

KOMFORTSCHUHE

Kollektionen & Trends

Ausgabe 2/2019



Schuhe aus Plastikmüll

Trendwende oder nur ein Hype?

Die neuen Schuhmodelle für Frühjahr/Sommer 2020

Media-Data 2020

More information on www.komfortschuhe.net

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Trends für Herbst und

Was bringt die neue Saison?

Wie kann der stationäre Schuhhan



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Short profile

"Comfort shoes – Collections & Trends" is a special issue of the specialized journal "Orthopädieschuhtechnik". 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 "Orthopädieschuhtechnik" (Orthopedic Shoe Technology) and at order shows

Format:

DIN A4, 210 mm wide, 297 mm high

Volume:

9/2019

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5 000 copies

Issue	Dates	Topics	Trade Fairs/Shows
1 March	Date of publication: 2.03.2020 Closing date: 5.02.2020 Printing material: 14.02.2020	• Comfort Shoes Collections and Trends: Topic care products and accessories	Gallery Shoes – Internationale Schuhmesse, Düsseldorf, 8. – 10.03.2020
2 September	Date of publication: 27.08.2020 Closing date: 3.08.2020 Printing material: 12.08.2020	• Comfort Shoes Collections and Trends: Children's Shoes	Gallery Shoes – Internationale Schuhmesse, Düsseldorf, 30.08. – 1.09.2020

Adrate in text part (type area format)	Placement	bl/wh	2c	4c
	1/1 page	2095.– €	2570.– €	3520.– €
	1/2 page	1120.– €	1475.– €	2185.– €
	1/3 page	985.– €	1340.– €	2050.– €
	1/4 page	710.– €	1065.– €	1775.– €
	1/6 page	570.– €	925.– €	1635.– €
	1/8 page	395.– €	595.– €	995.– €

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. **€ 460.– 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:

For binding placement regulations 15 % to the black/white price
(only possible in colour) Ads bleeding over type area, bleed ads 10 % to the black/white price

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