

SCHOENVISIE

PROFESSIONAL MAGAZINE FOR THE SHOE MARKET

Advertisement rates 2010



The magazine for the shoe market for over 50 years

Target group

Independent shoe retailers and their personnel, manufacturers, purchase organisations, agents, importers, buyers and executive boards of department stores and chains, employees of branch organisations and head offices all read Schoenvisie. They read Schoenvisie to find out about the changes and developments in the business column, including market information, fashion trends, new store formulas, backgrounds and of course the latest news.

Editorial formula

Schoenvisie is the professional magazine for the shoe market, featuring objective news reports and in-depth background information. In the trade fair editions, the

main trends and developments are highlighted. In addition, Schoenvisie focuses on footwear and clothing trends, general and socio-economic news, trade fairs, assortment developments, store formulas and branch events. Schoenvisie also reports on developments in interior store design, automation, e-business, personnel policy, marketing and communication.

Frequency, circulation and reach

Schoenvisie is published 9 times a year, two of which are special MYfairs editions, and are primarily circulated among independent show retailers. With an average circulation of 2,427 and a 3.4 exposure factor, Schoenvisie reaches over 8,000 readers.

Schoenvisie trade fair editions

Just before the buying season and after the big (inter)national trade fairs, a special publication features trade fair news, market developments, survey statistics and information about trends and collections. These trade fair editions have a higher circulation than normal because they are distributed at the major trade fairs. These editions are also bigger, offer more background information, analyses and information for business owners.



Schoenvisie.nl

Schoenvisie.nl is the site for professionals in the shoe market, with over 17,000 unique visitors every month. With its ever growing reach, Schoenvisie.nl offers you, the advertiser, a more than interesting proposition. Schoenvisie.nl offers unique opportunities to reach your very specific target group. Internet is very low threshold because with one click on your advertisement, the visitor is on your site. Moreover, the Internet enables you to build up your audience fast. Due to its interactive character, any lead can be converted into customer relations rapidly, efficiently and personally. Consider an order form or comments form, for example. The Internet also offers possibilities for analysis: how often the advertisement is displayed, click frequency, etc. In short, webvertising can bring you into contact with your target group in a relatively quickly, thus giving you maximum return on your budget.

Online facts

- **17,000 unique visitors** per month
- **60,000 page views** per month
- An average **60% new visitors** per month
- **3,580 newsletter subscribers**
- Average **Average open click ratio of 45%**
and a click-through ratio of 52% from the newsletter
- Average **40% of the visitors return** at Schoenvisie.nl

Newsletter

Every Tuesday, Schoenvisie sends its newsletter featuring current news to over 3,580 subscribers. This newsletter has a large readership and is valued in the industry. Twice a year, a special children's shoes newsletter is published and Schoenvisie also publishes specific themed newsletters and scoops.

Partner mailing

Through a partner mailing, you can send your message in your own look & feel from the Schoenvisie database.

