

FOOTWEAR NEWS



2025
MEDIA KIT

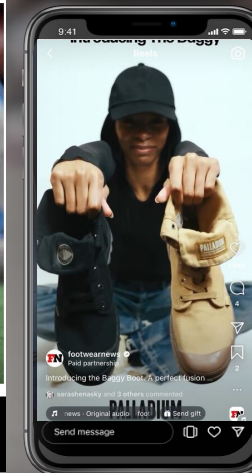
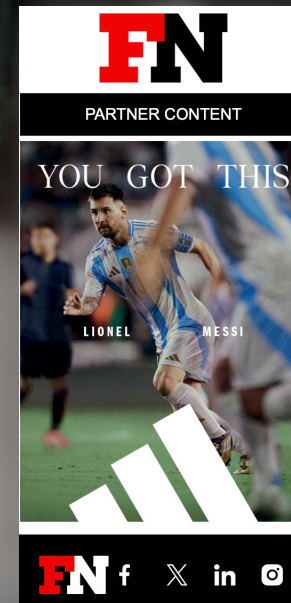
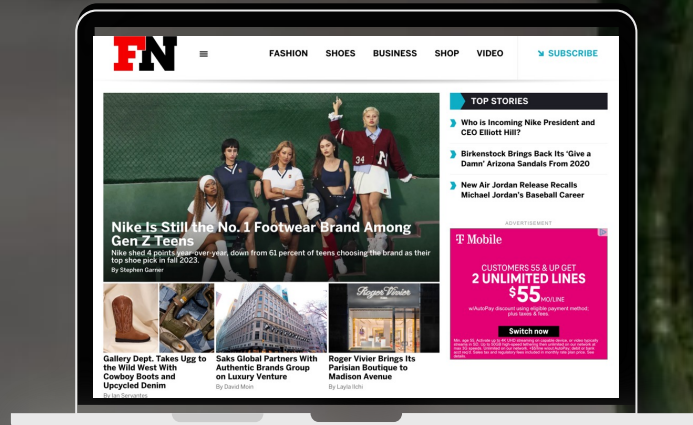


FOOTWEAR NEWS

The first stop in shoe news for industry insiders and shoe lovers alike. From power players to style stars, FN is the what's new and what's next in footwear. FN's breaking stories, expert analysis and on-trend seasonal coverage connect its shoe obsessed audience with the designs, drops and deals that define the footwear industry.

AUDIENCE

C-Suite-Level	Index 202
Senior Management	Index 167
Decision Maker	Index 150
Footwear Industry	Index 170



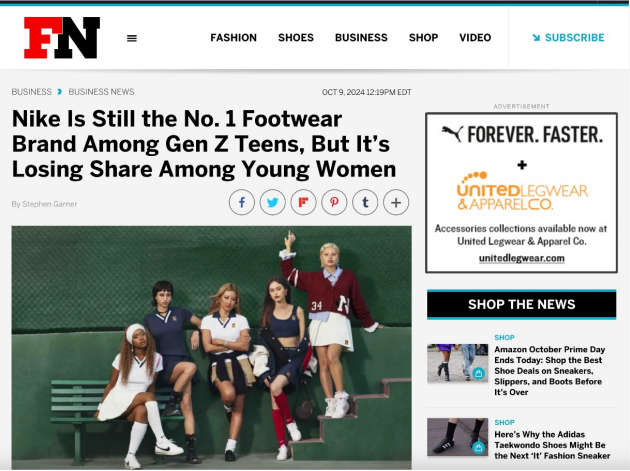
ONLINE
2.1M+
UNIQUE VISITORS*

FN DAILY NEWSLETTER
250K+
SUBSCRIBERS

NEWSLETTERS
330K+
SUBSCRIBERS

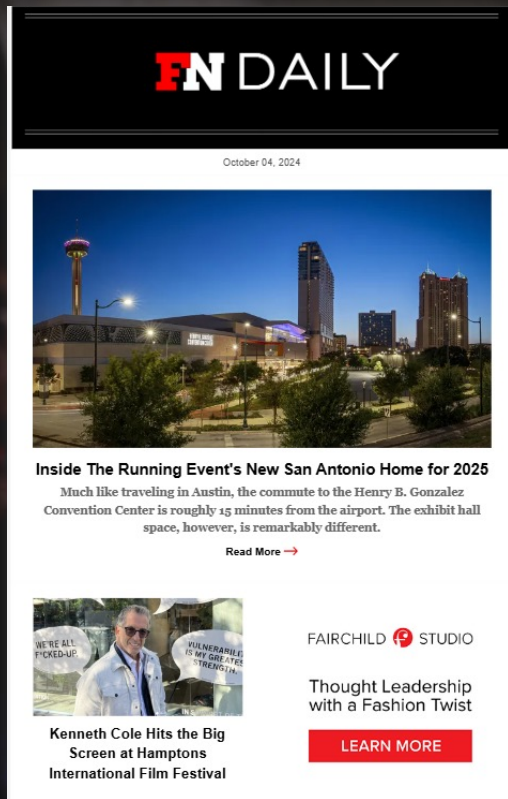
SOCIAL (@FN)
617K+
FOLLOWERS
IG, FB, X, LI, TikTok

