



## MEDIA PLANNER 2022



# FOOTWEAR INSIGHT<sup>®</sup>

+

## *FOOTWEAR INSIGHT<sup>®</sup> EXTRA*

*E-NEWSLETTER*



**Formula4Media<sup>®</sup>**

# It All Starts Here.

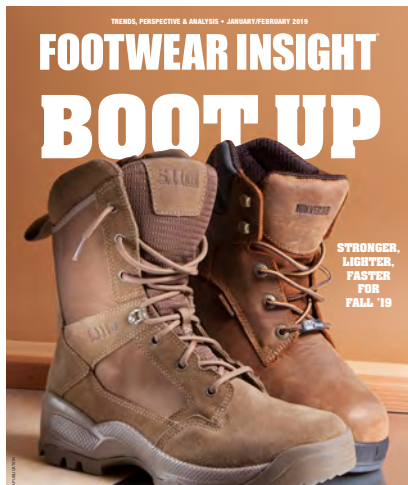


**We believe in the foundation and success of independent specialty brick-and-mortar stores.** Shopping is not just about commerce. There's something called the in-store experience. The touching and feeling of product. The sit-and-fit process. The curated assortment and exciting impulse purchases. The trusted service after the purchase. And, the customer's immediate gratification.





News, trends and analysis of key markets that are most profitable to retailers.



Comfort  
Athletic  
Work  
Running  
Insoles  
Hosiery  
Boots  
Kids  
Sneakers  
Sandals  
Casual

Editorial Features

No fluff, celebrity coverage or party pictures. Just useful information retailers can use to make buying decisions and better run their businesses in today's competitive, dynamic market.



**TRENDS**

# STYLE + COMFORT

THE PERFECT PAIR

As the casualization of fashion takes over in the workplace and beyond, footwear brands are responding with a tried and true combination — style plus comfort. Brands are serving up options that look good, feel good and add up to a "casual fashion" homerun.

Comfort

# BOOT BOOK

**WALKING THE FASHION FUNCTION RUNWAY**

As the boot continues its evolution into a one-style-does-all footwear solution, it has put its fashionable foot forward. From heel to toe, it has been rebooted as a hard-working accessory worthy of the catwalk. Regardless of their primary function — outdoor, work/safety, tactical or rain — what's most noticeable about the Fall 2018 styles is how good they look. Here's a runway preview for the new year.



Boots

RETAIL

# ENESLOW AT 110

Legendary New York City retail store and podiatric/orthotic clinic is looking ahead. By Nancy A. Fluharty

**E**neslow, New York's iconic retail shoe and podiatric/orthotic clinic, is looking ahead. The 110-year-old store, which has been a landmark in the city since its founding in 1908, is preparing for the future. The store, which has been a landmark in the city since its founding in 1908, is preparing for the future. The store, which has been a landmark in the city since its founding in 1908, is preparing for the future.

Retail Profiles

• HOW TO SELL •

# SOCKS

If Merchandising Correctly, Brands Can Pay Lots of Bills on Book Sales. By Suzanne Blecher



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RETAIL

# WHAT'S WORKING NOW

Gold Medal Award-Winning Shops Across the U.S. Talk Trends



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FOXFILES

Q&A

David's CEO on Tariffs, Tying New Things and Taking Over. By Jennifer Ernst Boudry



