

STEPTechnik*

Media kit 2026



Media profiles



STEPTECHNIK*

StepTechnik is the magazine for the footwear and leather industries.

It provides in-depth information from all aspects of shoe production from production systems and materials to technical innovations.

StepTechnik is the link between shoe and leather goods manufacturers and their suppliers of components and machinery, a forum where questions and problems can be and problems are discussed and concrete solutions are presented. Competent, factual and objective.



schuhkurier.de

StepTechnik also offers the most important news from the industry at a glance. As part of the information portal www.schuhkurier.de, users can find the latest news from the shoe industry, companies, materials and trade fairs.

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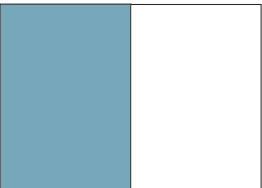
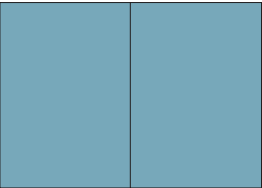
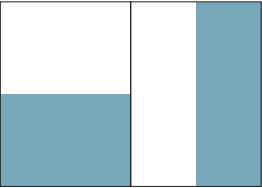
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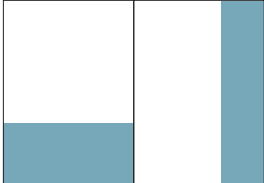
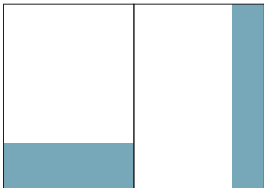
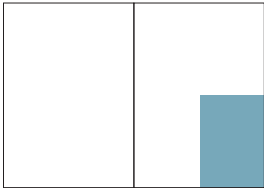
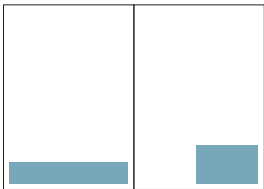
FACHPRESSE

Topics and dates

MONTH	ISSUE	PUBLICATION DATE	DEADLINES	TOPICS
February	1	11.02.2026	02.02.2026	Preview of Lineapelle, the latest news from the footwear shoe and leather industry, main theme: Leather and tanneries
April	2	15.04.2026	06.04.2026	Report from the Lineapelle with colour, leather and material trends for Spring/Summer 2025, 3D in footwear production
September	3	09.09.2026	31.08.2026	Preview of Lineapelle and Simac/Tanning Tech, market trends and innovations in the footwear and leather industries, Leather alternatives
November	4	11.11.2026	02.11.2026	Preview of A+A, Report from Lineapelle and Simac, colour, Leather and Material Trends for Autumn/Winter 2025/26, Sustainability in footwear production

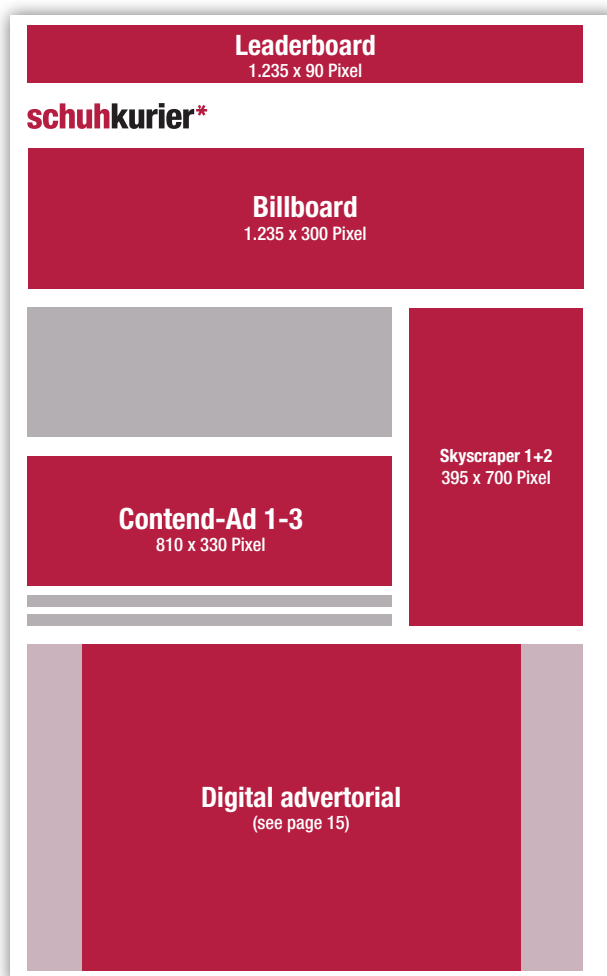
Formats and prices

Format	Width x height (mm)	Price 4c
	Cover page 198 mm wide x 160 mm high	3.885 €
	1/1 page U2/U4 210 mm wide x 297 mm high + 3 mm bleed	3.650 €
	2/1 page 420 mm wide x 297 mm high + 3 mm bleed	7.150 €
	1/1 page 210 mm wide x 297 mm high + 3 mm bleed	3.650 €
	1/2 page landscape: 210 mm wide x 153 mm high + 3 mm bleed high: 102 mm wide x 297 mm high + 3 mm bleed	2.300 €

Format	Width x height (mm)	Price 4c
	1/3 page landscape: 210 mm wide x 108 mm high + 3 mm bleed high: 71 mm wide x 297 mm high + 3 mm bleed	1.370 €
	1/4 page landscape: 210 mm wide x 87 mm high + 3 mm bleed high: 56 mm wide x 297 mm high + 3 mm bleed	1.150 €
	1/4 page corner ad 102 mm wide x 153 mm high + 3 mm bleed	1.150 €
	1/8 page landscape: 178 mm wide x 32 mm high (type area) V-card: 86 mm wide x 65 mm high (type area)	480 €

Website

On the website the well-connected schuhkurier editorial team always reports on the latest events in the shoe industry and retail. The website is therefore an indispensable source of information for anyone working in the shoe industry. schuhkurier.de is an ideal medium for digital reach campaigns.



