
STT*
SHOES
TRENDS
TECH
Media kit 2027
New!
STEPTECHNIK
becomes STT
The magazine for the footwear and leather goods industry
now available in English
02.2026
LINEAPELLE
ORITAIN
GREEN DEAL
New ideas, more courage
How the fashion industry's embracing sustainability
Circular Rooms Conference in Düsseldorf
03.2026
TEXPROCESS
CADS
VDL
Helcor &
Innover
TOP STORY
LATEST NEWS

Media profiles



SHOES TRENDS TECH

STT Shoes. Trends. Tech. is the international English-language trade magazine for the entire footwear and leather industry. It keeps all key players in development and manufacturing informed about the latest trends, new technologies and forward-looking solutions across the entire footwear value chain.
The magazine focuses on all aspects of footwear production – from manufacturing systems and machinery, through materials and components, to digital processes and technical innovations. The magazine examines the industry's current challenges, highlights practical solutions and provides in-depth specialist knowledge for industrial manufacturing, as well as insights from companies.



stt.world

stt.world complements the trade magazine as the central digital communication platform for the global footwear and leather industry, as well as for suppliers, machinery manufacturers and technology providers. The website brings together the latest industry news, new product launches, company announcements, trade fair reports and technical developments – quickly, internationally and available at any time.

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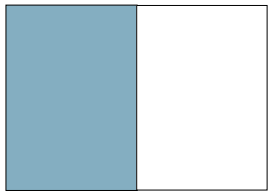
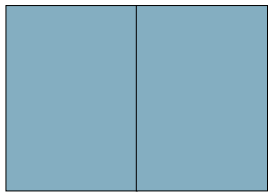
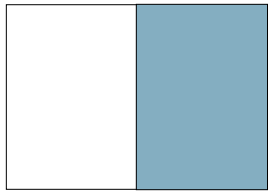
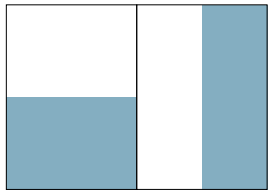
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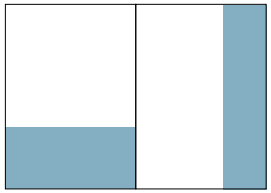
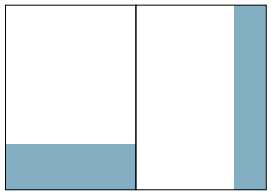
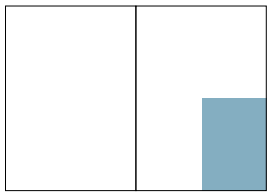
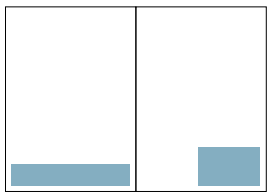
DEUTSCHE FACHPRESSE

Topics and dates

MONTH	ISSUE	PUBLICATION DATE	DEADLINES	TOPICS
February	1	11.02.2026	02.02.2026	A preview of Lineapelle, the latest innovations from the footwear and leather industry, with a focus on: leather and components.
April	2	15.04.2026	06.04.2026	Report from Lineapelle featuring colour, leather and material trends for Spring/Summer 2028, featured topic: 3D in footwear production.
September	3	09.09.2026	31.08.2026	A preview of Lineapelle and Simac/Tanning Tech, market trends and innovations from the footwear and leather industry, leather alternatives, a preview of A+A, Feature: Automation
November	4	11.11.2026	02.11.2026	Report on A+A, report on Lineapelle and Simac, Colour, leather and fabric trends for Autumn/Winter 2028/29, Featured topic: Circular economy and regulation