THE SOLE OF FOOTWEAR INDUSTRY AUTHORITY OF FN



Total Newsletter Subscribers	330K+
Total Digital Audience:	2.1M+
Total Social Audience:	617K+
HHI:	89,773
HHI \$200K+	Index 119
Median Age:	41
M / F:	58% / 42%
Industry Executive:	70%
Influential in Fashion:	Index 190
Influential In Shoes:	Index 205
Fashion Advice Giver:	Index 165
Industry Knowledge:	Index 174

A UNIVERSE OF FOOTWEAR



FN DAILY

October 04, 2024

Inside The Running Event's New San Antonio Home for 2025
 Much like traveling in Austin, the commute to the Henry B. Gonzalez Convention Center is roughly 15 minutes from the airport. The exhibit hall space, however, is remarkably different.

[Read More →](#)

Kenneth Cole Hits the Big Screen at Hamptons International Film Festival

FAIRCHILD STUDIO

Thought Leadership with a Fashion Twist

[LEARN MORE](#)

FN DAILY



THE SUCCESS ISSUE
 FOOTWEARNEWS.COM / FEBRUARY 5, 2024 / @FOOTWEARNEWS

ATLANTA SPOTLIGHT

TIMES x THREE

In their first-ever joint interview, ED ROSENFELD, STEVE MADSEN and AMELIA NEWTON WARELA get candid about blockbuster shoes, category expansion and winning over today's fickle teens, including their own.

PRINT ISSUES



CROS WOMEN IN POWER DUO: LEADERSHIP LESSONS

ANNE MEHLMAN
EXECUTIVE VICE PRESIDENT & BRAND PRESIDENT
CROCS

MICHELLE POOLE
FORMER EXECUTIVE VICE PRESIDENT & BRAND PRESIDENT
CROCS

KATIE ABEL
EXECUTIVE EDITOR
FOOTWEAR NEWS

THE HOT LIST

FN

INDUSTRY-LEADING EVENTS AND VIP GATHERINGS

3.2M+
 Total Audience
 (up +41% YoY Pageviews)



FN

ACHIEVEMENT AWARDS 2023

CALE EST. 1984

EDITORIAL FRANCHISES & 2025 PRINT CALENDAR



JANUARY 25 RISING SHOE EXECUTIVES TO WATCH IN 2025 PLUS: Burning Industry Issues for the New Year; The Second Trump Term; Sourcing and Supply Chain Forecast; Golden Globes and Awards Season Kickoff		FEBRUARY WOMEN WHO ROCK PLUS: Show Business (FFANY, Atlanta Shoe Market, Micam); Black History Month and DEI; Comfort Market Spotlight; Awards Season; NBA All-Star Weekend		MARCH THE SNEAKER WORLD'S MOST POWERFUL PEOPLE PLUS: The State of Sneaker Resale; Sustainability; Recovery; The Oscars; Fashion Month Recap		APRIL THE HOT LIST: RUNNING STORES PLUS: Earth Month, Materials and Components; The Bridal Market; Coachella and Festival Style		MAY THE TOP COUNTRY MUSIC STYLE STARS + THE STATE OF AI PLUS: AAPI Spotlight; Met Gala; Cannes Film Festival		JUNE FN AT 80 MILESTONE PLUS: Show Business (FFANY, Switchback); Two Ten Gala; High-End Men's; Outdoor Spotlight; The Soccer Opportunity and World Cup	
DIGITAL ONLY		PRINT FEB. 3	DIGITAL ALL MONTH	PRINT MAR. 31	DIGITAL ALL MONTH	DIGITAL ONLY		DIGITAL ONLY	PRINT JUN. 2	DIGITAL ALL MONTH	
JULY SPORT AND FASHION: THE MOST INFLUENTIAL FEMALE ATHLETES + BACK-TO-SCHOOL PLUS: The Hottest Kids Footwear Brands; The State of the Family Footwear Sector		AUGUST POWER BRANDS PLUS: Must Buys for Spring '26; Show Business (FFANY, Atlanta Shoe Market)		SEPTEMBER THE WORLD'S BEST INDEPENDENT SHOE STORES PLUS: Fashion Month; Show Business (Micam, Coterie); Black Footwear Forum		OCTOBER THE BUSINESS OF LICENSING PLUS: Philanthropy and Shoes for a Cure; The Gen Z College Consumer; Fashion Boots		NOVEMBER THE TRE ISSUE AND THE STATE OF THE RUNNING MARKET PLUS: Market Spotlight: Workboots, Nursing Shoes, Slippers; The Top Shoe Collaborations of the Year		DECEMBER THE FNAA ISSUE PLUS: Show Business (FFANY) Year-in-Review: The Top Stories, Trends and Style Stars	
DIGITAL ONLY		PRINT AUG. 4	DIGITAL ALL MONTH	DIGITAL ONLY		DIGITAL ONLY		PRINT NOV. 10	DIGITAL ALL MONTH	PRINT DEC. 2	DIGITAL ALL MONTH

