



MEDIA PLANNER 2024



FOOTWEAR INSIGHT[®]



Formula4Media[®]

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 during the purchase. And, the customer's immediate gratification.

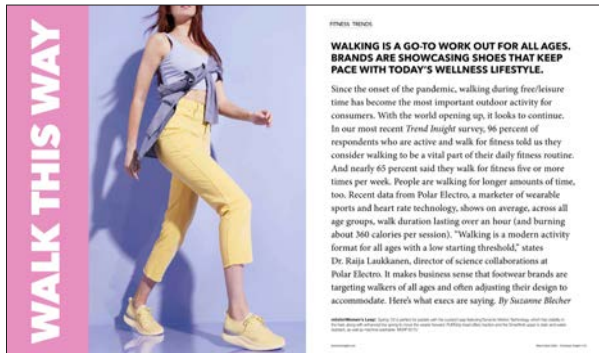


News, trends and analysis of key markets that are most profitable to retailers.



EDITORIAL FEATURES

Coverage of key markets that are most profitable to retailers.



Comfort Casual Athletic Work Running Socks Insoles Boots Recovery Sneakers Sandals

THE ESSENTIALS

Socks & Insoles

DIFFERENCE MAKERS

Standout socks, insoles and components for runners in 2023. These undercover hero products are ready to make a difference for the run... and beyond. By Suzanne Blecher

WEIGHTSOCK

Standout Product: Run Low sock
MSRP: \$15
Tech Details: Each moisture-wicking pair is crafted from two bottles of your favorite recycled plastic, combined through knit for comfort, has a moisture-wicking, cushioned heel patch and a durable, abrasion-resistant toe patch.

Here's the Question: "Weightsock is a game-changer for the run. It's a sock that's made from recycled plastic, so it's eco-friendly and sustainable. It's also a sock that's made from recycled plastic, so it's eco-friendly and sustainable. It's also a sock that's made from recycled plastic, so it's eco-friendly and sustainable."

MUDGEAR

Standout Product: Marine
MSRP: \$15
Tech Details: The Mudgear sock is a full-length, moisture-wicking sock with a built-in, moisture-wicking, cushioned heel patch and a durable, abrasion-resistant toe patch.

Here's the Question: "Mudgear is a game-changer for the run. It's a sock that's made from recycled plastic, so it's eco-friendly and sustainable. It's also a sock that's made from recycled plastic, so it's eco-friendly and sustainable. It's also a sock that's made from recycled plastic, so it's eco-friendly and sustainable."

while logging in the miles. Adding a few weighted miles to your weekly running routine will build strength, improve posture and balance, and maybe most importantly, help move a runner from a plateau to a new PR."

Here's the Question: "Mudgear is a game-changer for the run. It's a sock that's made from recycled plastic, so it's eco-friendly and sustainable. It's also a sock that's made from recycled plastic, so it's eco-friendly and sustainable. It's also a sock that's made from recycled plastic, so it's eco-friendly and sustainable."

CEP

Standout Product: Training
MSRP: \$15
Tech Details: The CEP sock is a full-length, moisture-wicking sock with a built-in, moisture-wicking, cushioned heel patch and a durable, abrasion-resistant toe patch.

Here's the Question: "CEP is a game-changer for the run. It's a sock that's made from recycled plastic, so it's eco-friendly and sustainable. It's also a sock that's made from recycled plastic, so it's eco-friendly and sustainable. It's also a sock that's made from recycled plastic, so it's eco-friendly and sustainable."

FEETURES

Standout Product: Training
MSRP: \$15
Tech Details: The Feetures sock is a full-length, moisture-wicking sock with a built-in, moisture-wicking, cushioned heel patch and a durable, abrasion-resistant toe patch.

Here's the Question: "Feetures is a game-changer for the run. It's a sock that's made from recycled plastic, so it's eco-friendly and sustainable. It's also a sock that's made from recycled plastic, so it's eco-friendly and sustainable. It's also a sock that's made from recycled plastic, so it's eco-friendly and sustainable."



keeping your feet dry and comfortable in any conditions. Skip the boring white socks without sacrificing performance and get your feet into SockCity's offbeat, original designs."

reduces skin temperature so rapidly that we feel feet pleasantly cold and are much more susceptible to footblisters."
- John J. Parnianpour, DPM, DPMc

personal fitness and celebrate the outdoors."
- Joe Larkin, director of design, SmartWay

zero bulk, zero pinch socks that feel like second skin."
- John Larkin, brand manager, Dura Tough Vermont

READY FOR ANYTHING

Working? Chilling? Dressing up? Dressing down? These product picks get the job done in any situation.



