

# SHOEZ

WWW.SHOEZ.BIZ

ALL ABOUT SHOE BUSINESS | ADVERTISING RATE CARD No. 31 | EFFECTIVE JANUARY 2027  
BOOK YOUR ONLINE PROMOTION AT WWW.SHOEZ.BIZ



## Media Information 2027

The high-circulation trade Magazinee  
for the footwear industry in the DACH region

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

Benefit from even greater  
reach online!

SHOEZ

# General information

## Details & Contact Persons

### 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.

### Circulation:

Over 10,004 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-Paper + Print: € 76.90 incl. VAT

### Circulation of SHOEZ:

|                    |        |
|--------------------|--------|
| <b>Print</b>       | 10.200 |
| <b>Circulation</b> | 10.004 |

### Distribution area:

|                 |       |
|-----------------|-------|
| Germany         | 7.803 |
| Austria         | 773   |
| Switzerland     | 870   |
| Other countries | 558   |

### Readers structure\*:

|                               |       |
|-------------------------------|-------|
| <b>Retail</b>                 | 8.453 |
| • Shoe retail                 | 7.386 |
| of which retail stores        | 5.009 |
| of which branches             | 2.095 |
| of which company headquarters | 282   |
| • Other specialized trade     | 788   |
| • Department stores           | 92    |
| • Mail order                  | 159   |
| • Buying groups               | 28    |

|                              |       |
|------------------------------|-------|
| <b>Suppliers</b>             | 1.017 |
| • Shoe industry              | 479   |
| • Shoe sales representatives | 366   |
| • Other suppliers            | 172   |

|               |     |
|---------------|-----|
| <b>Others</b> | 534 |
|---------------|-----|

\*Source: SHOEZ recipient database, basis January - June 2026

### Publisher's address:

Profashion Media GmbH  
Im Westpark 15  
D-35435 Wettenberg  
Phone: +49 (0) 641 795 08-0  
Fax: +49 (0) 641 795 08-15  
E-Mail: [info@shoez.biz](mailto:info@shoez.biz)  
Webpage: [www.shoez.biz](http://www.shoez.biz)

### Bank details:

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

### Hotlines

#### Advertising:

+49 (0) 641 795 08-11

#### Editorial:

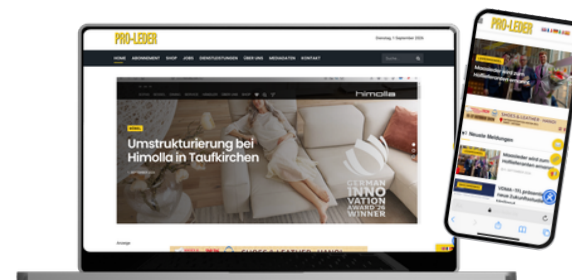
+49 (0) 641 795 08-12

#### Subscribers:

+49 (0) 641 795 08-13

### Profashion Media also publishes:

PRO-LEDER – The specialist online leather trade publication in 5 languages.



# SHOEZ

# Your chance to be seen

SHOEZ as an advertising partner with a wide reach

## SHOEZ Magazine

Monthly print edition

- **10,004 SHOEZ readers per month**
- plus copies distributed at trade fairs, conferences and order events



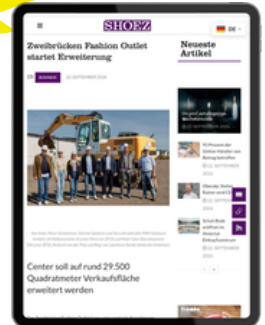
## SHOEZ Digital

Website and newsletter network

- Newsletters to **up to 280,000 genuine subscribers per month!** (Sent 5 times a week)
- SHOEZ.biz online with over **438,000 impressions** per month!
- Over **4,000 fans** and followers on social media

Your business in the spotlight  
for a strong B2B readership

With **our cross-media offering**, you can reach our readership – which is growing particularly rapidly in the digital sphere – and benefit from a strong reach both online and offline!



## Your ideal advertising platform

**almost 500,000 B2B contacts per month**

Don't miss out on this opportunity – showcase your business at SHOEZ!

Join the SHOEZ advertising network now!



