

# SCHOEN

VISIE

2020



Photo: Jeroen Snijders

**Schoenvisie rates**

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 palettes, the newsletters and the events make Schoenvisie an authority and a fully-fledged, omni-channel partner for professionals in the shoe sector.**

**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

**1.900**



Printed trade journal reach

**6.460**



Schoenvisie.nl

**15.000**

Unique visitors per month



Schoenvisie.nl

**35.000**

Page views per month



E-mail newsletters

**3.800**



Social Media

**5.000**

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.

**WOULD YOU LIKE TO KNOW MORE?**

Please call us or send us an email:

**Brigitte Beverwijk:** 06-31907746 or [sales@schoenvisie.nl](mailto:sales@schoenvisie.nl)

# Ratecard 2020

## JANUARY

### Prognosis womenswear and colours

*Issued on* 31 January  
*Deadline* 20 January

## JULY

### Prognosis womenswear and colours

*Issued on* 31 July  
*Deadline* 20 July

## SEPTEMBER

### Review tradeshow (digital)

*Issued on* 25 September  
*Deadline* 15 September

## FEBRUARY

### Trends womens- and menswear, jeans & young fashion

*Issued on* 21 February  
*Deadline* 10 February

## AUGUST

### Trends womens- and menswear, jeans & young fashion

*Issued on* 7 August  
*Deadline* 27 July

## NOVEMBER

### Tradeshows and shop interiors (digital)

*Issued on* 20 November  
*Deadline* 10 November

## MARCH

### Tradeshow trends, purchasing inspiration

*Verschijning* 6 March  
*Deadline* 24 February

### Review tradeshow (digital)

*Issued on* 27 March  
*Deadline* 17 March

### Tradeshow trends, purchasing inspiration

*Issued on* 28 August  
*Deadline* 17 August

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# Print advertising rates

## Edge to edge sizes (excluding 5 mm surrounding bleed)

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

## Type area 230 x 300 mm

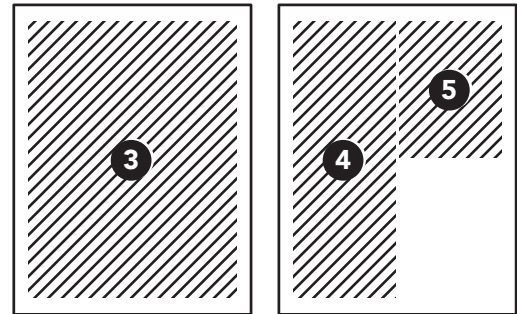
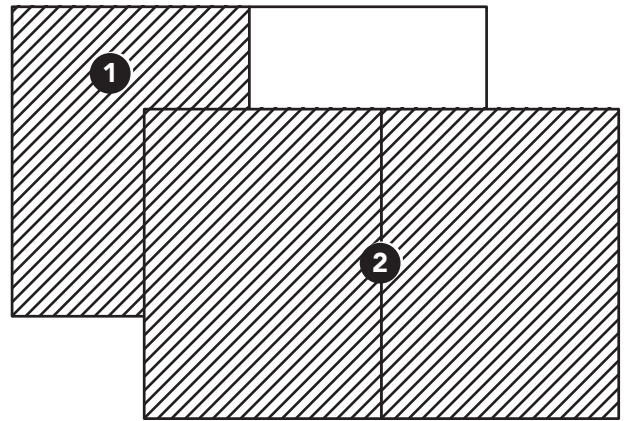
	Portrait	Landscape
1/1 page	③ 202 x 268 mm	
1/2 page	④ 99 x 268 mm	⑥ 202 x 132 mm
1/4 page	⑤ 99 x 132 mm	

## Product advertisements

	1x	2x	3x
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

## Advertorial (incl. layout)

1/1 page	€ 2.850
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## Extra proposition

Front page	€ 2.475	*Available as 1/2 or 1/1 page
Bound insert	€ 3.500	
Annex	€ 3.300	
Band	€ 2.500	
Inserts*	€ 1.100	

## Collection messages in full colour (incl. photography)

1/2 page	€ 1.000	Option of placement in digital magazine editions 4 & 8.
1/1 page	€ 1.750	
1/2 page	€ 1.250	Combination of collection message (print) & feed (digital).
1/1 page	€ 2.000	



WOULD YOU LIKE TO  
KNOW MORE?

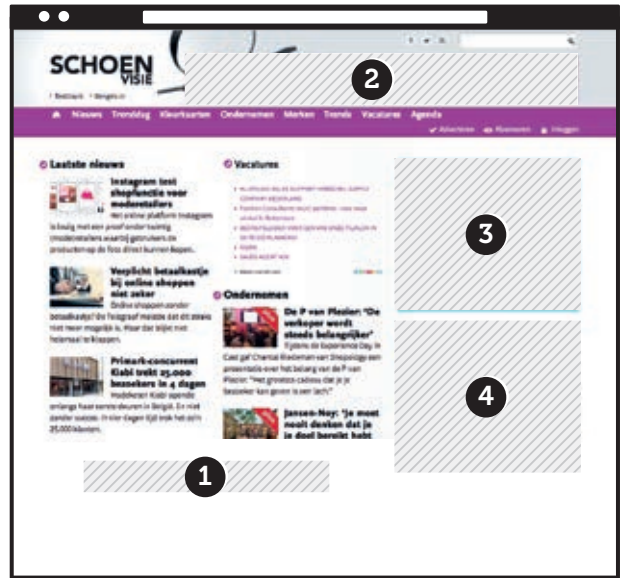
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# Online advertising rates

www.schoenvisie.nl

1	Full banner	€ 260	per month
2	Leaderboard	€ 400	per month
3	Large rectangle	€ 650	per month
4	Large Rectangle with video	€ 750	per month



## Newsletters

6	Full banner	€ 395	per week
	Partner mailing	€ 850	each
	Sponsor mailing	€ 1.050	each
7	Advertorial in newsletter	€ 395	per week

## Online vacancies (including newsletter listing)

2 months

Advertise 1 vacancy	€ 350
Advertise 5 vacancies	€ 300
Advertise 10 vacancies	€ 250

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## Schoenvisie digital magazine magazine.schoenvisie.nl

Cover	⋮	€ 1.450
Advertisement	⋮	€ 950

We would be pleased to explain other digital options.



## Events

For sponsoring options during our events, please contact Brigitte.  
See information at bottom of page.

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