

Refer to the technical specifications.

All prices are subject to current postage charges.

No exclusion of competition for inserts and supplements within the same issue.

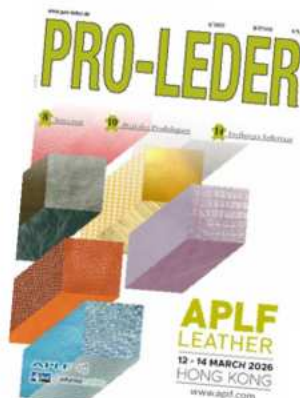
ADHESIVE

upon request

CALCULATION BASE

2.700 copies.

Issues 1 and 5: 3.300 copies Issues 2, 3, and 6: 3.100 copies



PRO-LEATHER Marketplace

(List of sources)

Entry per line, maximum 35 characters: €6,00

The company logo is available upon request.

Width: maximum 56 mm Height: variable; Pricing:

Logo	s/w	coloured
up to 8 millimeters	€ 18,-	€ 36,-
up to 16 mm	€ 28,-	€ 46,-

Booking for a minimum of one year.

Invoicing subsequent to the initial print of the entry.

Note: Bound inserts, supplements, classified advertisements, placement fees,

Additional technical costs, postage, and MARKETPLACE fees are not eligible for discounts.

Booklet format:	210 mm width, 297 mm height sheet-fed offset – slight colour variations are attributable to the system and cannot be contested.	
Printing procedure:	Saddle stitching	
Bookbinding procedures:	Format: maximum 205 x 290 mm (width x height); Placement: any position within the magazine. Format: maximum magazine dimensions with bleed;	
Accompaniments:	Placement: permissible at the beginning or end of a sheet, with a minimum top bleed of 5 mm.	
Supplements:	on CD-ROM; via email: info@satzpunkt-hoenig.de	
Data transmission:	Undesirable printing outcomes (e.g., missing or incorrect fonts, colour profiles, screen ruling) resulting from a customer's deviation from the publisher's guidelines for preparing printing documents do not warrant a claim for a price reduction. Improvements to digital printing documents that necessitate correction due to no fault of the publisher may be billed by the publisher at the incurred cost. Digitally submitted print templates for advertisements can only be processed accurately if a colour proof or print is provided on paper. In the absence of a colour proof or print, no claims for a price reduction will be accepted.	
Viruses:	Before digitally transmitting print materials, the customer must ensure that the submitted data is devoid of computer viruses. Should the publisher detect any computer viruses in a submitted file, the file will be deleted immediately, with no entitlement for the customer to assert any claims. Furthermore, the publisher reserves the right to seek damages from the customer if the publisher incurs losses due to computer viruses introduced by the customer.	
Printed materials:	Printing materials must be submitted in a digital format. Accepted file formats include QuarkXpress, Photoshop, Illustrator, and InDesign. Printable PDF: PDF/X-4, 3 mm bleed on all sides, black and white or four-colour, no spot colours, fonts embedded, images included at 300 dpi. Attention: Kindly submit a colour proof for every colour order.	
General Terms and Conditions of Business:	Delivery address for printed materials:	Delivery address for inserts, bound inserts, and sticker inserts:
	satzpunkt HÖNIG - Andreas Hönig Nonnengasse 31 a D-09599 Freiberg Phone: +49 (0)172 /86 18 418 Email: info@satzpunkt-hoenig.de	Silber Druck oHG PRO-LEATHER Department Contact: Mr. Matthias Schmelz Otto-Hahn-Str. 25 D-34253 Lohfelden Phone: +49 (0)561-52007-23 Email: m.schmelz@silberdruck.de
Our terms and conditions are available at www.pro-leder.de/agbs/		

Digital ads

Visible online to your customers - at PRO-LEDER.de!

Product	Format (width x height in pixels)	Mobile format (width x height in pixels)	Price (for a duration of 4 weeks in €)
Complete Banner	468 x 60	300 x 150	399,-
Super Banner	728 x 90	300 x 200	555,-
Skyscraper	300 x 600	300 x 200	455,-
Square	300 x 300	300 x 150	399,-
Job advertisement (in addition to the printed edition)	PDF	PDF	plus 15% (minimum 70,-)
Job Posting (Online Only)	PDF	PDF	399,-

File formats: JPG, PNG, GIF, SWF

Newsletter ad formats

Most efficient method of advertising—directly to the inbox of your target audience!

