



**MEDIA PLANNER 2020**

**FOOTWEAR INSIGHT<sup>®</sup>**

***Formula4Media<sup>®</sup>***

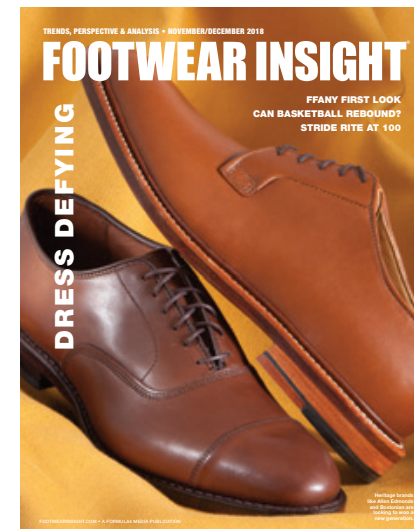
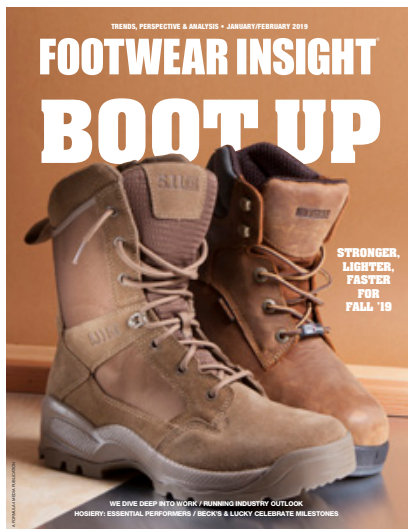
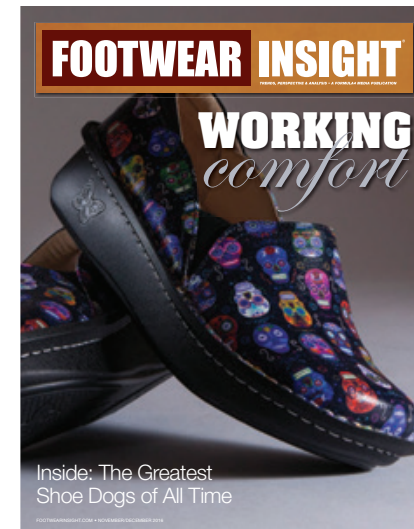
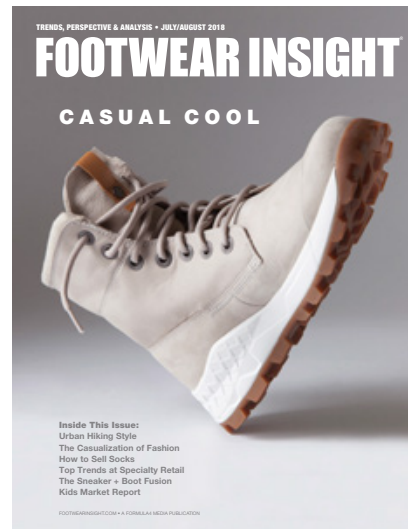
# It All Starts Here.



**We believe in the foundation and success of independent specialty brick-and-mortar stores.** Shopping is not just about commerce. There's something called the in-store experience. The touching and feeling of product. The sit-and-fit process. The curated assortment and exciting impulse purchases. The trusted service after the purchase. And, the customer's immediate gratification.



News, trends and analysis of key markets that are most profitable to retailers.



Comfort  
Athletic  
Work  
Insoles  
Hosiery  
Boots  
Kids  
Sandals  
Casual



## Editorial Features

No fluff, celebrity coverage or party pictures. Just useful information retailers can use to make buying decisions and better run their businesses in today's competitive, dynamic market.



# TRENDS STYLE + COMFORT

THE PERFECT PAIR

As the casualization of fashion takes over in the workplace and beyond, footwear brands are responding with a tried and true combination — style plus comfort. Brands are serving up options that look good, feel good and add up to a "casual fashion" homerun.

