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

Source: WWD Reader Study, Comscore 2023

DIGITAL DAILY SUBSCRIBERS: 65,000
NEWSLETTER SUBSCRIBERS: 420,000+
UNIQUE VISITORS: 2.2 MM
SOCIAL FOLLOWING: 6.2 MM
FEMALE: 71%
MALE: 29%
MEDIAN AGE: 49
MEDIAN HHI: $360,000
US: 84%
INTERNATIONAL: 16%
SENIOR MANAGEMENT: 64%
DECISION MAKER: 86%
ADVERTISING MARKETING PR: 49%
FASHION/APPAREL INDUSTRY: 47%
INFLUENCE

WWD

DESIGNERS, FASHION EXECUTIVES, AND INDUSTRY INSIDERS

The B2B resource at the START of the Conversation

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
The Digital Daily is WWD’s daily news and insights publication, delivered in email newsletter to a global audience of 65,000 industry leader and insider subscribers every morning.

The e-reader format offers easy to navigate business, trade and industry news from fashion, retail, beauty, tech and reports from runways around the world.
SPECIAL ISSUES

From Fashion Weeks to trade shows to cultural conversations, WWD Special Issues dedicate premier features and content to the most vital happenings in fashion and retail.

JANUARY 5
JANUARY 9
JANUARY 19
JANUARY 22
FEBRUARY 2
FEBRUARY
MARCH 8
MARCH 15
MARCH 17
APRIL 3
APRIL 9
APRIL 24
APRIL 30
MAY 14
MAY 30
JUNE 19
JUNE 24
JULY
AUGUST 29
SEPTEMBER
SEPTEMBER
OCTOBER 7
OCTOBER 29
NOVEMBER 14

GOLDEN GLOBES
PITTI UOMO
MEN'S COLLECTION
TEXTILES
CHICAGO COLLECTIVE MEN
NYFW/MFW/PFW
SXSW
EYEWEAR VISION EXPO EAST
SHOPTALK
BRIDAL
WATCHES AND WONDERS
SUSTAINABILITY
MADISON AVENUE WATCH WEEK
CANNES
JEWELRY, JCK VEGAS
PARIS COUTURE REVIEW
TEXTILES
SWIM MIAMI
CHICAGO COLLECTIVE MEN
WOMEN IN POWER ISSUE
NYFW/MFW/PFW
BRIDAL
WWD HONORS
WATCHES AND JEWELRY

Note: All dates subject to change.
WWD WEEKEND

INSIDE THE LUXURY LIFESTYLE, AS REPORTED BY THE INDUSTRY’S FOREMOST FASHION AUTHORITY

ISSUE
FASHION WEEK; RED CARPET; CITY GUIDES
MARCH 28
FEBRUARY 3
INTERIORS; SALONE; SUMMER PREVIEW
MAY 10
MAY 0
MEMORIAL DAY; SUMMER TRAVEL
MAY 31
MAY 17
OLYMPICS; PARIS; MENS PREVIEW
AUGUST 15
AUGUST 22
FALL FASHION: MEN'S WOMENS, ACCESSORIES
SEPTEMBER 13
SEPTEMBER 20
DESIGN: INTERIORS, HOME, WATCHES
NOVEMBER 15
NOVEMBER 27
THE QUALITY ISSUE: FASHION, JEWELRY, HOLIDAY

CLOSE
FEBRUARY 9
APRIL 5
MAY 17
JUNE 7
AUGUST 31
SEPTEMBER 28
DECEMBER 6

MATERIALS
FEBRUARY 9
APRIL 5
MAY 17
JUNE 7
AUGUST 31
SEPTEMBER 28
DECEMBER 6

PUBLISH
FEBRUARY 17
APRIL 13
MAY 25
JUNE 15
AUGUST 31
SEPTEMBER 28
DECEMBER 6

PRINT
MILAN
PARIS
SALONE
HAMPTONS
PARIS
MILAN
MAMI ART BASEL

Delivered to 65,000 WWD Digital Daily subscribers
Available in front of the paywall to 1.5M+ WWD.COM audience
Select features amplified to 6M followers across WWD social handles
Note: All dates subject to change
AD SPECS

WWD DIGITAL ISSUE 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 due 7 days prior to issue dates

WWD PRINT ISSUE 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:

PRODUCTION CONTACT

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.
COVER WRAP

ADVERTISING SPECS

SIZE AND PRINTING SPECS FOR NON-BLEED COVER WRAPS

NEW YORK
9.7” x 12.5”

MILAN
9.7” x 12.75”

PARIS
9.7” x 12.75”

STANDARD
9.7” x 12.75”

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.

