



Media-Data 2020

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Features in brief

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

The magazine **Orthopädienschuhtechnik** 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: 3,294 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	2,095.00 €	2,570.00 €	3,520.00 €
	1/2 page	1,120.00 €	1,475.00 €	2,185.00 €
	1/3 page	985.00 €	1,340.00 €	2,050.00 €
	1/4 page	710.00 €	1,065.00 €	1,775.00 €
	1/8 page	395.00 €	595.00 €	995.00 €
Discounts:	3 ads 5%	6 ads 10%	2 pages 5%	5 pages 10%

Topics and Dates 2020:

Edition	Dates	Topics*	Trade fairs/Exhibitions
1 January	Date of publication: 2.01.2020 Deadline ads: 4.12.2019 Printing material: 12.12.2019	<ul style="list-style-type: none"> Stroke/paralyses Treatment with shoes and foot orthotics in case of rheumatism 	Ispo Winter – International trade fair, Munich, 26. – 29.1.2020
2 February	Date of publication: 1.02.2020 Deadline ads: 7.01.2020 Printing material: 15.01.2020	<ul style="list-style-type: none"> Treatment with compression stockings IT: Interfaces and data interchange 	Lineapelle , Milano, 19. – 21.2.2020
3 March	Date of publication: 2.03.2020 Deadline ads: 5.02.2020 Printing material: 14.02.2020	<ul style="list-style-type: none"> Comfort shoes Foot surgery Ankle orthoses 	Gallery Shoes , Düsseldorf, 8. – 10.3.2020 Annual conference of Study Association Pedorthics , Osnabrück, 13. – 14.3.2020 26. D.A.F. Annual conference , Osnabrück, 13. – 14.3.2020 Annual conference AG Fußball , Berlin, 13. – 14.3.2020 Annual congress Technical Orthopedics , Garmisch-Partenkirchen, 27. – 29.3.2020
4 April	Date of publication: 1.04.2020 Deadline ads: 5.03.2020 Printing material: 16.03.2020	<ul style="list-style-type: none"> Diabetes: Protection shoes Podiatry 	FIBO 2020 , Cologne, 2. – 5.4.2020 68. Annual conference – Southern German Congress for Orthopaedic Surgeons , Baden-Baden, 30.4 – 2.5.2020
5 May	Date of publication: 2.05.2020 Deadline ads: 3.04.2020 Printing material: 13.04.2020	<ul style="list-style-type: none"> Safety shoes Treatment in sports 	OT World , Leipzig, 12. – 15.5.2020 55. Annual conference, German Diabetic Society , Berlin, 20. – 23.5.2020
6 June	Date of publication: 2.06.2020 Deadline ads: 7.05.2020 Printing material: 15.05.2020	<ul style="list-style-type: none"> Digitalization/New technologies in production Workshop: Materials 	Annual conference of Northern German Orthopaedics and Trauma Surgeon Association , Dortmund, 5.– 6.6.2020 35. Annual conference of GOTS , Berlin, 17. – 19.6.2020
7/8 July/August	Date of publication: 1.07.2020 Deadline ads: 3.06.2020 Printing material: 12.06.2020	<ul style="list-style-type: none"> Motion analysis/Measuring technology Treatment with foot orthotics in sports 	
9 September	Date of publication: 27.08.2020 Deadline ads: 3.08.2020 Printing material: 12.08.2020	<ul style="list-style-type: none"> Comfort shoes Treatment with compression stockings Podiatry 	Gallery Shoes, Düsseldorf , 30.8. – 1.9.2020 Lineapelle , Milano, 22. – 24.9.2020 Rehacare – International Trade Fair and Congress , Düsseldorf, 23. – 26.9.2020 MBO-Friends Annual conference , Munich, 25. – 26.9.2020
10 October	Date of publication: 1.10.2020 Deadline ads: 4.09.2020 Printing material: 15.09.2020	<ul style="list-style-type: none"> Ankle orthoses Workshop: Work organization and equipment 	German Congress for Orthopaedics and Trauma Surgery , Berlin, 20. – 23.10.2020
11 November	Date of publication: 2.11.2020 Deadline ads: 6.10.2020 Printing material: 15.10.2020	<ul style="list-style-type: none"> Diabetes Treatment with foot orthotics Safety shoes 	DDG Diabetes Autumn Conference , Hannover, 06. – 7.11.2020 Medica-World Forum of Medicine , Düsseldorf, 16. – 19.11.2020 26. FUSS 2020 , Kassel, 27. – 28.11.2020
12 December	Date of publication: 1.12.2020 Deadline ads: 6.11.2020 Printing material: 16.11.2020	<ul style="list-style-type: none"> Foot surgery Therapy shoes/Bandage shoes 	GGFC – 28. International Symposium for Foot Surgery , Munich, 4. – 5.12.2020



With wall calendar 2021

*subject to change