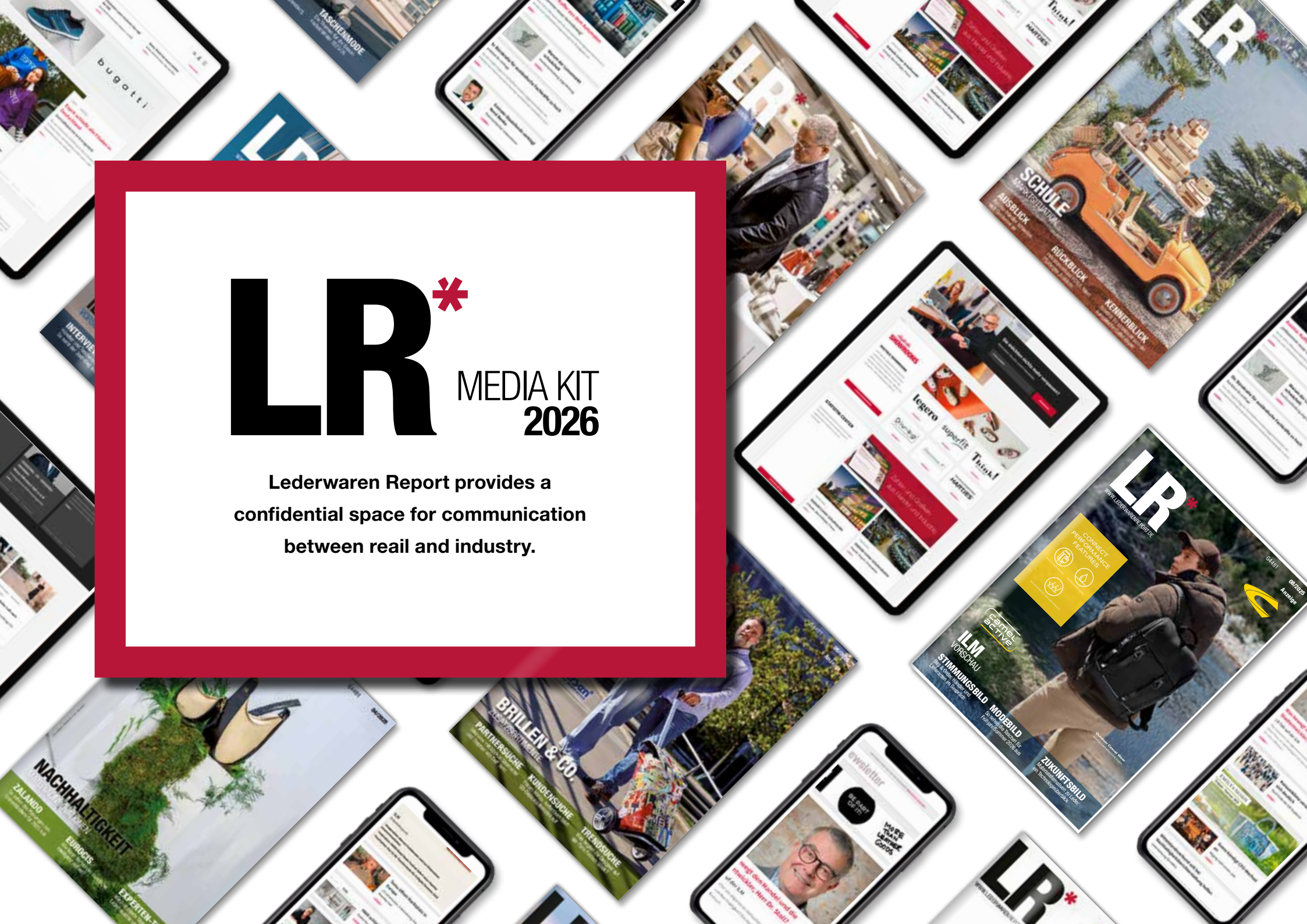


# LR\* MEDIA KIT 2026

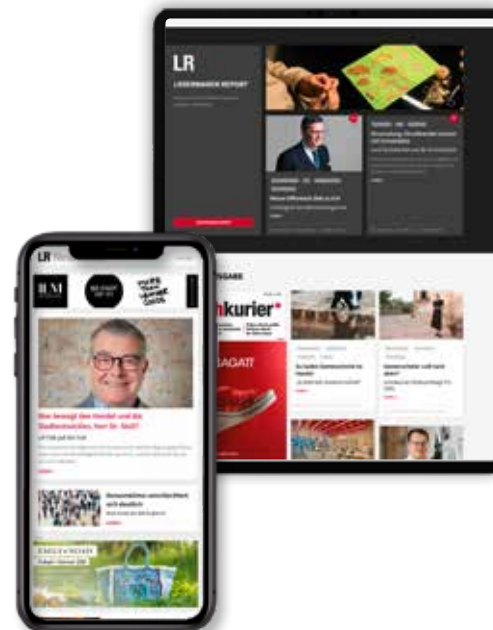
Lederwaren Report provides a  
confidential space for communication  
between retail and industry.





