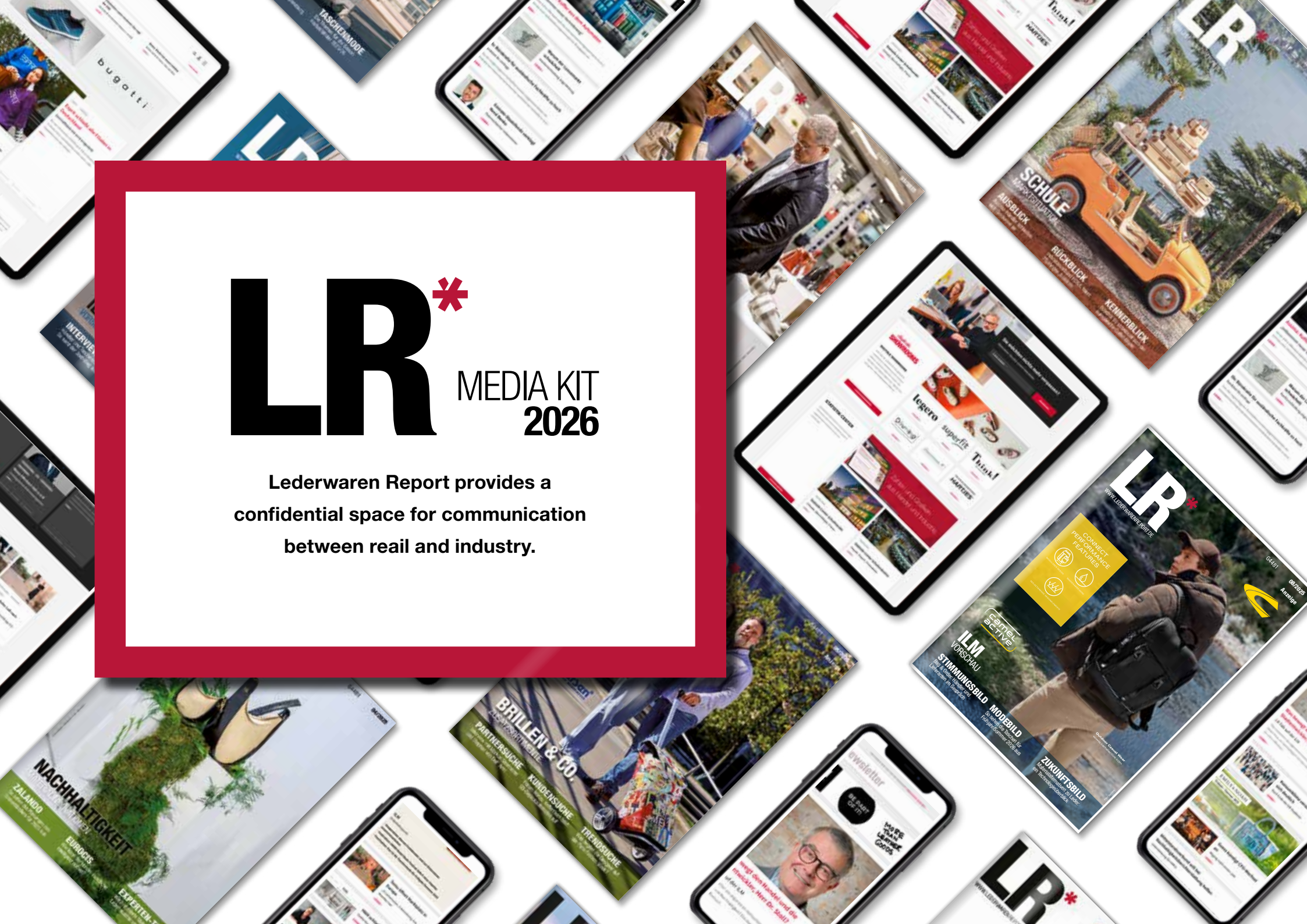


LR* MEDIA KIT 2026

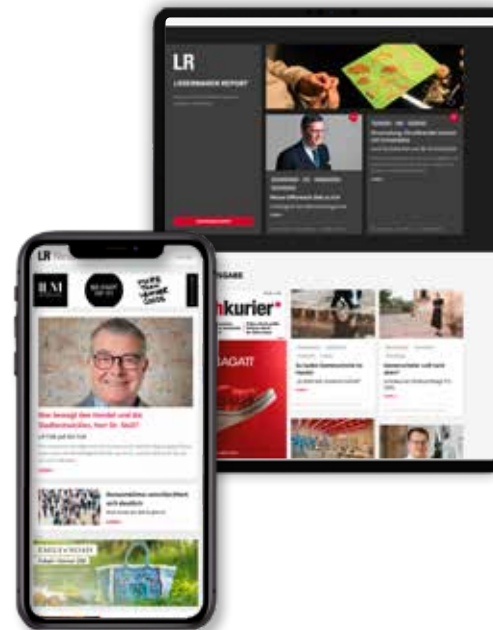
Lederwaren Report provides a
confidential space for communication
between retail and industry.





Lederwaren Report

From women's bags and small leather goods to business and travel luggage, schoolbags, daypacks and umbrellas: Lederwaren Report is dedicated to all product of the leather goods trade. The magazine goes into detail: In personal interviews with leading figures from trade and industry and at all the relevant trade fairs. Personal advice is a top priority in the magazine. That is why LR offers customers numerous communication options. While the model show focuses on the product a promotion can be used to present company and concepts.



www.lederwarenreport.de

All subscribers can read Lederwaren Report as an ePaper. The digital version of the Lederwaren Report is available at www.schuhkurier.de.

There you will find all the important news from the world of shoes and bags. A weekly newsletter rounds off the digital offering.

Content

- 02** The media and profile
- 03** Figures, data, facts
- 04** Editorial and publication schedule
- 05** Formats and prices
- 06** Special formats and supplements
- 07** Model show