Comfort

# BOOT BOOK

## WALKING THE FASHION FUNCTION RUNWAY

As the boot continues its evolution into a one-style-does-all footwear solution, it has put its fashionable foot forward. From heel to toe, it has been reborn as a hard-working accessory worthy of the catwalk. Regardless of their primary function — outdoor, work/safety, tactical or rain — what's most noticeable about the Fall 2018 styles is how good they look. Here's a runway preview for the new year.



Boots

# ENESLOW AT 110

Legendary New York City retail store and podiatric/orthotic clinic is looking ahead. By Nancy A. Fluharty

**R**etailer, New York's iconic retail store and podiatric/orthotic clinic is looking ahead. By Nancy A. Fluharty

The retail store, which has been a part of the city's retail landscape for over 100 years, is looking ahead to the future. The store, which has been a part of the city's retail landscape for over 100 years, is looking ahead to the future.

Retail Profiles

# SOCKS

How Merchandising Concepts Can Pay Lots of Bills in Stores. By Suzanne Blecher

**• HOW TO SELL •**

The sock department should be a part of the store's merchandising strategy. It's a small but important part of the store's merchandising strategy. It's a small but important part of the store's merchandising strategy.

# WIGWAG

How Merchandising Concepts Can Pay Lots of Bills in Stores. By Suzanne Blecher

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# Minimum Wage Raises

## Four Takeaways From Retailers Who Have Been There

By Jennifer Ernst Beaudry

Retailers who have been there know that minimum wage raises are a reality. They know that minimum wage raises are a reality. They know that minimum wage raises are a reality.

# 1 Rethink Salaries Upstream

## 2 Account for the Hidden Costs

### 3 Get Efficient

#### 4 Think Outside the Box

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# FOXFILES

Q&A with Jennifer Ernst Beaudry

Jennifer Ernst Beaudry is the CEO of Fox Files, a retail consulting firm. She has been in the retail industry for over 20 years. She has been in the retail industry for over 20 years.

Hosiery

Retail Strategies

Brand Profiles

## Introducing Footwear Insight | Sports Edition

The perfect mix of sports and style.



January



May



July



November

Running Trail Running Hiking Basketball Tennis Sneakers Skate Court Insoles Accessories Socks

NEW  
FOR  
2020



## Footwear Insight | Sports Edition Editorial Features

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## Sports

[illegible]

## Insoles and Accessories

[illegible]

## Style

[illegible]

## Socks

[illegible]

## Retail Profiles

[illegible]

## Running

[illegible]

## Brand Profiles

## Consumer Surveys

**Trend Insight:** A snapshot of what's resonating with consumers to help make smarter business decisions, inspire creative solutions, and generate original ideas.



Seize the Trend

TRENDINSIGHT

We surveyed 118 consumers. Here is what they told us.

### Fitness Shoppers Are Looking for Versatility at a Great Price — And They're Doing Their Research

Shoppers want more than ever from their fitness footwear (see story on page 50): great looks, the best price out there, and performance features to keep them at the top of their game. And when it comes to those shoes, they're doing their research — which includes an in-store try-on. Fully 82 percent had researched their last buy, and 38 percent of them said they "virtually always" do.

We asked 118 active women and men aged 18 to 59 about what they're looking for in their fitness shoes, what they use to research their decisions, where they buy them, and what keeps them coming back to your stores. We also asked where they're doing their research, and the answer was clear: they're checking retail social media. Sixty-two percent of our respondents follow a local retailer on at least one channel. Facebook, where 56 percent of survey takers followed a neighborhood shop, was the most popular, followed by Instagram, where 39 percent followed a retailer. ■

The survey, conducted by MESHO, included 118 respondents, men and women active in sports and outdoors, ages 18 to 59.

When you're shopping for footwear for your fitness workouts, what are the attributes that are most likely to clinch the sale? (in order of importance)

- Price
- Versatility/Usefulness both in and out of gym
- Aesthetic/Looks "right"
- Technology

Where do you get the information you need about the attributes you selected above?

