

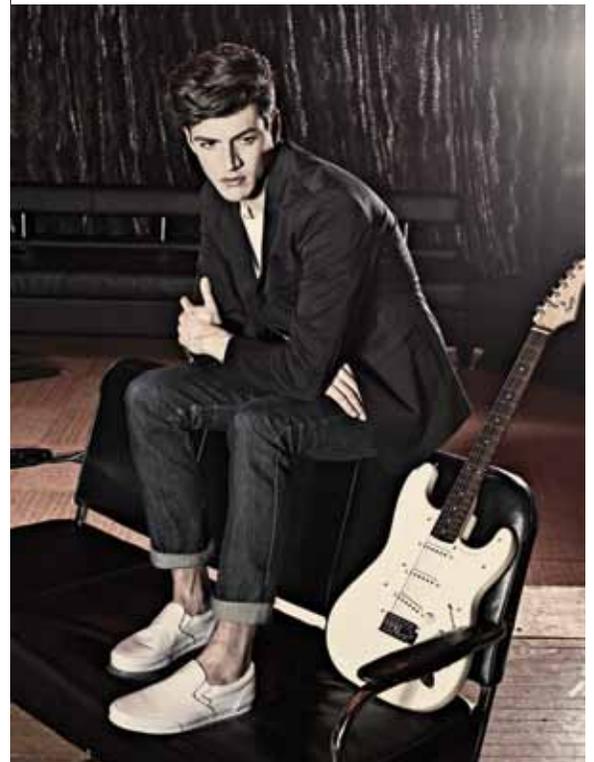
FOOTWEAR PLUS

2016 Media Kit

FOOTWEAR PLUS

STUNNING

Simply the finest-looking B2B footwear fashion magazine in the market.



AWARD-WINNING

Acknowledged with more than 45 awards for design and editorial excellence.



INSPIRATIONAL

Directional fashion coverage that breathes creative energy into the entire marketplace.





FOOTWEAR PLUS

POWERFUL

Reaching the largest audited retail circulation—spanning specialty to mass market—of any industry publication.*

* The circulation of Footwear Plus is independently verified by BPA, the largest auditor of media in the world.



AUTHORITATIVE

For more than 25 years, Footwear Plus has been the leading and respected voice in the industry.

JANUARY***The Boot Issue***

Leaving no boot trend behind, we take a first look at Fall '16 trends zeroing in on fashion, winter, work, western, rain and hiking categories.

Category Spotlight: Outdoor Breaking down the next wave of performance technologies and hottest lifestyle looks in the outdoor segment.

Bonus: Fall '16 Brand Showcase For qualified advertisers (see * below).

Show Distribution: Outdoor Retailer, Surf Expo

Space Closing: 12/14/15 • **Materials Due:** 12/18/15

FEBRUARY***Fall '16 Preview***

Our essential buyer's guide previews the season's must-have colors, materials and silhouettes in all the major categories in men's, women's and kids'.

Category Spotlight: Athletic A comprehensive athletic preview examines the latest performance advances in the leading sport categories and unveils the newest sneaker street styles.

Bonus: Kids The biggest trends in little sizes, spanning casual, athletic and dress.

Show Distribution: FFANY, TASM, FN Platform, Project, WSA@Magic, WWDMAGIC, Offprice Show, Sole Commerce, SMOTA

Space Closing: 1/11/16 • **Materials Due:** 1/15/16

**FOOTWEAR PLUS****MARCH*****The Plus Awards Issue***

Footwear Plus profiles the winners of our 17th annual Plus Awards in recognition of design and retail excellence spanning more than 20 distinguished categories.

Bonus: European Trend Report The latest from the GDS and Micam shows.

Space Closing: 2/18/16 • **Materials Due:** 2/23/16

APRIL/MAY***Comfort***

Lifestyle, luxury and wellness: We take a sartorial look at the latest comfort styles and innovations in the offering for fall.

Bonus: Collabs Corral An in-depth review of the latest celebrity, fashion and retailer collabs in the athletic and fashion categories.