EDITORIAL ALIGNMENT

Strategic brand alignment with editorial that targets the core consumer including key marketing periods, special, features and style content that connects directly to brand messaging and objectives.

STRATEGIC EDIT PACKAGE

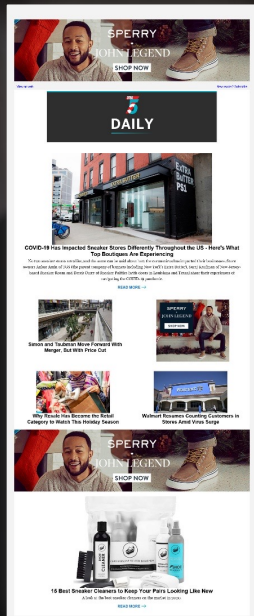
Footwear
Running
Sports
Thought Leadership
Custom Editorial Programs
(lists and feature content)

DETAILS

- 25% SOV of existing content with relevant tags*
- 100% SOP/roadblocked article pages
- SOV of NEW content posted during key time period of campaign (5-10 news stories created within each editorial package)
- HPTO
- Newsletter sponsorships
- Social media dark campaigns (1x package)
- Additional promotional media provided in media plan



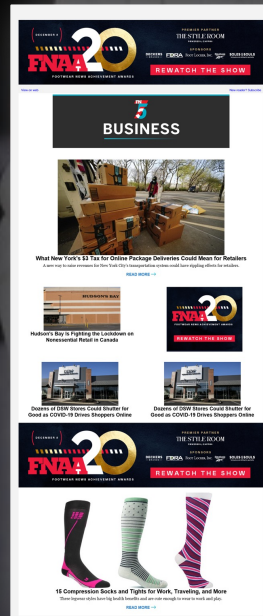
NEWSLETTERS



DAILY

Industry news and trend coverage
 Recipients: 49,000
 Delivery: 5x/week

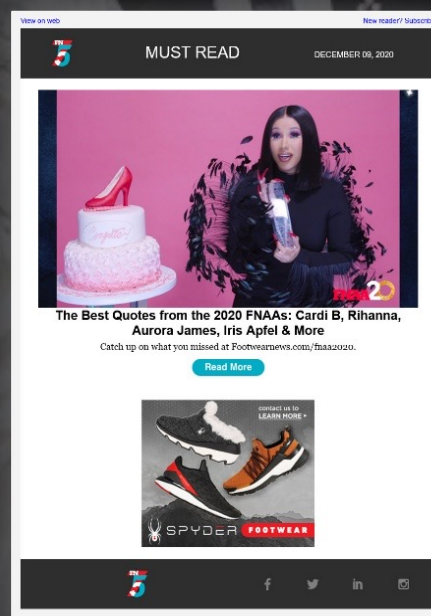
Leaderboard Spec:
 970x250; 300x250



BUSINESS & INDUSTRY

Industry news
 Recipients: 5,000
 Delivery: Thursday

Leaderboard Spec:
 970x250



BREAKING NEWS

Breaking stories and alerts
 Recipients: 30,000
 Delivery: As News Breaks

Leaderboard Spec:
 970x250



CUSTOM EBLAST

Custom brand partner messaging
 Recipients: 40,000
 Delivery: Daily

Leaderboard Spec:
 600x800 or HTML

FN COVER WRAP

FN PRINT COVER WRAP - 5 AD PAGES



COVERWRAP
BRAND AD 1
OPENER



COVERWRAP
BRAND AD 2
OPPOSITE EDIT COVER



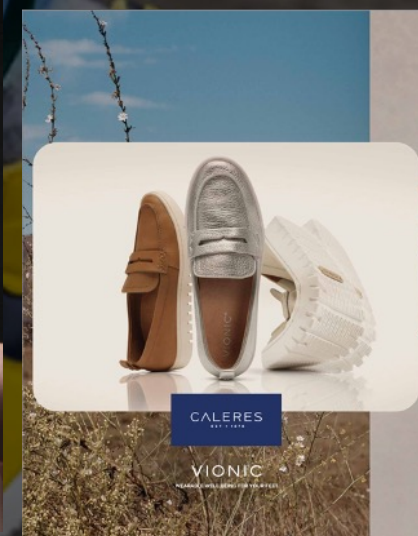
EDIT COVER



COVERWRAP
BRAND AD 3
BACK COVER OF EDIT



COVERWRAP
BRAND AD 4
BACK COVER OPPOSITE
EDIT BACK COVER



COVERWRAP CLOSE
BRAND AD 5

MILESTONE ISSUES

FN celebrates the accomplishments and legacies of today's top footwear brands and conglomerates through editorial milestone issues.