## Lederwaren Report

From women's bags and small leather goods to business and travel luggage, schoolbags, daypacks and umbrellas: Lederwaren Report is dedicated to all product of the leather goods trade. The magazine goes into detail: In personal interviews with leading figures from trade and industry and at all the relevant trade fairs. Personal advice is a top priority in the magazine. That is why LR offers customers numerous communication options. While the model show focuses on the product a promotion can be used to present company and concepts.



## www.lederwarenreport.de

All subscribers can read Lederwaren Report as an ePaper. The digital version of the Lederwaren Report is available at [www.schuhkurier.de](http://www.schuhkurier.de).

There you will find all the important news from the world of shoes and bags. A weekly newsletter rounds off the digital offering.

## Content

- 02** The media and profile
- 03** Figures, data, facts
- 04** Editorial and publication schedule
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- 06** Special formats and supplements
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DEUTSCHE

FACHPRESSE

## Figures, data, facts

**2.870**

Readers per issue

**2.050**

ePaper-users

**9**

Print- and ePaper  
issues per year

**350**

Additional print copies per issue  
for fairs, marketing campaigns  
and cooperations

**1.740**

Newsletter recipients

**52**

Newsletters per year

**41 %**

Newsletter opening rate

**58.200**

Average page views on  
schuhkurier.de per month

**12.300**

Average visitors on  
schuhkurier.de per month

**3<sub>min</sub>49<sub>sek</sub>**

Average dwell time on schuhkurier.de

**85,5 %**

of the decision makers  
use trade journals printed  
or as ePaper

**5**

Handbags owned  
by the average woman

Source: QVC, Statista-Umfrage 2018

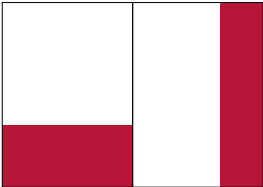
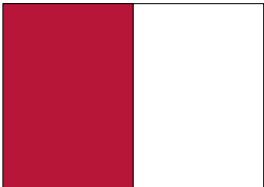
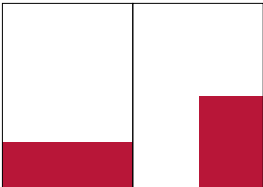
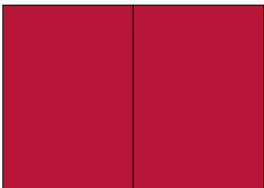
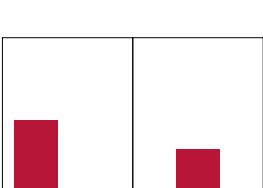
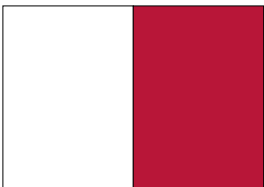
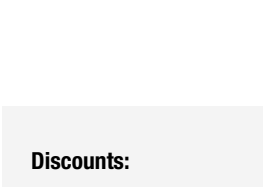
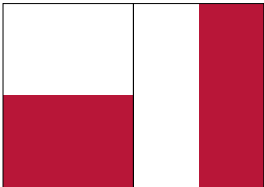
Source: Deutsche Fachpresse, LAE-Sonderauswertung 2024

Further sources: Publisher's information, Ø 1-9/2025, partially rounded

# Editorial and publication schedule

| MONTH                     | ISSUE        | PUBLICATION DATE  | DEADLINE FOR PRINTING MATERIAL | EDITORIAL TOPICS/ SPECIALS        |
|---------------------------|--------------|-------------------|--------------------------------|-----------------------------------|
| <b>January + February</b> | <b>1 + 2</b> | <b>28.01.2026</b> | <b>19.01.2026</b>              | <b>Trade fair edition for ILM</b> |
| March                     | 3            | 11.03.2026        | 02.03.2026                     | Highlights from Offenbach         |
| April                     | 4            | 08.04.2026        | 30.03.2026                     | Sustainability                    |
| May                       | 5            | 13.05.2026        | 04.05.2026                     | Additional product ranges         |
| June                      | 6            | 17.06.2026        | 08.06.2026                     | Travel & Business                 |
| July                      | 7            | 15.07.2026        | 06.07.2026                     | School & Leisure                  |
| <b>August</b>             | <b>8</b>     | <b>19.08.2026</b> | <b>10.08.2026</b>              | <b>Trade fair edition for ILM</b> |
| September + October       | 9 + 10       | 23.09.2026        | 14.09.2026                     | Highlights from Offenbach         |
| November + December       | 11 + 12      | 25.11.2026        | 16.11.2026                     | Digitalisation                    |

