

# FOOTWEAR PLUS 2022 MEDIA KIT



FOOTWEAR PLUS

# BEAUTIFUL

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

# AWARD- WINNING

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





**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 — Book of Lists

### THESE BOOTS (REALLY) ARE MADE FOR WALKING



By Greg Duttar

As the weather turns cooler, it's time to think about the boots you'll be wearing this fall. Whether you're looking for a classic leather boot, a modern take on a traditional style, or a boot that's designed for performance, there's a pair out there for you. Here are five of our favorite boots for the season.

1. **Classic Leather Boot**: A timeless choice, the classic leather boot is a versatile option that works with a variety of styles. Look for styles in black, brown, and tan.

2. **Modern Take on a Traditional Style**: If you're looking for a boot that's both stylish and functional, consider a modern take on a traditional style. These boots often feature unique details like contrasting panels or stitching.

3. **Performance Boot**: For those who need a boot that's designed for performance, look for a boot with features like a waterproof membrane, a slip-resistant sole, and a supportive insole.

4. **Boat Shoe**: A boat shoe is a casual, comfortable option that's perfect for the fall. Look for styles in brown, tan, and black.

5. **Chelsea Boot**: A Chelsea boot is a sleek, minimalist option that's perfect for the fall. Look for styles in black, brown, and tan.

Q&A

Q&A WITH MARK DUTTA

### A TIME OF OPPORTUNITY

Mark Dutta, Chairman and CEO, and Brooke Sullivan, President of Business Worldwide, as they talk engineering, navigating through the pandemic's headwinds—as well as making its transition—to a brighter future.




Mark Dutta, Chairman and CEO, and Brooke Sullivan, President of Business Worldwide, are navigating through the pandemic's headwinds. They discuss the challenges of the current market and the opportunities that lie ahead. They talk about the importance of innovation, customer focus, and the role of engineering in driving growth.

THIS FOOT ON



### MIAMI HEAT

Reimagined Fall footwear features 2 looks in South Beach. Photography by The Edge

# Back to Work

Are we ready for a rebuild renaissance? As America emerges from the Covid-19 pandemic, work trends are expecting a bull market in the years ahead—as long as there are enough skilled laborers to do the job.

By Greg Duttar



After three years of Covid-19 pandemic, the economy is still struggling. However, as the country begins to emerge from the pandemic, there is a growing belief that a rebuild renaissance is on the horizon. This means that there will be a significant amount of new construction and infrastructure projects that will need to be built. This is a great opportunity for skilled laborers, but it also means that there will be a high demand for these workers. As a result, it is important for workers to continue to invest in their skills and training to ensure they are ready for the jobs of the future.

# EDITORIAL SHOWCASE

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



### WHAT A RACQUET!

Classic COURT STYLES IN TENNIS WHITES serve as a PERFECT doubles team. By Ann Lynn Barber

Shoe Salon

SHOES TO GO

FEELING GROOVY



When it comes to shoes, there's always a new style or trend that's taking the fashion world by storm. In this issue, we explore the latest in shoe design, from classic loafers to modern sneakers. We also feature a collection of shoes that are perfect for the fall season. Whether you're looking for a pair of shoes that are both stylish and comfortable, or a pair that's designed for performance, we have you covered.

IN GREAT DETAIL

Delve into the finer details of boots, loafers and shoes.



This issue features a detailed look at various styles of shoes, including boots, loafers, and sneakers. We explore the intricate details of these shoes, from the stitching and materials to the design and construction. Whether you're a shoe enthusiast or just looking for a new pair of shoes, this issue is a must-read for anyone who loves footwear.

### Reyers Goes to the Mall

After more than 120 years in freestanding and strip locations—including one billed as the "world's largest shoe store"—Reyers has relocated to a mall. Here's why. By Greg Duttar



Reyers, a well-known shoe retailer, has recently relocated from its long-standing freestanding and strip locations to a mall. This move is a significant change for the company, and it has sparked a lot of interest and speculation. In this article, we explore the reasons behind this decision and what it means for the future of the company. We also take a look at the mall environment and how it might impact the shoe retail industry.

LAST STOP — The small town

### Alpine Inclined

Staid in design, it's more playful of classic styles with the past functionality.



Alpine Inclined is a collection of boots that combines classic design with modern functionality. These boots are perfect for those who want a pair of shoes that are both stylish and practical. Whether you're going on a hike or just looking for a pair of shoes that are easy to wear, these boots are a great choice.

ROCK BOTTOM RISING

How Hanes, Brown president/CEO of J. Sipek and head of TheHanes, as he has the positions changed everything for the future—and personally better.



This article features an interview with the CEO of J. Sipek, discussing the challenges of the current market and the opportunities that lie ahead. He talks about the importance of innovation, customer focus, and the role of leadership in driving growth. The article also provides insights into the company's future plans and how it plans to navigate the current market conditions.