Live as editorially-themed issues in FN print editions, as well as coverage in themed FN newsletter issues.

Focus on the impact and inspiration behind the company/brand being celebrated, with themed content, produced by FN editors, that looks both back and forward.

Issue includes brand support ads from other brands, supplier and clientele, who rally together to celebrate an esteemed, notable brand anniversary.

DETAILS

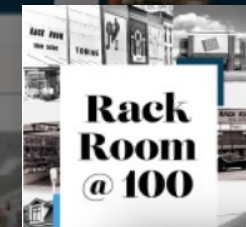
Mutually Determined Milestone Date

Guaranteed X-page editorial section dedicated to the brand milestone, and tribute ads from brand partners

FMG to secure vendors based on outreach list provided by brand (see outreach materials)

Recommendation for brand to provide milestone themed letter from CEO to be included in outreach contact issue

Requires three-month lead for development and execution



DISTRIBUTION

FN: Print/Print PDF (45,000 copies)

FN.com extended content (2.1M UVs)

PRINT: Brand's client distribution (based on final commitment)

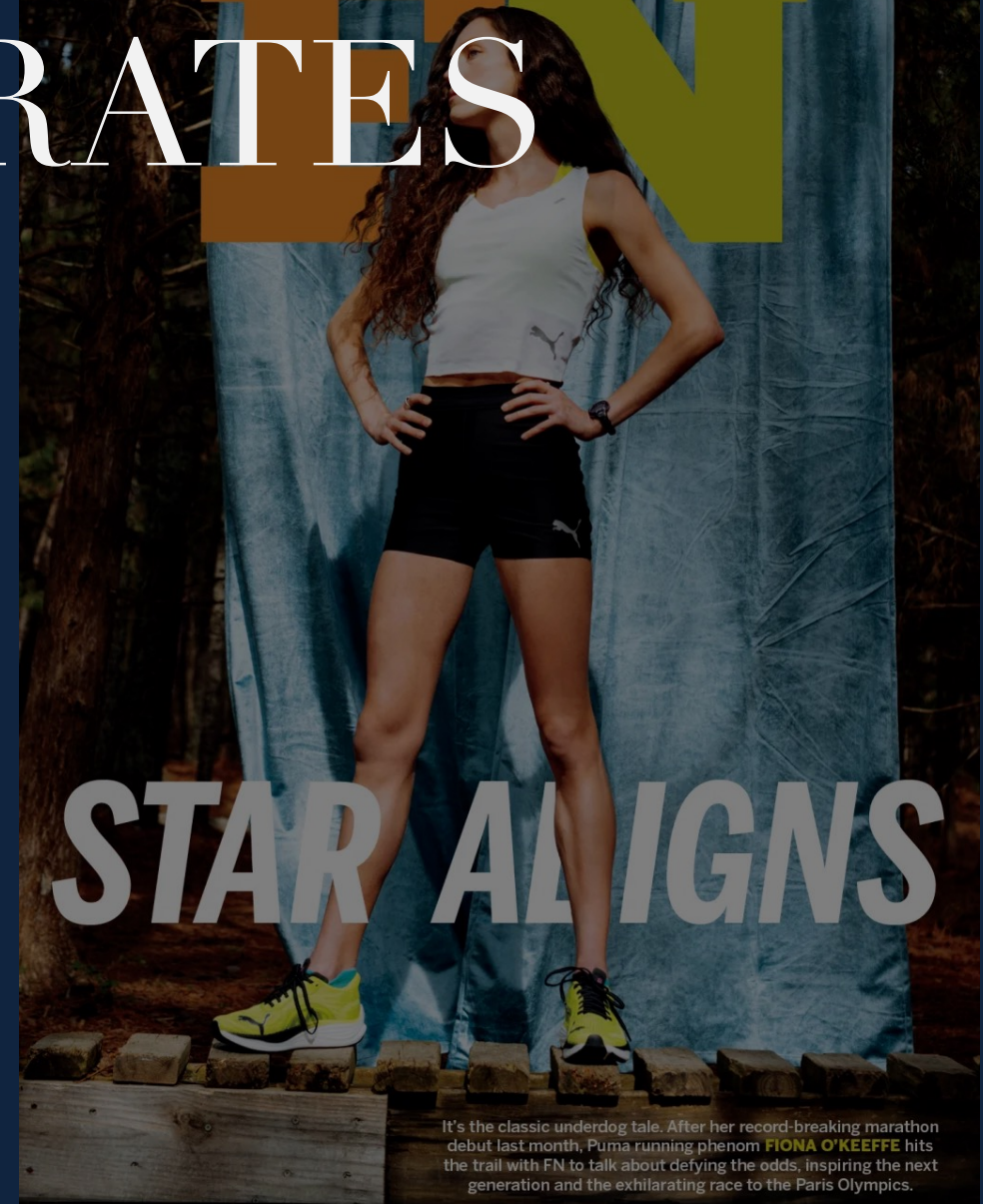
PRINT SPECS + RATES

AD SIZE	BLEED	TRIM	NON-BLEED
FULL PAGE	10.375 x 13.375	10.125 x 13.125	9.375 x 12.375
SPREAD	20.5 x 13.375	20.25 x 13.125	19.5 x 12.375
JUNIOR PAGE	7.65 x 9.75	7.4 x 9.5	6.65 x 8.75
½ VERTICAL	N/A	N/A	4.7 x 12.625
½ HORIZONTAL	10.375 x 6.75	10.125 x 6.5	9.375 x 5.75
½ HORIZONTAL SPREAD	20.5 x 6.75	20.25 x 6.5	19.75 x 5.75
¼ SQUARE	N/A	N/A	4.7 x 5.75
TOC/MASTHEAD HORIZONTAL	N/A	N/A	9 x 2.75
TOC/MASTHEAD VERTICAL	3.625 x 13.375	3.375 x 13.125	2.625 x 12.375