# Formats and Prices

| Format                                                                              | Width x Height (mm)                                                                            | Price 4c | Format                                                                                | Width x Height (mm)                                                                                                | Price 4c |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------|
|    | <b>Cover page</b>                                                                              | 4.850 €  |    | <b>1/3 page</b><br>landscape 210 mm x 100 mm + 3 mm bleed<br>high 73 mm x 297 mm + 3 mm bleed                      | 1.680 €  |
|    | <b>2 Cover and back cover (U2, U4)</b>                                                         | 4.200 €  |    | <b>2 x 1/3 page, on a double page above the waistband</b><br>landscape 420 mm x 73 mm + 3 mm bleed                 | 3.800 €  |
|    | <b>2/1 page</b>                                                                                | 5.400 €  |    | <b>1/4 page</b><br>landscape 210 mm x 85 mm + 3 mm bleed<br>corner 102 mm x 146 mm + 3 mm bleed                    | 1.400 €  |
|  | <b>1/1 page</b>                                                                                | 4.200€   |  | <b>1/6 page</b><br>high 53 mm x 138 mm                                                                             | 650 €    |
|  | <b>1/2 page</b><br>landscape 210 mm x 148 mm + 3 mm bleed<br>high 102 mm x 297 mm + 3 mm bleed | 2.310 €  |  | <b>Island display</b><br>53 mm x 53 mm in 3-sp. text section<br>Placement: surrounded by editorial text on 3 sides | 610 €    |

## Discounts:

### Volume

|         |     |
|---------|-----|
| 2 pages | 5%  |
| 4 pages | 10% |
| 6 pages | 20% |
| 7 pages | 25% |

### Frequency

|                  |     |
|------------------|-----|
| 3 Advertisements | 5%  |
| 6 Advertisements | 10% |

**Agency commission 15%**  
(model show, supplements  
and job adverts excluded)

**Please send your printable  
PDF to [media@sternefeld.de](mailto:media@sternefeld.de)**

# Special advertising formats and supplements

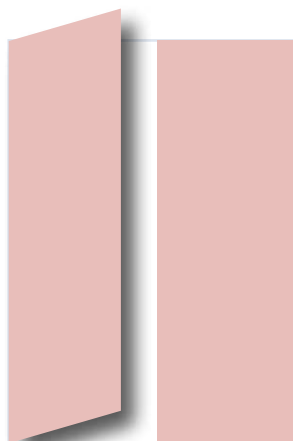


For the additional presentation of your supplement in the Lederwaren Report ePaper, please send it to us in DIN A4 format without bleed as a PDF.

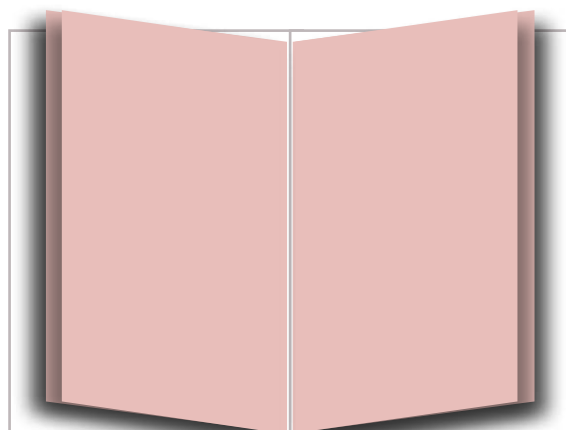
## Supplements Prices for supplements

|              |         |
|--------------|---------|
| up to 25 g:  | 2.450 € |
| up to 50 g:  | 2.850 € |
| up to 100 g: | 3.550 € |
| up to 180 g: | 4.050 € |

