



MEDIA PLANNER 2022



FOOTWEAR INSIGHT[®] + *FOOTWEAR INSIGHT[®] EXTRA* E-NEWSLETTER



Formula4Media[®]

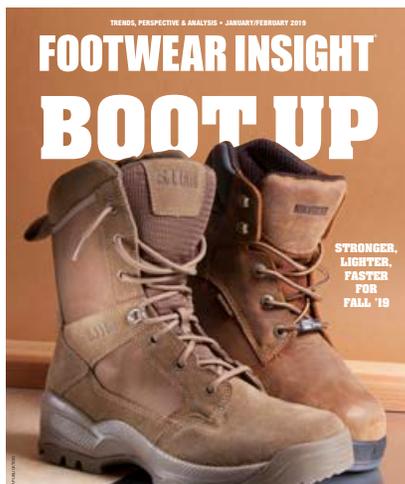
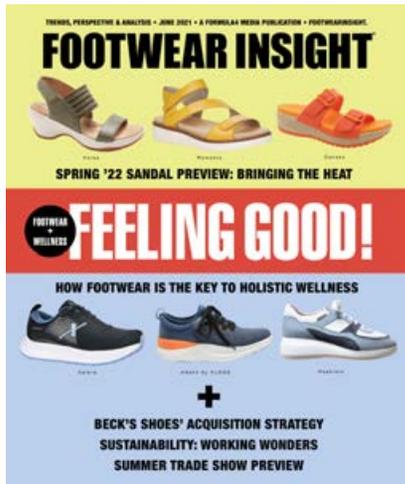
It All Starts Here.



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

ENESLOW AT 110

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

The retail shoe and podiatric/orthotic center is looking ahead. By Nancy A. Fluharty

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SOCKS

How to Sell

If Merchandised Correctly, Brands Can Pay Lots of Bills on Sock Sales. We ask Executives to Share Best Practices in Store. By Susanne Blecher

The sock department is a key part of the apparel and footwear business. It's a category that is often overlooked but can be a significant contributor to a retailer's bottom line. This feature explores the importance of socks in retail and provides insights from industry experts on how to effectively merchandise and sell socks in-store.

HOBIERY

How to Sell

As the hobby market continues to grow, retailers are looking for ways to attract and retain customers. This feature provides insights from industry experts on how to effectively merchandise and sell hobby-related products in-store.

WHAT'S WORKING NOW

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

This section highlights successful retail strategies and trends from award-winning shops across the United States. It provides insights into what is working in the current retail environment and offers practical advice for retailers looking to improve their performance.

Valley Sun, Nashville, AL

It's a good idea to have a plan for a rainy day. This is especially true for retailers in the South, where weather can be unpredictable. This feature provides insights from industry experts on how to effectively merchandise and sell products in-store, even in challenging weather conditions.

FOXFILES

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

This feature provides insights from industry experts on how to effectively merchandise and sell products in-store, even in challenging weather conditions. It also includes a photo of a man in a blue shirt, likely the CEO mentioned in the text.

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

TRENDINSIGHT We surveyed 118 consumers. Here is what they told us.

Fitness Shoppers Are Looking for Versatility at a Great Price — And They're Doing Their Research

Shoppers want more than ever from their fitness footwear (see story on page 50) great looks, the best price out there, and performance features to help them at the top of their game. And when it comes to those shoes, they're doing their research — which includes an in-store try-on. Fully 82 percent had researched their last buy, and 38 percent of them said they "virtually always" do.

We asked 118 active women and men aged 18 to 59 about what they're looking for in their fitness shoes, what they use to research their choices, where they buy them, and what keeps them coming back to your store. We also asked where they're doing their research, and the answer was clear: they're checking retail social media. Sixty-two percent of our respondents follow a local retailer on at least one channel: Facebook, where 56 percent of survey takers followed a neighborhood shop, was the most popular, followed by Instagram, where 39 percent followed a retailer. ■

The survey, conducted by MES360, included 118 respondents, men and women active in sports and outdoors, ages 18 to 59.

When you're shopping for footwear for your fitness workouts, what are the attributes that are most likely to clinch the sale? (in order of importance)

- #1 Price
- #2 Versatility/Usefulness both in and out of gym
- #3 Aesthetic/Looks "right"
- #4 Technology

Where do you get the information you need about the attributes you selected above?