PRODUCTION CONTACT

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.
WWD.COM is the industry go to for up to the minute news and business reporting, along with the trends, styles and shopping insights the fashion insider demands.
REACH: 1.7M UVs

60-80 pieces of news and trend related content daily

The latest industry news and exclusives

Runways reviews and recaps from around the world

Insider reporting on what’s driving the industry
WWD ECOMMERCE PACKAGE: SHOP THIS POST!

WWD.COM HOMEPAGE TAKEOVER
Roadblock banner ads - WWD.com Homepage

ACCOMODATIONS:
- 970x90
- 728x90
- 970x250

MOBILE
- 320x50
- 320x250

DIGITAL PLACEMENTS

WWD.COM
<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>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 Tablet: Accepts JPG, PNG, GIF, or 3rd Party Tags</td>
<td>3 loops, 30 fps</td>
<td>15 sec</td>
<td>Yes, incurs an upcharge on CPM, please contact your sales rep.</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></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></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Box</td>
<td>300 x 250</td>
<td>200KB</td>
<td>Mobile Only: JPG, GIF, or 3rd Party Tag</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>200KB</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NEWSLETTERS

AUDIENCE AND ADVERTISING SPECS

THE ESSENTIALIST
All headlining news from WWD that spans over the worlds of retail, beauty, fashion, business, lifestyle & marketing
Recipients: 425K
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: 25K
Leaderboard Specs: 970x250

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

WWD HOME
Explores the latest in furnishing, décor and design.
Recipients: 50K
Leaderboard Specs: 970x250

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: 60K
Leaderboard Specs: 600x800 or HTML
Subject Line, CTURL

BEAUTY INC
Weekly news-based analysis delivering actionable insights on the global beauty scene
Recipients: 65K
Leaderboard Specs: 970x250
SOCIAL

Reach WWD’s 6 MILLION fashion insider followers to build buzz and awareness and drive engagement/shopping during key moments.

Opportunities:
- Custom Campaign: 30-60 fully produced video or image series
- Native Integration: Custom execution within WWD social franchise
- Social Post: Provided image or images with caption posted to WWD channels
- Livestream: WWD custom partnership at live event

Potential Alignments
- Product Launch
- Store Opening
- VIP event
- Executive Moves
- Service Provider Innovation
- Custom

Promotion:
Included in custom media campaign, including ROS media, newsletter and eblast extensions, personalized to partner goals

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

---

**@WWD**
INSTAGRAM 2,000,000
LINKEDIN 411,000
FACEBOOK 760,000
TWITTER 2,700,000
TIKTOK 156,000
YOUTUBE 40,000
IMAGE SPECS
- JPG or PNG
- Minimum 1080 x 1080 px
- Rectangular posts must be within 1:9.1:1 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 JPG/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
- 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

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 130 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
- Square
- Min File Size: 5 MB
- Min Image Size: 360 x 360 pixels
- Max Image Size: 4320 x 4320 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

Please note: All materials for sponsored social posts are subject to editorial approval. Specs also apply to all dark/sponsored posts.
VIDEO

High quality, high impact story telling through custom video created in collaboration with brand partners.

Opportunities:
- Pre-Roll: 15/30 second video
- Custom Video: 2-3 min long-form video
- Native Integration: Custom video integration into WWD editorial series
- Social First Video: 15, 30, 60 second video

Promotion:
- Includes custom media plan with promotion drivers and social amplification across WWD, FMG and Penske platforms for maximum engagement

ADVERTISING SPECS
- Video specs: Preferred aspect ratio is 16:9 (formatted for HD screens) but a ratio of 4:3 may be accepted*  
  * Accepted file types: VAST, .mov, .mp4, .gif/png/mov size: 3MB

Custom video embedded in Digital Daily article

Long Form Video showcase in article on WWD.com and on WWD video player

Social Cuts on @wwd handles
BEAUTY INC IS...

the insider’s guide to the global beauty community providing comprehensive reporting on industry trends and marketplace developments.

Across print, newsletters and digital, Beauty Inc is industry leaderships premier source for in-depth coverage on all aspects of the Beauty, Wellness, and Retail communities.

