

FOOTWEAR PLUS



2024 MEDIA KIT

FOOTWEAR PLUS • WAINSCOT MEDIA • 1 MAYNARD DR. • PARK RIDGE, NJ 07656 • 201.571.2244 • FOOTWEARPLUSMAGAZINE.COM

TRUSTED

*For more than 30 years,
Footwear Plus has been
the leading and respected
voice in the industry.*

AWARD- WINNING

*Acknowledged with more than
400 awards for design and
editorial excellence.*





INSPIRATIONAL

Directional fashion coverage that breathes creative energy into the marketplace.

COMMITTED

Footwear Plus is a multimedia business which includes a B2B publication spanning specialty to mass market, sneakers to stilettos, kids to adults.

A woman with dark hair and large hoop earrings stands in a wooded area. She is wearing a black leather jacket over a plaid shirt, black jeans, and white cowboy boots. Behind her is a large, patterned tapestry hanging from trees. The overall tone is bohemian and stylish.

AUDIENCE

20,000

print and digital subscribers
from over 105 countries

85%

specialty retailers

30% Southeast
24% Northeast
17% West

15% International
14% Midwest



*** JANUARY**

Boots

Ad Close: 12/15/23
Materials Due: 12/19/23



APRIL/MAY

Sustainability

Ad Close: 4/17/24
Materials Due: 4/19/24



*** AUGUST**

Spring/Summer '25 Preview

Ad Close: 7/17/24
Materials Due: 7/19/24



OCTOBER/NOVEMBER

Comfort

Ad Close: 10/7/24
Materials Due: 10/9/24



*** FEBRUARY**

Fall/Winter '24 Preview

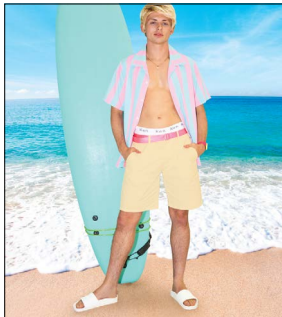
Ad Close: 1/17/24
Materials Due: 1/19/24



*** JUNE**

Outdoor

Ad Close: 5/15/24
Materials Due: 5/17/24



SEPTEMBER

Sandals

Ad Close: 8/21/24
Materials Due: 8/23/24



DECEMBER

Designer/Dress

Ad Close: 11/13/24
Materials Due: 11/15/24



*** MARCH**

Slippers & Comfort

Ad Close: 2/21/24
Materials Due: 2/23/24



*** JULY**

Work & Athleisure

Ad Close: 6/19/24
Materials Due: 6/21/24

2024 EDITORIAL CALENDAR

*** 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 account manager for details.

PROFILES IN EXCELLENCE LIFETIME ACHIEVEMENT

REDDY WILL AND ALL

Prasad Reddy, president and CEO of Twisted X Global Brands, is doing what he's done for 52 years and counting: making great shoes, building successful brands, sharing the blessings, and loving every minute of it. *By Greg Dutter*

When Prasad Reddy, president and CEO of Twisted X Global Brands, is doing what he's done for 52 years and counting: making great shoes, building successful brands, sharing the blessings, and loving every minute of it. *By Greg Dutter*

ation of a temple in his then-adopted hometown of Grand Rapids, MI. Reddy's impressive career includes C-suite stints at Wolverine Worldwide, Freeman Shoen, K. Shoen and, for the past 14 years, leading Twisted X Global Brands (owners of Twisted X and Black Star and licensee of Wrangler Footwear). His career is the American dream epitomized—filled with a willingness to continually dream big, even when the risks seemed nightmarish. Taking risks come paid off, especially at Twisted X Global Brands (TXGB), which is on a 13-year run of continuous double-digit growth and profits, increasing by a factor of 20 times over that time span.

Not bad for a company that was in Chapter 11 when Reddy, who had earned a reputation as a company fixer, came aboard. Not only did he rescue the four-year-old Twisted X, but he has since led its complete transformation, becoming a leader in the western and work categories, introducing revolutionary comfort technologies, and diversifying into rapidly expanding revolutionary comfort technologies, and diversifying into rapidly expanding casual segments with an emphasis on sustainable manufacturing. Along the way, the company has built a tremendous reputation for giving back to a variety of philanthropic causes. It is also one of the remaining few wholehearted of philanthropic causes. It is also one of the remaining few wholehearted that doesn't call TXGB. Reddy's willingness to go against the grain on that contentious issue is rooted in his steadfast belief in doing right by his retail partners—the ones most responsible for TXGB's success. His approach to business is an encyclopedic knowledge of sourcing, logistics, technology, operations, sales, and so on. He is a student of the industry, always learning, always growing, and innovating.

