

FN

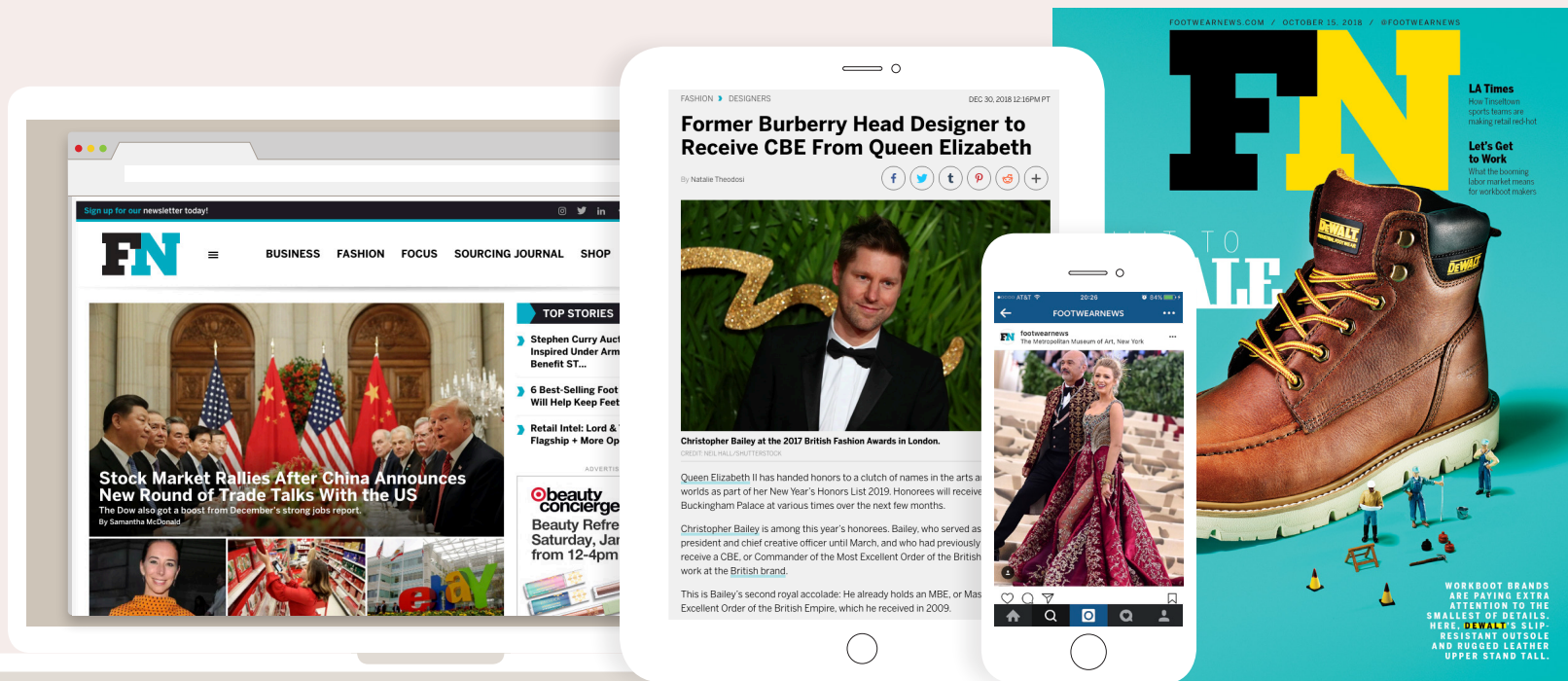


Media Kit

Footwear News

FN THE MISSION

Footwear News (FN) is the ultimate resource for industry insiders and shoe lovers alike. From power players to style stars, FN draws on **almost 75 years of history** to offer a feet-first look at what's new and what's next in shoes.



