



2024
FOOTWEAR NEWS
MEDIA KIT

EN



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.

FN

EDIT CALENDAR

Note: All event themes and dates subject to change

ISSUE	THEME	CLOSE	MATERIALS
FEBRUARY 5	THE SUCCESS ISSUE: HOW TO THRIVE IN 2024; THE BOOMING ATLANTA SHOE MARKET; AI INNOVATION MUST KNOWS	JANUARY 22	JANUARY 29
MARCH 25	THE SNEAKER AND RUNNING ISSUE: 'SUPER SHOES' & THE PERFORMANCE RUNNING PHENOMENON; REDEFINING SNEAKER CULTURE; SUSTAINABILITY & CLIMATE CHANGE	MARCH 11	MARCH 15
JUNE 3	THE LEADERSHIP ISSUE: 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	MAY 13	MAY 24
AUGUST 5	THE TRADESHOW ISSUE: TRADESHOWS 3.0; BACK-TO-SCHOOL WINNERS; COOL COMFORT; MARKET WATCH	JULY 15	JULY 22
NOVEMBER 4	THE RUNNING ISSUE & TRE ISSUE: IN-DEPTH LOOK AT THE RUNNING MARKET; FN LIST: TOP SNEAKERS OF 2024; FN LIST: BEST SNEAKER COLLABS OF 2024	OCTOBER 21	OCTOBER 28
DECEMBER 2	THE FNAA ISSUE: FNAA 2024; FFANY TRADESHOW; INTERNATIONAL TRADE SHOW CALENDAR	NOVEMBER 18	NOVEMBER 25



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/S23)



PRINT SPECS AND RATES



HALL OF FAME

HOWARD WHITE

WINNERS LIST

- [Sam and Libby Edelman](#)
- [Jessica Simpson](#)
- [Michael Greenberg](#)
- [Adidas Samba](#)
- [Authentic Brands Group](#)
- [Tracy Margolies](#)
- [Gherardo Felloni](#)
- [Salehe Bembury x Crocs](#)
- [Kith](#)
- [Hoka](#)
- [Storm Reid](#)
- [Jae Tips x Saucony](#)
- [Zappos](#)
- [Veja](#)
- [Ancuta Sarca](#)
- [Brandon Blackwood](#)

AD SIZE

BLEED

TRIM

NON-BLEED

FULL PAGE

10.375 x 13.375

10.125 z 13.125

9.375 x 12.375

SPREAD

20.5 x 13.375

20.25 z 13.125

19.5 x 12.375

JUNIOR PAGE

7.65 x 9.75

7.4 x 9.5

6.65 x 8.75

½ VERTICAL

N/A

N/A

4.7 x 12.625

½ HORIZONTAL

10.375 x 6.75

10.125 x 6.5

9.375 x 5.75

½ HORIZONTAL SPREAD

20.5 x 6.75

20.25 x 6.5

19.75 x 5.75

¼ SQUARE

N/A

N/A

4.7 x 5.75

TOC/MASTHEAD HORIZONTAL

N/A

N/A

9 x 2.75

TOC/MASTHEAD VERTICAL

3.625 x 13.375

3.375 x 13.125

2.625 x 12.375

For production: <https://pmc.sandmivad.com>
 All specs in inches

2024 RATE
 FULL PAGE: \$12,000 NET
 IMPRESSIONS: 45,000



HEADER UNIT: 728 X 90
 RIGHT RAIL: 300x250 or 300x600

MID RIVER: 970x250

NATIVE TOUT

MOBILE: 300x250, 300x50 or 320x50
 MOBILE MID RIVER: 350x300

FOOTWEARNEWS.COM

ADVERTISING SPECS

FOOTWEARNEWS.COM

ADVERTISING SPECS

PLACEMENT	DIMENSIONS	IMPRESSIONS	CPM	NET COST
PREMIUM RUN OF SITE* - APPEARS ON DESKTOP, TABLET & MOBILE**	970x250, 728x90 or 970x90, 300x600, 300x250, 320x50	TBD	\$32.00	TBD
HOMEPAGE TAKEOVER* - APPEARS ON DESKTOP, TABLET & MOBILE	970x250, 728x90 or 970x90, 300x600, 300x250, 320x50	5,000	FLAT FEE	\$4,000
WALLPAPER SKINS* - APPEARS ON DESKTOP ONLY	725x1200, 450x1200, 175x1200			
HOMEPAGE TAKEOVER* - APPEARS ON DESKTOP, TABLET & MOBILE W/ HIGH IMPACT CROWN UNIT*	970x250, 728x90 or 970x90, 300x600, 300x250, 320x50	5,000	FLAT FEE	\$7,500
WALLPAPER SKINS* - APPEARS ON DESKTOP ONLY	725x1200, 450x1200, 175x1200			