For production: <https://pmc.sendmyad.com>
All specs in inches

2025 RATE
FULL PAGE: \$12,000 NET
IMPRESSIONS: 45,000

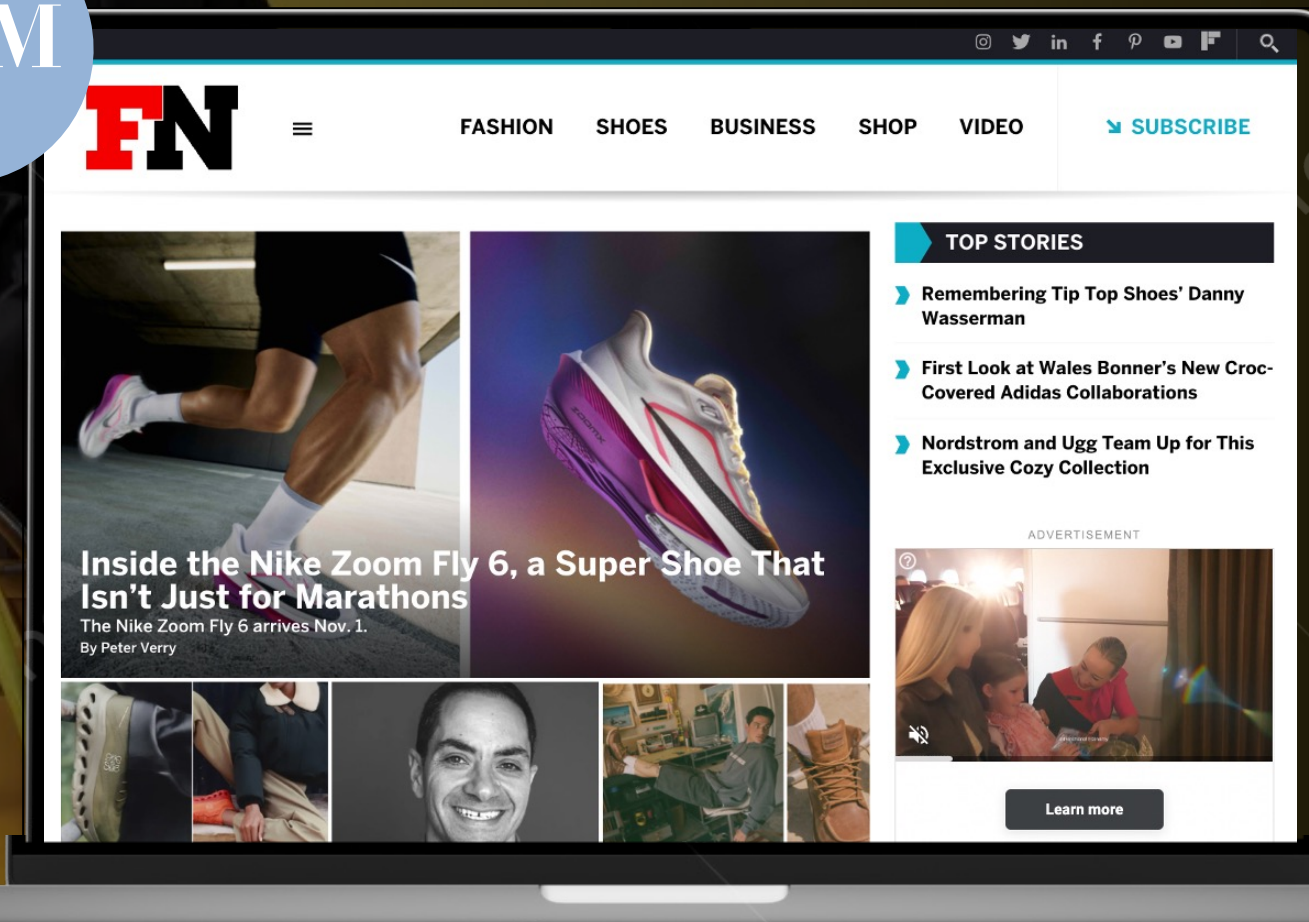
STAR ALIGNS



It's the classic underdog tale. After her record-breaking marathon debut last month, Puma running phenom **FIONA O'KEEFE** hits the trail with FN to talk about defying the odds, inspiring the next generation and the exhilarating race to the Paris Olympics.

FOOTWEARNEWS.COM

2.1M
UVs



The industry's go-to source for real-time reporting on footwear news and business, trends, styles, and shopping insights that the industry and insider's demand.

WWD Fashion News FAIRCHILD MEDIA SMARTY APPAL Beauty Inc

NEWSLETTERS **FN** SUBSCRIBE

FASHION SHOES BUSINESS SHOP ENTERTAINMENT NEWS VIDEO

BUSINESS

Academy Sports Names Sam Johnson President
This marks the latest top executive shift to occur at the retailer this year or in any season

LATEST NEWS

SHOES How Undercover Challenged The North Face Unlike Ever...

WOLVERINE Wolverine Boots Celebrates 140 Years Leading the Work Boot...

WALMART Walmart Says It Is 'Removing Inflation' on Thanksgiving...

DURAND Durand Guion Joins Burlington Stores as Senior Vice President

KURT Kurt Geiger Could Go Up For Sale Again in 'Coming Months'

SEE MORE

HEADER UNIT: 728 X 90
RIGHT RAIL: 300x250 or 300x600

BUSINESS ANALYSIS

WALMART Retail's Most Underused Theft Problem Is Employees Stealing From Their Stores — Experts Reveal How to Stop Them

BIRKENSTOCK Birkenstock's Blockbuster IPO: The Brand's 250-Year History, From Barbie to Billions

WOLVERINE Can the Secondhand Sneaker Market Make a Dent in Footwear's Environmental Footprint?

WOLVERINE How Amazon, eBay, TikTok, HSN & More Are Shaping the Future of E-Commerce

SEE MORE

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GEOX FIND OUT

RECOMMENDED VIDEOS

BIRKENSTOCK WATCH MORE

BIRKENSTOCK Birkenstock's Blockbuster IPO: The Brand's 250-Year History, From Barbie to Billions