- Review or information online
- Recommendation of Friends/Family
- Brand Website
- Recommendation by sales associate/Fit process at stores

Thinking about the last pair of shoes you bought, was it an impulse buy or a researched buy?

82% Researched Buy  
18% Impulse Buy

Where was the purchase made?

Location	Percentage
Department Store	4%
Discount Store	5%
Specialty Store	19%
Fashion Specialty Store	13%
Independent Shoe Store	14%
Sport Specialty Store	20%
Online	23%

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TRENDINSIGHT

We surveyed 155 consumers. Here is what they told us.

### Spring Shoppers Want Newness

Customers love spring shoes — and they're actively looking for new options. That's the takeaway from our latest survey with MESHO. We asked 155 active men and women between 18 and 60 about their warm-weather shopping habits, and almost 50 percent of them said they are actively looking for new brands at least some of the times they're shopping — and 23 percent of them said they're on the hunt for new labels every single time they shop. What's more, the field was evenly split when it came to purchasing intention: Half of our respondents said they had a brand in mind when they set out to shop, but half didn't. So how to get them interested in your latest and greatest? It all comes down to the in-store experience. The biggest driver of consumer willingness to try a new style was seeing the shoe on display in-store: 41 percent of respondents said it was their major motivator, even trumping a friend's recommendation. ■

The survey, conducted by MESHO, included 155 respondents, active men and women, ages 18 to 60.

Do you have a favorite footwear brand?

44% No  
55% Yes

When you go to a store to buy footwear, do you go in with a specific brand in mind to buy?

50% No  
50% Yes

I usually choose between brands I know and brands I have tried in the past. The brands I have been happy with in the past are typically my "go to." **MALE, 45**

I look at all the new products that are available. **FEMALE, 44**

I go in with a specific idea of what I want in a shoe, such as use, occasion, style, color, etc. **FEMALE, 35**

If I find a pair that catches my eye and it fits comfortably, I'll buy them. **FEMALE, 32**

I look for what fits, then brand. **MALE, 24**

Depends on what type of footwear I'm looking for. Sandals or dresswear change. Sneakers, I tend to stick to brands I know are good for me because I have wide feet and a high arch. **FEMALE, 23**

I never look for a specific brand — I look for what catches my eye. **FEMALE, 32**

If I order online, I prefer brands I already know. When I go into a store for shoes, I'll try on what they have in the store. **MALE, 23**

I am open to new brands if the price-value ratio is favorable. **FEMALE, 32**

Sometimes I'm looking for a specific type of shoe that I have seen in ads. **FEMALE, 32**

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TRENDINSIGHT

We surveyed 118 consumers. Here is what they told us.

### Consumers Talk Boots

WHEN IT COMES TO BOOTS, consumers want them to perform. We asked consumers what they look for in their boots, and the results were illuminating. Most respondents said the boots they regularly bought were for function: cold weather boots, rain boots, work boots or hiking boots. (22 percent said they regularly bought fashion boots). Of all the qualities shoppers looked for, durability was the most important. We also asked consumers how much the return process factored into their shopping decisions. A majority (69 percent) said that a given retailer's return policy factors into their purchase. Read on for more insights into what consumers are looking for — and what they're taking back. ■

The survey, conducted by MESHO, included 118 consumers ages 18 to 60.

What types of boots do you regularly buy?

Boot Type	Percentage
Rain Boots	14%
Work Boots	15%
Hiking Boots	21%
Fashion Boots	22%
Cold Weather Boots	26%

What type of stores do you shop for the boots that you regularly buy?

Store Type	Percentage
Men's or Women's Boutique	6%
Discount Chain	9%
Online General Merchandise	12%
Online Specialty Store	15%
Independent Shoe Store	18%
Department Store	19%
Outdoor Specialty Store	21%

What features are most important to you when choosing which boots to purchase?

Feature	Percentage
Insulation/Warmth	13%
Fashion/Style	14%
Waterproof/Water Resistant	14%
Price	17%
Comfort	20%
Durability	23%

When shopping for boots, how important is an anti-slip outsole to your purchase?

