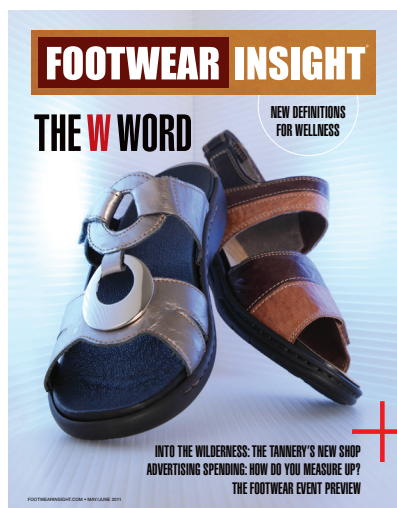


FOOTWEAR INSIGHT®

TRENDS, PERSPECTIVE AND ANALYSIS

2012 MEDIA PLANNER

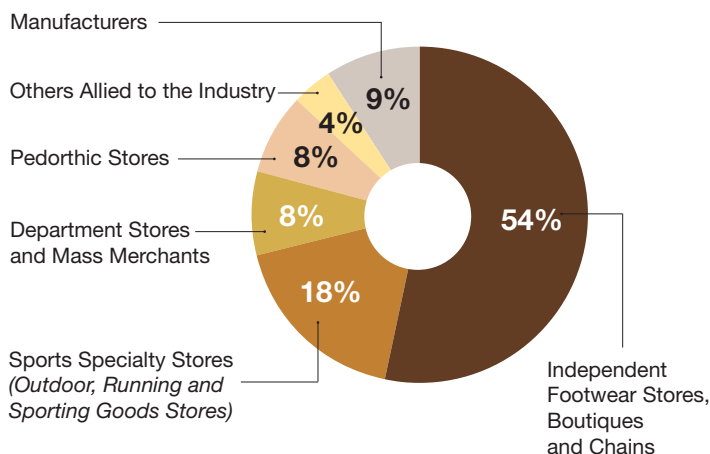
In-depth editorial features, consistent market coverage and an efficient circulation focused on the following categories:
WELLNESS COMFORT ACTIVE LIFESTYLE WORK ATHLETIC OUTDOOR ACCESSORIES



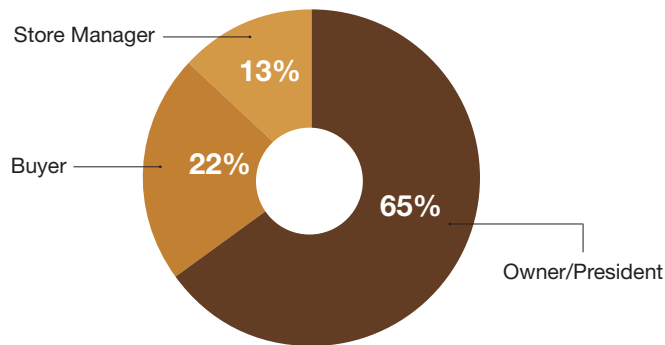
Over the past several years, *Footwear Insight* has led the market with directional coverage of wellness, barefoot, minimalism and other key trends as well as important coverage on the changing retail landscape. In 2012, *Footwear Insight* will continue to provide the market with leading edge reporting. No fluff, no designers. Just ideas and useful information retailers can use to make buying decisions and run their businesses.

CIRCULATION: 14,179

CHANNEL



TITLE



The Voice of Independent Shoe Retailers.

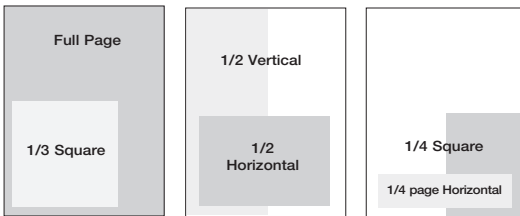
Footwear Insight is sent to members of the NSRA, the PFA, the IRRR, as well as owners of The Athlete's Foot, Fleet Feet, and Foot Solutions franchise stores.