### Advertising sales/ Publishing agencies

**Profashion Media GmbH**

Im Westpark 15

D-35435 Wettenberg

Phone: +49 (0) 641 795 08-11

Fax: +49 (0) 641 795 08-15

E-Mail: mw@shoez.biz

**South-East Germany; Austria**

(Bavaria, Thuringia, Saxony)

**SW Medienvertretung Saupe + Weber OHG**

Windmühlenstraße 44

D-73431 Aalen

Phone: +49 (0) 7361 38038-12

Fax: +49 (0) 7361 38038-38

E-Mail: christian.saupe@saupe-medien.de

**Italy**

**com3orlando sas di laura orlando & c.**

Via dei Benedettini, 12

I-20146 Milano, Italien

Phone: +39.02.4158056

Mobil: +39.335.6899403

E-Mail: orlando@com3orlando.it

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# SHOEZ – Online advertising formats Website

## Home page + other pages

| ID | Position                  | Maximum size in px                | Mobile format    | Price/ 4 weeks |
|----|---------------------------|-----------------------------------|------------------|----------------|
| 1  | Banner at the very top    | <b>Super Banner XL 1236 x 250</b> | <b>300 x 200</b> | € 1099.-       |
| 2  | Banner above “Top News”   | <b>Super Banner XL 1236 x 250</b> | <b>300 x 200</b> | € 999.-        |
| 3  | Banner above “Business”   | Super Banner 1236 x 225           | 300 x 150        | € 799.-        |
| 4  | Banner above “Fashion”    | Super Banner 1236 x 225           | 300 x 150        | € 739.-        |
| 5  | Banner at the very bottom | Super Banner 1236 x 225           | 300 x 150        | € 739.-        |
| 6  | Column right “Top News”   | Square 300 x 300                  | 300 x 150        | € 599.-        |
| 7  | Column right “Business”   | Square 300 x 300                  | 300 x 150        | € 549.-        |

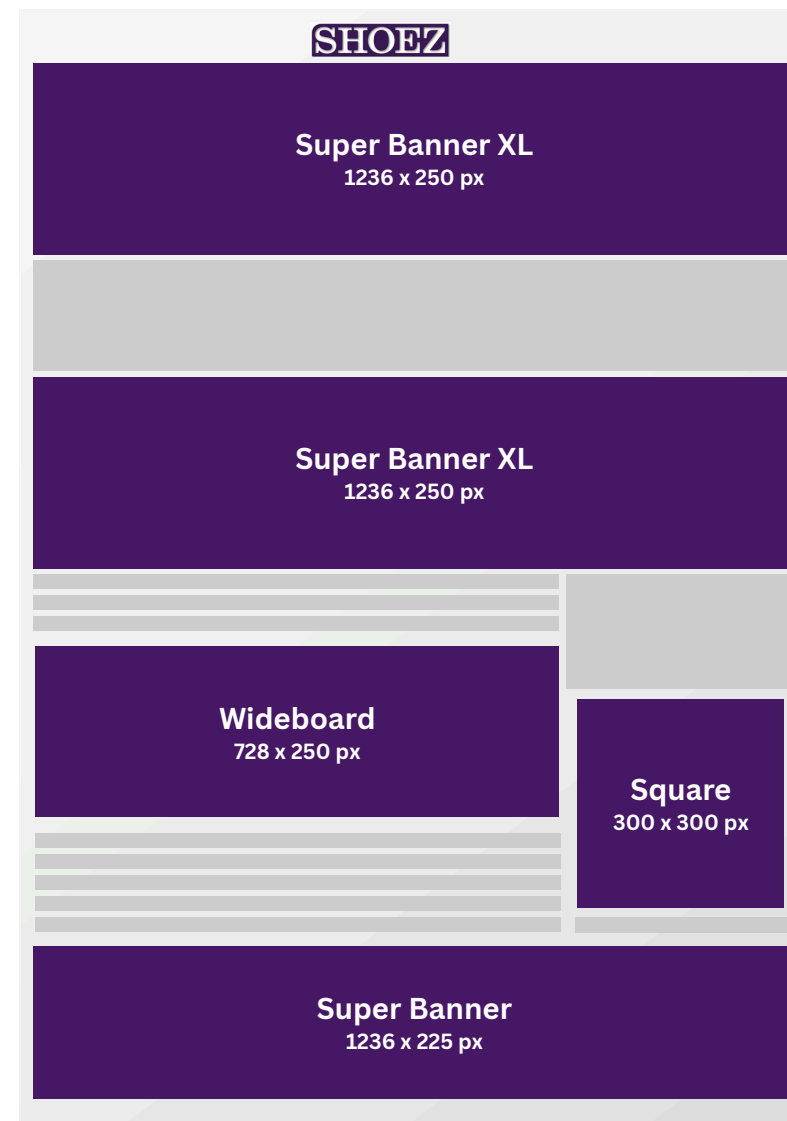
## Posts page

Your advert will appear on every post published by SHOEZ. The post page will also be linked to in every newsletter!

