

# FOOTWEAR INSIGHT®

The retailers' business magazine providing insight, trends, and analysis on the comfort, casual, athletic, outdoor, work and urban footwear markets.



**CIRCULATION: 14,000+ RETAILERS**

Footwear Independents • Footwear Chain Stores • Department Stores • Mass Merchants • Catalogs  
Outdoor Specialty Stores • Running Specialty Stores • Sporting Goods Chains • Sporting Good Independents

- **in-depth reporting**
- **service oriented features**
- **key lifestyle categories**
- **bi-monthly frequency**
- **targeted circulation**
- **cost-effective rates**

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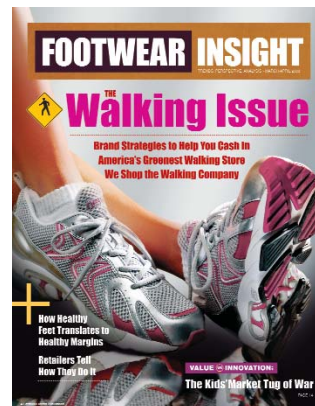
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**FORMULA4**  
 MEDIA, LLC  
 We Give Good Insight

# FOOTWEAR INSIGHT 2010

**Footwear Insight** is edited for retailers of lifestyle footwear. Our editorial content is designed to inform retailers on the key companies, trends product directions that are driving the business. **Footwear Insight** offers focused category coverage on the areas that account for 80% of the dollars in today's marketplace: comfort, casual, athletic, outdoor, work, urban, sandals, hosiery, and shoe accessories. No high end fashion. No fluff.

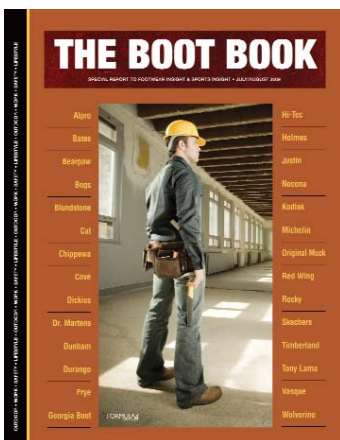
**Footwear Insight** offers a focused up-to-date circulation that truly reflects today's marketplace reaching senior level executives at major national retailers as well as independent stores. Our circulation includes all members of the National Shoe Retailer's Association (NSRA) and the Independent Running Retailer Association (IRRA), as well as the owners of Foot Solutions, Fleet Feet, and The Athlete's Foot Franchises.



## 2010 CALENDAR

**Editorial Features:** Trends, Market Analysis, Retail Strategies, Profiles, New Product Coverage

ISSUE	PRODUCT FOCUS	SPECIAL REPORTS	AD CLOSE	MATERIALS	SHOWS
Jan/Feb	Outdoor • Athletic • Casual • Hosiery	THE BOOT BOOK	12/22/09	12/29/09	OR / WSA / Atlanta Shoe Market
Mar/Apr	Comfort • Toning • Children's • Accessories	HEALTHY FEET	2/26/10	3/05/10	
May/June	Performance • Comfort • Athletic	MARKETING & MEDIA	4/30/10	5/07/10	FFANY / The Footwear Event
Jul/Aug	Outdoor • Casual • Water • Hosiery • Children's	THE BOOT BOOK	7/01/10	7/08/10	OR / WSA / Atlanta Shoe Market
Sep/Oct	Trail Running • Accessories • Pedorthics • Insoles	FIT REPORT	9/01/10	9/08/10	The Running Event
Nov/Dec	Men's Casual • Women's Casual • Clogs		10/29/10	11/05/10	FFANY



## THE BOOT BOOK 29,000+ Readers

A comprehensive report on the boot market covering the major performance categories: Work, Safety, Hunting, Rugged, Outdoor, Lifestyle. The Boot Book also runs inside *Sports Insight* magazine giving advertisers a reach of over 29,000 retailers for complete market coverage.

**The Boot Book 6<sup>th</sup> Edition:** Jan/Feb 2010

Ad close: 12/22/09

**The Boot Book 7<sup>th</sup> Edition:** Jul/Aug 2010

Ad close: 7/1/10

Section Ad Rates (29,000 retailers)

**Full page:** \$10,000 net

**1/2 page:** \$7,500 net

**1/4 page:** \$5,000 net

**ALLIANCE BY MIFRETO**

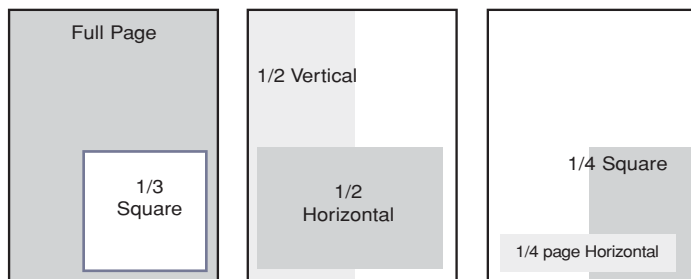
Brand Name: Mifredo  
Product Name: Mifredo  
Product Description: Mifredo is a line of athletic shoes designed for comfort and performance. The shoes feature a unique design with a combination of blue and brown colors. They are made with high-quality materials and are designed to provide excellent support and cushioning. The shoes are available in a variety of sizes and colors. For more information, please visit our website at www.mifredo.com.

### BRAND INSIGHT

A full page sophisticated product shot detailing brand's positioning, target consumer, marketing efforts and contact information on the pages of **Footwear Insight**.

Photo, layout and space included.  
**\$5,850 net**

## RATES AND SIZES



Full Page (bleed)	10-3/8" x 13-1/4"
Trim	10-1/8" x 13"
Full Page (no bleed)	9" x 12"
1/2 Page Horizontal	9" x 5-7/8"
1/2 Page Vertical	4-3/8" x 12"
1/3 Square	5-5/8" x 5-7/8"
1/4 Page Square	4-3/8" x 5-7/8"
1/4 Page Horizontal	9" x 2-7/8"
Spread (bleed)	20-3/4" x 13-1/4"
Spread (no bleed)	19" x 12"

Keep live matter 1/4" from head, foot and face trim.  
Allow 1/8" safety in gutter for spread ads.

### Rate Card #6 (Four Color)

Ad Size	1x	3x	6x
Full page	8,825	7,965	7,150
Half page	5,750	5,190	4,660
Third page	4,425	3,995	3,585
Qtr page	3,545	3,200	2,865

**Black & White:** 10% discount  
**Guaranteed Position Premiums:**  
Back Cover: 25% • All others: 10%  
**Inserts:** please call for rates