- 08** Website
- 09** Newsletter
- 10** Look Newsletter
- 11** Digital content marketing
- 12** Content marketing print
- 13** Job adverts
- 14** Technical data and conditions
- 15** Team

DEUTSCHE

FACHPRESSE

Figures, data, facts

2.870

Readers per issue

2.050

ePaper-users

9

Print- and ePaper
issues per year

350

Additional print copies per issue
for fairs, marketing campaigns
and cooperations

1.740

Newsletter recipients

52

Newsletters per year

41 %

Newsletter opening rate

58.200

Average page views on
schuhkurier.de per month

12.300

Average visitors on
schuhkurier.de per month

3_{min}49_{sek}

Average dwell time on schuhkurier.de

85,5 %

of the decision makers
use trade journals printed
or as ePaper

5

Handbags owned
by the average woman

Source: QVC, Statista-Umfrage 2018

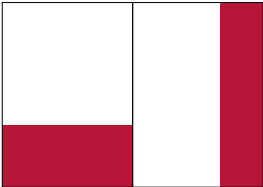
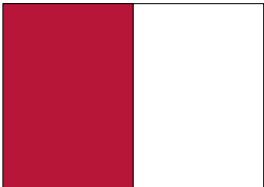
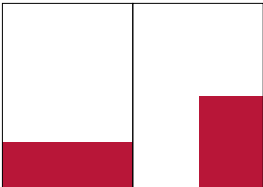
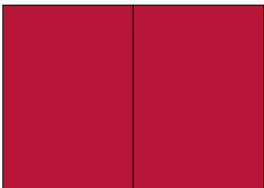
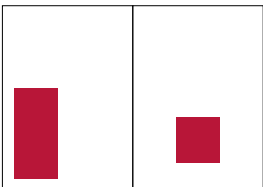
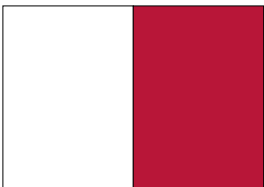
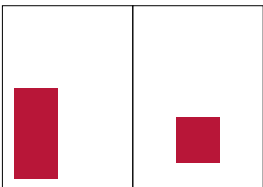
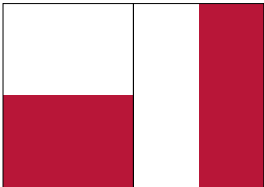
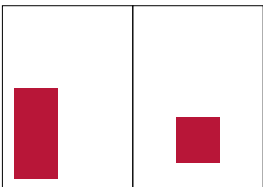
Source: Deutsche Fachpresse, LAE-Sonderauswertung 2024

