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foot THE INTERNATIONAL JOURNAL
FOR FOOT ORTHOTICS
& shoe

A brand of C. Maurer Fachmedien GmbH & Co. KG

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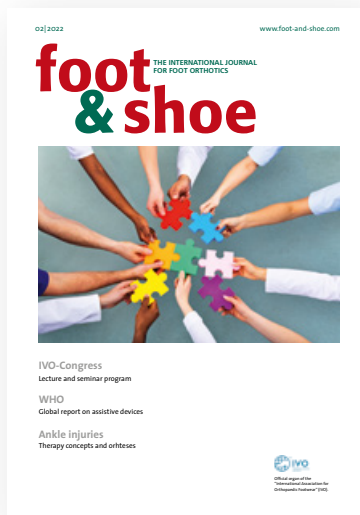


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FOOT & SHOE



Brief profile

»Foot&shoe« of Orthopädieschuhtechnik is the only English-speaking journal for all professions working with the treatment of feet and orthotic footwear. The pedorthic craft is needed all over the world. In next to all developed industrial nations the percentage of older people is rising and thus the demand for suitable shoes and aids in case of foot problems. »Foot&shoe« of Orthopädieschuhtechnik shows what this craft can provide. It shows ways to establish educational and professional structures, so that a world-wide recognized profession can develop out of it. Until now pedorthics is only scarcely known in many countries, as opposed to the profession »prosthetist and orthotist« – P&O. The profession around foot and shoe requires special knowledge and skills. »Foot&shoe« of Orthopädieschuhtechnik intends to advertise German know-how and technical quality abroad and to offer a platform for interchange and the associated science internationally. From the year 2015 »Foot&shoe« submits all scientific and expert articles to a »peer review« procedure for quality assurance, where renowned authorities from the industry review the articles before they get published. The aim here is a further development to become a scientifically quotable journal that is listed in the relevant scientific data bases. Thus the journal can also establish itself internationally as the most important platform for the technical and scientific exchange. It is the only journal to offer the combination of science and practical implementation.

Target groups

Pedorthists, orthopedic specialists, foot physicians, prosthetists and orthotists, biomechanical specialists, dealers of comfort shoes

Publication frequency 2 x im Jahr, Februar und August

Circulation

IVO, NVOS-Orthobanda (The Netherlands), APMGFA (Australia), PAC (Canada), subscribers, manufacturers as well as trade fairs nationally and internationally

Volume/year 13. Volume 2023

Number of copies 3,000 copies (as PDF + Print)



DATES

- March**
- **Treatment with foot orthotics**
 - *Arab Health, Dubai, 30 January – 2 February 2023*
- August**
- **New technologies**
 - **8. ORTHOPÄDIE SCHUH TECHNIK – International Trade Fair and Congress, Cologne, 20 – 21 October 2023**

Date of publication: 20 March 2023
 Closing date: 20 February 2023
Printing material: 2 March 2023

Date of publication: 21 August 2023
 Closing date: 21 July 2023
Printing material: 2 August 2023



AD RATES

Ads in text part

| | |
|----------|--------------|
| 1/1 page | 3,920.00 EUR |
| 1/2 page | 2,545.00 EUR |
| 1/3 page | 2,510.00 EUR |
| 1/4 page | 2,225.00 EUR |
| 1/8 page | 1,335.00 EUR |

Discounts

| | |
|-------|------|
| 3 ads | 5% |
| 6 ads | 10% |
| 2 ads | 5% |
| 4 ads | 7,5% |

Preferred positioning

| | | |
|------------------|-----------------------------|--------------|
| Cover page 2 | 1/1 page 4 colours | 4,150.00 EUR |
| Cover page 3 | 1/1 page 4 colours | 4,010.00 EUR |
| Cover page 4 | 1/1 page 4 colours | 4,280.00 EUR |
| Next do contents | 1/2 page vertical 4 colours | 2,755.00 EUR |

Ads in foot&shoe are not part of the scale of discount of »Orthopädeschuhtechnik«

ADVERTORIALS

Advertorials are the efficient instrument of content marketing and strengthen your viewability in the market. We can offer you an addressing geared to the target-group and a wide reach.



You are looking for further digital advertising forms?

