WWD ECOMMERCE PACKAGE: SHOP THIS POST!

WWD 2023 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.
AFFLUENCE AND LEADERSHIP

AUDIENCE

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
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<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>
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DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Female</td>
<td>71%</td>
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<tr>
<td>Male</td>
<td>29%</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>
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<tr>
<td>International</td>
<td>16%</td>
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<tr>
<td>Senior Management</td>
<td>64%</td>
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<tr>
<td>Decision Maker</td>
<td>86%</td>
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<tr>
<td>Advertising Marketing</td>
<td>49%</td>
</tr>
<tr>
<td>Fashion/Apparel Industry</td>
<td>47%</td>
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</tbody>
</table>

Source: WWD Reader Study, Comscore 2021
DUAL INFLUENCE

WWD ECOMMERCE PACKAGE: SHOP THIS POST!

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
65K+ Subscribers

WWD.COM
1.5M+ UV

WWD PRINTED DAILY EDITIONS
40+ Issues

WWD SOCIAL MEDIA
6M+ Followers

FAIRCHILD STUDIO CUSTOM CONTENT
250+ Collaborations in 2022

FAIRCHILD LIVE EVENTS AND SUMMITS
10,000+ Executive Attendees

WWD WEEKEND
6 issues

WWD PODCAST 5K+ Downloads

WWD VOICES
LISTEN NOW
SPECIFICATIONS

Trims/Formats*:
- 11" x 16 PDF 150DPI (full page)
- 22" x 16 PDF 150DPI (spread)
  - Click Through URL Must be provided
  - Do not embed hyperlink, send URL to production with artwork; No crop or bleed marks
    - Color: All artwork must be RGB
    - Resolution: 150dpi
  - Due: Digital assets are due 7 days prior to issue dates

Production Department:
Kevin Hurley, khurley@pmc.com
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” × 14.45 PDF 300DPI (full page)
- 20.5” × 14.45 PDF 300DPI (spread)
- 9.7” × 14.45 PDF 300DPI (back cover)

Density: Maximum ink density is 300%
Resolution: 300 dpi
Color: All artwork must be in CMYK or Grayscale
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:

PMC 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.
SIZE AND PRINTING SPECS FOR NON-BLEED COVER WRAPS

Note: PDF must be submitted for approval 2 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.

PMC 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.

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 PRINT AND DIGITAL DAILY
HIGH-IMPACT COVERWRAP EXAMPLES
WWD.COM AND NEWSLETTER HIGH-IMPACT UNITS