Show Distribution: USRA May Event

Space Closing: 4/8/16 • **Materials Due:** 4/15/16

JUNE***Designer/Dress***

An in-depth look at the season's haute trends and how they trickle down into bridge.

Category Spotlight: Men's From classics with a twist to new shapes, we look at men's styles tailored for metrosexuals, retrosexuals and every type of guy in between.

Bonus: Trade Show Planner Prep for the spring FFANY, FN Platform, Outdoor Retailer, TASM, MAGIC and Surf Expo shows.

Show Distribution: FFANY, SMOTA

Space Closing: 5/13/16 • **Materials Due:** 5/19/16

*** Show Package Special:** Advertise in the January and February or July and August issues and receive a bonus ad. Participants also qualify for an exclusive Brand Showcase in the January or July issues. Contact your sales representative for details.

JULY

The Work Issue

The next step in performance, durability innovations and styles for occupational footwear.

Category Spotlight: Sneakers Our salute to “rubber sole” wearers. We showcase the latest trends in athletic performance and street fashion for Spring '17.

Bonus: Spring '17 Brand Showcase For qualified advertisers (see * below).

Space Closing: 6/17/16 • **Materials Due:** 6/23/16

AUGUST

Spring '17 Preview

We showcase the season's freshest colors, most alluring materials and finest silhouettes that will heat up the warm weather months.

Category Spotlight: Outdoor Preview The latest technologies and styles in outdoor performance and lifestyle for next spring.

Bonus: Kids' Preview What's new for spring in casual, athletic and dress styles for the pint-sized set.

Show Distribution: FFANY, TASM, FN Platform, Project, WSA@MAGIC, WWDMAGIC, Outdoor Retailer, Offprice Show

Space Closing: 7/8/16 • **Materials Due:** 7/15/16



SEPTEMBER

Surf

Life's a beach. The hottest sandals, boat shoes, mocs, slip-ons and skate styles.

Category Spotlight: Rain Gear From knee-high wellies to skimmers, the utilitarian styles that'll make a splash.

Bonus: European Trend Report The latest style report from the GDS and Micam shows.

Show Distribution: Surf Expo, Sole Commerce

Space Closing: 8/12/16 • **Materials Due:** 8/19/16

OCTOBER/NOVEMBER

Comfort

Sandals, loafers, casuals and transitional boots—we showcase the hottest spring comfort styles and break down the newest innovations.

Category Spotlight: Components Rounding up what's new in insoles, arch supports, pads, laces and shoe/foot care—the add-ons that pad the bottom line.

Space Closing: 10/7/16 • **Materials Due:** 10/14/16

DECEMBER

Designer/Dress

An in-depth look at couture trends for Spring '17 and how it will hit all price points.

Category Spotlight: Hosiery What's new in the realms of fashion tights, socks and leggings as well as performance and wellness socks.

Bonus: Footwear Plus Style Hall of Fame Our latest inductees in recognition of iconic and timeless design.

Show Distribution: FFANY

Space Closing: 11/9/16 • **Materials Due:** 11/16/16

*** Show Package Special:** Advertise in the January and February or July and August issues and receive a bonus ad. Participants also qualify for an exclusive Brand Showcase in the January or July issues. Contact your sales representative for details.

CONTENT

Editor's Note: A viewpoint from the editor.

This Just In The latest styles and trends spotted on city streets around the world.

Scene & Heard Tracking what's new and noteworthy in the footwear industry.

Special Report Analysis on hot button industry topics and service-based retail strategies.

Q&A Insightful, candid and revealing discussions with key industry leaders.

Retail Profile Getting to know the people behind the storefronts and their unique strategies for success.

What's Selling Tracking hot brands, styles and categories at the point-of-sale.

Fashion A head-to-toe style showcase that is inspirational, directional and like no other industry publication.

Trend Spotting What's new and what's next across the broad footwear spectrum.

Shoe Salon The home page for the upscale market: Designer Chats, our exclusive Editor's Picks and the hottest couture trends.

