

20
23



Media data
print

Orthopädieschuhtechnik
No. 62, valid from 1 January 2023

Foto: dragonstock/Adobe Stock

Orthopädie
SCHUHTECHNIK

A brand of C. Maurer Fachmedien GmbH & Co. KG

MEDIA PENETRATION

& BRIEF PROFILE

477.545

Potential contact possibilities per year for our advertising clients*

Decision makers read Orthopädieschuhtechnik.

Orthopädieschuhtechnik covers topics in a practice-oriented way and dwells upon all important products and materials, ways of working and procedures for the medical and pedorthic treatment of the foot and the leg. Recent findings of scientific research for the medical treatment practice are a firm part of Orthopädieschuhtechnik. Additionally it provides valuable tips for the customer-oriented design of an orthopedic company and shows new ways and concepts for the successful positioning in the future.

Target groups: Orthopädieschuhtechnik is the only transregional journal for pedorthists, the specialists for foot health.

39.600

Copies Orthopädieschuhtechnik /year

Print run/issue	3.300
Circulation/issue	3.306
Paid circulation/issue	2.194

3.301

Follower Social Networks

Facebook	1.177
Instagram	1.034
XING	1.090

430.007

Contacts via websites + newsletters/year

ostechnik.de	20.200 PI/month
Newsletter	3.752 recipients/release

4.637

Participants via e-learnings as well as digital and in-person sessions (incl. trade fair OST)



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TOPIC &

DATES 2023

Issue	Main topic	Messetermine 2023	Closing date ads Closing date printing material	Date of publication
1	<ul style="list-style-type: none"> • Compression treatment • Digitalization/telematics infrastructure 	<i>Ispo Winter-Internationale Fachmesse, Munich</i>	2 December 2022 13 December 2023	2 January 2023
2	<ul style="list-style-type: none"> • Safety shoes/women • Pedorthic treatment examples 	<ul style="list-style-type: none"> • 71. Annual meeting of the Studiengemeinschaft Orthopädieschuhtechnik, Osnabrück, 3 – 4 February 2023 • Lineapelle, Milano, 21 – 23 February 2023 	3 January 2023 14 January 2023	1 February 2023
3	<ul style="list-style-type: none"> • Comfort shoe collections H/W 2023/24 • Workshop/machinery 	<ul style="list-style-type: none"> • Shoes Düsseldorf, 5 – 7 March 2023 • Expolife, Kassel, 16 – 18 March 2023 • 31. Annual meeting AG Fuß, Berlin, 17 – 18 March 2023 	1 February 2023 10 February 2023	1 March 2023
4	<ul style="list-style-type: none"> • Treatment with foot orthotics • Digitalization/CAD, milling, 3D printing 	<ul style="list-style-type: none"> • FIBO 2023, Cologne, 13 – 16 April 2023 • Congress Technische Orthopädie, Garching b. Munich, 21 – 22 April 2023 • 71. Annual meeting Süddeutscher Orthopädenkongress, Baden-Baden, 27 – 29 April 2023 	6 March 2023 14 March 2022	1 April 2023
5	<ul style="list-style-type: none"> • Diabetes • Therapeutic shoes (diabetes) • podiatry 	<ul style="list-style-type: none"> • 57. Diabetes Kongress, Deutsche-Diabetes-Gesellschaft (DDG), Berlin, 17 – 20 May 2023 	31 March 2023 12 April 2023	2 May 2023

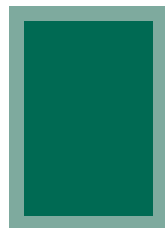
6	<ul style="list-style-type: none"> • Ankle joint injuries (orthoses and bandages) • Digitalization/IT 	<ul style="list-style-type: none"> • 28. D.A.F. Annual meeting, Rostock, 1 – 3 June 2023 • Inter-Schuh-Service, Wiesbaden, 9 – 11 June 2023 • 38 Annual meeting of GOTS, Luxemburg, 15 – 17 June 2023 • Rehab 22. European Specialist Trade Fair, Karlsruhe, 15 – 17 June 2023 	2 May 2023 12 May 2023	1 June 2023
Sonderheft	• Treatment with orthopedic appliances in case of neurological diseases		22 May 2023 2 June 2023	23 June 2023
7/8	<ul style="list-style-type: none"> • Analysis technique/analysis of posture and motion • Treatment with foot orthotics 	• Shoes Düsseldorf, Düsseldorf 27 – 29 August 2023	2 June 2023 14 June 2023	1 July 2023
9	<ul style="list-style-type: none"> • Comfort shoe collections F/7S 2024 • Compression treatment 	• MBO-Freundeskreis [friends] Annual meeting, Munich, 22 September 202	4 August 2023 14 August 2023	1 September 2023
10	<ul style="list-style-type: none"> • New technologies • Production – workshop – company organization 	<ul style="list-style-type: none"> • Rehacare – Intern. specialist trade fair and congress, Düsseldorf, Oct. 2023 • 8. ORTHOPÄDIESCHUHTECHNIK - Intern. specialist trade fair and congress, Cologne, 20 – 21 October 2023 • Deutscher Kongress f. Orthopädie u. Unfallchirurgie [German Congress for orthopedics and trauma surgery], Berlin, 24 – 27 October 2023 	4 September 2023 14 September 2023	2 October 2023
11	<ul style="list-style-type: none"> • Safety shoes • Orthoses and bandages 	<ul style="list-style-type: none"> • Ispo – International Specialist Trade Fair, Munich, tba • Medica-Weltforum der Medizin, Düsseldorf, 13 – 16 November 2023 • FUSS [FOOT] 2023, Kassel, 10 – 11 November 2023 • DDG Diabetes Herbsttagung, Leipzig, 17 – 19 November 2023 	4 October 2023 13 October 2023	2 November 2023
12	<ul style="list-style-type: none"> • Diabetes (Pressure Distribution Measurement) • Podiatry <p>With wall planner + further education guide 2024</p>	• GFFC – 31. International Symposium for foot surgery, Munich, 1 – 2 December 2023	3 November 2023 14 November 2023	1 December 2023

