WWD ECOMMERCE PACKAGE: SHOP THIS POST!

WWD 2022 MEDIA KIT
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WWD IS...

the daily fashion media of record and the exclusive news authority in fashion, retail and beauty. As the global go-to for breaking news, trend reporting, iconic imagery and brand exclusives, WWD’s digital, experiential, social and print platforms power and propel the industry forward.
## Audience

<table>
<thead>
<tr>
<th>Metric</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Daily Subscribers</td>
<td>65,000</td>
</tr>
<tr>
<td>Newsletter Subscribers</td>
<td>420,000</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>1.5 MM</td>
</tr>
<tr>
<td>Social Following</td>
<td>6 MM</td>
</tr>
</tbody>
</table>

## Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>71%</td>
</tr>
<tr>
<td>Male</td>
<td>26%</td>
</tr>
<tr>
<td>Median Age</td>
<td>49</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$360,000</td>
</tr>
<tr>
<td>US</td>
<td>84%</td>
</tr>
<tr>
<td>International</td>
<td>16%</td>
</tr>
<tr>
<td>Senior Management</td>
<td>64%</td>
</tr>
<tr>
<td>Decision Maker</td>
<td>86%</td>
</tr>
<tr>
<td>Advertising, Marketing, PR</td>
<td>49%</td>
</tr>
<tr>
<td>Fashion/Apparel Industry</td>
<td>47%</td>
</tr>
</tbody>
</table>

Source: WWD Reader Study, Comscore 2021
DUAL INFLUENCE

The B2B resource at the START of the Conversation

DESIGNERS, FASHION EXECUTIVES, AND INDUSTRY MAVENS
The ones who intake WWD Content on trend forecasting, brand dossiers, and Industry Need-To-Know News, while spreading to their clients, counterparts, and communication channels

PR MANAGERS, INFLUENCERS, AND CELEBRITIES
Those who start the trends with purchasing power to influence consumers and the fashion-obsessed population

PROSUMERS
The industry adjacent who loves fashion and rely on the former for inspiration

CONSUMERS
The ultimate purchasers who keep trends thriving and help fashion upcycle
MULTI-PLATFORM UNIVERSE

Breaking News, Vital Insights And Analysis To 8 MILLION+ Business Leaders And Fashion and Beauty Insiders
DIGITAL DAILY

SPECIFICATIONS

Trims/Formats*:

1. **11” x 16” PDF.** Do not embed hyperlink, send URL to production with artwork; No crop or bleed marks
   - Color: All artwork must be RGB. CMYK, index and LAB colors are not acceptable
   - Resolution: 150dpi
2. **825x1200 JPG/PNG + CTURL, under 300KB**

Due: Digital assets are due 7 days prior to issue dates

*Note: Both PDF and JPG formats required to accommodate existing and new versions of the WWD Digital Daily

For Coverwrap specs, extensions or if you have any questions, please contact PMC Production Department:
Kevin Hurley, k hurley@pmc.com and Anne Leonard, aleonard@pmc.com

In compliance with Fairchild Fashion Media’s policy, you are required to submit a SWOP proof. By choosing not to supply a SWOP proof with this ad submission the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SNAP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the final content within your ad.
PRINT ISSUES

SPECIFICATIONS

Dimensions: 9.7" x 14.45", no crop or trim marks
Density: Maximum ink density is 300%
Resolution: 300 dpi
Color: All artwork must be in CMYK or Grayscale
RGB, index and LAB colors are not acceptable
Files with PMS colors will not be accepted without prior notification
Fonts: Must be embedded for proper reproduction
True Type fonts are not acceptable for printing
Format: All ad submissions must be PDF-x1a files
Send to: Ads can be emailed to printads@fairchildfashion.com

NYFW

MILAN

PARIS

SPECIAL ISSUE
PRINT COVER WRAP

SIZE AND PRINTING SPECS FOR NON-BLEED COVER WRAPS

Note: PDF must be submitted for approval 3 weeks prior to issue date. The cover wrap is subject to approval by the Publisher and Editor.