|    |                               |                                   |                |          |
|----|-------------------------------|-----------------------------------|----------------|----------|
| 8  | Banner at the very top        | <b>Super Banner XL 1236 x 250</b> | <b>300x200</b> | € 1399.- |
| 9  | Banner body text, paragraph 1 | Wideboard 728 x 250               | 300 x 150      | € 1199.- |
| 10 | Banner body text, paragraph 2 | Wideboard 728 x 250               | 300 x 150      | € 899.-  |
| 11 | Banner below the article      | Super Banner 1236 x 225           | 300 x 150      | € 799.-  |
| 12 | Banner above “Top News”       | Super Banner 1236 x 225           | 300 x 150      | € 599.-  |
| 13 | Banner above “Business”       | Super Banner 1236 x 225           | 300 x 150      | € 399.-  |
| 14 | Banner above “Fashion”        | Super Banner 1236 x 225           | 300 x 150      | € 359.-  |
| 15 | Column right “Latest News”    | Square 300 x 300                  | 300 x 150      | € 699.-  |
| 16 | Column right “Top News”       | Square 300 x 300                  | 300 x 150      | € 599.-  |
| 17 | Column right “Business”       | Square 300 x 300                  | 300 x 150      | € 499.-  |
| 18 | Column right “Fashion”        | Square 300 x 300                  | 300 x 150      | € 399.-  |

File formats: JPG, PNG, GIF, SWF, PDF; adverts may also be displayed on individual subpages on SHOEZ.biz; other formats may be supported

All prices are exclusive of VAT.



Get your banner space now



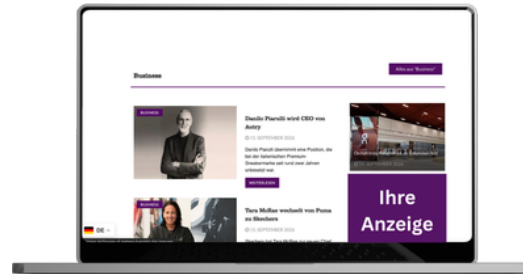
**SHOEZ**

# SHOEZ – Online advertising formats

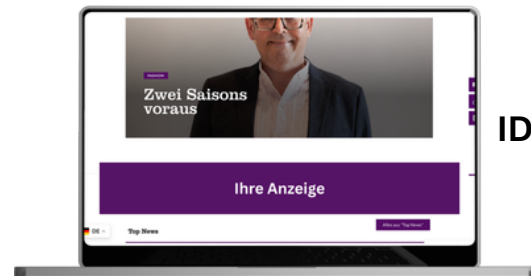
## Overview of website advertising formats



ID1



ID6-7,  
15-18



ID2



ID8



ID3-5,  
11-14



ID9-10



Your advert will also be displayed on mobile devices!

**Publisher's tip:**

*Book our online banners at the best price as part of a package!*

Advertising packages from page 13!

# SHOEZ – Online advertising formats **Newsletter + Job Advertisement + Text Ad**

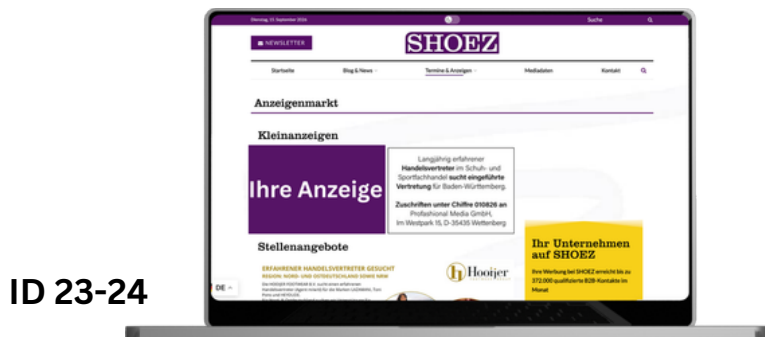
Your advert with **SHOEZ Newsletter** delivered straight to your target audience's



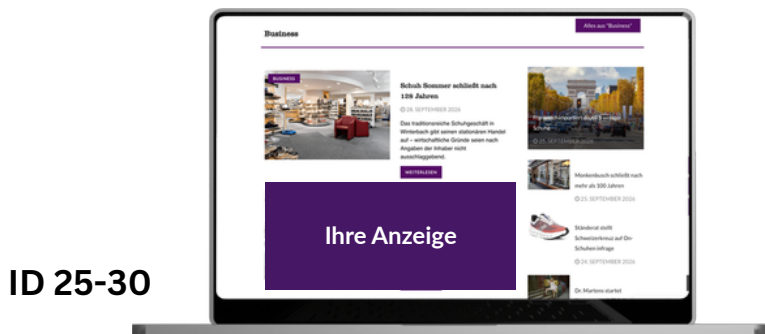
ID19

**More than 69,000 recipients per week!**  
(up to 5 newsletters per week, each sent to up to 13,968 subscribers)

Your advert as **Job Advertisement + Text Ad** on SHOEZ – your photos and your text!