FN GENERAL REACH



[Digital]

2MM+
UVs



[Social]

300k
Total followers



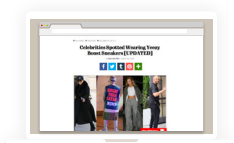
[Print]

18k
Circulation



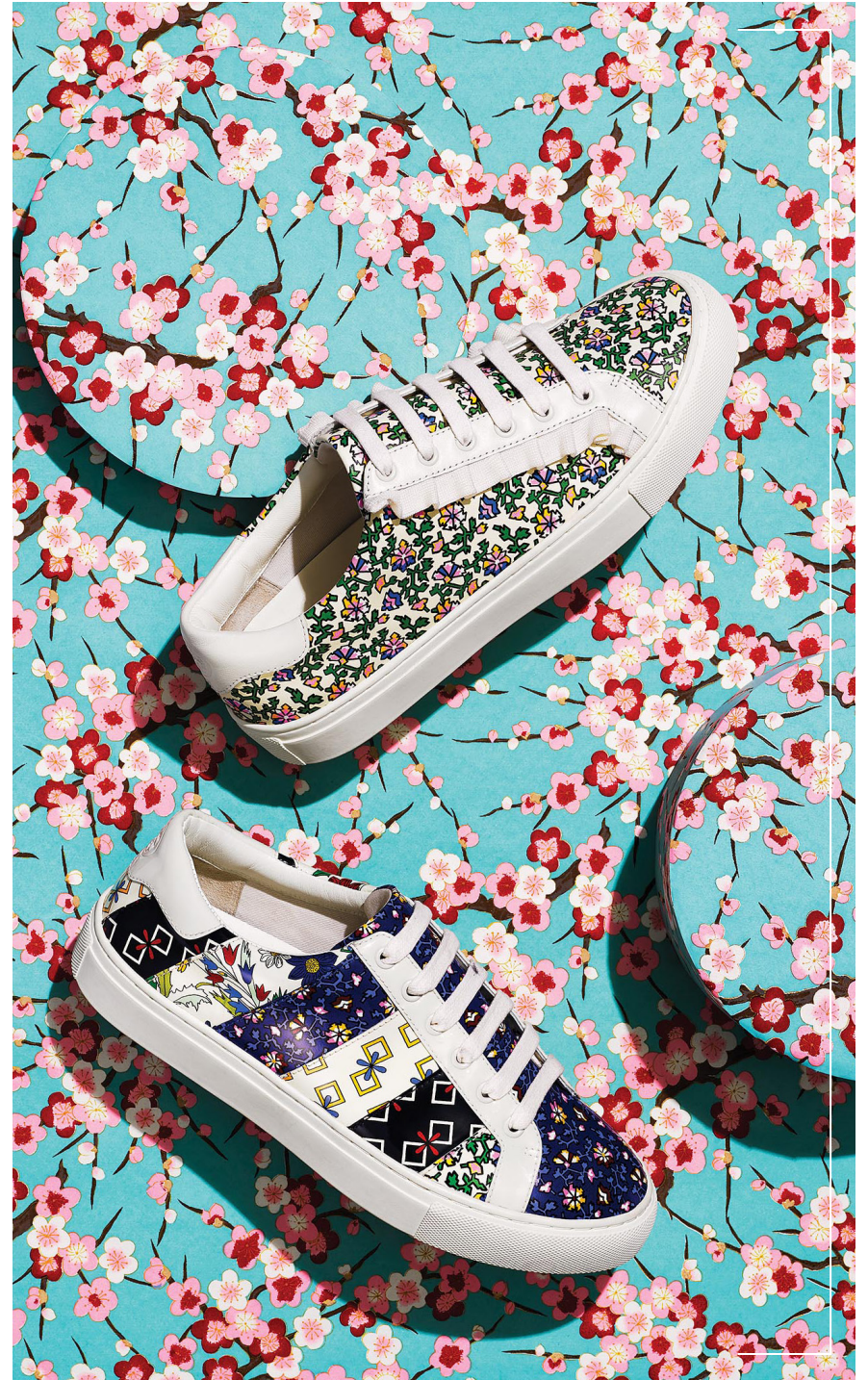
[Digital]

