

KOMFORTSCHUHE

Kollektionen & Trends

Ausgabe 2/2018



Kinderschuhe

Kinderschuhbereiche pfiffig gestalten
So gelingt der Umgang mit kleinen Kunden

Media-Data 2019

More information on www.komfortschuhe-info.de

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Furnituren

Zehn typische Fehler bei der
Zusatzverkäufe: Unaufdringlich



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Short profile

"Comfort shoes – Collections & Trends" is a special issue of the specialized journal "Orthopädienschuhtechnik". It is aimed at shoe retailers focusing on comfort shoes and good consulting. Twice a year the journal extensively informs about the latest models of comfort shoe producers and the latest fashion trends of the coming season. With special attention to fit and comfort, the ranges of the producers will be published in a model display in the journal KOMFORTSCHUHE – Kollektionen & Trends as well as digitally at www.OSTechnik.de. Additionally a special newsletter with the ranges of shoe producers will be published in the run-up to the Gallery Shoes.

Target group:

Specialist shops for comfort shoes, pedorthic workshops, health supply stores, buying and marketing groups focusing on shoes, shoe producers

Frequency of publication:

Twice a year, in the run-up to the Gallery Shoes Düsseldorf

Distribution:

As supplement via the journal "Orthopädienschuhtechnik" (Orthopedic Shoe Technology) and at order shows

Format:

DIN A4, 210 mm wide, 297 mm high

Volume:

9/2019

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Issue	Dates	Topics	Trade Fairs/ Shows
1 February	Date of publication: 1.03.2019 Closing date: 6.02.2019 Printing material: 15.02.2019	• Comfort Shoes Collections and Trends: Topic care products and accessories	Gallery Shoes – Internationale Schuhmesse, Düsseldorf, 10. – 12.03.2019
2 July	Date of publication: 1.07.2019 Closing date: 3.06.2019 Printing material: 12.06.2019	• Comfort Shoes Collections and Trends: Children's Shoes	Gallery Shoes – Internationale Schuhmesse, Düsseldorf, 1. – 3.09.2019

Adrate in text part (type area format)	Placement	bl/wh	2c	4c
	1/1 page	2010.– €	2480.– €	3420.– €
	1/2 page	1065.– €	1415.– €	2115.– €
	1/3 page	940.– €	1290.– €	1990.– €
	1/4 page	675.– €	1025.– €	1725.– €
	1/6 page	545.– €	895.– €	1595.– €
	1/8 page	370.– €	570.– €	970.– €

Model show:

Picture of 6 different shoe models:
3 in print, 6 models at www.OSTechnik.de + range texts.
Additionally digital distribution of model show via a special newsletter to more than 4.000 qualified recipients from the shoe and orthopaedics industry. **€ 450.00 per brand**
In case of a booking of an ad or an advertorial >1/3 page, the model show at a value of € 450 is inclusive.

Data:

Delivery of photos as jpg- or tif-file (resolution 300 dpi),
Range texts as word-documents via email to:
baumgartner@OSTechnik.de.

Preferred placements: (only possible in colour)

For binding placement regulations 15 % to the black/white price
Ads bleeding over type area, bleed ads 10 % to the black/white price

Discounts: Ads are added to the discounts-rates of the journal "Orthopädienschuhtechnik".