

# PRO-LEDER

QUALITY IS MADE IN GERMANY.

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

For over 20 years!

2027  
Media information

Online advertising booking  
on [pro-leder.de](http://pro-leder.de) and  
in the PRO-LEDER Newsletter!



# ONLINE- Ads

Visible online to your customers - at [www.pro-leder.de](http://www.pro-leder.de)!

| Product                                   | Format<br>(width x height in px) | Mobile format<br>(width x height in px) | Price<br>(for 4 weeks in €) |
|-------------------------------------------|----------------------------------|-----------------------------------------|-----------------------------|
| Super Banner XL                           | 1236 x 250                       | 300 x 200                               | 555,-                       |
| Banner Wideboard                          | 728 x 250                        | 300 x 150                               | 399,-                       |
| Skyscraper (right sidebar)                | 300 x 600                        | 300 x 200                               | 455,-                       |
| Square (right sidebar)                    | 300 x 300                        | 300 x 150                               | 349,-                       |
| Classified or job advertisement half page | bis 1236 x 600                   | bis 300 x 300                           | 399,-                       |
| Classified or job advertisement full page | bis 1236 x 1236                  | bis 300 x 600                           | 599,-                       |

File formats: JPG, PNG, GIF, SWF, PDF

Other formats available, Display size may vary depending on the device

# Newsletter- Ads

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

| Product                                              | Format<br>(width x height in px) | Price in € |
|------------------------------------------------------|----------------------------------|------------|
| Newsletter Banner                                    | 728 x 250                        | 399,-      |
| Newsletter classified or job advertisement half page | 728 x 350                        | 399,-      |
| Newsletter classified or job advertisement full page | 728 x 728                        | 599,-      |

File formats: JPG, PNG, GIF, SWF, PDF

Display size may vary depending on the device



# Text-Ads

Your personalized message at [www.pro-leder.de](http://www.pro-leder.de)

| Product                                          | Homepage<br>(Price for 4 weeks in €) | Newsletter<br>(Price in €) | Both<br>(Price in €) |
|--------------------------------------------------|--------------------------------------|----------------------------|----------------------|
| Small PR (no photo)                              | 229,-                                | 299,-                      | 399,-                |
| Press release up to 500 characters, incl. photo  | 389,-                                | 449,-                      | 499,-                |
| Press release up to 1000 characters, incl. photo | 489,-                                | 499,-                      | 699,-                |

File formats: JPG, PNG

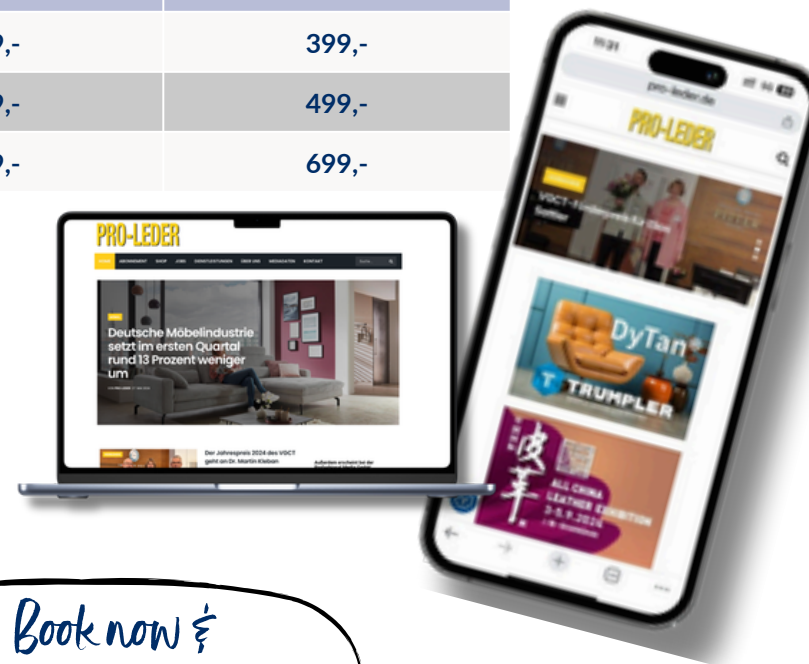
PRs are generally labeled as advertisements.

