

schuhkurier*
Media kit 2027

**schuhkurier is the leading B2B
medium for retail and industry
in the shoe business.**

Media profiles



schuhkurier*

Always one step ahead
- with schuhkurier. The B2B magazine for the footwear industry delivers what decision-makers need: the latest news, in-depth analyses, exclusive surveys and relevant insights on the order rounds - expertly researched and to the point.

Whether retail trade, industry, shoe technicians, retail agencies or associations - schuhkurier brings the industry together. New every week: Wednesday as a digital ePaper, Thursday printed on your desk.



stepkids*

stepkids - where children's fashion inspires. Whether cool shoes, lovingly designed accessories or trendy fashion for the little ones: stepkids shows what's moving the children's market.

With exciting newcomer labels, unique store concepts and the most beautiful trends for children, the magazine inspires retailers in the entire DACH region. Targeted distribution to children's shoe and children's fashion stores and selected boutiques - for maximum relevance in a special segment.



schuhkurier.de

schuhkurier digital - know faster, decide better. The latest industry news is available first at schuhkurier.de - exclusively for subscribers. Whether daily, weekly, newflash or look: Our newsletters deliver the most important information directly to your inbox. With the practical ePaper app and the compact newsletter, the industry stays well informed at all times - anywhere, anytime, digitally.

Content

- 02 Media profiles
- 03 Figures, data, facts
- 04 Topics and dates, 1st half of 2027
- 05 Topics and dates, 2nd half of 2027
- 06 Ad formats and prices
- 07 Special advertising formats and inserts
- 08 New Collections
- 09 stepkids
- 10 Website
- 11 Newsletter Daily
- 12 Newsletter Look
- 13 Job advertisements
- 14 Content-Marketing Print
- 15 Content-Marketing Digital
- 16 Events
- 17 Team
- 18 Technical data and conditions

DEUTSCHE

FACHPRESSE

Figures, data, facts

5.780

Readers per issue

2.010

ePaper users

52

Print and ePaper issues per year

380

Additional print copies
per issue for distribution
at trade fairs and for marketing
campaigns and co-operations

4.120

Newsletter subscribers

420

Newsletters per year

43,3%

Newsletter opening rate

58.200

Average number of
page views per month

12.300

Average visitors on
schuhkurier.de per month

3,91

Page views per visit

79%

of respondents use schuhkurier
as a source of information when it
comes to the shoe business

Source: schuhkurier online survey 2024

85,5 %

of the decision makers
use trade journals in print
or as ePaper

Source: German trade press, LAE special evaluation 2024

Further sources: Publisher information, 1-9/2026, partially rounded

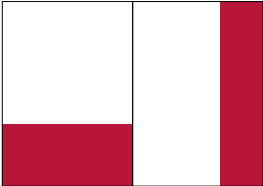
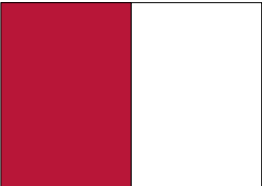
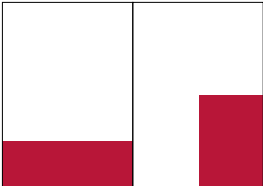
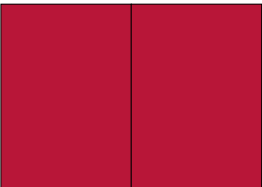
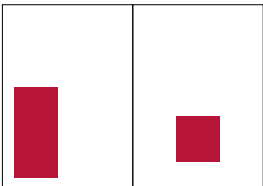
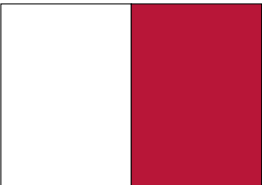
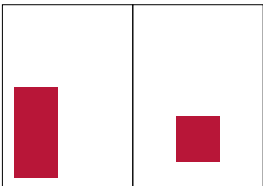
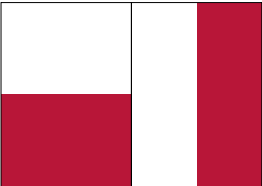
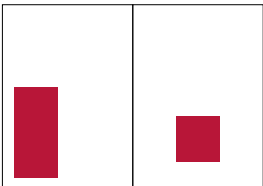
Topics and dates, 1st half of 2027 (subject to change)

