schuhkurier*

Media kit 2026

schuhkurier is the leading B2B medium for retail and industry in the shoe business.

Media profiles

schuhkurier*

Always one step ahead - with schuhkurier. The B2B magazine for the footwear industry delivers what decision-makers need: the latest news, in-depthanalyses, exclusive surveys and relevant insights on the order rounds - expertly researched and to the point. Whether retail trade, industry, shoe technicians, retail agencies or associations - schuhkurier brings the industry together. New every week: Wednesday as a digital ePaper, Thursday printed on your desk.

stepkids*

stepkids - where children's fashion inspires. Whether cool shoes, lovingly designed accessories or trendy fashion for the little ones: stepkids shows what's moving the children's market. With exciting newcomer labels, unique store concepts and the most beautiful trends for children, the magazine inspires retailers in the entire DACH region. Targeted distribution to children's shoe and children's fashion stores and selected boutiques - for maximum relevance in a special segment.

schuhkurier.de

schuhkurier digital - know faster, decide better. The latest industry news is available first at schuhkurier.de - exclusively for subscribers. Whether daily, weekly, newsflash or look: Our newsletters deliver the most important information directly to your inbox. With the practical ePaper app and the compact newsletter, the industry stays well informed at all times - anywhere, anytime, digitally.

Content

02 Media profiles
03 Figuress, data, facts
04 Topics and dates, 1st half of 2026
05 Topics and dates, 2nd half of 2026
06 Ad formats and prices
07 Special advertising formats and inserts
08 New Collections
09 stepkids
10 Website
11 Newsletter Daily
12 Newsletter Look
13 Job advertisements
14 Content-Marketing Print
15 Content-Marketing Digital
16 Events
17 Team
18 Technical data and conditions

DEUTSCHE FACHPRESSE

Figures, data, facts

6.000
Readers per issue

2.050
ePaper users

52
Print and ePaper issues per year

700
Additional print copies per issue for distribution at trade fairs and for marketing campaigns and co-operations

4.010
Newsletter subscribers

380
Newsletters per year

43,3%
Newsletter opening rate

58.200
Average number of page views per month

12.300
Average visitors on schuhkurier.de per month

3min49sec
Average stay on schuhkurier.de

79%
of respondents use schuhkurier as a source of information when it comes tothe shoe business

Source: schuhkurier online survey 2024

85,5 %
of the decision makers use trade journals in print or as ePaper

Source: German trade press, LAE special evaluation 2024

Further sources: Publisher information, ø 1-9/2025, partially rounded

Topics and dates, 1st half of 2026 (subject to change)

Month	Issue	Publication date	Deadline	Topics
January	1	**01.01.2026**	17.12.2025	**Kickoff Order A/W 26/27**
	2	**08.01.2026**	29.12.2025	**Outlook Order** // EXPO RIVA Issue // Work and safety shoes
	3	**15.01.2026**	07.01.2026	**Streetwear** // Balance EXPO RIVA // Barefoot shoes
	4	**22.01.2026**	14.01.2026	**Children's shoes** // TWODAYS Edition #3 issue
	5	**29.01.2026**	21.01.2026	**Wellness & Comfort** // Balance TWODAYS Edition #3
February	6	**05.02.2026**	28.01.2026	**Women's shoes** // ANWR-trade fair ORDER Winter No. 1 issue // ILM issue // Bags and complementary ranges
	7	**12.02.2026**	04.02.2026	**Men's shoes** // Report ANWR-trade fair ORDER Winter No. 1
	8	**19.02.2026**	11.02.2026	**HIGHLIGHTS** // MICAM issue // stepkids 01/26 // SABU „Trends and Fashion" issue
	9	**26.02.2026**	18.02.2026	goodiez* and TWODAYS Edition #4 issue // Balance MICAM
March	10	**05.03.2026**	25.02.2026	**Sustainability and certification** // Balance TWODAYS Edition #4
	11	**12.03.2026**	04.03.2026	„schuhbusiness 2026" congress issue
	12	**19.03.2026**	11.03.2026	**Homewear** // Report „schuhbusiness 2026" congress
	13	**26.03.2026**	18.03.2026	**Furnishings + additional segments + legwear**
April	14	**02.04.2026**	25.03.2026	**Barefoot shoes**
	15	**09.04.2026**	01.04.2026	
	16	**16.04.2026**	08.04.2026	
	17	**23.04.2026**	15.04.2026	**Orthopedics** // Balance „Comfort Shoe Symoisium"
	18	**30.04.2026**	22.04.2026	**Shopfitting, shop concepts**
May	19	**07.05.2026**	29.04.2026	**Logistics**
	20	**14.05.2026**	06.05.2026	
	21	**21.05.2026**	13.05.2026	
	22	**28.05.2026**	20.05.2026	
June	23	**04.06.2026**	27.05.2026	
	24	**11.06.2026**	03.06.2026	**Kickoff Order S/S 27** // EXPO RIVA issue // Work and safety shoes
	25	**18.06.2026**	10.06.2026	**Outlook Order S/S 27** // 069 CONNECT issue
	26	**25.06.2026**	17.06.2026	**Report SABU General Assembly** // Balance EXPO RIVA