The dimensions are different for logos and logo positioning depending on the WWD show/city/fashion week location.

InDesign template with correct logo positioning can be provided for Wrap covers if needed.

NEW YORK
9.7” x 12.5”

MILAN
9.7” x 12.7”

PARIS
9.7” x 12.7”

STANDARD
9.7” x 12.75”

WWD CONTACT FOR INFORMATION, DEADLINES AND LOGO

Please Contact the PMC’s Productions Team:

Kevin Hurley  (646) 356-4761  khurley@pmc.com
Anne Leonard  aleonard@pmc.com

Digital Daily Cover Ad Buyout Logo Placement

* Price upon request
WWD PRINT AND DIGITAL DAILY HIGH-IMPACT COVERWRAP EXAMPLES

WWD DIGITAL DAILY
3 AD PAGES

BRAND AD
COVER TAKEOVER

EDIT COVER

PAGE 2 EDIT

PAGE 3 BRAND AD

PAGE 4 EDIT

PAGE 5 BRAND AD

WWD PRINT COVERWRAP
5 AD PAGES

BRAND AD
COVER TAKEOVER

COVER 2 PAGE 1

EDIT COVER

PAGES 4, 5, 6 CONSECUTIVE BRAND ADS
WWD.COM AND NEWSLETTER
HIGH-IMPACT EXAMPLES

WWD.COM HOMEPAGE TAKEOVER
Roadblock banner ads - WWD.com Homepage
30,000 impressions (see WWD.COM specs)

DIGITAL DAILY NEWSLETTER LEADERBOARD
Leaderboard banner placement - Digital Daily Newsletter; 65,000 impressions (see NEWSLETTER specs)
## 2022 SPECIAL ISSUE EDIT CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSE</th>
<th>MATERIALS</th>
<th>ONSALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYFW</td>
<td>1.28</td>
<td>2.4</td>
<td>2.11-16</td>
</tr>
<tr>
<td>LONDON FW</td>
<td>2.4</td>
<td>2.11</td>
<td>2.18-22</td>
</tr>
<tr>
<td>MILAN FW</td>
<td>2.8</td>
<td>2.15</td>
<td>2.22-28</td>
</tr>
<tr>
<td>PARIS FW</td>
<td>2.14</td>
<td>2.21</td>
<td>2.28-3.8</td>
</tr>
<tr>
<td>CURVE</td>
<td>2.14</td>
<td>2.21</td>
<td>2.28</td>
</tr>
<tr>
<td>SXSW</td>
<td>2.21</td>
<td>2.28</td>
<td>3.7</td>
</tr>
<tr>
<td>WATCHES AND WONDERS</td>
<td>3.16</td>
<td>3.23</td>
<td>3.30</td>
</tr>
<tr>
<td>EYEWEAR</td>
<td>3.17</td>
<td>3.24</td>
<td>3.31</td>
</tr>
<tr>
<td>CFDA BRIDAL</td>
<td>3.23</td>
<td>3.30</td>
<td>4.6-8</td>
</tr>
<tr>
<td>COUTURE JEWELRY</td>
<td>5.26</td>
<td>6.2</td>
<td>6.9</td>
</tr>
<tr>
<td>LONDON FW MEN</td>
<td>5.27</td>
<td>6.3</td>
<td>6.11-13</td>
</tr>
<tr>
<td>PARIS FW MEN</td>
<td>6.7</td>
<td>6.14</td>
<td>6.21-26</td>
</tr>
<tr>
<td>PARIS HAUTE COUTURE</td>
<td>6.17</td>
<td>6.24</td>
<td>7.3-7</td>
</tr>
<tr>
<td>SWIM</td>
<td>6.22</td>
<td>6.29</td>
<td>7.6</td>
</tr>
<tr>
<td>NYFW</td>
<td>8.26</td>
<td>9.2</td>
<td>9.9-14</td>
</tr>
<tr>
<td>EYEWEAR</td>
<td>8.31</td>
<td>9.7</td>
<td>9.14</td>
</tr>
<tr>
<td>LONDON FW</td>
<td>9.2</td>
<td>9.9</td>
<td>9.16-20</td>
</tr>
<tr>
<td>MILAN FW</td>
<td>9.6</td>
<td>9.13</td>
<td>9.20-26</td>
</tr>
<tr>
<td>PARIS FW</td>
<td>9.12</td>
<td>9.19</td>
<td>9.26-10.4</td>
</tr>
<tr>
<td>WATCHES AND JEWELRY</td>
<td>11.9</td>
<td>11.16</td>
<td>11.23</td>
</tr>
</tbody>
</table>