AD FORMATS

B: Bleed format plus circulating 3 mm trapping, essential design elements must be placed within 10mm inside of rim

T: Type area format

Further formats upon request

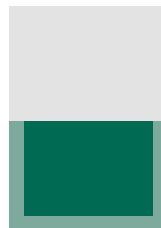


1/1 page Inner section

B: 210 x 297 mm
T: 185 x 262 mm

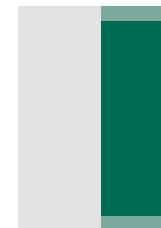
**Front inside cover,
Page 3 of cover, back
outside cover**

B: 210 x 297 mm



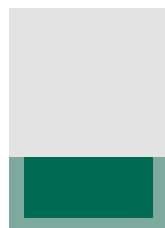
**1/2 page
horizontal**

B: 210 x 149 mm
T: 185 x 130 mm



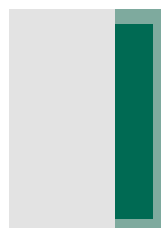
**1/2 page
vertical**

B: 100 x 297 mm
T: 90 x 262 mm



**1/3 page
horizontal**

B: 210 x 106 mm
T: 185 x 87 mm



**1/3 page
vertical**

B: 69 x 297 mm
T: 59 x 262 mm



**1/4 page
horizontal**

B: 210 x 84 mm
T: 185 x 65 mm



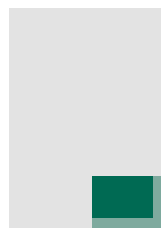
**1/4 page
vertical**

B: 100 x 149 mm
T: 90 x 130 mm



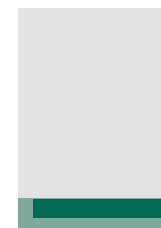
**1/6 page
vertical**

B: 69 x 149 mm
T: 59 x 130 mm



**1/8 page
horizontal**

B: 100 x 84 mm
T: 90 x 65 mm



**1/8 page
footstrip**

B: 210 x 51 mm
T: 185 x 32 mm



**1/8 page
vertical**

B: 53 x 149 mm
T: 43 x 130 mm

AD RATES

Ads (without fixed positioning)

	Black/White (B/W)	4 colours (4c)
1/1 page	2,240.00 EUR	3,725.00 EUR
1/2 page	1,195.00 EUR	2,320.00 EUR
1/3 page	1,055.00 EUR	2,180.00 EUR
1/4 page	755.00 EUR	1,880.00 EUR
1/6 page	605.00 EUR	1,730.00 EUR
1/8 page	420.00 EUR	1,050.00 EUR

In case of fixed positioning: 15 % surcharge on the black/white price

Ads over type area, bleed ads 10 % surcharge on basic price

black/white (text part).

Special positioning

Titel page (150 x 165 mm)	4,610.00 EUR
Cover page 2	4,375.00 EUR
Cover page 3	4,055.00 EUR
Cover page 4	4,350.00 EUR
1/2 page in contents (p. 5)	2,630.00 EUR

Classified ads additionally 4 weeks online at ostechnik.de
(not discountable)

For the industrie: mm-price per column 90 mm wide **B/W** 6.15 EUR **4c** 8.25 EUR

For craft businesses (reduced basic price)

millimeter price per column 90mm wide print/online

vacancies (active distribution in weekly **B/W** 4.95 EUR **4c** 6.65 EUR

newsletter to more than 6950 subscribers)

Purchases, sales, other **B/W** 3.90 EUR

Job applications **B/W** 2.80 EUR

Box number fee 10.30 EUR

»Strong brands« (until now »brand forum«, not discountable)

Per millimeter 1-column, 43mm wide, black and white 2.00 EUR

Per millimeter 1-column, 43mm wide, 4 colours 4.85 EUR

Entries in alphabetic order, minimum deal 6 months.

Linkfinder (not discountable), min. 5 lines, per line 26 signs 7.35 EUR

Coloured logo 255.00 EUR

DISCOUNTS & CONDITIONS

Single colour surcharges (discountable)

1 colour Euroscale	495.00 EUR
1/2-page and smaller from Euroscale	375.00 EUR
1/8-page and smaller from Euroscale	210.00 EUR
1 special colour (HKS, Pantone)	835.00 EUR

Discounts in case of purchasing within 12 months (insertion year)

Series discount:	or	Quantity discount:
3 ads 5 %		2 pages 5 %
6 ads 10 %		5 pages 10 %
9 ads 15 %		8 pages 15 %
12 ads 20 %		12 pages 20 %

Classified ads, inserts, technical additional costs and shipping fees are not discountable.

Colour surcharges, stuffer mailer and mm-ads are discountable.

All prices are plus VAT.

Contractual basis are our current general terms and conditions.

You can find these at ostechnik.de/agb

October issue – trade fair issue for the trade fair OST-Messe 2023:

Increased circulation 7000 copies.

10 % surcharge on overall price

Orthopädie

SCHUHTECHNIK

WWW.OSTECHNIK.DE