ID 23-24



ID 25-30

| ID | Position                                                             | Maximum size in px            | mobile | Price/ Newsletter |
|----|----------------------------------------------------------------------|-------------------------------|--------|-------------------|
| 19 | Newsletter position 1                                                | Wideboard 728 x 250           | yes    | € 489.-           |
| 20 | Newsletter Platz 2 / 3                                               | Wideboard 728 x 250           | yes    | € 439.-           |
| 21 | Newsletter position: any                                             | Wideboard 728 x 250           | yes    | € 419.-           |
| 22 | <b>Newsletter EXKLUSIVE*</b>                                         | <b>2x Wideboard 728 x 250</b> | yes    | € 899.-           |
| 23 | Job advertisement / Classified ad (in addition to the print edition) | PDF, JPG, PNG                 | yes    | € 99.-            |
| 24 | Job advertisement / Classified ad (ONLY newsletter)                  | PDF, JPG, PNG                 | yes    | € 429.-           |

\* Your own newsletter featuring your exclusive advertising

## Text Ads

| ID | Position                                                                               | mobile | Price/ Publication |
|----|----------------------------------------------------------------------------------------|--------|--------------------|
| 25 | Text Ad <b>Newsletter</b> (PR up to 500 characters, including 1 photo and a link)      | yes    | € 619.-            |
| 26 | Text Ad <b>XL Newsletter</b> (PR up to 1000 characters, including 2 photos and a link) | yes    | € 819.-            |
| 27 | Text Ad <b>Homepage</b> (PR up to 500 characters, including 1 photo and a link)        | yes    | € 619.-            |
| 28 | Text Ad <b>XL Homepage</b> (PR up to 1000 characters, including 2 photos and a link))  | yes    | € 819.-            |
| 29 | Text Ad <b>ID25 +ID27</b>                                                              | yes    | € 999.-            |
| 30 | Text Ad <b>ID26 + ID28</b>                                                             | yes    | € 1299.-           |

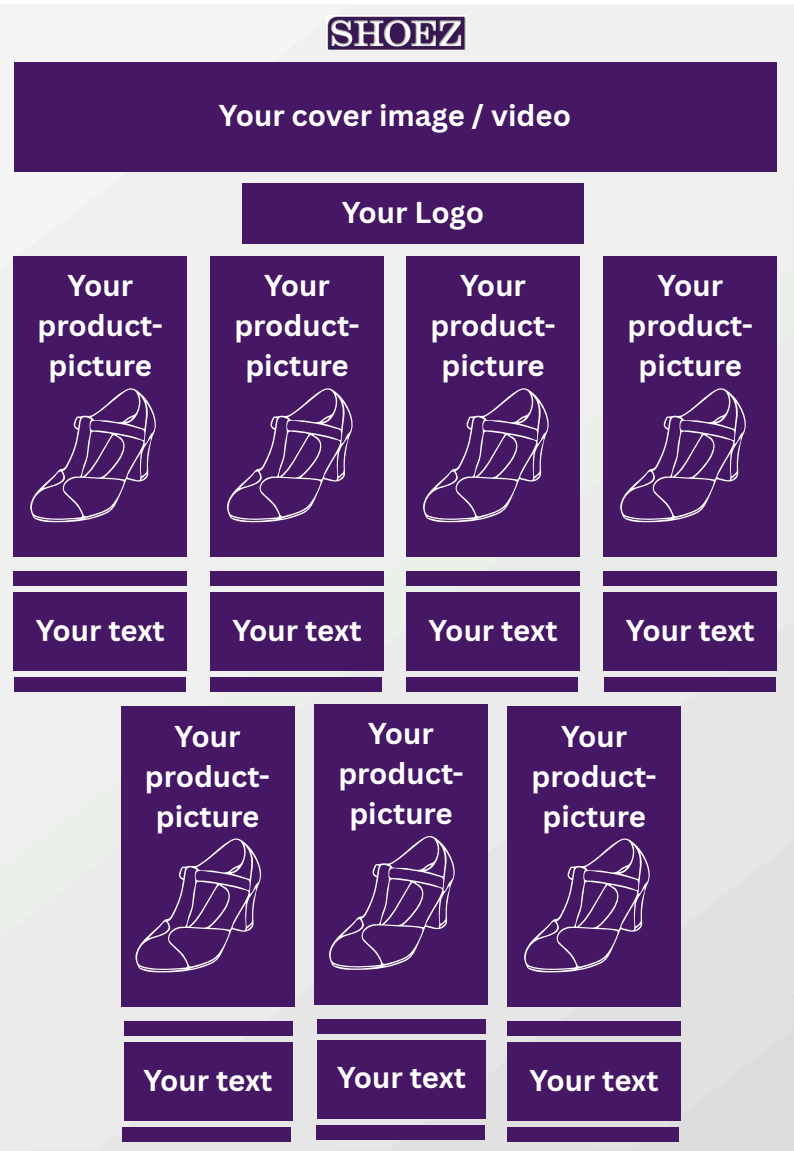
Newsletter position 1: Here's space for your editorial promotion on SHOEZ or in the newsletter: your content is always read thanks to the topical nature of the news section. Depending on how much text and how many photos you'd like to include, we offer two different text ad formats. Simply send us your text and photo(s) – we'll take care of the rest.

