

# SCHHOENVISIE

HÉT VAKBLAD VOOR DE SCHOENENBRANCHE

## SCHHOENVISIE

JAARGANG 65 • 25 JULI 2023 • EDITIE 5  
HÉT VAKBLAD VOOR DE SCHOENENBRANCHE



Trends zomer 2024: retro, aards en puffy | Grati op

## SCHHOENVISIE

JAARGANG 65 • 22 AUGUSTUS 2023 • EDITIE 6  
HÉT VAKBLAD VOOR DE SCHOENENBRANCHE



Trends zomer 2024: rauwe luxe & slides | Ook zo klaar r al die opruim

## SCHHOENVISIE

JAARGANG 65 • 1 SEPTEMBER 2023 • EDITIE 7  
HÉT VAKBLAD VOOR DE SCHOENENBRANCHE



Tenue de Nîmes gaat in schoenen

Crowdfunding, iets voor jou?

Generatiewissel bij Fashion Club 70

COVER: FLORIS VAN BOMMEL WOIEN

## Mediakit 2024

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 more than 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, 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

1025



Print readership

6.300



Schoenvisie.nl

15.000

Monthly page  
views



Schoenvisie.nl

62.265

Monthly page  
views



Newsletter recipients

4085



Social Media

6688

Fans

## Why Schoenvisie is the right choice for you

Schoenvisie has been an independent authority in the fashion industry for more than 60 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:

Thamar Mantel  
0031-6-31907746 [sales@schoenvisie.nl](mailto:sales@schoenvisie.nl)

# Publication dates

## Magazine 2024

### JANUARY

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

ISSUED ON 26 January  
DEADLINE 21 December

### FEBRUARY

#### Trends winter

ISSUED ON 16 February  
DEADLINE 15 January

### MAART

#### New collections winter

ISSUED ON 27 February  
DEADLINE 24 January

#### Smart retailing (digital issue)

ISSUED ON 05 April  
DEADLINE 18 March

### JULY

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

ISSUED ON 23 July  
DEADLINE 19 June

### AUGUST

#### Trend forecast footwear summer

ISSUED ON 20 August  
DEADLINE 17 July

#### New collections summer

ISSUED ON 30 August  
DEADLINE 29 July

### SEPTEMBER

#### Smart retailing (digital issue)

ISSUED ON 4 October  
DEADLINE 30 September

# Advertising rates

## print

Edge to edge sizes  
(excluding 5 mm surrounding bleed)

|     |      | Portrait       | Landscape      |
|-----|------|----------------|----------------|
| 2/1 | page |                | ② 400 x 287 mm |
| 1/1 | page | ① 200 x 287 mm |                |

Type area 200 x 287 mm

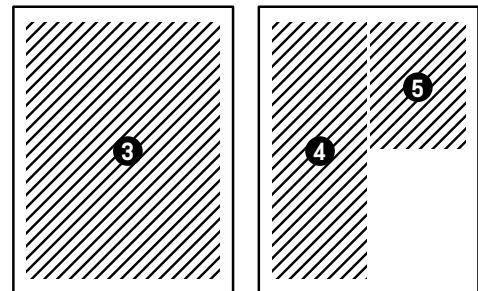
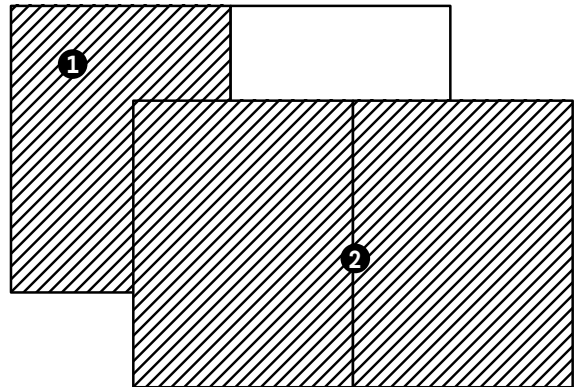
|     |      | Portrait       | Landscape      |
|-----|------|----------------|----------------|
| 1/1 | page | ③ 181 x 266 mm |                |
| 1/2 | page | ④ 86 x 268 mm  | ⑥ 181 x 127 mm |
| 1/4 | page | ⑤ 86 x 127 mm  |                |

Product advertisements

|     |      | 1x      |
|-----|------|---------|
| 2/1 | page | € 4.150 |
| 1/1 | page | € 2.895 |
| 1/2 | page | € 1.750 |
| 1/4 | page | € 1.025 |

Advertorial (incl. layout)

|     |      |         |
|-----|------|---------|
| 1/1 | page | € 2.995 |
|-----|------|---------|



Extra propositions

|              |            |
|--------------|------------|
| Front page   |            |
| Bound insert |            |
| Annex        | On request |
| Band         |            |
| Inserts*     |            |

Collection messages in full colour  
(incl. photography)