Note: All dates subject to change
# WWD Weekend 2022 Print Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Close</th>
<th>Materials</th>
<th>Onsale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Fashion Week; Red Carpet; Men's Watch; City Guides</td>
<td>2.4</td>
<td>2.11</td>
<td>2.19</td>
</tr>
<tr>
<td>Memorial Day Weekend; Travel; Summer Preview</td>
<td>5.13</td>
<td>5.20</td>
<td>5.28</td>
</tr>
<tr>
<td>Summer: Philanthropy/Social Impact; Leadership</td>
<td>7.1</td>
<td>7.8</td>
<td>7.16</td>
</tr>
<tr>
<td>Pre-Fall; Fashion Week; Women's</td>
<td>8.30</td>
<td>9.10</td>
<td>9.17</td>
</tr>
<tr>
<td>CEO Summit Preview; Fall Fashion Review</td>
<td>10.7</td>
<td>10.14</td>
<td>10.22</td>
</tr>
<tr>
<td>Holiday; Jewelry; Art Basel</td>
<td>11.18</td>
<td>11.25</td>
<td>12.3</td>
</tr>
</tbody>
</table>

Note: All dates subject to change.
<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>DIMENSIONS</th>
<th>MAXIMUM FILE SIZE</th>
<th>ADDITIONAL INFORMATION</th>
<th>MAX LOOPS</th>
<th>ANIMATION LENGTH</th>
<th>RICH MEDIA ACCEPTED</th>
<th>GEO TARGETING</th>
<th>LEAD TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>970 x 90 or 728 x90</td>
<td>200KB</td>
<td>All Brand Logos should click through to landing page. Unit should have 1 pixel black border. Entire expanded ad should be clickable. Desktop: Accepts JPG, PNG, GIF, or 3rd Party Tags (Rich Media)</td>
<td>3 loops, 30 fps</td>
<td>15 sec</td>
<td>Expandable, In-Banner Video</td>
<td>In-Banner Video</td>
<td></td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td>970 x 250</td>
<td>200KB</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>200KB</td>
<td>Tablet: Accepts JPG, PNG, GIF, or 3rd Party Tags</td>
<td></td>
<td></td>
<td></td>
<td>Expansible, In-Banner Video</td>
<td>7 business days</td>
</tr>
<tr>
<td>Box</td>
<td>300 x 250</td>
<td>200KB</td>
<td>Desktop: Accepts JPG, PNG, GIF, or 3rd Party Tags (Rich Media) Tablet and Mobile: Accepts JPG, PNG, GIF, or 3rd Party Tags</td>
<td></td>
<td></td>
<td></td>
<td>Expansible, In-Banner Video</td>
<td></td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>200KB</td>
<td>Mobile Only: JPG, GIF, or 3rd Party Tag</td>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>
SOCIAL MEDIA

INSTAGRAM

IMAGE SPECS
- JGP or PNG
- Minimum 1080 x 1080 px
- Rectangular posts must be within 1.91:1 or 4:5 aspect ratio
- Image may not contain more than 20% text

VIDEO SPECS
- MP4 File (15MB max) • 40 - 60 seconds
- Between 32 x 32 px to 1280 x 1024 px
- Max frame rate: 40fps
- Video may not contain more than 20% text in frame
- Videos must include copy for a headline and a post