All prices are exclusive of VAT.

**SHOEZ**

# SHOEZ – Online advertising formats Special advertising formats

## SHOEZ SCHAU Online



An entire page on SHOEZ.biz dedicated exclusively to showcasing your collection.

The SHOEZ SCHAU is finally available online for you!

The SHOEZ SCHAU enables you to showcase your new footwear or fashion collection on an exclusive page, efficiently and on unbeatable terms – free from third-party advertising or distractions from other items!

The SHOEZ SCHAU consists of a cover image or video, a photo gallery and your text! Please provide the following:

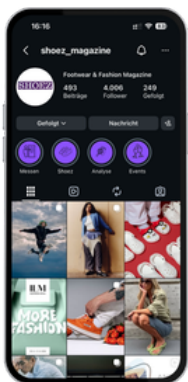
- Your logo
- A cover image or video of up to 45 seconds (max. 1236 x 500 px)
- Up to 7 models as images (cut-out)
- Text of up to 300 characters per model

**Total price: € 1.250.-**

(not eligible for a discount)

**Editor's tip:**

**Exclusive! A whole page for your collection!**



Over 4,000 fans and followers can see your post!

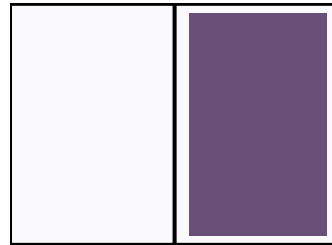
**Instagram**

| ID |                                                                                 | Preis   |
|----|---------------------------------------------------------------------------------|---------|
| 31 | Post: In addition to your advert placement, advert placement on /shoez_Magazine | € 219.- |
| 32 | Posted story (goes live four times for 24 hours within a week)                  | € 219.- |

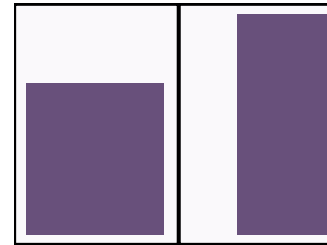
Data formats: JPG, PNG, MP4, MOV

All prices are exclusive of VAT.

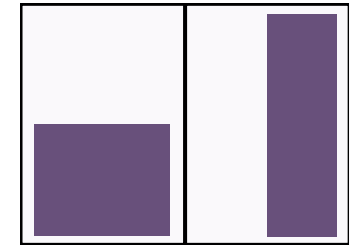
**SHOEZ**



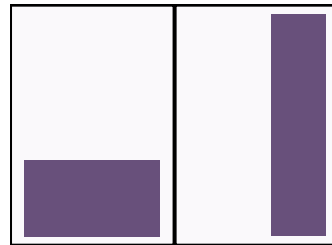
1/1 page



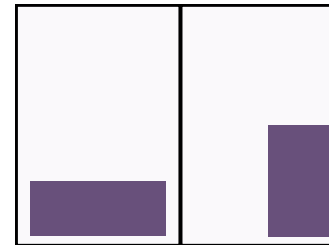
2/3 page landscape /  
2/3 page portrait



1/2 Seite landscape /  
1/2 page portrait



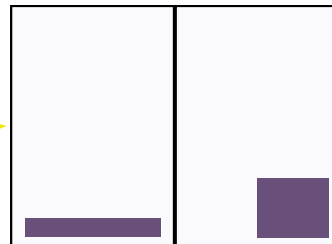
1/3 page landscape /  
1/3 page portrait



1/4 page landscape /  
1/4 page portrait



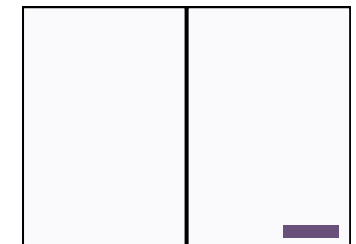
1/6 page landscape /  
1/6 page portrait



1/8 page landscape /  
1/8 page portrait



1/9 page portrait



1/16 page landscape

See the next page for details!

# SHOEZ - Magazine Advertising rates and formats

| Format                                  | Bleed                        | Type Area                    | 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<br>2/3 page landscape | 140 x 297 mm<br>210 x 198 mm | 124 x 279 mm<br>188 x 186 mm | € 4289.– | € 3069.–      |
| 1/2 page portrait<br>1/2 page landscape | 105 x 297 mm<br>210 x 148 mm | 90 x 279 mm<br>188 x 136 mm  | € 3499.– | € 2399.–      |
| 1/3 page portrait<br>1/3 page landscape | 70 x 297 mm<br>210 x 100 mm  | 60 x 279 mm<br>188 x 89 mm   | € 2679.– | € 1609.–      |
| 1/4 page portrait<br>1/4 page landscape | --                           | 90 x 136 mm<br>188 x 69 mm   | € 1879.– | € 1149.–      |
| 1/6 page portrait<br>1/6 page landscape | --                           | 90 x 90 mm<br>188 x 43 mm    | € 1319.– | € 829.–       |
| 1/8 page portrait<br>1/8 page landscape | --                           | 90 x 66 mm<br>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.–       |

\* The SHOEZ header is displayed in purple. Custom colours are available; flat-rate surcharge of €1,000

\*\* Please contact us regarding the display of the title logo.

