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PRO-LEDER

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PRO-LEDER

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

RATE CARD 2019

Number 17, effective 1 January, 2019

PRO-LEDER

is the fresh new magazine for the German speaking people specialised on leather. With a circulation of 3,500 – 4,100 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 2019 **PRO-LEDER**

Issue	Publishing date	Advertising deadline	Special	Fair Dates
1*	25 January, 2019	11 January, 2019	Leather Cleaning and Leather Care QUALITY IS MADE IN GERMANY (Lineapelle/Simac Tanning Tech, Première Vision Leather – Preview in English)	1. – 3. 2. 2019 IILF, Chennai 12. – 14. 2. 2019 PV Leather, Paris 20. – 22. 2. 2019 Lineapelle, Milan 20. – 22. 2. 2019 Simac Tanning Tech, Milan
2**	18 February, 2019	6 February, 2019	Tanning and Shoe Technology QUALITY IS MADE IN GERMANY (APLF-Preview in English) IILF, Chennai	14. – 16. 3. 2019 APLF Hongkong 23. – 24. 3. 2019 ISS, Wiesbaden 2. – 4. 4. 2019 Aircraft Interiors, Hamburg
3*	3 May, 2019	23 April, 2019	Upholstery Leather APLF; Lineapelle, Simac Tanning Tech; Annual Assembly of VDL, Première Vision Leather	14. – 17. 5. 2019 Texprocess/Tehtextil, Frankfurt 21. – 24. 5. 2019 interzum, Cologne 8. – 9. 5. 2019 Performance Days, Munich 29. – 31. 5. 2019 Shoes & Leather, Guangzhou 25. – 28. 6. 2019 35th Iultcs Congress incl. 8th Freiberg Leather Days and General Assembly of VGCT, Dresden
4**	2 August, 2019	19 July, 2019	Chemical Industries supplying to the Leather Industries QUALITY IS MADE IN GERMANY (Preview in English for ACLE und PV Leather) 35. Int. Iultcs Congress and 8. Freiberg Leather Days/VGCT; interzum; Texprocess/Tehtextil;	3. – 5. 9. 2019 ACLE, Shanghai 17. – 19. 9. 2019 PV Leather, Paris
5*	19 September, 2019	6 September, 2019	Shoes, Upper Leathers, Synthetics, Components, Shoe Repair QUALITY IS MADE IN GERMANY (Lineapelle Preview in English) ACLE; Industrial safety products	2. – 4. 10. 2019 Lineapelle, Milan 5. – 8. 11. 2019 A+A, Düsseldorf 13. – 14. 11. 2019 Performance Days, Munich
6**	22 November, 2019	8 November, 2019	Automotive Leathers Sustainability in the Shoe and Leather Industry; Logistics: Recycling, Effluent, and Waste Treatment; Lineapelle; PV Leather; VDMA Annual Assembly; Fair calendar for 2020	All trade fairs for the leather related business in 2020 7. – 10. 1. 2020 Heimtextil, Frankfurt 13. – 19. 1. 2020 imm cologne, Cologne 1. – 3. 2. 2020 India International Fair, Chennai

* 4,100 copies

** 3,500 copies

(regular: 3,100 copies)

Please, be aware: Production of the magazine starts right after advertising deadline. Deadline for printing material therefore is always one working day after advertising deadline.

Advertisements Rates and sizes

Format	All sizes in mm, width x height		Colour	Back and white	PRO-LEDER
	Bleed	Type area			
Front cover	210 x 297*	210 x 148	2,790.–	2,790.–	
Back cover	210 x 297	–	2,590.–	2,590.–	
Inside front cover					
Inside back cover	210 x 297	–	2,399.–	2,399.–	
1/1 page	210 x 297	188 x 279	2,380.–	1,670.–	
2/3 page high	140 x 297	124 x 279	1,790.–	1,160.–	
2/3 page broad	210 x 198	188 x 186			
1/2 page high	105 x 297	90 x 279	1,515.–	999.–	
1/2 page broad	210 x 148	188 x 136			
1/3 page high	70 x 297	60 x 279	1,095.–	725.–	
1/3 page broad	210 x 100	188 x 89			
1/4 page high	–	90 x 136	825.–	525.–	
1/4 page broad	–	188 x 69			
1/6 page high	–	90 x 90	559.–	355.–	
1/6 page broad	–	188 x 43			
1/8 page high	–	90 x 66	459.–	263.–	
1/8 page broad	–	188 x 30			
1/9 page	–	60 x 89	350.–	229.–	
1/16 page		90 x 30	229.–	129.–	

* 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

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.

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 1.50
– Situations wanted, agents available, family and personal	EURO 1.10
– Box fee	EURO 15.–

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 309.–
– up to 50 g	EURO 365.–

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: ppc.jakob@t-online.de

Formats: InDesign, Photoshop, Illustrator. 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: Rolf Jakob · Vierzehn-Nothelfer-Strasse 37 · D-55124 Mainz · Tel.: +49-(0)6131-623 26 36 · E-Mail: ppc.jakob@t-online.de

Please, direct as well your requests regarding technical requirements or transmission to Rolf Jakob.

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 8.–.

Subscriptions: Euro 49,90 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:	3,100
PRO-LEDER 1, 3 + 5:	4,100
PRO-LEDER 2, 4 + 6:	3,500

According to our recipients' database, during the period from January to June 2018, we had a circulation of 3,067 copies. Split by countries:

Germany	1,750
Switzerland	305
Austria	285
Rest of the World	727

Split by professional background:

Tannery, Leather Industries	732
Leather and Raw Material Trade	399
Tanning Technology and Chemistry	510
Industries working with Leather	899
Others	527

Additional copies of PRO-LEDER are spread at:

Heimtextil, Frankfurt; APLF Hongkong; Lineapelle, Simac Tanning Tech, Milan; PV Leather, Paris; Outdoor Friedrichshafen; All China Leather Exhibition, Shanghai; imm and interzum, Cologne; Shoes & Leather, Guangzhou; A+A Düsseldorf; 35. International Iultcs Congress, Dresden; Texprocess, Frankfurt; ISS, Wiesbaden; Performance Days, Munich