BEST PRACTICES
- 125 characters or less in copy
- 1080 x 1080 px 1:1 ratio photos
- High resolution photos only
- Do not paste links into the copy
- Maximum (2) hashtags
- Videos = 30 seconds or less (square is recommended)

LEGAL INFO
- Must use Branded Content Tool if advertiser has Facebook account
- Content that performs well: GIFs/boomerangs, Behind-the-Scenes, less-produced content, content that encourages audience participation

LEAD TIME
- 7 business days

FACEBOOK

IMAGE SPECS
- At least 1200 x 630 px

VIDEO SPECS
- MOV or MP4 (2.3MB max)
- 6:9 ratio, at least 720p
- Thumbnail must be 1200 x 675 px
- Must include title of video (headline) and copy for post

BEST PRACTICES
- Minimal text in photos and in video frames
- Shorter copy performs better
- Posts should be visually appealing, relevant, and have a clear call-to-action (URL)
- Do not use hashtags on Facebook (unless special circumstance)

LEAD TIME
- 7 business days

LINKED IN

IMAGE SPECS
- File Type: jpg or png
- Horizontal / Landscape
- Min File Size: 5 MB
- Min Image Size: 640 x 360 pixels
- Max Image Size: 7680 x 4320 pixels

VIDEO
- File Type: MP4
- Min Video File Size: 75 KB
- Max Video File Size - 200 MB
- Video Duration Min: 3 seconds
- Video Duration Max: 30 minutes
- Video Captions (optional): Video sound file size less than 64 KB

DIMENSIONS
- Landscape (16:9) Min 640 x 360 pixels
- Max 1920 x 1080 pixels
- Square (1:1) Min 360 x 360 pixels
- Max 1920 x 1920 pixels
- Vertical (9:16) Min 360 x 640 pixels
- Max 1080 x 1920 pixels

ASPECT RATIO
- Aspect ratio tolerance: 5%
- Video Thumbnail File Format: JPG or PNG
- Video Thumbnail Max File Size: 2 MB Video Thumbnail Aspect Ratio & Resolution: Match video

CALL TO ACTION OPTIONS
- Apply, Download, View Quote, Learn More, Sign Up, Subscribe, Register, Join, Attend, Request Demo

LEAD TIME
- 7 business days

TWITTER

IMAGE SPECS
- Up to 4 images in one post
- 5MB max file size
- Recommend dimensions 506 x 253 px

VIDEO SPECS
- MP4 (15MB max)
- Must be between 0.5–30 seconds
- Dimensions must be between 32 x 32 px and 1280 x 1024 px
- Max frame rate: 40fps

LEGAL INFO
- Must use #ad at beginning of copy per FTC Guidelines

BEST PRACTICES
- Add a call-to-action in the copy to encourage engagement from the audience (URL)
- Posts should be visually appealing, relevant, and have a clear call-to-action

LEAD TIME
- 7 business days

*Please note: All materials for sponsored social posts are subject to editorial approval.
NEWSLETTERS

THE ESSENTIALIST
All headlining news from WWD that spans over the worlds of retail, beauty, fashion, business, lifestyle & marketing
Recipients: 85K
Leaderboard Specs: 970x250

DIGITAL DAILY
Leaderboard - Prominent placement on the Digital Daily Email Blast.
Recipients: 65K
Leaderboard Specs: 600x200

WEEK IN SUSTAINABILITY
The latest news, initiatives, investments, and more
Recipients: 5K
Leaderboard Specs: 970x250

WEEK IN RETAIL
Read about the latest in Retail from e-commerce to brick-and-mortar
Recipients: 40K
Leaderboard Specs: 970x250
NEWSLETTERS

FASHINVEST
Catch up on all news on where fashion and finance meet

Recipients: 40K
Leaderboard Specs: 970x250

BREAKING NEWS ALERTS
Breaking News as it Happens

Recipients: 100K
Leaderboard Specs: 970x250

CUSTOM EBLAST
Brand custom creative and messaging blasted out to WWD subscribers

Recipients: 65K
Leaderboard Specs: 600x800 or HTML
Subject Line, CTURL

BEAUTY INC NEWSLETTER
Weekly newsletter that provides a news-based analysis that delivers actionable insights on the global beauty scene