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Hosiery

Retail Strategies

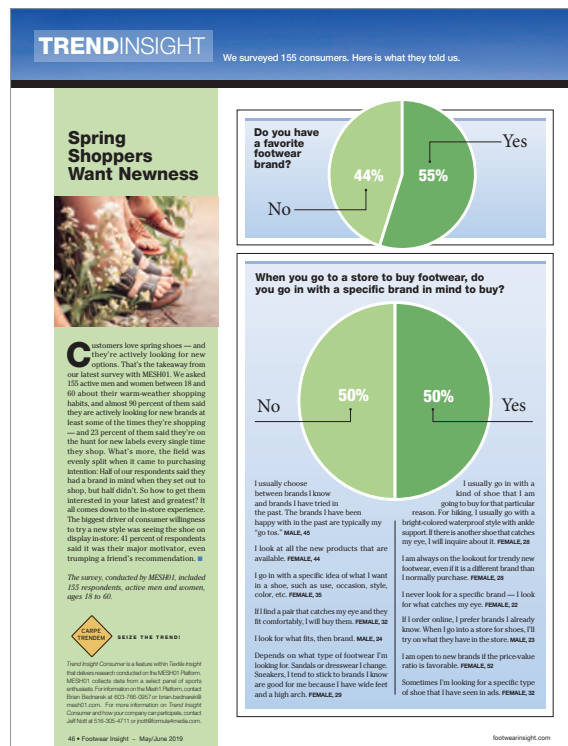
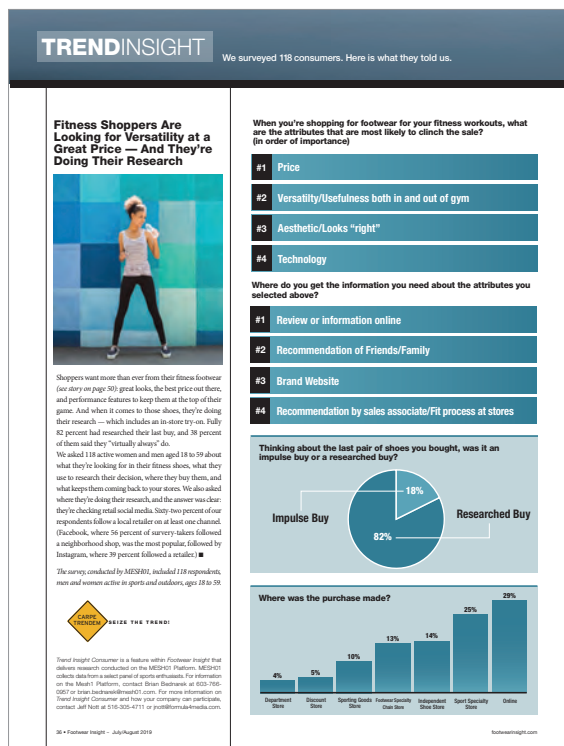
Brand Profiles

## Consumer Surveys

**Trend Insight:** A snapshot of what's resonating with consumers to help make smarter business decisions, inspire creative solutions, and generate original ideas.



**Seize the Trend**



Powered by Mesh 01

# Sit. Fit. And Be Recognized.



*Footwear Insight*, working with Franklin Retail Solutions, mystery shops and rates top footwear specialty stores in the United States. Each store is graded on more than 24 criteria (beginning with the greeting and extending through the fitting process, selection and all the way through to checkout). Top stores are recognized at an awards ceremony Fall 2022 and in a special report, published in the Nov/Dec issue of *Footwear Insight*.



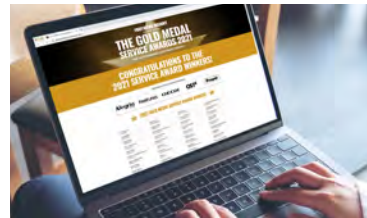
## Gold Medal Service Awards Program



### 2022 Sponsorship package



- Logo on all Gold Medal Service Awards materials
- Logo on all promotional ads in Footwear Insight promoting Awards
- Logo on Gold Medal Service Award plaque
- Logo placement on Gold Medal Service Awards Website
- Nomination of up to 15 stores to be shopped
- Full page ad in Nov/Dec issue of Footwear Insight
- Personalized letter or coupon included in awards box given or sent to winners (supplied)

For sponsorship information, please contact Jeff Nott, Katie O'Donohue or Sam Selvaggio



