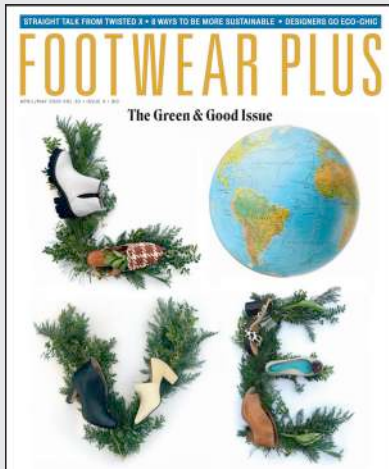


FOOTWEAR PLUS 2021 MEDIA KIT



FOOTWEAR PLUS

AWARD- WINNING

*Acknowledged with
more than 100 awards
for design and
editorial excellence.*

BEAUTIFUL

*The finest-looking B2B
footwear fashion
magazine in the market.*





INSPIRATIONAL

Directional fashion coverage that breathes creative energy into the marketplace.

FOOTWEAR PLUS

FOCUSED

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

TRUSTED

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



EDITOR'S NOTE — The Big Story

2020 HINDSIGHT

WHY NOT? We're looking back on the year that has just passed. It's a time to reflect on the challenges we've faced and the triumphs we've achieved. As we look back on 2020, we're struck by the resilience of the fashion industry and the creativity of our designers. From the early lockdowns to the resurgence of streetwear and sustainable fashion, the industry has shown an incredible ability to adapt and thrive in the face of adversity. We've seen the rise of digital fashion, the importance of community, and the power of storytelling. As we move forward, we're inspired by the lessons learned and the opportunities ahead. Let's celebrate the progress we've made and look forward to a brighter future for the fashion industry.

THE YEAR IN REVIEW: A year of unprecedented challenges and triumphs. From the early lockdowns to the resurgence of streetwear and sustainable fashion, the industry has shown an incredible ability to adapt and thrive in the face of adversity. We've seen the rise of digital fashion, the importance of community, and the power of storytelling. As we move forward, we're inspired by the lessons learned and the opportunities ahead. Let's celebrate the progress we've made and look forward to a brighter future for the fashion industry.

LOOKING AHEAD: As we look back on 2020, we're struck by the resilience of the fashion industry and the creativity of our designers. From the early lockdowns to the resurgence of streetwear and sustainable fashion, the industry has shown an incredible ability to adapt and thrive in the face of adversity. We've seen the rise of digital fashion, the importance of community, and the power of storytelling. As we move forward, we're inspired by the lessons learned and the opportunities ahead. Let's celebrate the progress we've made and look forward to a brighter future for the fashion industry.

Q&A

EASY DOES IT

With **KEITH GOSSETT**, president of Easy Street Shoe Company

Keith Gossett, president of Easy Street Shoe Company, has his unique perspective on what's happening in the footwear industry. In this Q&A, he discusses the challenges of the current market, the importance of customer experience, and the future of the industry. He shares insights on how brands can navigate these difficult times and emerge stronger.

Q: How do you see the footwear market in 2021?

A: I think we're going to see a continued focus on customer experience and digital transformation. Brands need to be more agile and responsive to market changes. There's also a growing emphasis on sustainability and ethical sourcing. The industry is being reshaped by these factors, and brands that adapt will thrive.

Q: What advice do you have for brands looking to succeed in a competitive market?

A: Focus on your core customer and provide exceptional value. Invest in your people and your technology. Stay true to your brand identity while being open to innovation. Collaboration is key, and it's important to stay informed about market trends and consumer behavior.

Q: How do you think digital marketing will impact the footwear industry?

A: Digital marketing is becoming increasingly important for footwear brands. It allows for more targeted advertising and better customer engagement. Brands need to leverage social media, email marketing, and content marketing to reach their audience effectively. Data analytics is also crucial for understanding customer preferences and optimizing marketing strategies.

DO SOMETHING!

A major concern, challenge and a general air of contrition rattle retailers and vendors seemingly into a standoff, how can the industry come together to overcome them? Here are a few collectively do something to all do better? By **JANICE PERCIC**

THE STANDSTILL: The industry is facing a period of uncertainty and challenge. Retailers and vendors are struggling to navigate the complexities of the current market. There's a sense of frustration and a need for action. It's time to come together and find solutions that work for everyone.