Further sources: Publisher's information, Ø 1-9/2025, partially rounded

Editorial and publication schedule

MONTH	ISSUE	PUBLICATION DATE	DEADLINE FOR PRINTING MATERIAL	EDITORIAL TOPICS/ SPECIALS
January + February	1 + 2	28.01.2026	19.01.2026	Trade fair edition for ILM
March	3	11.03.2026	02.03.2026	Highlights from Offenbach
April	4	08.04.2026	30.03.2026	Sustainability
May	5	13.05.2026	04.05.2026	Additional product ranges
June	6	17.06.2026	08.06.2026	Travel & Business
July	7	15.07.2026	06.07.2026	School & Leisure
August	8	19.08.2026	10.08.2026	Trade fair edition for ILM
September + October	9 + 10	23.09.2026	14.09.2026	Highlights from Offenbach
November + December	11 + 12	25.11.2026	16.11.2026	Digitalisation

Formats and Prices

Format	Width x Height (mm)	Price 4c	Format	Width x Height (mm)	Price 4c
	Cover page	4.850 €		1/3 page landscape 210 mm x 100 mm + 3 mm bleed high 73 mm x 297 mm + 3 mm bleed	1.680 €
	2 Cover and back cover (U2, U4)	4.200 €		2 x 1/3 page, on a double page above the waistband landscape 420 mm x 73 mm + 3 mm bleed	3.800 €
	2/1 page	5.400 €		1/4 page landscape 210 mm x 85 mm + 3 mm bleed corner 102 mm x 146 mm + 3 mm bleed	1.400 €
	1/1 page	4.200€		1/6 page high 53 mm x 138 mm	650 €
	1/2 page landscape 210 mm x 148 mm + 3 mm bleed high 102 mm x 297 mm + 3 mm bleed	2.310 €		Island display 53 mm x 53 mm in 3-sp. text section Placement: surrounded by editorial text on 3 sides	610 €

Discounts:

Volume

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

Frequency

3 Advertisements	5%
6 Advertisements	10%

Agency commission 15%
(model show, supplements
and job adverts excluded)

**Please send your printable
PDF to media@sternefeld.de**

Special advertising formats and supplements

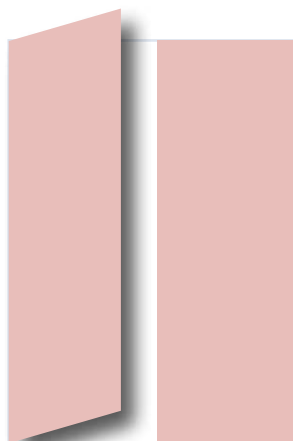


For the additional presentation of your supplement in the Lederwaren Report ePaper, please send it to us in DIN A4 format without bleed as a PDF.

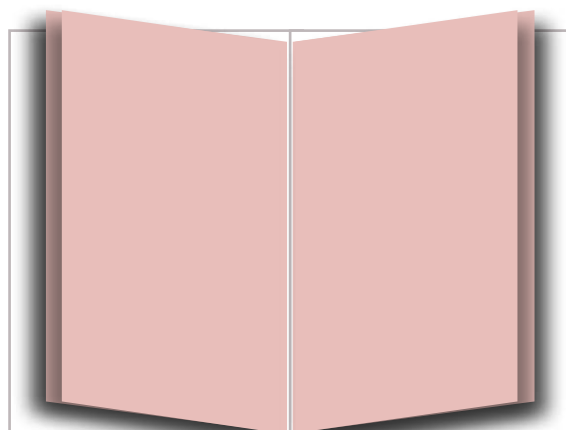
Supplements Prices for supplements

up to 25 g:	2.450 €
up to 50 g:	2.850 €
up to 100 g:	3.550 €
up to 180 g:	4.050 €

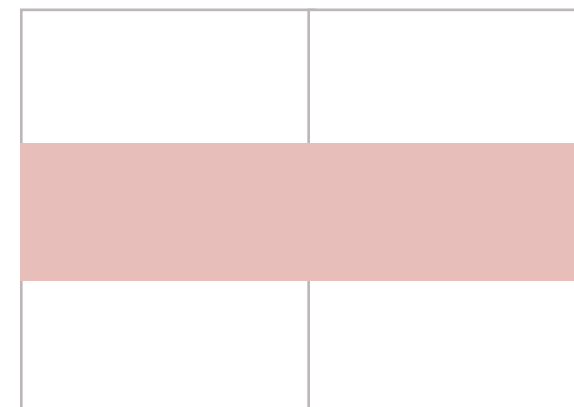
(not eligible for discount and AC)
maximum format: 205 mm x 290 mm



