



MEDIA PLANNER 2025



FOOTWEAR INSIGHT[®]



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 during the purchase. And, the customer's immediate gratification.

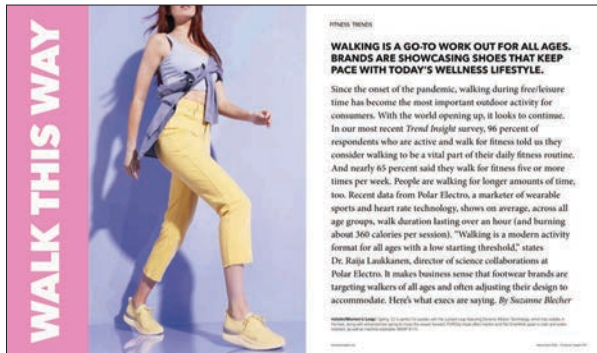


News, trends and analysis of key markets that are most profitable to retailers.



EDITORIAL FEATURES

Coverage of key markets that are most profitable to retailers.



Comfort Casual Athletic Work Running Socks Insoles Boots Recovery Sneakers Sandals

Work Outdoor Lifestyle

Work Outdoor Lifestyle

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THE BODY BOOK

SURE FOOTED

Brands Express Optimism for 2022, with an Increased Focus on Sustainability, Communication and Transparency.

By Suzanne Weaver | It has become clear, as we navigate through trying times in this communication and business landscape, that 2021 is going to be a banner year for brands. One way to get through the tough times was simply to work hard, keep close relationships with our suppliers and customers and both understand that the challenges are great, but we can get through them together. "Good things come to those who wait" is a phrase that has been used for centuries and is still as relevant today as it was when it was first said. As we move forward, we will continue to see brands that are committed to their customers and their communities. We will see brands that are committed to their employees and their shareholders. We will see brands that are committed to their products and their services. We will see brands that are committed to their values and their principles. We will see brands that are committed to their future and their legacy. We will see brands that are committed to their customers and their communities. We will see brands that are committed to their employees and their shareholders. We will see brands that are committed to their products and their services. We will see brands that are committed to their values and their principles. We will see brands that are committed to their future and their legacy.

Photo: Justin S. Sizemore | Photo: Justin S. Sizemore. Justin S. Sizemore is a professional photographer and videographer. He has worked with many of the world's leading brands and has been featured in numerous publications. He is currently working on a project for a major brand and is looking for new clients. He can be reached at justin@justinsizemore.com or www.justinsizemore.com.

THE BOOT BOOK

Trail Blazers. Lightweight technology, women's-specific offerings and sustainability lead the way as meaningful boot trends for 2021.

Boots are ready to meet the moment in the new year. And it's no surprise why. The boot is the most popular footwear style in the world, with sales in the U.S. alone projected to reach \$1.5 billion in 2021, according to the American Boot Council.

Whether you're looking for a new pair of boots for the winter or a new pair of boots for the summer, there's a boot out there for you. And with so many options, it's no wonder that boots are one of the most popular footwear styles in the world. In fact, boots are the most popular footwear style in the world, with sales in the U.S. alone projected to reach \$1.5 billion in 2021, according to the American Boot Council.

So what's the secret to the boot's success? It's all in the details. From the way the boot is made to the way it's designed, every detail matters. And that's why boots are so popular. They're not just a pair of shoes. They're a statement.

By Suzanne Klecker and Kara Griffin

meaning for them. It's about the way they feel. It's about the way they look. It's about the way they make you feel. And that's why boots are so popular. They're not just a pair of shoes. They're a statement.

Photo: iStockphoto.com/Andreas Gahr. The boots are made of leather and suede, with a rubber sole. The boots are shown in a side profile, highlighting their rugged sole and durable construction.

THE BOOT BOOK

Best Foot Forward.

As they Spend More Time on the Move, Consumers Get Increasingly Decisive About their Footwear Needs.