Product	Format (width x height in pixels)	Price (in €)
Newsletter Header	728 x 180	399,-
Text Ad limited to 500 characters, encompassing both photo and link.	-	449,-

Text-Ads

Product	Price (in €)
PR small (without image)	229,-
PR limited to 500 characters, including the photo.	389,-
PR limited to 1000 characters, including images.	489,-

File formats: JPG, PNG. PRs are typically classified as advertising



Unsure which advertising format will effectively reach the largest audience?

Contact us today for personalized advice on which advertisements will most effectively connect you with your customers!

THE GERMAN TRADE PUBLICATION FOR THE LEATHER INDUSTRY

TARGET DEMOGRAPHICS:

Tanners and leather technicians, tanning chemists, hide and skin traders, suppliers of chemicals and dyes, manufacturers and dealers of machinery, testing and research institutes, and purchasers of leather and related materials across various industries, including automotive, upholstered furniture, footwear, leather goods, leather apparel, work safety products, and other fashion accessories, orthopedics, leather care, and repair. Business partners within the leather industry, along with all individuals interested in leather.

EDITORIAL GUIDANCE:

With competence, industry experience, and independence, it reports on the most significant events in the leather sector, encompassing sales performance, corporate developments, and the latest scientific research findings. Regular updates are delivered on the major trade fairs within the leather and leather processing industries, as well as on events organized by associations in the leather sector.

PRO-LEDER serves as the official journal of the Verein für Gerberei-Chemie und -Technik e.V. (VGCT)

PUBLICATION FREQUENCY:

PRO-LEDER is published six times annually.

ISSUE PRICE:

€ 9,- for the individual issue.

Annual subscription: € 53,80, inclusive of shipping and VAT for Germany. Shipping costs (airmail): Europe € 15, rest of the world € 50,-. Online subscription: € 49,80; online + print € 57,80.

CIRCULATION OF PRO-LEDER

Minimum print quantity	2.700
PRO-LEATHER 1 and 5:	3.300
PRO-LEATHER 2, 3, and 6:	3.100

Circulation:	2.684
Germany, Switzerland, Austria, and the rest of the world.	1.492
	256
	251
	685

Recipient structure*:

Leather Industry	656
Leather and Hide Trade	305
Tanning Industry and Technology	423
Leather Processing Industries	801
Other	499



Supplementary complimentary distribution at the trade fairs:

Heimtextil, Frankfurt; APLF, Hong Kong; Lineapelle and Simac Tanning Tech, Milan; imm, Cologne; ACLE, Shanghai; Performance Days, Munich; 14th Freiberg Leather Days; General Assemblies of VDL and VDMA

*Source: PRO-LEDER recipient database, January – June 2025

PUBLISHER'S LOCATION

Profashional Media GmbH
Im Westpark 15
D-35435 Wettenberg

Phone: +49 (0) 641 795 08-0
Fax: +49 (0) 641 795 08-15
Email: mw@pro-leder.de
Website: www.pro-leder.de

HOTLINE

+49 (0) 641 795 08-0

Advertising sales and Sales Agents

GERMANY, AUSTRIA, AND SWITZERLAND**Profashional Media GmbH**

Im Westpark 15,
D-35435 Wettenberg

Phone: +49 (0) 641 795 08-11
Fax: +49 (0) 641 795 08-15
Email: mw@pro-leder.de

INDIA**Amarjeet Singh Gianni**

105-B, Prem Ratan Vatika,
7/180 Swarup Nagar,
Kanpur - 208002, India

Phone: +91 98390 35458 Email: as.gianni@yahoo.co.in

Profashional Media also publishes:

SHOEZ - The leading magazine for the footwear industry!

**GRAPHIC DESIGN****sentence point HÖNIG - Andreas Hönig**

Nonnengasse 31 a
D-09599 Freiberg

Phone: +49 (0) 172 86 18 418
Email: info@satzpunkt-hoenig.de

PRINTING**Silver Printing GmbH**

PRO-LEDER Department
Contact: Mr. Matthias Schmelz
Otto-Hahn-Str. 25
D-34253 Lohfelden

Telephone: +49 (0) 561 52007-23