French door display
only bookable in combination with the front page advert, price on request



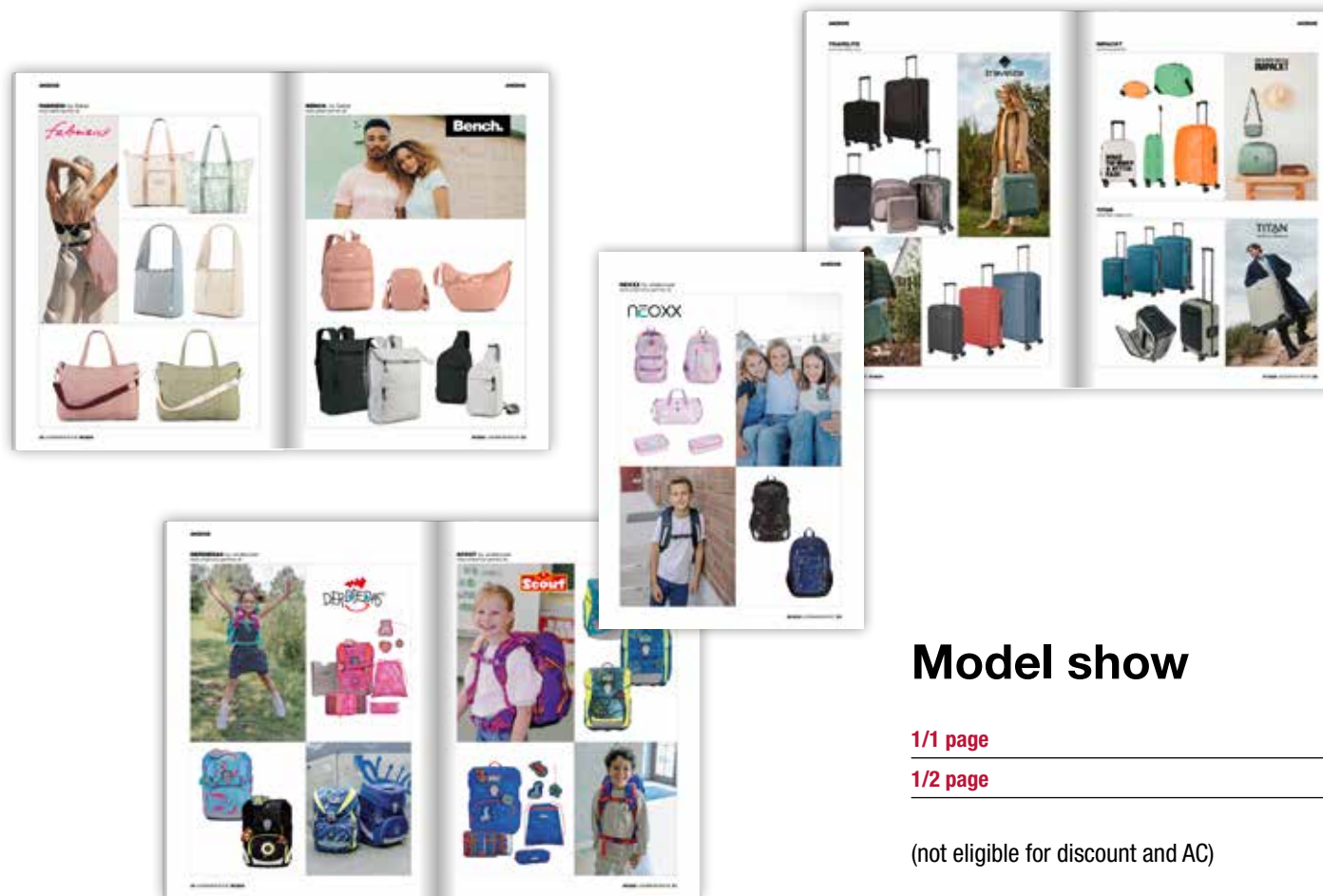
Bound and glued supplements
price on request



2 x 1/3 page, on a double page above the waistband
each 210 mm x 73 mm + 3 mm bleed: 3.800 €

Model show

Your best models and looks on one page. You send us your designs and we will create a bespoke page for you in Lederwaren Report. The page will be marked as an advertisement. Included are 2 proofs so we can take your wishes into account.