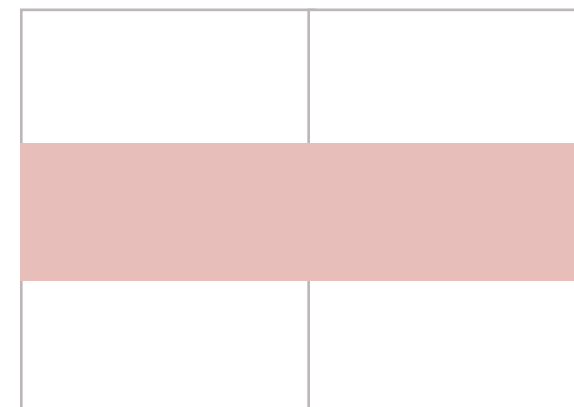
(not eligible for discount and AC)  
maximum format: 205 mm x 290 mm



**French door display**  
only bookable in combination with the front page advert, price on request



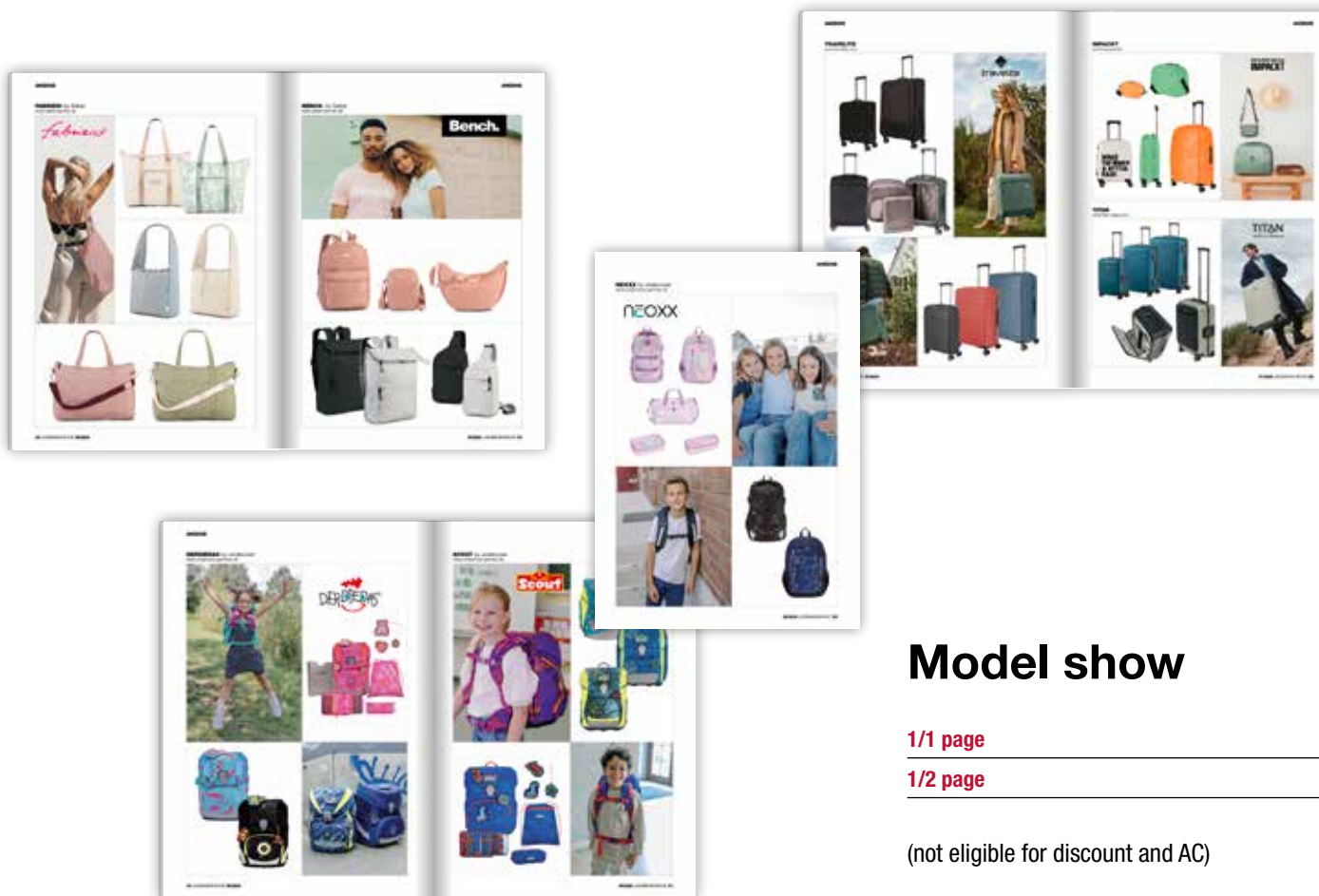
**Bound and glued supplements**  
price on request



**2 x 1/3 page, on a double page above the waistband**  
each 210 mm x 73 mm + 3 mm bleed: 3.800 €

# Model show

Your best models and looks on one page. You send us your designs and we will create a bespoke page for you in Lederwaren Report. The page will be marked as an advertisement. Included are 2 proofs so we can take your wishes into account.