Banner format	Preis pro Woche Zer-Roation
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@sternfeld.de

Newsletter

Newsletters at a glance:

schuhkurier Daily Newsletter

Well informed every day: from Monday to Friday at 11 a.m. subscribers of schuhkurier receive the latest news from the fashion, shoe and leather goods business directly to their e-mail inbox. Particularly urgent news are sent as a newsflash.

schuhkurier Weekly Newsletter

On Friday afternoons the editorial team summarises the most important events of the week and categorises them. It comments on current developments and provides an outlook on events in the coming week.

schuhkurier Newsflash

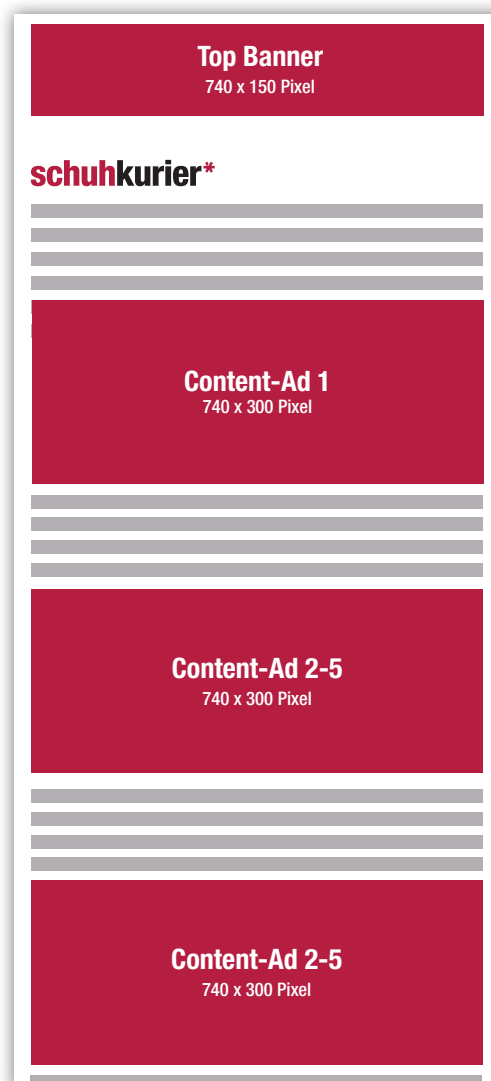
The latest news and developments are sent out promptly as a Newsflash to the recipients of the Daily Newsletter.

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 grated.

Data delivery:

JPG, PNG or static GIF 72 dpi, web-optimised, RGB, maximum file size: 250 KB, delivery: 3 days before start to media@sternefeld.de

Please specify link request.



Newsletter		5-day package
Top-Banner	(740 x 150 Pixel)	2.350 €
Content-Ad 1	(740 x 300 Pixel)	2.350 €
Content-Ad 2	(740 x 300 Pixel)	2.150 €
Content-Ad 3	(740 x 300 Pixel)	2.000 €
Content-Ad 4	(740 x 300 Pixel)	1.900 €
Content-Ad 5-7	(740 x 300 Pixel)	1.820 €
Newsflash (4x)		1.800 €
Weekly (4x)		1.800 €

Discounts:

Sale scale

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

Recipients:*

Newsletter Daily, Flash, Look:	4.010
Newsletter Weekly:	1.580

*Source: Publisher's information September 2025

Inserts - Technical data

Inserts:

Please send your insert with the reference of the corresponding issue to (deadline ad closing):

D+L Printpartner GmbH
Versandabteilung
Für Step Technik xx/26
Schlavenhorst 10
46395 Bocholt

General Terms and Conditions

Prices

All prices are subject to value added tax.

Term of payment

Unless otherwise agreed:
Payable immediately net without deduction.

Cancellation deadlines and fees

Cancellation of print advertisements by the advertising deadline, 12 noon, free of charge, thereafter we charge a 100% cancellation cancellation fee. Cancellation for digital campaigns until Friday, 12 noon, before the start of the campaign free of charge, after that we charge a 100% cancellation fee.

Warranty

In the event of delivery of incomplete or deviating data (texts, colours, illustrations) we accept no liability for the print result. Incorrect exposures due to incomplete or incorrect files, incorrect settings or incomplete or incomplete information will be charged. This also applies to additional typesetting and litho work and for the creation of new proofsneuerlicher Proofs

Team

Our job is to work with you to make your campaign a success!

Do you have questions about campaign planning and media budgets?



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

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