Month	Issue	Publication date	Deadline	Topics
January	1	07.01.2027	30.12.2026	Kickoff Order A/W 27/28
	2	14.01.2027	06.01.2027	Outlook Order // EXPO RIVA issue
	3	21.01.2027	13.01.2027	Streetwear
	4	28.01.2027	20.01.2027	Children's shoes // Barefoot shoes // BAREFOOT issue
February	5	04.02.2027	27.01.2027	Wellness & Komfort
	6	11.02.2027	03.02.2027	Women's shoes // ANWR trade fair ORDER Winter No. 1 issue // ILM issue // SABU trade fair issue // Bags and complementary ranges
	7	18.02.2027	10.02.2027	Men's shoes // MICAM issue
	8	25.02.2027	17.02.2027	HIGHLIGHTS // stepkids 01/27
March	9	04.03.2027	24.02.2027	
	10	11.03.2027	03.03.2027	„schuhbusiness 2027“ congress issue
	11	18.03.2027	10.03.2027	
	12	25.03.2027	17.03.2027	Furnishings + additional segments // Report „schuhbusiness 2027“ congress
April	13	01.04.2027	24.03.2027	Homewear + Legwear
	14	08.04.2027	31.03.2027	
	15	15.04.2027	07.04.2027	
	16	22.04.2027	14.04.2027	
May	17	29.04.2027	21.04.2027	
	18	06.05.2027	28.04.2027	Orthopedics // Balance „Comfort Shoe Symposium“
	19	13.05.2027	05.05.2027	
	20	20.05.2027	12.05.2027	
June	21	27.05.2027	19.05.2027	
	22	03.06.2027	26.05.2027	
	23	10.06.2027	02.06.2027	Kickoff Order S/S 28 // EXPO RIVA issue
	24	17.06.2027	09.06.2027	Outlook Order S/S 28
	25	24.06.2027	16.06.2027	Outlook Fashion S/S 28

Topics and dates, 2nd half of 2027 (subject to change)

Month	Issue	Publication date	Deadline	Topics
July	26	01.07.2027	23.06.2027	
	27	08.07.2027	30.06.2027	Outdoor
	28	15.07.2027	07.07.2027	Streetwear
	29	22.07.2027	14.07.2027	Barefoot shoes // BAREFOOT issue
	30	29.07.2027	21.07.2027	Children's shoes
August	31	05.08.2027	28.07.2027	Wellness & Comfort // ANWR trade fair ORDER Summer No. 1 issue
	32	12.08.2027	04.08.2027	Women's shoes
	33	19.08.2027	11.08.2027	Men's shoes
	34	26.08.2027	18.08.2027	HIGHLIGHTS // SABU trade fair issue // Stepkids 02/27
September	35	02.09.2027	25.08.2027	
	36	09.09.2027	01.09.2027	Italian Brands // MICAM issue
	37	16.09.2027	08.09.2027	
	38	23.09.2027	15.09.2027	
	39	30.09.2027	22.09.2027	
October	40	07.10.2027	29.09.2027	Homewear + Legwear
	41	14.10.2027	06.10.2027	A + A issue
	42	21.10.2027	13.10.2027	Furnishings and additional segments
	43	28.10.2027	20.10.2027	Work and safety shoes
November	44	04.11.2027	27.10.2027	
	45	11.11.2027	03.11.2027	
	46	18.11.2027	10.11.2027	
	47	25.11.2027	17.11.2027	
December	48	02.12.2027	24.11.2027	
	49	09.12.2027	01.12.2027	Outlook Fashion // Trade fair calendar 2028
	50	16.12.2027	08.12.2027	
	51+52	23.12.2027	15.12.2027	Decision-makers of the year