THE SOLUTION: Collaboration is key. Retailers and vendors need to work together to address the challenges they're facing. This could involve sharing resources, information, and best practices. It's about finding common ground and working towards a shared goal. The industry has the power to overcome these challenges if we work together.

THE FUTURE: The future is bright for the fashion industry. As we navigate these challenges, we're discovering new opportunities and ways to innovate. The industry is evolving, and brands that embrace change will lead the way. Let's stay positive and focused on the future.

EDITORIAL SHOWCASE

Good reads in every issue featuring cutting-edge photography, styling & graphic design.

Chelsea Cool

Chelsea boots: The go-to silhouette for anything SILVERETTE. Look for a fashion moment at the front of MEN'S. (Check it out.)

by LARRY FORD
Illustration by **TRETTI BARRIS**

Chelsea boots are the ultimate wardrobe staple. They're versatile, stylish, and perfect for any occasion. Whether you're heading to work or a night out, Chelsea boots have you covered. They're a classic that never goes out of fashion. Upgrade your wardrobe with a pair of high-quality Chelsea boots today.

Shoe Salon

DEERSON BEAT
MARIE LIPPON

FEELING GROOVY
Platform sandals that rise to the occasion.

NEED A LIFT?
Platform sandals that rise to the occasion.

This editorial showcases a collection of stylish shoes, including platform sandals and Chelsea boots. The styling is modern and chic, with a focus on comfort and fashion. The background features a warm, golden light, creating a sophisticated and elegant atmosphere.

The Biza Blueprint

Led by veteran independent retailers Dave and Danny Antokha and marketing expert Brian Jones, the new footwear brand hits on key product, production and distribution touchstones that make it unique among wholesale launches.

By **Greg Dutter**

A PARADE OF new brands march onto the playing field every year. Some are introduced by well-known industry names. Others are spin-offs of conglomerates run by seasoned execs armed with well-oiled backroom machines. Though they all believe their babies are destined for greatness, the success stories for new brands is grim—and it's getting tougher to survive amid consolidation class (that's you) and buyers refusing to take risks. You often remember fondly because the products are "new" (at least, the price is wrong and the game plan would make Bill Belichick cringe).

The Virus Diaries

A dozen leading executives are pivoting in the fly in a giant effort to weather the Covid-19 pandemic. In the industry's darkest days, they're beacons of determination and ingenuity. Edited by **Greg Dutter**

This editorial features a collection of handwritten notes and sketches, representing the challenges and solutions of the fashion industry during the COVID-19 pandemic. The text is written in a bold, expressive font, capturing the urgency and creativity of the time. The background is a textured, reddish-pink color, adding to the dramatic and inspiring feel of the piece.

DREAM BIG

Tall Order, in team with United Legwear & Apparel Co. looks to transform the men's sock market. By **Greg Dutter**

WHEN MICHAEL AND DAN FRIEDMAN were hanging out with socks and clothes to their respective wifely and Ground Zero after the terror attacks on 9-11, they never imagined it would plant the seed for Tall Order, the men's sock company the duo and their mother, Lili, launched in 2008. For starters, the twins were just 18 years old and doing whatever they could to help at the place where their father, Dan, lost his life in the North Tower.

Tall Order is a men's sock company that has grown from a small startup to a leading brand in the industry. The company is committed to quality, innovation, and social responsibility. They've built a strong reputation for their comfortable and stylish socks, and they're looking to continue to grow and transform the men's sock market.

RAYS OF LIGHT

Long believed to be a sign of better days to come, rainbow motifs serve as hopeful steps in the right direction. And while a bit of gold would be nice, a vaccar would be worth much more.

This editorial features a collection of rainbow-themed socks and shoes, symbolizing hope and positivity. The background is a bright, colorful sky with a rainbow, creating a uplifting and optimistic atmosphere. The text is bold and clear, emphasizing the message of the piece.