FOOTWEAR INSIGHT 2012 CALENDAR

In Every Issue: Trends, Market Analysis, Retail Strategies, Profiles, New Product Coverage

ISSUE DATE	CATEGORY COVERAGE	FEATURES	AD CLOSE	MATERIALS DUE	SHOW CALENDAR
January/February	<ul style="list-style-type: none"> Outdoor Comfort Hosiery 	<ul style="list-style-type: none"> Boots Lightweight and Beyond 	12/21/11	12/28/11	ORWM, WSA FFANY, Platform Atlanta Shoe Market
March/April	<ul style="list-style-type: none"> High End Comfort Casual Pedorthic Wellness Size and Widths Insoles 	<ul style="list-style-type: none"> Made in America Fit and Comfort 	2/25/12	3/4/12	
May/June	<ul style="list-style-type: none"> Active Lifestyle Classic Brands Fashion Active Minimalism 	<ul style="list-style-type: none"> The New Female Comfort Consumer The Best Shoe Stores in the US 	5/2/12	5/6/12	FFANY The Footwear Event
July/August	<ul style="list-style-type: none"> Sizes and Widths Active Casual Hosiery 	<ul style="list-style-type: none"> The Boot Book Outdoor Lifestyle 	6/29/12	7/6/12	ORSM, WSA FFANY, Platform Atlanta Shoe Market
September/October	<ul style="list-style-type: none"> Trail Running+ (tie in with <i>Running Insight</i>) Pedorthics Sizes and Widths Insoles (tie in with <i>Sports Insight</i>) 	<ul style="list-style-type: none"> Retail Report Card (Rating the Major Players) Fit and Comfort 	9/7/12	9/14/12	PFA
November/December	<ul style="list-style-type: none"> Fashion Active Running Athletic Technology 	<ul style="list-style-type: none"> The New Female Comfort Consumer 	11/1/12	11/8/12	FFANY The Running Event

AD DIMENSIONS



Full Page (bleed)	10-3/8" x 13-1/4"
Trim	10-1/8" x 13"
Full Page (no bleed)	9" x 12"
1/2 Page Horizontal	9" x 5-7/8"
1/2 Page Vertical	4-3/8" x 12"
1/3 Square	5-5/8 x 5-7/8"
1/4 Page Square	4-3/8" x 5-7/8"
1/4 Page Horizontal	9" x 2-7/8"
Spread (bleed)	20-3/4" x 13-1/4"
Spread (no bleed)	19" x 12"

Keep live matter 1/4" from head, foot and face trim. Allow 1/8" safety in gutter for spread ads.

RATE CARD #8 (GROSS)

Ad Size	1x	3x	6x
Full page	\$8,825	\$7,965	\$7,150
Half page	5,750	5,190	4,660
Third page	4,425	3,995	3,585
Quarter page	3,545	3,200	2,865

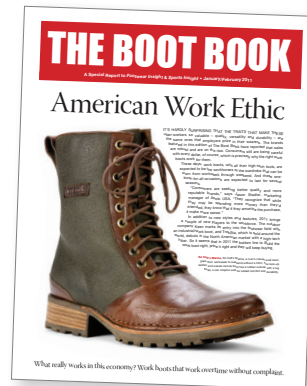
Black & White: 10% discount
Guaranteed Position Premiums:
 Back Cover: 25% • All others: 10%
Inserts: please call for rates

THE BOOT BOOK JUL/AUG 2012

A comprehensive report on the boot market covering the major performance categories: Work, Safety, Hunting, Rugged, Outdoor, Lifestyle

Expanded Circulation
 30,000 includes full run of *Sports Insight*.

Net rates (four color):
Full Page: \$10,000
1/2 Page: \$5,500
1/4 Page: \$5,000



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FOOTWEARINSIGHT.COM



Top Banner
 728w x 90h pixels
\$500 per month
3 month minimum

Side Box
 300w x 250h pixels
\$350 per month
3 month minimum

Digital Specs

- 72 DPI, RGB
- Max file size: 50KB
- gif, jpeg, all rich media
- Supply working URL

Email files to Jeff Nott
 jnott@formula4media.com