E-beat Analysis of important e-tail, D2C and social media marketing trends.

In the Details An enhanced look at finer design elements.

Up Close Focused reports on all the major categories.

Last Word A parting, thought-provoking take on shoes and the world they are worn in.

SPECIAL SERVICES

Dedicated emails: Your brand's latest news sent exclusively and instantly to more than 11,000 online subscribers.

Targeted Mailings: Pinpoint specific retail audiences with your brand message as introduced by Publisher Caroline Diaco.

Custom Publishing: Let us help spread your brand message. We offer full creative services for customized magazines, magalogs, look books and catalogs. Log on to 9Threads.com to learn more.



DIGITAL OFFERINGS

Dedicated E-Mails

Timely and exclusive, *Footwear Plus* dedicated e-mails deliver your customized brand message directly to nearly 11,000 industry e-mail subscribers. It is the ideal way to alert retailers of upcoming trade show appearances, important company news and special promotions. Our dedicated e-mails are also a limited service of no more than one per day to ensure the greater impact for your messaging. **\$2,500 each**

Digital Edition Sponsorship

The convenient and accessible-anywhere e-book format provides readers with an exact replica of the corresponding month's print edition with enhanced features like a keyword search and zoom-in capabilities. Each digital edition pushed to our nearly 11,000 email subscribers with the "brought to you by..." message and is archived and easily accessible at *FootwearPlusMagazine.com*, providing long-lasting brand visibility. **\$3,000**

Advertising on *FootwearPlusMagazine.com*

This exclusive home page sponsorship for an entire month includes all three ad positions (leaderboard, side rectangle and footer) with hyperlinks to your website. **\$3,000**

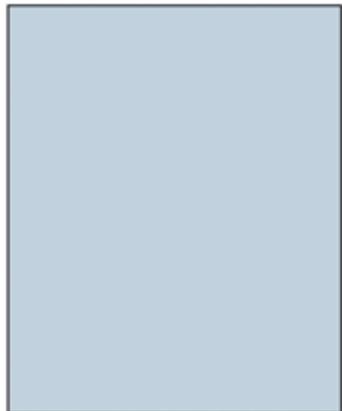
***FootwearPlusMagazine.com* Video**

The exclusive video link on the home page of *FootwearPlusMagazine.com* offers a powerful dimension of brand building. The exclusive package includes a dedicated email to our subscribers promoting your video and hosting on our website homepage for an entire month. **\$3,750**

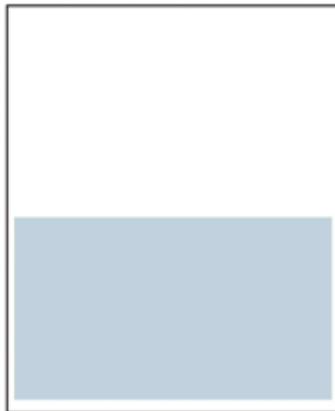


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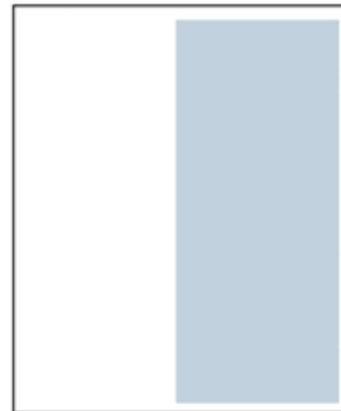
2016 MECHANICAL SPECIFICATIONS



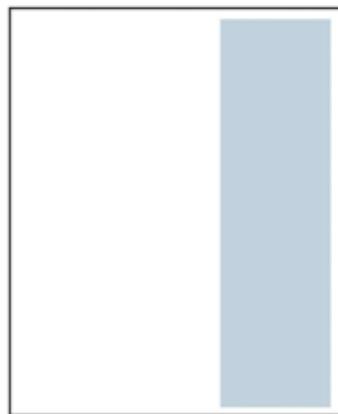
Full Page
Trim 9" x 10.875"
Bleed- 9.25" x 11.125"



