

SchuhMarkt



Media data 2011

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

Publishing frequency: every fortnight (26 times a year)

Copies:

Print copies: 7.900 pcs.

Spread copies: 7.700 pcs

Publisher: Verlag Chmielorz GmbH
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www.chmielorz.de

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Magazine Format: 235 mm x 310 mm

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

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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: € 205,- (incl. delivery costs and VAT)
Export: € 221,- (incl. delivery costs)
Free E-Mail Newsletter weekly

Advertisement on www.schuhmarkt-news.de

Kind of Ad	Format (Pixel)	costs for 4 weeks
Head Banner	728x 90	€ 450,-
Full-Size Banner	468 x 60	€ 300,-
Skyscraper	120 x 500	€ 280,-
Button	160 x 60	€ 200,-
Promotion text	300 x 250	€ 230,-
Job ad	PDF	€ 240,-

Newsletter

Full-Size-Banner	468 x 60	€ 280,-
Promotion text	380 x 5 Zeilen	€ 230,-

Internet

Web-Adresse (URL): 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
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Format: GIF; JPG; Flash;
 maximum size: 200 kb

Our Online Media data you can find on:
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

Nr.	PD*	Deadline	Special 1	Special 2	Trade Fairs**
1/11	07.01.11	20.12.10	Young Fashion Trends		January 11.–14.01. Pitti Uomo/W_woman, Florenz
2/11	21.01.11	07.01.11	Functional Materials	Ispo Preview	15.–18.01. Expo Riva Schuh, Riva del Garda
3/11	04.02.11	21.01.11	Children's Shoes	EuroShop with EuroCIS, EuroConcept, EuroSales	19.–21.01. Premium, Berlin 19.–21.01. Bread & Butter, Berlin 20.–22.01. Pitti Bimbo, Florenz 22.–25.01. Première Classe, Who's next, Paris
4/11	18.02.11	04.02.11	Wellness Worlds New Trends	Classic, Fashion, Couture, Nature, Shape, Therapy	February 03.–06.02. CIFF, Kopenhagen
5/11 GDS	04.03.11	16.02.11	GDS-Edition Autumn/Winter 11/12		06.–07.02. Schuh Austria & Lederwaren, Salzburg 06.–08.02. CPD signatures, Düsseldorf
6/11 GDS	14.03.11	23.02.11	GDS-Edition Bags and Accessories		06.–09.02. Ispo Winter, München 07.–09.02. WSA, Las Vegas 08.–10.02. Le Cuir à Paris, Paris
7/11	01.04.11	18.03.11	Order Trends		13.–15.02. Pure, London 19.–20.02. Shoe Start, SOC Leipzig 20.–21.02. Info-Messe im fom, Spreitenbach
8/11	15.04.11	01.04.11	Shoe Care	Wellness & Health	26.02.–02.03. EuroShop, Düsseldorf
9/11	29.04.11	15.04.11	Sustainability	Lineapelle – Leather and Materials	March 06.–09.03. Micam ShoeEvent, Mailand 06.–09.03. Mipel, Mailand
10/11	13.05.11	29.04.11	Advertising & Marketing Concepts		13.–15.03. Modacalzado, Madrid 16.–18.03. GDS International Shoe Fair, Düsseldorf 19.–20.03. Schuh–Order–Tage, SOC Breitscheid
11/11	27.05.11	13.05.11	Sneakers for everybody	Home and Leisure	25.–27.03. ILM Winter Styles, Offenbach 25.–27.03. Shoe Time, SOC Leipzig
12/11	10.06.11	27.05.11	System Partnerships	Inventory Control	April 03.–05.04. Moda Made in Italy, München 06.–08.04. Lineapelle, Bologna
13/11	24.06.11	10.06.11	Young Fashion Trends		11.–12.04. Moda Made in Italy / fom, Spreitenbach
14/11	08.07.11	24.06.11	Outdoor, Sports, Leisure	Country Life	June 14.–17.06. Pitti Uomo, Florenz 18.–21.06. Expo Riva Schuh, Riva del Garda 23.–25.06. Pitti Bimbo, Florenz
15/11	22.07.11	08.07.11	Men's Shoes	Innovation meets Function	July 06.–08.07. Bread & Butter, Berlin 14.–17.07. OutDoor, Friedrichshafen 24.–26.07. CPD, Düsseldorf 27.–29.07. WSA, Las Vegas
16/11	12.08.11	29.07.11	Childrens's Shoes		August 04.–07.08. CIFF, Kopenhagen 13.–14.08. Shoe Start, SOC Leipzig
17/11	19.08.11	05.08.11	Wellness Worlds New Trends	Classic, Fashion, Couture, Nature, Shape, Therapy	September 02.–04.09. Modacalzado, Madrid 07.–09.09. GDS, Düsseldorf 10.–11.09. Schuh–Order–Tage, SOC Breitscheid 18.–21.09. Micam, Mailand • Mipel, Mailand 20.–22.09. Le Cuir à Paris, Paris 23.–25.09. Shoe Time, SOC Leipzig 24.–26.09. ILM, Summer Styles, Offenbach 24.–26.09. Schuh-Musterschau, Hamburg 24.–27.09. Première Classe, Who's next, Paris
18/11 GDS	26.08.11	10.08.11	GDS-Edition Spring/Summer 2012		October 07.–09.10. Moda Made in Italy, München 18.–20.10. Lineapelle, Bologna
19/11 GDS	05.09.11	19.08.11	GDS-Edition Bags and Accessories		
20/11	23.09.11	09.09.11	Order Trends		
21/11	07.10.11	23.09.11	Shoe Care	Wellness & Health	
22/11	21.10.11	07.10.11	Store Construction/New Stores	Light/Energy Concepts	
23/11	04.11.11	21.10.11	Sales Promotion		
24/11	18.11.11	04.11.11	Under- and Oversizes		
25/10	02.12.11	18.11.11	Correct Fits		
26/11	16.12.11	02.12.11	Career & Professional Development	Buying Corporations	

