

LR* MEDIA DATA 2019

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www.schuhkurier.de

G4481 06/2018
Anzeige

LR*

WWW.LEDERWARENREPORT.DE

Sams^onite
LIGHT AND STRONG.
#GenerationGo

REISE & BUSINESS

MARKTSITUATION

<p>KOOPERATION Wie Handel und Industrie besser zusammenarbeiten können</p>	<p>SEIDENFELT Warum Fredsbrüder eine neue Marke online aufgebaut hat</p>	<p>MODE Wie die ersten Kollektionen für F/S 2019 aussehen</p>
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From ladies' bags to small leather items to business and travel luggage, from satchels to daypacks to umbrellas: there is a huge variety of products offered by leatherware retailers. This is apparent in the industry's only monthly trade magazine: **LEDERWAREN REPORT**.

LEDERWAREN REPORT is dedicated to all ranges of the leatherware retail products. It doesn't just provide a rapid overview, but goes into details: in personal interviews with leading players from retail and industry, as well as on site at all relevant industry trade fairs. Retail

Individual consultation is highly valued by **LEDERWAREN REPORT**. That's why **LR** offers its customers many forms of cooperation, which go above and beyond classic advertising. Whilst the model show places the communication focus on the product, companies and concepts can be featured in a promotion.

Let us know your ideas and we'll work with you to find a solution that is tailored to your needs.

PUBLISHER

Sternefeld Medien GmbH
Oberkasseler Straße 100,
40545 Düsseldorf, Germany



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E-Mail: media@sternefeld.de
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Internet: www.lederwarenreport.de

AFFILIATION

Official medium of Bundesverbandes des Deutschen Lederwaren-Einzelhandels e.V.

FREQUENCY

9 times a year (see editorial schedule)

MAGAZINE FORMAT

DIN A4 (210 mm wide x 297 mm high)

READERSHIP

- Leatherware retail
- Leatherware wholesale
- Leatherware industry
- Industry suppliers
- Leatherware sales representatives

CIRCULATION

Print circulation: 5.935 copies
circulated: 5.685 copies
Trade fair issue: 7.400 copies

Readers per copy: 2,3
(Stand: 01/13 - Publishers Information)

PLACE OF PUBLICATION

40545 Düsseldorf, Germany

SUBSCRIPTION PRICE

Annual subscription Germany 156,00 €
Annual subscription abroad 197,95 €
+ I love bags & shoes

+ Lederwaren Report online
+ weekly newsletter
+ special newsletter

TERMS OF PAYMENT

Net within 8 days upon receipt of invoice.
All prices are exclusive of VAT

Our terms and conditions can be found at: www.sternefeld.de/service/agb

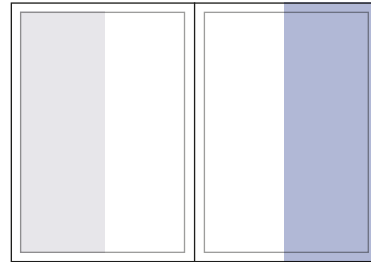
EDITORIAL SCHEDULE/PUBLICATION DATES

MONTH	ISSUE NO.	DATE OF PUBLICATION	DEADLINE FOR ADS AND PRINTING MATERIALS	CONTENT PLANNING, FOCAL TOPICS AND SUPPLEMENTS
January	1	02.01.19	19.12.18	Trends Au/Wi 19/20, additional order
February	2	04.02.19	28.01.19	Trade fair issue for ILM (16.02. - 18.02.2019), Coverage of Berlin tradefairs
March	3	11.03.19	05.03.19	Coverage of ILM Winter Styles, Mipel + I love bags & shoes 1/19 (Salesseason Sp/Su 2019)
April/May	4+5	10.05.19	03.05.19	Erlebniseinkauf (Ladenbau, Shopfitting, Retail Design)
June	6	19.06.19	12.06.19	Model show of travel and business
July/August	7+8	29.07.19	22.07.19	Trends Sp/Su 20, model show of school bags
September	9	26.08.19	19.08.19	Trade fair issue for ILM (07.09. - 09.09.2019) + I love bags & shoes 2/18 (Salesseason Au/Wi 2018/19)
October	10	14.10.19	07.10.19	Coverage of ILM summer styles, Mipel, Sustainability
November/December	11+12	25.11.19	18.11.19	Model show of umbrellas with calendar 2020