As a small growing up along the humid shores of the Bay of Bengal, Texas cowboy country might as well have been on another planet. Never in Reddy's

PRASAD REDDY GROWED UP in Chennai, India, with absolutely zero intention of working in the footwear industry. Yet, for the past 52 years—or 18,090 days, give or take a few—he's done just that. That stretch represents his entire professional career, save a few months in late 2009, when he overcame the cre-

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AUGUST

THE PLUS AWARDS
*Recognizing Excellence
in Design & Retail*

The **Plus Awards**, the industry's only annual accolades voted on by colleagues and consumers, has served as the standard-bearer of **design and retail excellence** for 25 years. Spanning the breadth of the market—from sneakers to stilettos, national chains to specialty boutiques and every style and retail format in between—the Plus Awards **celebrate and acknowledge** the passion, talent and success of the people behind standout designs and successful storefronts.

DECEMBER

STYLE HALL OF FAME

Enshrining Iconic Shoe Designs

The **Footwear Plus Style Hall of Fame** enshrines shoes that stand the test of time. Inductees possess a coveted mix of incredible design, terrific timing, a cult-like following and that elusive dash of good fortune, turning ordinary shoes into extraordinary ones. These styles are **celebrated for their greatness**—how they came into being, their rise to prominence and the factors behind their legendary staying power.

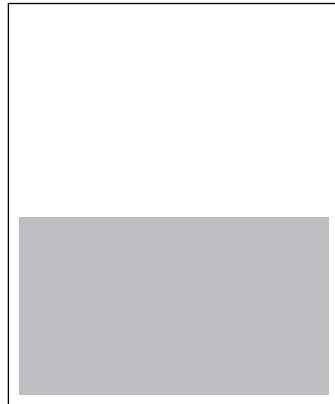


PRINT SPECS & SPONSORED CONTENT



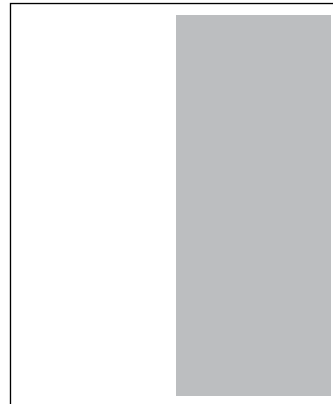
Full Page

Trim 9" x 10.875"
Bleed 9.25" x 11.125"



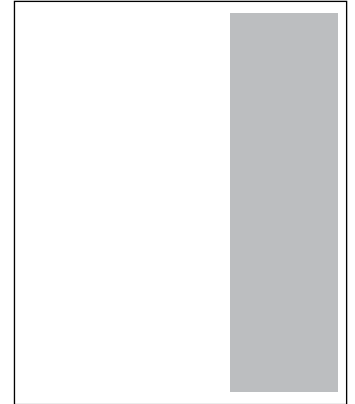
Half Horizontal

7.75" x 5"



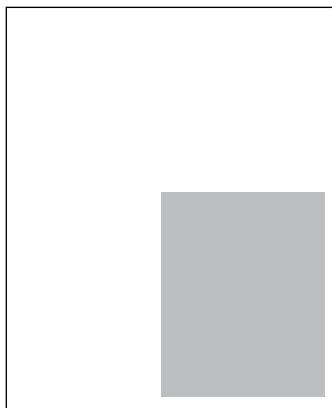
Half Vertical

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 from Adobe Creative Suite:
InDesign, Photoshop, Illustrator

Contact Information

Laurie Guptill | Production Manager
508.735.4294
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Sponsored Content Opportunity

Share your message with the entire industry through sponsored advertorial content in Footwear Plus. Unlike a standard advertisement, our full page sponsored content (up to 850 words) reads like an article, providing more detailed information about your company, products and services. Need assistance in writing/editing? Footwear Plus Studio will provide full support.



Full Page

DIGITAL OFFERINGS

Dedicated Eblasts

Have something to say? Alert retailers of upcoming tradeshow appearances, important launches and/or new product releases, or promote your bestsellers. Provide your own content and creative or ask us to create it for you.

Sponsored Social Media Posts

Feature your branded content on our social media platforms. We'll help you strategically place content on the channels that best align with your goals.

Digital Issue Sponsorship

This sponsorship offers two prime placements, on our digital magazine email release as the official issue sponsor, and the landing page to download our digital issue. The digital issue of Footwear Plus is emailed to over 12,000 subscribers and has an open rate of over 26%. Every digital issue is archived at footwearplusmagazine.com.

From the Issue BI-Monthly eBlasts

Sponsor our bi-monthly email highlight promoting content from our latest magazine issue. Sponsorship includes both graphics and text.

Static Banner Ads

Promote your brand on FootwearPlusMagazine.com with our digital ads that perform four times better than the industry average. Choose from billboard and rectangle sizes on Homepage and run of site positions. These are sold on a monthly basis.

Video Ads

Be the first thing visitors see on the FootwearPlusMagazine.com homepage. Place a video ad in our homepage's Hero section.

Home Page Takeover

Leverage the reach of the Footwear Plus home page by filling it with your branded messaging, precluding any competitive advertising and maximizing your brand's ability to reach your target audience.