Recipients: 80K
Leaderboard Specs: 970x250

READ ISSUE HERE
The insider’s guide to the global Beauty community. Offering six franchise printed issues per year, a weekly news-based digital publication, and expanded coverage on wwd.com Beauty Inc is highly-regarded for comprehensive reporting on industry trends and marketplace developments and is considered the premier source for in-depth coverage on all aspects of the Beauty, Wellness, and Retail communities.

75% Global Beauty and Retail Executives
14% Retail Beauty Associates
11% Salon and Spas
80k Print and Newsletter Issue Circulation
2.2M+ wwd.com views

Note: All dates and themes subject to change at editorial discretion
## BEAUTY INC EDIT CALENDAR

### PRINT

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSE</th>
<th>MATERIALS</th>
<th>ONSALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The New Class: Fragrance</td>
<td>February 11</td>
<td>February 18</td>
<td>February 25</td>
</tr>
<tr>
<td>Beauty Inc Top 100</td>
<td>April 8</td>
<td>April 15</td>
<td>April 22</td>
</tr>
<tr>
<td>Power Players/Sustainability</td>
<td>June 10</td>
<td>June 17</td>
<td>June 24</td>
</tr>
<tr>
<td>Wellness</td>
<td>August 26</td>
<td>September 2</td>
<td>September 9</td>
</tr>
<tr>
<td>The Women’s Issue</td>
<td>September 30</td>
<td>October 7</td>
<td>October 14</td>
</tr>
<tr>
<td>The Beauty Inc Awards</td>
<td>December 23</td>
<td>December 2</td>
<td>December 9</td>
</tr>
</tbody>
</table>

### NEWSLETTER

<table>
<thead>
<tr>
<th>THEMED ISSUE</th>
<th>MATERIALS</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Beauty</td>
<td>January 7</td>
<td>January 14</td>
</tr>
<tr>
<td>Sustainability</td>
<td>February 4</td>
<td>February 11</td>
</tr>
<tr>
<td>Women's Month</td>
<td>March 11</td>
<td>March 18</td>
</tr>
<tr>
<td>Sustainability</td>
<td>April 22</td>
<td>April 29</td>
</tr>
<tr>
<td>Supplier</td>
<td>May 5</td>
<td>May 13</td>
</tr>
<tr>
<td>Fragrance/Gen Z</td>
<td>June 10</td>
<td>June 17</td>
</tr>
<tr>
<td>Money</td>
<td>July 8</td>
<td>July 15</td>
</tr>
<tr>
<td>Professional</td>
<td>August 5</td>
<td>August 12</td>
</tr>
<tr>
<td>Leadership</td>
<td>September 9</td>
<td>September 16</td>
</tr>
<tr>
<td>Skincare</td>
<td>October 14</td>
<td>October 21</td>
</tr>
<tr>
<td>Money</td>
<td>November 4</td>
<td>November 11</td>
</tr>
<tr>
<td>The Year Ahead</td>
<td>December 9</td>
<td>December 16</td>
</tr>
</tbody>
</table>

Note: All dates and themes subject to change at editorial discretion
BEAUTY INC PRINT

Media
- All ad submissions must be PDF/X 1-a files
- To submit your artwork for Beauty Inc. print ads, please use our ad portal at: https://pmc.sendmyad.com

Proof Requirements
Certified SWOP proof Marked with "Beauty Inc" and the issue date, supplied to: Fry Communications
Building 4
101 Fry Drive
Mechanicsburg, PA 17050 Attn: Prep Supervisor
1-800-334-1429

Safety
- All live matter must be 1/4 inch from trim on all sides.
- Gutters: 1/16 inch on each side for a total of 1/8 inch (if not the center spread)
- Minimum size knockout type: 8 point.
- Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

File Storage: The original proof & an archived copy of the digital ad file will be kept for 13 months after printing.

