



Media-Data 2019

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to talking to you!

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Features in brief

The magazine **Orthopädeschuhtechnik** is the only supraregional (German-speaking region) specialized magazine for orthopaedic shoe makers, the specialists for healthy feet.

The magazine **Orthopädeschuhtechnik** provides practise-oriented articles and deals with all of the important products and materials, working methods and procedures for the medical and manual/technical treatment of the foot and the leg. New findings of scientific research for the medical treatment practice are an established part of the magazine.

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Circulation: 3,451 copies
Target group: 85% orthopedic shoe maker, 10% manufacturers and wholesale, 5% schools and training centers
Frequency: 11 times per year (combined issue July/August), with a special issue
Purchase price: Annual subscription:
Internationally **147.29 €** (without VAT, incl. shipping costs)
Single issue sales price **12.50 €** (plus VAT and shipping costs)

Advertising Price List:

Ad rates in text (Type area)	Position	Black/white	2 colors	4 colors
	1/1 page	2,050.00 €	2,520.00 €	3,460.00 €
	1/2 page	1,095.00 €	1,445.00 €	2,145.00 €
	1/3 page	965.00 €	1,315.00 €	2,015.00 €
	1/4 page	695.00 €	1,045.00 €	1,745.00 €
	1/8 page	375.00 €	575.00 €	975.00 €
Discounts:	3 ads 5%	6 ads 10%	2 pages 5%	5 pages 10%

Topics and Dates 2019:

Edition	Dates	Topics*	Trade fairs/Exhibitions
1 January	Date of publication: 2.01.2019 Deadline ads: 4.12.2018 Printing material: 12.12.2018	<ul style="list-style-type: none"> • Technical Treatment examples • Palsies 	Ispo Winter – International trade fair, Munich, 3. – 6.2.2019
2 February	Date of publication: 1.02.2019 Deadline ads: 9.01.2019 Printing material: 17.01.2019	<ul style="list-style-type: none"> • Ankle joint injuries Orthoses and bandages • Compression treatment 	Annual conference of the Study Association Hannover , Osnabrück, 15. – 16.2.2019 Lineapelle , Milano, 19. – 21.2.2019
3 March	Date of publication: 1.03.2019 Deadline ads: 6.02.2019 Printing material: 15.02.2019	<ul style="list-style-type: none"> • Materials Characteristics + usage • Comfort shoes Ranges and trends 	Gallery Shoes , Düsseldorf, 10. – 12.3.2019 Annual conference AG Fuß , Gießen, 8. – 9.3.2019 Inter-Schuh-Service ISS , Wiesbaden, 23. – 24.3.2019 25. D.A.F. Annual conference , Augsburg, 28. – 30.3.2019 EXPOLIFE , Kassel, 28. – 30.3.2019
4 April	Date of publication: 1.04.2019 Deadline ads: 7.03.2019 Printing material: 18.03.2019	<ul style="list-style-type: none"> • Diabetes, Diabetes protection shoes • Podiatry 	FIBO 2019 , Köln, 4. – 7.4.2019 Annual congress Technical Orthopedics , Garmisch-Partenkirchen, 26. – 28.4.2019
5 May	Date of publication: 2.05.2019 Deadline ads: 3.04.2019 Printing material: 12.04.2019	<ul style="list-style-type: none"> • Analysis technologies • Workshop Working processes, equipment 	67. Annual conference – Southern German Congress for Orthopaedic Surgeons , Baden-Baden, 2. – 4.5.2019 Annual conference of Northern German Orthopaedics and Trauma Surgeon Association , Dortmund, 23. – 25.5.2019 54. Annual conference, German Diabetic Society , Berlin, 29.5. – 1.6.2019
6 June	Date of publication: 1.06.2019 Deadline ads: 8.05.2019 Printing material: 17.05.2019	<ul style="list-style-type: none"> • Foot surgery • Treatment with foot orthotics 	34. Annual conference of GOTS , Salzburg, 27. – 29.6.2019
7/8 July/August	Date of publication: 1.07.2019 Deadline ads: 3.06.2019 Printing material: 129.06.2019	<ul style="list-style-type: none"> • Technical Treatment examples • Treatment with aids and appliances after a stroke 	
9 September	Date of publication: 27.08.2019 Deadline ads: 2.08.2019 Printing material: 12.08.2019	<ul style="list-style-type: none"> • Compression treatment • Knee injuries – Bandages and orthoses • Comfort shoes – Ranges and trends 	Gallery Shoes, Düsseldorf , 1. – 3.9.2019 Lineapelle, Milano , 17. – 19.9.2019 Rehacare – International Trade Fair and Congress , Düsseldorf, 18. – 21.9.2019 Annual Congress Masterschool Siebenlehn , Siebenlehn, 21.9.2019 MBO-Friends Annual conference , Munich, 27. – 28.9.2019
10 October	Date of publication: 1.10.2019 Deadline ads: 6.09.2019 Printing material: 17.09.2019	<ul style="list-style-type: none"> • New technologies Production • Shoe adjustments 	25. FUSS 2019 , Kassel, 11. – 12.10.2019
			<p>ORTHOPÄDIE SCHUH TECHNIK International Trade Fair and Congress, Cologne, 18. – 19.10.2019</p>
			German Congress for Orthopaedics and Trauma Surgery , Berlin, 23. – 26.10.2019
11 November	Date of publication: 2.11.2019 Deadline ads: 8.10.2019 Printing material: 17.10.2019	<ul style="list-style-type: none"> • Foot surgery • Safety shoes 	Medica-World Forum of Medicine , Düsseldorf, 18. – 21.11.2019 DDG Diabetes Autumn Conference , Leipzig, 8. – 9.11.2019
12 December	Date of publication: 2.12.2019 Deadline ads: 6.11.2019 Printing material: 15.11.2019	<ul style="list-style-type: none"> • Diabetes • Podiatry 	GFFC – 27. International Symposium for Foot Surgery , Munich, 6. – 7.12.2019



With wall calendar 2020

*subject to change