## Black and white + additional colour

Black and white price plus 20% per colour.

Special colours (outside the Euroscale): flat-rate surcharge of €1,190

Create bleed marks with a 3 mm bleed all round.

## Publisher's tip:

**Book adverts for the whole year  
and save!**

## 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% |

No discounts on job and casual work advertisements, inserts, supplements and stickers.



All prices are exclusive of VAT.

# SHOEZ - Magazine **Publication schedule for 2027**

| Issue |                                              | Specials                                                                                                                                                                                                                                                          | Exhibitions / Trade Shows                                                                                                                                              |
|-------|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | PD: 22 January 2027<br>AD: 11 January 2027   | <ul style="list-style-type: none"> <li>Slippers footwear</li> <li>Footwear for home and leisure</li> <li>Order Autumn/Winter 2027/28: Initial Perspective</li> </ul>                                                                                              | <ul style="list-style-type: none"> <li>BareFoot, Offenbach</li> <li>Ambient, Frankfurt am Main</li> </ul>                                                              |
| 2     | PD: 05 February 2027<br>AD: 22 January 2027  | <ul style="list-style-type: none"> <li>Order Special Fall/Winter 2027/28. Trends and Tendencies: Women's, Men's, and Children's Footwear.</li> <li>Comfort footwear</li> <li>Bags and Accessories</li> <li>Digitalization, E-Commerce, and Omnichannel</li> </ul> | <ul style="list-style-type: none"> <li>ILM, Offenbach</li> <li>ANWR Directive Winter, Mainhausen</li> <li>Sabu Fair, Heilbronn</li> <li>EuroCis, Düsseldorf</li> </ul> |
| 3     | PD: 19 February 2027<br>AD: 08 February 2027 | <ul style="list-style-type: none"> <li>Order Guide Fall/Winter 2027/28: Brands &amp; Collections: Women's, Men's, and Children's Footwear</li> <li>Shoe Technology and Materials</li> </ul>                                                                       | <ul style="list-style-type: none"> <li>Micam &amp; Mipel, Milan</li> <li>Lineapelle, Milan</li> </ul>                                                                  |
| 4     | PD: 05 March 2027<br>AD: 22 February 2027    | <ul style="list-style-type: none"> <li>Bestseller for the Fall/Winter 2027/28 season</li> <li>Shoe care and hosiery</li> </ul>                                                                                                                                    | <ul style="list-style-type: none"> <li>Essenz, Munich</li> <li>Performance Days, Munich</li> </ul>                                                                     |
| 5     | PD: 16 April 2027<br>AD: 5 April 2027        | <ul style="list-style-type: none"> <li>Sports and Recreation</li> <li>Conclusion of the order cycle for Fall/Winter 2027/28</li> <li>Leading brands in the footwear industry</li> </ul>                                                                           | <ul style="list-style-type: none"> <li>OutDoor, Riva del Garda</li> <li>Comfort Shoe Symposium, Zeulenroda</li> </ul>                                                  |
| 6     | PD: 14 May 2027<br>AD: 3 May 2027            | <ul style="list-style-type: none"> <li>Wellness, Health, and Orthopedics</li> <li>Logistics, transportation, and waste management</li> </ul>                                                                                                                      | <ul style="list-style-type: none"> <li>ANWR Sport + Lifestyle, Mainhausen</li> <li>Expo Riva Schuh, Riva del Garda</li> </ul>                                          |
| 7     | PD: 11 June 2027<br>AD: 31 May 2027          | <ul style="list-style-type: none"> <li>Children's footwear</li> <li>Order Spring/Summer 2028: Initial Perspective</li> <li>Shopfitting</li> </ul>                                                                                                                 |                                                                                                                                                                        |
| 8     | PD: 16 July 2027<br>AD: 5 July 2027          | <ul style="list-style-type: none"> <li>Order Special Spring/Summer 2028: Trends and Tendencies in Women's, Men's, and Children's Footwear</li> <li>Minimalist footwear</li> <li>Comfort footwear</li> </ul>                                                       | <ul style="list-style-type: none"> <li>BareFoot, Offenbach</li> <li>Düsseldorf Fashion Days</li> </ul>                                                                 |

