

Footwear today



MEDIA INFORMATION



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 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. We also partner with all the major UK and European trade shows and copies of our magazines can also be found at Micam 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 6,000 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 1,600 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 together leading footwear retailers and brands. 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

FEATURES LIST (Features may be subject to change)

| EDITORIAL SCHEDULE 2023 | | |
|--|---|---|
| <p>January/February 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>May/June 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>September/October 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>March/April 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>July/August 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>November/December 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

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|---------------------------------------|--|
| 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! |

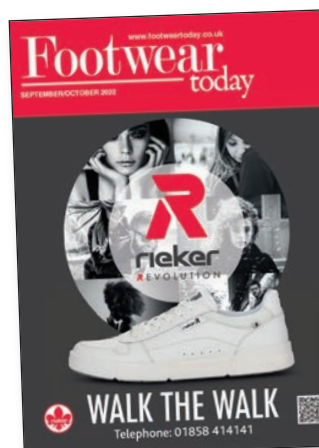
Footwear
today  Live

3rd - 4th September

The National Conference Centre Birmingham

Giving you the opportunity to showcase your brands to retailers within our fantastic buying location. Bringing Brands and Suppliers together.

Please contact csteadman@datateam.co.uk for stand size information and rates.



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 |

price per insertion excluding VAT, in full colour

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 |

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 **Jack Cheeseman** via jcheeseman@datateam.co.uk

Footwear
today 

Working with:

