



# Media-Data 2019

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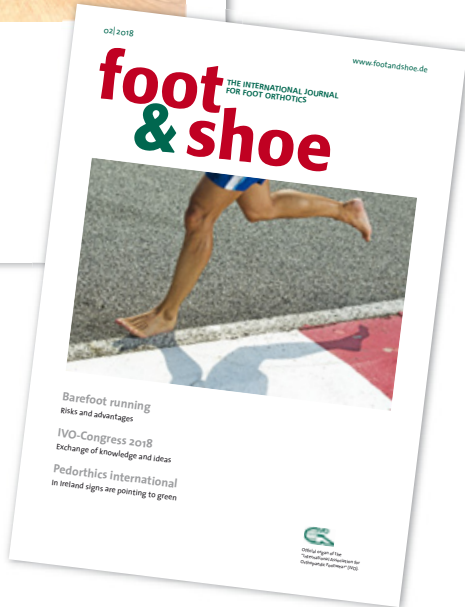
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Diabetic foot  
Protective footwear and adherence

Podoconiosis  
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Biomechanics  
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Ad Price List No. 9  
valid as of 1 January 2019

### Features in brief

The journal »foot & shoe« is the only English specialized magazine for all professions working in the treatment of foot problems. The profession of orthopaedic shoe technology is needed world-wide. In almost all developed industrial nations the percentage of elderly rises and thus the demand for suitable footwear and help for foot problems. Also the disease diabetes is known world-wide within different countries – not only in industrial nations.

The journal »foot & shoe« shows what this profession can do. It shows ways to establish training and professional structures in order to turn it into a recognized profession. So far orthopaedic shoe technology has not been well-known in many countries, as opposed to the profession prosthetist and orthotist - P&O. The profession around foot and shoe requires special knowledge and skills.

The journal »foot & shoe«, specializing in orthopedic shoe technology, has the aim to advertise know-how and craftsmanship and to offer an international platform for exchange and at the same time for the related sciences.

As of 2015, »foot & shoe« introduces the acknowledged peer-review process for the section SCIENCE as a means of quality assurance and pursues a listing in the corresponding data banks to be scientifically quotable.

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**Circulation:** 3,000 copies

**Target groups:** Orthopedic shoemakers, pedorthics, Orthopedic Surgeons, Podiatrists, Biomechanic Experts, Comfort Shoe shops

**Frequency:** Twice a year, February and August

**Distribution:** IVO, ISPO, NVOS-Orthobanda (Netherlands), APMGFA (Australia) and PAC (Canada), subscribers, manufacturers and trade fairs nationally and internationally

**ISSN-Nr.:** 2193-9780

**Format:** DIN A4, 210 mm wide, 297 mm high

**Volume:** 9/2019

### Topics and Dates 2019:

Edition	Dates	Topics	Trade fairs/ Exhibitions
1 February	Date of publication: 11.03.2019 Deadline ads: 12.02.2019 Printing material: 21.02.2019	• Foot pressure measurement	<b>Arab Health,</b> Dubai, 28. – 31.1.2019 <b>PAC Symposium,</b> Vancouver, Canada, 11. – 13.4.2019
2 August	Date of publication: 21.08.2019 Deadline ads: 29.07.2019 Printing material: 6.08.2019	• Therapeutic footwear for patients with diabetes: which requirements must be fulfilled?	<b>AOPA, USA,</b> Sept. 2019 <b>PAA Symposium,</b> Australien, Sept. 2019 <b>ISPO World Congress,</b> Kobe, Japan, 5. – 8.10.2019 <b>ORTHOPÄDIE SCHUH TECHNIK,</b> Cologne, 18. – 19.10.2019

### Advertising Price List:

Ad rates in text (type area format)	Position	2 colors	4 colors
	1/1 page	2,655.00 €	3,595.00 €
	1/2 page	1,700.00 €	2,300.00 €
	1/3 page	1,610.00 €	2,010.00 €
	1/4 page	1,350.00 €	1,750.00 €
	1/8 page	840.00 €	1,240.00 €

Preferred placements: (only possible in color)	Page 5, 1. page in text part	1/2 page high 4c	2575,- €
	Inside front cover 2	1/1 page 4c	3880,- €
	Inside back cover 3	1/1 page 4c	3750,- €
	Outside back cover 4	1/1 page 4c	4005,- €

**Discounts:** 3 ads 5%    6 ads 10%    2 pages 5%    4 pages 7,5%

Ads in foot&shoe are excluded from the discount list of the magazine "Orthopädeschuhtechnik"

**IVO-Congress 2018:**  
Exchange of knowledge and ideas  
November 2018

**Pedorthic Association of Canada  
Clinical Practice Guidelines**

**Call for Abstracts**  
Final date for submission:  
1st February 2019

**Plantar fasciitis - Combining  
orthopedic and sensorimotor foot  
therapeutic concepts**

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**Features in brief**

The newsletter of »foot & shoe« is published in cooperation with the IVO. It is destined to serve the promotion of international cooperation in the field of orthopedic shoe technology and to quickly carry into the world special knowledge and important news.

**Target group:**

Pedorthists, orthopedic shoemakers, podiatrists and their staff, as well as European and world-wide suppliers and trade companies. Furthermore all professional groups dealing with the treatment and care of foot problems all over the world.

Edit	Dates
<b>2 May</b>	Date of publication: 3.05.2019 Deadline ads/Printing material: 24.04.2019
<b>3 August</b>	Date of publication: 16.08.2019 Deadline ads/Printing material: 9.08.2019

**Frequency:** Two times a year

**Ad rates and prices:**

Type of advertisement	Position	Price per issue
Banner	400 x 105 pixel	<b>375.00 €</b>
Text ad with picture/logo max. 400 signs	width 400 pixel	<b>345.00 €</b>
Text ad with max. 400 signs	width 400 pixel	<b>265.00 €</b>

**Circulation:** 953 (Effective 14 August 2018)

**foot & shoe**  
THE INTERNATIONAL JOURNAL  
FOR FOOT ORTHOTICS

From 09/26/2018

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**IVO-Congress 2018 in Toronto, Canada**

The Podiatric Association of Canada (PAC) is hosting The IVO World Congress 2018. Nearly 500 pedorthists, orthopedic shoemakers, orthotists, podiatrists, chiropract, physical therapists, biomechanists and others concerned with lower extremity therapy will gather in Toronto, Canada, on April 12 – 14, 2018.



(Photo: City of Toronto)

[Read more](#)


**Diabetic Foot: Footwear helps – when it is worn**

Recent studies provide scientific evidence, that the use of appropriate footwear among patients with diabetic foot problems is crucial for the prevention and healing of foot ulcers. However, footwear can only help reduce stress on tissue when it is worn. But by determining if the footwear is really worn, you probably should not rely on what the patients tell you.

[Read more](#)

**Help for people with a neglected disease**

Podocoonosis belongs to the most neglected diseases according to the World Health Organization (WHO). This type of elephantiasis mainly affects people who walk barefoot in endangered regions. Shoes play an important role in prevention and therapy.



(Photo: Podo e.V.)

[Read more](#)

**Events 2018/2019**

IVO-Congress in Toronto, OT-World in Leipzig, PAA-Symposium in Australia, ORTHOPÄDIE SCHUH TECHNIK in Cologne: Here is the preview on the upcoming events for pedorthists.

[Read more](#)

Here you get to the newsletter-archive: <http://www.foot-and-shoe.com/index.php/newsletter-subscription/newsletter-archiv>

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Best regards from your editorial staff foot&shoe

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**foot & shoe newsletter recipients  
October 2018**