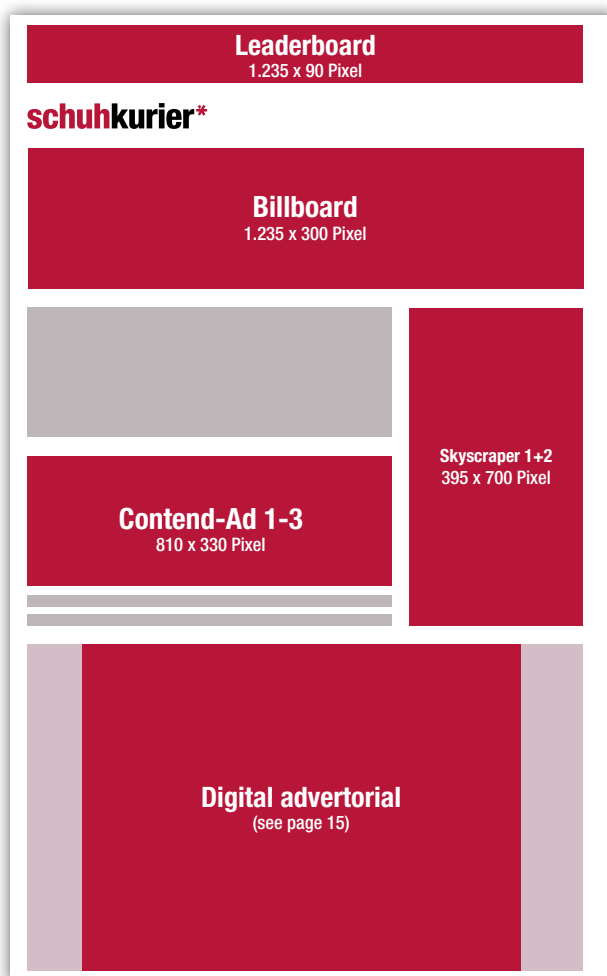
## Model show

|          |         |
|----------|---------|
| 1/1 page | 1.900 € |
| 1/2 page | 1.100 € |

(not eligible for discount and AC)

# Website

The website is the daily information platform for decision-makers and professionals in the footwear industry. Thanks to its high relevance and reach, schuhkurier.de is also a powerful environment for digital campaigns with a clear target group approach.



| Banner format                    | Price per week<br>2-piece rotation |
|----------------------------------|------------------------------------|
| Leaderboard (1.235 x 90 Pixel)   | 1.280 €                            |
| Billboard (1.235 x 300 Pixel)    | 2.290 €                            |
| Content-Ad 1 (810 x 330 Pixel)   | 1.850 €                            |
| Content-Ad 2 (810 x 330 Pixel)   | 1.520 €                            |
| Content-Ad 3 (810 x 330 Pixel)   | 1.180 €                            |
| Skyscraper 1+2 (395 x 700 Pixel) | 1.600 €                            |
| Digital-Advertorial              | 3.500 €                            |

## Discounts:

### Sale scale

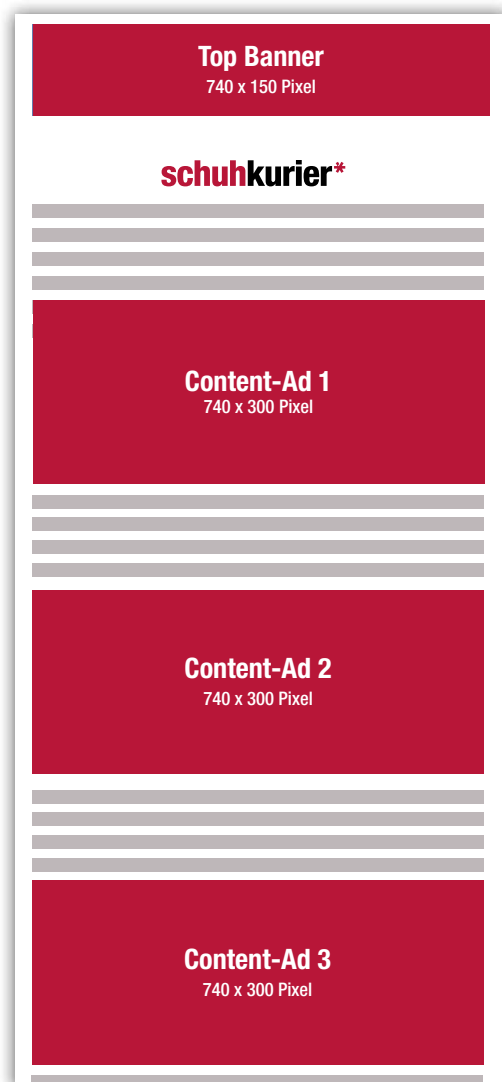
|          |     |
|----------|-----|
| 3.000 €  | 3%  |
| 5.000 €  | 5%  |
| 10.000 € | 7%  |
| 15.000 € | 10% |
| 20.000 € | 15% |
| 25.000 € | 20% |
| 30.000 € | 25% |