Ad formats and prices

Format	Width x Height (mm)	Prices 4c	Format	Width x Height (mm)	Prices 4c
	Front page ad 210 mm x 210 mm + 3 mm bleed	6.820 €		1/3 page horizontal 210 mm x 100 mm + 3 mm bleed vertical 73 mm x 297 mm + 3 mm bleed	2.680 €
	Cover pages (2 and 4) 210 mm x 297 mm + 3 mm bleed	6.700 €		2 x 1/3 page, on a double page above waistband horizontal 420 mm x 73 mm + 3 mm bleed	5.980 €
	2/1 page Cover page 2 + page 3 420 mm x 297 mm + 3 mm bleed	8.700 € 9.900 €		1/4 page horizontal 210 mm x 85 mm + 3 mm bleed corner ad 102 mm x 146 mm + 3 mm bleed	2.270 €
	1/1 page 210 mm x 297 mm + 3 mm bleed	6.600 €		1/6 Seite vertical 53 mm x 138 mm	1.020 €
	1/2 page horizontal 210 mm x 148 mm + 3 mm bleed vertical 102 mm x 297 mm + 3 mm bleed	3.530 €		text part ad 53 mm x 53 mm in 3-column text part placement: surrounded by editorial text on at least 3 sides	780 €
			text part ad in the commentary mm-price per mm 4c	890 € 6,40 €	
			price per mm for other column ads print, e.g. business connections, real estate, family ads	3,20 €	

Discounts:

volume	
2 pages	5%
4 pages	10%
6 pages	20%
7 pages	25%

frequency	
3 ads	5%
6 ads	10%
12 ads	15%
25 ads	20%

Agency commission 15%
(except: New Collections, inserts,
job advertisements)

Please send your printable PDF
to media@sternfeld.de

Special advertising formats and inserts



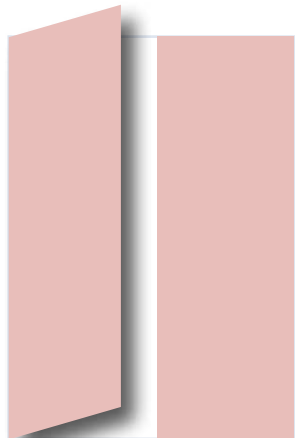
For the additional presentation of your insert in the schuhkurier ePaper, please send it to us in DIN A4 format without bleed as a PDF.

Please send your insert by the print material deadline with the reference to the corresponding issue to:

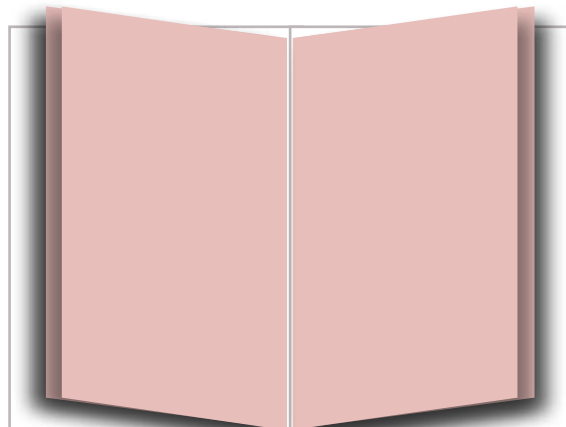
Inserts	Prices for inserts
until 25 g:	3.200 €
until 50 g:	3.540 €
until 100 g:	4.450 €
until 180 g:	4.860 €

D+L Printpartner GmbH
Versandabteilung
Für sk xx/27
Schlavenhorst 10
46395 Bocholt

