

Advertise with FDRA to reach all the key decision makers in the footwear industry at a very affordable rate. This is a unique opportunity to dynamically brand your company to everyone who matters in footwear.

FDRA is the footwear industry's business and trade association. 95% of all shoe brands and retailers are active members who read FDRA's important newsletters, reports and updates.

“Every leader in the footwear industry reads FDRA’s newsletters and updates and listens to their Shoe-In Show podcast because of the valuable insights and data that impact our businesses. I can’t think of a better and more cost effective way of reaching shoe decision makers than advertising with FDRA.”

CLIFF SIFFORD, Vice Chairman & CEO, Shoe Carnival

Who will you reach?

EXAMPLES OF KEY LEADERS



Peter Bragdon
EVP, CAD & General Counsel
Columbia Sportswear



Joe Casagrande
Head of Sales, Americas Region
Clarks Companies



Gypsy Jo Diessner
Vice President
DMM Shoes at Walmart



Jeff Espersen
GM, Footwear & Accessories
Zappos



Debbie Ferree
Vice Chairman and President,
Designer Brands Inc.



John Foristall
President and CEO
SHOES.COM



Dan Friedman
Chief Sourcing Officer
Global Sourcing & Supply Chain
Caleres



Brandis Russell
Vice President, Global Footwear
Converse



David Kahan
CEO
Birkenstock USA



Ed Rosenfeld
Ex Officio Chairman, FDRA
Chairman & CEO
Steve Madden, Ltd.



Nathan Serphos
Senior Vice President
Accessories & Footwear
Michael Kors



Cameron Shayegi
VP, Footwear Development,
Engineering & Costing
Under Armour



Doug Palladini
Global Brand President
Vans



Joe Passio
Director, Global Footwear
Development and Sourcing
Fila



Susan Itzkowitz
President
Marc Fisher Footwear



Dick Johnson
President & CEO
Foot Locker



Mark Lardie
President & CEO
Rack Room Shoes



Keli Lerdal
Director Global Sourcing
Target



Robert Geller
Chief Revenue Officer
White Mountain



Andy Gilbert
President
Genesco Licensed Brands



Tanya Golevic
President
Jimmy Choo

EXAMPLES OF KEY COMPANIES

CALERES
★ 5 ★

Danner
SINCE 1932

Clarks

VANS
"OFF THE WALL"

PUMA

crocs

FILA

WOLVERINE | **W**
worldwide

CONVERSE

allbirds

SHOES.COM

DECKERS
— BRANDS —

Nike

BIRKENSTOCK

adidas

Reaching retailers and buyers by email

Dedicated Email Blast

Companies can use **dedicated emails** to promote traffic at trade shows and product launches with affordable and effective visual ads in these newsletters. These messages will reach FDRA's full list, **15,000** key decision makers in the footwear industry, with a **25% open rate** from every major shoe brand and retailer around the world. You write the content, we develop and send it. **\$5,000**.

FDRA Weekly and Monthly Newsletters

FDRA's weekly and monthly **footwear recap newsletters** reach over **10,000** footwear brand and retailer accounts. A 3-month ad run in the monthly *Retail Recap* or 4 ad runs in the *Week in Review* is just **\$2,000**. Top sponsorship of the *Week in Review* newsletter, with your ad at the top just below the header for highest visibility, is **\$3,000** for a 4-week run.

Dynamic podcast and video advertisements

Shoe-In Show

Shoe-In Show is the footwear industry's podcast, powered by the FDRA. **2,500** footwear execs around the globe tune in each week to hear new insights and trends from key industry leaders. These experts discuss retail trends and challenges impacting footwear design, production, marketing, and sales. Brands successfully advertise on Shoe-In Show ahead of shoe trade shows, promoting new products and driving traffic to their booths or showrooms. Brands also run promotions connecting with shoe consumers in a new and exciting way.

Since its inception in June 2016, Shoe-In Show has cultivated a global audience of footwear executives and consumers interested in the ever-changing dynamics of the international footwear industry. Listeners include CEOs, presidents, executive vice presidents, independent retailers, talented footwear professionals, and consumers.

Some guests driving the show's popularity

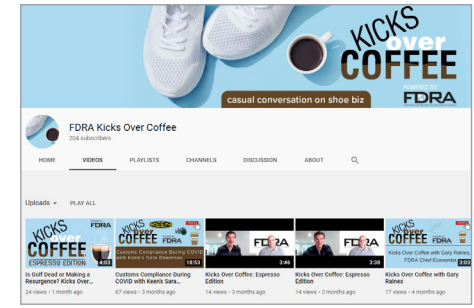
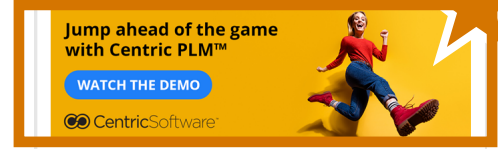
- Mark Lardie, President & CEO, Rack Room Shoes
- David Kahan, CEO, Birkenstock Americas
- Kent Zimmerman, VP, eCommerce & Consumer Tech, Shoe Carnival
- Matt O'Toole, President, Reebok
- Ed Rosenfeld, President & CEO, Steve Madden Ltd.
- Doug Palladini, Global Brand President, Vans
- Cliff Sifford, Vice Chairman & CEO, Shoe Carnival
- Diane Sullivan, Chairman & CEO, Caleres
- Colin Browne, CEO, Under Armour

Shoe-In Show ad rates and features

- 30-second ad in 8 new episodes plus your ad added to every podcast episode in the Shoe-In Show Catalog (over 250 episodes). **\$2,500**
- 30-second ad in 4 new episodes where Shoe-In Show hosts reading a script (permanent ad), plus a guest appearance and a digital ad in the promotional email for the 4 new episodes that goes out to 10,000 industry leaders. **\$3,000**

Kicks Over Coffee

Kicks Over Coffee is a video series where we talk the latest in shoe business over coffee, a great way to casually discuss niche topics. The series has featured execs from brands like Nike and Genesco. **\$1,000** for a guest episode.



Contact FDRA's Andy Polk at apolk@fdra.org to discuss special advertising opportunities, rate and specs. We do offer generous discounts for packages and multiple ad runs, as well as for event sponsorships.