MID RIVER: 970x250

LATEST NEWS

SHOES How Undercover Challenged The North Face Unlike Ever...

WOLVERINE Wolverine Boots Celebrates 140 Years Leading the Work Boot...

WALMART Walmart Says It Is 'Removing Inflation' on Thanksgiving...

DURAND Durand Guion Joins Burlington Stores as Senior Vice President

KURT Kurt Geiger Could Go Up For Sale Again in 'Coming Months'

SEE MORE

NATIVE TOUT

1:53 footwearnews.com

On Sale

Shop Now

BUSINESS

Academy Sports Names Sam Johnson President
This marks the latest top executive shift to occur at the retailer this year.

BY STEPHEN GARNER

SEE MORE

MOBILE: 300x250, 300x50 or 320x50
MOBILE MID RIVER: 350x300

FN

Daily Headlines

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Vasque Reconnects with Nature and A New Consumer
In Partnership With Vasque

FOOTWEARNEWS.COM

ADVERTISING SPECS



FOOTWEARNEWS.COM

ADVERTISING SPECS

PLACEMENT	DIMENSIONS
PREMIUM RUN OF SITE* - APPEARS ON DESKTOP, TABLET & MOBILE**	970x250, 728x90 or 970x90, 300x600, 300x250, 320x50
HOMEPAGE TAKEOVER* - APPEARS ON DESKTOP, TABLET & MOBILE	970x250, 728x90 or 970x90, 300x600, 300x250, 320x50
WALLPAPER SKINS* - APPEARS ON DESKTOP ONLY	175x1200 LEFT (130X580 SAFE ZONE) 175x1200 RIGHT (130X580 SAFE ZONE) 450x1200 LEFT (175x600 SAFE ZONE) 450x1200 RIGHT (175x600 SAFE ZONE) 725x1200 LEFT (450x900 SAFE ZONE) 725x1200 RIGHT (450x900 SAFE ZONE) Each panel is to follow the below naming convention: "ADVERTISER NAME/CAMPAIGN" _BANNERSIZE_LEFT/RIGHT under 200KB
HOMEPAGE TAKEOVER* - APPEARS ON DESKTOP, TABLET & MOBILE W/ HIGH IMPACT CROWN UNIT*	970x250, 728x90 or 970x90, 300x600, 300x250, 320x50
WALLPAPER SKINS* - APPEARS ON DESKTOP ONLY	725x1200, 450x1200, 175x1200

[HTTPS://PMC.COM/ADVERTISING-TERMS-AND-CONDITIONS/](https://PMC.COM/ADVERTISING-TERMS-AND-CONDITIONS/)

SOCIAL

Reach nearly 650,000+ footwear industry insider followers to build buzz and awareness and drive engagement/shopping during key moments.