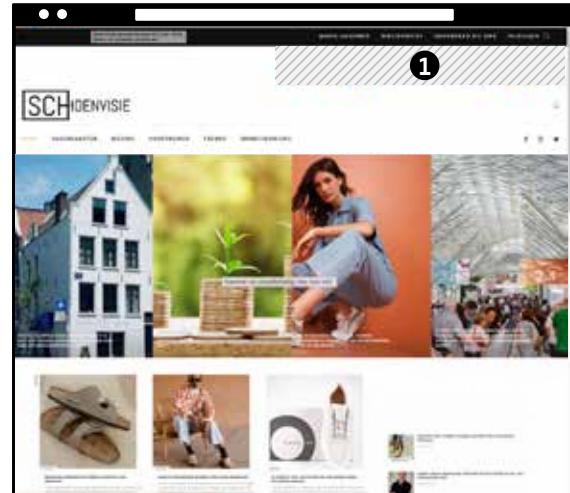
|     |      |         |                                                                                                                     |
|-----|------|---------|---------------------------------------------------------------------------------------------------------------------|
| 1/2 | page | € 1.050 | Option of placement in digital magazine editions 4 & 8. Combination of collection message (print) & feed (digital). |
| 1/1 | page | € 1.850 |                                                                                                                     |
| 1/2 | page | € 1.350 |                                                                                                                     |
| 1/1 | page | € 2.100 |                                                                                                                     |



# online advertising rates

www.schoenvisie.nl

|          |                        |       |           |
|----------|------------------------|-------|-----------|
| <b>1</b> | <b>Leaderboard</b>     | € 425 | per month |
| <b>2</b> | <b>Large rectangle</b> | € 685 | per month |



## Newsletters

|          |                                  |         |          |
|----------|----------------------------------|---------|----------|
| <b>4</b> | <b>Full banner</b>               | € 415   | per week |
|          | <b>Partner mailing</b>           | € 895   | each     |
|          | <b>Sponsor mailing</b>           | € 1.100 | each     |
| <b>5</b> | <b>Advertorial in newsletter</b> | € 415   | per week |

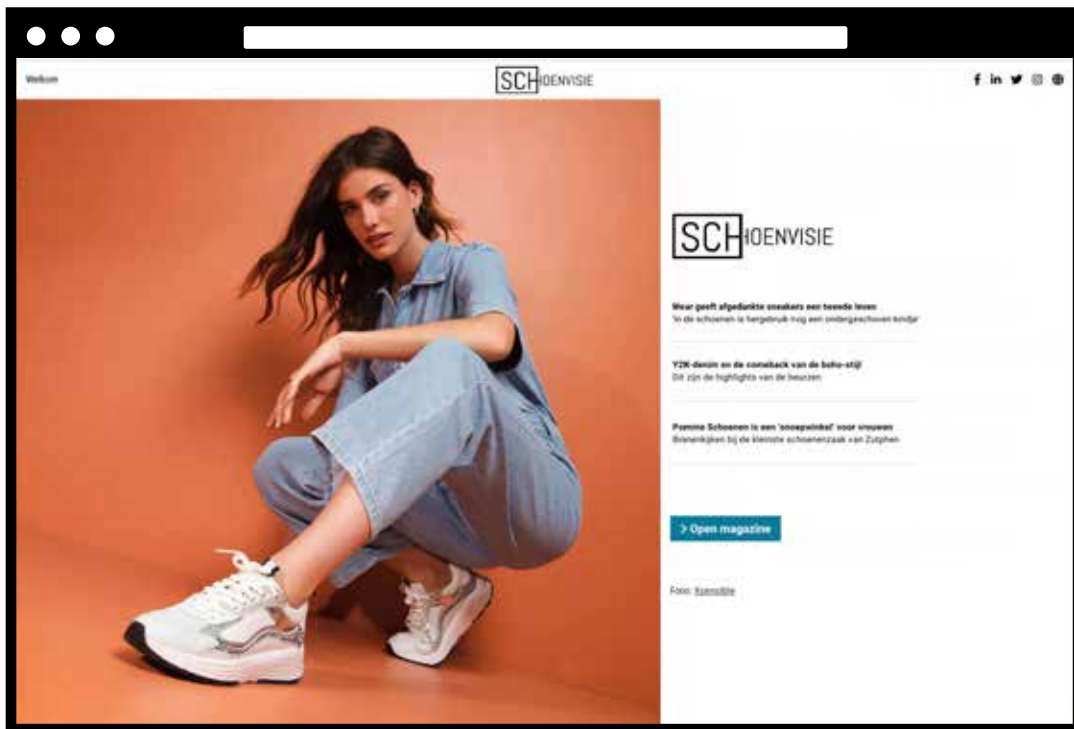
## Online vacancies (including newsletter listing)

2 months

|                               |       |
|-------------------------------|-------|
| <b>Advertise 1 vacancy</b>    | € 375 |
| <b>Advertise 5 vacancies</b>  | € 325 |
| <b>Advertise 10 vacancies</b> | € 275 |

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

Thamar Mantel  
0031-6-31907746 sales@schoenvisie.nl



## Schoenvisie digital magazine magazine.schoenvisie.nl

|                      |         |
|----------------------|---------|
| <b>Cover</b>         | € 1.525 |
| <b>Advertisement</b> | € 995   |

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.

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

Thamar Mantel  
0031-6-31907746 sales@schoenvisie.nl