- #1 Review or information online
- #2 Recommendation of Friends/Family
- #3 Brand Website
- #4 Recommendation by sales associate/Fit process at stores

Thinking about the last pair of shoes you bought, was it an impulse buy or a researched buy?

82% Researched Buy, 18% Impulse Buy

Where was the purchase made?

Department Store	4%
Discount Store	5%
Specialty Sports Store	19%
Footwear Specialty Store	13%
Independent Shoe Store	14%
Sport Specialty Store	20%
Online	29%

SEIZE THE TREND!

Trend Insight Consumer is a feature within Footwear Insight that delivers research conducted on the MES360 Platform. MES360 collects data from a select panel of sports enthusiasts. For information on the Mesh31 Platform, contact Steve Bostwick at 603-785-0007 or steve.bostwick@mesh31.com. For more information on Trend Insight Consumer and how your company can participate, contact Jeff Holtz at 510-325-4711 or jpholtz@mesh31.com.

34 • Footwear Insight - July/August 2022

TRENDINSIGHT We surveyed 155 consumers. Here is what they told us.

Spring Shoppers Want Newness

Customers love spring shoes — and they're actively looking for new options. That's the takeaway from our latest survey with MES360. We asked 155 active men and women between 18 and 60 about their warm-weather shopping habits, and almost 50 percent of them said they are actively looking for new brands at least some of the times they're shopping — and 23 percent of them said they're on the hunt for new labels every single time they shop. What's more, the field was evenly split when it came to purchasing intention: Half of our respondents said they had a brand in mind when they set out to shop, but half didn't. So how to get them interested in your latest and greatest? It all comes down to the in-store experience. The biggest driver of consumer willingness to try a new style was seeing the shoe on display in-store: 41 percent of respondents said it was their major motivator, even trumping a friend's recommendation. ■

The survey, conducted by MES360, included 155 respondents, active men and women, ages 18 to 60.

Do you have a favorite footwear brand?

55% Yes, 44% No

When you go to a store to buy footwear, do you go in with a specific brand in mind to buy?

50% No, 50% Yes

Usually choose between brands I know and brands I have tried in the past. The brands I have been happy with in the past are typically my "go to's." MALE, 45

I look at all the new products that are available. FEMALE, 25

I go in with a specific idea of what I want in a shoe, such as use, occasion, style, color, etc. FEMALE, 25

If I had a pair that catches my eye and they fit comfortably, I'll buy them. FEMALE, 32

I look for what fits, then brand. MALE, 24

Depends on what type of footwear I'm looking for. Sandals or dresswear change. Sneakers, I tend to stick to brands I know are good for me because I have wide feet and a high arch. FEMALE, 23

I usually go in with a kind of shoe that I am going to buy for that particular reason. For hiking, usually go with a bright-colored waterproof style with ankle support. If there is another shoe that catches my eye, I will inquire about it. FEMALE, 23

I am always on the lookout for trendy new footwear, even if it is a different brand than I normally purchase. FEMALE, 28

I never look for a specific brand — I look for what catches my eye. FEMALE, 32

If I order online, I prefer brands I already know. When I go into a store for shoes, I'll try on what they have in the store. MALE, 21

I am open to new brands if the price-value ratio is favorable. FEMALE, 32

Sometimes I'm looking for a specific type of shoe that I have seen in ads. FEMALE, 32

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48 • Footwear Insight - May/June 2019

TRENDINSIGHT We surveyed 351 consumers. Here is what they told us.

Runners Keep on Running; What Are They Buying?

As the industry turns its focus to 2021, one thing that seems certain is that runners are going to keep running. In our latest consumer survey, runners tell us how often they run, how often they purchase running gear and what their running and purchasing plans are for the months ahead.

Nearly half of our respondents report running 16 times or more per month and 75 percent of these devoted runners say they purchase new running shoes two or more times per year. More than half of respondents expect to pay more than \$100 for their running shoes.

Sixty-seven percent of our running panel say that socks are "very important" to their running experience. Choice of insoles is deemed "very important" by 36 percent of respondents. The most popular destination for the respondents to buy their performance running shoes is run specialty stores (38 percent). Aside from footwear and apparel, runners tell us their most important running gear includes watches/fitness trackers, headphones/music and sunglasses.

As for future plans as the weather gets colder in most parts of the country over the next few months, only 2 percent of those surveyed say they will stop running. And nearly 80 percent indicate that they will purchase or have already purchased items for their cold weather running needs, be it footwear, apparel or accessories. ■

The survey, conducted by MES360, included 351 respondents, men and women, ages 18 to 60 who identify themselves as runners.