OPPORTUNITIES

- **Custom Campaign:** :30-60 fully produced video or image series
- **Native Integration:** Custom execution within FN social franchise
- **Livestream:** FN custom partnership at live event
- **Social Post:** Provided image or images with caption

Dark

- Lives 1-3 Months
- Guaranteed Impressions
- Widened Reach
- Directly clickable

Organic

- Lives forever on the FN feed
- Impressions not guaranteed
- URL in bio

POTENTIAL ALIGNMENTS

- Product Launch
- Store Opening
- VIP event
- Executive Moves
- Service Provider Innovation
- Custom

PROMOTION

Included in custom media campaign, including ROS media, newsletter and eblast extensions, personalized to partner goals



INSTAGRAM	220,000+
LINKEDIN	102,000+
FACEBOOK	228,000+
TWITTER	28,000+
TIKTOK	30,000+
YOUTUBE	9,000+

INSTAGRAM

IMAGE SPECS

- JPG or PNG
- Minimum 1080 x 1080 px
- Rectangular posts must be within 1.91:1 or 4:5 aspect ratio (Image may not contain more than 20% text)

VIDEO SPECS

- MP4 File (15MB max)
- 40 - 60 seconds
- Between 32 x 32 px to 1280 x 1024 px
- Max frame rate: 40fps
- may not contain more than 20% text in frame
- must include copy for a headline and a post

IG STORY SPECS

- 1080 x 1920 px
- MP4 or MOV for video (4GB max), or JPG/PNG for photo (30MB max)
- Video maximum: 15 seconds

COPY CHARACTER LIMIT

- 2200 characters

FACEBOOK

IMAGE SPECS

- At least 1200 x 630 px

VIDEO SPECS

- MOV or MP4 (2.3MB max)
- 6:9 ratio, at least 720p
- Thumbnail must be 1200 x 675 px
- Must include title of video (headline) and copy for post

LINK SPECS

- 1200 x 628 image recommended
- Must provide headline – text must be under 90 characters
- Link description must be under 30 characters

TWITTER

IMAGE SPECS

- Up to 4 images in one post
- 5MB max file size
- Recommend dimensions 506 x 253 px

VIDEO SPECS

- MP4 (15MB max)
- Must be between 0.5–30 seconds
- Dimensions must be between 32 x 32 px and 1280 x 1024 px
- Max frame rate: 40fps

LINKEDIN

IMAGE SPECS

- File Type: jpg or png
- Horizontal / Landscape
- Min File Size: 5 MB
- Min Image Size: 640 x 360 pixels
Max Image Size: 7680 x 4320 pixels

Dimensions

Landscape (16:9)
Min 640 x 360 pixels
Max 1920 x 1080 pixels

Square (1:1)

Min 360 x 360 pixels
Max 1920 x 1920 pixels

Vertical (9:16)

Min 360 x 640 pixels
Max 1080 x 1920 pixels

Square

Min File Size: 5 MB
Min Image Size: 360 x 360 pixels
Max Image Size: 4320 x 4320 pixels

Vertical

Min File Size: 5 MB
Min Image Size: 360 x 640 pixels
Max Image Size: 1254 x 2400

TIKTOK

SPECS

- File Type: MP4, MOV
- Resolution: 1080x1920
- Aspect Ratio: 9:16
- Video Length – 15 – 90 seconds
- Frame Rate: 23-60

VIDEO

File Type: MP4

Min Video File Size: 75 KB
Max Video File Size - 200 MB
Video Duration Min: 3 seconds
Video Duration Max: 30 minutes
Video Captions (optional): Video sound file size less than 64 KHz

SOCIAL

ADVERTISING SPECS

[HTTPS://PMC.COM/ADVERTISING-TERMS-AND-CONDITIONS/](https://PMC.COM/ADVERTISING-TERMS-AND-CONDITIONS/)

Note: Specs include dark posts

VIDEO

High quality, high impact story telling through custom video created in collaboration with brand partners.