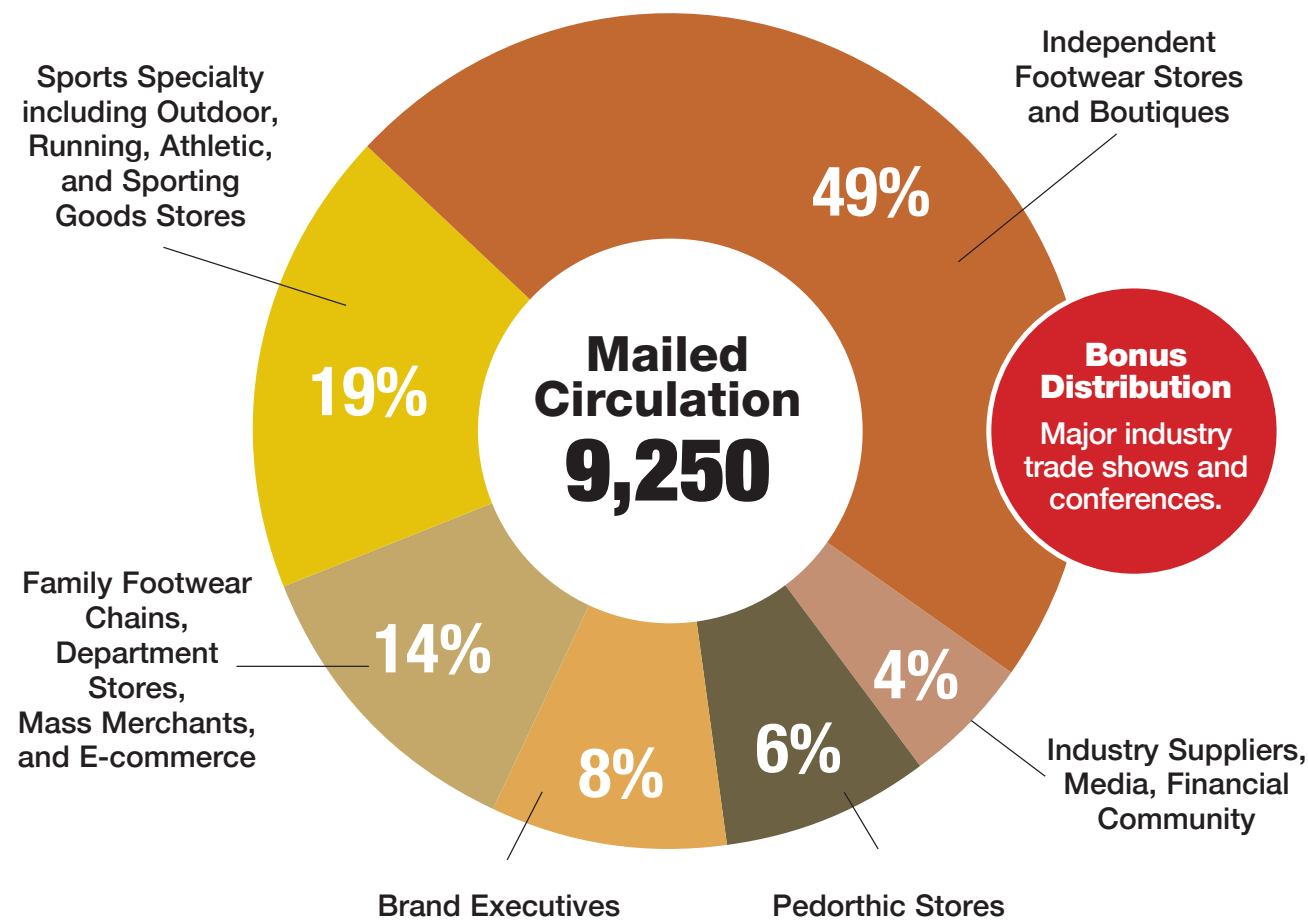
## 2022 Editorial Calendar

Issue	Features	Show Calendar	Ad Close	Mat Due
<b>Jan/Feb</b>	Comfort Sneaker Style Socks Insoles Materials & Design  <b>Special Section:</b> <b>The Boot Book</b> <i>Outdoor/Work/Casual</i>	<b>OR Snow Show</b> <b>The IR Show</b> <b>Atlanta Shoe Market</b>	1/5/22	1/12/22
<b>Mar/Apr</b>	Workplace Comfort Wellness Eco-Innovation Kids		3/2/22	3/9/22
<b>May/Jun</b>	Comfort Fitness Sandals Running Hiking Socks Insole Materials & Design	<b>FFANY Market Week</b> <b>FSNYE NY</b> <b>OR Summer Market</b>	5/4/22	5/11/22