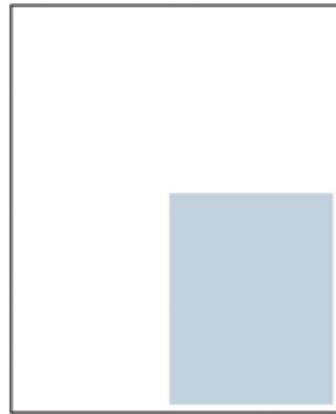
Half Horizontal
7.75" x 5"



Half Vertical
3.75" x 9.75"



One Third Vertical
2.375" x 9.75"



Quarter
3.75" x 4.75"

Electronic Files

Prefer high-resolution, print-ready PDFs.

We also can accept mac source files for:

- InDesign (CS5 or lower)
- Photoshop (CS5 or lower)
- Illustrator (CS5 or lower)

Contact Information

Tim Jones, Production Manager

36 Cooper Square, 4th floor

New York, NY 10003

(646) 278-1511

tim.jones@9threads.com

Ftp Instructions

Files can also be uploaded to our ftp site at <ftp.9threads.com>

Username: **symphony**

Password: **ads2go**

FOOTWEAR PLUS

2016 Rate Card

FOUR COLOR	1X	3X	6X	10X
FULL PAGE	\$13,675	\$11,285	\$10,420	\$9,500
1/2 PAGE	\$10,170	\$8,425	\$7,740	\$6,930
1/3 PAGE	\$8,660	\$7,110	\$6,560	\$6,325
1/4 PAGE	\$7,165	\$5,950	\$5,430	\$5,195

BLACK & WHITE	1X	3X	6X	10X
FULL PAGE	\$11,285	\$9,420	\$8,685	\$7,665
1/2 PAGE	\$6,930	\$5,775	\$5,345	\$4,670
1/3 PAGE	\$5,665	\$4,715	\$4,325	\$3,805
1/4 PAGE	\$4,385	\$3,640	\$3,360	\$2,915

AD DIMENSIONS	WIDTH x HEIGHT
FULL PAGE (NON-BLEED)	9" x 10.875"
FULL PAGE (BLEED)	9.125" x 11.125"
HALF HORIZONTAL	7.75" x 5"
HALF VERTICAL	3.75" x 9.75"
ONE THIRD HORIZONTAL	2.375" x 9.75"

SPECIAL UNITS

2-PAGE SPREAD

BARN DOOR

COVER WRAP

GATEFOLD

Contact your sales representative for details about these unique and powerful advertising opportunities.

Mechanical Specifications

Printing Process: web offset. Resolution: 300 dpi. Binding method: saddle-stitched.

Digital Specifications

Digital files created in high resolution print publishing programs at the proper trim size with bleed allowances. All ads should be supplied with a SWOP color proof. If the advertiser does not submit one, Footwear Plus is not liable for any color inaccuracies.

Production Charges

Accepted without charge: press-ready PDFs or QuarkXpress, Adobe Photoshop, Illustrator or InDesign files in Mac format, with a SWOP-approved proof generated directly from the supplied file. The advertiser or agency will assume charges at the commission rate for all production charges incurred by the publisher.

Regulations

All advertising runs at the discretion of the publisher. All position stipulations appearing on orders will be treated as requested. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume the responsibility for any claims arising therefrom made against the publisher. The publisher is not bound by any advertisers instructions that are in conflict with the provisions of the rate card.

Terms For Advertisers

Net 30 days from date of invoice.

Commission

15% agency commission to accredited agencies based on space, color, bleed and position.

Agency Responsibility

Advertiser is not released from liability in case of nonpayment by agency.

Short Rates

Should advertiser fail or refuse to use total amount of space initially contracted for, before the expiration of contract period, advertiser shall pay for all advertising actually published at the higher rate applicable to the frequency earned.

All Bleed Charges: 10%

Premium Position Fees:

Cover: 25%; Cover II: 15% and Cover III: 10%