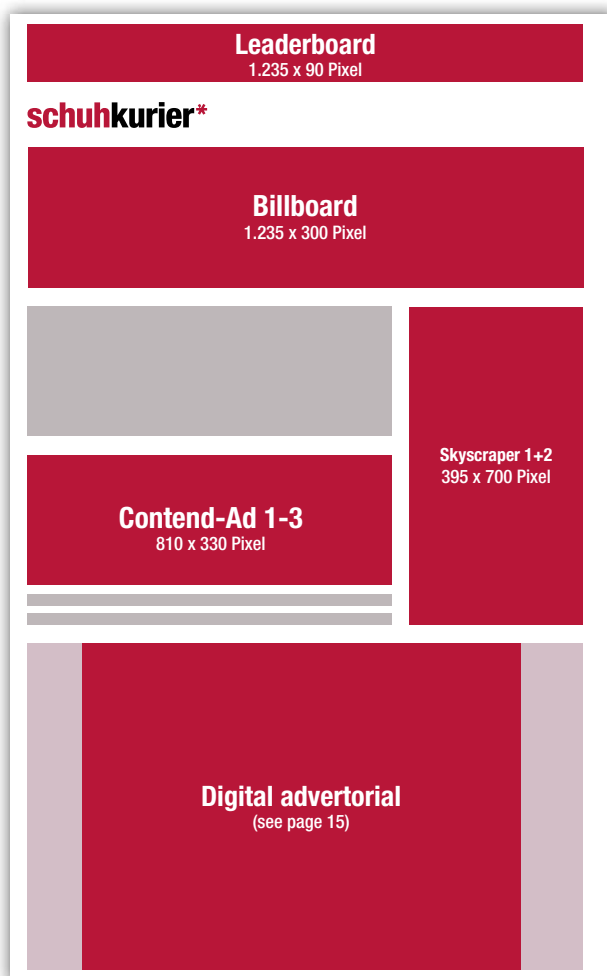
Model show

1/1 page	1.900 €
1/2 page	1.100 €

(not eligible for discount and AC)

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)	1.280 €
Billboard (1.235 x 300 Pixel)	2.290 €
Content-Ad 1 (810 x 330 Pixel)	1.850 €
Content-Ad 2 (810 x 330 Pixel)	1.520 €
Content-Ad 3 (810 x 330 Pixel)	1.180 €
Skyscraper 1+2 (395 x 700 Pixel)	1.600 €
Digital-Advertorial	3.500 €

Discounts:

Sale scale

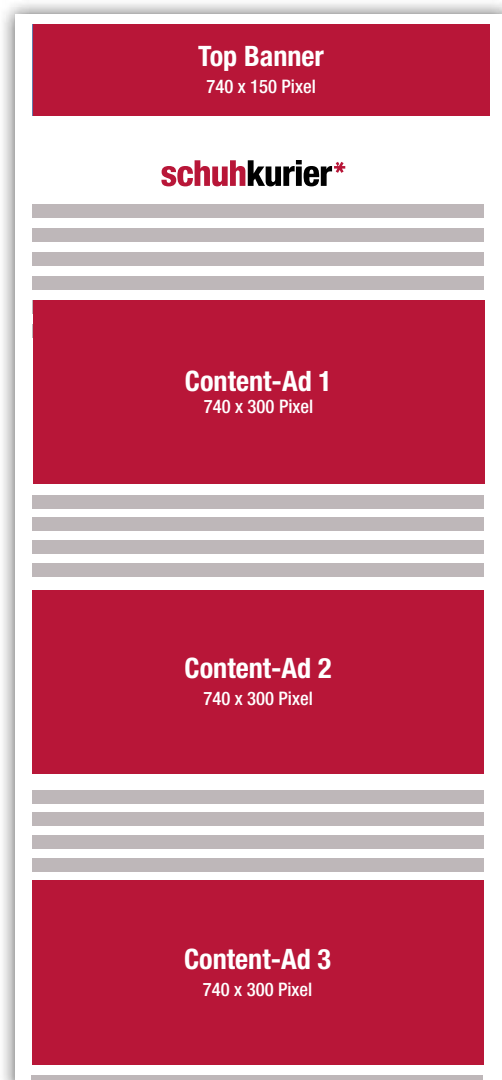
3.000 €	3%
5.000 €	5%
10.000 €	7%
15.000 €	10%
20.000 €	15%
25.000 €	20%
30.000 €	25%

The print contract is transferable to digital bookings
The discount that is more favourable for you applies.
The digital scale does not apply to print bookings.
AC 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



Newsletter	4 weeks
Top-Banner (740 x 150 Pixel)	1.820 €
Content-Ad 1 (740 x 300 Pixel)	1.620 €
Content-Ad 2 (740 x 300 Pixel)	1.520 €
Content-Ad 3 (740 x 300 Pixel)	1.520 €

Lederwaren Report Newsletter:

The Lederwaren Report Newsletter is sent out every Wednesday with the main topics leather goods, luggage & accessories.