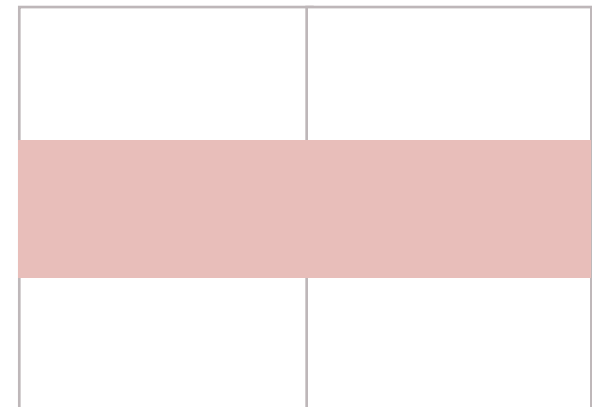
(no discounts and agency commission)
highest format: 205 mm x 290 mm



French door ad
Only bookable in combination with the front page ad, 12.890 €



Bound inserts and glued inserts
Price on request



2 x 1/3 page landscape, on a double page above waistband
each 210 mm x 73 mm + 3 mm bleed: 5.980 €

New Collections

The ad format “New Collections” enables an efficient and budget-friendly presentation of current models. On a 1/2 page in horizontal format, we bring together five selected models, a short description text, the brand logo and a web address in a clearly structured layout – ideal for an effective presentation of your collection with minimal coordination effort.

Logo



Brand

Ducia dendae ma nit fugitate volo imus non rem id quam fuga. Eque volore nulpalum, is reremporro ex esed earcil ea quis etur as aut hit ut parchil itatium idenis dunt. Ducia dendae ma nit fugitate volo imus non rem id quam fuga. Eque volore nulpalum, is reremporro ex esed earcil.

www.webadresse.com

Price: 995 € (no discounts and agency commission)

We need:

- 5 models as cut-outs
- Text with a maximum of 300 characters, including spaces
- Brand logo as a printable PDF or eps
- Web address or QR-Code



BÄR
Barfuß beginnt bei BÄR – original seit 1982.
Bis
100
sup
Bis
Lief
www





wonders
Made with love in Spain



Wonders
Wonders präsentiert die FS 2025-Kollektion: Mode, Komfort und Femininität vereint: farberhelle Pastellöne, 3D-Sohlen und vielseitige Designs – Sneakers, Sandalen und mehr, gefertigt in Spanien für Frauen mit Stil und Sinn für Bequemlichkeit.
www.wonders.com



legero men



legero MEN
legero präsentiert erste Herrenkollektion
Reduziert im Look, stark in der Wirkung: die erste Herrenkollektion von legero überzeugt mit zeitlosem Design, hochwertiger Verarbeitung und durchdachter Funktionalität. Perfekt für Männer, die Wert auf Understatement, Qualität und Alltagstauglichkeit legen.





bisgaard



bisgaard
Einfachheit und bewussten
Mit Sinn für Funktionalität und bewussten
Design verbindet sie nostalgischen Charme
mit spielerischen Kontrasten.
Hochwertige Materialien, sanfte Töne und viele
neue Barfußmodelle – gemacht für kleine Füße,
die die Welt frei entdecken.
<https://bisgaardshoes.de/>



HARTJES



Bei HARTJES finden Sie nicht nur stilvolle, sondern auch
bequeme und nachhaltige Schuhe, die Sie durch die
warme Jahreszeit begleiten. Unsere Schuhe vereinen
maximalen Tragekomfort mit ansprechendem Design.
Ergonomische Sohlen und hochwertige Materialien sorgen
dafür, dass Sie sich den ganzen Tag wohlfühlen.
www.hartjes.nl

Customised changes are not possible with this format. The price includes a possible correction run prior to approval by the customer.

stepkids*

stepkids is published once a season and highlights the most important trends on the international children's shoe markets. The magazine presents pioneering concept stores, portrays creative newcomer labels and shows how collections with a strong range can be designed with a high standard and profile. The editorial team also explores the question of what is particularly important when it comes to sales and addressing the young target group. As a supplement to the Highlight editions of schuhkurier, stepkids reaches the entire subscription circulation of the carrier medium. The magazine is also available at all relevant order events for children's shoes - ensuring maximum visibility in the right place at the right time.

