

# SCHHOENVISIE



L'ESTROP

Hui

## Media Kit 2022

Schoenvisie, the platform for the professional in the Dutch shoe industry

Schoenvisie is the leading business to business platform for professionals in the Dutch fashion industry. For nearly 60 years Schoenvisie informs and inspires its readers on all market developments, trends, buying behaviour and brand preferences. Our readers vary from independent retailers, manufacturers and resellers to employees and managing boards of retail stores and chains.

The portfolio includes a subscribers based magazine, seminars, webinars, an extensive reach on social media and interactive online engagement through the website schoenvisie.nl. This market leading website engage subscribers by publishing the latest breaking news, regular news alerts, dedicated sections to news, updates and business information. Schoenvisie has an extensive features calendar, which allows you to target specific segments for the retail shoe industry.

Schoenvisie offers you innovative advertising and sponsorship business solutions tailored to your specific needs. Our multiplatform and industry specific marketing propositions are designed to meet your objectives across a full spectrum of digital, print and event marketing.

# 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.

\*SOURCE: MARKET DATA  
FROM SHOE SECTOR  
MARKETING REPORT 2018



Circulation print  
**1.050**



Print readership  
**6.460**



Schoenvisie.nl  
**35.000**  
Monthly page views



Schoenvisie.nl  
**15.000**  
Unique monthly page views



Newsletter recipients  
**3.800**



Social Media  
**5.780**  
Fans

## WHY SCHOENVISIE IS THE RIGHT CHOICE FOR YOU

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.

**NEED MORE INFORMATION?**  
Please call us or send us an email:

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

# Publication dates magazine 2022

## JANUARY

**Trend forecast footwear and colour swatch charts winter**

**ISSUED ON** 26 January

**DEADLINE** 14 January

## FEBRUARY

**Trend forecast footwear winter**

**ISSUED ON** 18 February

**DEADLINE** 04 February

## MARCH

**New collections winter**

**ISSUED ON** 01 March

**DEADLINE** 14 February

**Smart retailing (digital issue)**

**ISSUED ON** 25 March

**DEADLINE** 11 March

## JULY

**Trend forecast footwear and colour swatch charts summer**

**ISSUED ON** 26 July

**DEADLINE** 13 July

## AUGUST

**Trend forecast footwear summer**

**ISSUED ON** 23 August

**DEADLINE** 11 August

**New collections summer**

**ISSUED ON** 09 September

**DEADLINE** 29 August

## SEPTEMBER

**Smart retailing (digital issue)**

**ISSUED ON** 23 September

**DEADLINE** 09 September

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# Advertising rates print

Edge to edge sizes  
(excluding 5 mm surrounding bleed)

	Portrait	Landscape
<b>2/1 page</b>		<b>2</b> 400 x 287 mm
<b>1/1 page</b>	<b>1</b> 200 x 287 mm	

Type area 200 x 287 mm

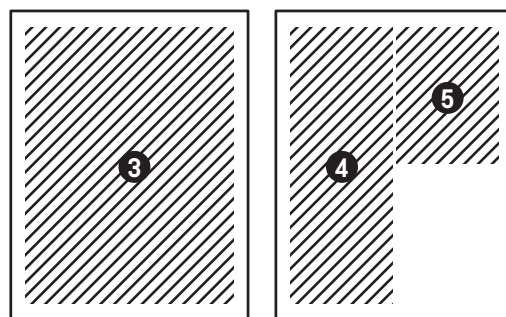
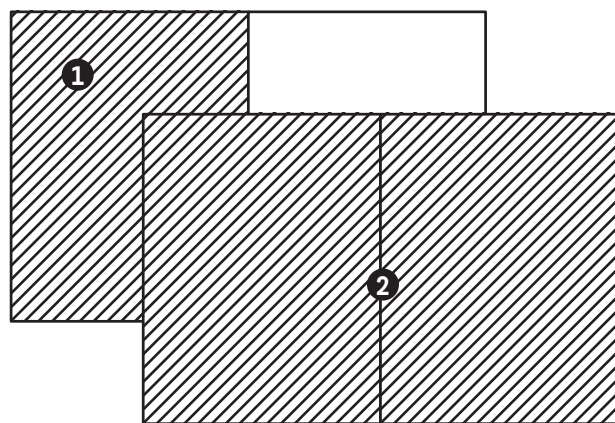
	Portrait	Landscape
<b>1/1 page</b>	<b>3</b> 181 x 266 mm	
<b>1/2 page</b>	<b>4</b> 86 x 268 mm	<b>6</b> 181 x 127 mm
<b>1/4 page</b>	<b>5</b> 86 x 127 mm	