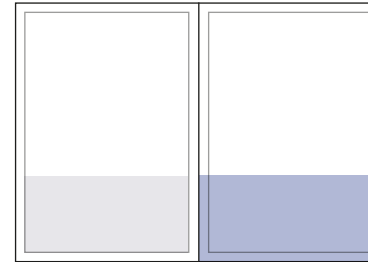
ADVERTISEMENT SIZES/EXAMPLES



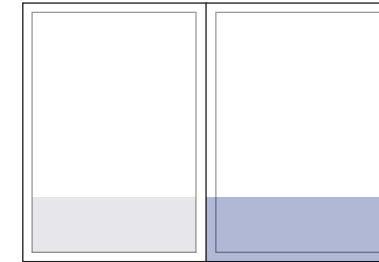
- Cover design **4c 4.500 €**
- Cover design for trade fair issue **4c 5.500 €**



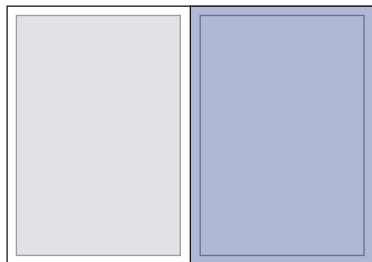
- 1/2 page portrait **b/w 1.115 €**
4c 1.775 €
- 85 mm wide x 264 mm high (in the type area)
 - 103 mm wide x 297 mm high + 3 mm bleed



- 1/3 page landscape **b/w 740 €**
4c 1.400 €
- 174 mm wide x 85 mm high (in the type area)
 - 210 mm wide x 103 mm high + 3 mm bleed



- 1/4 page landscape **b/w 558 €**
4c 1.218 €
- 174 mm wide x 60 mm high (in the type area)
 - 210 mm wide x 78 mm high + 3 mm bleed



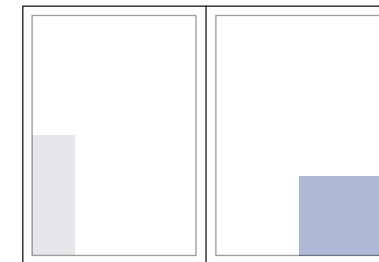
- 1/1 page **b/w 2.230 €**
4c 3.550 €
- 174 mm wide x 264 mm high (in the type area)
 - 210 mm wide x 297 mm high + 3 mm bleed



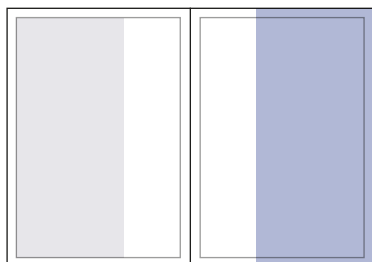
- 1/2 page landscape **b/w 1.115 €**
4c 1.775 €
- 174 mm wide x 130 mm high (in the type area)
 - 210 mm wide x 148 mm high + 3 mm bleed



- 1/4 page portrait **b/w 558 €**
4c 1.218 €
- 40 mm wide x 264 mm high (in the type area)
 - 58 mm wide x 297 mm high + 3 mm bleed



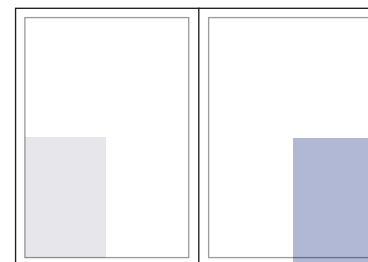
- 1/6 page **b/w 370 €**
4c 520 €
- 55 mm wide x 132 mm high (in the type area)
 - 85 mm wide x 85 mm high (in the type area)



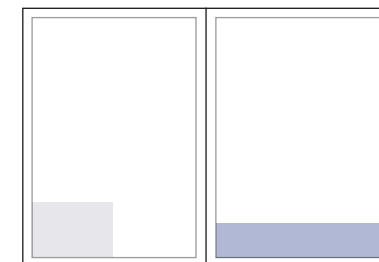
- 2/3 page **b/w 1.480 €**
4c 2.800 €
- 114 mm wide x 264 mm high (in the type area)
 - 132 mm wide x 297 mm high + 3 mm bleed



- 1/3 page portrait **b/w 740 €**
4c 1.400 €
- 55 mm wide x 264 mm high (in the type area)
 - 73 mm wide x 297 mm high + 3 mm bleed