11MM+
Page Views

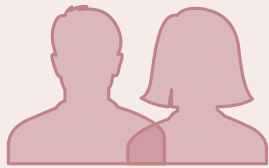


[Digital Issue]

48k
Subscribers



FN THE AUDIENCE



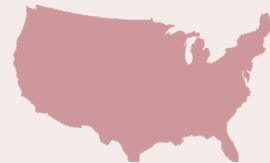
[Gender]

49% 51%
Male Female



[Age]

53%
25-44 years



[Location]

70%
Live in the USA



[Digital]

2MM+
UVs



[Trends]

84%
Says you can never have
too many pairs of shoes



[Trends]

82%
Are always in the market
to buy new shoes



[e-Commerce]

32%
Visit retailer's website as a
result of reading FN

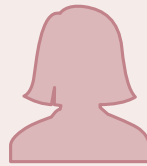


ENGAGEMENT WITH FOOTWEAR NEWS



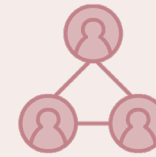
91%

Come to FN for Business reasons



61%

Come to FN to keep up to date on the latest footwear trends



97%

Visitors are involved in any business decisions



82%

Come to FN to stay abreast of footwear industry news



90%

Like to keep up with the latest footwear looks and trends



84%

Shop e-tailers and retailer websites

FN EDIT CALENDAR 2019

January

ISSUE	CLOSE	FEATURES
01.14	01.02	Outdoor Retailer Show Athletic + Western Trade Show Planner Diversity Materials & Components
01.28	01.16	FN PLATFORM Pre-Show FFANY Pre-Show Kids E-Commerce Pioneers Paris Couture

February

ISSUE	CLOSE	FEATURES
02.04	01.23	FN PLATFORM Show FFANY Show theMICAM Show Materials & Components
02.04	01.23	FN VEGAS
02.18	02.06	FN PLATFORM Show Wrap-Up Sneaker Collaborations Slippers + March Madness Top Tech Providers

March

ISSUE	CLOSE	FEATURES
03.04	02.20	Tennis Comfort Materials & Components
03.18	03.06	Must Buys Fall Mens Fashion Runway Recap

April

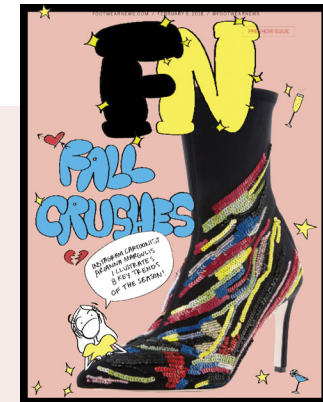
ISSUE	CLOSE	FEATURES
04.08	03.27	Work Boot Occupational Footwear Made In America Materials & Components FN Insights: Marketing
04.22	04.10	Athletic Legwear Rainboots FN Insights: Technology

May

ISSUE	CLOSE	FEATURES
05.06	04.24	FN CEO Summit 40 Under 40 Rainboots City Spotlight: Miami FN Insights: Real Estate
05.27	05.15	FFANY Pre-Show Kids Social Media Influencers FN Insights: Education

June

ISSUE	CLOSE	FEATURES
06.03	05.22	FFANY Show Women In Power
06.17	06.05	Outdoor Retailer Show Trade Show Planner International Trade Show Guide: 2nd Half 2019 Men's Runway FN Insights: Marketing



Engaging Content

FN Lab is the newly-launched in-house content studio for Footwear News, creating engaging and informative content to elevate brands in the footwear marketplace.



Trailblazing Designs and Innovation

Enrique Corbi and Helene Frain, Ugg Men's and Women's design directors, weigh in on the future of the lifestyle brand in the face of oscillating trends and consumer preferences.