Comments: "I live in a rural location, so I'm just as likely to have to trek gravel and mud as I do retail floors." **FEMALE, 38**

"Slipping on a hike can have devastating consequences." **MALE, 50**

Importance	Percentage
Not important at all	1%
Somewhat important	46%
Very important	53%

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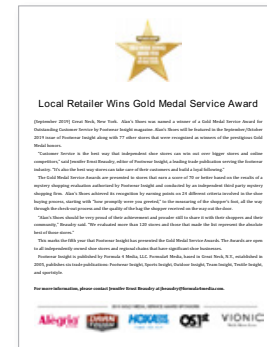
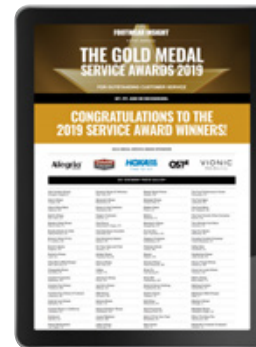
# Sit. Fit. And Be Recognized.



*Footwear Insight*, working with Franklin Retail Solutions, mystery shops and rates top footwear specialty stores in the United States. Each store is graded on more than 24 criteria (beginning with the greeting and extending through the fitting process, selection and all the way through to checkout). Top stores are recognized at an awards ceremony August 2020 and in a special report, published in the Sep/Oct issue of *Footwear Insight*.



## Gold Medal Service Awards Program



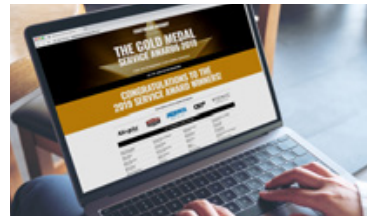
### 2020 Sponsorship package

- Logo on all Gold Medal Service Awards materials
- Logo on all promotional ads in *Footwear Insight* promoting Awards
- Logo on Gold Medal Service Award plaque
- Nomination of up to 15 stores to be shopped
- Full page ad in Sep/Oct issue of *Footwear Insight*
- Table Top display at Awards presentation
- Product Placement in swag bag at Awards presentation (supplied)
- Personalized letter or coupon included in awards box given or sent to winners (supplied)

**Sponsorship Package A: \$12,500 + 3X Full page ad program**

**Sponsorship Package B: \$21,500 with no ad program**

*Sponsorship of custom award available.*



## 2020 Editorial Calendar

Issue	Features & Categories	Show Calendar	Ad Close	Materials Due
<b>January</b> <b>Sports Edition:</b> <b>Trail and Running</b>	Hiking Running Socks Tennis Materials & Design	OR + Snow Show Racquet & Paddle Sports Show	12/10/19	12/17/19