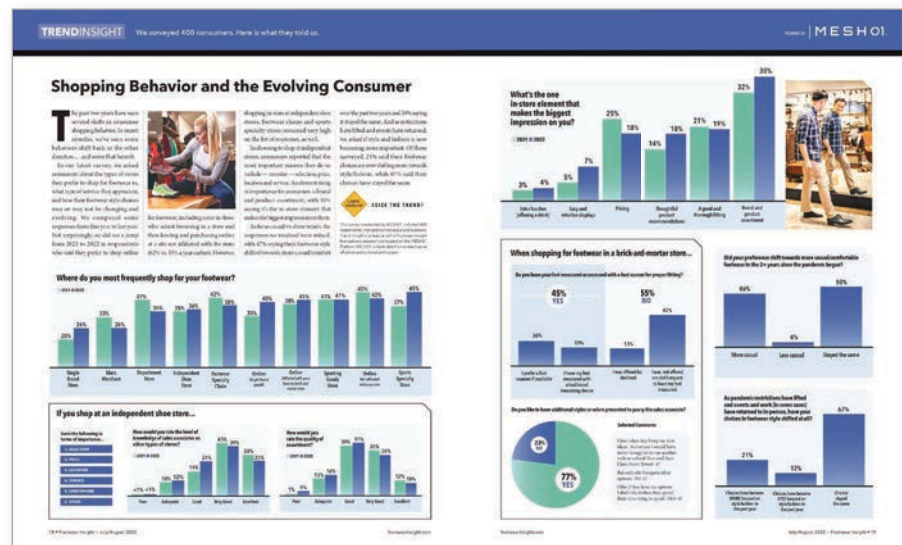
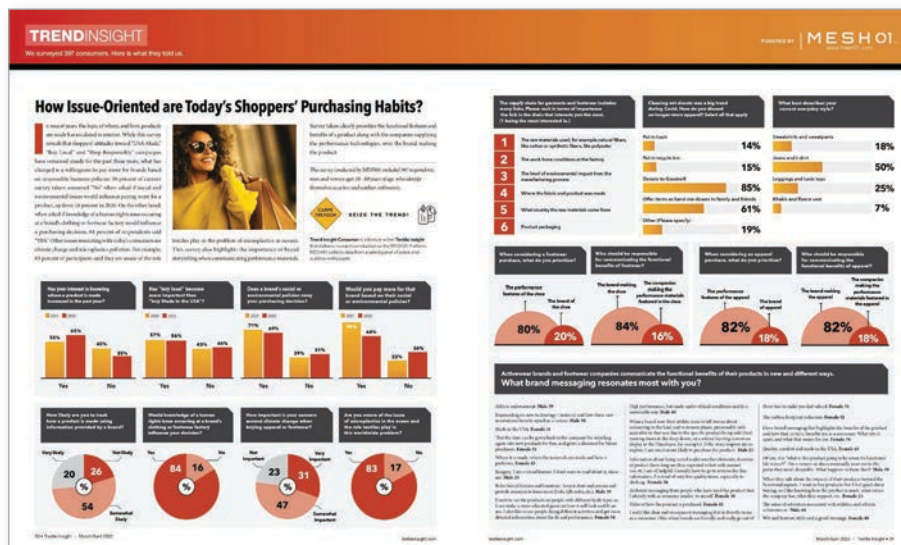
Whether for work or play, shoppers know what they want from their boots, and in sundry fit fashions. As society continues to emerge from the pandemic, many consumers are looking to wear shoes that complement a new array of ever-changing endeavors. "Consumers continue to look for authentic brands, bringing great value with enhanced comfort features and functionalities," explains Brandy McCarthy, CMO of the Eastman Group. "All products must be 'fashion right,' but our focus now lies in the utility, drop-in care, smart technology, sustainability and even specific preferences on the shape of the boot. To gather some insight on what's trending in work, lifestyle and outdoor boot offerings, we chatted with some industry masters."

By Cass Griffin and Suzanne Blocher.

Featured in: January/February and July/August

TREND INSIGHT

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



POWER IN PARTNERSHIP



Better Together
Key Initiatives,
Product Highlights,
Brand Strategies
Shining a spotlight
on brands committed
to partnering with
independent retailers.

Special Section:
September/October Issue

SIT. FIT. AND BE RECOGNIZED.



Footwear Insight, working with Franklin Retail Solutions, mystery shops top footwear specialty stores in the United States. Each store is graded on more than 23 criteria (beginning with the greeting and extending through the fitting process, selection and all the way through to checkout).

Top stores are recognized in a special report, published in the November/December issue of Footwear Insight.



2025 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: jnott@formula4media.com