The newsletter also covers the latest news from the leather goods and fashion trade -industry.

Data delivery:

JPG, PNG or static GIF,
no animation, 72 dpi,
web-optimised, RGB,
maximum file size: 250 KB
Delivery: 3 days before start
to media@sternefeld.de
Please specify link request.

Discounts:

Sales scale

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

Newsletter Look

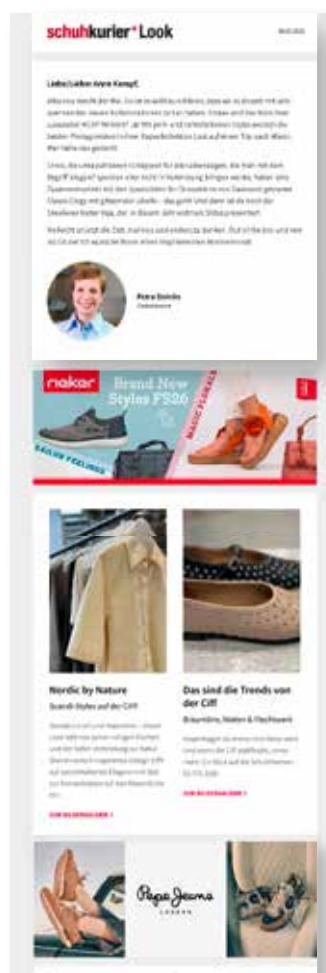
The schuhkurier Newsletter Look delivers curated trends from the world of shoes, fashion and retail every Thursday afternoon. The focus is on current collections, trend-setting color and material trends as well as highlights from international catwalks. The editorial content is supplemented by voices from the retail sector, inspiring insights into shop window displays and selected picture galleries.