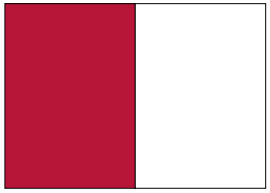
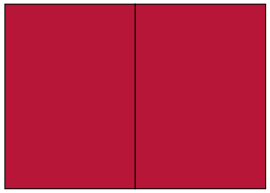
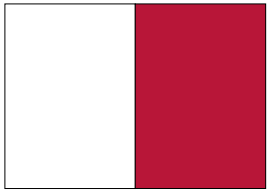
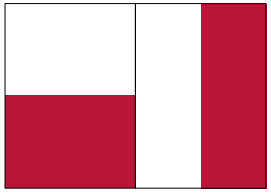
Advertising and print data deadline Wednesday of the previous week, 12:00 noon

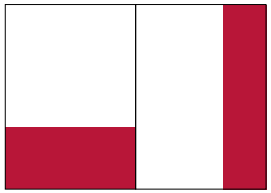
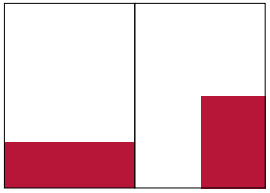
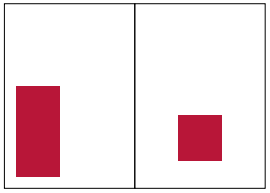
Topics and dates, 2nd half of 2026 (subject to change)

Month	Issue	Publication date	Deadline	Topics
July	27	**02.07.2026**	24.06.2026	**Outdoor // Report ANWR General Assembly**
	28	**09.07.2026**	01.07.2026	**Streetwear**
	29	**16.07.2026**	08.07.2026	**Sustainability**
	30	**23.07.2026**	15.07.2026	**Children's shoes // Barefoot shoes** // BAREFOOT issue
	31	**30.07.2026**	22.07.2026	**Wellness & Comfort**
August	32	**06.08.2026**	29.07.2026	**Women's shoes** // ANWR ORDER Summer No. 1 issue
	33	**13.08.2026**	05.08.2026	**Men's shoes** // Report ANWR ORDER Summer No. 1 // SABU „Trends and Fashion" issue
	34	**20.08.2026**	12.08.2026	**HIGHLIGHTS** // stepkids 02/26
	35	**27.08.2026**	19.08.2026	ILM issue // Bags and complementary ranges
September	36	**03.09.2026**	26.08.2026	
	37	**10.09.2026**	02.09.2026	**Spanish Brands** // MICAM issue
	38	**17.09.2026**	09.09.2026	Balance MICAM
	39	**24.09.2026**	16.09.2026	
October	40	**01.10.2026**	23.09.2026	**Homewear**
	41	**08.10.2026**	30.09.2026	
	42	**15.10.2026**	07.10.2026	**Furnishings + additional segments + legwear**
	43	**22.10.2026**	14.10.2026	
	44	**29.10.2026**	21.10.2026	**Logistics**
November	45	**05.11.2026**	28.10.2026	
	46	**12.11.2026**	04.11.2026	
	47	**19.11.2026**	11.11.2026	**Trade fairs 2027**
	48	**26.11.2026**	18.11.2026	**Trade technologies**
December	49	**03.12.2026**	25.11.2026	
	50	**10.12.2026**	02.12.2026	**Outlook Fashion** // Trade fair calendar 2027
	51	**17.12.2026**	09.12.2026	
	52+53	**24.12.2026**	16.12.2026	**Decision-makers of the year**