The print contract is transferable to digital bookings  
The discount that is more favourable for you applies.  
The digital scale does not apply to print bookings.  
AC is granted.

## Data delivery:

JPG, PNG, animated or static GIF, 72 dpi,  
web-optimised, RGB, maximum file size:  
250 KB, Delivery: 3 days before start to  
[media@sternefeld.de](mailto:media@sternefeld.de)

# Newsletter



|                                |         |
|--------------------------------|---------|
| Newsletter                     | 4 weeks |
| Top-Banner (740 x 150 Pixel)   | 1.820 € |
| Content-Ad 1 (740 x 300 Pixel) | 1.620 € |
| Content-Ad 2 (740 x 300 Pixel) | 1.520 € |
| Content-Ad 3 (740 x 300 Pixel) | 1.520 € |

## Lederwaren Report Newsletter:

The Lederwaren Report Newsletter is sent out every Wednesday with the main topics leather goods, luggage & accessories.

The newsletter also covers the latest news from the leather goods and fashion trade -industry.

### Data delivery:

JPG, PNG or static GIF,  
no animation, 72 dpi,  
web-optimised, RGB,  
maximum file size: 250 KB  
Delivery: 3 days before start  
to [media@sternefeld.de](mailto:media@sternefeld.de)  
Please specify link request.

### Discounts:

#### Sales scale

|        |     |
|--------|-----|
| 3.000  | 3%  |
| 5.000  | 5%  |
| 10.000 | 7%  |
| 15.000 | 10% |
| 20.000 | 15% |
| 25.000 | 20% |
| 30.000 | 25% |

# Newsletter Look

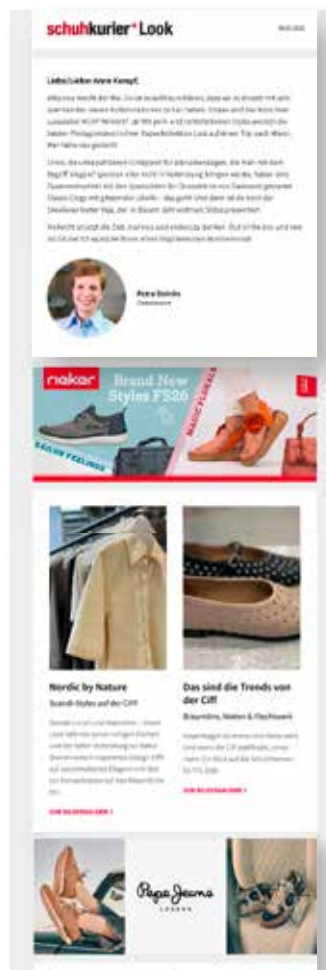
The schuhkurier Newsletter Look delivers curated trends from the world of shoes, fashion and retail every Thursday late morning. The focus is on current collections, trend-setting color and material trends as well as highlights from international catwalks. The editorial content is supplemented by voices from the retail sector, inspiring insights into shop window displays and selected picture galleries.

