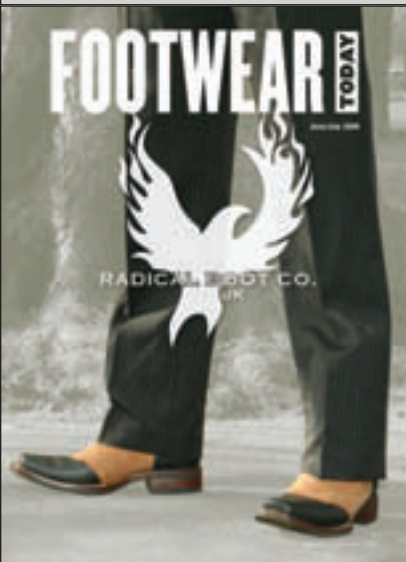




# Footwear

today

**Media information**



## MEDIA INFORMATION

For over 18 years, Footwear Today has been a vital source of information for the footwear industry. Buyers continue to rely on our unique blend of industry news, product information, fashion trends, road tests and trade show data to guide them when making their next order(s).

Our magazine is supported by the key industry associations: the British Footwear Association (BFA) and Independent Footwear Retailers Association (IFRA) and continues to work closely with Society of Shoe Fitters.

IFRA further endorses our magazine by sending our publication to every one of their independent retailer members. Following an enquiry, they also send our magazine with their own information to those who are looking to open their own footwear shop.

The Society of Shoe-Fitters also regularly promote our magazine to their students (who work within Footwear shops and stores) and advertise our publication on their members newsletter.

With associations offering their 'kite mark', advertisers have the piece of mind that Footwear Today is a fail safe way of getting their new product ranges and company message across to the people who count.

## ONLINE & DIGITAL ADVERTISING

[www.footweartoday.co.uk](http://www.footweartoday.co.uk) now offers a direct, measurable route for advertising your brands.

With the internet being a crucial tool for gathering information, [www.footweartoday.co.uk](http://www.footweartoday.co.uk) offers readers a daily way of gathering information and news on the latest products.

With its new easy to use format, our site receives over 5,000 unique visitors every month. Readers not only come from the UK, but also United States, Canada, Ireland, Germany, Australia, China, Denmark and India.

With RSS feeds, E-news alerts and a monthly e-newsletter, our site regularly draws these readers time and time again, with each visitor spending on average 3 minutes, viewing approximately 4 pages.



Advertising is monitored by a fully independent ad server (OpenX), which delivers a 'true' figure of the number of impressions and click throughs (CTR) that your advertisement has received. This report is delivered by our web team on a monthly basis, giving you ultimate control over your advertising.

Alongside our site, Footwear Today is now also available in a digital format, offering the latest in 'turnpage' technology. With one click you can zoom in, copy and paste, email articles to friends (leaving them notes) and importantly follow web links and send emails – a excellent benefit for the advertiser/featured company.

## ONLINE ADVERTISING OPTIONS

All advertisements are Run of Site (ROS), with direct link to a web page of your choice. Flash/animated GIF/JPEG/Rich Media are all accepted and hosted through OpenX.

**Skyscraper 600 x 120 pixels** - £450 per month.  
The ultimate in impressions/CTR.100% share of voice.

**Banner** - £295 per month  
Appears at the head of the page, with a minimum 20% share of voice  
(as position can be shared with up to 5 others)

**Button** - £195 per month  
100% share of voice, appearing in same position each month

**Best Buys** - £150 per month  
Feature your press release on our website (in connection with the printed journal) – no limit on words/hyperlinks – appearing on home page, with direct link.