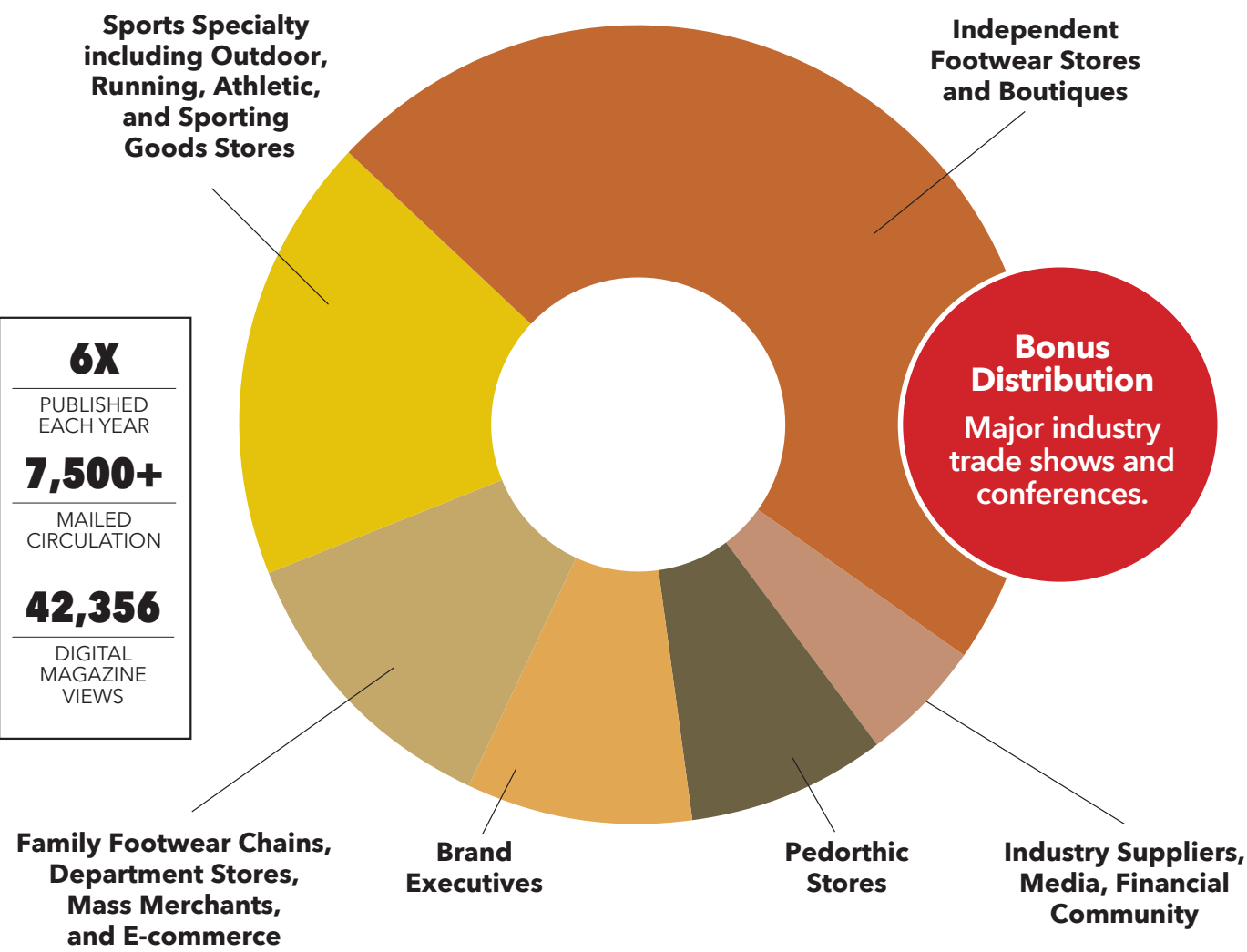
2025 MAGAZINE CALENDAR

ISSUE	FEATURES	SHOW CALENDAR
JAN/FEB Ad Close 1/17/25 Materials Due 1/23/25	Comfort Socks Insoles <i>Special Section: The Boot Book Casual Lifestyle / Work Outdoor / Booties</i>	The IR Show Atlanta Shoe Market FFANY Market Week
MAR/APR Ad Close 3/11/25 Materials Due 3/18/25	Workplace Comfort: Office & Occupational Wellness / Walking/Recovery Eco-Innovation	NSRA Footwear Forum
MAY/JUN Ad Close 5/12/25 Materials Due 5/19/25	Comfort Outdoor Sandals Running Hiking	FFANY Market Week OR Summer Market

ISSUE	FEATURES	SHOW CALENDAR
JUL/AUG Ad Close 7/11/25 Materials Due 7/18/25	Sneaker Style: Athleisure & Work Socks Insoles <i>Special Section: The Boot Book Casual Lifestyle / Work / Outdoor</i>	The IR Show FFANY Market Week FSNYE NY Atlanta Shoe Market
SEP/OCT Ad Close 9/12/25 Materials Due 9/19/25	Wellness Recovery Style Trends Eco Innovation <i>Special Section: Power in Partnership</i>	
NOV/DEC Ad Close 11/14/25 Materials Due 11/21/25	Sneaker Style Running Walking Outdoor Socks Insoles <i>Special Section: 2025 Gold Medal Service Awards</i>	FFANY Market Week FSNYE

August 15, 2025 1:28 PM

FOOTWEAR INSIGHT MAGAZINE



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