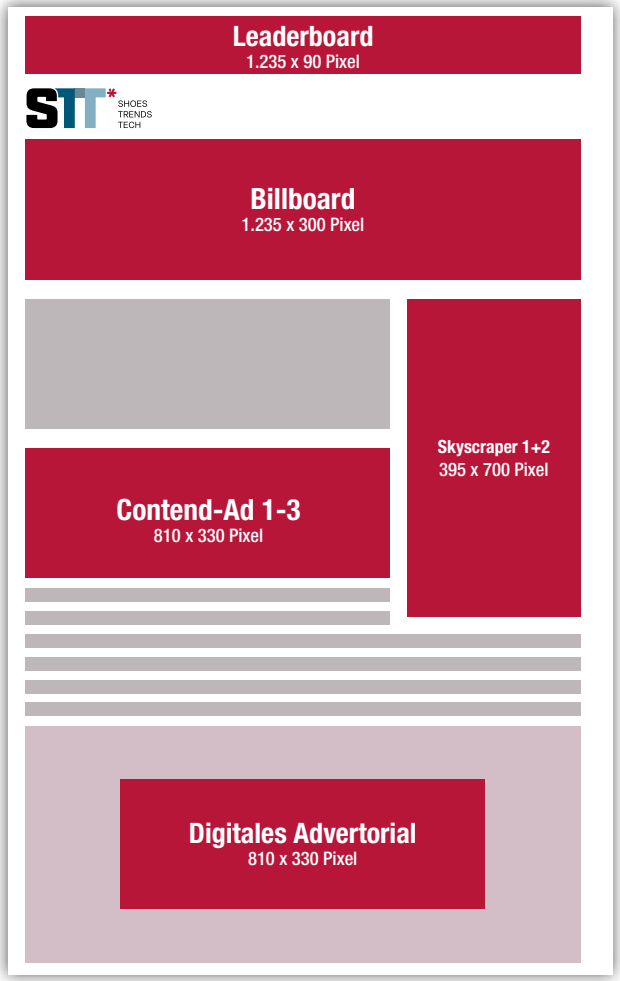
Formats and prices

Format	Width x height (mm)	Price 4c
	Cover page 210 mm wide x 206 mm high	**4.040 €**
	1/1 page U2/U4 210 mm wide x 297 mm high + 3 mm bleed	**3.800 €**
	2/1 page 420 mm wide x 297 mm high + 3 mm bleed	**7.450 €**
	1/1 page 210 mm wide x 297 mm high + 3 mm bleed	**3.800 €**
	1/2 page **landscape:** 210 mm wide x 148 mm high + 3 mm bleed **high:** 102 mm wide x 297 mm high + 3 mm bleed	**2.400 €**

Format	Width x height (mm)	Price 4c
	1/3 page **landscape:** 210 mm wide x 100 mm high + 3 mm bleed **high:** 71 mm wide x 297 mm high + 3 mm bleed	**1.430 €**
	1/4 page **landscape:** 210 mm wide x 85 mm high + 3 mm bleed **high:** 56 mm wide x 297 mm high + 3 mm bleed	**1.200 €**
	1/4 page corner ad 102 mm wide x 146 mm high + 3 mm bleed	**1.200 €**
	1/8 page **landscape:** 178 mm wide x 32 mm high (type area) **V-card:** 86 mm wide x 65 mm high (type area)	**500 €**

Website

As an information and communication platform, **stt.world** connects manufacturers, suppliers, machinery manufacturers and technology providers worldwide. As a digital complement to the print edition, the platform ensures year-round visibility amongst the international specialist audience.



Bannerformat	price per week 2er-Roation
Leaderboard (1.235 x 90 Pixel)	1.280 €
Billboard (1.235 x 300 Pixel)	2.290 €
Content-Ad 1 (810 x 330 Pixel)	1.850 €
Content-Ad 2 (810 x 330 Pixel)	1.520 €
Content-Ad 3 (810 x 330 Pixel)	1.180 €
Skyscraper 1+2 (395 x 700 Pixel)	1.600 €
Digital-Advertorial	3.500 €

SAVE NOW
25%
exclusive discount to mark the launch of the new website

Discounts:

Sale scale

3.000 €	3%
5.000 €	5%
10.000 €	7%
15.000 €	10%
20.000 €	15%
25.000 €	20%
30.000 €	25%

The print contract is transferable to digital bookings
The discount that is more favourable for you applies.
The digital scale does not apply to print bookings.
AC is granted.

