FOOTWEAR NEWS
2022 MEDIA KIT
FOOTWEAR NEWS IS...

the first stop in shoe news for industry insiders and shoe lovers alike. From power players to style stars, FN is the what’s new and what’s next in footwear. FN’s breaking stories, expert analysis and on-trend seasonal coverage connect its shoe obsessed audience with the designs, drops and deals that define the footwear industry.
## 2022 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Close</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 24</td>
<td>The Outdoor Issue</td>
<td>1/5</td>
<td>1/10</td>
</tr>
<tr>
<td>February 7</td>
<td>Trade Show/Diversity</td>
<td>1/26</td>
<td>1/31</td>
</tr>
<tr>
<td>March 14</td>
<td>Athletic</td>
<td>2/28</td>
<td>3/7</td>
</tr>
<tr>
<td>April 4</td>
<td>Work/Sustainability</td>
<td>3/23</td>
<td>3/28</td>
</tr>
<tr>
<td>May 16</td>
<td>Women In Power</td>
<td>5/4</td>
<td>5/9</td>
</tr>
<tr>
<td>June 6</td>
<td>Outdoor/Pride</td>
<td>5/25</td>
<td>5/30</td>
</tr>
<tr>
<td>July 11</td>
<td>Sneakerhead/Kids</td>
<td>6/29</td>
<td>6/29</td>
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<tr>
<td>August 1</td>
<td>Tradeshow/Athletic</td>
<td>7/20</td>
<td>7/25</td>
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<tr>
<td>September 12</td>
<td>Fashion/Emerging Talent</td>
<td>8/31</td>
<td>9/1</td>
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<td>October 10</td>
<td>Philanthropy/Work</td>
<td>9/28</td>
<td>10/3</td>
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<tr>
<td>November 7</td>
<td>Holiday/Slippers</td>
<td>10/24</td>
<td>10/31</td>
</tr>
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<td>November 28</td>
<td>FNAA/Tradeshow</td>
<td>11/14</td>
<td>11/21</td>
</tr>
</tbody>
</table>

Note: All event themes and dates subject to change
AUDIENCE OVERVIEW

AUDIENCE

DIGITAL: 9M+ Unique Visitors
PRINT: 48K+ Subscribers
SOCIAL: 1M+ Followers
NEWSLETTER: 110K+ Subscribers

DEMOGRAPHICS

M/F: 50/50
Median Age: 47
18-34: 30%
Median HHI: $78,400

Source: Comscore 2021
### PRINT SPECS & RATES

<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>
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<tr>
<td>Junior Page</td>
<td>7.65” × 9.75”</td>
<td>7.4” × 9.5”</td>
<td>6.65” × 8.75”</td>
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<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>
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<tr>
<td>1/2 Horiz Spd</td>
<td>20.5” × 6.75”</td>
<td>20.25” × 6.5”</td>
<td>19.75” × 5.75”</td>
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<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 Vertical</td>
<td>3.625” × 13.375”</td>
<td>3.375” × 13.125”</td>
<td>2.625” × 12.375”</td>
</tr>
</tbody>
</table>

For production: https://pmc.sendmyad.com

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**2022 PRINT RATES**

Full Page: $10,000 Net Impressions: 45,000

https://pmc.com/advertising-terms-and-conditions/
# DIGITAL SPECS & RATES

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>DIMENSIONS</th>
<th>IMPRESSIONS</th>
<th>CPM</th>
<th>NET COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Run of Site* - Appears on Desktop, Tablet &amp; Mobile**</td>
<td>970x250, 728x90 or 970x90, 300x600, 300x250, 320x50</td>
<td>TBD</td>
<td>$32.00</td>
<td>TBD</td>
</tr>
<tr>
<td>Homepage Takeover* - Appears on Desktop, Tablet &amp; Mobile</td>
<td>970x250, 728x90 or 970x90, 300x600, 300x250, 320x50</td>
<td>10,000</td>
<td>FLAT FEE</td>
<td>$4,000</td>
</tr>
<tr>
<td>Wallpaper Skins* - Appears on Desktop Only</td>
<td>725x1200, 450x1200, 175x1200</td>
<td>10,000</td>
<td>FLAT FEE</td>
<td>$7,500</td>
</tr>
<tr>
<td>Homepage Takeover* - Appears on Desktop, Tablet &amp; Mobile w/ High Impact Crown Unit*</td>
<td>970x250, 728x90 or 970x90, 300x600, 300x250, 320x50</td>
<td>10,000</td>
<td>FLAT FEE</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

*Contracted sponsorship, impressions are estimated not guaranteed. **Mobile impressions will not serve if a sponsorship is sold. Newsletter impressions are equal to total sends (subscribers); open rate and click-through rate are not guaranteed. Homepage Takeovers and Newsletters are sold on a first come, first serve basis. This campaign is not geo-targeted.

https://pmc.com/advertising-terms-and-conditions/
SOCIAL SPECS

INSTAGRAM

IMAGE SPECS
- JPG or PNG
- Minimum 1080 x 1080 px
- Rectangular posts must be within 1.91:1 or 4:5 aspect ratio
- Image may not contain more than 20% text

VIDEO SPECS
- MP4 File (15MB max)
- 40 - 60 seconds
- Between 32 x 32 px to 1280 x 1024 px
- Max frame rate: 40fps
- may not contain more than 20% text in frame
- must include copy for a headline and a post

IG STORY SPECS
- 1080 x 1920 px
- MP4 or MOV for video (4GB max), or JPG/PNG for photo (30MB max)
- Video maximum: 15 seconds