Advertising and print data deadline Wednesday of the previous week, 12:00 noon

Ad formats and prices

Format	Width x Height (mm)	Prices 4c
	Front page ad 210 mm x 210 mm + 3 mm bleed	**6.500 €**
	**Cover pages (2 and 4)** 210 mm x 297 mm + 3 mm bleed	**6.400 €**
	**2/1 page** 420 mm x 297 mm + 3 mm bleed	**8.350 €**
	Cover page 2 + page 3	**9.900 €**
	**1/1 page** 210 mm x 297 mm + 3 mm bleed	**6.270 €**
	**1/2 page** horizontal 210 mm x 148 mm + 3 mm bleed vertical 102 mm x 297 mm + 3 mm bleed	**3.500 €**

Format	Width x Height (mm)	Prices 4c
	**1/3 page** horizontal 210 mm x 100 mm + 3 mm bleed vertical 73 mm x 297 mm + 3 mm bleed	**2.560 €**
	2 x 1/3 page, on a double page above waistband horizontal 420 mm x 73 mm + 3 mm bleed	**5.750 €**
	**1/4 page** horizontal 210 mm x 85 mm + 3 mm bleed corner ad 102 mm x 146 mm + 3 mm bleed	**2.180 €**
	**1/6 Seite** vertical 53 mm x 138 mm	**980 €**
	text part ad 53 mm x 53 mm in 3-column text part placement: surrounded by editorial text on at least 3 sides	**720 €**
	text part ad in the commentary	**820 €**
	mm-price per mm 4c	**6,40 €**
	price per mm for other column ads print, e.g. business connections, real estate, family ads	**2,90 €**

Discounts:

volume

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

frequency

3 ads	**5%**
6 ads	**10%**
12 ads	**15%**
25 ads	**20%**

Agency commission 15%
(except: New Collections, inserts,
job advertisements)

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

Special advertising formats and inserts

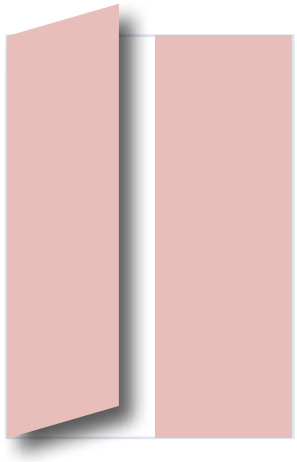
For the additional presentation of your insert in the schuhkurier ePaper, please send it to us in DIN A4 format without bleed as a PDF.

Inserts	Prices for inserts
until 25 g:	3.100 €
until 50 g:	3.400 €
until 100 g:	4.280 €
until 180 g:	4.650 €

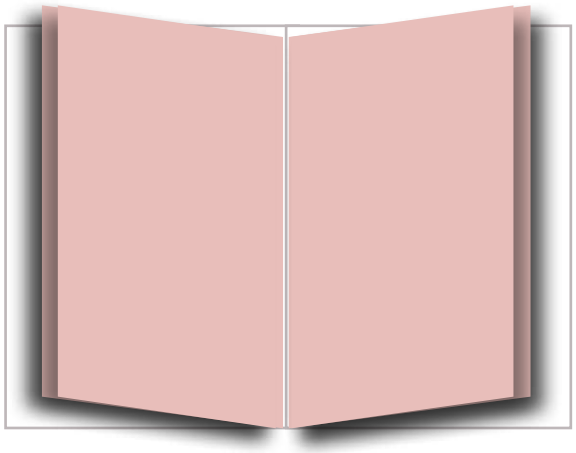
(no discounts and agency commission)
highest format: 205 mm x 290 mm