schuhkurier* Look

Content-Ad 1
740 x 300 Pixel
470 €

Content-Ad 2
740 x 300 Pixel
430 €

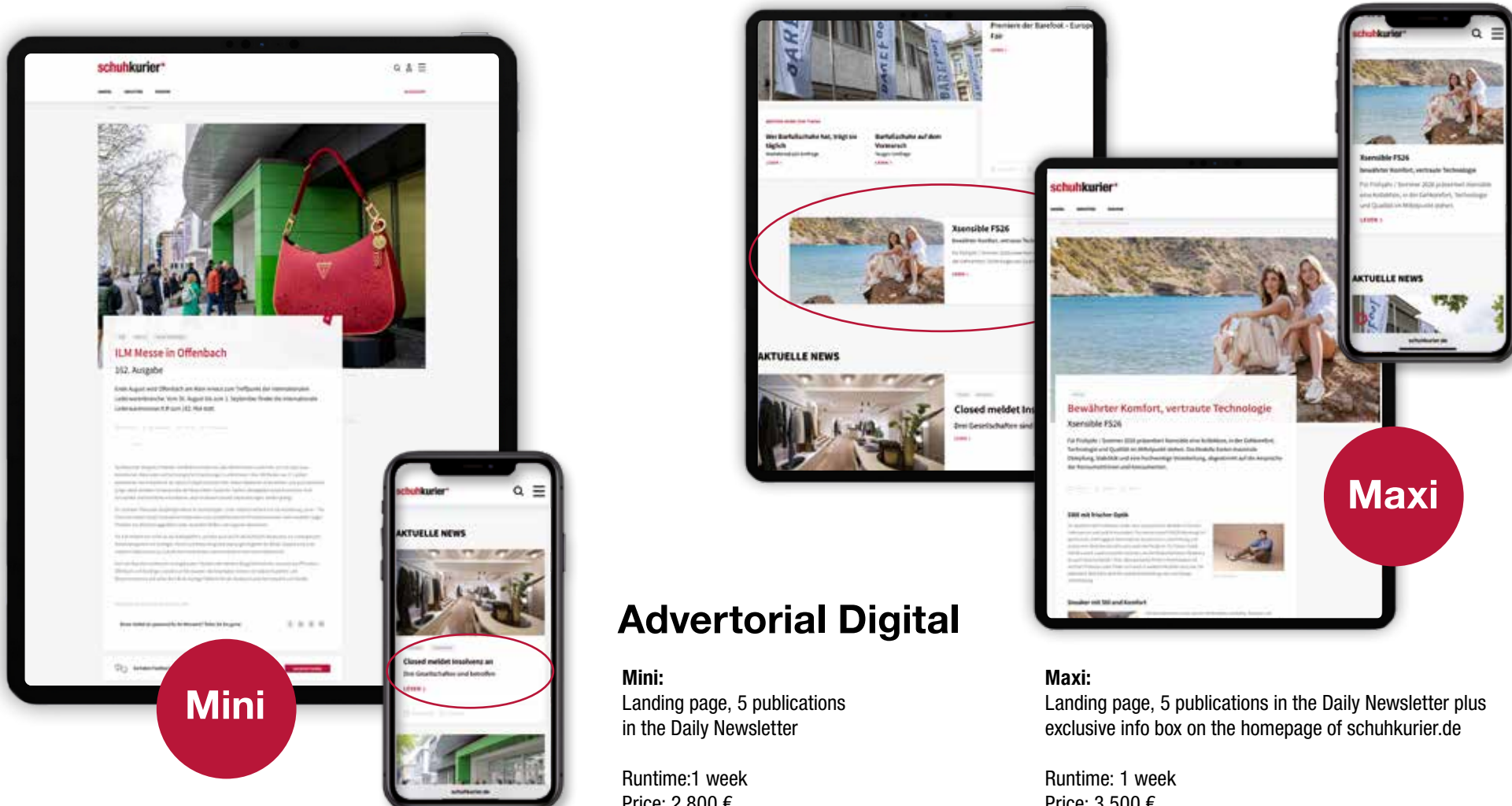
Content-Ad 3
740 x 300 Pixel
400 €



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.

Content-Marketing Digital

A digital advertorial fits elegantly into the editorial news flow of schuhkurier.de.
Two different packages offer sufficient space for detailed text, images, graphics and video integration.



Mini

Advertorial Digital

Mini:
Landing page, 5 publications
in the Daily Newsletter

Runtime: 1 week
Price: 2.800 €

Maxi

Advertorial Digital

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

Runtime: 1 week
Price: 3.500 €

For discounts see page 10

Content-Marketing Print

A print advertorial fits seamlessly into the editorial environment of schuhkurier. With two possible formats it offers sufficient space for detailed text, images and graphics and thus also provides space for messages that need to be explained. On request, schuhkurier team provides support with the content and design realisation.



Advertorial Print

1/1 page	4.200 €
2/1page	5.400 €
Content creation per page	250 €
Digital placement of the advertorial	plus 1.500 €

plus VAT and including 2 correction runs less discounts* and AC

Job advertisements

Whether executives, sales or product managers - the schuhkurier job portal is the first port of call for job vacancies in industry and trade as well as for specialists and managers in the footwear and leather goods sector.

Basic	Premium	Best Practice	
1/4 page in the print magazine + 4 weeks on schuhkurier.de + Placement in the schuhkurier Daily Newsletter 980 € 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 Daily Newsletter 2.100 € 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 Daily Newsletter 1.200 € Format: 169 mm wide x 115 mm high Printable PDF	For job adverts that contain several positions, only one position of your choice will be published on the website and in the Daily Newsletter. Each additional position will be charged at 150 €. mm-price job adverts Print 4,10 € mm-price print only: 2.10 € Your contact for an individual offer: Sophie Linnenberg Tel. +49 (0)211 / 5 77 08 - 36 sl@sternefeld.de Please send your data to: media@sternefeld.de Digital Only 4 weeks Website and Daily Newsletter 975 € Format: ideal ist DIN-A4 (PDF)

No discount and AC for job advertisements

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 LR xx/26
Schlavenhorst 10
46395 Bocholt

Banners and Images:

JPG, PNG, animated or static GIF, 72 dpi,
web optimised, RGB, File size: 250 KB
Send your banner with your linking request to:
media@sternefeld.de

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.

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

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✉ ak@sternefeld.de



Sophie Linnenberg

Object management

☎ +49 (0)211 / 577 08 - 36

✉ sl@sternefeld.de

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

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