COPY CHARACTER LIMIT
- 2200 characters

FACEBOOK

IMAGE SPECS
- At least 1200 x 630 px

VIDEO SPECS
- MOV or MP4 (2.3MB max)
- 6:9 ratio, at least 720p
- Thumbnail must be 1200 x 675 px
- Must include title of video (headline) and copy for post

LINK SPECS
- 1200 x 628 image recommended
- Must provide headline – text must be under 90 characters
- Link description must be under 30 characters

LINKED IN

IMAGE SPECS
- File Type: jpg or png
- Horizontal / Landscape
- Min File Size: 5 MB
- Min Image Size: 640 x 360 pixels
- Max Image Size: 7680 x 4320 pixels

Dimensions
- Landscape (16:9)
- Min 640 x 360 pixels
- Max 1920 x 1080 pixels
- Square (1:1)
- Min 360 x 360 pixels
- Max 1920 x 1920 pixels
- Vertical (9:16)
- Min 360 x 640 pixels
- Max 1080 x 1920 pixels

VIDEO File Type: MP4
- Min Video File Size: 75 KB
- Max Video File Size - 200 MB
- Video Duration Min: 3 seconds
- Video Duration Max: 30 minutes
- Video Captions (optional): Video sound file size less than 64 KHz

VIDEO SPECS
- MP4 (15MB max)
- Must be between 0.5–30 seconds
- Dimensions must be between 32 x 32 px and 1280 x 1024 px
- Max frame rate: 40fps

TWITTER

IMAGE SPECS
- Up to 4 images in one post
- 5MB max file size
- Recommend dimensions 506 x 253 px

VIDEO SPECS
- MP4 (15MB max)
- Must be between 0.5–30 seconds
- Dimensions must be between 32 x 32 px and 1280 x 1024 px
- Max frame rate: 40fps
NEWSLETTERS

**DAILY**
Industry news and trend coverage
Recipients: 49,000
Delivery: 5x/week
Leaderboard Spec: 970x250; 300x250

**WEEKLY STYLE**
Leading footwear and fashion headline updates
Recipients: 6,000
Delivery: Thursday
Leaderboard Spec: 970x250

**CUSTOM BLAST**
Custom brand partner messaging
Recipients: 20,000
Delivery: Mon, Wed, Fri
Leaderboard Spec: 600x800 or HTML

**BUSINESS & INDUSTRY**
Industry news
Recipients: 5,000
Delivery: Thursday
Leaderboard Spec: 970x250

**BREAKING NEWS**
Breaking stories and alerts
Recipients: 30,000
Delivery: Mon-Sun
Leaderboard Spec: 970x250
# FAIRCHILD LIVE 2022 EVENTS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH 2</td>
<td>WWD DIGITAL BEAUTY FORUM</td>
</tr>
<tr>
<td>MARCH 23</td>
<td>DIVERSITY FORUM</td>
</tr>
<tr>
<td>APRIL 14</td>
<td>FMG SUSTAINABILITY</td>
</tr>
<tr>
<td>APRIL 27</td>
<td>SOURCING JOURNAL HK SUMMIT</td>
</tr>
<tr>
<td>MAY 9-11</td>
<td>BEAUTY CEO SUMMIT</td>
</tr>
<tr>
<td>JUNE 28</td>
<td>METAVERSE SYMPOSIUM</td>
</tr>
<tr>
<td>JUNE 30</td>
<td>FMG TECH FORUM</td>
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<tr>
<td>JULY 20</td>
<td>GLOBAL IMPACT COUNCIL</td>
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<tr>
<td>AUGUST 3</td>
<td>FOOTWEAR NEWS SUMMIT</td>
</tr>
<tr>
<td>SEPTEMBER 13</td>
<td>WELLNESS FORUM</td>
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<tr>
<td>SEPTEMBER 29</td>
<td>FMG WOMEN IN POWER</td>
</tr>
<tr>
<td>OCTOBER 18</td>
<td>SOURCING JOURNAL SUMMIT</td>
</tr>
<tr>
<td>OCTOBER 25-26</td>
<td>APPAREL &amp; RETAIL CEO SUMMIT / HONORS</td>
</tr>
<tr>
<td>NOVEMBER 30</td>
<td>FNAA</td>
</tr>
<tr>
<td>DECEMBER 7</td>
<td>BEAUTY INC AWARDS</td>
</tr>
</tbody>
</table>

Note: All event themes and dates subject to change
Fairchild Studio seamlessly connects brand partner goals and messages with Fairchild Media Group's powerful editorial brand voice around key tentpoles.

Highly targeted and custom developed content delivers impactful insights and storytelling to key decision-maker audience of 18 million industry insiders and connected consumers.

- Result-driven Partnerships
- Multi-platform Content Lead Solutions
- Digital Events
- White Papers
- Executive Q&As
- On-demand Video
- Social Media
MARKETING

CUSTOM SOCIAL CAMPAIGNS: Spotlight your social brand presence with a custom campaign
IN-STORE EVENTS AND EXPERIENCES: Curate an unrivaled event/marketing experience for large and intimate groups of attendees
MULTI-BRANDED ROUNDTABLES: Own a seat at the table and generate important discussions with fellow industry members
CUSTOM VIDEO CONTENT/SHOOTS: Produce custom video concepts from start to finish
WEBINARS: Digitize a discussion with a curated audience and powerful promotional strategy
PODCASTS: Put audio-first episodes into the marketplace with editorial hosts and various themes
MILESTONES: Celebrate iconic dates and brand excellence with a custom editorial issue
E-COMMERCE: Drive sales with shoppable article placements and newsletter units
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