

NO CHANGE IN RATES FOR 2020

Advertising Rates

1 time 3 times 6 times

Colour ads (4-colour process)

Full Page	\$4755	4425	3750
2/3 Page	\$4345	4100	3520
1/2 Page	\$3580	3385	3025
1/3 Page	\$2980	2845	2630
1/4 Page	\$2650	2555	2425
Marketplace	\$905	735	695

Black & white - 15% discount from colour rates

Cover rates (4-colour process)*

1st cover	available on special request
Inside front cover	\$5100
Inside back cover	\$5300
Outside back cover	\$6725

* Non-cancellable.

Inserts - rates available on request

Premium positions - 25% extra on space change

Corporate announcement - \$1095

Classified - \$200 per column inch (non commissionable)

Full service production available for ads. Rates on request.

15% agency commission to accredited agencies on space, color, bleed and position.

MEDIA GUIDE 2020

Mechanical Specifications

Printed sheet-fed offset. Resolution: 300dpi. Binding: saddle-stitched

Digital Specifications

Digital files created in high-resolution print publishing programs at the correct trim size with bleed allowances. All ads should be supplied with a colour proof. If the advertiser does not supply one, Footwear Journal is not responsible for any colour inaccuracies. Contact cjf@shoetrades.com for information on uploading files to our ftp site

Production Charges

Accepted without charge: press-ready pdf's or QuarkXpress, Photoshop, Illustrator or InDesign files in MAC format with an approved proof generated directly from the supplied file. The advertiser or agency will assume charges for all production costs incurred by publisher.

Regulations

All advertising runs at the discretion of the publisher. All position stipulations appearing on orders will be treated as requests. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against publisher. Publisher is not bound by any advertiser's instructions that are in conflict with the provisions of this rate card.

Terms

Net 30 days from date of invoice.

Advertiser Responsibility

Advertiser is not released from liability in event of non payment by agency.

Mechanical

Magazine trim size 9 1/16" x 11 5/8" (230mm x 295 mm)

Size of Ad	Trim	Bleed
Double page spread	18 1/8" x 11 5/8" (460mm x 295mm)	18 3/8" x 11 7/8" (467 mm x 302mm)
Full page	9 1/16" x 11 5/8" (230mm x 295mm)	9 5/16" x 11 7/8" (237 mm x 302mm)
2/3 page vertical	5 13/16" x 11 5/8" (148mm x 295mm)	5 15/16" x 11 7/8" (151 mm x 302mm)
1/2 page island	5 13/16" x 8 3/8" (148mm x 213mm)	5 15/16" x 8 5/8" (151 mm x 219mm)
1/2 page horizontal	9 1/16" x 5 3/4" (230mm x 146mm)	9 5/16" x 5 7/8" (237mm x 149mm)
1/2 page vertical	4 7/16" x 11 5/8" (113mm x 295mm)	4 9/16" 11 7/8" (116 mm x 302mm)
1/3 page vertical	3" x 11 5/8" (76mm x 295mm)	3 1/8" x 11 7/8" (80 mm x 302mm)
1/3 page square	5 13/16" x 5 3/4" (148mm x 146mm)	5 15/16" x 5 7/8" (151 mm x 149mm)
1/4 page	4 7/16" x 5 3/4" (113mm x 146mm)	4 9/16" x 5 7/8" (116 mm x 149mm)
Marketplace	3 3/8" x 2 1/4" (95mm x 57mm)	
Corporate announcement	2 13/16" x 5" (71mm x 127mm)	

Hold all type or other illustrative material not intended to bleed a minimum of 3/8" (10mm) from all outside trim edges and 1/8" (3mm) from inside of each page of spreads. Bleed ads must be designed to run either right or left positions. Allow minimum 1/8" (3mm) bleed all around.

Distribution

Over 4000 copies of each issue of Footwear Journal are distributed across Canada to independent footwear retailers, pedorthic specialists, specialty boutiques, selected sporting goods stores, buyers in chain and department stores, footwear manufacturers, importers and wholesalers. An additional 3500 - 4000 copies are distributed at major trade shows in Canada and USA. Interactive online edition hot-links advertisements to advertisers' websites.

Contact

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FOOTWEAR JOURNAL

Where retailers shop for shoes ... and boots

2020 MEDIA GUIDE

Footwear Journal has kept pace with the people and the innovations in the Canadian footwear industry, from manufacturing to retailing, for over a century. An advertising program in Footwear Journal presents a unique opportunity to reach the buyers and decision-makers in Canada's \$5 billion plus retail footwear market.

Get 24/7 all-year exposure with Footwear Journal's interactive online edition which directs buyers to advertisers' websites. Extra distribution at all the major trade shows provides an added bonus. Benefit from editorial coverage to support your promotional efforts and watch your business grow.

Today, more than ever, Footwear Journal is the most efficient and cost effective way to get your message to Canada's retailers and key buyers.

2020 EDITORIAL CALENDAR

**Issue dates subject to changes in show schedules*

Issue*	Features	Extra Distribution
2020 RETAIL BUYERS' GUIDE • Closing: December 30, 2019 • Mailed: January 20, 2020	Canada's only comprehensive listing of footwear, handbag and leathersgoods suppliers to Canada's \$5billion+ retail footwear market. Complete listings of manufacturers, importers and distributors all cross-referenced to product categories and brand names.	
JANUARY 2020 • Closing: Dec 6, 2019 • Mailed: Jan 5, 2020	BOOT ISSUE Fall/Winter 2020/2021 Boots Sneak preview: Fall/Winter 2020/2020 fashion footwear Show previews Forecast 2020	REGIONAL MARTS
FEB/MARCH 2020 • Closing: Jan 17, 2020 • Mailed: Feb 3, 2020	SHOW ISSUE Fall/Winter 2020/2021 fashion footwear Leather fashion trends Handbags & Accessories Casual/Outdoor trends for Fall/Winter 2020/2021	FN PLATFORM, TORONTO SHOE SHOW, XPOSAE DRUMMONDVILLE VANCOUVER SHOW, REGIONAL MARTS, PROFILE SHOW
MAY/JUNE 2020 • Closing: May 1, 2020 • Mailed: May 15, 2020	COMFORT ISSUE Fashion comfort footwear Men's footwear Sneak peek S/S 2021	
AUG/SEP 2020 • Closing: July 17, 2020 • Mailed: August 3, 2020	SHOW ISSUE Spring/Summer 2021 fashion footwear Handbags & Accessories Europe fashion trends Casual/Outdoor footwear for S/S 2021 Leather trends	FN PLATFORM, TORONTO SHOE SHOW, XPOSAE DRUMMONDVILLE VANCOUVER SHOW, REGIONAL MARTS, PROFILE SHOW, LLHA SHOW,
OCT/NOV 2020 • Closing: Sept 18, 2020 • Mailed: Oct 2, 2020	Last look at Spring/Summer 2021 Euro Show reports 2021 Show calendar	

In every issue: Footnotes, Marketwatch, People, Calendar, Retail Profiles

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