SEIZE THE TREND!

How many times a month do you typically run?

1-4 times	6%
5-10 times	18%
11-15 times	26%
16+ times	49%

How many years have you been running?

Less than 1 year	2%
1-2 years	9%
3-4 years	11%
5-6 years	16%
7-8 years	9%
10+ years	53%

Where do you mostly run?

Indoor Track	0%
Outdoor Track	3%
Park	4%
Treadmill	6%
Trail	34%
Street	48%

Have you participated in any virtual running races during the Covid-pandemic?

57% NO, 43% YES

SEIZE THE TREND!

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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 or Sam Selvaggio

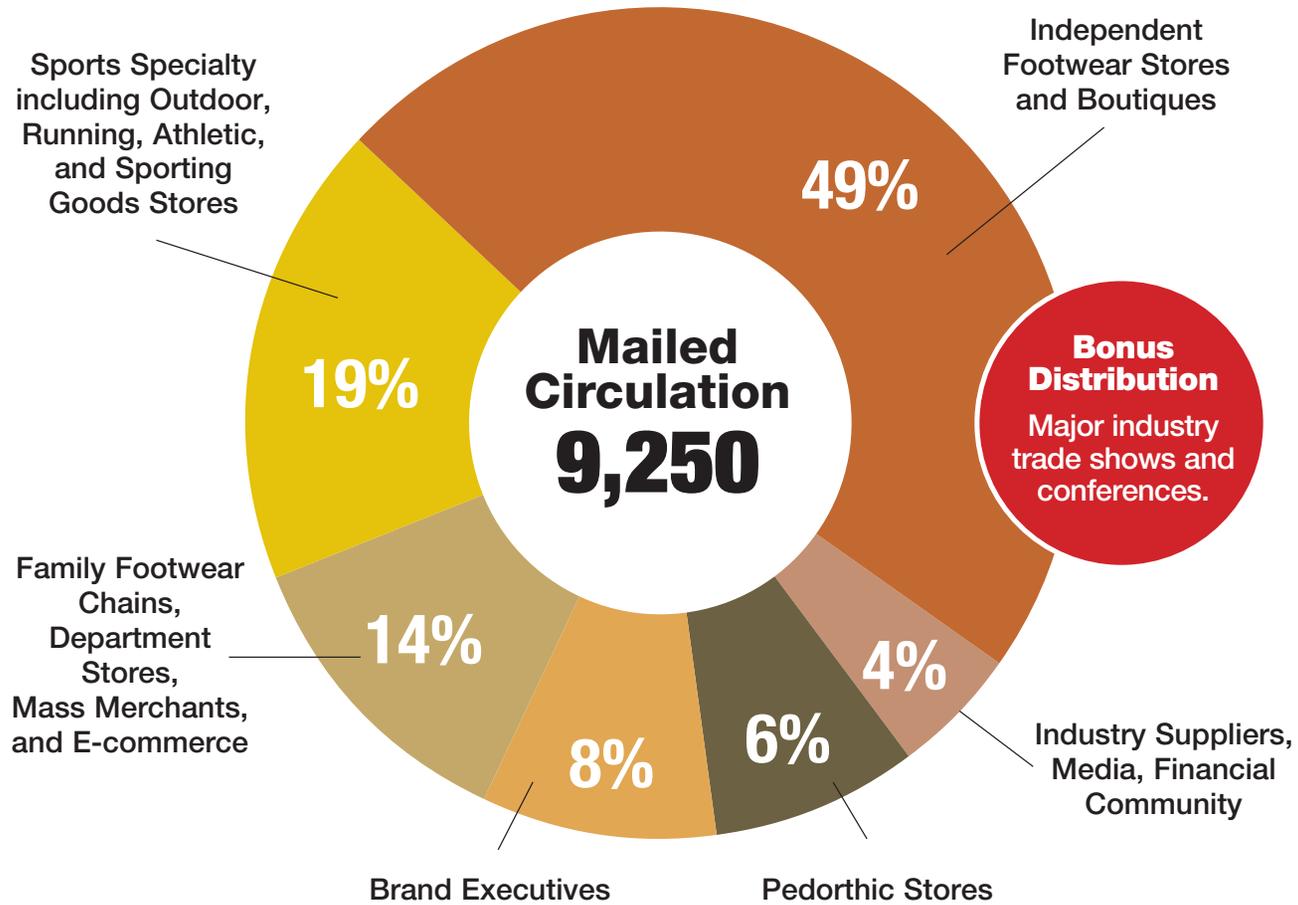


2022 Editorial Calendar

Issue	Features	Show Calendar	Ad Close	Mat Due
Jan/Feb	Comfort Sneaker Style Socks Insoles Materials & Design Special Section: The Boot Book <i>Outdoor/Work/Casual</i>	OR Snow Show The IR Show Atlanta Shoe Market	1/5/22	1/12/22
Mar/Apr	Workplace Comfort Wellness Eco-Innovation Kids		3/8/22	3/15/22
May/Jun	Comfort Fitness Sandals Running Hiking Socks Insole Materials & Design	FFANY Market Week FSNYE NY OR Summer Market	5/10/22	5/17/22

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

Footwear Insight Magazine





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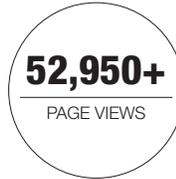
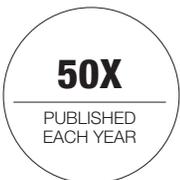
Original Content

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).



FOOTWEAR INSIGHT INDEX: 235 ▲ 1.06%