Data delivery:

JPG, PNG, animated or static GIF, 72 dpi, web-optimised, RGB, maximum file size: 250 KB, Delivery: 3 days before start to **media@sternefeld.de**

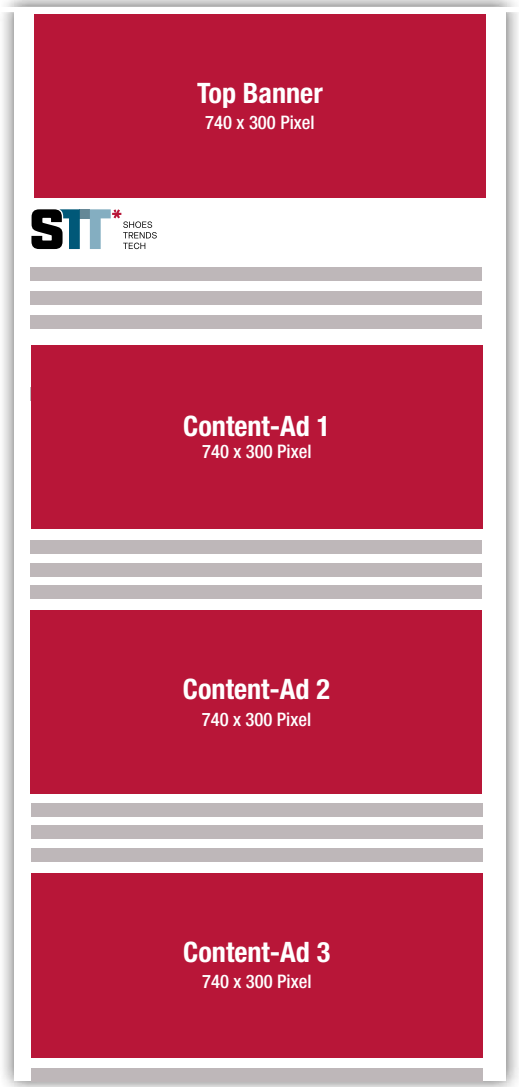
Newsletter

The weekly **STT newsletter** keeps an international readership of industry professionals up to date with the latest news from the footwear and leather industry. It provides concise industry news, product innovations and new releases, company announcements, trade fair reports and event listings, as well as selected specialist articles from the STT network.

Discounts:

Sale scale

3.000 €	3%
5.000 €	5%
10.000 €	7%
15.000 €	10%
20.000 €	15%
25.000 €	20%
30.000 €	25%



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Data delivery:
JPG, PNG or static GIF 72 dpi, web-optimised, RGB, maximum file size: 250 KB, delivery: 3 days before start to **media@sternefeld.de**

Please specify link request.

Newsletter		4-day package
Top-Banner	(740 x 300 Pixel)	2.000 €
Content-Ad 1	(740 x 300 Pixel)	1.800 €
Content-Ad 2	(740 x 300 Pixel)	1.600 €
Content-Ad 3	(740 x 300 Pixel)	1.400 €

Inserts - Technical data

Inserts:
Please send your insert with the reference of the corresponding issue to (deadline ad closing):

D+L Printpartner GmbH
Versandabteilung
Für SST xx/27
Schlavenhorst 10
46395 Bocholt

General Terms and Conditions

Prices

All prices are subject to value added tax.
Term of payment

Unless otherwise agreed:
Payable immediately net without deduction.

Cancellation deadlines and fees

Cancellation of print advertisements by the advertising deadline,12 noon, free of charge, thereafter we charge a 100% cancellation cancellation fee. Cancellation for digital campaigns until Friday, 12 noon, before the start of the campaign free of charge, after that we charge a 100% cancellation fee.

Warranty

In the event of delivery of incomplete or deviating data (texts, colours, illustrations) we accept no liability for the print result. Incorrect exposures due to incomplete or incorrect files, incorrect settings or incomplete or incomplete information will be charged. This also applies to additional typesetting and litho work and for the creation of new proofsneuerlicher Proofs

Team

Our job is to work with you to make your campaign a success!

Do you have questions about campaign planning and media budgets?



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