Ugg has long evolved since its original Classic boot. And its principal designers — who came armed with a bag of experience from around the world — have largely contributed to its development over time. From sites with some of the industry's leading names to showcasing menswear experiences in the south of France, Ugg designers bring notable experiences to the table. The result is a brand that has managed to establish a unique identity while remaining true to its roots, all while offering its creative vision on designs that have kept consumers coming back for more. Here, Enrique Corbi and Helene Frain, Ugg Men's and Women's senior design directors explain what distinguishes their designs while remaining one step ahead.

How did you come to be a designer at Ugg?

Enrique Corbi: I grew up surrounded by shoes, fashion and creativity in a family of artisans and creators. I started working in shoe factories for summer jobs to make pocket money at a very early age. After studying shoe and accessories design in Spain, I completed my studies at the Royal College of Art and took additional courses at Central Saint Martins in London, where I had the chance to have tutorials from Tom Ford, the late Alexander McQueen, Vivienne Westwood and John Galiano.

Once I graduated, I worked for Dior Homme in France, then Portland Group at Lacoste, the Overland Group, CAT Footwear, Paul Smith, Wolsey and Wedgwood's Farago chapter, Sebago and Mizell. In 2002, I created my own company and ran my own brand for twelve years, collaborating with prestigious brands and retailers, such as Hedi Yamamoto, Brentano, Coleto, De Cenzo Cenzo and Bruner in New York. During that time, I made shoes that were subject to exclusive and artistic, including members from the Red Hot Chili Peppers, Madonna, Sarah Jessica Parker, Elizabeth Wood, Jennifer Lawrence, Johnny Depp, Robert Downey Jr., La Brea James and many others. It was after I held my business that Dave Powers, Decker's president & CEO, contacted me and offered the challenge of elevating the craftsmanship and improving the business efficiency of the Ugg Men's collection.



The Ugg Autumn/Winter 2018 Collective Campaign featuring Glenn Lee in the Call meaker, Christopher Creevy in the Fluff Fresh slide, Lala McDermott in the Ross boot and Zachary Michael in the Call sneaker.

Helene Frain: I was always really into accessories and shoes in particular. I studied fashion in Paris at Studio Beret with the likes of Isabel Marant. Right out of design school, I was hired by Robert Clergerie and learned all about deconstructing in his factory in the south of France. That was fantastic training. I went on to make collections for my friends in fashion. I created shoes for Christophe Lemaire, Maison Margiela, A.C. and Isabel Marant. After that, I worked in New York and Italy for Calvin Klein, Tods, Emilio Pucci, Supreme Morrison and Marc by Marc Jacobs. At one point, I got a call from Ugg and was intrigued because I have a love for casual,

and for shoe companies that are built around unique products and craftsmanship. It also seemed like I was going back from Paris to New York, and I decided to go further west to California — a place I've always loved.

What are the most exciting design developments going on at Ugg right now?

EC: We are super-exciting our Men's offering with a selection of beautifully crafted boots, sneakers and accessories that deliver both fashion and function. To achieve this, we're using new premium materials that enhance the wear-experience and

Q&A BY DESIGN

Corbi and Frain describe where they draw design inspiration from.

EC: From real people and their lifestyles. The people that surround me on a daily basis. Colleagues, friends, family, people on the streets. Inspiration is everywhere. California is a tremendous source of inspiration. One of the richest sources of inspiration because of its beauty and diversity.

HF: We've really been rooting our design inspiration in California. We are drawn by California's beauty and landscapes, its desert colors and its summer light. We are also inspired by nature and the flora here in the spring. Ugg is perceived as a Fall/Winter brand, but we actually started as a Spring/Summer brand rooted in California surf culture. Our Spring/Summer product channels this West Coast lifestyle — the sensuality of summers here and what it means to be by the beach.

waterproof military-grade leather for enhanced durability and breathability as well as built-in thermal insulation that withstands temperatures as low as 0°C and Vibram Arctic Grip outsole for industry-leading performance on wet and icy surfaces, these tall boots merge luxury with the ultimate in function.

