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ANZEIGE

PRO-LEDER

8 VGCT

10 Freiburger Ledertage

13 Made in Europe

APLF
LEATHER

19 - 21 MARCH 2024
HONG KONG

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PRO-LEDER Quality is made in Germany

Official journal of Verein für Gerberei-Chemie und -technik (VGCT)

RATE CARD 2024

Number 22, effective 1 January, 2024

PRO-LEDER

is the fresh magazine for the German speaking people specialised on leather. With a circulation of 3,000 - 3,400 copies, PRO-LEDER reaches the vast majority of the German speaking leather community, doing business in all the fields of the fascinating world of leather – worldwide.

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SCHEDULE FOR 2024 **PRO-LEDER**

Issue	Publishing date	Advertising deadline	Special	Previews	Fair Dates
1*	9 February 2024	29 January 2024	Specials: – Shoes, Upper Leathers, Synthetics, – Components QUALITY IS MADE IN GERMANY (Preview in English for Lineapelle)	Lineapelle	20. – 22.2.2024 Lineapelle, Milan
2*	13 March, 2024	28 February, 2024	Special: – Automotive leathers QUALITY IS MADE IN GERMANY (Preview in English for APLF and Performance Days)	APLF-Leather & APLF-Materials+; Performance Days; OTWorld	19. – 21.3.2024 APLF, Hongkong 20. – 21.3.2024 Performance Days, Munich 14. – 17.5.2024 OTWorld, Leipzig
3*	27 May, 2024	13 May, 2024	Specials: – Furniture leather – Leather Cleaning and Leather Care	Freiberg Leather Days; Aircraft Interiors Expo	28. – 30.5.2024 Aircraft Interiors Expo, Hamburg 12. – 13.6.2024 12. Freiberg Leather Days
4	23 July, 2024	10 July, 2024	Special: – Chemical Industries supplying to the Leather Industry	All China Leather Exhibition (ACLE)	3. – 5.9.2024 ACLE, Shanghai
5*	12 September, 2024	30 August, 2024	Specials: – Tanning and Shoe Technology – Orthopedic Leather – Industrial Safety Leathers QUALITY IS MADE IN GERMANY (Preview in English for Lineapelle and Simac Tanning Tech)	Lineapelle; Simac Tanning Tech; OST Cologne; Arbeitsschutz Aktuell, Stuttgart	17. – 19.9.2024 Lineapelle, Milan 17. – 19.9.2024 Simac Tanning Tech Milan
6*	27 November, 2024	13 November, 2024	Specials: – Sustainability in the Shoe and Leather Industry – Logistics: Recycling, Effluent and Water Treatment	Trade shows in 2025; India International Leather Fair (IILF)	14. – 17.1.2025 Heimtextil, Frankfurt January 2025 imm cologne 1. – 3.2.2025 IILE, Chennai

* Increased print run: 3200

ADVERTISEMENTS RATES AND SIZES

Format	All sizes in mm, width x height		colour	black and white	PRO-LEDER
	Bleed	Type area			
Front cover	210 x 297*	210 x 148	2.990,—	2.990,—	
Back cover	210 x 297	—	2.790,—	2.790,—	
Inside front cover					
Inside back cover	210 x 297	—	2.599,—	2.499,—	
1/1 page	210 x 297	188 x 279	2.550,—	1.750,—	
2/3 page high	140 x 297	124 x 279	1.950,—	1.290,—	
2/3 page broad	210 x 198	188 x 186			
1/2 page high	105 x 297	90 x 279	1.650,—	1.050,—	
1/2 page broad	210 x 148	188 x 136			
1/3 page high	70 x 297	60 x 279	1.165,—	750,—	
1/3 page broad	210 x 100	188 x 89			
1/4 page high	—	90 x 136	879,—	555,—	
1/4 page broad	—	188 x 69			
1/6 page high	—	90 x 90	579,—	369,—	
1/6 page broad	—	188 x 43			
1/8 page high	—	90 x 66	479,—	285,—	
1/8 page broad	—	188 x 30			
1/9 page high	—	60 x 89	360,—	239,—	
1/16 page		90 x 30	235,—	139,—	

** Needs individual agreement with the publishers regarding the placement of the PRO-LEDER logo and the headlines.

Be aware: All mentioned sizes are shown without trim allowance/bleed difference. **Please, allow a 3 mm trim per outer edge.**

All mentioned rates in EURO, exclusive of VAT (usually you are not charged any VAT if your company's residence is outside Germany).

For b/w ads with **additional colours**: use b/w rate plus 20% surcharge per colour. **Special placement**: 1/3 page at the side of the editorial (page 3): additionally EURO 200,—

Terms of payment: Net within 14 days after invoicing.

