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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>Metric</th>
<th>Count</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>
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### Demographics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>71%</td>
</tr>
<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>
</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

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 WEEKEND
WWD PODCAST 5K+ Downloads

WWD VOICES
LISTEN UP! WWD Voices offers industry insights and lessons from the C-suite.

LISTEN NOW
DIGITAL DAILY

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

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PRINT COVER WRAP

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.

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”

PMC Production Department:
Kevin Hurley, khurley@pmc.com
and Anne Leonard, aleonard@pmc.com

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WWD PRINT AND DIGITAL DAILY
HIGH-IMPACT COVERWRAP EXAMPLES

WWD DAILY TAKEOVER
3 AD PAGES

BRAND AD
COVER TAKEOVER

EDIT COVER
EDIT

BRAND AD
EDIT

WWD PRINT COVERWRAP
5 AD PAGES

COVERWRAP
BRAND AD
OPENER

COVERWRAP
BRAND AD
OPPOSITE EDIT COVER

EDIT COVER

COVERWRAP
BRAND AD
BACK COVER OF EDIT

COVERWRAP
BRAND AD
BACK COVER OPPOSITE EDIT BACK COVER

COVERWRAP CLOSE
BRAND AD
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)
## WWD WEEKEND
### 2023 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSE</th>
<th>MATERIALS</th>
<th>PUBLISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>FASHION WEEK; RED CARPET; CITY GUIDES</td>
<td>FEBRUARY 4</td>
<td>FEBRUARY 10</td>
<td>FEBRUARY 18</td>
</tr>
<tr>
<td>INTERIORS; SALONE; SUMMER PREVIEW</td>
<td>MARCH 31</td>
<td>APRIL 8</td>
<td>APRIL 15</td>
</tr>
<tr>
<td>MEMORIAL DAY; SUMMER TRAVEL</td>
<td>MAY 10</td>
<td>MAY 19</td>
<td>MAY 27</td>
</tr>
<tr>
<td>PRE-FALL; DESIGN</td>
<td>AUGUST 10</td>
<td>AUGUST 19</td>
<td>AUGUST 26</td>
</tr>
<tr>
<td>FALL FASHION REVIEW</td>
<td>SEPTEMBER 30</td>
<td>OCTOBER 7</td>
<td>OCTOBER 14</td>
</tr>
<tr>
<td>HOLIDAY; JEWELRY; ART BASEL</td>
<td>NOVEMBER 8</td>
<td>NOVEMBER 15</td>
<td>NOVEMBER 25</td>
</tr>
</tbody>
</table>

Note: All dates subject to change. Printing available for other issues based on incremental costs to advertiser.
## 2023 Special Issue Edit Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PUBLISH</th>
<th>CLOSE</th>
<th>MATERIALS</th>
<th>ISSUE</th>
<th>PUBLISH</th>
<th>CLOSE</th>
<th>MATERIALS</th>
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</thead>
<tbody>
<tr>
<td>Pitti Uomo</td>
<td>1.10</td>
<td>12.27</td>
<td>1.3</td>
<td>Cannes</td>
<td>5.16</td>
<td>5.18</td>
<td>5.2</td>
</tr>
<tr>
<td>Milan Mens</td>
<td>1.13</td>
<td>12.30</td>
<td>1.6</td>
<td>Couture Jewelry</td>
<td>6.1</td>
<td>5.26</td>
<td>6.2</td>
</tr>
<tr>
<td>Paris Couture</td>
<td>1.23</td>
<td>1.9</td>
<td>1.16</td>
<td>Pitti Uomo</td>
<td>6.13</td>
<td>5.30</td>
<td>6.6</td>
</tr>
<tr>
<td>Textiles</td>
<td>2.2</td>
<td>1.19</td>
<td>1.26</td>
<td>Milan Men’s</td>
<td>6.16</td>
<td>6.2</td>
<td>6.9</td>
</tr>
<tr>
<td>NYFW</td>
<td>2.9-15</td>
<td>1.28</td>
<td>2.4</td>
<td>MetaVerse</td>
<td>6.28</td>
<td>6.14</td>
<td>6.21</td>
</tr>
<tr>
<td>Milan Men’s</td>
<td>2.20-26</td>
<td>2.8</td>
<td>2.15</td>
<td>NY Fashion Week</td>
<td>9.8-12</td>
<td>8.25</td>
<td>9.1</td>
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<tr>
<td>Diversity</td>
<td>2.27</td>
<td>2.13</td>
<td>2.20</td>
<td>Milan Fashion Week</td>
<td>9.20-26</td>
<td>9.6</td>
<td>9.13</td>
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<tr>
<td>SXSW</td>
<td>3.10</td>
<td>2.21</td>
<td>2.28</td>
<td>Eyewear</td>
<td>9.27</td>
<td>9.13</td>
<td>9.20</td>
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<td>Eyewear</td>
<td>3.17</td>
<td>3.3</td>
<td>3.10</td>
<td>Bridal</td>
<td>10.11-14</td>
<td>9.27</td>
<td>10.4</td>
</tr>
<tr>
<td>Watches and Wonders</td>
<td>3.27</td>
<td>3.16</td>
<td>3.23</td>
<td>Watches and Jewelry</td>
<td>11.22</td>
<td>11.8</td>
<td>11.15</td>
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<tr>
<td>Bridal</td>
<td>4.11</td>
<td>3.28</td>
<td>3.21</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Salone Del Mobile</td>
<td>4.18</td>
<td>4.4</td>
<td>4.11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustainability</td>
<td>4.21</td>
<td>4.7</td>
<td>4.14</td>
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<td></td>
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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 x 90</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>7 business days</td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td>970 x 250</td>
<td>200KB</td>
<td></td>
<td></td>
<td></td>
<td>In-Banner Video</td>
<td></td>
<td>7 business days</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>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>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>Expandable, In-Banner Video</td>
<td></td>
<td>7 business days</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>Yes</td>
<td></td>
<td>7 business days</td>
</tr>
</tbody>
</table>
# 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 a 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