- 1/4 page portrait **b/w 558 €**
4c 1.218 €
- 85 mm wide x 130 mm high (in the type area)
 - 103 mm wide x 148 mm high + 3 mm bleed



- 1/8 page **b/w 279 €**
4c 429 €
- 85 mm wide x 60 mm high (in the type area)
 - 174 mm wide x 30 mm high (in the type area)

ADVERTISEMENT SIZES AND PRICES

Size	Width x height (mm)		Basic price	
	Type area	Trimmed format	B/w	4c
Cover page		210 x 297		4.500 €
Cover trade fair issue		210 x 297		5.500 €
2/1 page		420 x 297	4.460 €	7.100 €
1/1 page	174 x 264	210 x 297	2.230 €	3.550 €
2/3 page	114 x 264	132 x 297	1.480 €	2.800 €
1/2 page	portrait landscape	85 x 264 174 x 130	103 x 297 210 x 148	1.115 € 1.775 €
1/3 page	portrait landscape	55 x 264 174 x 85	73 x 297 210 x 103	740 € 1.400 €
1/4 page	portrait corner landscape	40 x 264 85 x 130 174 x 60	58 x 297 103 x 148 210 x 78	558 € 1.218 €
1/6 page	portrait corner	55 x 132 85 x 85	370 €	520 €
1/8 page	portrait landscape	85 x 60 174 x 30	279 €	429 €
1/12 page	portrait landscape	55 x 67 85 x 42	185 €	335 €
1/16 page	portrait landscape	40 x 60 85 x 30	140 €	290 €
Island advertisements		55 x 55		500 €

MODEL SHOW PAGE PRICES

2/1 page	420 x 297	1.970 €
1/1 page	210 x 297	1.040 €
1/2 page	210 x 148	570 €

No discounts applicable for model show pages.

DISCOUNTS

(on space booked within a single contract year)

VOLUME

2/1 pages	5 %
4/1 pages	10 %
6/1 pages	15 %
8/1 pages	20 %

FREQUENCY

4 adverts	5 %
6 adverts	10 %
8 adverts	15 %
12 adverts	20 %

Discounts for adverts:

Discounts are applicable for the b/w price of the format adverts.

Full discounts are applicable for placement on the cover page, as well as the cover page of the trade fair issues

SUPPLEMENTS / TECHNICAL DATA

SUPPLEMENTS

up to 25 g pro ‰ 226 €

from 26 g to 50 g pro ‰ 310 €

up to 100 g pro ‰ 452 €

up to 180 g pro ‰ 536 €
(no discounts applicable)

Max. size: 205 mm x 290 mm

Additional price if specific placement or attached order form makes manual handling necessary 414 €. No competitive exclusion possible.

STICKERS

(postcard) on request

BOUND INSERTS

2-page 1.987 €

4-page 3.478 €

TECHNICAL DATA FOR BOUND INSERTS

Paper quality: 135 g art paper

Size: 210 mm x 297 mm

Bleed: 3 mm all around

Delivery: Unfolded and untrimmed

ADDRESS

Free delivery to our printers
W. Kohlhammer, Druckerei GmbH & Co. KG
Augsburger Straße 722, 70329 Stuttgart,
Germany
(with note: Lederwaren Report)

PRINTING

Offset, staple binding

SCALE

European scale DIN 16539,
colour sequence: black/blue/red/yellow

PRINTING MATERIALS

Data by email:
media@sternefeld.de

FILE

PDF (printable),
InDesign (CC),
Adobe Illustrator eps (CC),
provide colour proof or control print.

COLOUR SURCHARGE/SPECIAL COLOURS

■ Per 1/1 page – per colour in accordance with the European scale (red, blue, yellow) 440 €

■ Per 1/2 page and smaller – per colour in accordance with the European scale (red, blue, yellow) 220 €

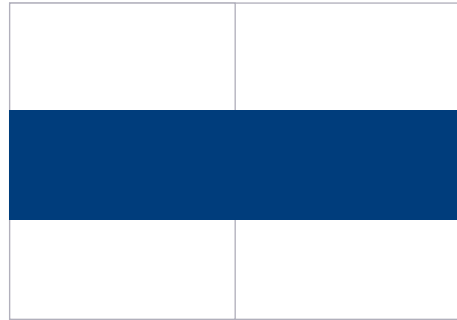
■ Per special colour for full-page adverts 700 €

