SHOES

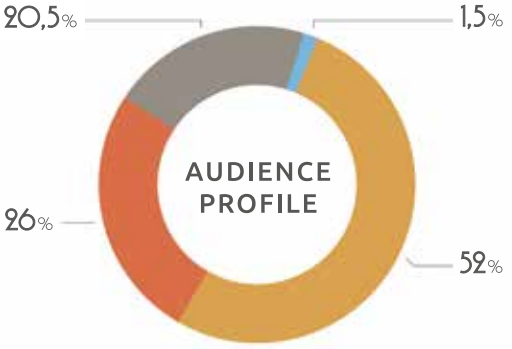
BAGS

LEATHER GOODS

MAGAZINE FOR THE RUSSIAN FOOTWEAR AND ACCESSORIES BUSINESS

OUR TARGET AUDIENCE

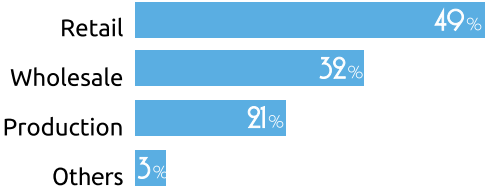
- owners, buyers, and salesmen of shoe and accessories stores
- owners of multibrand fashion-boutiques
- manufacturers of footwear and leather accessories of premium, commercial, and mass segments of the market
- footwear and accessories designers
- Shoe Design students and professors



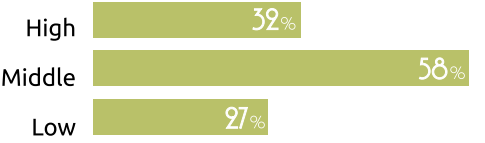
- Business owners, top managers
- Purchasing managers
- Experts
- Others

- Central Federal District
- Southern Federal District
- North Caucasian Federal District
- Northwestern Federal District
- Ural Federal District
- Siberian Federal District
- Volga Federal District
- Far Eastern Federal District

AUDIENCE ACTIVITY*



BUSINESS SEGMENT*



*Since part of the subscribers is implemented in several business areas, the amount is not equal to 100%

OUR KEY SECTIONS

Design, Production, Sales

DESIGN

- fresh news on footwear fashion and industry all over the world
- footwear and accessories trends from the leading trend-bureaus
- interviews with designers and founders of various shoe and leather accessories brands
- footwear and accessories photoshoots
- introduction of new brands that are entering Russian or global footwear market
- opinion pieces by fashion experts on the most notable events in the footwear and leather accessories world

PRODUCTION

- analysis of footwear and leather goods market in Russia and the CIS countries
- interviews with footwear and leather accessories manufacturers
- articles about small businesses in footwear and leather accessories industry
- reviews on various segments of footwear market in Russia and the CIS countries: children's, sport & street, safety shoes etc.
- analysis of foreign footwear and leather accessories markets that are crucial to Russian importers
- reviews on new production sites – in Russia and abroad
- articles about raw leather materials and components for footwear and accessories production in Russia and the CIS countries

SALES

- marketing researches on footwear industry and consumer behavior
- information on the newest and the most interesting retail forms on footwear and leather goods market
- interviews with footwear retailers and buyers
- master-classes on footwear and accessories sales by the experts on the market
- photo reports on seasonal trends in shop window design and merchandising
- innovations in retail store equipment for footwear and accessories vendors
- calendar of footwear and leather goods tradeshows in Russia and abroad for the next 6 months
- reviews on the key footwear and leather accessories tradeshows in Russia and abroad

- Circulation – 7000 copies
- Publication frequency – twice a year (September & February)
- SHOES Magazine is the partner of such leading Russian trade shows as CPM, CJF, Sport Casual Moscow, SHOES Expo, and of the foreign fairs Expo Riva Schuh and Gardabags, Francal, Aysaf, Aymod, Alexpo, MOROCCO Leather&Shoes, International Apparel&Textile Fair, and it is also being distributed at Obuv. Mir Kozhi, Micam, Lineapelle, Pitti Uomo, Premiere Vision Leather, Premiere Classe, Tranoi, Leatherworld and others
- The Magazine is the media partner of specialized conferences and forums organized by the Ministry of Industry and the Trade of the Russian Federation, Kommersant Publishing House, BE-IN and others
- The magazine is also being distributed at the biggest footwear and leather accessories showrooms in Russia and abroad, and among key footwear retailers and wholesalers
- Our e-mail newsletter reaches 35000 subscribers

ADVERTISING RATES

2nd cover	€ 3600
3rd cover	€ 2700
4th cover	€ 4200
Full-page	€ 2000
Double-page spread	€ 3800
Six-page image photoshoot	€ 4000
Half-page	€ 1050
1/3 page	€ 720
E-mail newsletter (35000 subscribers)	€ 3600

ADVERTISING ON OUR WEBSITE
shoes-magazine.com

Banner for one month	Price
970x140 px on the bottom of the main page	€ 720
237x474 px on the main page	€ 430
237x237 px on the main page	€ 260
970x140 px on the bottom of all pages except the main page	€ 570
237x474 px all pages except the main page	€ 360
237x237 px all pages except the main page	€ 220
970x140 px on the bottom of all pages including the main page	€ 1150
237x474 px all pages including the main page	€ 720
237x237 px all pages including the main page	€ 430
Newsletter to 35 000 subscribers with partner's news and a banner with active link	€ 1 000

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