VAT ID number: DE 221803020 · Payment either by bank swift or credit card (Visa, Mastercard, American Express)

Bank details: Account IBAN: DE26 5109 0000 0007 2177 06 · SWIFT Code: WIBADE5W · Wiesbadener Volksbank, Wiesbaden/Germany

DISCOUNT POLICY

PRO-LEDER

Quantity (for large scale ads):

– from 2 pages	3%
– from 3 pages	5%
– from 4 pages	10%
– from 5 pages	15%
– from 6 pages	20%

Frequency (for small scale ads):

– from 2 ads	3%
– from 4 ads	5%
– from 6 ads	10%

Discounts for volume and frequency may not be added on each other, you may always claim only one of both discounts. No discounts on recruitment ads and classified ads because these rates are already reduced. Also no discounts on inserts and bound-ins. Discounts are also applying for your online ads at www.pro-leder.de

CLASSIFIEDS, LOOSE INSERTS, BOUND-INS

Stickers, Banderole around the journal, Booklets, etc.

Ask for our individual quotation.

Classifieds

Rates for recruitment ads and classifieds

– Situations vacant, agents wanted, wanted, for sale	EURO 1.70
– Situations wanted, agents available, family and personal	EURO 1.30
– Box fee	EURO 16.–

Bound-ins

Rates per 1000

– 4 pages	EURO 990,–
– 8 pages	EURO 1.890,–
– 12 pages	EURO 2.490,–

No discounts on loose bound-ins.

Loose inserts

Rates per 1000

– up to 25 g	EURO 335,–
– up to 50 g	EURO 395,–

All rates plus postage.

No exclusivity guaranteed on other inserts or bound-ins appearing in the same issue.

No discounts on loose inserts.

TECHNICAL REQUIREMENTS

Printing process: Sheet-fed offset

Data supplied: by CD-ROM or E-Mail: info@satzpunkt-hoenig.de

Formats: QuarkXpress, Photoshop, Illustrator, InDesign. Printing PDF: PDF/X-3 or PDF/X-4. Photos included should have minimum 300 dpi.

Please, send always a printout or proof of the ad along with your CD-ROM or your electronic transmission. No guarantee for 100% colour correctness without proof.

Printing material deliver to: satzpunkt HÖNIG - Andreas Hönig - Nonnengasse 31a · D-09599 Freiberg · Tel. +49-(0)172-86 18 418 · E-Mail: info@satzpunkt-hoenig.de

Please, direct as well your requests regarding technical requirements or transmission to Andreas Hönig.

ONLINE-ADVERTISING RATES + SIZES

PRO-LEDER

Product	Size (Width x Height in pixel)	Size for Mobile (Width x Height in pixel)	Rate for 4 weeks
Full Banner	468 x 60	300 x 150	399,-
Super Banner	728 x 90	300 x 200	555,-
Skyscraper	300 x 600	300 x 200	455,-
Square	300 x 300	300 x 150	399,-
Job offers (additional to the printed ad)	PDF	Additional 15% on the print rate, min. € 70,-	
Job offers (ONLY online)	PDF	399,-	

Formats: JPG, GIF, PNG, SWF

Text-Ads at www.pro-leder.de

PR small (without photo)		229,-
PR up to 500 Letters incl. photo and link		389,-
PR up to 1000 Letters incl. 2 photo and link		489,-

Formats : JPG, PNG

PRs generally are marked as "Werbung" (= advertisement).

Ad formats at PRO-LEDER Newsletter

Product	Size	Rate
Newsletter Banner	728 x 180 px	399,-
Text Ad up to 500 Letters, incl. photo and link		449,-

Target groups:

Tanners, Leather Technicians, Leather Chemists, Wholesalers of hides and skins, Suppliers to the Leather Industries from the Chemical Industries, the Machinery Industries. Wholesellers of tanning and leather processing machinery. Buyers for Leather from all involved industries like Shoes, Automotive, Upholstery, Aircraft, Leathersgoods, Leather garments, Accessories, etc. Test laboratories working with Leather. Companies producing Leather care products. All business partners of the Leather industries and all people interested in the magnificent world of Leather.

Rate per copy: Euro 9.–

Subscriptions: Euro 53.80 including Mailing and VAT inside Germany for 6 copies, every second month. Add for additional mailing fees:

- Europe: Euro 15.–
- Remaining world: Euro 50.–

Profashional Media GmbH is as well publishing the following trade journals:



SHOEZ – the leading German language shoe trade magazine for Germany, Austria, and Switzerland.

Recipients

Printed copies, minimum: 2,800

PRO-LEDER 1, 2, 3, 5, 6: 3,200

According to our recipients' database, during the period from January 2023 to June 2023, we had a circulation of 2,734 copies. Split by countries:

Germany	1,518
Switzerland	266
Austria	259
Rest of the world	691

Split by professional background:

Tannery, Leather Industries	722
Leather and Raw Material Trade	384
Tanning Technology and Chemistry	482
Industries working with Leather	873
Others	502

Additional copies of PRO-LEDER are spread at:

Heimtextil, Frankfurt; APLF, Honkong; Lineapelle, Simac Tanning Tech, Milan; imm, Cologne; ACLE, Shanghai; Performance Days, Munich; 12th Freiberg Leather Days; Annual Assemblies of VDL and VDMA