■ Per special colour for ½ page and smaller 350 €

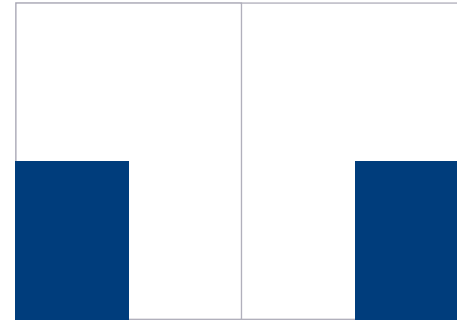
■ Minimal colour deviations do not entitle you to special services from the publisher (no discounts applicable)



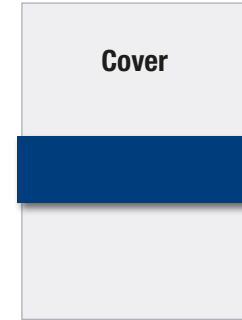
1/3 page landscape, centred



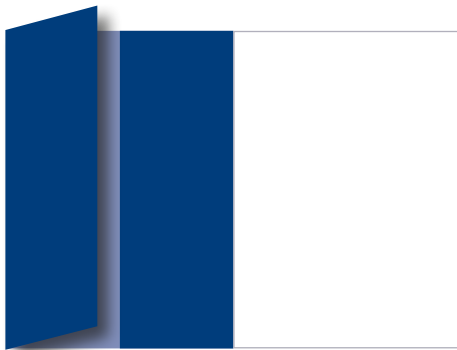
1/3 page landscape, on a double page spread



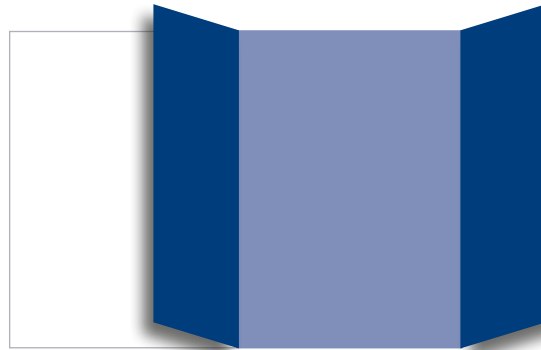
1/4 page, opposite to each other



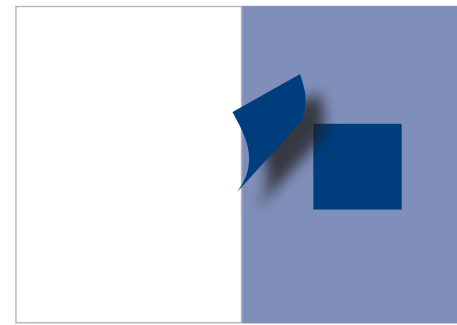
Banderole



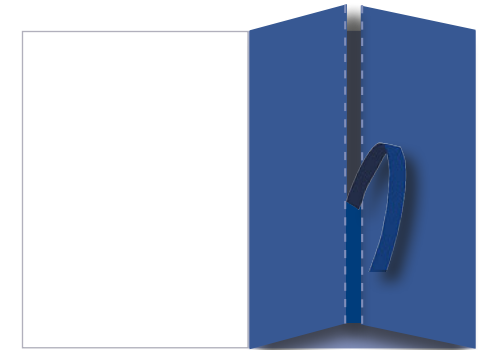
French Door ad



French Door supplement



Post-it sticker



Zip-Door ad

Prices and more ad specials on request

CAREER & RECOMMENDATIONS

2-column x 40 mm	1/4 page Job advertisements b/w: 367,08 € Jobs wanted b/w: 273,24 €
2-column x 25 mm	
1 sp. x 30 mm	
1/2 page Job advertisements b/w: 734,16 € Jobs wanted b/w: 546,48 €	

SIZE

1/1 page Type area (4-column width):
174 mm width x 245 mm height

1 column:	40,5 mm
2 columns:	85 mm
3 columns:	129,5 mm
4 columns:	174 mm

b/w	mm-price
Job advertisements:	1,33 €
Jobs wanted:	0,99 €
Real estate – Buying and selling:	1,96 €
Family ads:	0,99 €
Box fee:	9,00 €