Publication schedule 2026

Issue	Publication date	Deadlines
01/27	25.02.2027	10.02.2027
02/27	26.08.2027	11.08.2027

Prices and formats

2/1 page | 4c 4.550 €
420 mm x 297 mm + 3 mm bleed

1/1 page | 4c 3.450 €
210 mm x 297 mm + 3 mm bleed

1/2 page horizontal | 4c 2.280 €
210 mm x 148 mm + 3 mm bleed

Front age ad 4.200 €
190 mm x 215,7 mm

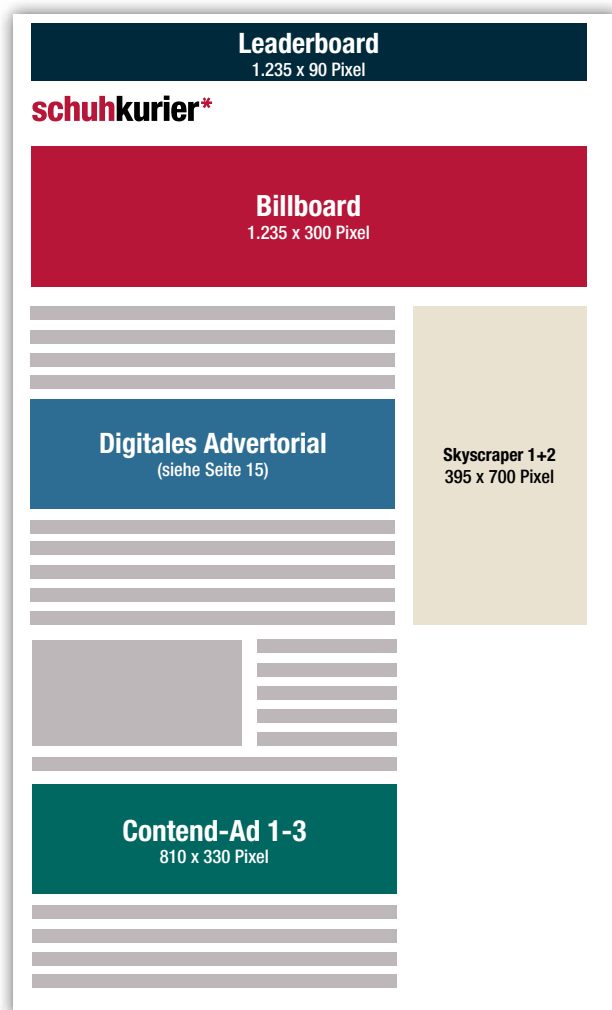
Cover pages (2 and 4) 3.900 €
210 mm x 297 mm + 3 mm bleed

New collections 995 €
See page 08



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 2-piece rotation
Leaderboard (1.235 x 90 Pixel)	1.350 €
Billboard (1.235 x 300 Pixel)	2.390 €
Content-Ad 1 (810 x 330 Pixel)	1.930 €
Content-Ad 2 (810 x 330 Pixel)	1.590 €
Content-Ad 3 (810 x 330 Pixel)	1.280 €
Skyscraper 1+2 (395 x 700 Pixel)	1.750 €
Digital-Advertorial	3.690 €

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 favorable for you applies.
The digital scale does not apply to print bookings.
Agency commission 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

Newsletter Daily

Newsletters at a glance:

schuhkurier Daily

The latest industry news straight to your inbox - every working day at 5 p.m. The Newsletter Daily provides condensed information from the world of fashion, footwear and leather goods. A newsflash is also sent for particularly important reports.

schuhkurier Weekly

Every Friday morning, the editorial team summarizes the most important events of the week, classifies developments and provides a well-founded outlook on relevant topics for the coming week.

schuhkurier Newsflash

Breaking news and developments of particular relevance are sent out promptly as a newsflash to all recipients of the Newsletter Daily - for maximum topicality.