Please send your insert by the print material deadline with the reference to the corresponding issue to:

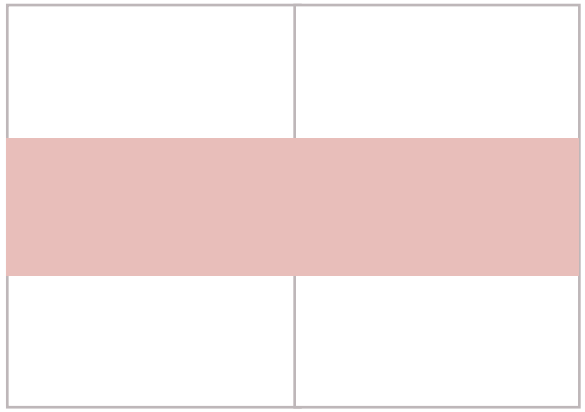
D+L Printpartner GmbH
Versandabteilung
Für sk xx/26
Schlavenhorst 10
46395 Bocholt



French door ad
Only bookable in combination with the front page ad, 12.890 €



Bound inserts and glued inserts
Price on request



2 x 1/3 page landscape, on a double page above waistband
each 210 mm x 73 mm + 3 mm bleed: 5.750 €

New Collections

The ad format “New Collections” enables an efficient and budget-friendly presentation of current models. On a 1/2 page in horizontal format, we bring together five selected models, a short description text, the brand logo and a web address in a clearly structured layout – ideal for an effective presentation of your collection with minimal coordination effort.

Price: 995 € (no discounts and agency commission)

We need:

- 5 models as cut-outs
- Text with a maximum of 300 characters, including spaces
- Brand logo as a printable PDF or eps
- Web address or QR-Code

Customised changes are not possible with this format. The price includes a possible correction run prior to approval by the customer.

stepkids*

stepkids is published once a season and highlights the most important trends on the international children‘s shoe markets. The magazine presents pioneering concept stores, portrays creative newcomer labels and shows how collections with a strong range can be designed with a high standard and profile. The editorial team also explores the question of what is particularly important when it comes to sales and addressing the young target group. As a supplement to the Highlight editions of schuhkurier, stepkids reaches the entire subscription circulation of the carrier medium. The magazine is also available at all relevant order events for children‘s shoes - ensuring maximum visibility in the right place at the right time.

Publication schedule 2026

Issue	Publication date	Deadlines
01/26	19.02.2026	04.02.2026
02/26	20.08.2026	05.08.2026

Prices and formats

2/1 page | 4c — **4.370 €**
420 mm x 297 mm + 3 mm bleed

1/1 page | 4c — **3.300 €**
210 mm x 297 mm + 3 mm bleed

1/2 page horizontal | 4c — **2.200 €**
210 mm x 148 mm + 3 mm bleed

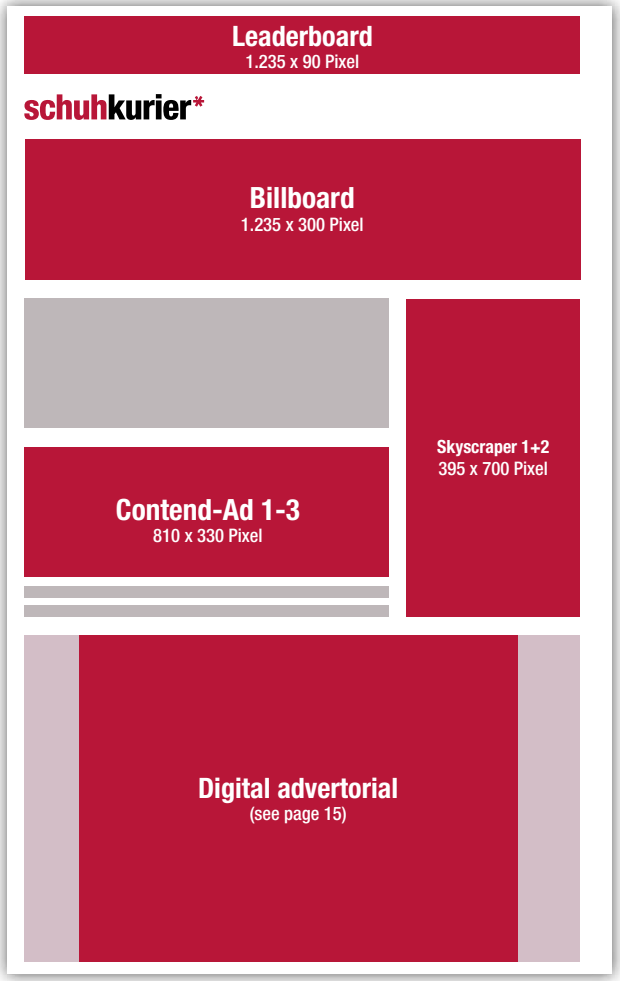
Front age ad
190 mm x 215,7 mm — **4.050 €**