Product advertisements

	1x	2x	3x
<b>2/1 page</b>	€ 3.950	€ 3.800	€ 3.450
<b>1/1 page</b>	€ 2.750	€ 2.600	€ 2.300
<b>1/2 page</b>	€ 1.650	€ 1.500	€ 1.300
<b>1/4 page</b>	€ 840	€ 780	€ 750

Advertorial (incl. layout)

<b>1/1 page</b>	€ 2.850
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Extra proposition

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

Collection messages in full colour  
(incl. photography)

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



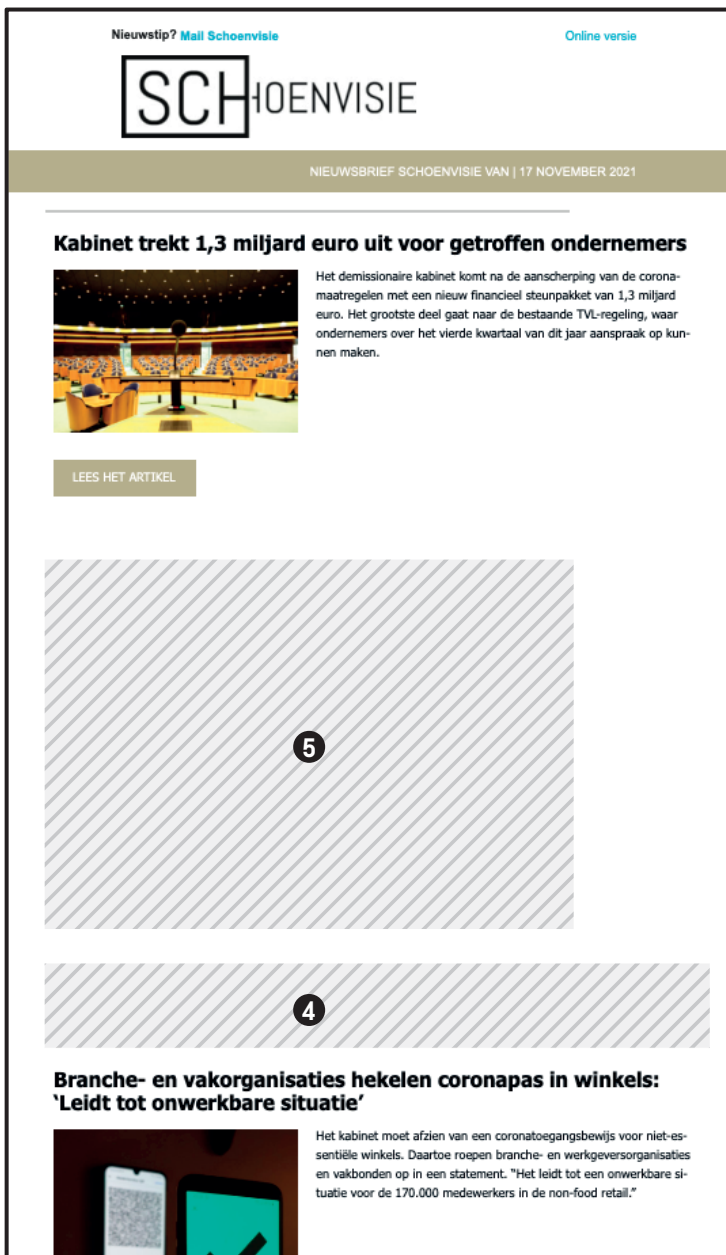
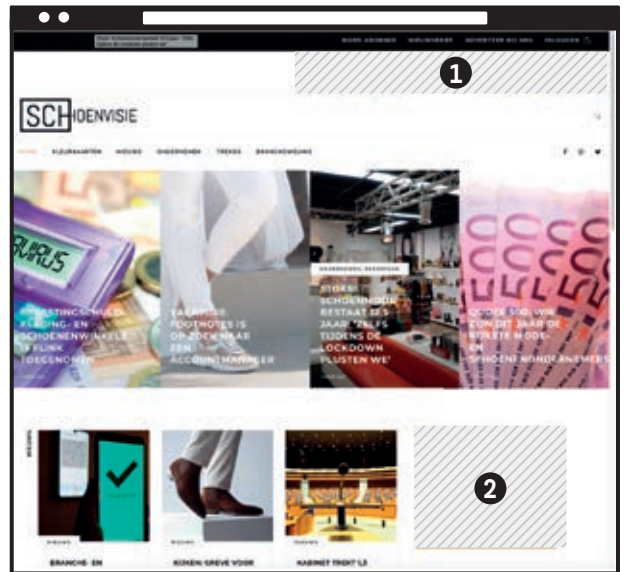
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# Online advertising rates

www.schoenvisie.nl

- 1 Leaderboard € 400 per month
- 2 Large rectangle € 650 per month



## Newsletters

- 4 Full banner € 395 per week
- Partner mailing € 850 each
- Sponsor mailing € 1.050 each
- 5 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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