HF: The Classic boot is a fantastic piece of real estate that we can reimagine in lots of modern and cool ways. It's bold, provocative and disruptive which gives us permission to be bold, provocative and disruptive with our product, and now's the perfect time to do this kind of stuff because people want that freedom of expression. Contemporary lifestyles command more "feel good" and comforting experiences. And we all want to live surrounded by that freedom of expression. Contemporary lifestyles command more "feel good" and comforting experiences. And we all want to live surrounded by that freedom of expression. Contemporary lifestyles command more "feel good" and comforting experiences. And we all want to live surrounded by that freedom of expression.

with five for a barefoot feel. Craft in rich full-grain leather or silky soft suede and reinforced with a variation of West Coast details, this is our lightest, most elevated and liberating sneaker yet.

HF: I love the Fluff Fresh slide, which is bounding the table. Like its boldness and how there's something romantic about it. It's very feminine and super modern. It mixes a bit of elements that are contradictory and brings them back together.

What are the biggest challenges in the footwear design world right now, and how is Ugg working to address them?

EC: The volatility of trends in fashion has a lot of friends all over the place. One day they're into, another day they're rock and roll. Ugg is being in our product, we are aiming to mix the two, either with heritage, or with silhouette. The approach to our craft is to go quiet. For example, inspired by the streets of LA, we've been using this unique silhouette to experiment with gradient bold treatments of our bags. We are also expanding our boot offering with a selection of cold-weather boots that blend fashion and function, inspired by the woman who lives in the city but frequently vacations in the mountains. The Light and Lakes Collection merges pop colors, quilting, statement tread, and sophisticated trim with our lightweight, yet durable, breathable Ugg outsole, waterproof construction and heat-insulating wool in street-ready silhouettes.

HF: Today's consumers are spending more money on experiences rather than products. Ugg is working to address this by going back to our roots as a lifestyle brand. We are expanding beyond footwear and infusing our signature DNA into apparel and accessories that deliver the same emotional wearing-experience of our original foot.

For more information about sponsored opportunities, please contact Lauren Schor at lauren@footwearnews.com.

"We are expanding our range by evolving our brand DNA to create products we've never created before."

Helene Frain
Women's senior design director, Ugg

Which specific new styles at Ugg are you particularly excited about?

EC: The Call sneaker, which just launched this spring and carries on into the winter season. Inspired by our roots, we used California's construction to build a sneaker that embodies the ease and freedom of our heritage. Commonly used in high-end performance running shoes to deliver a lightweight and durable experience for natural movement, the meticulous shoe construction method requires highly skilled artisans to craft shoes that move effectively.

HF: First of all, we have an incredibly unique and cool product, the Classic boot, which we can build on in many different ways. We are expanding our range by evolving our brand DNA to create products we've never created before, the Fluff Fresh boots and slipper-boots hybrids you can wear both indoors and outdoors. We are also re-establishing our sense of color for the brand, which is incredibly important as color creates an emotional connection to a product, and it is so well expressed by our "feel-good" slides.

How is Ugg updating its classic styles for upcoming collections?

EC: The Nessel boot is one of our Men's core styles — 35 years Ugg DNA. I wanted to reinvent and expand this Ugg Men's icon into new silhouettes for different wearing occasions. For instance, inspired by the extreme winter conditions in the Lake Tahoe region, we created the Avalanche Park Collection, which updates our most iconic Men's boots (the Nessel, Classic and Bumpy) to perform in the harshest elements. Featuring



The Men's Avalanche Park Collection launching October 2018.



The Fluff Fresh Collection launching July 2018.



FAIRCHILD LIVE

fairchildlive.com

Fairchild Live is a live experience business, bringing together our editorial properties to connect the titans of industry at events designed to inform and inspire.

With content curated by our renowned editorial team, it's where relationships are born and deals are made.