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)
# 2023 SPECIAL ISSUE EDIT CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PUBLISH</th>
<th>CLOSE</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PITTI UOMO</td>
<td>1.13</td>
<td>12.29.22</td>
<td>1.3</td>
</tr>
<tr>
<td>MILAN MENS</td>
<td>1.14</td>
<td>12.30.22</td>
<td>1.4</td>
</tr>
<tr>
<td>PARIS COUTURE</td>
<td>1.18</td>
<td>1.28</td>
<td>1.10</td>
</tr>
<tr>
<td>NYFW</td>
<td>2.9-15</td>
<td>2.4</td>
<td>2.11</td>
</tr>
<tr>
<td>LONDON FW</td>
<td>2.18-22</td>
<td>2.8</td>
<td>2.15</td>
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<tr>
<td>MILAN FW</td>
<td>2.20-26</td>
<td>2.14</td>
<td>2.21</td>
</tr>
<tr>
<td>PARIS FW</td>
<td>3.1-8</td>
<td>2.21</td>
<td>2.28</td>
</tr>
<tr>
<td>SXSW</td>
<td>3.10</td>
<td>3.16</td>
<td>3.23</td>
</tr>
<tr>
<td>WATCHES AND WONDERS</td>
<td>3.27</td>
<td>3.17</td>
<td>3.24</td>
</tr>
<tr>
<td>EYEWEAR</td>
<td>3.16</td>
<td>APRIL TBD</td>
<td>APRIL TBD</td>
</tr>
<tr>
<td>BRIDAL</td>
<td>APRIL TBD</td>
<td>APRIL TBD</td>
<td>APRIL TBD</td>
</tr>
<tr>
<td>SALONE DEL MOBILE</td>
<td>4.18</td>
<td>4.4</td>
<td>4.11</td>
</tr>
<tr>
<td>COUTURE JEWELRY</td>
<td>6.1</td>
<td>5.26</td>
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<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PUBLISH</th>
<th>CLOSE</th>
<th>MATERIALS</th>
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</thead>
<tbody>
<tr>
<td>PITTI UOMO</td>
<td>JUNE TBD</td>
<td>JUNE TBD</td>
<td>JUNE TBD</td>
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<tr>
<td>LONDON FW MEN</td>
<td>JUNE TBD</td>
<td>JUNE TBD</td>
<td>JUNE TBD</td>
</tr>
<tr>
<td>MILAN MEN'S</td>
<td>JUNE TBD</td>
<td>JUNE TBD</td>
<td>JUNE TBD</td>
</tr>
<tr>
<td>PARIS FW MEN</td>
<td>JUNE TBD</td>
<td>JUNE TBD</td>
<td>JUNE TBD</td>
</tr>
<tr>
<td>METAVERSE</td>
<td>6.28</td>
<td>JULY TBD</td>
<td>JULY TBD</td>
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<tr>
<td>PARIS COUTURE</td>
<td>9.8-12</td>
<td>8.25</td>
<td>9.1</td>
</tr>
<tr>
<td>NY FASHION WEEK</td>
<td>SEPTEMBER TBD</td>
<td>SEPTEMBER TBD</td>
<td>SEPTEMBER TBD</td>
</tr>
<tr>
<td>LONDON FASHION WEEK</td>
<td>SEPTEMBER TBD</td>
<td>SEPTEMBER TBD</td>
<td>SEPTEMBER TBD</td>
</tr>
<tr>
<td>MILAN FASHION WEEK</td>
<td>SEPTEMBER TBD</td>
<td>SEPTEMBER TBD</td>
<td>SEPTEMBER TBD</td>
</tr>
<tr>
<td>PARIS FASHION WEEK</td>
<td>OCTOBER TBD</td>
<td>OCTOBER TBD</td>
<td>OCTOBER TBD</td>
</tr>
<tr>
<td>BRIDAL</td>
<td>OCTOBER TBD</td>
<td>OCTOBER TBD</td>
<td>OCTOBER TBD</td>
</tr>
<tr>
<td>LONDON MEN'S</td>
<td>NOVEMBER TBD</td>
<td>NOVEMBER TBD</td>
<td>NOVEMBER TBD</td>
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<tr>
<td>PARIS MEN'S</td>
<td>NOVEMBER TBD</td>
<td>NOVEMBER TBD</td>
<td>NOVEMBER TBD</td>
</tr>
<tr>
<td>PARIS COUTURE</td>
<td>NOVEMBER TBD</td>
<td>NOVEMBER TBD</td>
<td>NOVEMBER TBD</td>
</tr>
<tr>
<td>WATCHES AND JEWELRY</td>
<td>NOVEMBER TBD</td>
<td>NOVEMBER TBD</td>
<td>NOVEMBER TBD</td>
</tr>
</tbody>
</table>

Note: All dates subject to change.
WWD WEEKEND
2023 EDITORIAL CALENDAR

ISSUE
FASHION WEEK; RED CARPET; CITY GUIDES
INTERIORS; SALONE; SUMMER PREVIEW
MEMORIAL DAY; SUMMER TRAVEL
PRE-FALL; DESIGN
FALL FASHION REVIEW
HOLIDAY; JEWELRY; ART BASEL

