

FOOTWEAR INSIGHT®

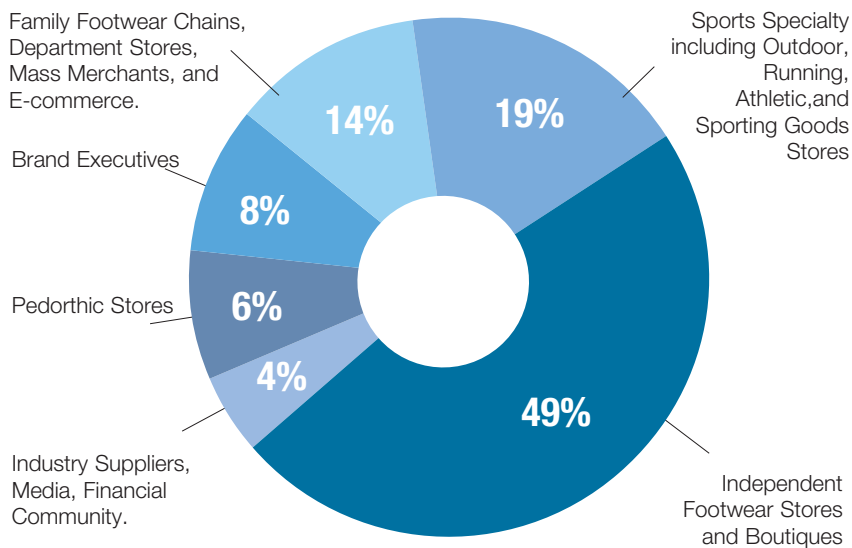
2019 MEDIA PLANNER

For Retailers of Active Lifestyle Footwear



Providing retailers with leading edge reporting, analysis and coverage of key markets that are most profitable to retailers. No fluff, celebrity coverage or party pictures. Just useful information retailers can use to make buying decisions and better run their businesses in today's competitive dynamic market.

CIRCULATION 12,500



FEATURING

Comfort
Athletic
Running
Outdoor
Work
Insoles
Hosiery
The Boot Book

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An Engaged Audience: In Print, Online & Emailed

Footwear Insight is mailed to a **controlled list of 12,500** retailers and brand executives. In addition, Footwear Insight features bonus distribution at major industry trade shows. All issues are available at footwearinsight.com where retailers can research archived issues, download articles and share via social media. Footwearinsight.com has experienced more than **10,000 page views***.

2019 Calendar

Issue	Features & Categories	Show Calendar	Close	Materials
Jan/Feb Show Issue	The Boot Book Comfort Athletic/Fitness Hosiery Materials and Design	FFANY Platform Atlanta Shoe Market NW/NE Material Show OR Snow Show	1/4/19	1/10/19
Mar/Apr Casual Athletic	Style Trends Walking Workplace Footwear Kids Accessories Made In America		3/1/19	3/8/19
May/June Outdoors	Hiking Running Comfort Kids Hosiery Insoles	FFANY ORSM	5/3/19	5/10/19
Jul/Aug Show Issue	The Boot Book Comfort Athletic Beach Lifestyle Kids Accessories Materials and Design	Platform Atlanta FFANY NW/NE Material Show Surf Expo	6/28/19	7/8/19
★ Sep/Oct The Gold Medal Issue	Outdoor Trends Sneaker Style Recovery Hosiery	ORWM NSRA Conference	8/30/19	9/10/19
Nov/Dec Working Comfort	Running Kids Insoles	FFANY The Running Event	11/4/19	11/12/19

FIFTH ANNUAL

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2019 Rate Card #15 (NET)

Magazine Rates

Ad Size	1x	3x	6x
Full Page	\$7,815	\$7,050	\$6,335
1/2 Page	\$5,090	\$4,610	\$4,135
1/4 Page	\$3,140	\$2,835	\$2,535

Digital Rates

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Ad Size	3 month min
Side Box	\$350
Banner	\$500

Publication Blasts

Ad Size	per issue
Side Box	\$350
Banner	\$500

Custom Content

Ad Size	per issue
600 px wide	\$2,500

Provide RGB Hi Res Image file

Page Views: 10,000+

Statistics Source: Google Analytics August 21, 2017 - August 21, 2018



FOOTWEAR INSIGHT EXTRA

Published first and third Wednesdays of each month.

Original Content

News and analysis

Podcasts

Footwear Insight Index

Digital Distribution 5,500



Dates	Top Banner	Side Box
Jan-Jun	\$2,500	\$2,000
Jul-Dec	\$4,000	\$3,200
12 Months	\$7,000	\$5,600

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