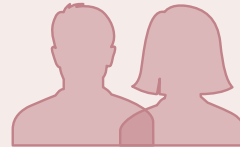
The summits and forums are structured as a peer-to-peer environment, providing our community with:

Curated Content

Thought Leadership Exchange

Access to C-Suite & Senior-level Industry Insiders

Audience By The Numbers



[Digital]

70%

Brands and Retailers



[Age]

25%

Industry Service Providers



[Shopping]

5%

Media, Press, Influencers & Content Creators



FN SPECIFICATIONS

Digital AD Specs

FN reserves the right to remove an advertisement from its web sites at any time for any reason

Changes to existing campaigns must be received at least **three business days** prior to the desired change

Display media can be site served via **DFP** through JPEG, GIF or Flash files; Third Party agency tags also accepted

All **rich media ads** must be served via a third party vendor

Newsletters require a 300x250 jpeg, with 1x1 click tracker (impression trackers are not accepted at this time)

Dedicated **Email Blasts** cannot accept third party tracking at this time

Leaderboard

Dimensions: 970 x 90px
or 728 x 90px

File Size: 50k

Max Loops: 3 loops, 24 fps

Half Page

Dimensions: 300 x 600px

File Size: 60k

Max Loops: 3 loops, 24 fps

Box

Dimensions: 300 x 250px

File Size: 50k

Max Loops: 3 loops, 24 fps

Mobile Leaderboard

Dimensions: 300 x 50px
or 320 x 50px

File Size: 15k

Max Loops: 3 loops, 24 fps

Mantel Unit

Dimensions: 1300 x 250px
(safe area 980x250)

File Size: 80k

Max Loops: 3 loops, 24 fps

Wallpaper/Skin

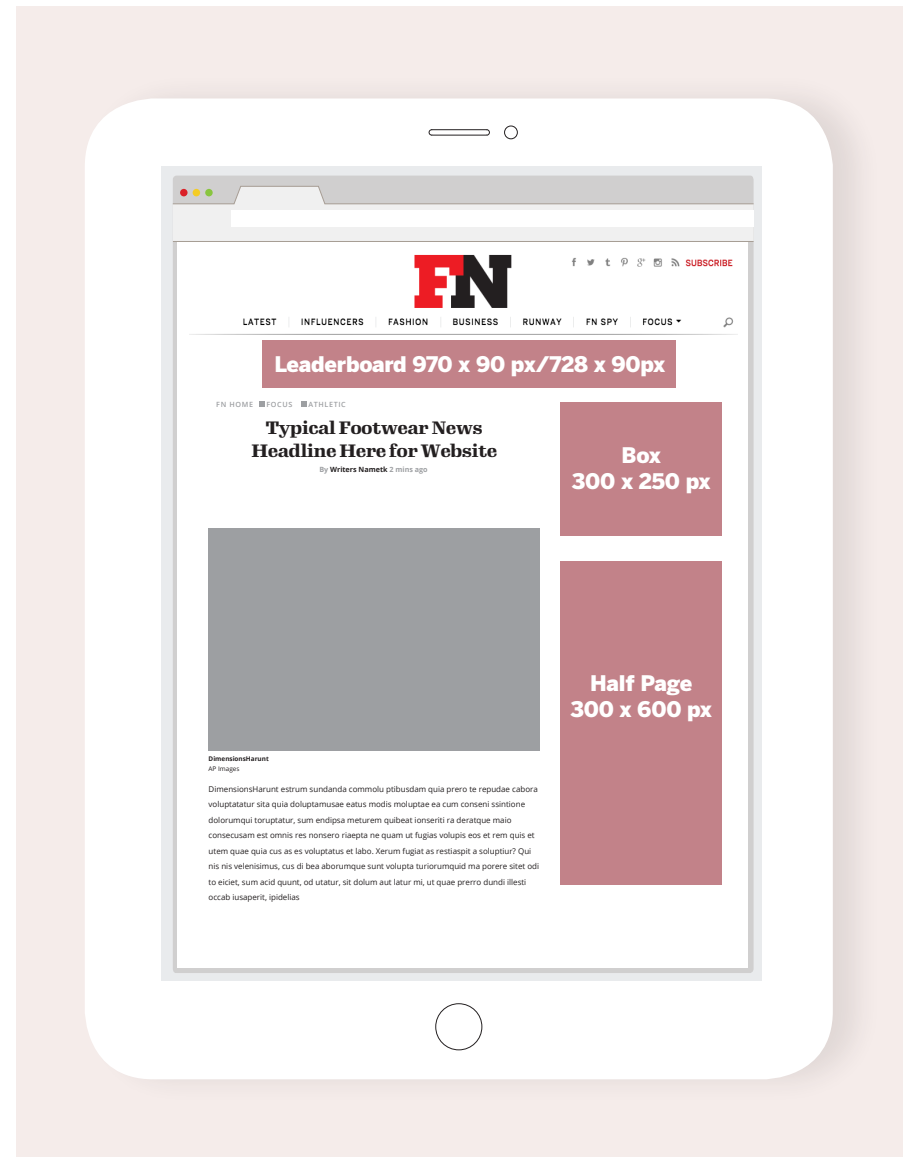
Dimensions: 350 x 905px
(safe zone of 127x730)

