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

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.
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.

FOOTWEAR INSIGHT | MEDIA PLANNER 2021

TREND INSIGHT

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

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

- Price
- Comfort/Technology
- Aesthetics

Where do you get the information you need about the attributes you are evaluating?

- Poster or information online
- Recommendations by family/friends
- Sales associate at the point of sale

We asked 118 active women and men aged 18 to 59 about their warm-weather shopping. Here is what they told us.

- Price
- Comfort/Technology
- Aesthetics
- Availability

What are the top factors in your decision-making process when choosing a shoe?

- Brand
- Performance
- Fit

Do you typically run?

- Yes
- No

How often do you buy new running shoes and apparel?

- 1x a year
- 2x a year
- 3x a year
- 4x a year or more

What Are They Buying?

- Apparel
- Footwear

How much do you generally spend on running shoes and apparel?

- Less than $50
- $50-$75
- $75-$100
- $100-$125
- $125-$150
- $150-$175
- $175+

How important is your choice of socks for running?

- Very Important
- Somewhat Important
- Not Important

SEIZE THE TREND!
Brands In A Supporting Role.

Shining a spotlight on brands that are not only delivering quality product, but are also staying supportive of the independent channel.

Brands are recognized in a special report, published in the Sep/Oct issue of Footwear Insight.
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 in a special report, published in the Nov/Dec issue of Footwear Insight.

For more information and criteria: www.footwearinsight.com/goldmedal
Gold Medal Service Awards Program

2021 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 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, Katie O’Donohue or Sam Selvaggio

For more information and criteria: www.footwearinsight.com/goldmedal
## 2021 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Features &amp; Categories</th>
<th>Show Calendar</th>
<th>Ad Close</th>
<th>Materials Due</th>
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</thead>
<tbody>
<tr>
<td><strong>Jan/Feb</strong></td>
<td>Comfort, Sneaker Style, Socks, Materials &amp; Design, Special Section: The Boot Book (Fashion / Outdoor / Work / Tactical / Rain)</td>
<td></td>
<td>01/8/21</td>
<td>01/15/21</td>
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<tr>
<td><strong>Mar/Apr</strong></td>
<td>Workplace Comfort, Walking, Kids, Accessories</td>
<td>03/8/21</td>
<td>03/15/21</td>
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<tr>
<td><strong>May</strong></td>
<td>Running, Trail Running, Hiking, Socks, Insoles, Materials &amp; Design</td>
<td>4/12/21</td>
<td>4/19/21</td>
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<tr>
<td></td>
<td><strong>FFANY Market Week</strong></td>
<td></td>
<td>5/7/21</td>
<td>5/14/21</td>
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<tr>
<td><strong>June</strong></td>
<td>Comfort/Wellness, Sandals, Style Trends, Kids, Materials &amp; Design</td>
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<td><strong>Jul/Aug</strong></td>
<td>Workplace Comfort, Socks, Insoles, Special Section: The Boot Book (Fashion / Outdoor / Work / Tactical / Rain)</td>
<td>FFANY Market Week, Atlanta Shoe Market, OR Summer Market</td>
<td>7/12/21</td>
<td>7/19/21</td>
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<td><strong>Sep/Oct</strong></td>
<td>Recovery, Wellness, Sneaker Style, Special Section: Stars in a Supporting Role</td>
<td>NSRA Conference</td>
<td>9/10/21</td>
<td>9/17/21</td>
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<td><strong>Nov/Dec</strong></td>
<td>Women's Comfort, Men's Casual, Kids Accessories, Special Section: The Gold Medal Service Awards</td>
<td>FFANY Market Week, FSNYE NY</td>
<td>11/12/21</td>
<td>11/19/21</td>
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Footwear Insight is mailed to a 9,500 retailers and brand executives. In addition, Footwear Insight features bonus distribution at major industry trade shows and conferences.

<table>
<thead>
<tr>
<th>Circulation and Advertising Rates</th>
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<tr>
<td><strong>MAILED CIRCULATION</strong> 9,500</td>
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<tr>
<td>Independent Footwear Stores and Boutiques</td>
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<tr>
<td>Industry Suppliers, Media, Financial Community</td>
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<tr>
<td>Pedorthic Stores</td>
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<tr>
<td>Family Footwear Chains, Department Stores, Mass Merchants, and E-commerce</td>
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<tr>
<td>Sports Specialty including Outdoor, Running, Athletic, and Sporting Goods Stores</td>
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<td>Brand Executives</td>
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<thead>
<tr>
<th>Footwear Insight Magazine Print</th>
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<tr>
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The Footwear Insight Index: tracking 20 of the most important publicly traded companies that have a substantial footwear business (6 retailers, 14 brands).

**footwearinsightextra.com** Digital Newsletter

<table>
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<tr>
<th>Duration</th>
<th>Top Banner</th>
<th>Side Box</th>
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<td>12 Months</td>
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**footwearinsightextra.com** Sponsored Content Block

- Sponsored Content Block (Advertorial + Web Ad): $2,500

Statistics source: Google Analytics
Footwear Insight Magazine Web Site
footwearinsight.com

**Footwear Insight Magazine Website**

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20,800+ PAGE VIEWS

**Footwear Insight Magazine E-Delivery Notification**

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<td>Banner</td>
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<td>Sponsored Content Block (Advertorial + Web Ad)</td>
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3,100+ DIGITAL DISTRIBUTION

**Sponsored Content Email Campaign**

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<tr>
<td>Sponsored Content Block + Advertorial</td>
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Statistics source: Google Analytics
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