

# SCHOEN

VISIE

2019

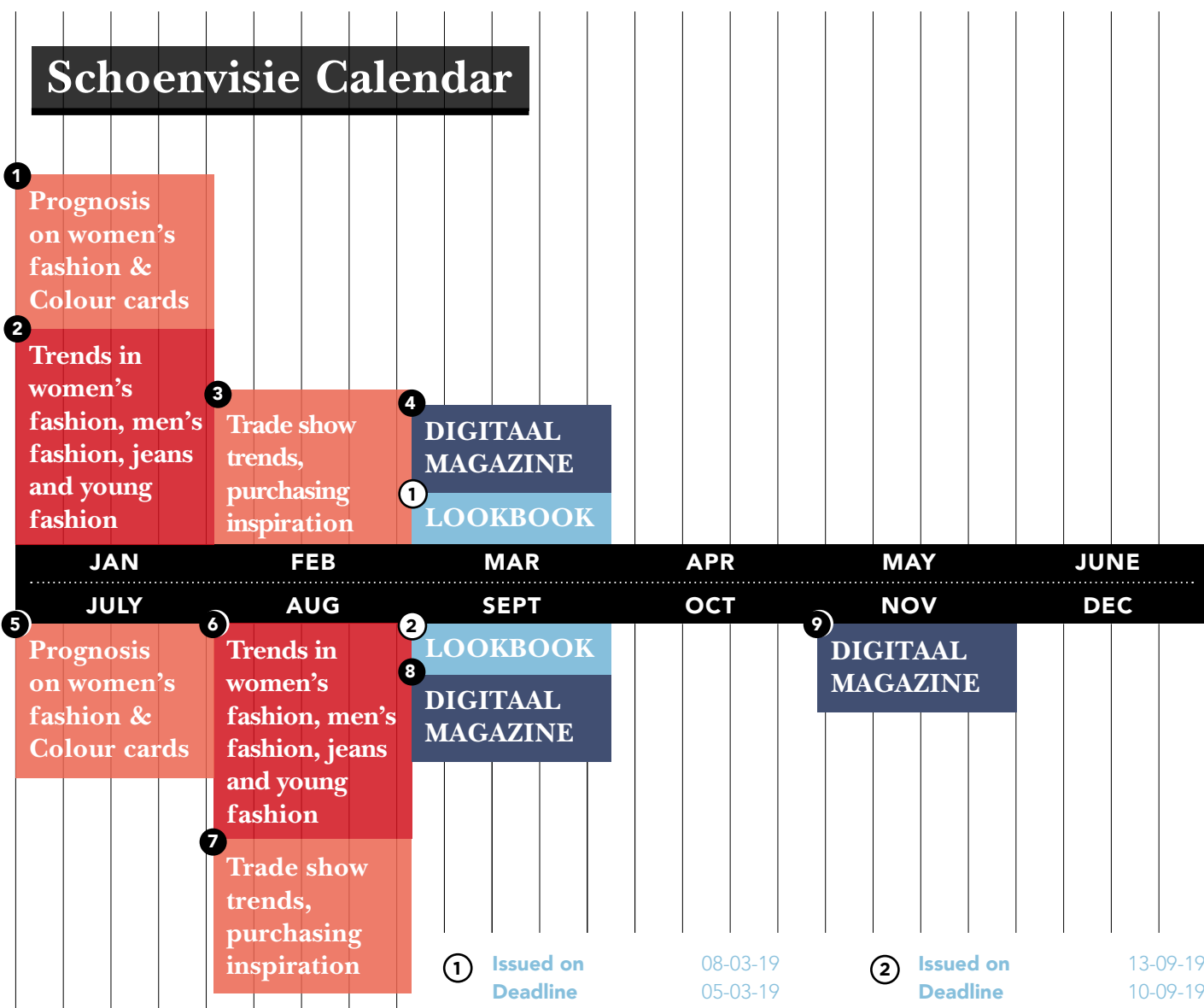


Photo: Jeroen Snijders

## Facts & figures

Schoenvisie, the ultimate trade journal for the shoe sector

Schoenvisie is the leading journalistic source of information within the shoe sector. Providing independent news, scintillating interviews, insights into exclusive market figures and current information from the world of fashion and shoes, so that readers are the first to know about the latest (market) developments and background information. The combination of the trade journal, with 6 printed issues and 3 online issues annually, the fashion colour palattes, the newsletters and the events make Schoenvisie an authority and a fully-fledged, omni-channel partner for professionals in the shoe sector.



1 Issued on	29-01-19	4 Issued on	19-03-19	7 Issued on	30-08-19
Deadline	18-01-19	Deadline	11-03-19	Deadline	19-08-19
2 Issued on	19-02-19	5 Issued on	12-07-19	8 Issued on	24-09-19
Deadline	08-02-19	Deadline	01-07-19	Deadline	16-09-19
3 Issued on	08-03-19	6 Issued on	09-08-19	9 Issued on	19-11-19
Deadline	25-02-19	Deadline	29-07-19	Deadline	11-11-19

**WOULD YOU LIKE TO KNOW MORE?**

Please call us or send us an email:

**Fiona Schreiner:** 06-31907746 or [f.schreiner@schoenvisie.nl](mailto:f.schreiner@schoenvisie.nl)

# 87%

At 87%, Schoenvisie is the most widely read trade journal. Also, at a reading intensity of 'mostly or completely' of 88%, it is the best of all trade journals in the industry.

**SCHOENVISIE, THE MOST WIDELY READ TRADE JOURNAL IN THE SHOE SECTOR\***

# 2018

\*Source: Market data from Shoe Sector Marketing Report 2018



Printed trade journal circulation

## 1.400



Printed trade journal reach

## 4.760



Schoenvisie.nl

## 12.000

Unique visitors per month



Schoenvisie.nl

## 32.500

Page views per month



E-mail newsletters

## 4.250



Social Media

## 4.450

Fans

## Reasons for advertising

Schoenvisie has been an independent authority in the fashion industry for more than 50 years. Schoenvisie is an unrivalled brand name that stands for high-calibre and objective editors, quality and reliability. Almost 80% of shoe shops prefer to gain inspiration and information from a trade journal and at 87%, Schoenvisie is the most widely read trade journal within the target group.

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