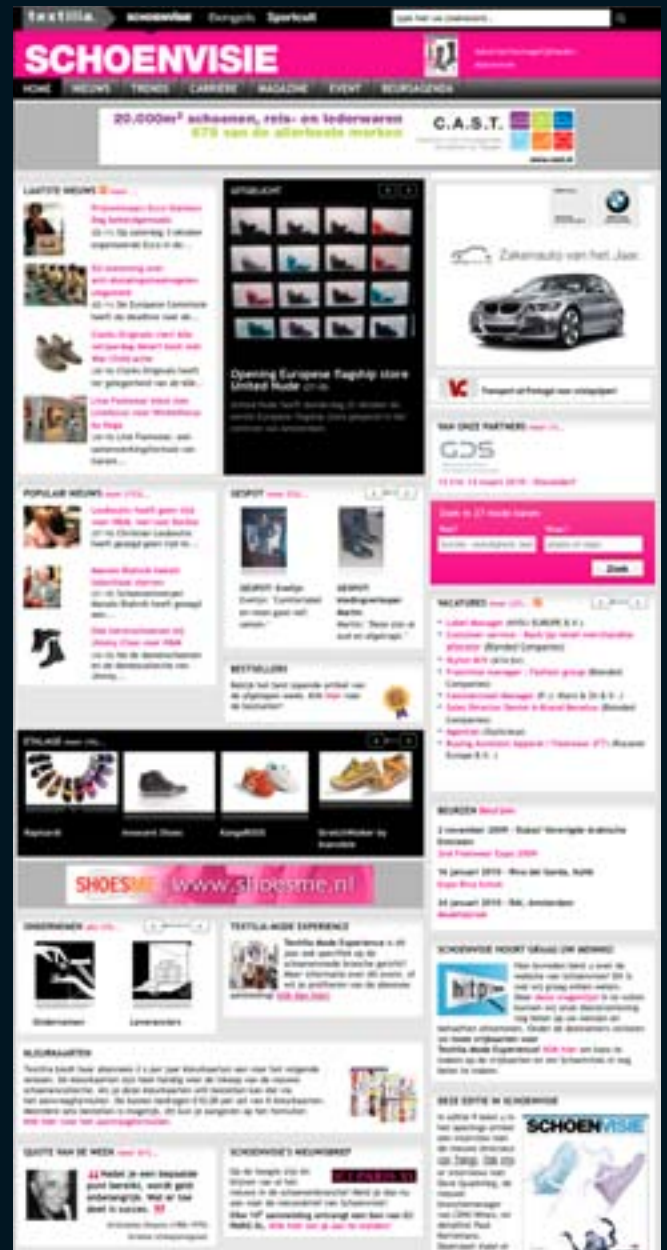
Sponsor mailing

A sponsor mailing is a newsletter which looks like a normal newsletter. As the advertiser, you can insert your own text between the editorial sections. This enables you to benefit from the independent character of the newsletter.



Mini site

Would you like to show your press releases or new collections to your target group? You can do this through a mini site on Schoenvisie.nl. With a mini site, you create your very own website within the Schoenvisie.nl environment. Here you can display a complete message in word, image and sound. With a mini site, you hitch a ride on the high visit frequency and stay on Schoenvisie.nl. A mini site is ideal for collection or product presentations or a business profile.





Events

Events are regularly organised for the readers and advertisers. For example, Schoenvisie was associated for the second time with the Cast trend seminar with Christine Boland. Furthermore, in 2008 Schoenvisie organised a 50 year Jubilee Event together with Mitex. This spectacular event was attended by several top people from the sector and the editors of Schoenvisie announced the biggest Shoe Brand in the Netherlands. Seminars, events and introductions to the editors of Schoenvisie are among the many activities it organises. As an authority in the market, Schoenvisie thus hopes to inspire readers and advertisers. For sponsoring options, (e.g. brand placement in communications and during events or seminars), please contact sales.



The only way to fashion

Besides Schoenvisie, MYbusinessmedia also publishes the titles Bengels, Textilia and Sportcult. You can thus target the whole market! With four titles, various events, sites and themed editions, your message can reach 57,000 fashion professionals every day.

Reader promotions

At Schoenvisie.nl and in the magazine, Schoenvisie offers special and very popular reader promotions, such as trend seminars, mail & win promotions and free entry to the GDS and Nicoline van Enter's talk. These promotions are intended to create a better bond between Schoenvisie and its readers. If your organisation would like to offer a reader promotion, Schoenvisie will be happy to provide ideas.

SPONSORING

At Schoenvisie.nl, you can also sponsor frequently viewed content parts. The name of your organisation is then linked to video items or tips for applying for jobs in the career section of the site, for example. To do this, you can enter into exclusive agreements with Schoenvisie, so that you are the only advertiser visible within the domain of your expertise. This puts you permanently a step ahead of the competition.