Cover pages (2 and 4)
210 mm x 297 mm + 3 mm bleed — **3.750 €**

New collections — **995 €**
See page 08

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 favorable for you applies.
The digital scale does not apply to print bookings.
Agency commission 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 Daily

Newsletters at a glance:

schuhkurier Daily

The latest industry news straight to your inbox - every working day at 11 a.m. The Newsletter Daily provides condensed information from the world of fashion, footwear and leather goods. A newsflash is also sent for particularly imortant reports.

schuhkurier Weekly

Every Friday afternoon, the editorial team summarizes the most important events of the week, classifies developments and provides a well-founded outlook on relevant topics for the coming week.

schuhkurier Newsflash

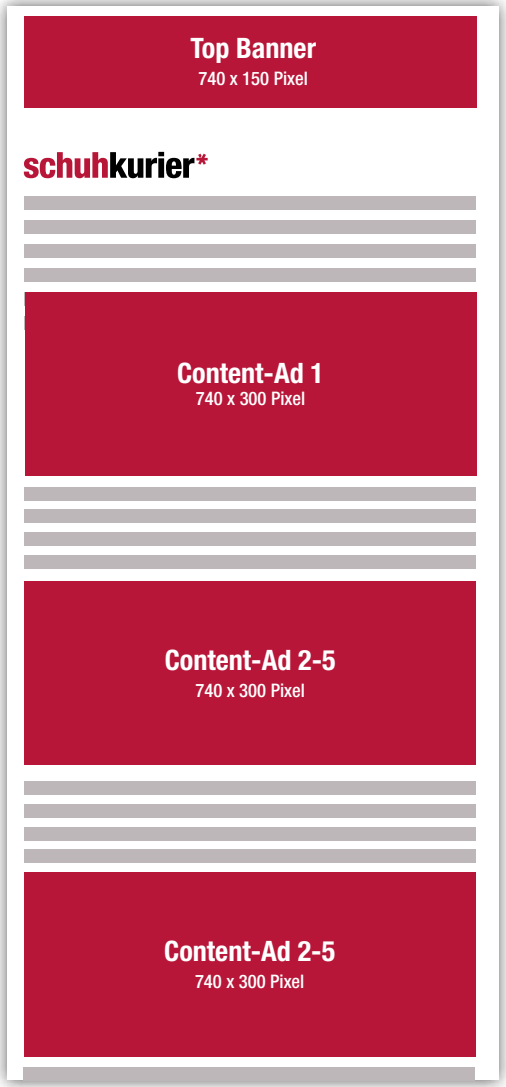
Breaking news and developments of particular relevance are sent out promptly as a newsflash to all recipients of the Newsletter Daily - for maximum topicality.

Conditions and technical information

- Digital bookings are eligible for AE.
- An existing print contract can be transferred to digital bookings
- the more favorable discount applies in each case.
- The digital price scale is not applicable to print bookings.