Issue	Features	Show Calendar	Ad Close	Mat Due
<b>Jul/Aug</b>	Workplace Comfort Sneaker Style Socks Insoles Materials & Design  <b>Special Section:</b> <b>The Boot Book</b> <i>Outdoor/Work/Casual</i>	<b>FFANY Market Week</b> <b>FSNYE NY</b> <b>Atlanta Shoe Market</b>	7/6/22	7/13/22
<b>Sep/Oct</b>	Wellness Recovery Style Trends Eco Innovation   <b>Special Section:</b> <b>Stars in a Supporting Role</b>	<b>NSRA Conference</b>	9/7/22	9/14/22
<b>Nov/Dec</b>	Casual Comfort Running Socks Insoles   <b>Special Section:</b> <b>The Gold Medal Service Awards</b>	<b>FFANY Market Week</b> <b>FSNYE NY</b>	11/3/22	11/10/22



Footwear Insight Magazine





Published every Wednesday.

Original Content

News

Podcasts

+

**The Footwear Insight Index:** tracking 20 of the most important publicly traded companies that have a substantial footwear business (6 retailers, 14 brands).

50X

PUBLISHED  
EACH YEAR

3,700+

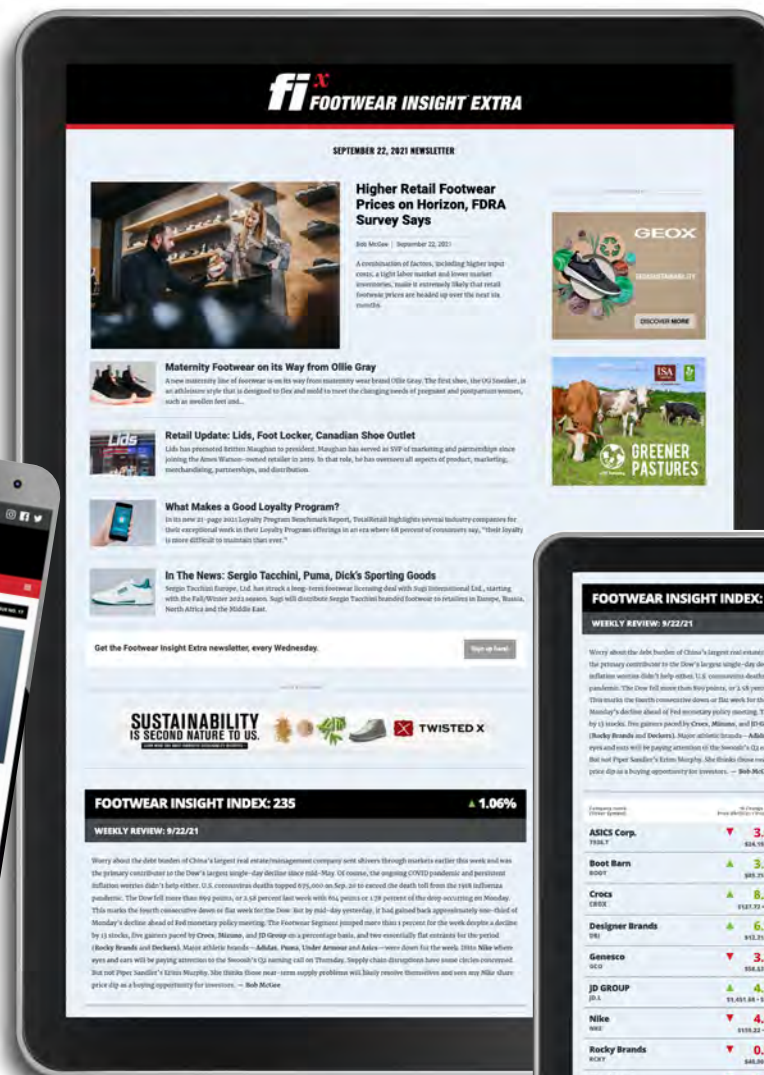
DIGITAL  
DISTRIBUTION

28.2%

OPEN RATE

52,950+

PAGE VIEWS



# FOOTWEAR INSIGHT INDEX: 235

▲ 1.06%

WEEKLY REVIEW: 9/22/21

Worried about the debt burden of China's largest real estate management company sent shivers through markets earlier this week and was the primary contributor to the Dow's largest single-day decline since mid-May. In contrast, the ongoing COVID-19 pandemic and persistent inflation worries didn't help either. U.S. consumer durable goods edged up 0.1% in Sep. 10 to extend the streak from the year's inflation pandemic. The Dow fell more than 100 points, or a 1.06 percent last week with 14 points or a 1.06 percent of the drop occurring on Monday. This marks the fourth consecutive down or flat week for the Dow. But by mid-day yesterday, it had gained back approximately one-third of Monday's decline ahead of Fed monetary policy meeting. The S&P 500 gained more than 1 percent for the week despite a decline by 11 stocks. The gainers paced by Chew, Hanes, and Hanes as a percentage basis, and two consecutive declines for the period (Rocky Brands and Deckers). Major athletic brands - Adidas, Puma, Under Armour and Nike - were down for the week. Nike's sales and earnings will be paying attention to the brand's Q3 earnings call on Thursday. Supply chain disruptions have some circles concerned. But not Puma founder's Felix Murphy. He thinks China's terms supply problems will likely resolve themselves and sees any Nike share price dip as a buying opportunity for investors. — Bob McDev

Company Name  
Current Price

Change  
Prep 09/22/21 (Price \$9/22/21)

Company Name  
Current Price

Change  
Prep 09/22/21 (Price \$9/22/21)