MINI EDITIONS

Twice a year, Schoenvisie publishes a mini edition. MYfairs provides an overview of the main trends and brands spotted at trade fairs. In addition Schoenvisie joins Textilia, Bengels and Sportcult to publish generic mini editions which can be added as an insert to one or more titles, depending on the subject. These mini editions therefore have a high circulation and a wide reach! The mini editions focus on subjects like interior store design, children's shoes, trade fairs, etc.



Expert log

At Schoenvisie.nl, the Schoenvisie expert log will be introduced in 2010. On this page, visitors can find information about a range of subjects such as legal advice, the perfect store routing, automation, starting a webshop, etc. This expert log is filled with content from partners of Schoenvisie. Due to its informative character, this will be an important part of the site. Would you like to become an expert at Schoenvisie.nl and uniquely come into contact with your target group? For more information, contact Sales.

Career

Together with Textilia, Bengels and Sportcult, Schoenvisie.nl offers an online recruitment channel for executive board members, stylists, buyers, store managers, sales employees, representatives, designers, merchandisers and many other people in the shoe and fashion industry. Within this platform, besides the latest vacancies, you will find career stories, career tips, training and courses and an overview of all personnel changes in the shoe and fashion industry. Besides vacancies, you can also show a business presentation on video or sponsor content.

Shop window

Would you like to put the spotlight on your brand new collection? If so, place your photos in the section 'etalage' on the homepage of Schoenvisie.nl. By placing your collection in the Schoenvisie magazine too, you have a strong combination which will draw lots of attention to your brands!



Advertisement rates & specifications

(all prices exclude VAT, subject to change)

PRODUCT ADVERTISEMENTS

	1x	2x	4x
2/1 page	€ 3,950	€ 3,800	€ 3,450
1/1 page	€ 2,750	€ 2,600	€ 2,300
1/2 page	€ 1,650	€ 1,500	€ 1,300
1/4 page	€ 840	€ 780	€ 750
1/8 page	€ 475	€ 430	€ 410
1/16 page	€ 265	€ 250	€ 220

IM/VAKNIEUWS

	1x	3x	6x	11x
1/8 page	€ 600	€ 590	€ 560	€ 540
1/16 page	€ 330	€ 310	€ 300	€ 290

MYFAIRS

1/1 page € 1,250

EVENTS

There are various possibilities for main sponsoring, expert sponsoring and playground sponsoring. Regular advertisers of Schoenvisie receive extra discount on participation in events.

PACKAGES

All our packages consist of advertisements in small or large formats, bannering on the website, collection news and/or updates.

	value
XS	€ 3,000
S	€ 6,000
M	€ 10,000
L	€ 15,000
XL	€ 20,000

PLUS PROPOSITIONS

Front page € 2,475

COLLECTION NEWS

full colour (incl. photography)

1/2 page € 950
1/1 page € 1,650

ADVERTORIAL

(incl. layout)

1/2 page € 1,695
1/1 page € 2,850

STORE REPORTING

1/1 page € 1,400

- Insert A4 (depending on weight) € 1,970
- Insert A3, folded A4 (depending on weight) € 2,550
- Stapled insert € 2,950
- Sticker (excl 1/1 page) € 1,250
- Banderole € 1,900

PERSONNEL ADVERTISEMENTS (incl. online)

1/1 page € 1,950
1/2 page € 1,075
1/4 page € 680
1/8 page € 310

ONLINE VACANCIES (incl. vacancies newsletter)

Place 1 vacancy € 325
Place 5 vacancies € 285
Place 10 vacancies € 235

ONLINE AANLEVERSPECIFICATIES

ADVERTORIAL IN NEWSLETTERS

Format: 135 X 200 px
File formats: gif (non-animated),
jpg (no swf format possible)

FULL BANNER IN NEWSLETTERS

Format: 468 x 60 px
File size: max. 50 kB
File formats: gif (animated and
non-animated), jpg (no swf-format
possible)

SPONSORED VIDEO

Videos

Format: 640 x 360 px
Bit rate: 1mbit
File formats: wmv file, Windows
Media Video 9, FLV

Flash

30 second film clips are generally best
viewed. We therefore advise keeping the
film clips short.

