



BAGS

SHOES

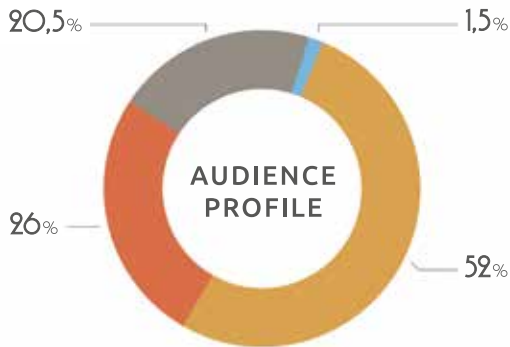
LEATHER GOODS

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

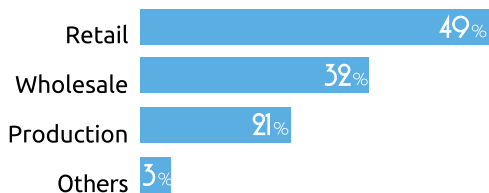


- Business owners, top managers
- Purchasing managers
- Experts
- Others

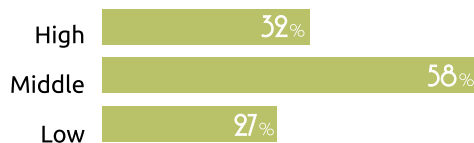


- Central Federal District
- Southern Federal District
- North Caucasian Federal District
- Northwestern Federal District
- Ural Federal District
- Siberian Federal District
- Volga Federal District
- Far Eastern Federal District

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 – 4500 copies
 - Publication frequency – twice a year (September & February)
 - SSSHOES Magazine is the partner of such leading

Russian trade shows:

Obuv. Mir Kozhi, Collection Premiere Moscow (CPM),
CJF International Child and Junior Fashion, Sport Casual
Moscow/Kid & Junior Fashion, SHOESSTAR (7 trade fairs
in Russian regions and Kazakhstan), Beinopen, Interfabric/
Leather Salon, Fashion Style Moscow.

Foreign trade fairs:

Expo Riva Schuh/Gardabags, MICAM, MIPEL, Lineapelle,
Simac, Misaf, Gallery Shoes, Inspiramais, Francal, Couromoda,
Aymod/Aysaf, MOROCCO Leather & Shoes, UAE International
Apparel & Textile Fair.

And it is also being distributed at Pitti Uomo, Premiere Vision
Paris/Leather Salon, Premiere Classe, Tranoi,
Leatherworld and others.

- 
- The background of the slide is a microscopic image of plant tissue, showing a grid of cells with thick, dark green walls and lighter green interiors. A white rectangular box is centered on the slide, containing three bullet points.
- The Magazine is the media partner of specialized conferences and forums organized by the Ministry of Industry and the Trade of the Russian Federation, European Footwear Confederation (World Footwear Congress), Kommersant Publishing House, Beinopen, Fashion HUB, Russian Buyers Union (Best Luxury Stores Award) 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 25,000 subscribers

ADVERTISING RATES

AD placement	Price
2 nd cover	€ 3600
3 rd cover	€ 2700
4 th cover	€ 4200
Full-page	€ 2000
Double-page spread	€ 3800
Six-page image photoshoot	€ 4000
Half-page	€ 1050
1/3 page	€ 720
Link-photo in the interactive pdf version of the magazine	€ 200



ADVERTISING ON OUR WEBSITE

shoes-magazine.com

Banner for one month	Price
970x140 px top pass through banner	€ 1500
970x140 px top pass through banner in rotation	€ 1350
970x140 px main middle page banner	€ 1400
970x140 px main middle page banner in rotation	€ 1250
970x140 px bottom main page banner	€ 1300
970x140 px bottom main page banner in rotation	€ 1150
200x250 px banner all pages except the main one	€ 360
200x250 px banner all pages except the main one in rotation	€ 280
100x100 px bottom main page logo-banner	€ 150
Individual newsletter e-mailing to 25,000 subscribers with a banner with active link	€ 800
Partner's news in the SHOES newsletter e-mailing to 25,000 subscribers	€ 350

EDITORIAL STAFF

Yuna Zavel'skaya

Editor-in-chief

+7(903) 540 53 76

editor@shoes-magazine.com

yuna-z@yandex.ru

Aleksandra Tsybul'skaya

Photo-editor and translator

photo@shoes-magazine.com

alexandrin57@gmail.com

Nina Polyakova

Advertising director

+7 903 128 20 12

adv@shoes-magazine.com

np77@inbox.ru

www.shoes-magazine.com