PD = Publication Date / AD = Advertising Deadline

# SHOEZ - Magazine

## Publication schedule for 2027

| Issue |                                              | Specials                                                                                                                                                                                                                                        | Exhibitions / Trade Shows                                                                                                                                                  |
|-------|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9     | PD: 06 August 2027<br>AD: 26 July 2027       | <ul style="list-style-type: none"> <li>Order Guide Spring/Summer 2028: Brands &amp; Collections: Women's, Men's, and Children's Footwear</li> <li>Bags and Accessories</li> </ul>                                                               | <ul style="list-style-type: none"> <li>ANWR Summer, Mainhausen</li> <li>Sabu Trade Fair, Heilbronn</li> <li>ILM, Offenbach</li> </ul>                                      |
| 10    | PD: 03 September 2027<br>AD: 23 August 2027  | <ul style="list-style-type: none"> <li>Bestseller of the Spring/Summer 2028 season.</li> <li>Footwear and leather technology</li> <li>Shoe care and hosiery</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>Performance Days, Munich</li> </ul> |
| 11    | PD: 15 October 2027<br>AD: 04 October 2027   | <ul style="list-style-type: none"> <li>Work footwear (safety and occupational shoes, footwear for catering, healthcare, and information technology)</li> <li>Sports and Recreation</li> <li>Purchasing associations and cooperatives</li> </ul> | <ul style="list-style-type: none"> <li>A+A, Düsseldorf</li> <li>Ispo, Amsterdam</li> </ul>                                                                                 |
| 12    | PD: 26 November 2027<br>AD: 15 November 2027 | <ul style="list-style-type: none"> <li>Sustainability and the circular economy</li> <li>Trade exhibitions and order events for the footwear industry 2028</li> </ul>                                                                            | <ul style="list-style-type: none"> <li>Trade Exhibitions 2028</li> <li>Expo Riva Schuh, Riva del Garda</li> </ul>                                                          |

PD = Publication Date / AD = Advertising Deadline



**SHOEZ**

# SHOEZ - Magazine

## Technical specifications, metrics, inserts, addenda, specialized formats

### SHOEZ-SCHAU:

- Price per model: €250.00
- 1 exclusive page: €1,250 (for up to 7 models)

### Classified advertisements:

#### Column width

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

### Color is permissible in category advertisements:

The calculation is executed as follows:

- 1 additional color: 20% surcharge, minimum €59.00
- 2 additional colors: 40% surcharge, minimum €110.00
- 3 additional colors: 60% surcharge, minimum €220.00

**Surcharge for online classified advertisements: €99.00**

### mm price:

Job postings and temporary assignments, buy and sell advertisements: €2.60 Job seekers, family announcements: €1.80, Box number fee: €16.00

### Enclosed insert:

Prices per thousand

- 4 pages €430.00
- 8 pages €620.00
- 12 pages €820.00

### Accompaniments:

Prices per thousand

- up to 25 g € 250.00
- 26 to 50 g € 330.00

### Adhesive inserts, gatefolds, title aprons, booklets: Available upon request

Fixed placements within the order are not feasible. The layout will be crafted in accordance with typographic principles. Drafts, final artwork, and lithographs will incur costs if produced by the publisher.

### Booklet format:

210 x 297 mm (width x height, closed)

### Booklet format:

Sheetfed offset printing – slight color variations are intrinsic to the system and cannot be considered valid grounds for complaint.

### Bookbinding procedures:

Saddle stitching

### Accompaniments:

Maximum dimensions: 205 x 290 mm (width x height); positioning at an unspecified location within the booklet.

### Insert:

Maximum format: booklet size plus bleed allowance; placement at the beginning or end of a sheet is permissible.

### Enclosed insert:

**a minimum of 5 mm trim allowance**

### Data transmission:

- via CD-ROM by mail to Sumner Groh + Compagnie (address on the right)
- by email to shoez@sumnergroh.com

### Notes:

Inserts, supplements, classified advertisements, placement surcharges, additional technical expenses, and postage fees are not subject to discounts.

All prices are contingent upon prevailing postage rates. No exclusivity agreement is applicable to inserts and bound-in supplements within the same issue.

### General Terms and Conditions of Business

Our terms and conditions are available online at: [www.shoez.biz/allgemeine-geschaeftsbedingungen/](http://www.shoez.biz/allgemeine-geschaeftsbedingungen/)

### Print materials should be submitted in digital format as follows:

File formats:

InDesign, Photoshop, Illustrator

### Printable PDF:

PDFX/4, 3 mm bleed on all sides, black and white or four-color, no spot colors, fonts embedded, images included at 300 dpi.

