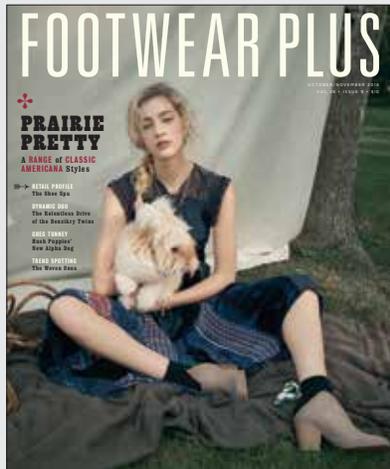


FOOTWEAR PLUS 2020 MEDIA KIT



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





2020 EDITORIAL CALENDAR



* MARCH

The Men's issue

Ad Close: 2/19/20
Materials Due: 2/24/20



* JULY

Work

Ad Close: 6/19/20
Materials Due: 6/23/20



OCTOBER/NOVEMBER

Comfort

Ad Close: 10/9/20
Materials Due: 10/13/20



* JANUARY

Boots

Ad Close: 12/13/19
Materials Due: 12/18/19



APRIL/MAY

Sustainability

Ad Close: 4/17/20
Materials Due: 4/20/20



* AUGUST

Spring '21 Market Preview

Ad Close: 7/13/20
Materials Due: 7/17/20



DECEMBER

Designer/Dress

Ad Close: 11/10/20
Materials Due: 11/16/20



* FEBRUARY

Fall '20 Market Preview

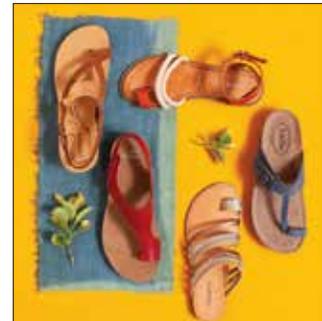
Ad Close: 1/13/20
Materials Due: 1/17/20



* JUNE

The 30th Anniversary issue

Ad Close: 5/13/20
Materials Due: 5/18/20



SEPTEMBER

Sandals

Ad Close: 8/14/20
Materials Due: 8/18/20

*** 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.

DIGITAL OFFERINGS

Dedicated Emails

Footwear Plus dedicated emails deliver your customized brand message directly to more than 10,000 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**

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 10,000 email subscribers with the “brought to you by...” message—is archived at *FootwearPlusMagazine.com*, providing long-lasting brand visibility. **\$3,000**

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. **\$3,000**

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. **\$3,750**



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**.

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:

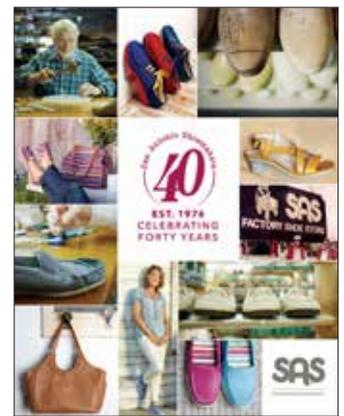
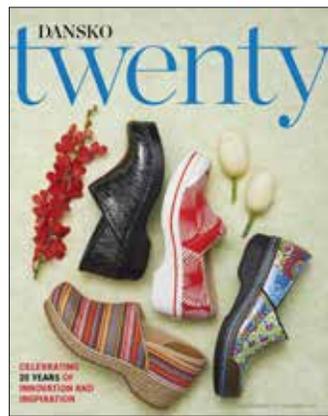
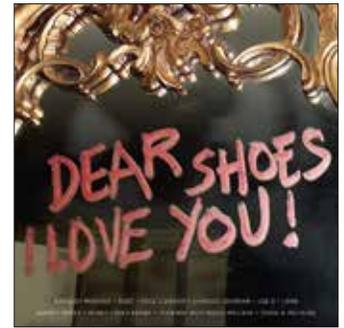
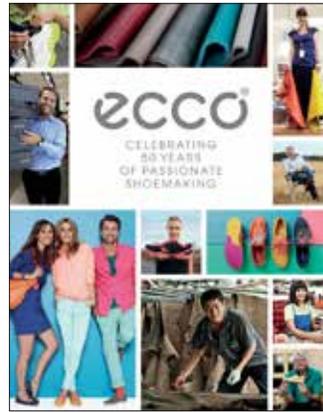
- All images must be 300 dpi.
- We accept most image file formats, including JPEG, PNG, and Gifs.
- Photo dimensions must be exactly double the intended display size. For example, a photo displayed at 300x300 pixels must be 600x600. Full size photos must be 2560 x 1440 pixels.

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

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.

FOOTWEAR PLUS

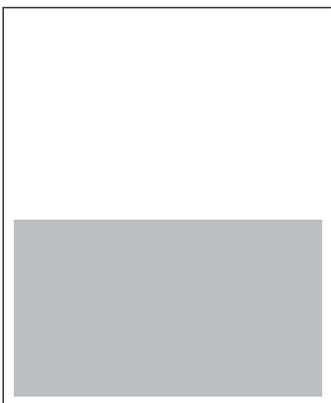


2020 MECHANICAL SPECIFICATIONS



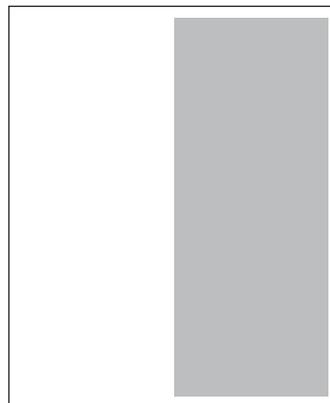
Full Page

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



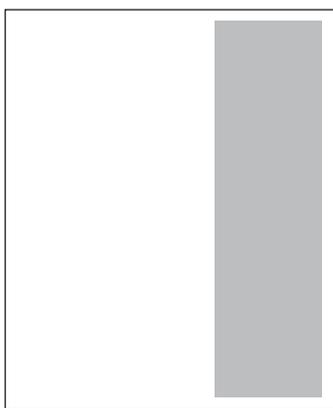
Half Horizontal

7.75" x 5"



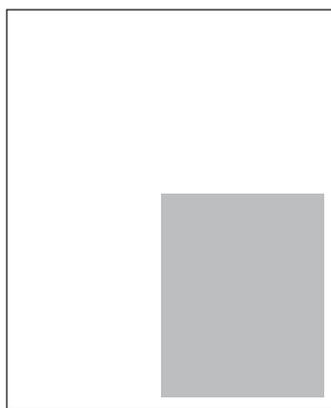
Half Vertical

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
214 W 39th St., Suite 205
New York, NY 10018
508.735.4294
Laurie.Guptill@9Threads.com

2020 Rate Card

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%



FOUR COLOR	1X	3X	6X	10X
FULL PAGE	\$14,085	\$11,625	\$10,735	\$9,775
1/2 PAGE	\$10,475	\$8,675	\$7,970	\$7,140
1/3 PAGE	\$8,920	\$7,325	\$6,755	\$6,515
1/4 PAGE	\$7,380	\$6,130	\$5,590	\$5,350

BLACK & WHITE	1X	3X	6X	10X
FULL PAGE	\$11,625	\$9,700	\$8,945	\$7,895
1/2 PAGE	\$7,140	\$5,960	\$5,510	\$4,810
1/3 PAGE	\$5,835	\$4,855	\$4,445	\$3,920
1/4 PAGE	\$4,515	\$3,750	\$3,460	\$3,000

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 account manager or details about these unique and powerful advertising opportunities.