	1X	3X	6X
HOME PAGE VIDEO AD	\$3,750	\$2,900	\$2,625
BILLBOARD	\$3,500	\$2,730	\$2,450
RECTANGLE	\$3,000	\$2,340	\$2,100

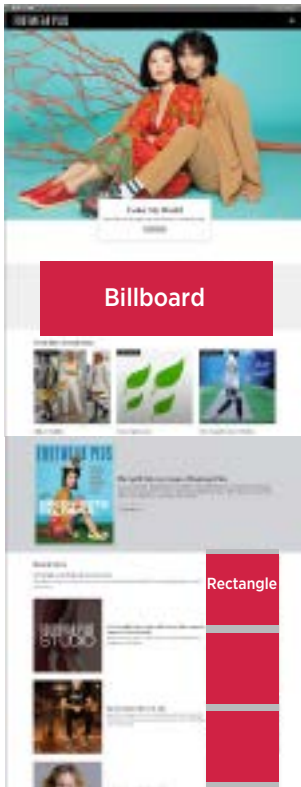
All prices are for one month per spot. You may buy more than one spot. Ads may be available for shorter periods.



Don't forget- the team at Footwear Plus can help with your content design! Ask your account manager how to get started.

****custom packages are also available****

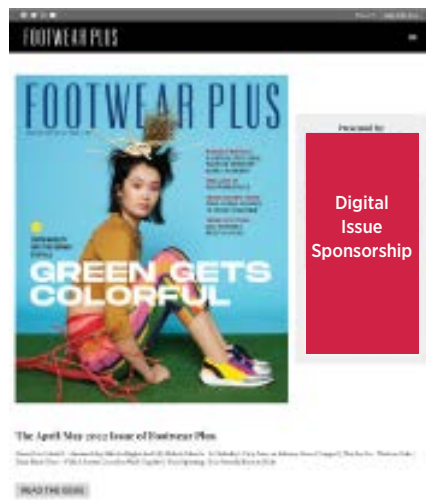
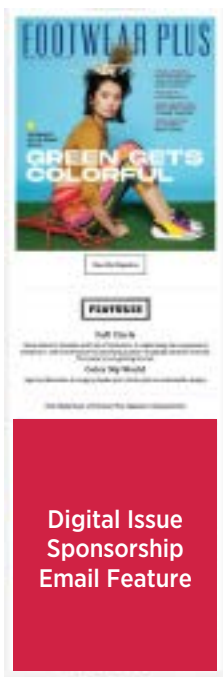
DIGITAL SPECIFICATIONS



BANNER ADS



DEDICATED EBLAST
Style A: Customized



DIGITAL ISSUE SPONSORSHIP
Email & Landing Page Placements

Dedicated Eblasts

- Provide a subject line for the campaign. It can be the single most-important factor in the success of your dedicated email campaign.

- Provide preview text (1 sentence). This will display as a preview in email clients that support it.

- Provide a link where you would like this image to link to.

Style A: Customized HTML Eblast

- Provide html code in .txt or .html file.

- Please be sure - use absolute, full paths to images and links.

- All styling should be inline (no css or styling in header).

- Do not include scripting of any sort.

- Table based layouts will provide the most consistent display for all email clients and programs.

- Design for a width of 700 pixels wide. There is no restriction on height.

- Images should not exceed 1k in total size for the entire email. All images should be built to size and optimized for web/email delivery.

- Image file types can be jpg, gif (animated gif ok), or png.

- Animated gifs should have first-frame fallback for email clients that do not support animation (ie Outlook).

Style B: Image-Based Eblast

- We can create an email blast based on your image or print ad.

- Supply image as .pdf or .jpg file format.

- Image should be 600 pixels wide by a max of 900 pixels high, 72 dpi, RGB color.

Banner Ads

- Provide .jpeg or .png for static images.

- Provide gif for animated ads. 500kb max file size.

Rectangle

300 x 250

Billboard

970 x 250

Video Ads

Video dimensions:

640 pixels wide x 360 pixels high

Format:

MP4

Size:

File size under 5MB

Digital Issue Sponsorship

- 300x600 banner ad (for Digital Issue Landing Page on Website)

- 600 pixels wide image or html file featured in the email release to our digital subscriber list

- Max size 500 kb

FOOTWEAR PLUS STUDIO

Launched by the industry experts at *Footwear Plus* and the creators and strategists at the brand's parent company, Wainscot Media, Footwear Plus Studio is a one-stop marketing shop for shoe retailers and brands. The Footwear Plus Studio team brings a combined 90+ years of experience and over 400 creative awards to its custom content and marketing programs.

Awards Won

We have received hundreds of design and photography awards from organizations like The Society of Publication Designers, The Type Directors Club, Print's Regional Design Annual, How International Design Awards, Communication Arts Design Annual, Communication Art Typography Annual, Graphis and Creative Quarterly. **Let us create an award-winning program for you!**



YOUR TEAM LEADS



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Greg Dutter
Editorial Director



Noelle Heffernan
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Creative Director



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