

Media-Data 2020

More information on www.foot-and-shoe.com

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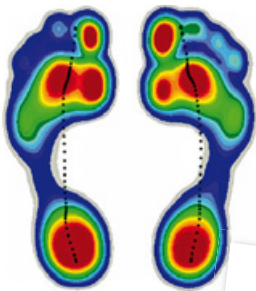
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Plantar Pressure Measurement
Technology and applications

Pedorthics International
Educational concepts

Japan
20 years of pedorthic education



The international science-platform communicates knowledge of German craftsmanship abroad! www.foot-and-shoe.com

Ad Price List No. 10
valid as of 1 January 2020

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 2020:

Edition	Dates	Topics	Trade fairs/ Exhibitions
1 February	Date of publication: 16.03.2020 Deadline ads: 19.02.2020 Printing material: 2.03.2020	• Diabetes	Arab Healt, Dubai, 27. – 30.1.2020 PAC Symposium, Halifax, Canada, 23. – 25.4.20120 OT World, Leipzig, Germany, 12. – 15.5.2020
2 August	Date of publication: 21.08.2019 Deadline ads: 29.07.2019 Printing material: 6.08.2019	• Machines/workshop equipment	AOPA, Las Vegas, USA, 9. – 12.9.2020 PAA Symposium, Australia, Sept. 2020

Advertising Price List:

Ad rates in text (type area format)	Position	2 colors	4 colors
	1/1 page	2,715.– €	3,665.– €
	1/2 page	1,730.– €	2,385.– €
	1/3 page	1,640.– €	2,350.– €
	1/4 page	1,350.– €	2,085.– €
	1/8 page	855.– €	1,255.– €

Preferred placements:	Page 5, 1. page in text part	1/2 page high 4c	2575.– €
(only possible in color)	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 "Orthopädieschuhtechnik"



1 Prices and types of advertisement (VAT to be added to all prices):

Type of ad	Placement	Format/size (w x h)	Duration	Price/	
Desktop/Mobile	Medium Rectangle Desktop	Complete website/fixed placement, right page area	Desktop: 350 x 350 Pixel	4 weeks	445.- €
	Medium Rectangle Mobile	Complete website/fixed placement, directly beneath page navigation	Mobile: 320 x 250 Pixel		
Desktop/Mobile	Skyscraper left or right/	Complete website/rotation (3 customers max.)	Desktop: 120 x 600 Pixel	4 weeks	385.- €
	Medium Rectangle Mobile	Complete website/rotation (3 customers max.) directly beneath page navigation	Mobile: 320 x 250 Pixel		
Desktop/Mobile	Expandable Skyscraper right/	Complete website/rotation (3 customers max.)	Desktop: 420 x 600 Pixel	4 weeks	465.- €
	Medium Rectangle Mobile	Complete website/rotation (3 customers max.) directly beneath page navigation	Mobile: 320 x 250 Pixel		
Desktop/Mobile	Fullbanner/	Complete website/rotation (3 customers max.)	Desktop: 468 x 60 Pixel	4 weeks	290.- €
	Medium Rectangle Mobile	Complete website/rotation (3 customers max.) directly beneath page navigation	Mobile: 320 x 250 Pixel		

2 Discounts: If purchased within 12 months (insertion year)
12 weeks 5 %
24 weeks 10 %

3 Captions: News, healthcare industry, medicine & technology, market & company, workshop

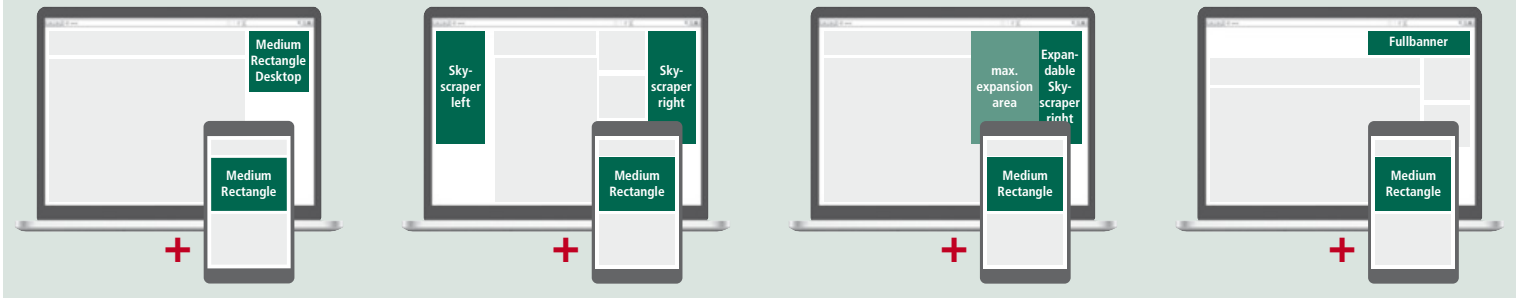
4 Terms of payment: Within 2 weeks 2 % discount,
Within 30 days from invoice date net
VAT-ID-no. DE 298926451

Bank data: Kreissparkasse Göppingen
IBAN: DE14 6105 0000 0049 057 48

BIC: GOPSDE6GXXX

5 Data volume: 100 KB

NEU – Desktop/Mobile (Data volume 100 KB each):



Please contact us. We are happy to advise you: ☎ +49 511 35 31 98 30

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
1 February	Date of publication: 18.02.2020 Deadline ads/Printing material: 10.02.2020
2 May	Date of publication: 4.05.2020 Deadline ads/Printing material: 27.04.2020
3 August	Date of publication: 18.08.2020 Deadline ads/Printing material: 11.08.2020
4 November	Date of publication: 13.11.2020 Deadline ads/Printing material: 4.11.2020

Frequency: Two times a year

Ad rates and prices:

Type of advertisement	Position	Price per issue
Banner	400 x 105 pixel	390.- €
Text ad with picture/logo max. 400 signs	width 400 pixel	360.- €
Text ad with max. 400 signs	width 400 pixel	275.- €

Circulation: 1 130 (status 30 September 2019)

Congress - FIT for future!

On both days the congress will offer a high-class program (you will find the [congress program](#) here). It will be simultaneously interpreted into English. The congress will feature more than 30 lectures from top-class specialist. Some of the key topics will be Digitalization in pedorthics, the presentation of extraordinary and challenging treatment examples and the Deformities of little toes.

[More information and tickets](#)

Seminar: Pedorthics Education in Progress, with Karl-Heinz Schott



The custom orthotic shoe as functional appliance is little known in many countries. In the seminar the former IVO-president Karl-Heinz Schott explains what the custom orthotic shoe should be able to do and when it is subscribed – and that the certified pedorthist generates the diagnostic findings himself and that he decides on the treatment.

[Click here for more information and tickets](#)

Seminar: Custom orthotic shoes: More than just shoes! When are they indicated? How to build them, with Fred Holtkamp



People from all over the world are confronted with foot related diseases, often resulting in limitation of their mobility and a decrease of their quality of life. Interestingly, for a number of specific diseases significant regional differences in appearance can be observed. In this interactive workshop a number of orthopaedic cases and their resulting services and devices -from simple to complex -will be presented as "output" of trained staff.

[Click here for more information and tickets](#)