Opportunities:

Pre-Roll 15/30 second video
Custom Video: 2-3 min long-form video

Native Integration: Custom video integration into FN editorial series

Social First Video: 15, 30, 60 second video

Promotion:

Includes custom media plan with promotion drivers and social amplification across FN, FMG and Penske platforms for maximum engagement

ADVERTISING SPECS

Video specs: Preferred aspect ratio is 16:9 (formatted for HD screens) but a ratio of 4:3 may be accepted. *Accepted file types: VAST, .mov, mp4, gif/jpg/mov size: 3MB

FN FASHION SHOES BUSINESS SHOP VIDEO [SUBSCRIBE](#)

FASHION > VIDEOS DEC 18, 2023 12:44PM EST

Kith CEO Ronnie Fieg on What's Next for the Brand

By Peter Verry | [@PeterVerry](#)

MAKING THE SHOT: BEHIND THE SCENES WITH RONNIE FIEG

00:28 02:27

ADVERTISEMENT

QANTAS

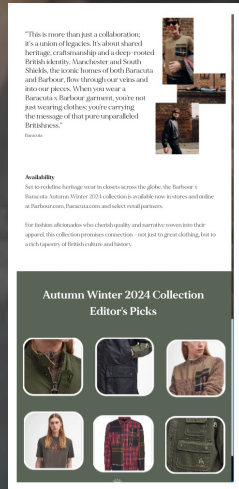
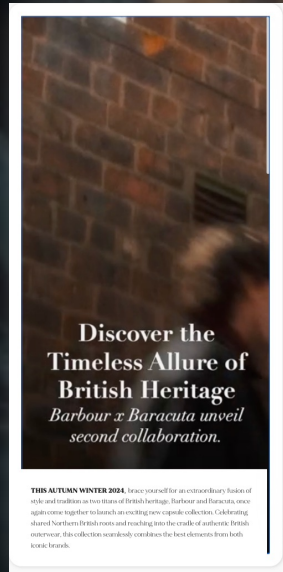
Learn more

SHOP THE NEWS

SHOP Vomero Secret Sale: Trending Nike V2K Run Shoes Are Under \$100 Right Now

SHOP Amazon October Prime Day

FAIRCHILD STUDIO



Connect your brand goals and messaging with the access and authority of FN globally trusted journalism and insights.

- EXECUTIVE Q&A'S
- CUSTOM REPORTS
- EXECUTIVE BRIEFING REPORTS
- CUSTOM & CO-OWNED CONTENT HUBS
- VIDEO
- SOCIAL
- PODCASTS
- LEAD GENERATION
- DIGITAL EVENTS
- BESPOKE GATHERINGS
- WEBINARS
- THOUGHT LEADER LAB
- CUSTOM PROGRAMS AND EDITORIAL ALIGNMENT OPPORTUNITIES

+ MORE

FAIRCHILD LIVE 2025 CALENDAR

WWD STYLE AWARDS DINNER (LA)	JANUARY 3
WWD EYE ON THE RED CARPET LIVESTREAM	JANUARY 5
FN WOMEN WHO ROCK (NYC)	FEBRUARY 4
WWD GLOBAL IMPACT COUNCIL NYFW DINNER (NYC)	FEBRUARY 13
BEAUTY INC GREATEST HAIRCARE OF ALL TIME RECEPTION (NYC)	FEBRUARY
SJ SUSTAINABILITY SUMMIT (NYC)	MARCH 19
WWD GLOBAL SUMMIT (RIYADH)	APRIL
GLOBAL IMPACT COUNCIL SALONE DINNER (MILAN)	APRIL
WWD SUSTAINABILITY ACCENTURE (VIRTUAL)	APRIL
WWD BEAUTY CEO SUMMIT (NYC)	MAY 7-8
FN 80 TH ANNIVERSARY (NYC)	JUNE 2
SXSW (LONDON)	JUNE 5-6
FMG WOMEN IN POWER (NYC)	SEPTEMBER
SJ FALL SUMMIT (NYC)	SEPTEMBER
BEAUTY INC POWER BRANDS RECEPTION (NYC)	SEPTEMBER
WWD GLOBAL IMPACT COUNCIL NYFW DINNER (NYC)	SEPTEMBER 18
WWD LA BEAUTY FORUM (LA)	OCTOBER
WWD GLOBAL SUMMIT SKP	OCTOBER
WWD APPAREL & RETAIL CEO SUMMIT & WWD HONORS (NYC)	OCTOBER 28-29
WWD FASHION LOVES FOOD GALA (MILAN)	NOVEMBER 4
BEAUTY INC THE CATALYSTS (NYC)	NOVEMBER
SJ LA (LA)	NOVEMBER
FOOTWEAR NEWS ACHIEVEMENT AWARDS (NYC)	DECEMBER 3
BEAUTY INC AWARDS (NYC)	DECEMBER 11
WWD GLOBAL IMPACT COUNCIL VIRTUAL FORUM	DECEMBER 12

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THANK YOU