**Newsletter** – Price on application  
All of the above options apply on our monthly newsletter

**Digital Edition** - (there is no limit on time – add-on will remain live for life of journal)

**Enlivened Link** (Email/URL) - £35

**Video** - £75

**Animated advertisements** - £100 extra (advert must be placed in printed journal)

**Belly wrap** (journal can only be open once wrap is clicked) - £850

**Advert facing front cover** - £450

**Digital inserts/brochures** – Price on application

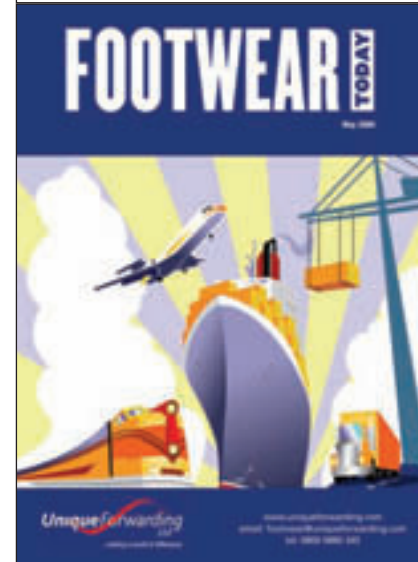
## FEATURES LIST

EDITORIAL SCHEDULE	
<p><b>JANUARY</b> Fashion Trends Autumn / Winter Outdoor Footwear Ladies Formal footwear (Editor's Choice) Childrens/Babies Footwear</p>	<p><b>JUNE/JULY</b> Fashion Trends Spring /Summer Children's Footwear Men's Casual Shoes (Editor's Choice) Festival Wellies <b>Supplement:</b> Blackpool Show</p>
<p><b>FEBRUARY</b> Previews GDS, Micam Ladies Casual Shoes (Editor's Choice) Sneak Preview <b>Supplement:</b> Moda Footwear and Pure Show</p>	<p><b>AUGUST</b> <b>Supplement:</b> Moda Footwear and Pure Show Ladies Sandals (Editor's Choice)</p>
<p><b>MARCH</b> Moda and Pure Show Reviews Micam and GDS Preview IFRA Awards Men's Comfort Shoes (Editor's Choice Best of Shows) <b>Supplement:</b> Kensington Shoe Event</p>	<p><b>SEPTEMBER</b> Moda and Pure Reviews Micam &amp; GDS Previews Back to School/Children's Footwear (Editor's Choice) Slippers <b>Supplement:</b> Kensington Shoe Event</p>
<p><b>APRIL</b> Holiday Kit Fashion Trends/Designer Profile Ladies Comfort Shoes (Editor's Choice Best of Shows) GDS Review &amp; Kensington Review</p>	<p><b>OCTOBER</b> Shoe care &amp; Accessories Sports &amp; Exercise Footwear Men's Boots (Editor's Choice) <b>Supplement:</b> Handbags and Accessories</p>
<p><b>MAY</b> Exercise footwear Men's Formal Shoes (Editor's Choice) Retail Technology Made In Britain Footwear Awards</p>	<p><b>NOVEMBER / DECEMBER</b> Slippers Safety Footwear Editor's Choice: Ladies Boots Kensington Shoe Event Review <b>Supplement:</b> Blackpool Show</p>

## REGULAR EDITORIAL FEATURES

<b>Front Cover Story</b>	An editorial focus on our front cover sponsor
<b>Road Test</b>	A regular 'independent' review by one of our journalists on a chosen new product
<b>Editors Choice</b>	Our Editor choses the latest the new products on the market.
<b>Best Buys</b>	Feature your latest products in our newest printed and online feature
<b>Footwear Focus</b>	Find out more about the real story behind leading footwear topics
<b>Misfit</b>	Our resident retailer reports on the life in the shop
<b>Agent Provocateur</b>	Our new mysterious agent speaks about life on the 'other side' of the fence
<b>Interview:</b>	Our new monthly interview with a footwear buyer
<b>Talking Shop</b>	Experts unravel the complicated every day issue affecting retailers such as tax requirements, pension plans and Europe.
<b>Legal</b>	Has one of your suppliers had a CCJ against them recently?
<b>Appointments</b>	Are you looking for a new job?
<b>Classified</b>	The quickest way to source products and services in the magazine

“ Footwear buyers  
need Footwear Today ”



## ADVERTISEMENT RATES

Number of Insertions	1	5	10
Front Cover <i>(includes DPS cover story editorial)</i>	£1950		
Double page spread	£2450	£2000	£1750
Full page <i>(premium positions 15%)</i>	£1350	£1200	£1000
Half page	£720	£595	£400
Quarter page	£450	£375	£295
Classified SCC	£15		
7cm x 2 columns	£210	£750	£1200
13cm x 2 columns	£390	£1250	£1700

price per insertion excluding VAT, in full colour

## ADVERTORIAL RATES

Single Product Entry 1 colour photograph/100-words	£185
Half Page 2 photographs/ company logo/200 words	£350
Full Page 4 photographs/company logo/400 words	£650

## SIZES

All sizes in mm		
Front Cover	Bleed	235 x 312
	Trimmed	229 x 306
Double Page	Bleed	464 x 312
	Trimmed	458 x 306
	Type Area	420 x 265
Full Page	Bleed	235 x 312
	Trimmed	229 x 306
	Type Area	195 x 265
Half Page	Vertical	94 x 265
	Horizontal	195 x 135
Quarter Page	Vertical	94 x 135
	Horizontal	195 x 66
Classified	1 column	42
	2 columns	93
	3 columns	144
	4 columns	194

## TECHNICAL SPECIFICATIONS

### PREFERRED FILES

Adobe Acrobat PDF

Adobe Acrobat Distiller 5.x is the required software for creating pass4press version 2 compliant PDF files. *(PDF files created with other software, such as Agfa Apogee, must conform to the pass4press specifications and inc. page geometry information).* Files must be PDF version 1.3.

All files to be supplied as composite CMYK *(if a spot colour is required please contact the publisher).*

Where necessary a bleed area of 3mm must be contained within the file. Files must contain crop marks.

All images contained within the PDF must be high resolution (300 dpi recommended) CMYK format. All fonts must be embedded.

Any trapping requirements should be applied by the file creator. No trapping will be applied by the printer. Combined colour ink density must not exceed 300%. Files must be submitted as single pages.

### QUARKXPRESS, ADOBE ILLUSTRATOR, ADOBE PHOTOSHOP

All images in the file must be high resolution (300 dpi). Colour images must be saved in CMYK mode as TIFF or EPS format. Do not use RGB images.

Try not to use JPEG images. Convert them to EPS or TIFF format. If you have to send JPEG images you must inform us. Any images with clipping paths must be saved as EPS format, otherwise the cutout will not work.

*Because of issues with PDFs produced directly in InDesign and Adobe Illustrator, we do not accept any responsibility for errors occurring in the final print run. We suggest these formats are made and supplied as TIFF or EPS files.*

### Submitting Material

Post: on CD with colour proof to our origination department Design & Media Solutions, Tovil Hill, Maidstone, Kent ME15 6QS  
E-mail: phone 01622 681366 for account handler's E-mail address  
FTP: phone 01622 681366 for details

### Naming the Files Correctly

Publication Name + Month of Publication + Advertiser Name

## CONTACT DETAILS

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# Footwear

today

Working with:



British Footwear Association Ltd