<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

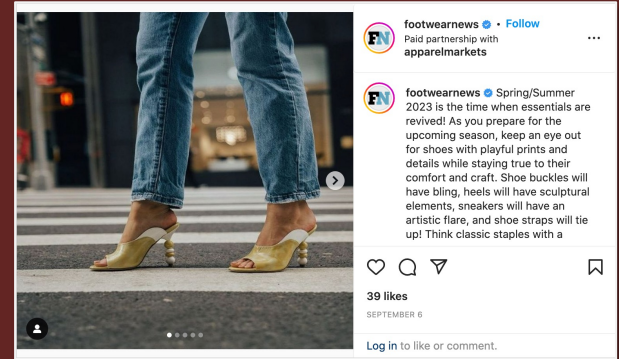
- Product Launch
- Store Opening
- VIP event
- Executive Moves
- Service Provider Innovation
- Custom

Promotion:

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

@footwearnews

INSTAGRAM	215,000
LINKEDIN	80,000
FACEBOOK	223,000
TWITTER	28,000
TIKTOK	24,100
YOUTUBE	9,000



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

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

Square

Min File Size: 5 MB
Min Image Size: 360 x 360 pixels
Max Image Size: 4320 x 4320 pixels

Vertical

Min File Size: 5 MB
Min Image Size: 360 x 640 pixels
Max Image Size: 1254 x 2400

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

EN

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

00:01



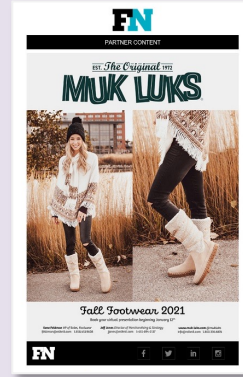
03:55

NEWSLETTERS



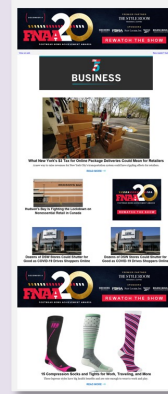
DAILY
Industry news and trend coverage
Recipients: 49,000
Delivery: 5x/week

Leaderboard Spec:
970x250; 300x250



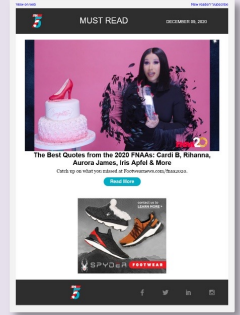
CUSTOM BLAST
Custom brand partner messaging
Recipients: 20,000
Delivery: Daily

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)
FN WOMEN WHO ROCK (NYC)
FN SUMMIT (NYC)
FMG WOMEN IN POWER (NYC)
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



EN

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



CONTACTS

AMANDA SMITH
PRESIDENT, FAIRCHILD MEDIA GROUP
[ASMITH@FAIRCHILDFASHION.COM](mailto:asmith@fairchildfashion.com)

NEW YORK

Hillari Lazzara
SVP Sales
hlazzara@fairchildfashion.com

Jennifer Petersen
Advertising Director
jpetersen@fairchildfashion.com

Samantha Rumsky
Advertising Director
srumsky@fairchildfashion.com

Amy Macauley
West Coast Director
amacauley@fairchildfashion.com

MILAN

Giulia Squeri
Account Director
gsqueri@fairchildfashion.com

Olga Kuznetsova
Account Director
okuznetsova@fairchildfashion.com

Emanuela Altimani
Senior Sales Coordinator
ealtimani@fairchildfashion.com

PARIS

Elisabeth Sugy-Rawson
Account Director
esugy@fairchildfashion.com

MARKETING

William Gasperoni
VP Marketing, FMG
wgasperoni@fairchildfashion.com

Christine Staley
Senior Director, Marketing and Studio
cstaley@fairchildfashion.com

Alexa Dorfman
Senior Marketing Manager
adorfman@fairchildfashion.com

Kayla Gaussaint
Marketing Manager
kgaussaint@fairchildfashion.com

EVENTS

Julianna Cerchio
Executive Director, Events
jcerchio@fairchildfashion.com

Joy Chernus
Senior Director, Events
jchernus@fairchildfashion.com

CREATIVE

Ken Delago
Art Director
kdelago@fairchildfashion.com

OPERATIONS

Ashley Faradineh
Director of Operations
afaradineh@fairchildfashion.com

Rosa Stancil
Media Planner
rstancil@fairchildfashion.com

PRODUCTION

Anne Leonard
Production Manager
aleonard@pmc.com



THANK YOU
FN