CADENCE

1/2 INSOLE

The traditional 1/2 length insole from Cadence (EX-01) is popular with the brand's casual lifestyle footwear assortment. It's a thin, lightweight insole that provides cushioning and support under the foot with a durable, high-density foam. It's ideal for low volume runners, hikers, and others who need extra cushioning.

POWERSTEP

1/2 INSOLE

This "Everyday" insole is a full-length orthotic insole with built-in arch support and two layers of shock absorbing, cushioning and support. The Powerstep insole features the signature Powerstep arch shape that creates the arch and heel, adding stability and motion control to limit excess stress on feet, ankles, joints, and tendons.

SIDAS

1/2 INSOLE

Available in three arch heights, low, mid, and high, the Sidas "Street" insole (EX-01) features a unique, low-profile construction that supports all three arches on the foot, reducing foot fatigue and delivering all-day comfort. The low-profile construction allows the insole to fit in any kind of shoe. And a sturdy top cover is made of an anti-abrasion, wear shield.

SORBOTHANE

1/2 INSOLE

The Ultra Max, Ultra Shock, and Ultra Soft Sorbothane insoles are ready to get to work, absorbing shock and providing ultimate comfort. The insoles combine a modified air-cushioned foam base with a pure Sorbothane heel layer that provides impact protection. A strategically placed Sorbothane anti-static pad adds footbed cushioning. They are durable, comfortable and proven to help reduce pain.

Sidas

3/4 Foot Active High, Mid, Low Insoles
A versatile option, the Sidas Street Active insole is a good choice for all shoes, from running to dress to outdoor styles. The gel heel pad and footbed provide cushioning to support foot all day long. Coming in three arch heights, high, mid, and low, the insole's anatomically shaped EVA shell supports all three arches on the foot. The Street Active insole is made from light and breathable materials. MSRP \$69.95

PowerStep

PULSE Thin Insole

Designed by runners, for runners, PowerStep PULSE Thin Insoles provide pain relief and prevention for the casual and the competitive. These insoles have a soft and springy layer of upgraded PORON cushioning, and the full-length insole boasts a lower profile design.

CURBEX

SUPPORTSTEP

Whether worn for walking, performing light work, or simply standing around waiting for a bus, SUPPORTSTEP insoles are designed to deliver uncompromised stability, cushioning, and shock absorption. Delivering comfort and relief from foot pressure, SUPPORTSTEP insoles are engineered to support the foot and its natural movement thanks to Dynamic Arch Technology (DAT).

Utilizing an ideal ratio of flexibility and rigidity, DAT empowers muscles of the foot to work in natural synergy with it. The result: healthy and happy feet for all walks of life. MSRP \$69.95

PowerStep

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with a built-in, neutral orthotic arch support and heel cushion that cushions the foot and improves alignment. The non-slip pad at the heel helps hold the orthotic in place. The PULSE Thin Insoles feature the signature Powerstep arch shape but with a low, flat heel that adds stability and motion control. MSRP \$49.95.

Cadence

EX Insole

The Cadence EX provides cushioning support with shock absorbing comfort from heel to toe. The foam is a durable high

rebound polyurethane foam, and the unique design of the support shell provides enhanced relief and comfort under the foot. Like a hiker's boot for your feet, Cadence is "Support Made Comfortable," providing support and comfort. One of seven Cadence models, the EX is one of the most popular in their line up and is exclusive to in-store and in-office sales only. It is not available for online sales. MSRP \$39.95.

Sorbothane

UltraSOLE

This athletic performance insole is designed to absorb shock, return energy and provide long-lasting comfort. An essential choice for runners, hikers and athletic walkers, the UltraSOLE combines a modified air-infused base with a Sorbothane heel layer for shock absorbing comfort and impact protection. A unique Sorbothane Gel footbed pad adds cushioning and works to return foot energy. A Poron liner is anti-static and moisture wicking and provides additional cushioning.



Featured in:
January/February
May/June
July/August
November/December

Work Outdoor Lifestyle

Work Outdoor Lifestyle

[illegible][illegible][illegible]

THE BOOT BOOK

Best Foot Forward.

As they Spend More Time on the Move, Consumers Get Increasingly Decisive About their Footwear Needs.