schuhkurier\* Look

Content-Ad 1
740 x 300 Pixel
470 €

Content-Ad 2
740 x 300 Pixel
430 €

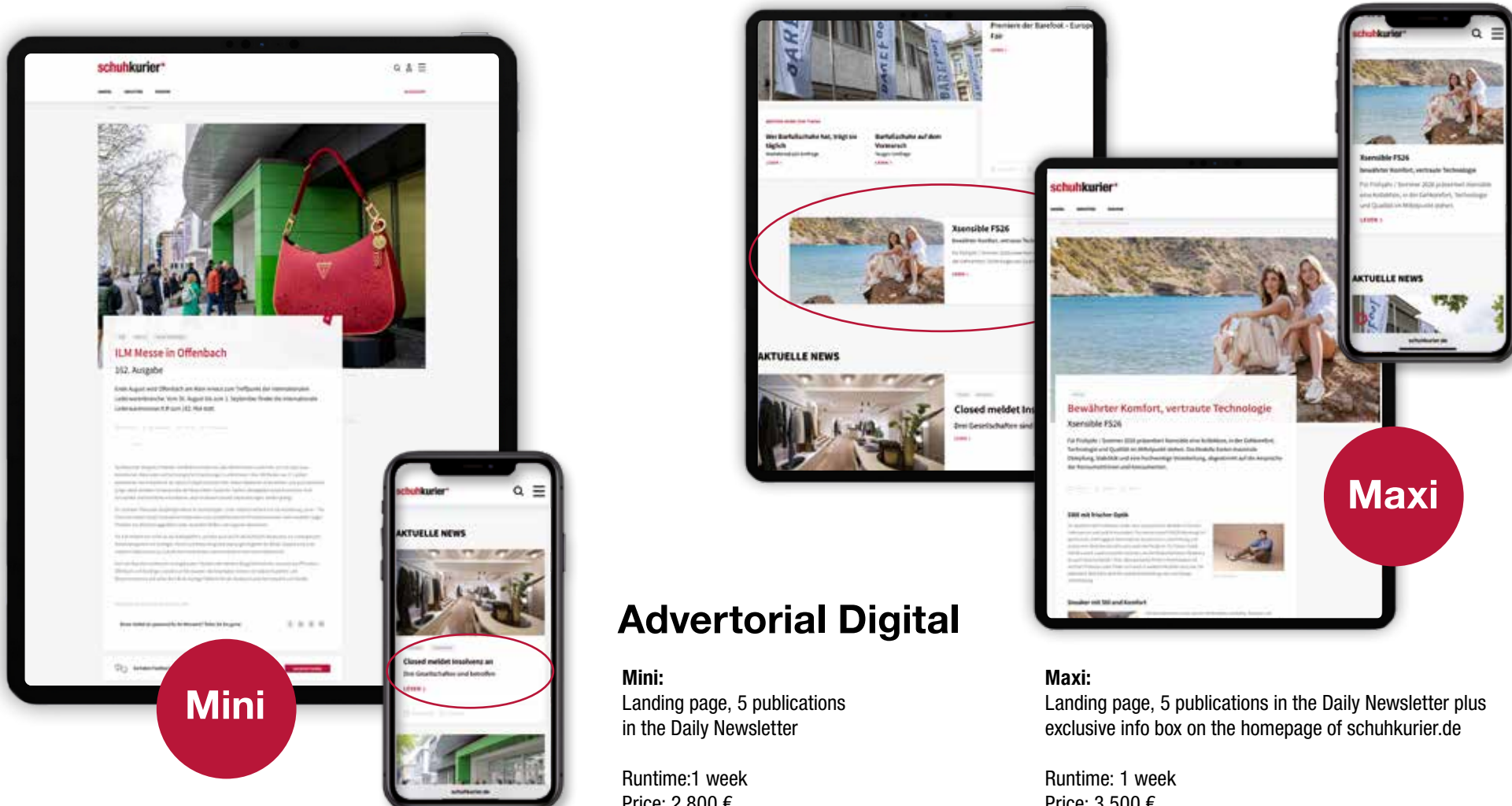
Content-Ad 3
740 x 300 Pixel
400 €



**Data delivery:**  
JPG, PNG or static GIF 72 dpi, web-optimized, RGB, maximum file size:  
250 KB, delivery: 3 days before the start to [media@sternefeld.de](mailto:media@sternefeld.de)  
Please specify link request.

# Content-Marketing Digital

A digital advertorial fits elegantly into the editorial news flow of schuhkurier.de.  
Two different packages offer sufficient space for detailed text, images, graphics and video integration.



**Mini**

**Advertorial Digital**

**Mini:**  
Landing page, 5 publications  
in the Daily Newsletter

Runtime: 1 week  
Price: 2.800 €

**Maxi**

**Advertorial Digital**

**Maxi:**  
Landing page, 5 publications in the Daily Newsletter plus  
exclusive info box on the homepage of schuhkurier.de

Runtime: 1 week  
Price: 3.500 €

For discounts see page 10

# Content-Marketing Print

A print advertorial fits seamlessly into the editorial environment of schuhkurier. With two possible formats it offers sufficient space for detailed text, images and graphics and thus also provides space for messages that need to be explained. On request, schuhkurier team provides support with the content and design realisation.



