Media Kit
Footwear News
Footwear News (FN) is the ultimate resource for industry insiders and shoe lovers alike. From power players to style stars, FN draws on more than 70 years of history to offer a feet-first look at what’s new and what’s next in shoes.
GENERAL REACH

[Digital]
2M+
 UVs

[Social]
258k
Total followers

[Print]
18k
Circulation

[Digital]
11M
Page Views

[Digital Issue]
50k
Subscribers
THE AUDIENCE

[Gender]
55% Male
45% Female

[Location]
70% Live in the USA

[Digital]
2.0MM UVs

[Age]
53% 25–44 years

[Shopping]
32% Own 30–50 pairs of shoes

[e-Commerce]
32% Visit retailer’s website as a result of reading FN

SOURCE: FN SUBSCRIBER STUDY + JUNE 2016 AAMSTATEMENT
## EDIT CALENDAR 2018

### March

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSE</th>
<th>FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.05</td>
<td>2.21</td>
<td>FN Legends: Lournes' Jim Estepa March Madness</td>
</tr>
<tr>
<td>3.19</td>
<td>3.07</td>
<td>Must Buys Fall Fashion Runway Recap</td>
</tr>
<tr>
<td>3.26</td>
<td>3.14</td>
<td>DIGITAL ISSUE Comfort Mens</td>
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### April

<table>
<thead>
<tr>
<th>ISSUE</th>
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<tbody>
<tr>
<td>4.02</td>
<td>3.21</td>
<td>Legwear Licensing Legends</td>
</tr>
<tr>
<td>4.09</td>
<td>3.28</td>
<td>Work Boot Occupational Footwear Materials &amp; Components</td>
</tr>
<tr>
<td>4.23</td>
<td>4.11</td>
<td>Made In America Athletic City Spotlight: Boston</td>
</tr>
<tr>
<td>4.30</td>
<td>4.18</td>
<td>DIGITAL ISSUE 40 Under 40</td>
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### May

<table>
<thead>
<tr>
<th>ISSUE</th>
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<tbody>
<tr>
<td>5.07</td>
<td>4.25</td>
<td>Hottest Kids Stores Rainboots</td>
</tr>
<tr>
<td>5.21</td>
<td>5.09</td>
<td>Tennis Issue</td>
</tr>
<tr>
<td>5.28</td>
<td>5/16</td>
<td>FFANY Pre-Show</td>
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</table>

### June

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<thead>
<tr>
<th>ISSUE</th>
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<tbody>
<tr>
<td>6.04</td>
<td>5.23</td>
<td>FFANY Show Women In Power</td>
</tr>
<tr>
<td>6.11</td>
<td>5.30</td>
<td>DIGITAL ISSUE Best of Running</td>
</tr>
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### July

<table>
<thead>
<tr>
<th>ISSUE</th>
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<th>FEATURES</th>
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<tbody>
<tr>
<td>7.09</td>
<td>6.27</td>
<td>Editorial Features TBD Paris Couture</td>
</tr>
<tr>
<td>7.16</td>
<td>7.04</td>
<td>DIGITAL ISSUE Back To School</td>
</tr>
<tr>
<td>7.23</td>
<td>7.11</td>
<td>Outdoor Retailer Show</td>
</tr>
<tr>
<td>7.30</td>
<td>7.18</td>
<td>FFANY Pre-Show Emerging Designers</td>
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</tbody>
</table>

### August

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<tr>
<th>ISSUE</th>
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<th>FEATURES</th>
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</thead>
<tbody>
<tr>
<td>8.06</td>
<td>7.26</td>
<td>FFANY Show FN PLATFORM Pre-Show</td>
</tr>
<tr>
<td>8.13</td>
<td>8.01</td>
<td>FN: VEGAS</td>
</tr>
<tr>
<td>8.13</td>
<td>8.01</td>
<td>FN PLATFORM Show Materials &amp; Components</td>
</tr>
</tbody>
</table>
Engaging Content

FN Lab is the newly-launched in-house content studio for Footwear News, creating engaging and informative content to elevate brands in the footwear marketplace.
Fairchild Live is a live experience business, bringing together our editorial properties to connect the titans of industry at events designed to inform and inspire. With content curated by our renowned editorial team, it’s where relationships are born and deals are made. The summits and forums are structured as a peer-to-peer environment, providing our community with:

**Curated Content**

**Thought Leadership Exchange**

**Access to C-Suite & Senior-level Industry Insiders**

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**Audience By The Numbers**

- **Brands and Retailers**: 70%
- **Industry Service Providers**: 25%
- **Media, Press, Influencers & Content Creators**: 5%
Digital AD Specs

FN reserves the right to remove an advertisement from its web sites at any time for any reason.

Changes to existing campaigns must be received at least **three business days** prior to the desired change.