CLOSE
FEBRUARY 4
MARCH 31
MAY 10
AUGUST 10
SEPTEMBER 30
NOVEMBER 8

MATERIALS
FEBRUARY 10
APRIL 8
MAY 19
AUGUST 19
OCTOBER 7
NOVEMBER 15

PUBLISH
FEBRUARY 18
APRIL 15
MAY 27
AUGUST 26
OCTOBER 14
NOVEMBER 25

Note: All dates subject to change.
## WWD.COM 
### HOMEPAGE TAKEOVER / ROS

<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></td>
<td></td>
<td>Expandable, In-Banner Video</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td>970 x 250</td>
<td>200KB</td>
<td>Tablet: Accepts JPG, PNG, GIF, or 3rd Party Tags</td>
<td></td>
<td></td>
<td>In-Banner Video</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</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>3 loops, 30 fps</td>
<td>15 sec</td>
<td>Expandable, In-Banner Video</td>
<td>Yes, incurs an upcharge on CPM, please contact your sales rep.</td>
<td>7 business days</td>
</tr>
<tr>
<td>Box</td>
<td>300 x 250</td>
<td>200KB</td>
<td>Mobile Only: JPG, GIF, or 3rd Party Tag</td>
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<td></td>
<td>Expandable, In-Banner Video</td>
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<td></td>
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<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>Yes</td>
<td></td>
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### SOCIAL MEDIA

#### INSTAGRAM

**IMAGE SPECS**
- JPG 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 post

**IG STORY SPECS**
- 1080 x 1920 px
- MP4 or MOV for video (4GB max), or JPEG/PNG for photo (30MB max)
- Video maximum: 15 seconds

**COPY CHARACTER LIMIT**
- 2200 characters

#### LEGAL INFO
- Must use Branded Content Tool if advertiser has a business account
- If unable to, must use #ad at beginning of copy per FTC Guidelines

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

**LINK SPECS**
- 1200 x 628 image recommended
- Must provide headline – text must be under 90 characters
- Link description must be under 30 characters

**LEGAL INFO**
- Must use Branded Content Tool if advertiser has Facebook account
- If unable to, must use #ad at beginning of copy per FTC Guidelines

**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

#### LINKEDIN

**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

**VERTICAL**
- Min File Size: 5 MB
- Min Image Size: 360 x 640 pixels
- Max Image Size: 1254 x 2400 pixels

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

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

#### 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
SOCIAL POST EXAMPLES

*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 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
Customized brand creative and messaging blasted out to WWD subscribers
Recipients: 65K
Leaderboard Specs: 600x800 or HTML
Subject Line, CTA URL

BEAUTY INC NEWSLETTER
Weekly news-based analysis delivering actionable insights on the global beauty scene
Recipients: 65K
Leaderboard Specs: 970x250
THE INSIDER’S GUIDE TO THE GLOBAL BEAUTY COMMUNITY.

Six printed issues per year, weekly newsletter edition, and extended coverage on wwd.com.

Beauty Inc is renowned for comprehensive reporting industry trends and marketplace developments and is the premier source for in-depth coverage on all aspects of the Beauty, Wellness, and Retail communities.
# Beauty Inc Edit Calendar

## Print

<table>
<thead>
<tr>
<th>Issue</th>
<th>Close</th>
<th>Materials</th>
<th>Publish</th>
</tr>
</thead>
<tbody>
<tr>
<td>The New Class</td>
<td>February 10</td>
<td>February 17</td>
<td>February 24</td>
</tr>
<tr>
<td>Beauty Inc Top 100</td>
<td>April 7</td>
<td>April 14</td>
<td>April 21</td>
</tr>
<tr>
<td>Power Players/Sustainability</td>
<td>June 9</td>
<td>June 16</td>
<td>June 23</td>
</tr>
<tr>
<td>Women's Issue</td>
<td>August 25</td>
<td>September 1</td>
<td>September 13</td>
</tr>
<tr>
<td>Wellness</td>
<td>September 29</td>
<td>October 6</td>
<td>October 27</td>
</tr>
<tr>
<td>The Beauty Inc Awards</td>
<td>November 22</td>
<td>December 1</td>
<td>December 8</td>
</tr>
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</table>