ASICS Corp.  
73.67

▼ 3.97%  
\$74.16 - \$78.31

Adidas  
100.15

▼ 7.17%  
\$106.13 - \$113.58

Boot Barn  
100.15

▲ 3.23%  
\$99.75 - \$104.52

Caleres  
100.15

▼ 2.12%  
\$122.50 - \$124.17

Crocs  
100.15

▲ 8.31%  
\$127.97 - \$138.19

Deckers  
100.15

▲ 0.25%  
\$149.80 - \$149.87

Designer Brands  
100.15

▲ 6.55%  
\$152.31 - \$161.61

Foot Locker  
100.15

▼ 3.01%  
\$156.44 - \$161.84

Genesco  
100.15

▼ 3.11%  
\$158.42 - \$163.21

GEOX  
100.15

▼ 3.88%  
\$17.28 - \$18.24

JD GROUP  
100.15

▲ 4.12%  
\$1,451.88 - \$1,511.49

Mizuno  
100.15

▲ 5.29%  
\$24.40 - \$25.69

Nike  
100.15

▼ 4.07%  
\$119.22 - \$124.24

Puma  
100.15

▼ 7.51%  
\$126.50 - \$134.60

Rocky Brands  
100.15

▼ 0.02%  
\$46.00 - \$46.02

Shoe Carnival  
100.15

▼ 4.38%  
\$121.82 - \$127.34

Skechers  
100.15

▼ 4.60%  
\$46.51 - \$48.61

Under Armour  
100.15

▼ 7.85%  
\$121.97 - \$130.26

VF Corp.  
100.15

▼ 6.88%  
\$171.76 - \$183.62

Wolverine  
100.15

▼ 4.98%  
\$132.20 - \$139.46

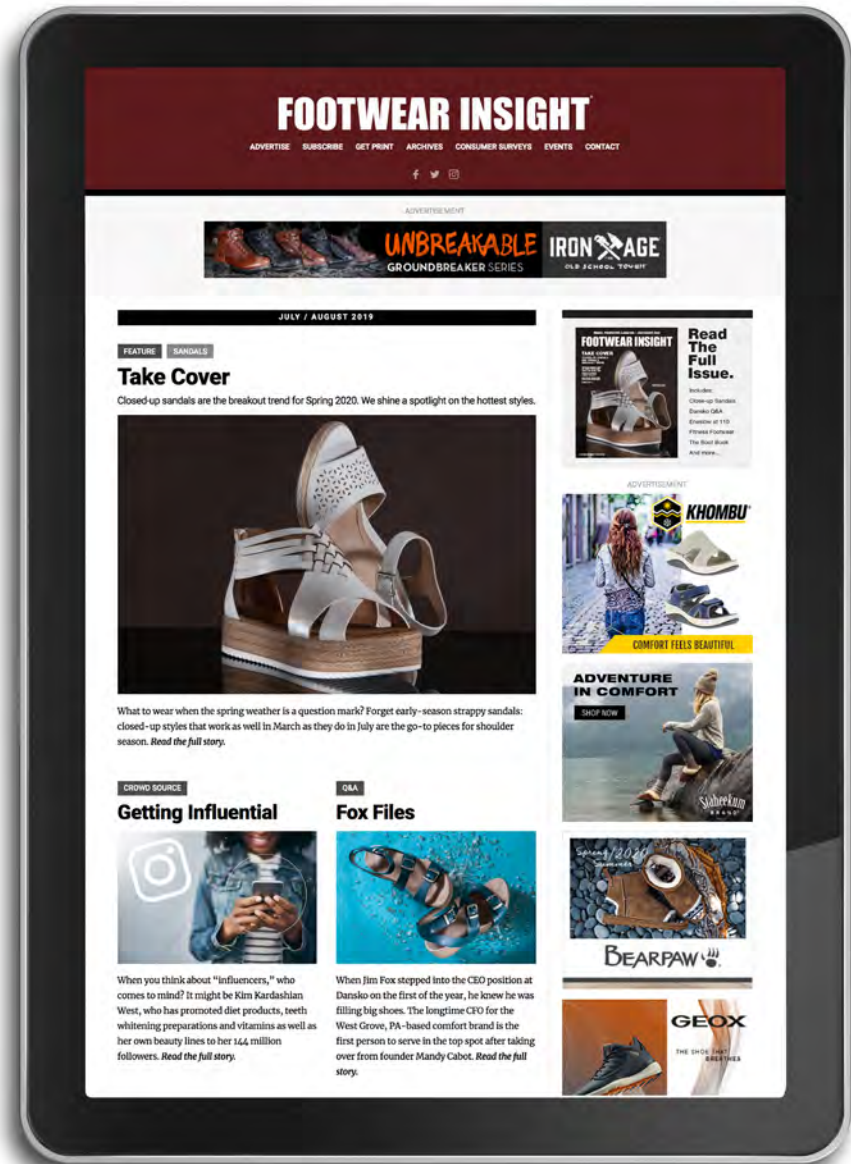
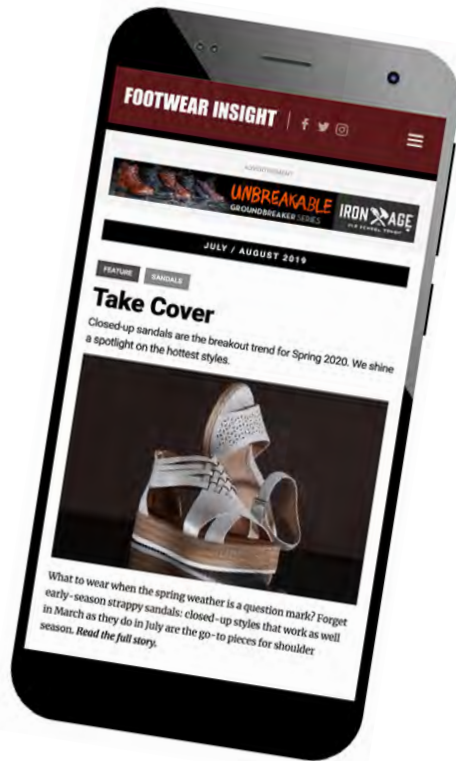
TOTAL  
WEEK OVER WEEK

▲ 1.06%  
\$1,054.84 - \$1,065.83

The Footwear Insight Index tracks 25 of the most important publicly traded companies in the footwear

## Footwear Insight Magazine Web Site footwearinsight.com

52,950+  
PAGE VIEWS





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