# Discount Scale



## Discounts for Partners & Advertising Agencies

| Quantity discount       | Discount |
|-------------------------|----------|
| 3 or more ads per year  | 10%      |
| 5 or more ads per year  | 20%      |
| 10 or more ads per year | 30%      |



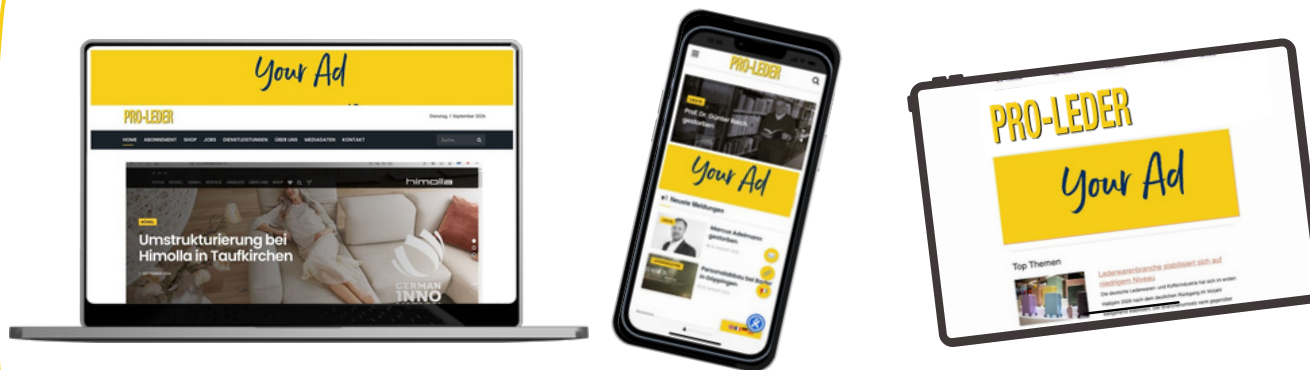
Book now &  
save all year long!

# Advertising packages

## Advertising packages at super low prices

| Description                                                                | Contents                                                                                                                                                                                                               | Single price<br>(Price in €) | Package Price<br>(Price in €) | Discount |
|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-------------------------------|----------|
| "STARTER" Package - For Your Short-Term Visibility Strategy                | <ul style="list-style-type: none"> <li>2x Banner Wideboard or 2x Text Ad (up to 500 characters, incl. photo) on <a href="http://www.pro-leder.de">www.pro-leder.de</a></li> <li>2x Newsletter Ad/Text Ad</li> </ul>    | <del>1596,-</del>            | 899,-                         | 43%      |
| "BUSINESS" Package - for campaigns with a wider reach                      | <ul style="list-style-type: none"> <li>4x Banner Wideboard or 4x Text Ad (up to 500 characters, incl. photo) on <a href="http://www.pro-leder.de">www.pro-leder.de</a></li> <li>4x Newsletter Ad/Text Ad</li> </ul>    | <del>3192,-</del>            | 1599,-                        | 50%      |
| "PARTNER" Package - for maximum visibility on our prime advertising spaces | <ul style="list-style-type: none"> <li>8x Banner Wideboard or 8x Text Ad (up to 500 characters, incl. photo) on <a href="http://www.pro-leder.de">www.pro-leder.de</a></li> <li>8x Newsletter Ad/Text Ad</li> </ul>    | <del>6384,-</del>            | 2799,-                        | 56%      |
| "XXL" Package - for a permanent presence                                   | <ul style="list-style-type: none"> <li>12x Banner Wideboard or 12x Text Ad (up to 500 characters, incl. photo) on <a href="http://www.pro-leder.de">www.pro-leder.de</a></li> <li>12x Newsletter Ad/Text Ad</li> </ul> | <del>9576,-</del>            | 3899,-                        | 60%      |

Advertising packages at super low prices are not eligible for agency commissions.



Book our  
advertising packages now!

**HOTLINE:** +49-(0)641-79508-11

**E-MAIL:** [mw@pro-leder.de](mailto:mw@pro-leder.de)

## The German trade publication for the leather industry

### TARGET AUDIENCES:

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.

### PUBLICATION FREQUENCY:

PRO-LEDER is published online at [www.pro-leder.de](http://www.pro-leder.de) and in the weekly newsletter

### ANNUAL SUBSCRIPTION:

€49.90, including tax

PRO-LEDER is the official publication of the Association for Tanning Chemistry and Technology (VGCT).

# Advertising sales and Sales Agents

### GERMANY, AUSTRIA, AND SWITZERLAND

#### Profashion Media GmbH

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D-35435 Wettenberg  
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Fax: +49 (0) 641 795 08-15  
E-Mail: [mw@pro-leder.de](mailto:mw@pro-leder.de)  
Website: [www.pro-leder.de](http://www.pro-leder.de)  
Tel.: +49 (0) 641 795 08-0

#### AD SALES

Hotline: +49 (0) 641 795 08-11  
E-Mail: [mw@pro-leder.de](mailto:mw@pro-leder.de)

### BANK INFORMATION

Wiesbadener Volksbank  
IBAN: DE26 5109 0000 0007 2177 06  
SWIFT-Code: WIBADE5W

### NOT SURE WHICH AD FORMAT WILL REACH THE MOST CUSTOMERS?

Contact us today—we'll provide personalized advice on which ads will effectively reach your customers!

**PHONE:** +49-(0)641-79508-11

**E-MAIL:** [mw@pro-leder.de](mailto:mw@pro-leder.de)



Profashion Media also publishes:  
**SHOEZ** - The magazine for the footwear industry - available in print and online.