## FACEBOOK

**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
- 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)
- Content that performs well: GIFs/boomerangs, Behind-the-Scenes, less-produced content, content that encourages audience participation

**LEAD TIME**
- 7 business days

## LINKEDIN

**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

## 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. Specs also apply to all dark/sponsored posts.
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, CTURL

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.

| 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>PUBLISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>The New Class</td>
<td>February 3</td>
<td>February 10</td>
<td>February 24</td>
</tr>
<tr>
<td>Beauty Inc Top 100</td>
<td>March 31</td>
<td>April 7</td>
<td>April 21</td>
</tr>
<tr>
<td>Sephora Milestone</td>
<td>June 1</td>
<td>June 15</td>
<td>June 30</td>
</tr>
<tr>
<td>Wellness + Power Plays</td>
<td>August 4</td>
<td>August 11</td>
<td>August 25</td>
</tr>
<tr>
<td>Women’s Issue</td>
<td>October 6</td>
<td>October 13</td>
<td>October 27</td>
</tr>
<tr>
<td>The Beauty Inc Awards</td>
<td>November 10</td>
<td>November 17</td>
<td>December 8</td>
</tr>
</tbody>
</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>
</tr>
<tr>
<td>Professional</td>
<td>August 5</td>
<td>August 11</td>
</tr>
<tr>
<td>Leadership</td>
<td>September 9</td>
<td>September 15</td>
</tr>
<tr>
<td>Skincare</td>
<td>October 14</td>
<td>October 20</td>
</tr>
<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. Specifics 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

**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

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.
FAIRCHILD LIVE 2023 EVENTS

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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>JANUARY 24</td>
<td>WWD Digital Beauty Forum</td>
<td>New York, New York</td>
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<tr>
<td>MARCH 11-12</td>
<td>FMG @ SXSW</td>
<td>Austin, Texas</td>
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<tr>
<td>APRIL 6</td>
<td>WWD LA Beauty Forum</td>
<td>Los Angeles, California</td>
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<td>APRIL 19-20</td>
<td>Footwear News CEO Summit</td>
<td>New York, New York</td>
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<td>APRIL 25</td>
<td>Sourcing Journal Sustainability Summit</td>
<td>New York, New York</td>
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<td>MAY 9-10</td>
<td>WWD Beauty CEO Summit</td>
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<td>JUNE 7</td>
<td>FN Women Who Rock</td>
<td>New York, New York</td>
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<td>JUNE 15</td>
<td>Sourcing Journal Global Outlook</td>
<td>Virtual</td>
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<td>JUNE 28</td>
<td>WWD Metaverse Symposium</td>
<td>Paris, France</td>
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<td>SEPTEMBER 8-10</td>
<td>Fairchild Fashion Museum</td>
<td>New York, New York</td>
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<td>SEPTEMBER 13</td>
<td>FMG Women in Power</td>
<td>New York, New York</td>
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<tr>
<td>SEPTEMBER 27</td>
<td>WWD Wellness Forum</td>
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<td>OCTOBER 24-25</td>
<td>WWD Apparel &amp; Retail CEO Summit / Honors</td>
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<td>NOVEMBER 2</td>
<td>Sourcing Journal Fall Summit</td>
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<td>NOVEMBER 17-19</td>
<td>LA3C</td>
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<td>NOVEMBER 29</td>
<td>FN Achievement Awards</td>
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<td>DECEMBER 6</td>
<td>Beauty Inc Awards</td>
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<tr>
<td>DECEMBER 10</td>
<td>WWD Style Awards</td>
<td>New York, New York</td>
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</tbody>
</table>

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

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THANK YOU