Whether for work or play, shoppers know what they want from their boots, and in laundry list fashion. As society continues to emerge from the pandemic, many consumers are looking to buy shoes that complement a new array of ever-changing endeavors. "Consumers continue to look for authentic brands, bringing great value with enhanced comfort features and functionality," explains Brandy McCarthy, CMO of the Eastman Group. "All products must be 'fashion right,' but 'foot-fashion-forward' is also ideal. On top of that, there's technology, sustainability and even specific preferences on the shape of the foot. To gather some insight on what's trending in work, lifestyle and outdoor boot offerings, we chatted with some industry leaders. ■

By Cara Griffin and Suzanne Blochow.

A photograph of a man standing on a dirt path in a wooded area. He is wearing a blue jacket, tan pants, and a red backpack. He is holding up his phone to take a picture of something off-camera. The background shows trees and a wooden staircase leading up a hill.

Featured in: January/February and July/August

Useful information retailers can use to make buying decisions and better run their businesses in today's competitive, dynamic market.

RETAIL

MEETING THE CHALLENGE

GOLD MEDAL SERVICE AWARD winning retailers weigh in on overcoming challenges this past year. BY GARY COOPER & JANE HUGHES

From staffing issues to supply chain headaches, retailers across the board have their hands full. But that has not stopped the best independent footwear retailers like those honored with *Footwear Insight's* Gold Medal Service Award — from finding ways to continue to thrive. Previously, in the November/December 2021 issue of *Footwear Insight*, where the full list of the stores honored with the 2021 Gold Medal Service Award for Customer Service was revealed, we asked retailers to discuss customer service best practices in today's evolving retail environment. Here, several of those retailers talk more about the key challenges they have faced over the past several months, including supply chain, inventory and staffing issues. And they discuss how they are finding solutions.

WHAT WERE SOME OF THE BIGGEST CHALLENGES THIS PAST YEAR WHEN IT CAME TO DELIVERING GREAT CUSTOMER SERVICE? HOW DID YOU OVERCOME THOSE CHALLENGES?

[illegible][illegible]

Causes and effects
Sennar has been fast, accurate but confused and inconsistent in its challenge before being a constant talking point. Here, we seek to give you a sense of what's behind the key trends and stories to watch in the new year.

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2022 "will mark a shift from prohibition to protection for students, professionals and parents. At Specimenet Retail, a retail consultant and the president of Specimenet Retail, "Now an retailer made exceptions. For example, pet supplies and baby products, so many options are open to them," Specimenet said. "It will be the best to avoid any prohibition and acknowledge that each retailer's priorities will be unique. Their assets will be their greatest assets."

[illegible][illegible]

Shoe Fly Creates a Buzz

The term "Shoe Fly" has been in the vernacular of most Pennsylvanians since the invention of the sticky, molasses-based pie in 1876. But it took an added significance for citizens from Pittsburgh to York, Pa. in 1998. That's the year that the independent chain, Shoe Fly Shoes, Inc., was born. In the 27 years since, Shoe Fly retail stores have grown across the Keystone State as the business has expanded through the acquisition of two independent family shoe businesses, the conversion of two former New

[illegible][illegible]

We also teach parking skills. When? When the students are in the car. For the customer request and give the car. The car always goes forward.

Finally, we teach basic steering. We start with a car on a paved parking lot. Some students are new to cars and some are veterans. Everyone knows that the customer is king in a car. So we start by teaching them to drive. We start by teaching them to drive. We start by teaching them to drive. We start by teaching them to drive.

Steve Bickley, Jimmy Thomas, Andy Smith, and the rest of the team at the car wash.

Students drive, Park, Wash, Dry.