Conditions and technical information

- Digital bookings are eligible for AE.
- An existing print contract can be transferred to digital bookings
- the more favorable discount applies in each case.
- The digital price scale is not applicable to print bookings.

Data delivery:

- Formats: JPG, PNG or static GIF
- Resolution: 72 dpi, RGB, web-optimized
- Maximum file size: 250 KB
- Delivery: no later than 3 days before start of dispatch to:
media@sternfeld.de
- Please specify desired link



Banner formats		5-day package
Top-Banner	(740 x 150 Pixel)	2.450 €
Content-Ad 1	(740 x 300 Pixel)	2.450 €
Content-Ad 2	(740 x 300 Pixel)	2.250 €
Content-Ad 3	(740 x 300 Pixel)	2.100 €
Content-Ad 4	(740 x 300 Pixel)	2.000 €
Content-Ad 5-7	(740 x 300 Pixel)	1.900 €
Newsflash (4x)		2.000 €
Weekly (4x)		2.000 €

Discounts:

Sale scale

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

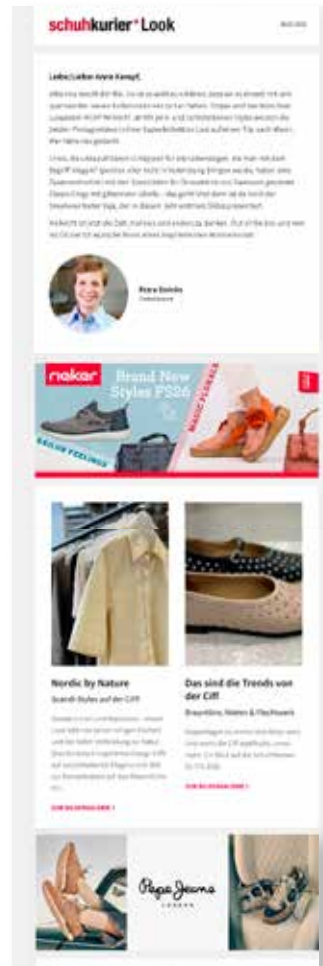
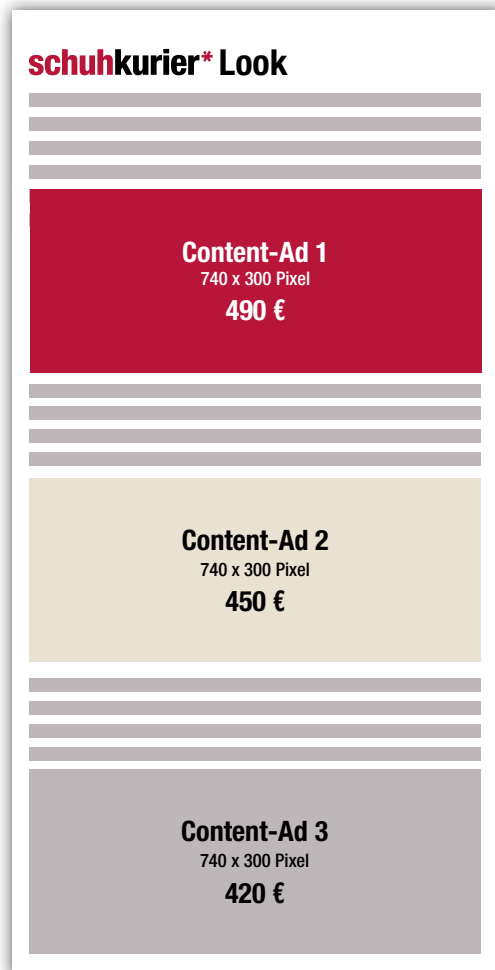
Recipients:*

Newsletter Daily,	
Flash, Look:	4.120
Newsletter Weekly:	1.620

*Source: Publisher's information September 2026

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.



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**
Please specify link request.