SPONSORED MAILING

Maximum 4 (news) messages are

supplied in Word of maximum 100
words per message
Images: gif (animated and non-anima-
ted) or jpg (no swf format possible)

PARTNER MAILING

Header

Format: 748 x 40-100 px
File size: max. 150 kB
File formats: jpg, gif (animated and
non-animated)
Text business information, preferably
supplied in Word (NAW, URL, e-mail
address)

Image material

Format: in consultation
File size: max. 1 MB
File formats: jpg, gif (animated and
non-animated)

MINI SITES

Images

File formats: jpg, gif, png (animated
and non-animated)
File size: max. 2 MB

Logo for teaser/block

'From our partners/mini sites'
File formats: 80 x 40 px, jpg or gif
(animated and non-animated)
File size: 500 kB

Header mini sites

File format: max. 960 x 100 px,
jpg, gif, png (animated and non-
animated)
File size: max. 2 MB

General comments

- For each order, the advertiser
supplies the URL to which the
online advertisement must link.
- The required resolution of gif, jpg
and png files is 72 dpi.

The advertising terms and conditions
of MYbusinessmedia b.v. apply to
supply and services.

ONLINE

NEWSLETTER

Full banner or advertorial in newsletter	€ 395 per time
Partner mailing	€ 850 per time
Sponsored mailing	€ 1,050 per time

SITE

Logo link	€ 360 per 2 months
Full banner	€ 520 per 2 months
Leaderboard	€ 800 per 2 months
Large Rectangle	€ 1,400 per 2 months

Mini site	€ 4,000 per year
Expert log	€ 1,000 per year

25% discount

If you advertise in one or more of our other magazines
as well as Schoenvisie, your discount could rise to as
much as 25%. This also applies if you combine our
websites.

Supplying advertising material

Advertising material for print media:

fashionads@mybusinessmedia.nl

Advertising material for website and newsletters:

onlineadvertenties@mybusinessmedia.nl

Contact person is Debby Bugter: +31 (0)570-504 359,
MYbusinessmedia, PO Box 58, 7400 AB Deventer.

DELIVERY TERMS AND CONDITIONS

- Deviations from the standard formats as described here involve
extra work, risks and costs which are charged to the client.
- Advertisements must be supplied in Certified PDF.
- Always enclose a representative colour proof.
- Raster 54 for black-white, raster 60 for full colour.
- Only use CMYK colours.
- Cancellation: By 10.00 a.m. on closing date

LEADERBOARD

Format: 728 x 90 pixels
File size: max. 49 kb
File formats: gif, jpg, swf* (these may be 39 kb)

LARGE RECTANGLE

Format: 336 x 280 pixels
File size: max. 49 kb
File formats: gif, jpg, swf* (these may be 39 kb)

FULL BANNER

Format: 468 x 60 pixels
File size: max. 49 kb
File formats: gif, jpg, swf* (these may be 39 kb)
This position can also be used for an advertorial
Client then supplies a banner filled with text

LOGOLINK

Format logo: 60 x 30 pixels + 40 characters
(including spaces and symbols)
File size: max. 49 kb
File formats image/logo: gif, jpg, text in Word

*For a .swf file, always supply a .gif file separately, provided with click tag.
Note: the click tag must be present in the .swf not in the gif file

*More
information?
Please contact
the sales team:*

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Schoenvisie is a subsidiary of the MYfashion cluster of MYbusinessmedia. MYfashion also consists of Sportcult, Bengels and Textilia.

For more information about combination options etc., please contact Sales.