We are happy to advise you.

www.foot-and-shoe.com/information-for-advertisers

PRINT ADVERTORIALS

Advertorial 1/1 page

Text with 5,600 signs (incl. blanks), pictures in format 55 x 70 mm (1 column) or 115 x 45 mm (two columns), 300 dpi resolution with caption max. 400 sign each*, runtime 4 weeks **4,310.00 EUR**

Advertorial 1/2 page

Text with 2,800 signs (incl. blanks), pictures in format 55 x 70 mm (1 column) or 115 x 45 mm (two columns), 300 dpi resolution with caption max. 400 sign each*, runtime 4 weeks **2,795.00 EUR**

* If a caption and pictures are used, the caption and picture signs must be subtracted from the overall text-sign-volume

ONLINE ADVERTORIALS

AdVert09

Text with 900 signs (incl. blanks) + 2 pictures **645.00 EUR**

AdVert18

Text with 1,800 signs (incl. blanks) + 4 pictures + video **755.00 EUR**

AdVert36

Text with 3,600 signs (incl. blanks) + 10 pictures + 2 videos **865.00 EUR**

CROSSMEDIA ADVERTORIALS

Crossmedia package 1 consisting of

Advertorial 1/1 page (details see above)

AdVert18 (details see above)

2 Teaser notes in newsletter

2 social media posts

5,065.00 EUR

Your package price 4,555.00 EUR

Crossmedia package 2 consisting of

Advertorial 1/2 page (details see above)

AdVert18 (details see above)

2 Teaser notes in newsletter

2 social media posts

3,550.00 EUR

Your package price 3,195.00 EUR

WEBSITE &

NEWSLETTER

WWW.FOOT-AND-SHOE.COM

Brief profile

The website "foot-and-shoe.de" of Orthopädieschuhtechnik is the only English-speaking specialist website for all professions working with treatment of feet and orthotic footwear. In next to all industrial nations the percentage of older people is rising and thus the demand for suitable shoes and aids in case of foot problems. "foot-and-shoe.de" of Orthopädieschuhtechnik shows what this craft can provide. It shows ways to establish education and professional structures in order to turn it into a recognized profession all over the world. Until now pedorthics is scarcely known in many countries, as opposed to the profession of "prosthetist and orthotist" – P&O. The profession around foot and shoe requires special knowledge and skills. "Foot&shoe" of Orthopädieschuhtechnik intends to advertise German know-how and technical quality abroad and to offer a platform for interchange and the associated science internationally.

Target groups

Pedorthists, orthopedic specialists, foot physicians, prosthetists and orthotists, biomechanical specialists, dealers of comfort shoes

THE FOOT & SHOE-NEWSLETTER

Brief profile

The newsletter of "foot&shoe" is published in cooperation with the IVO. It has the aim – as also the journal – to promote the international cooperation in the area of pedorthics and to carry the expert knowledge and important news quickly into the world.

Target groups

Pedorthists, orthopedic shoemakers, podiatrists and their staff, as well as European and world-wide suppliers and business enterprises. Furthermore all professions dealing with the treatment of foot problems all over the world.

Publication frequency

4 times a year

Date of publication

17 February 2023

4 May 2023

18 August 2023

15 November 2023

Closing date for ads/printing material

9 February 2023

25 April 2023

11 August 2023

8 November 2023

Subscribers: 1,126

Opening rate 22.36 %

(Effective September 2022)

WEBSITE &

NEWSLETTER

| Advertising type | Desktop & Tablet | | Mobile | | Prices per month |
|------------------|------------------|-----------------------|-------------|-----------------------|------------------|
| Display Ads | Positioning | Size in Pixel (w x h) | Positioning | Size in Pixel (w x h) | in EUROS |

WWW.FOOT-AND-SHOE.COM

| | | | | | |
|-------------------------|--|-----------|--|-----------|---------------------|
| Medium Rectangle |  2) | 300 x 250 |  1) | 300 x 250 | 350.00 |
| Billboard |  3) | 970 x 250 |  1) | 300 x 75 | 500.00 (2 weeks) |
| Halfpage Ad |  1) | 300 x 600 |  1) | 300 x 600 | 450.00 |

THE FOOT & SHOE-NEWSLETTER

| | | |
|-----------------------------|---|--------|
| Banner | Max. 900 x 200; Data volume max. 100 kB | 420.00 |
| Text-picture/Logo-Ad | Text max. 400 signs; Picture 350 px wide (horizontal format); Data volume max. 80 kB | 385.00 |

1) Complete Website/rotation (max. 3 clients)

2) Complete Website, right page area/rotation (max. 3 clients)

3) Start page/rotation (max. 3 clients)