# 2022 EDITORIAL CALENDAR



**\* MARCH**  
**Slippers**  
Ad Close: 2/18/22  
Materials Due: 2/23/22



**\* JULY**  
**Work & Athleisure**  
Ad Close: 6/17/22  
Materials Due: 6/22/22



**OCTOBER/NOVEMBER**  
**Comfort**  
Ad Close: 10/7/22  
Materials Due: 10/12/22



**\* JANUARY**  
**Boots**  
Ad Close: 12/13/21  
Materials Due: 12/15/21



**APRIL/MAY**  
**Sustainability**  
Ad Close: 4/15/22  
Materials Due: 4/20/22



**\* AUGUST**  
**Spring/Summer '23 Preview**  
Ad Close: 7/15/22  
Materials Due: 7/20/22



**DECEMBER**  
**Designer/Dress**  
Ad Close: 11/14/22  
Materials Due: 11/16/22



**\* FEBRUARY**  
**Fall/Winter '22 Preview**  
Ad Close: 1/14/22  
Materials Due: 1/19/22



**\* JUNE**  
**Outdoor**  
Ad Close: 5/20/22  
Materials Due: 5/25/22



**SEPTEMBER**  
**Sandals**  
Ad Close: 8/19/22  
Materials Due: 8/24/22



**\* 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



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 23 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.



# DIGITAL OFFERINGS

## Dedicated Emails

*Footwear Plus* dedicated emails deliver your customized brand message directly to more than 11,000 footwear 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.

## Digital Edition Sponsorship

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 11,000 email subscribers with the “brought to you by...” message—is archived at [FootwearPlusMagazine.com](http://FootwearPlusMagazine.com), providing long-lasting brand visibility.

## Banner Sponsorship

This exclusive, month-long home page sponsorship on *FootwearPlusMagazine.com* includes all three ad positions (leaderboard, side rectangle and footer) with hyperlinks to your website.

## Video Sponsorship

The exclusive video position on the home page of *FootwearPlusMagazine.com* offers a powerful dimension of brand building. The package includes two dedicated emails to our subscribers promoting your video, strategic social media support and hosting on our home page for an entire month.





# INTERACTIVE LOOK BOOKS



## 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**.

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

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## SPECIFICATIONS

### Full Images:

2560 (w) x 1440 (h) Pixels

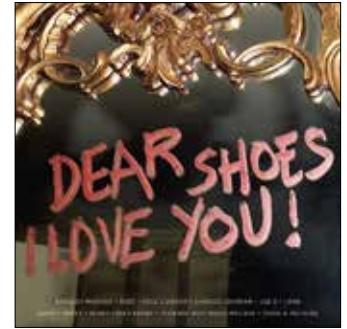
### Image:

- 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

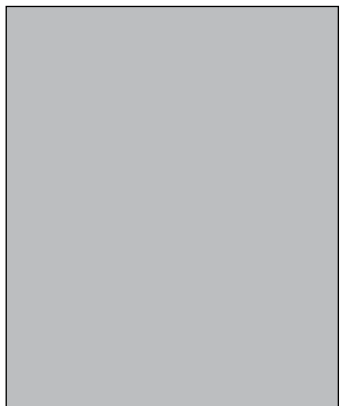
Communicate directly to your customers by **creating your own media**. We offer full-service capabilities and specialize in magazines, look books, catalogs and digital media.

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.

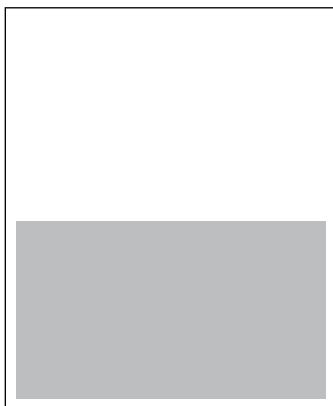
**Services include:** editorial content, creative direction, graphic design, photography, production, printing and mailing.

Contact your account manager for details.

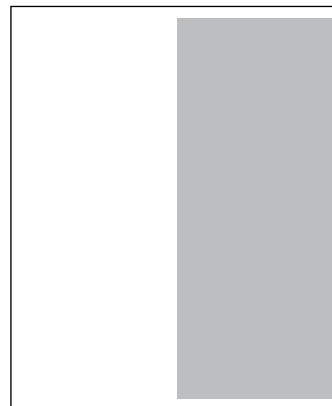
## 2022 MECHANICAL SPECIFICATIONS



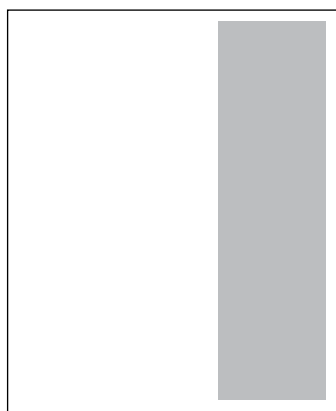
**Full Page**  
Trim 9" x 10.875"  
Bleed 9.25" x 11.125"



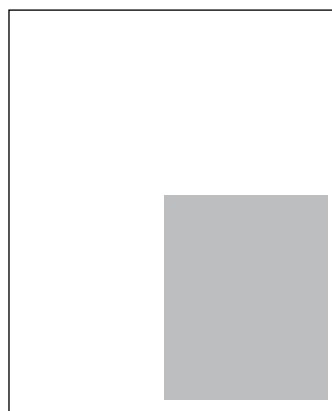
**Half Horizontal**  
7.75" x 5"



**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 (CS6 or lower)
- Photoshop (CS6 or lower)
- Illustrator (CS6 or lower)

### Ftp Instructions

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

Contact your account manager for login details

### Contact Information

Laurie Guptill  
Production Manager  
1 Maynard Dr.  
Park Ridge, NJ 07656  
508.735.4294  
[Laurie.Guptill@9Threads.com](mailto:Laurie.Guptill@9Threads.com)