Formats

Type page 230 x 300 mm

	vertical	horizontal
1/1	202 x 268 mm	
1/2	99 x 268 mm	202 x 132 mm
1/4 page	99 x 132 mm	202 x 64 mm
1/8 page		99 x 64 mm
1/16 page	46 x 64 mm	98 x 31 mm

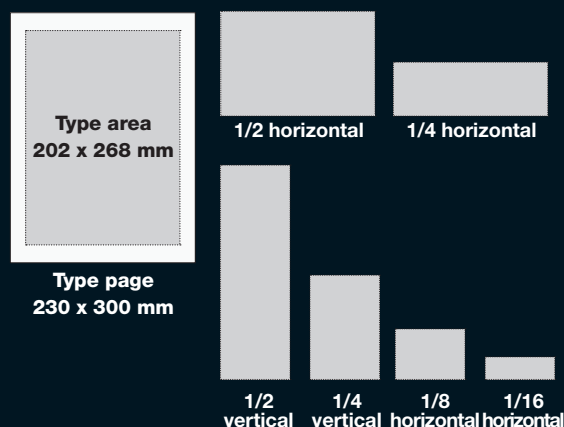
Bleed formats (excluding trim + 5 mm)

2/1 page		460 x 300 mm
1/1 page	230 x 300 mm	

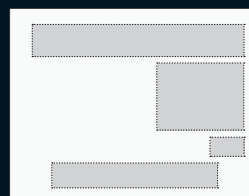
MYfairs formats

1/1 page	14,8 x 21 mm	(5 mm bleed)
2/1 page	29,6 x 21 mm	(5 mm bleed)

MAGAZINE



ONLINE



Leaderboard: 728 x 90 pixels

Large rectangle: 336 x 280 pixels

Logo link: 60 x 30 pixels

Full banner: 468 x 60 pixels

EDITORS

You can mail press releases and other information for the editors of Schoenvisie to Geraldien Prud'homme; g.prudhomme@schoenvisie.nl

Schoenvisie is een uitgave van MYbusinessmedia b.v.
MYbusinessmedia b.v.

Joan Muyskenweg 22
1096 CJ Amsterdam

Schoenvisie is aangesloten bij HOI



Schoenvisie is HOI registered, circulation numbers are over the period:
01/01/2009 till 31/12/2009

Publication calendar

Edition	Subject	Publication	Closing date
1	Clothing & Shoe trends winter 2010	22 Jan. 2010	08 Jan. 2010
2	Children's shoes	19 Feb. 2010	05 Feb. 2010
3	Collections autumn/winter 2010/2011	02 Mar. 2010	16 Feb. 2010
4	MYfairs Fair reports MICAM/ISLN/GDS / Bags	19 Mar. 2010	08 Mart. 2010
5	Technical shoes	11 Jun. 2010	28 Mar. 2010
6	Sport/Youngfashion	20 Aug. 2010	06 Aug. 2010
7	Collections spring/summer 2011	31 Aug. 2010	17 Aug. 2010
8	MYfairs Fair reports ISLN/GDS/MICAM / Bags	17 Sep. 2010	3 Sep. 2010
9	Guest editor-in-chief/Interior store design	26 Nov. 2010	12 Nov. 2010

8 REASONS TO ADVERTISE

1. Increase familiarity with your existing labels/brands.
2. **Present your new collections/products.**
3. **Announce your participation in trade fairs.**
4. Schoenvisie has an unrivalled brand name which stands for high quality objective editing, quality and reliability.
5. You reach a motivated reader, **70% of whom are subscribers to the magazine** and Schoenvisie.nl has **40% returning visitors** every month.
6. Schoenvisie offers many other cross-media applications for your message, for example via the site with over **17,000 monthly unique visitors**.
7. Thanks to the fact that people tend to keep Schoenvisie, your advertisement will still come to the attention of the reader several months later.
8. Schoenvisie has been an authority in the market for 50 years with an **average circulation of over 10,000 professionals, 3,580 newsletter subscribers** and 17,000 unique visitors from the shoe market.

In short, Schoenvisie is the best medium for targeting the professional in the shoe market!

Not yet a subscriber to Schoenvisie?

Call our customer service department for an affordable subscription:

+31 (0)172 - 476 085 or send an e-mail to info@spabonneeservice.nl

You can also register for the weekly newsletter at www.schoenvisie.nl/nieuwsbrief