WEEKLY REVIEW: 9/22/21

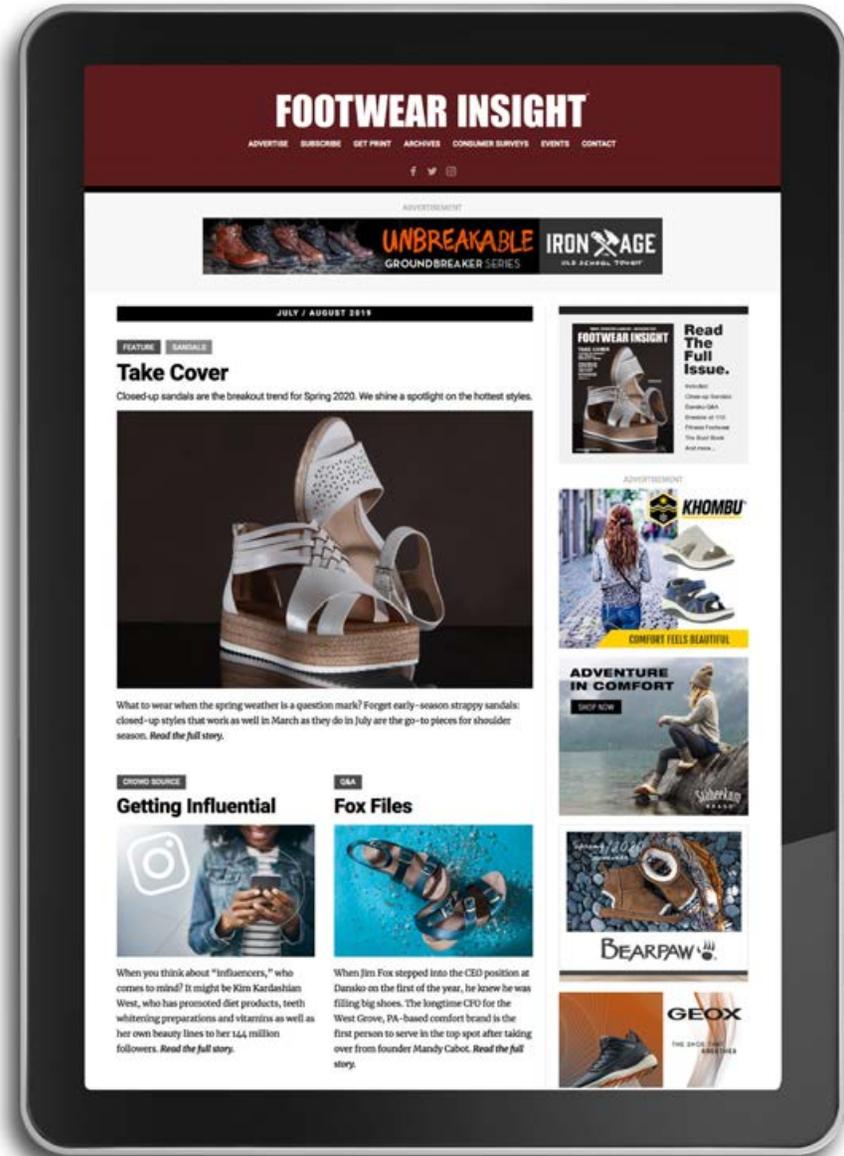
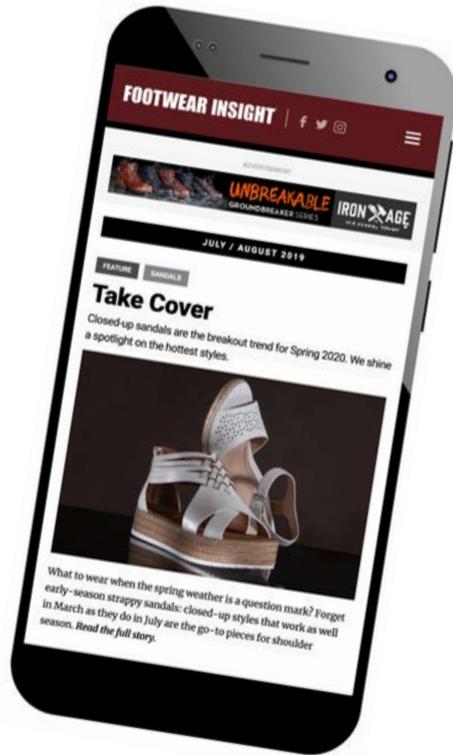
Worried about the debt burden of China's largest real estate management company sets off through markets earlier this week and was the primary contributor to the Dow's largest single-day decline since mid-May. Of course, the ongoing COVID pandemic and persistent inflation worries didn't help either. U.S. consumer stocks edged up 0.1% on Sep. 20 to extend the streak of the week's inflation painkiller. The Dow fell more than five points, or a 18 percent last week with five points or a 18 percent of the drop occurring on Monday. This marks the fourth consecutive down on the 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 Footwear Insight jumped more than 1 percent for the week despite a decline by 11 stocks. The gainers paced by Genesco, Mizuno, and JD Group as a percentage basis, and less negatively the losers for the period (Skechers Brands and Deckers). Major athletic brands—Adidas, Puma, Under Armour and Aerie—were down for the week. Deckers like other shoes and socks will be paying attention to the brand's Q3 earnings call on Thursday. Supply chain disruptions have some risks concerned, but not Puma founder's Felix Wankhoff. The fitness shoe wear some supply problems will likely resolve themselves and see any hike than price dip as a buying opportunity for investors. — Bob Meehan