Data delivery:

- Formats: JPG, PNG or static GIF
- Resolution: 72 dpi, RGB, web-optimized
- Maximum file size: 250 KB
- Delivery: no later than 3 days before start of dispatch to: **media@sternefeld.de**
- Please specify desired link



Banner formats		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%

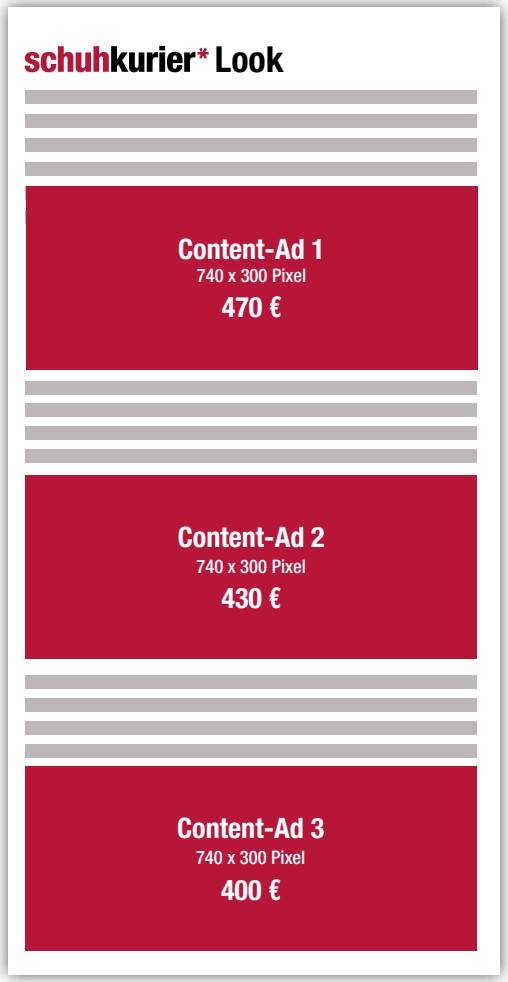
Recipients:*

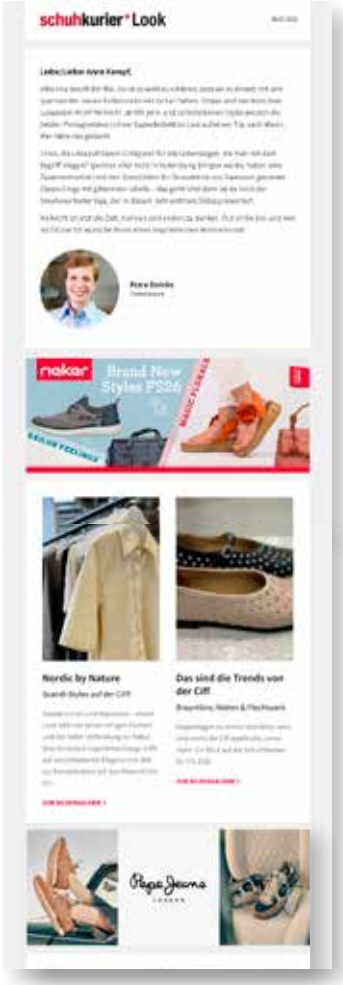
Newsletter Daily, Flash, Look:	4.010
Newsletter Weekly:	1.580

*Source: Publisher's information September 2025

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.





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.

The digital discount scale applies. See page 11.

Job advertisements

Top talents meet top positions - in the schuhkurier job portal: Whether it‘s a management position, sales or product management - the schuhkurier job portal is the central platform for qualified specialists and managers as well as for companies from the trade and industry in the footwear and leather goods sector. Here, employers can find suitable candidates, and applicants can discover career opportunities in a specialized environment with a high degree of industry proximity.

Basic

1/4 page in the print magazine

+ 4 weeks on schuhkurier.de

+ Placement in the schuhkurier Newsletter Daily

1.200 €

Format:
82 mm wide x 115 mm high
Printable PDF

Premium

1/1 page in the print magazine

+ 4 weeks on schuhkurier.de

+ Placement in the schuhkurier Newsletter Daily

3.050 €

Format:
169 mm wide x 227 mm high
Printable PDF

Best Practice

1/2 page in the print magazine

+ 4 weeks on schuhkurier.de

+ Placement in the schuhkurier Newsletter Daily

1.800 €

Format:
169 mm wide x 115 mm high
Printable PDF

For job advertisements that contain several positions in print, will only publish one position of your choice on of the website and in the daily newsletter. We charge €150 for each additional position.