Job advertisements

Top talents meet top positions - in the schuhkurier job portal: Whether it's a management position, sales or product management - the schuhkurier job portal is the central platform for qualified specialists and managers as well as for companies from the trade and industry in the footwear and leather goods sector. Here, employers can find suitable candidates, and applicants can discover career opportunities in a specialized environment with a high degree of industry proximity.

Basic	Premium	Best Practice	Digital Only
1/4 page in the print magazine + 4 weeks on schuhkurier.de + Placement in the schuhkurier Newsletter Daily 1.320 € Format: 82 mm wide x 115 mm high Printable PDF	1/1 page in the print magazine + 4 weeks on schuhkurier.de + Placement in the schuhkurier Newsletter Daily 3.120 € Format: 169 mm wide x 227 mm high Printable PDF	1/2 page in the print magazine + 4 weeks on schuhkurier.de + Placement in the schuhkurier Newsletter Daily 1.900 € Format: 169 mm wide x 115 mm high Printable PDF	4 weeks Website and Newsletter 1.020 € Format: DIN A4 PDF

For job advertisements that contain several positions in print, will only publish one position of your choice on of the website and in the daily newsletter. We charge €150 for each additional position.

Your contact for an individual offer:

Andrea Gieffers

Tel. +49 (0)211-577 08-37

ag@sternefeld.de

Please send your data to:

media@sternefeld.de

Content-Marketing Print

The print advertorial blends harmoniously into the editorial environment of schuhkurier, ensuring high reader acceptance. Two flexible format options offer sufficient space for detailed content, visual elements, and topics that require explanation. Ideal for conveying complex brand messages in a way that is tailored to the target group. Upon request, the schuhkurier team will provide editorial and design support for the implementation – from the initial idea to the final placement.



Advertorial Print

1/1 page	6.600 €
2/1 page	8.700 €
Content creation per page	250 €
Placement of the advertorial digitally:	plus 2.200 €

Content-Marketing Digital

A digital advertorial is seamlessly integrated into the editorial content feed of schuhkurier.de, ensuring maximum attention in the familiar environment of the target group. Two powerful package options offer sufficient space for in-depth content – including image galleries, graphics, and the integration of moving images.

Mini

Maxi

Advertorial Digital

Mini:
Landing page, 5 publications in the Newsletter Daily

Runtime:1 week
Price: 2.930 €

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

Runtime: 1 week
Price: 3.690 €

For discounts see page 10

Events

schuhbusiness* - The industry get-together for dialogue on equal terms: the schuhbusiness* congress will enter its fourth round in 2026 - as the central networking event of schuhkurier for the shoe industry. The focus is on the topics that move retailers: practical, future-oriented and directly from the market. Around 15 retailers will provide authentic insights into their business on the stage and share their experiences, challenges and approaches to success. The evening before, schuhkurier is organising a get-together.



Date:
17./18. March 2027

Place:
**darmstadtium,
Darmstadt**

Would you like to be a sponsor?

**PREMIUM' sponsorship
with stage slot**

- Logo integration on all communication media
- 1 ticket included for congress and eve
- 3 minutes on stage

Prices and other packages on request

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



Andrea Gieffers

Senior Sales Manager

☎ +49 (0)211-577 08-37

✉ ag@sternefeld.de

You can find our general terms and conditions at: www.sternefeld.de/service/agb

Publisher: Sternefeld Medien GmbH | Niederkasseler Straße 1 | D-40547 Düsseldorf

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

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 sk xx/27
Schlavenhorst 10
46395 Bocholt

Banners and Images:

JPG, PNG, animated or static GIF, 72 dpi,
web optimised, RGB

Send your banner with your linking request to:
media@sternefeld.de

In type area:

1/2 page: vertical 90 mm x 275 mm
horizontal 184 mm x 138 mm

1/3 page: vertical 58 mm x 275 mm
horizontal 184 mm x 92 mm

1/4 page: vertical 82 mm x 118 mm
horizontal 184 mm x 73 mm

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.