Company	Change	Price
ASICS Corp. (TSE:7)	▼ 3.97%	\$24.14 - \$23.83
Adidas (ADDY)	▼ 7.17%	\$79.53 - \$73.63
Boot Barn (BOOT)	▲ 3.23%	\$45.71 - \$46.33
Caleres (CAL)	▼ 2.12%	\$52.82 - \$51.75
Creeks (CRK)	▲ 8.31%	\$121.25 - \$124.19
Deckers (DECK)	▲ 0.25%	\$499.82 - \$497.87
Designer Brands (DB)	▲ 6.55%	\$12.21 - \$12.81
Foot Locker (FL)	▼ 3.01%	\$56.40 - \$54.84
Genesco (GEN)	▼ 3.11%	\$66.82 - \$64.71
GEOSX (GEOS)	▼ 3.88%	\$7.28 - \$7.02
JD GROUP (JD)	▲ 4.12%	\$7,447.68 - \$7,771.68
Mizuno (MIZU)	▲ 5.29%	\$26.40 - \$27.82
Nike (NKE)	▼ 4.07%	\$128.82 - \$123.78
Puma (PUMA)	▼ 7.51%	\$73.80 - \$68.58
Rackly Brands (RBY)	▼ 0.02%	\$38.82 - \$38.82
Shoe Carnival (SHO)	▼ 4.38%	\$19.52 - \$18.62
Skechers (SKE)	▼ 4.60%	\$48.12 - \$46.01
Under Armour (UA)	▼ 7.85%	\$27.52 - \$25.52
VF Corp. (VFC)	▼ 6.88%	\$74.24 - \$68.82
Wolverine (WV)	▼ 4.98%	\$22.84 - \$21.64
TOTAL		\$2,828.82 - \$2,828.82

The Footwear Insight Index tracks 20 of the most important publicly traded companies that have a substantial footwear business. It includes 10 brands, 10 retailers and 100 days in the history of the index.

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52,950+
 PAGE VIEWS



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