## Advertorial Print

|                                      |              |
|--------------------------------------|--------------|
| 1/1 page                             | 4.200 €      |
| 2/1page                              | 5.400 €      |
| Content creation per page            | 250 €        |
| Digital placement of the advertorial | plus 1.500 € |

plus VAT and including 2 correction runs less discounts\* and AC

# Job advertisements

Whether executives, sales or product managers - the schuhkurier job portal is the first port of call for job vacancies in industry and trade as well as for specialists and managers in the footwear and leather goods sector.

For job adverts that contain several positions, only one position of your choice will be published on the website and in the Daily Newsletter. Each additional position will be charged at 150 €.

mm-price job adverts  
Print 4,10 €  
mm-price print only: 2.10 €

Your contact for an individual offer:  
**Sophie Linnenberg**  
Tel. +49 (0)211 / 5 77 08 - 36  
sl@sternefeld.de  
Please send your data to:  
media@sternefeld.de

| Basic                                                                                                                                                                                                             | Premium                                                                                                                                                                                                              | Best Practice                                                                                                                                                                                                        | Digital Only                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| <p>1/4 page in the print magazine</p> <p>+ 4 weeks on schuhkurier.de</p> <p>+ Placement in the schuhkurier Daily Newsletter</p> <p><b>980 €</b></p> <p>Format:<br/>82 mm wide x 115 mm high<br/>Printable PDF</p> | <p>1/1 page in the print magazine</p> <p>+ 4 weeks on schuhkurier.de</p> <p>+ Placement in the schuhkurier Daily Newsletter</p> <p><b>2.100 €</b></p> <p>Format:<br/>169 mm wide x 227 mm high<br/>Printable PDF</p> | <p>1/2 page in the print magazine</p> <p>+ 4 weeks on schuhkurier.de</p> <p>+ Placement in the schuhkurier Daily Newsletter</p> <p><b>1.200 €</b></p> <p>Format:<br/>169 mm wide x 115 mm high<br/>Printable PDF</p> | <p>4 weeks<br/>Website and Daily Newsletter</p> <p><b>975 €</b></p> <p>Format: ideal ist DIN-A4 (PDF)</p> |

No discount and AC for job advertisements

# Technical data and conditions

## Technical data:

### Magazine format:

DIN A4 210 mm width x 297 mm height

### Printing and binding methods:

Digital printing, saddle stitching

### Data transmission:

Print ads: send your printable PDF  
to [media@sternefeld.de](mailto:media@sternefeld.de)

### Colour profile:

PSO Coated v3 Fogra 51

### Inserts:

Please send your insert with the reference of  
the corresponding issue to (deadline ad closing):

D+L Printpartner GmbH  
Versandabteilung  
Für LR xx/26  
Schlavenhorst 10  
46395 Bocholt

### Banners and Images:

JPG, PNG, animated or static GIF, 72 dpi,  
web optimised, RGB, File size: 250 KB  
Send your banner with your linking request to:  
[media@sternefeld.de](mailto:media@sternefeld.de)

## Conditions:

### Prices:

All prices in this price list are valid from 1.1.2026  
and are subject to VAT at the statutory rate.

### Payment deadline:

Unless otherwise agreed, the following shall apply:  
Payable immediately net without deduction.

### Cancellation deadlines and fees:

Cancellation for print advertisements until closing  
date, 12:00 noon, free of charge,  
thereafter we charge a cancellation fee of 100%.  
Cancellation of digital campaigns  
free of charge until Friday, 12:00 noon,  
before campaign start, after that we  
charge a cancellation fee of 100%.

### Warranty:

In case of delivery of incomplete or  
deviating data (texts, colours, illustrations)  
we assume no liability for the printing  
result. Incorrect exposures due to  
incomplete or faulty files, incorrect  
settings or incomplete information  
will be charged. This also applies to  
additional typesetting and litho work  
as well as to the creation of  
new proofs.

# Team

Our job is to work with you to make your campaign a success!

Do you have questions about campaign planning, media budgets, job adverts, print and banner data?



**Anne Kempf**

Publishing Director

☎ +49 (0)211-577 08-35

✉ ak@sternefeld.de



**Sophie Linnenberg**

Object management

☎ +49 (0)211 / 577 08 - 36

✉ sl@sternefeld.de

You can find our general terms and conditions at: [www.sternefeld.de/service/agb](http://www.sternefeld.de/service/agb)

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