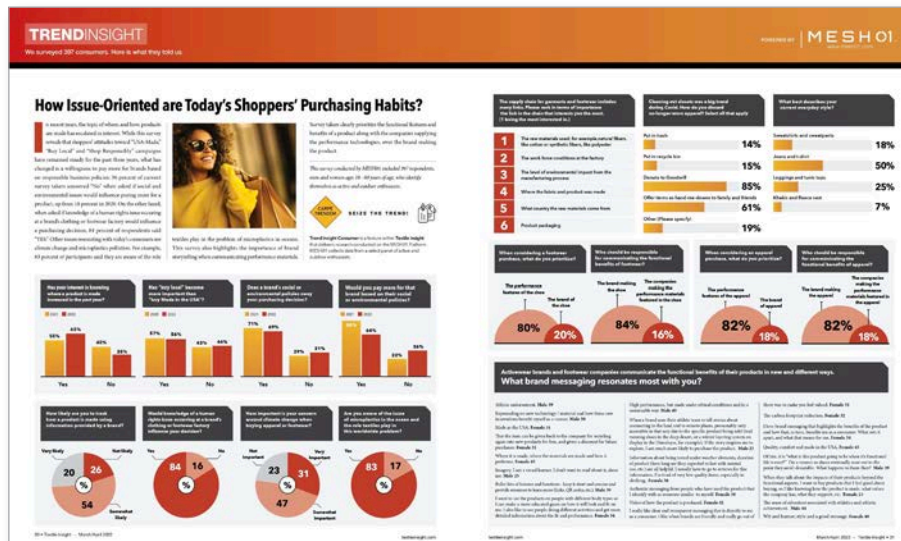
ELM Street, Bensenville, PA.

Saving new employees hasn't been an easy task for firms, well before the onset of the Covid-19 pandemic. Low unemployment and high demand for skills, qualified labor in a multitude of industries has gone perennial new-hire leverage and has been particularly challenging in small and mid-size businesses — particularly in the past two years, since 2016 the economy was still doing so well, perhaps helping offset some recovery losses, the balance of

[illegible][illegible][illegible]

TREND INSIGHT

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



POWER IN PARTNERSHIP



Better Together
Key Initiatives,
Product Highlights,
Brand Strategies
Shining a spotlight
on brands committed
to partnering with
independent retailers.

Special Section:
September/October Issue

SIT. FIT. AND BE RECOGNIZED.



Footwear Insight, working with Franklin Retail Solutions, mystery shops top footwear specialty stores in the United States. Each store is graded on more than 23 criteria (beginning with the greeting and extending through the fitting process, selection and all the way through to checkout).

Top stores are recognized in a special report, published in the November/December issue of Footwear Insight.



2024 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
- Logo placement on Gold Medal Service Awards Website
- Nomination of up to 15 stores to be shopped
- Full page ad in Nov/Dec issue of Footwear Insight
- Personalized letter or coupon included in awards box given or sent to winners (supplied)

For sponsorship information, please contact Jeff Nott or Sam Selvaggio



BUSINESS REPORT QUARTERLY

SIMPLY BUSINESS

IN EVERY ISSUE

By the Numbers: Results Round-Up.

Trending: What's Hot. Whats Emerging.

The Quarterly Interview.

Inventory Matters.



Tracking 32 of the most important publicly traded companies that have a substantial footwear business (14 retailers, 18 brands).

NEW!
DIGITAL
MAGAZINE

3,500+



DIGITAL DISTRIBUTION

ISSUE	Ad Close	Materials Due
Q1 2024 / APR 8	3/27/24	4/3/24
Q2 2024 / JUL 8	6/26/24	7/3/24
Q3 2024 / OCT 7	9/25/24	10/2/24
Q4 2024 / JAN 6	12/16/24	12/20/24



2024 MAGAZINE CALENDAR

Issue	Features	Show Calendar	Ad Close	Mat Due
JAN/FEB	Comfort Socks Insoles Special Section: The Boot Book <i>Casual Lifestyle / Work Outdoor / Booties</i>	The IR Show Atlanta Shoe Market FFANY Market Week	1/12/24	1/19/24
MAR/APR	Workplace Comfort: <i>Office & Occupational</i> Wellness / Walking Eco-Innovation	NSRA Footwear Forum	3/12/24	3/19/24
MAY/JUN	Comfort Outdoor Sandals Running Hiking Socks Insoles	FFANY Market Week FSNYE OR Summer Market	5/10/24	5/17/24

Issue	Features	Show Calendar	Ad Close	Mat Due
JUL/AUG	Workplace Comfort Sneaker Style Socks Insoles Special Section: The Boot Book <i>Casual Lifestyle Work / Outdoor</i>	The IR Show FFANY Market Week FSNYE NY Atlanta Shoe Market	7/08/24	7/15/24
SEP/OCT	Wellness Recovery Style Trends Eco Innovation  Special Section: Brands In a Supporting Role		9/12/24	9/19/24
NOV/DEC	Sneaker Style Running Walking Outdoor Socks Insoles  Special Section: The Gold Medal Service Awards	OR Winter Market FFANY Market Week FSNYE	11/08/24	11/15/24

