

TRENDY • BIZNES • CONSULTING

świat butów

MAGAZINE FOR SHOE AND ACCESSORIES SECTOR



| MAGAZINE
| PORTAL
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ABOUT US

ŚWIAT BUTÓW - World of shoes - is a solid and the only one in Poland business paper which 10 times a year is laying on desks of the decision makers from shoe and accessories sectors. We focused on trends, business information, consulting and problems which our readership is dealing each day.

READERS

The content is addressed to:

- buyers from retail chains and modern trade chains
- wholesale distributors
- retailers
- stylists
- bloggers
- e-commerce operators

from sectors: women- mens- shoes, sports shoes, casual and kids shoes, accessories like bags, suitcases, belts, wallets etc.

DISTRIBUTION

Świat Butów is distributed throughout many channels:

- subscription
- subscription serviced by press distributors (RUCH, Poczta Polska, GLM, Garmond)
- free handout during trade fairs
- free handout during private fairs and branch events
- rotational mailing to professionals

TECHNICAL INFORMATION

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 Prinrun: 5000 copies
 Format: 230x300 mm
 Portal: swiatbutow.eu
 Society: www.facebook.com/fashionsecrets

PUBLICATION SCHEDULE

ISSUE	PUBLICATION DATE	ORDER DEADLINE	DEADLINES FOR PRINTING MATERIALS	FOCUS ON	FAIR/EVENT
2/18	01.02.2018	16.01.2018	22.01.2018	Casual Shoes	Poznań Fair
3/18	19.02.2018	08.02.2018	12.02.2018	Buying season Autumn 2018	Poznań Fair
4/18	10.04.2018	28.03.2018	04.04.2018	Buying season Winter 2018/2019	
5/18	04.05.2018	20.04.2018	25.05.2018	Kids shoes, slippers	Dni Obuwia (Shoes Days)
6-7/18	09.07.2018	27.06.2018	02.07.2018	Sport-youth shoes Haberdashery, accessories	Primetime (Frankfurt) Cookies Show (Berlin)
8/18	02.08.2018	20.07.2018	24.07.2018	Special occasion shoes	Poznań Fair
9/18	20.08.2018	10.08.2018	14.08.2018	Buying season Spring 2019	Poznań Fair
10/18	08.10.2018	26.09.2018	01.10.2018	Buying season Summer 2019	
11/18	05.11.2018	25.10.2018	29.10.2018	Sport-youth shoes Haberdashery, accessories	Dni Obuwia (Shoes Days)
12/18-1/19	21.12.2018	10.12.2018	14.12.2018	Kids shoes, slippers	Primetime (Frankfurt) Cookies Show (Berlin)