mm-price job adverts
Print 4,30 €

Your contact for an individual offer:
Andrea Gieffers
Tel. +49 (0)211-577 08-37
ag@sternefeld.de

Please send your data to:
media@sternefeld.de

Digital Only

4 weeks
Website and Newsletter

975 €

Format: DIN A4 PDF

No discount and agency commission for job advertisements

Content-Marketing Print

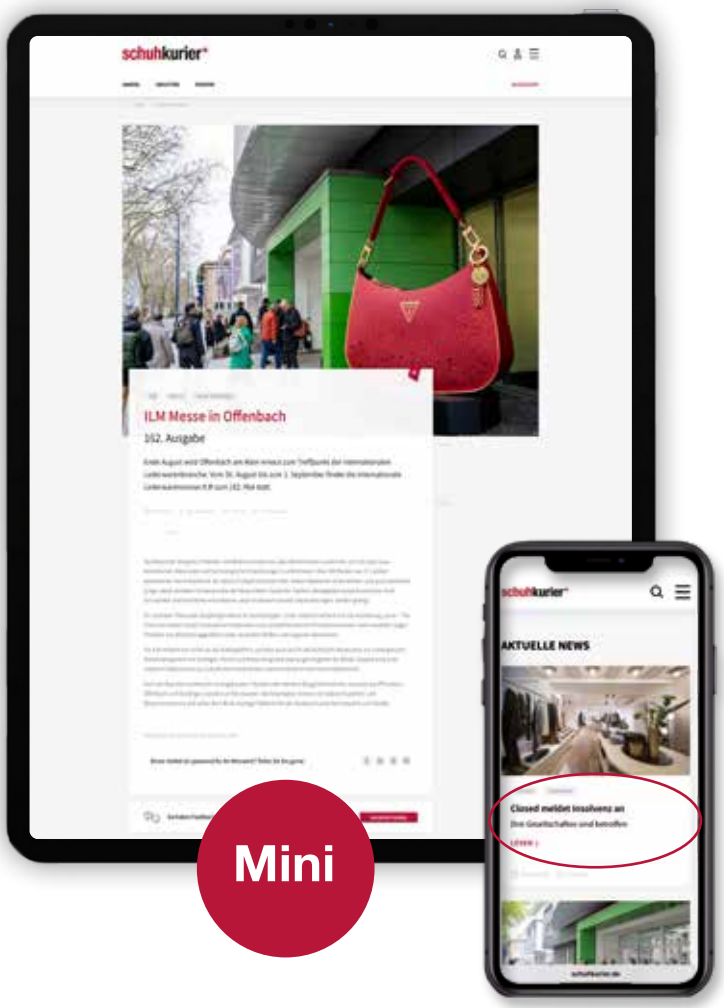
The print advertorial blends harmoniously into the editorial environment of schuhkurier, ensuring high reader acceptance. Two flexible format options offer sufficient space for detailed content, visual elements, and topics that require explanation. Ideal for conveying complex brand messages in a way that is tailored to the target group. Upon request, the schuhkurier team will provide editorial and design support for the implementation – from the initial idea to the final placement.