Colour surcharge 4c:

up to 1/4 Seite:	50,00 €
1/4 page up to 1/2 page:	100,00 €

1/2 page up to 1/1 page:
see colour surcharge on page 9
(no discounts applicable)

SIZES AND EXAMPLE PRICES (sw)

Job advertisements:

- 40,5 mm (1 column) x 30 mm = 39,90 €
- 85 mm (2 column) x 40 mm = 106,40 €
- 85 mm (2 column) x 100 mm = 266,00 €
- 85 mm (2 column) x 130 mm = 345,80 €
- 129,5 mm (3 scolumn) x 50 mm = 199,50 €

Jobs wanted:

- 40,5 mm (1 column) x 20 mm = 19,80 €
- 40,5 mm (1 column) x 30 mm = 29,70 €
- 85 mm (2 column) x 20 mm = 39,60 €
- 85 mm (2 column) x 40 mm = 79,20 €

Real estate – Buying and selling:

- 40,5 mm (1 column) x 15 mm = 29,40 €
- 40,5 mm (1 column) x 20 mm = 39,20 €
- 40,5 mm (1 column) x 35 mm = 68,60 €
- 85 mm (2 column) x 30 mm = 117,60 €

Family ads:

- 40,5 mm (1 column) x 50 mm = 49,50 €
- 85 mm (2 column) x 100 mm = 198,00 €
- 174 mm (4 column) x 80 mm = 316,80 €

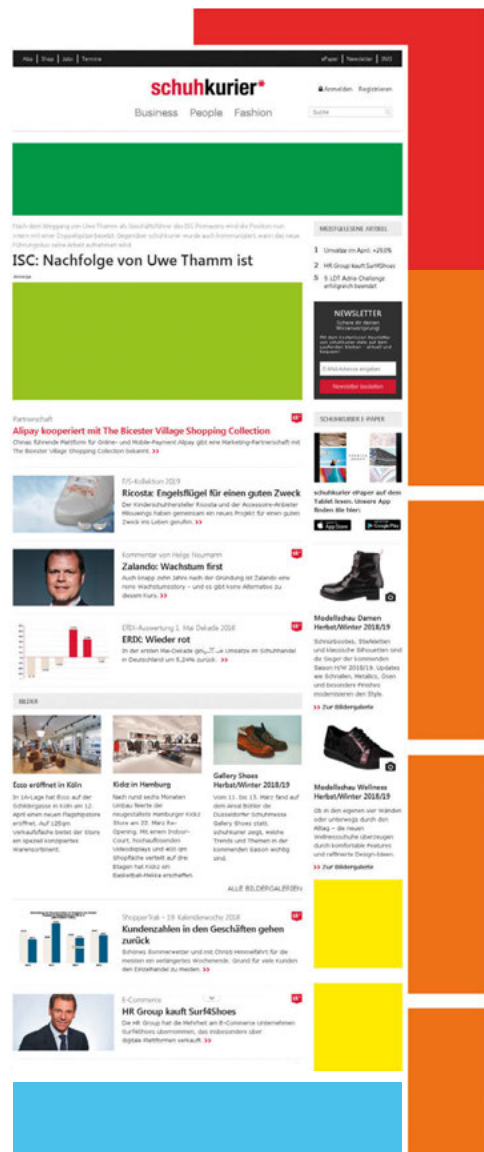
■ All adverts for job offers and jobs wanted are also published online without a surcharge and will remain online for four weeks.

MEDIA SERVICE CONTACT:

Your direct contact
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Tel. +49 (0) 211 / 577 08 -33
Fax +49 (0) 211 / 577 08 -12

ONLINE - WEB

Placements: Portal schuhkurier



Format:

- **web hockeystick**
Business, People, Fashion
- **web skyscraper**
Business, People, Fashion
- **web head**
Business, People, Fashion
- **web content**
Business, People, Fashion
- **web square**
Business, People, Fashion
- **web content bottom**
Business, People, Fashion

Width & height
in pixels

Price
per week

728 x 90 *	+ 200 x 600	684 €
200 x 600		304 €
980 x 180 *		350 €
740 x 300 *		300 €
220 x 220 *		260 €
980 x 180 *		190 €

* Banner sizes adapt automatic to the various mobile devices

PR – Online + once in our Newsletter:

	Price per PR
✳ PR small without illustration/picture	350 €
✳ PR to 500 signs with link and up to two images (pictures/logos)	680 €
✳ PR to 1000 signs with link and up to four images (pictures/logos)	1,040 €
✳ PR large and substantial with link and picture gallery/collection	1,620 €

Placement possible on pages Home + Business or Fashion – marked as an advertisement

Technical specifications & discounts

Agency commission: 15%

Discounts:

Print discounts are also taken for online

Delivery of files:

Till Thursday of the previous week to

media@sternefeld.de

File formats:

Web: JPG, GIF, PNG, SWF

Newsletter: JPG, PNG (non-animated)

Maximum file size 500 KB

ONLINE – NEWSLETTER

Newsletter



5 times a week: Monday to Friday

Format:	Width & height in pixels	Price per NL
nl content 1	740 x 300	300 €
nl content 2-6	740 x 300	270 €
nl content 7	740 x 300	190 €

Banner sizes adapt automatic to the various mobile devices

PR – Online + once in our Newsletter:	Price per PR
* Short PR (without picture etc.)	350 €
* PR until 500 signs PR with picture or graphic	680 €
* PR until 1000 signs with link and picture gallery	1,040 €
* Sunstantial PR-Story with pictures, graphics and picture gallery	1,620 €

All PR's marked as advertisement

Newsletter Overview

schuhkurier daily Newsletter:

Everyday up to date: From Monday to Friday at 11 am our editorial department sends out the current news from the fashion-, shoe- and leather business. Additionally our readers receive breaking news and SMS news.

schuhkurier weekly Newsletter:

What was important in the gone week? Just in time for the weekend the past weekly Newsletter summarizes all current developments, gives a sneak preview of what is coming next and comments on the reports. Every Newsletter is created by an editor.

schuhkurier fashion Newsletter:

A weekly Newsletter specialized with a focus on fashion and lifestyle. It includes latest trends, news about fairs, as well as collaborations and stores.

schuhkurier bags Newsletter:

A weekly sent Newsletter with the special topic leather goods, luggage and accessories. The newsletter also covers the current reports from the leather industry and fashion trade.

schuhkurier kids Newsletter:

Periodic sent Newsletter with the special topic children fashion and shoes. The contents are news about fairs, reports about companies and the latest trends for kids.

schuhkurier focus Newsletter:

Newsletter with special topics, which is send analog to the appropriate special issues. Topic examples: properties, trade processes, logistics.

AdManagement-System:



Qualified schuhkurier newsletter recipients:

schuhkurier daily	3.620
schuhkurier fashion	892
schuhkurier bags	916
schuhkurier kids	805

(Status: 10/2018)

I LOVE BAGS & SHOES



I love bags & shoes

The magazine for I love bags & shoes retail employees

I love bags & shoes is the first magazine targeted at employees working in leatherware & shoe sales. The colourful magazine is published twice a year and not only features the latest trends for bags and fashion, but also includes some useful tips for everyday sales and dealing with customers in the luggage retail industry.

I love bags & shoes includes strange and amusing stories from everyday sales and the latest products from leatherware and shoe retail, coupled with entertaining bag articles such as lifestyle, fashion and beauty news, as well as an attractive prize draw in every issue.

I love bags & shoes – creative, informative and always bang on trend!

EDITORIAL SCHEDULE 2019

Issue	Publication date	Deadline for adverts
1/2019 - Salesseason Sp/Su F/S 2019	11.03.2019	05.03.2019
2/2019 - Salesseason Au/Wi 2019/20	26.08.2019	19.08.2019

CONDITIONS

1/1 page PR – 1.920 €
190 mm wide x 270 mm high + 3 mm bleed,
Type area: 159 mm wide x 227 mm high

2/1 page PR – 3.000 €
Presentation of the brand, text and illustrations,
images and bag models

1/1 page advert – 2.500 €
190 mm wide x 270 mm high + 3 mm bleed,
type area: 159 mm wide x 227 mm high

2/1 page advert – 4.200 €
380 mm wide x 270 mm high + 3 mm bleed

MAGAZINE FORMAT

190 mm x 270 mm

CIRCULATION

I love bags&shoes LR 8.865
I love bags&shoes sk 15.700

DISTRIBUTION

Issue 1/2019
Sp/Su 2019
Supplement in LR 3/2019

Issue 2/2019
Au/Wi 2019/20
Supplement in LR 9/2019



I love bags & shoes