File Size: 100k

Dedicated Email Blast

Dimensions: 600 x 800px

File Size: 200k



Print AD Specs

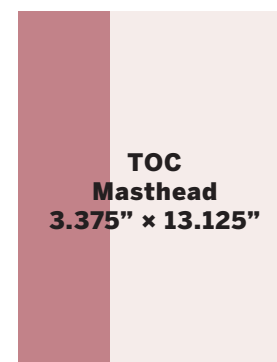
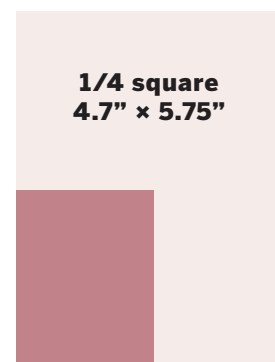
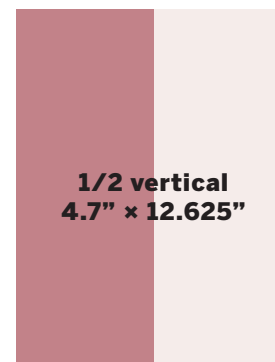
All ad submissions must be PDF/X 1-a files emailed to: Print_Ads@FairchildFashion.com or sent via a file transfer such as WeTransfer. FTP site info is also available upon request.

The PDF/X 1-a files must have:

- All **fonts** MUST be embedded (true type fonts cannot be used for Printing)
- The color space must be **CMYK** or Greyscale.
- No RGB, LAB or embedded color profiles (such as ICC profiles).
- All **PMS colors** must be converted to CMYK.
- Maximum ink density: **300** total.
- Resolution: **300 dpi**
- Proof Requirements: Certified SWOP proof MUST be labeled with "FN" and the issue date.

Please send it to: Fry Communications Building One
800 West Church Road Mechanicsburg, PA 17055.
ATTN: Prep Dept. 1-800-334-1429

AD SIZE	BLEED	TRIM	NON-BLEED
Spread	20.5" × 13.375"	20.25" × 13.125"	19.5" × 12.375"
Full Page	10.375" × 13.375"	10.125" × 13.125"	9.375" × 12.375"
Junior Page	7.65" × 9.75"	7.4" × 9.5"	6.65" × 8.75"
1/2 Vertical	N/A	N/A	4.7" × 12.625"
1/2 Horizontal	10.375" × 6.75"	10.125" × 6.5"	9.375" × 5.75"
1/2 Horiz'l Spread	20.5" × 6.75"	20.25" × 6.5"	19.75" × 5.75"
1/4 Square	N/A	N/A	4.7" × 5.75"
TOC/Masthead Horizontal	N/A	N/A	9" × 2.75"
TOC/Masthead	3.4" × 13.375"	3.375" × 13.125"	2.625" × 12.375"



Safety: All live matter must be 1/4 inch from trim on all sides.

Gutter Safety: 1/16 inch on each side for a total of 1/8 inch (if not center spread)

Minimum Size Knockout Type: 8 point

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

File Storage: The original proof & an archived copy of the ad file will be kept for 13 months after printing.



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