FOOTWEAR PLUS

2021 EDITORIAL CALENDAR



* MARCH

The Men's issue

Ad Close: 2/22/21
Materials Due: 2/24/21



* JULY

Work & Outdoor

Ad Close: 6/21/21
Materials Due: 6/23/21



OCTOBER/NOVEMBER

Comfort

Ad Close: 10/8/21
Materials Due: 10/13/21



* JANUARY

Boots

Ad Close: 12/14/20
Materials Due: 12/16/20



APRIL/MAY

Green & Good

Ad Close: 4/19/21
Materials Due: 4/21/21



* AUGUST

Spring '22 Preview

Ad Close: 7/19/21
Materials Due: 7/21/21



DECEMBER

Designer/Dress

Ad Close: 11/15/21
Materials Due: 11/17/21



* FEBRUARY

Fall '21 Preview

Ad Close: 1/15/21
Materials Due: 1/20/21



* JUNE

Designer/Dress

Ad Close: 5/13/21
Materials Due: 5/18/21



SEPTEMBER

Sandals

Ad Close: 8/23/21
Materials Due: 8/25/21



* **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.

EXTRAS

PROFILES IN EXCELLENCE
Lifetime Achievement

TRUE GRIT

Rob Moehring, chairman of Washington Shoe Company, makers of Chooka, Western Chief, Staheekum and CH2O, has overcome numerous hurdles over the course of 40-plus years, revealing a relentless can-do spirit and a refusal to quit. *By Greg Dutter*



MYE IT'S THE German heritage. Determined. Industrious. Relentless. Perhaps it's also the Pacific Northwest pioneer spirit passed down from two generations of shoemakers who emigrated to the then-rugged and remote region in the late 1800s and carved out a niche making one tough lugger boot at a time before expanding into a full range of styles for men, women's and kids. Or maybe it's being a lifelong resident of the Seattle area, home of legendary startups—like Microsoft, Nordstrom, Amazon and Nirvana—that went on to change the world. Whatever it is, Rob Moehring has a bulletproof commitment coupled with a never-ending drive to dream—big. He never quits. Don't even bother telling him something can't be done. And he's always thinking about the next creative endeavor, be it his iconic kids' 3D-molded rubber rain boots (Western Chief) introduced in the early '90s or last year's launch of his performance outdoor/work boot CH2O at a career level and age when many ones would long have been on cruise control or checked out entirely.

Not Moehring. He's just getting started. His industry enthusiasm, talents and entrepreneurial spirit are as strong as they were the day he purchased Washington Shoe Company from his father and uncle in 1970—when he had to re-build the business from scratch. (More on that soon.) In fact, Moehring began honing his talents for selling shoes and spotting trends as a kid, working in the family business and learning tricks of the shoemaking trade from his grandfather, who he says was "an amazing merchant." Moehring also made his shoe lessons working in local stores throughout high school, college and, after earning a degree in education and teaching at a local experimental elementary school, during vacations and summers. They included stints at Kinney Shoes, Thom McAn and the Marshall Field's offshoot Frederick & Nelson. "That's where I really got my education and feel for shoes," Moehring says. "It's where I learned how to spot trends and pick great shoes."

Working retail is where Moehring caught the shoe bug. While he loved teaching, the pay was limited and, much more important, shoes were in his blood. "The minute I started selling shoes, I loved it. I love shoes and I love talking about shoes," he says. "When I worked at Frederick & Nelson, we sold high-end boots out of Spain, and when that shipment arrived... man, the smell of leather just lit me up. It was amazing; there's something instinctual about that."

That smell of the leather, in essence, is what had Moehring back into the family business full-time in 1974. It wasn't really about taking

an easier path or expecting quick riches. Far from it. Washington Shoe Company, then a distributor of shoes to area retailers, was in trouble, and the son with the shoe savvy was enlisted to save the day. "My father was holding his money too tight," Moehring recalls. While his grandfather would go on one-month shipping trips to various Midwest and East Coast factories twice a year and buy all the inventory he needed for the next six months, Moehring's father would make those same trips and only buy samples, then have his salesperson try to obtain orders. "Our competition would have the inventory the same time we'd only have samples,



MARCH

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 22 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.

STYLE HALL OF FAME COUGAR PILLOW BOOT

PILLOW TALK
The lofty tale of how the iconic boot gave birth to the Cougar brand and became a defining symbol of Canadian fashion along the way. *By Greg Dutter*

Be dashing through the snow.

Cougar Boots. Central Heat for your feet.

Built to last.