## Newsletter

<table>
<thead>
<tr>
<th>Themed Issue</th>
<th>Materials</th>
<th>Publish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mass Beauty</td>
<td>January 7</td>
<td>January 13</td>
</tr>
<tr>
<td>Sustainability</td>
<td>February 4</td>
<td>February 10</td>
</tr>
<tr>
<td>Women’s Month</td>
<td>March 11</td>
<td>March 17</td>
</tr>
<tr>
<td>Sustainability</td>
<td>April 22</td>
<td>April 28</td>
</tr>
<tr>
<td>Supplier</td>
<td>May 5</td>
<td>May 12</td>
</tr>
<tr>
<td>Fragrance/Gen Z</td>
<td>June 10</td>
<td>June 16</td>
</tr>
<tr>
<td>Money</td>
<td>July 8</td>
<td>July 14</td>
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<tr>
<td>Professional</td>
<td>August 5</td>
<td>August 11</td>
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<tr>
<td>Leadership</td>
<td>September 9</td>
<td>September 15</td>
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<tr>
<td>Skincare</td>
<td>October 14</td>
<td>October 20</td>
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<tr>
<td>Money</td>
<td>November 4</td>
<td>November 10</td>
</tr>
<tr>
<td>The Year Ahead</td>
<td>December 9</td>
<td>December 15</td>
</tr>
</tbody>
</table>

Note: Newsletter is sent weekly on Fridays. Specific themes created based on industry calendar.

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

FULL PAGE SPREAD
Bleed: 20.25" X 12.25"
Trim: 20" X 12"
Non-Bleed: 19.25" X 11.25"

FULL PAGE
Bleed: 10.25" X 12.25"
Trim: 10" X 12"
Non-Bleed: 9.25" X 11.25"

1/2 PAGE HORIZONTAL
Bleed: 10.25" X 6.125"
Trim: 10" X 5.875"
Non-Bleed: 9.25" X 5.5"

1/2 HORIZONTAL SPREAD
Bleed: 20.25" X 6.125"
Trim: 20" X 5.875
Non-Bleed: 19.25" X 5.5"

1/3 VERTICAL
Bleed: N/A
Trim: N/A
Non-Bleed: 2.875" X 11.25"

SAFETY
All live matter must be 1/4 inch from trim on all sides.

GUTTER SAFETY
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 and archived copy of the digital ad file will be kept for 13 months after printing.

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
• All fonts MUST be embedded (true type fonts cannot be used for printing)
• The color space must be CMYK
• All PMS color must be converted to CMYK
• Maximum ink density: 300 total.
• Resolution: 300 dpi.

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

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

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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: Custom content initiatives and themed reports aligned with editorial themes/special issues
CUSTOM SOCIAL CAMPAIGN: Spotlight your social brand presence with a custom campaign
IN-STORE: Curate an unrivaled event/marketing experience for large and intimate groups of attendees
CUSTOM ROUNDTABLE: Generate important discussions with insights filtered to our audiences
CUSTOM VIDEO CONTENT/SHOOT: Produce custom video concepts from start to finish
WEBINAR: Digitize a discussion with a curated audience and powerful promotional strategy
PODCAST: Put audio-first episodes into the marketplace with editorial hosts and various themes
MILESTONE: Celebrate iconic dates and brand excellence with a custom editorial issue
RESEARCH: Dive into a powerful research story and allow us to present the findings
E-COMMERCE: Drive sales with shoppable article placements and newsletter units
Fairchild Live brings together the c-suite executives, global brand leaders and celebrity arbiters of culture and style across fashion, beauty, retail, footwear and sourcing to educate, inspire and move the industry forward.

**January 24**  
WWD Digital Beauty Forum

**March 10-11**  
FMG @ SXSW

**April 25**  
Sourcing Journal Sustainability Summit

**May 9-10**  
WWD Beauty CEO Summit

**June 7**  
FN Women Who Rock

**June**  
Sourcing Journal Global Outlook (Virtual)

**June 28**  
WWD Metaverse Symposium

**September 8-10**  
Fairchild Fashion Museum

**September 12**  
FMG Women in Power

**September 27**  
WWD Wellness Forum

**October 10**  
Sourcing Journal Summit

**October 24-25**  
WWD Apparel & Retail CEO Summit / Honors

**November 29**  
FNAA Achievement Awards

**December 6**  
Beauty Inc Awards

**December 10**  
LA3C / WWD Style Awards

*All dates and events themes subject to change.*
Contact a WWD sales representative today to start the conversation.

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THANK YOU