<b>February</b> <b>Show Issue</b>	The Boot Book Comfort Sneaker Style Hosiery Materials & Design	Platform FFANY Market Week Atlanta Shoe market NSRA Conference	12/27/19	1/6/20
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<b>Mar/Apr</b> <b>Casual</b>	Workplace Kids Accessories Made in America		3/9/20	3/16/20
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<b>May</b> <b>Sports Edition:</b> <b>Running</b>	Hiking/Trail Running Running Fitness Socks Insoles Materials & Design	RIA KICK Show	4/13/20	4/17/20
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<b>June</b> <b>Comfort</b>	Comfort/Wellness Sandals Style Trends Kids Materials & Design		6/1/20	6/8/20
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<b>July</b> <b>Sports Edition:</b> <b>Sport Lifestyle</b>	Heritage Sneaker Style Running Trail Running Fitness Materials & Design		6/16/20	6/23/20
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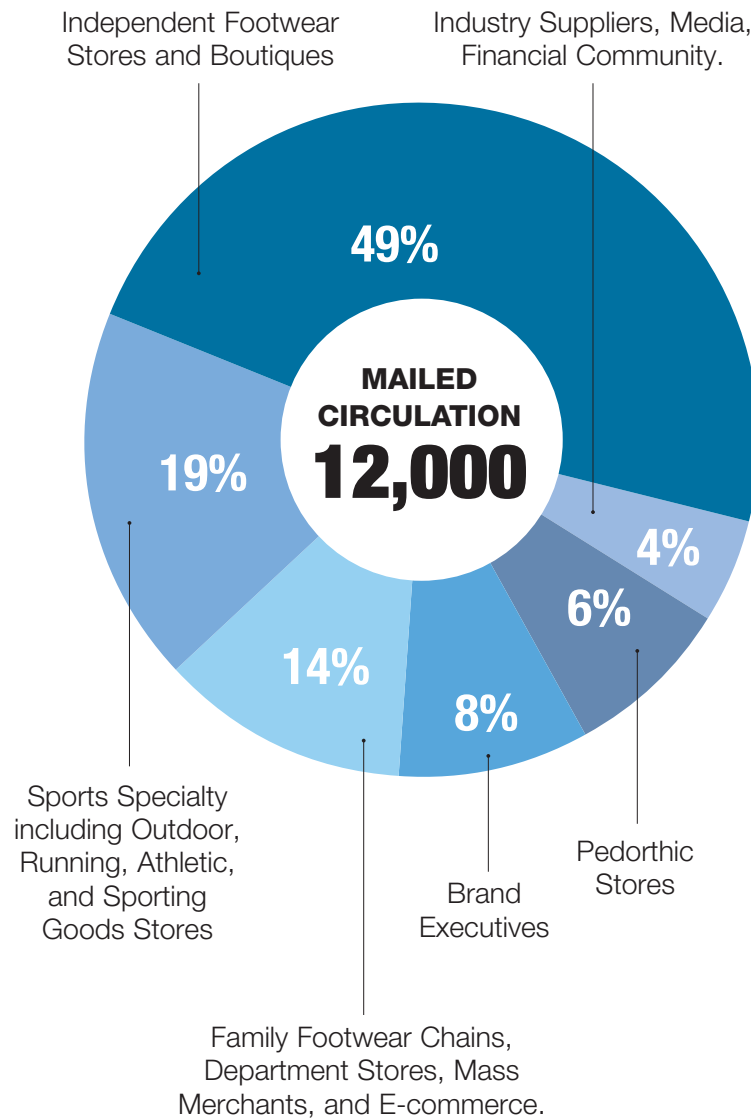
<b>August</b> <b>Workin' It</b> <b>The New 9 to 5</b>	The Boot Book Comfort Sock Options Materials & Design		8/10/20	8/17/20
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<b>Sep/Oct</b> <b>The Gold Medal</b> <b>Service Awards Issue</b> 	Recovery Wellness Sneaker Style		9/8/20	9/15/20
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<b>November</b> <b>Sports Edition:</b> <b>Running</b>	Hiking Trail Running Running Socks Insoles Materials & Design	The Running Event	10/23/20	10/30/20
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<b>December</b> <b>Working Comfort</b>	Women's Comfort Men's Dress Accessories Materials & Design	FFANY Market Week FSNYE (Warwick)	11/6/20	11/12/20
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## Circulation and Advertising Rates



*Footwear Insight* is mailed to a **12,000** retailers and brand executives. In addition, *Footwear Insight* features bonus distribution at major industry trade shows and conferences.



### Advertising Rates

Ad Size	1x	3x	6x	10x
Full Page	\$7,975	\$7,295	\$6,675	\$6,150
1/2 Page	\$5,190	\$4,750	\$4,350	\$3,985
1/4 Page	\$3,200	\$2,935	\$2,685	\$2,465





Published every Wednesday.

Original Content

News

Podcasts

+

**The Footwear Insight Index:** tracking 20 of the most important publicly traded companies that have a substantial footwear business (6 retailers, 14 brands).