January 10, 2024 11:06 AM

FOOTWEAR INSIGHT

BUSINESS REPORT QUARTERLY

DIGITAL

Q1 2024

APRIL 8

Ad Close

3/27/24

Mat Due

4/3/24

Q2 2024

JULY 8

Ad Close

6/26/24

Mat Due

7/3/24

Q3 2024

OCTOBER 7

Ad Close

9/25/24

Mat Due

10/2/24

Q4 2024

JANUARY 6

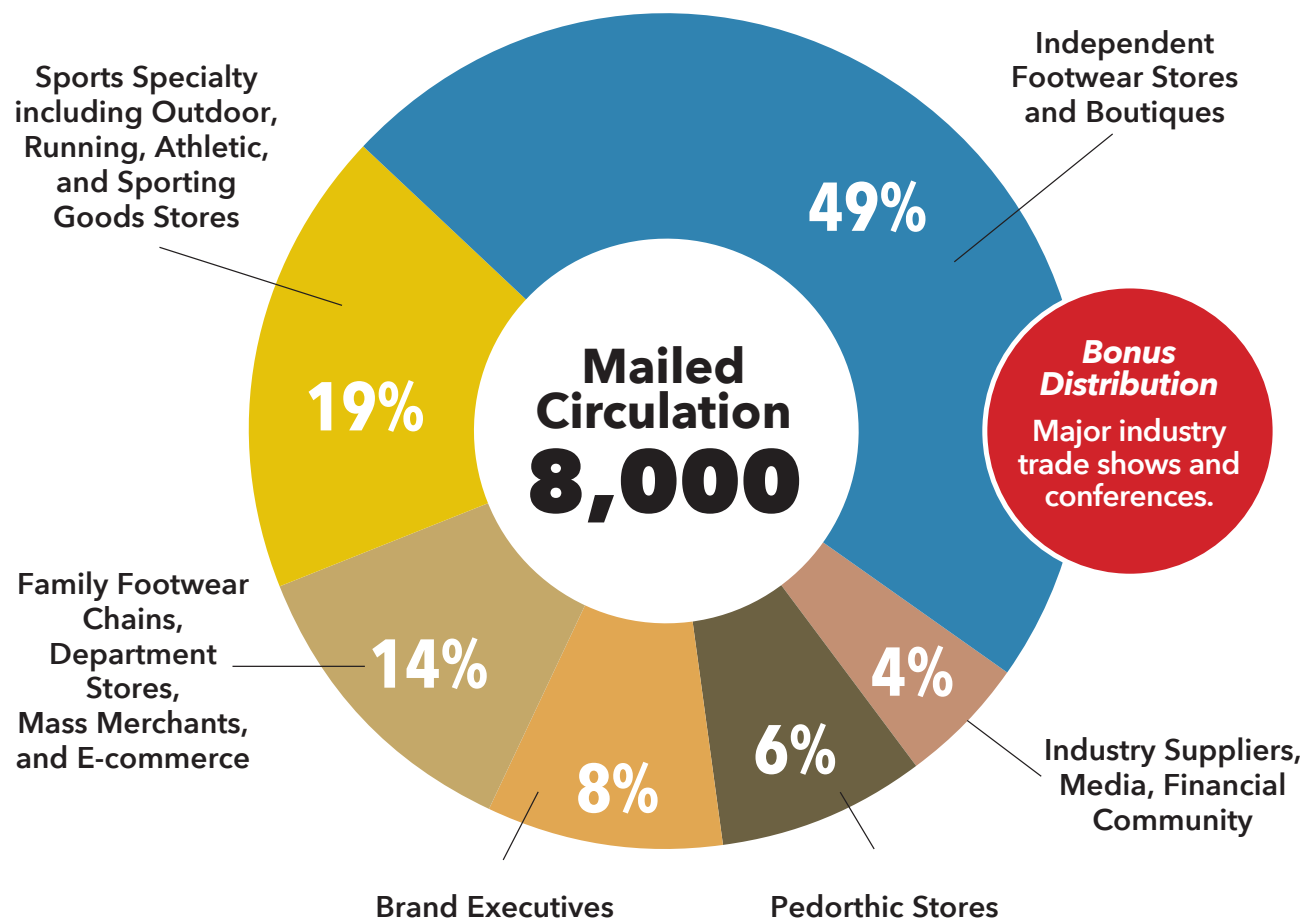
Ad Close

12/16/24

Mat Due

12/20/24

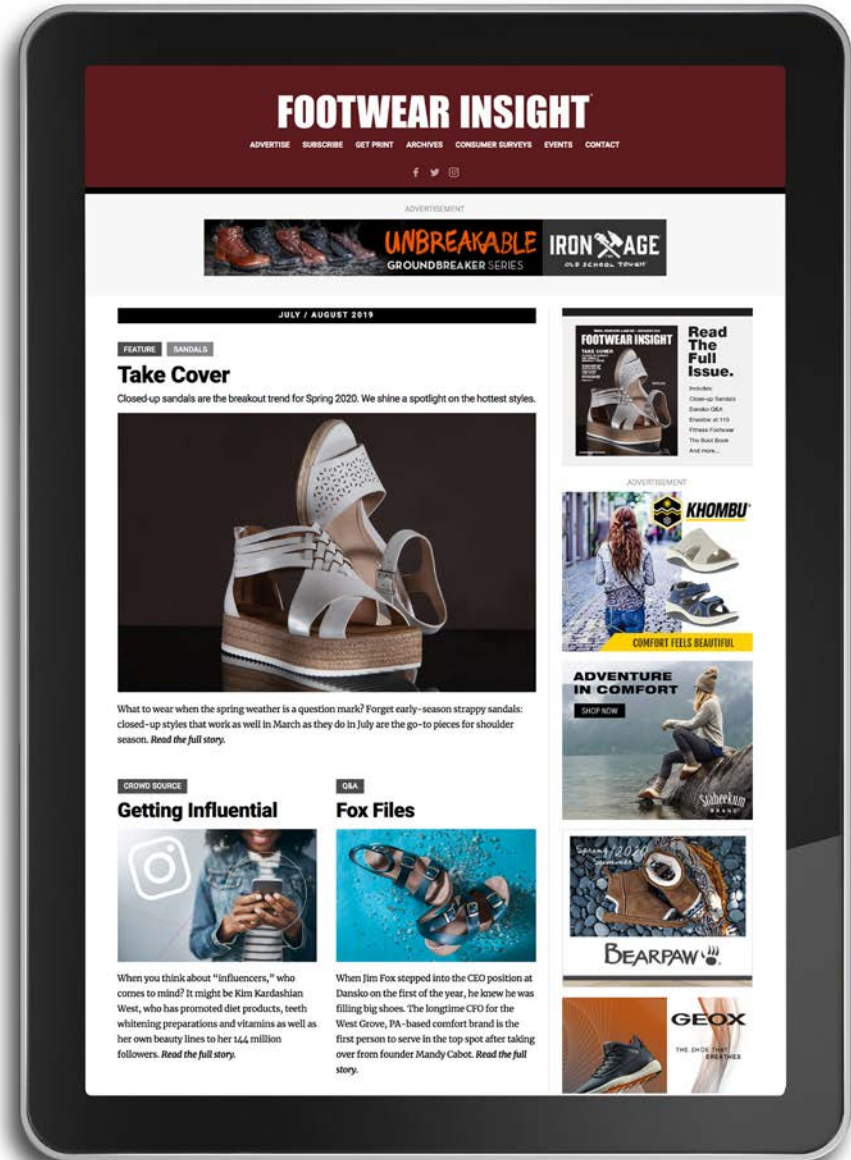
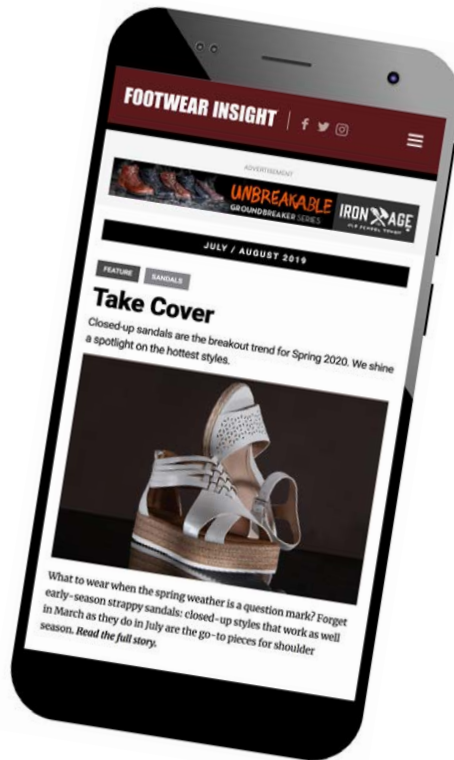
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