DIGITAL OFFERINGS

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Footwear Plus dedicated emails deliver your customized brand message directly to more than 9,000 subscribers. Alert retailers of upcoming trade show appearances, important company news and special promotions. Only one email per day to ensure greater impact for your message. **\$2,500 each**

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Our accessible-anywhere e-book format provides readers with an exact replica of the print edition with enhanced features like a keyword search and zoom-in capabilities. Each digital edition—pushed to our more than 9,000 email subscribers with the “brought to you by...” message—is archived at *FootwearPlusMagazine.com*, providing long-lasting brand visibility. **\$3,000**

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Next Level Storytelling

Footwear Plus Interactive Look Books **inspire and delight** audiences, bringing your latest collections and brand story to life. Choose from **4 unique options** to customize your brand's exclusively designed "screen," optimized for desktop and mobile devices.

This dynamic look book will be distributed via our exclusive email list of key industry buyers, on our website and through social channels. A direct-to consumer option allows you to include a promo code and reach our exclusive list of **30,000 affluent consumers**.

DIGITAL OPTIONS	RATES	SAMPLE
Still Ad	\$3,000	http://bit.do/still_ad
Animation	\$3,500	http://bit.do/animated
Video Ad	\$4,400	http://bit.do/videoad
Advertorial	\$4,900	http://bit.do/advertorial

SPECIFICATIONS

Full Images:

2560 (w) x 1440 (h) Pixels

Image:

- All images must be 300 dpi.
- We accept most image file formats, including JPEG, PNG, and Gifs.
- Photo dimensions must be exactly double the intended display size. For example, a photo displayed at 300x300 pixels must be 600x600. Full size photos must be 2560 x 1440 pixels.

Video:

- MP4 video format recommended. We also accept: H.263, H.264, MPEG, Flash FLV, AVI, MPG, MOV, 3GP/3G2, and WMV.
- Your video must be a minimum file size of 1 KB and a maximum file size of 500 MB.
- Encode your video at the size you intend it to be seen.

CUSTOM PUBLISHING



Content Creation Destination

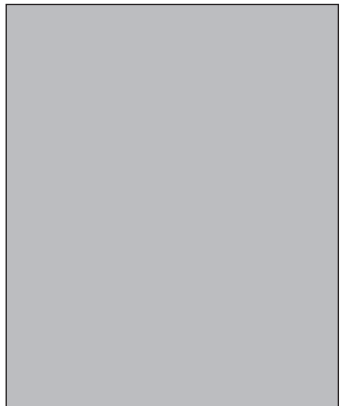
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Unlike other custom publishers, we possess three decades of industry experience. **We live and breathe shoes!** We know your backstories, we are abreast of the latest market trends and we are best equipped to communicate your next chapters.

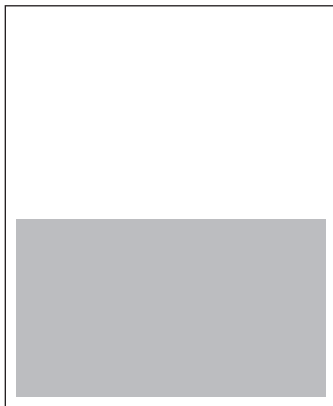
Services include: editorial content, creative direction, graphic design, photography, production, printing and mailing.

Contact your account manager for details.

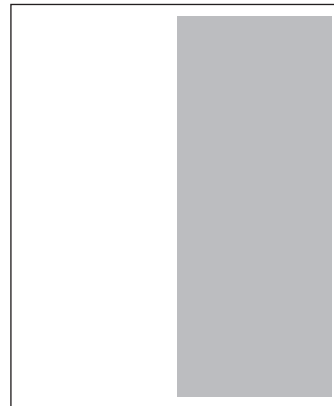
2021 MECHANICAL SPECIFICATIONS



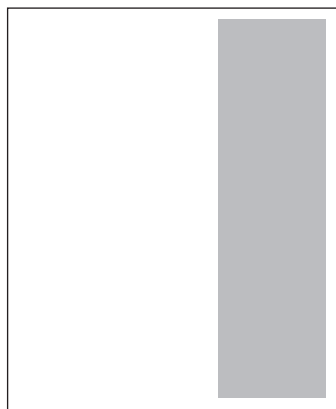
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- Illustrator (CS6 or lower)

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

Contact your account manager for login details

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