For extensions, Coverwrap specs or if you have any questions, please contact the Beauty-Inc. Production Department: Kevin Hurley, khurley@pmc.com and Anne Leonard, aleonard@pmc.com

In compliance with Fairchild Fashion Media's policy, you are required to submit a SWOP proof. By choosing not to supply a SWOP proof with this ad submission the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SNAP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the final content within your ad.
SPECIFICATIONS

Trim/Format:

11" x 16" PDF. Do not embed hyperlink, send URL to production with artwork; No crop or bleed marks

Color: All artwork must be RGB. CMYK, index and LAB colors are not acceptable

Resolution: 150dpi

Due: Digital assets are due 7 days prior to issue dates.

For extensions, Coverwrap specs or if you have any questions, please contact the Beauty-Inc. Production Department: Kevin Hurley, khurley@pmc.com and Anne Leonard, aleonard@pmc.com

In compliance with Fairchild Fashion Media’s policy, you are required to submit a SWOP proof. By choosing not to supply a SWOP proof with this ad submission the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a SNAP certified proof, a laser content proof will be required. Failure to submit a laser proof may jeopardize the final content within your ad.
MARKETING + PARTNERSHIPS

Partner with WWD on a customized idea around a launch, collection reveal, or brand announcement, or work with us on one of our marketing tentpoles below.

FAIRCHILD STUDIO PROGRAMS: Own custom content initiatives and themed reports aligned with editorial themes/special issues

CUSTOM SOCIAL CAMPAIGNS: Spotlight your social brand presence with a custom campaign

IN-STORE EVENTS AND EXPERIENCES: Curate an unrivaled event/marketing experience for large and intimate groups of attendees

CUSTOM ROUNDTABLES: Generate important discussions with insights filtered to our audiences

CUSTOM VIDEO CONTENT/SHOOTS: Produce custom video concepts from start to finish

WEBINARS: Digitize a discussion with a curated audience and powerful promotional strategy

PODCASTS: Put audio-first episodes into the marketplace with editorial hosts and various themes

MILESTONES: Celebrate iconic dates and brand excellence with a custom editorial issue

RESEARCH PROGRAMS: Dive into a powerful research story and allow us to present the findings

SPECIAL ISSUES/THEMED SECTIONS: Advertise and create custom content in themed issues/special sections, including eyewear, jewelry/watch, swim and more

E-COMMERCE: Drive sales with shoppable article placements and newsletter units
2022 EVENTS

Fairchild Live event experiences are the place where c-suite executives, global brand leaders and celebrity influencers across fashion, beauty, retail, footwear and sourcing come together to mix, mingle and get inspired.

- MARCH 2  WWD Digital Beauty Forum
- MARCH 23  Diversity Forum
- APRIL 14  FMG Sustainability
- APRIL 27  Sourcing Journal HK Summit
- MAY 9-11  Beauty CEO Summit
- JUNE 28  Metaverse Symposium
- JUNE 30  FMG Tech Forum
- JULY 20  Global Impact Council
- AUGUST 3  Footwear News Summit
- SEPTEMBER 13  Wellness Forum
- SEPTEMBER 29  FMG Women In Power
- OCTOBER 18  Sourcing Journal Summit
- OCTOBER 25-26  Apparel & Retail CEO Summit / Honors
- NOVEMBER 30  FNAA
- DECEMBER 7  Beauty Inc Awards

*Please note all dates are subject to change.
Contact a WWD sales representative today to start the conversation.

NEW YORK
Jennifer Petersen
Director of Fashion & Luxury
jpetersen@fairchildfashion.com

Susan Lee
Director of Partnerships & Audience Development
slee@fairchildfashion.com

Samantha Rumsky
Ad Director
srumsky@fairchildfashion.com

Amanda Boyle
Beauty Director
aboyle@fairchildfashion.com

Amy Macauley
West Coast Director
amacauley@fairchildfashion.com

Ashley Faradineh
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