Display media can be site served via DFP through JPEG, GIF or Flash files. Third Party agency tags also accepted.

All **rich media ads** must be served via a third party vendor.

**Newsletters** require a 300x250 jpeg, with 1x1 click tracker (impression trackers are not accepted at this time).

Dedicated **Email Blasts** cannot accept third party tracking at this time.

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**Leaderboard**
Dimensions: 728 x 90px  
File Size: 50k  
Max Loops: 3 loops, 24 fps

**Half Page**
Dimensions: 300 x 600px  
File Size: 60k  
Max Loops: 3 loops, 24 fps

**Box**
Dimensions: 300 x 250px  
File Size: 50k  
Max Loops: 3 loops, 24 fps

**Wallpaper/Skin**
Dimensions: 350 x 905px  
(file safe zone of 127x730)  
File Size: 100k

**Mantel Unit**
Dimensions: 1300 x 250px  
(safe area 980x250)  
File Size: 80k  
Max Loops: 3 loops, 24 fps

**Dedicated Email Blast**
Dimensions: 600 x 800px  
File Size: 200k
**SPECIFICATIONS**

**Print AD Specs**

All ad submissions must be PDF/X 1-a files emailed to: Print_Ads@FairchildFashion.com or sent via a file transfer such as WeTransfer. FTP site info is also available upon request.

The PDF/X 1-a files must have:
- All **fonts** MUST be embedded (true type fonts cannot be used for Printing)
- The color space must be **CMYK** or Greyscale.
- No RGB, LAB or embedded color profiles (such as ICC profiles).
- All **PMS colors** must be converted to CMYK.
- Maximum ink density: **300** total.
- Resolution: **300 dpi**
- Proof Requirements: Certified SWOP proof MUST be labeled with “FN” and the issue date.

Please send it to: Fry Communications Building One 800 West Church Road Mechanicsburg, PA 17055. ATTN. Prep Dept. 1-800-334-1429

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>TRIM</th>
<th>NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>20.5” × 13.375”</td>
<td>20.25” × 13.125”</td>
<td>19.5” × 12.375”</td>
</tr>
<tr>
<td>Junior Page</td>
<td>7.65” × 9.75”</td>
<td>7.4” × 9.5”</td>
<td>6.65” × 8.75”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>N/A</td>
<td>N/A</td>
<td>4.7” × 12.625”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>10.375” × 6.75”</td>
<td>10.125” × 6.5”</td>
<td>9.375” × 5.75”</td>
</tr>
<tr>
<td>1/2 Horiz’l Spread</td>
<td>20.5” × 6.75”</td>
<td>20.25” × 6.5”</td>
<td>19.75” × 5.75”</td>
</tr>
<tr>
<td>1/4 Square</td>
<td>N/A</td>
<td>N/A</td>
<td>4.7” × 5.75”</td>
</tr>
<tr>
<td>TOC/Masthead Horizontal</td>
<td>N/A</td>
<td>N/A</td>
<td>9” × 2.75”</td>
</tr>
<tr>
<td>TOC/Masthead</td>
<td>3.4” × 13.375”</td>
<td>3.375” × 13.125”</td>
<td>2.625” × 12.375”</td>
</tr>
</tbody>
</table>

**Safety:** All live matter must be 1/4 inch from trim on all sides.

**Gutter Safety:** 1/16 inch on each side for a total of 1/8 inch (if not center spread)

**Minimum Size Knockout Type:** 8 point

**Note:** Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

**File Storage:** The original proof & an archived copy of the ad file will be kept for 13 months after printing.
### The Team

**Advertising, Marketing + Production**

**New York**

- **Sandi Mines**
  VP & Publisher
  212 256 8117
  smines@footwearnews.com

- **Lauren Schor**
  Associate Publisher
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  lschor@footwearnews.com

- **Michele Loffman**
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  mloffman@footwearnews.com

- **Samantha Rumsky**
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  srumsky@footwearnews.com

- **Gomatie Sanichar**
  Office Manager
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  gsanichar@footwearnews.com

**Los Angeles**

- **Michelle Raskin**
  West Coast Director
  323 617 9284
  mraskin@footwearnews.com

**Milan**

- **Guilia Squeri**
  Account Director
  39 02 722 33602
  gsqueri@wwd.com

- **Emanuela Altimani**
  Sr. Sales Coordinator
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  ealtimani@wwd.com

**Marketing**

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  Integrated Marketing Manager
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  lspencer@wwd.com

**Production**

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  khurley@pmc.com

- **John Cross**
  Production Manager
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  jcross@pmc.com

**Suzette Minetti**

- **Senior Brand Manager**
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  sminetti@wwd.com

- **Laney Kay**
  Digital Sales Planner
  646 356 4861
  LKay@wwd.com

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