**Attention: A color printout or proof is required for each color job.**

### Delivery address for printed materials:

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

### Delivery address for inserts, booklets, and stickers:

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

# SHOEZ - Promotional packages attractive advertising packages

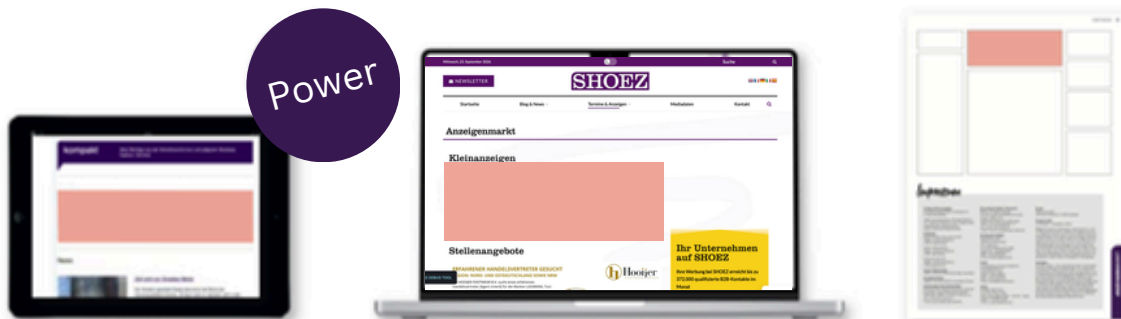
Power

## 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



Power

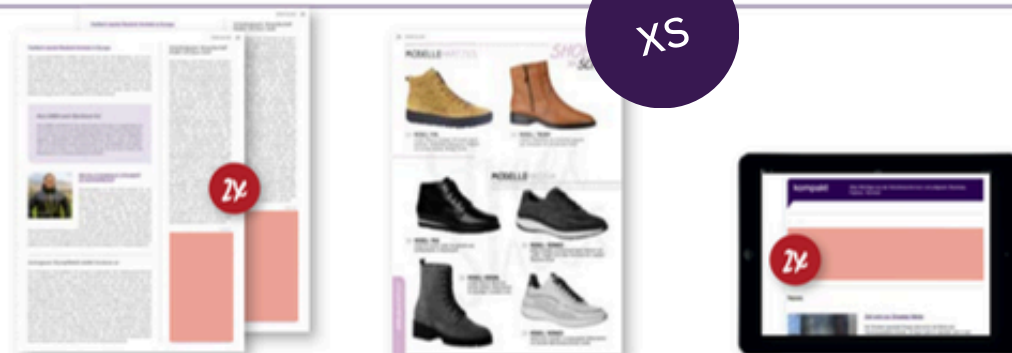
XS

## Package

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

**Total price: € 2,222.-**

25% saved



XS

S

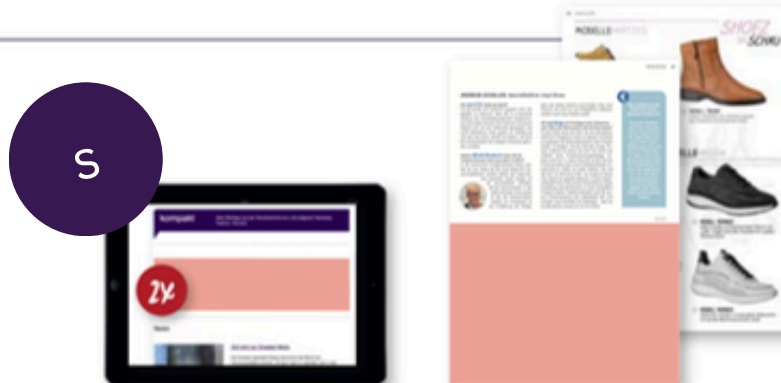
## Package

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

**Total price: € 3,333.-**

**The best starter pack!**

31% saved



S

\* any placement, order according to receipt of booking

All prices are exclusive of VAT.

# SHOEZ - Promotional packages attractive advertising packages

M

## Package

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

**Total price:: € 5,555.-**

**Best value for money!**

**33% saved**



M



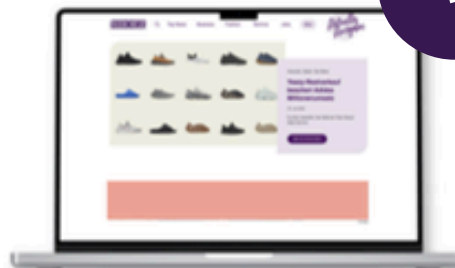
L

## Package

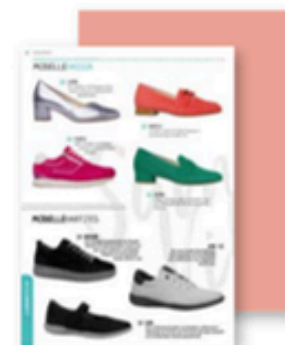
- 1 x ad 1/1 page 4c print
- + 4 x SHOEZ Newsletter Banner\*
- + 2x Super Banner XL for 4 weeks on shoez.biz\*
- + 1 page SHOEZ SCHAU exclusive (7 models)

**Total price:: € 7,777.-**

**24% saved**



L



XL

## Package

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

**Total price:: € 9,999.-**

**37% saved**

XL



\* any placement, order according to receipt of booking

All prices are exclusive of VAT.

**SHOEZ**