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.
## Edit Calendar

Note: All event themes and dates subject to change

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>CLOSE</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY 5</td>
<td><strong>THE SUCCESS ISSUE:</strong> HOW TO THRIVE IN 2024; THE BOOMING ATLANTA SHOE MARKET; AI INNOVATION MUST KNOWS</td>
<td>JANUARY 22</td>
<td>JANUARY 29</td>
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<tr>
<td>MARCH 25</td>
<td><strong>THE SNEAKER AND RUNNING ISSUE:</strong> ‘SUPER SHOES’ &amp; THE PERFORMANCE RUNNING PHENOMENON; REDEFINING SNEAKER CULTURE; SUSTAINABILITY &amp; CLIMATE CHANGE</td>
<td>MARCH 11</td>
<td>MARCH 15</td>
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<tr>
<td>JUNE 3</td>
<td><strong>THE LEADERSHIP ISSUE:</strong> WOMEN WHO ROCK + FN SUMMIT PREVIEW:** THE WOMEN WHO ARE CHANGING THE SHOE GAME; FN SUMMIT PREVIEW; THE HOT LIST; MEN’S SPRING ’25 PREVIEW</td>
<td>MAY 13</td>
<td>MAY 24</td>
</tr>
<tr>
<td>AUGUST 5</td>
<td><strong>THE TRADESHOW ISSUE:</strong> TRADESHOWS 3.0; BACK-TO-SCHOOL WINNERS; COOL COMFORT; MARKET WATCH</td>
<td>JULY 15</td>
<td>JULY 22</td>
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<td>NOVEMBER 4</td>
<td><strong>THE RUNNING ISSUE &amp; TRE ISSUE:</strong> IN-DEPTH LOOK AT THE RUNNING MARKET; FN LIST; TOP SNEAKERS OF 2024; FN LIST: BEST SNEAKER COLLABS OF 2024</td>
<td>OCTOBER 21</td>
<td>OCTOBER 28</td>
</tr>
<tr>
<td>DECEMBER 2</td>
<td><strong>THE FNAA ISSUE:</strong> FNAA 2024; FFANY TRADESHOW; INTERNATIONAL TRADE SHOW CALENDAR</td>
<td>NOVEMBER 18</td>
<td>NOVEMBER 25</td>
</tr>
</tbody>
</table>
AUDIENCE

REACH
DIGITAL: 7M+ UNIQUE VISITORS
PRINT: 48K+ SUBSCRIBERS
SOCIAL: 650K+ FOLLOWERS
NEWSLETTER: 110K+ SUBSCRIBERS

DEMOGRAPHICS
M/F: 56/44
MEDIAN AGE: 58.5
MEDIAN HHI: $105,162

Source: 2023 comScore Multi-Platform © MRI-Simmons (06-23/623)
# Print Specs and 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 x 13.375</td>
<td>20.25 x 13.125</td>
<td>19.5 x 12.375</td>
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<tr>
<td>JUNIOR PAGE</td>
<td>7.65 x 9.75</td>
<td>7.4 x 9.5</td>
<td>6.65 x 8.75</td>
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<tr>
<td>¹⁄₂ VERTICAL</td>
<td>N/A</td>
<td>N/A</td>
<td>4.7 x 12.625</td>
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<tr>
<td>¹⁄₂ HORIZONTAL</td>
<td>10.375 x 6.75</td>
<td>10.125 x 6.5</td>
<td>9.375 x 5.75</td>
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<tr>
<td>¹⁄₂ HORIZONTAL SPREAD</td>
<td>20.5 x 6.75</td>
<td>20.25 x 6.5</td>
<td>19.75 x 5.75</td>
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<tr>
<td>¼ SQUARE</td>
<td>N/A</td>
<td>N/A</td>
<td>4.7 x 5.75</td>
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<tr>
<td>TOC/MASTHEAD HORIZONTAL</td>
<td>N/A</td>
<td>N/A</td>
<td>9 x 2.75</td>
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<tr>
<td>TOC/MASTHEAD VERTICAL</td>
<td>3.625 x 13.375</td>
<td>3.375 x 13.125</td>
<td>2.625 x 12.375</td>
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</tbody>
</table>

For production: [https://pmc.sendmyad.com](https://pmc.sendmyad.com)
All specs in inches

### 2024 Rate
**FULL PAGE:** $12,000 NET
**IMPRESSIONS:** 45,000
<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>5,000</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>
<td>5,000</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>5,000</td>
<td>FLAT FEE</td>
<td>$7,500</td>
</tr>
<tr>
<td>WALLPAPER SKINS* - APPEARS ON DESKTOP ONLY</td>
<td>725x1200, 450x1200, 175x1200</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Reach nearly 650,000+ footwear industry insider followers to build buzz and awareness and drive engagement/shopping during key moments.

