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.
## 2023 Edit Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Close</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 16</td>
<td>OUTDOOR; TRADE SHOW</td>
<td>January 2</td>
<td>January 9</td>
</tr>
<tr>
<td>February 6</td>
<td>TRADE SHOW; DIVERSITY</td>
<td>January 25</td>
<td>February 1</td>
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<tr>
<td>March 6</td>
<td>ATHLETIC; SXSW; TECH</td>
<td>January 9</td>
<td>February 22</td>
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<tr>
<td>April 3</td>
<td>SUSTAINABILITY; SNEAKERS</td>
<td>February 15</td>
<td>February 1</td>
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<tr>
<td>May 8</td>
<td>COMFORT; MEN'S; SANDALS &amp; FLIPFLOPS</td>
<td>February 22</td>
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<td>June 5</td>
<td>WOMEN IN POWER; TWO TEN GALA; PRIDE; OUTDOOR; TRADE SHOW</td>
<td>March 15</td>
<td>March 22</td>
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<td>July 31</td>
<td>TRADE SHOW; TENNIS; ATLANTA CITY GUIDE; KIDS; BACK TO SCHOOL</td>
<td>April 19</td>
<td>April 26</td>
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<tr>
<td>September 4</td>
<td>WOMEN'S FASHION; INDEPENDENT RETAIL; POWER 100</td>
<td>May 17</td>
<td>May 23</td>
</tr>
<tr>
<td>October 2</td>
<td>PHILANTHROPY; RAINBOOTS &amp; WORKBOOTS; HOSIERY; MUST BUYS</td>
<td>July 3</td>
<td>July 17</td>
</tr>
<tr>
<td>November 6</td>
<td>ATHLETIC (RUNNING); WELLNESS; RECOVERY; THE 50 GREATEST SHOES OF ALL TIME</td>
<td>September 13</td>
<td>September 20</td>
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<tr>
<td>November 27</td>
<td>FNAA; TRADE SHOW</td>
<td>October 18</td>
<td>October 25</td>
</tr>
</tbody>
</table>

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

REACH
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>
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<tbody>
<tr>
<td>Spread</td>
<td>20.5&quot; × 13.375&quot;</td>
<td>20.25&quot; × 13.125&quot;</td>
<td>19.5&quot; × 12.375&quot;</td>
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<tr>
<td>Junior Page</td>
<td>7.65&quot; × 9.75&quot;</td>
<td>7.4&quot; × 9.5&quot;</td>
<td>6.65&quot; × 8.75&quot;</td>
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<tr>
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<td>N/A</td>
<td>4.7&quot; × 12.625&quot;</td>
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<tr>
<td>1/2 Horizontal</td>
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<td>10.125&quot; × 6.5&quot;</td>
<td>9.375&quot; × 5.75&quot;</td>
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<tr>
<td>1/2 Horiz Spd</td>
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<td>19.75&quot; × 5.75&quot;</td>
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<tr>
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<td>N/A</td>
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<tr>
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<tr>
<td>TOC/Masthead Vertical</td>
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<td>3.375&quot; × 13.125&quot;</td>
<td>2.625&quot; × 12.375&quot;</td>
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</tbody>
</table>

### 2023 PRINT RATES

- Full Page: $12,000 Net
- Impressions: 45,000

For production: [https://pmc.sendmyad.com](https://pmc.sendmyad.com)

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>
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<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>
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<tr>
<td>WALLPAPER SKINS* - APPEARS ON DESKTOP ONLY</td>
<td>725x1200, 450x1200, 175x1200</td>
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</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>
<tr>
<td>WALLPAPER SKINS* - APPEARS ON DESKTOP ONLY</td>
<td>725x1200, 450x1200, 175x1200</td>
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</tr>
</tbody>
</table>

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

*Contracted sponsorship, impressions are estimated not guaranteed  
**Mobile impressions will not serve if a sponsorship is sold  
Homepage 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.
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

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

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

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

LINKED IN

IMAGE SPECS
- File Type: jpeg or png
- Horizontal / Landscape
- Min File Size: 5 MB
- Min Image Size: 360 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

Note: Specs include dark posts

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

Sam Edelman

It was an honor to work alongside industry veteran Sam Edelman, and the legendary team of artists that brought his beautiful story of fashion to life. Sam’s touch is modern, sexy, beautiful quality and above all, aspirational luxury,” Campbell said in

217 likes
AUGUST 31
Log in to like or comment.

footwearnews • Follow
Paid partnership with sam_edelman

footwearnews • Follow
Paid partnership with apparelmarkets

footwearnews • Follow
Spring/Summer 2023 is the time when essentials are revived! As you prepare for the upcoming season, keep an eye out for shoes with playful prints and details while staying true to their comfort and craft. Shoe buckles will have bling, heels will have sculptural elements, sneakers will have an artistic flare, and shoe straps will tie up! Think classic staples with a

39 likes
SEPTEMBER 6
Log in to like or comment.
NEWSLETTERS

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

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
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY 24</td>
<td>WWD Digital Beauty Forum</td>
<td>New York, New York</td>
</tr>
<tr>
<td>MARCH 11-12</td>
<td>FMG @ SXSW</td>
<td>Austin, Texas</td>
</tr>
<tr>
<td>APRIL 6</td>
<td>WWD LA Beauty Forum</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>APRIL 19-20</td>
<td>Footwear News CEO Summit</td>
<td>New York, New York</td>
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<tr>
<td>APRIL 25</td>
<td>Sourcing Journal Sustainability Summit</td>
<td>New York, New York</td>
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<tr>
<td>MAY 9-10</td>
<td>WWD Beauty CEO Summit</td>
<td>New York, New York</td>
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<td>JUNE 7</td>
<td>FN Women Who Rock</td>
<td>New York, New York</td>
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<tr>
<td>JUNE 15</td>
<td>Sourcing Journal Global Outlook</td>
<td>Virtual</td>
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<tr>
<td>JUNE 28</td>
<td>WWD Metaverse Symposium</td>
<td>Paris</td>
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<tr>
<td>SEPTEMBER 8-10</td>
<td>Fairchild Fashion Museum</td>
<td>New York, New York</td>
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<tr>
<td>SEPTEMBER 13</td>
<td>FMG Women in Power</td>
<td>New York, New York</td>
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<tr>
<td>SEPTEMBER 26</td>
<td>WWD Wellness Forum</td>
<td>New York, New York</td>
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<tr>
<td>OCTOBER 24-25</td>
<td>WWD Apparel &amp; Retail CEO Summit / Honors</td>
<td>New York, New York</td>
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<td>NOVEMBER 2</td>
<td>Sourcing Journal Fall Summit</td>
<td>Los Angeles, California</td>
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<td>NOVEMBER 17-19</td>
<td>LA3C</td>
<td>New York, New York</td>
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<td>NOVEMBER 29</td>
<td>FN Achievement Awards</td>
<td>New York, New York</td>
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<tr>
<td>DECEMBER 6</td>
<td>Beauty Inc Awards</td>
<td>New York, New York</td>
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</tbody>
</table>

Note: all events 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.

- Multi-platform Content Lead Solutions
- Digital Events
- White Papers
- Lead Generating Reports
- Executive Q&As
- Custom 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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Contact a Footwear News sales representative today to start the conversation.
THANK YOU