**50X**

PUBLISHED  
EACH YEAR

**6,725+**

DIGITAL  
DISTRIBUTION

**26.2%**

OPEN RATE

**17,051+**

PAGE VIEWS

## Advertising Rates

Ad Size	Top Banner	Side Box
3 Months	\$2,500	\$2,000
6 Months	\$4,000	\$3,200
12 Months	\$7,000	\$5,600

## Sponsored Content Block

Package	1x Rate
Email Blast	\$1,000
Email Blast + Advertorial + Web Ad	\$2,500

Statistics source: Google Analytics October, 2018 - October, 2019



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16,826+

PAGE VIEWS

## Advertising Rates

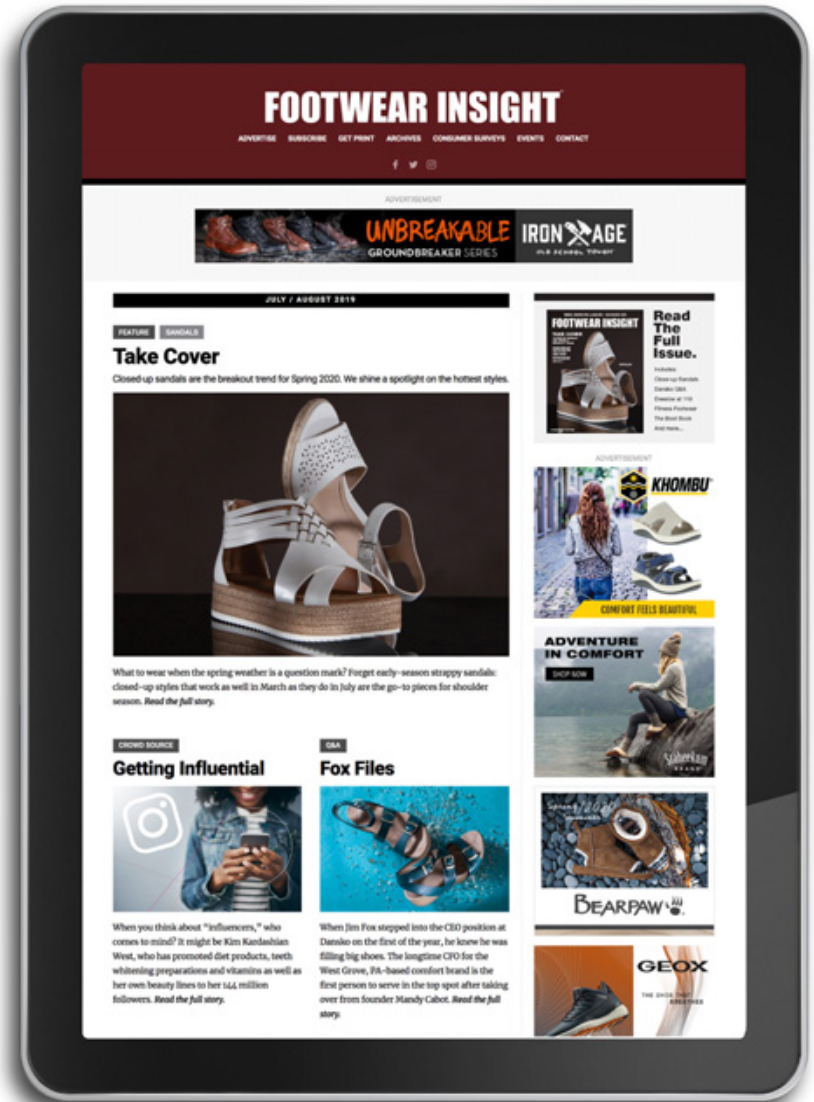
Ad Size	Top Banner	Side Box
3 Months	\$2,500	\$2,000
6 Months	\$4,000	\$3,200
12 Months	\$7,000	\$5,600

## Issue Delivery Email Blast Rates (6x per year)

Ad Size	Per Issue
Side Box	\$350
Banner	\$500

## Sponsored Content Block

Package	1x Rate
Email Blast	\$1,000
Email Blast + Advertorial + Web Ad	\$2,500



Statistics source: Google Analytics October, 2018 - October, 2019

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