

Footwear

MEDIA INFORMATION *today*



The market leading publication in the UK dedicated to the footwear industry

MEDIA INFORMATION

For over 30 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 British Footwear Association (BFA) and continues to work closely with Society of Shoe Fitters, The Healthy Footwear Group and Footwear Friends.

Our supporters endorse the magazine and we ensure their members are on the print and/or digital mailing list free of charge, along with over 10'000 other buyers within independent retailers, department stores and boutiques, plus all the major footwear brands, suppliers and distributors. 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. We also partner with all the major UK and European trade shows and thousands of copies of our magazines can also be found at Moda, Micam, Momad and Expo Riva further expanding your coverage to European markets as well as the UK.

With associations and shows offering their 'kite mark', advertisers have the peace 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 now offers a direct, measurable route for advertising your brands.

With the internet being a crucial tool for gathering information, **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.

Social Media - With 1474 followers and growing, Footwear Today's Twitter page is another great benefit for our advertising partners. All Articles published on our website are automatically fed through to our twitter page, spreading your coverage far and wide.

Working with Footwear Today opens doors for your business via a multi-platform marketing package – both digital and print publications, website, social media, Awards and even webinars. Don't wait, contact the team today and get involved!



We are also the proud organisers of the Footwear Industry Awards which gathers over 250 leading footwear retailers and brands to the NCC Birmingham, on the Sunday evening of Moda. The Awards is only possible due to the strong readership and reputation of Footwear Today magazine in the marketplace.

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 428 x 60 pixels - £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

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 (Features may be subject to change)

EDITORIAL SCHEDULE 2022		
<p>December/January Editor's Choice: Ladies Boots. Footwear News, Industry News, Trade Show News: Previews and Reviews. Bespoke editorial/Showcase/Spotlight. Fashion Trends. Fashion Law. Retailer Of The Month. Best Sellers.</p>	<p>April/May Editor's Choice – Holiday Kit: holiday footwear and bags for all the family/ Ladies/Men's/Children's). Bespoke editorial/Showcase/Spotlight. Footwear News, Trade Show News, Industry News. Fashion Trends Previews and Reviews. Fashion Law. Retailer Of The Month. Best Sellers.</p>	<p>August/September Editor's Choice: Ladies Sandals and Slingbacks/ Bespoke editorial: Showcase/Spotlight. Fashion Trends. Previews and Reviews. Footwear News, Industry News, Trade Show News. Fashion Law. Retailer Of The Month. Best Sellers.</p>
<p>February/March Editor's Choice: Ladies Comfort footwear and Children's Footwear. Ladies Fashion Trends. Bespoke editorial/ Showcase/Spotlight. Fashion Trends. Footwear News/Industry News/Trade Show News/Previews and Reviews. Fashion Trends. Fashion Law. Retailer Of The Month. Best Sellers</p>	<p>June/July Editor's Choices: Ladies Fashion Shoes - Men's Lifestyle Trainers. Bespoke editorial: Showcase/Spotlight, Footwear News, Trade Show News, Industry News, Graduate Fashion Shows. Previews and Reviews. Fashion Law. Retailer Of The Month. Best Sellers.</p>	<p>October/November Editor's Choice: Ladies lifestyle trainers – Men's Footwear Best In Shows Bespoke editorial/Spotlight/ Showcase. Fashion Trends. Footwear News: Previews and Reviews. Fashion Law. Retailer Of The Month. Best Sellers.</p>

REGULAR EDITORIAL FEATURES

Front Cover Story	An editorial focus on our front cover sponsor
Road Test	A regular 'independent' review by one of our journalists on a chosen new product
Editors Choice	Our Editor chooses the latest the new products on the market.
Best Sellers	Information provided by our Retailer panel throughout the UK and Ireland
Footwear Focus	Find out more about the real story behind leading footwear topics
Retailer of the Month	The profile of a different Retailer every month
Fashion Trends	Seasonal fashion trends and colour palettes for the coming season
Appointments	Are you looking for a new job?
Classified	The quickest way to source products and services in the magazine
Why I Buy	A testimonial written by a leading Independent Footwear Retailer
Spotlight	A page of images set in editor's choice style dedicated to your brand
Foot Health / Comfort Footwear	'Footwear are the only item of clothing that can damage your health' - Laura West, SSF
Eco Footwear	Shoes make up a large percentage of land fuel, therefore we support the eco warriors and ecologically minded brands from within the industry
New Product Profile	Promoting new footwear, shoe care or accessories
Brand or Agent profile	What better way to get your brand or personality out there than with an exclusive Q&A with our editor!



ADVERTISEMENT RATES

Number of Insertions	1	5	9
Front Cover <i>(includes DPS cover story editorial)</i>	£2750		
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

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
	1/8	65 x 95

price per insertion excluding VAT, in full colour

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

To advertise alongside a feature, or within a supplement, please contact **Charlotte Steadman** on 01622 699185 or CSteadman@datateam.co.uk

For editorial enquiries, please contact **Cheryl Taylor** via cheryltaylor@datateam.co.uk

Footwear_{today}

Working with:



British Footwear Association Ltd