Opportunities:
• **Custom Campaign**: 30-60 fully produced video or image series
• **Native Integration**: Custom execution within FN social franchise
• **Social Post**: Provided image or images with caption posted to FN Livestream: FN custom partnership at live event

Potential Alignments
• Product Launch
• Store Opening
• VIP event
• Executive Moves
• Service Provider Innovation
• Custom

Promotion:
Included in custom media campaign, including ROS media, newsletter and eblast extensions, personalized to partner goals
**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

**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

**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

**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

**SOCIAL ADVERTISING SPECS**

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

Note: Specs include dark posts
VIDEO

High quality, high impact story telling through custom video created in collaboration with brand partners.

Opportunities:
- Pre-Roll 15/30 second video
- Custom Video: 2-3 min long-form video
- Native Integration: Custom video integration into FN editorial series
- Social First Video: 15, 30, 60 second video

Promotion:
Includes custom media plan with promotion drivers and social amplification across FN, FMG and Penske platforms for maximum engagement

ADVERTISING SPECS
Video specs: Preferred aspect ratio is 16:9 (formatted for HD screens) but a ratio of 4:3 may be accepted. *Accepted file types: VAST, .mov, mp4, gif/jpg/mov size: 3MB
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: Daily
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: As News Breaks
Leaderboard Spec: 970x250
FAIRCHILD LIVE

FEBRUARY
FEBRUARY
MARCH 9 – 10
MARCH 26
APRIL
APRIL
APRIL
MAY 13-15
JUNE 5
JUNE 25
SEPTEMBER
SEPTEMBER
SEPTEMBER
SEPTEMBER
OCTOBER 29-30
OCTOBER 29
NOVEMBER
NOVEMBER
DECEMBER 4
DECEMBER
DECEMBER

GLOBAL IMPACT COUNCIL NYFW DINNER (NYC)
BEAUTY INC GREATEST SKINCARE OF ALL TIME RECEPTION (NYC)
SXSW (AUSTIN)
SJ SUSTAINABILITY SUMMIT (NYC)
WWD LA BEAUTY FORUM (LA)
GLOBAL IMPACT COUNCIL SALONE DINNER (MILAN)
SJ SUSTAINABILITY SUMMIT (NYC)
WWD BEAUTY CEO SUMMIT (MIAMI)
WWD BEAUTY FORUM (LA)
GLOBAL IMPACT COUNCIL NYFW DINNER (NYC)
SJ SUSTAINABILITY SUMMIT (LA)
BEAUTY INC POWER BRANDS COCKTAIL RECEPTION (NYC)
WWD APPAREL & RETAIL CEO SUMMIT (NYC)
WWD HONORS (NYC)
SJ FALL SUMMIT (NYC)
FASHION LOVES FOOD GALA (MILAN)
FOOTWEAR NEWS ACHIEVEMENT AWARDS (NYC)
BEAUTY INC AWARDS (NYC)
WWD GLOBAL IMPACT COUNCIL FORUM (VIRTUAL)

All events and dates subject to change
FAIRCHILD STUDIO

Connect your brand goals and messaging with the access and authority of WWD globally trusted journalism and insights.

EXECUTIVE Q&As
CUSTOM REPORTS
EXECUTIVE BRIEFING REPORTS
CONTENT COLLAB HUB
VIDEO
SOCIAL
PODCAST
LEAD GENERATION
DIGITAL EVENTS
WEBINARS
THOUGHT LEADER LAB
CUSTOM PROGRAMS AND EDITORIAL ALIGNMENT OPPORTUNITIES
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Contact a Footwear News sales representative today to start the conversation.