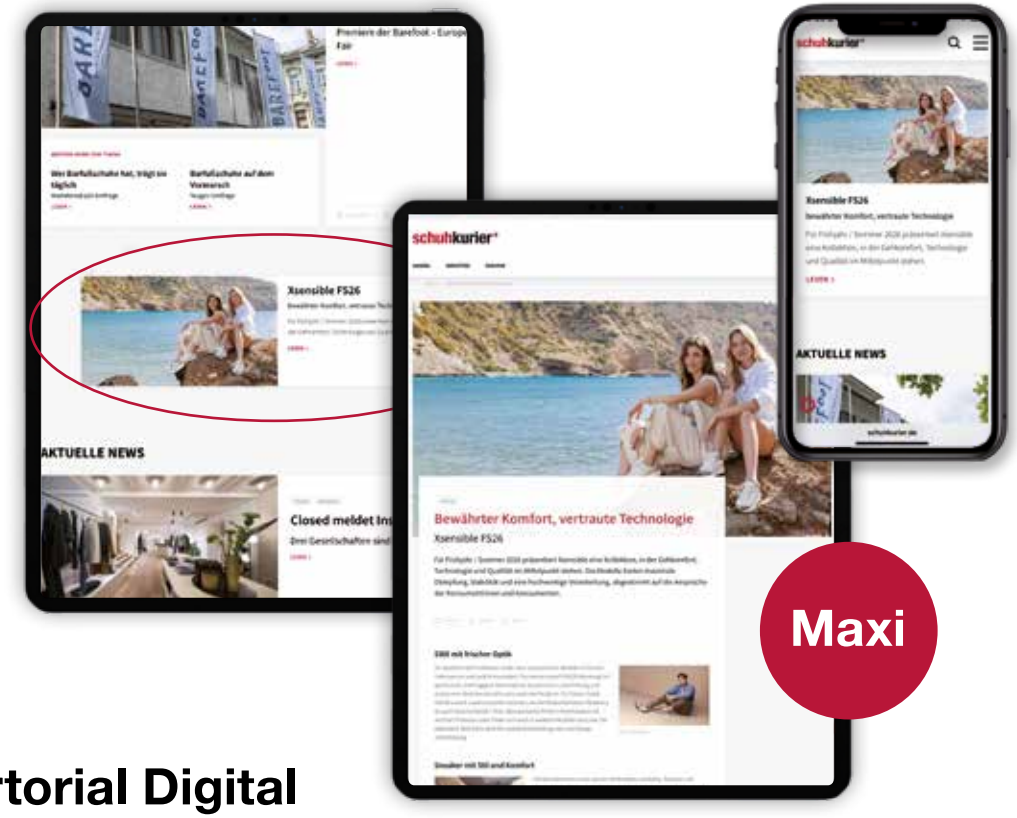
Advertorial Print

1/1 page	6.270 €
2/1 page	8.350 €
Content creation per page	250 €
Placement of the advertorial digitally:	plus 2.200 €

Content-Marketing Digital

A digital advertorial is seamlessly integrated into the editorial content feed of schuhkurier.de, ensuring maximum attention in the familiar environment of the target group. Two powerful package options offer sufficient space for in-depth content – including image galleries, graphics, and the integration of moving images.





Advertorial Digital

Mini:
Landing page, 5 publications
in the Newsletter Daily

Runtime:1 week
Price: 2.800 €

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

Runtime: 1 week
Price: 3.500 €

For discounts see page 10

Events

schuhhandel* - The industry get-together for dialogue on equal terms: the schuhhandel* congress will enter its fourth round in 2026 - as the central networking event of schuhkurier for the shoe industry. The focus is on the topics that move retailers: practical, future-oriented and directly from the market. Around 15 retailers will provide authentic insights into their business on the stage and share their experiences, challenges and approaches to success. The evening before, schuhkurier is organising a get-together.

Date:
11./12. March 2026

Place:
darmstadtium,
Darmstadt

Would you like to be a sponsor?

PREMIUM' sponsorship with stage slot

- Logo integration on all communication media
- 1 ticket included for congress and eve
- 3 minutes on stage

Prices and other packages on request

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

+49 (0)211-577 08-35

ak@sternefeld.de

Andrea Gieffers
Senior Sales Manager

+49 (0)211-577 08-37

ag@sternefeld.de

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

Publisher: Sternefeld Medien GmbH | Niederkasseler Straße 1 | D-40547 Düsseldorf

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 sk xx/26
Schlavenhorst 10
46395 Bocholt

Banners and Images:
JPG, PNG, animated or static GIF, 72 dpi,
web optimised, RGB
Send your banner with your linking request to:
media@sternefeld.de

In type area:
1/2 page: vertical 90 mm x 275 mm
horizontal 184 mm x 138 mm
1/3 page: vertical 58 mm x 275 mm
horizontal 184 mm x 92 mm
1/4 page: vertical 82 mm x 118 mm
horizontal 184 mm x 73 mm

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.