* Publication-Date

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

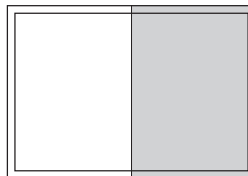
Format:
2/1 pages



Print space:
Bleed*:

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

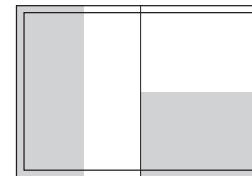
Format:
1/1 page



Print space:
Bleed*:

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

Format:
1/2 page



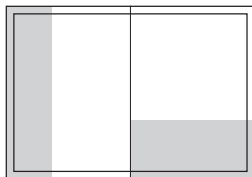
Portrait

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



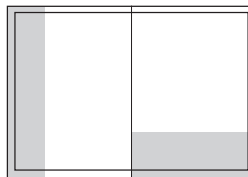
Portrait

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



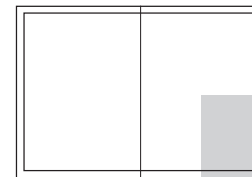
Portrait

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

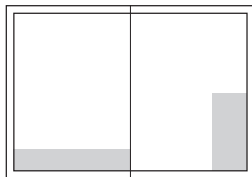
Format:
1/4 page block



Print space:
Bleed*:

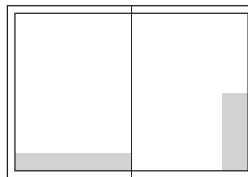
B 98 mm x H 135 mm
B 114 mm x H 155 mm

Format:
1/6 page



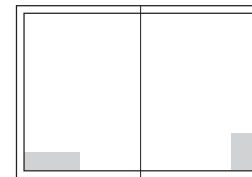
Portrait Print space: B 63 mm x H 135 mm
Landscape Print space: B 200 mm x H 42 mm

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. 51 (01.01.2011)

The following prices do not include VAT.

Format	4c	bw
Cover page*	€ 6.590,-	—
Inside Frontcover/ Outside Backcover	€ 6.058,-	—
Inside Backcover	€ 5.450,-	—
Index 1/3 page	€ 2.698,-	—
Editorial 1/3 Page	€ 2.698,-	—
2/1 pages	€ 9.995,-	€ 8.300,-
1/1 page	€ 5.090,-	€ 3.480,-
1/2 page	€ 2.820,-	€ 1.940,-
1/3 page	€ 2.395,-	€ 1.550,-
1/4 page	€ 1.960,-	€ 1.490,-
1/6 page	€ 1.350,-	€ 999,-
1/8 page	€ 995,-	€ 570,-
1/16 page	€ 550,-	€ 250,-

* 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: € 2,20 per mm (1 column, 46 mm wide)

Job Search: € 1,35 per mm (1 column, 46 mm wide)

Occasional Ads: € 2,70 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.....	€ 254,-
up to 50 g.....	€ 325,-
up to 70 g.....	€ 397,-
up to 80 g.....	€ 450,-
up to 90 g.....	€ 535,-
up to 95 g.....	€ 583,-
up to 100 g.....	€ 640,-

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: layout@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 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



www.spomo.com



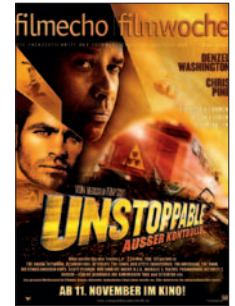
www.pbs-business.de



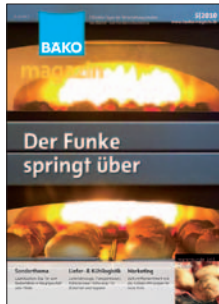
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