AUDIENCE

80,000 Print (8x) and Newsletter (Weekly)
1.5M Digital UV on wwd.com
75% Global Beauty and Retail Executives
14% Retail Beauty Associates
11% Salon and Spas
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSE</th>
<th>MATERIALS</th>
<th>PUBLISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE SCIENCE ISSUE</td>
<td>FEBRUARY 9</td>
<td>FEBRUARY 16</td>
<td>FEBRUARY 23</td>
</tr>
<tr>
<td>BEAUTY INC TOP 100</td>
<td>MARCH 22</td>
<td>MARCH 29</td>
<td>APRIL 12</td>
</tr>
<tr>
<td>WWDE BEAUTY CEO SUMMIT</td>
<td>APRIL 26</td>
<td>MAY 3</td>
<td>MAY 10</td>
</tr>
<tr>
<td>THE MAKE UP ISSUE NEW!</td>
<td>JUNE 14</td>
<td>JUNE 21</td>
<td>JUNE 28</td>
</tr>
<tr>
<td>POWER PLAYERS</td>
<td>AUGUST 2</td>
<td>AUGUST 9</td>
<td>AUGUST 16</td>
</tr>
<tr>
<td>THE MONEY ISSUE NEW!</td>
<td>SEPTEMBER 6</td>
<td>SEPTEMBER 13</td>
<td>SEPTEMBER 20</td>
</tr>
<tr>
<td>WOMEN'S ISSUE</td>
<td>OCTOBER 4</td>
<td>OCTOBER 11</td>
<td>OCTOBER 18</td>
</tr>
<tr>
<td>THE BEAUTY INC AWARDS</td>
<td>NOVEMBER 22</td>
<td>DECEMBER 6</td>
<td>DECEMBER 13</td>
</tr>
</tbody>
</table>

All dates subject to change.
BEAUTY INC
ADVERTISING SPECS

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"

1/3 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.

NEWSLETTER
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

PRODUCTION CONTACT
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.
Connect your brand goals and messaging with the access and authority of WWD globally trusted journalism and insights.

EXECUTIVE Q&A’S
CUSTOM REPORTS
EXECUTIVE BRIEFING REPORTS
CONTENT COLLAB HUB
VIDEO
SOCIAL
PODCAST
LEAD GENERATION
DIGITAL EVENTS
WEBINARS
THOUGHT LEADER LAB
CUSTOM PROGRAMS AND EDITORIAL ALIGNMENT OPPORTUNITIES
FAIRCHILD LIVE

FEBRUARY  
GLOBAL IMPACT COUNCIL NYFW DINNER (NYC)
BEAUTY INC GREATEST SKINCARE OF ALL TIME RECEPTION (NYC)
FEBRUARY  
SXSW (AUSTIN)
MARCH 9 – 10  
SJ SUSTAINABILITY SUMMIT (NYC)
MARCH 26  
WWD LA BEAUTY FORUM (LA)
APRIL  
GLOBAL IMPACT COUNCIL SALONE DINNER (MILAN)
APRIL  
SJ SUSTAINABILITY SUMMIT (NYC)
MAY 13-15  
WWD BEAUTY CEO SUMMIT (MIAMI)
JUNE 5  
FN WOMEN WHO ROCK (NYC)
JUNE 25  
FN SUMMIT (NYC)
SEPTEMBER  
FMG WOMEN IN POWER (NYC)
SEPTEMBER  
GLOBAL IMPACT COUNCIL NYFW DINNER (NYC)
SEPTEMBER  
SJ SUSTAINABILITY SUMMIT (LA)
SEPTEMBER  
BEAUTY INC POWER BRANDS COCKTAIL RECEPTION (NYC)
OCTOBER 29-30  
WWD APPAREL & RETAIL CEO SUMMIT (NYC)
OCTOBER 29  
WWD HONORS (NYC)
NOVEMBER  
SJ FALL SUMMIT (NYC)
NOVEMBER  
FASHION LOVES FOOD GALA (MILAN)
DECEMBER 4  
FOOTWEAR NEWS ACHIEVEMENT AWARDS (NYC)
DECEMBER  
BEAUTY INC AWARDS (NYC)
DECEMBER  
WWD GLOBAL IMPACT COUNCIL FORUM (VIRTUAL)

All events and dates subject to change
CONTACTS

NEW YORK
Hilari Lazzara
SVP Sales
hlazzara@fairchildfashion.com

Jennifer Petersen
Advertising Director
jpetersen@fairchildfashion.com

Samantha Rumsky
Advertising Director
srumsky@fairchildfashion.com

Alyssa Cramer Cohen
Account Director
acohen@fairchildfashion.com

Amanda Boyle
Beauty Director
aboyle@fairchildfashion.com

Amy Macauley
West Coast Director
amacauley@failychildfashion.com

Katherine Hogan
Account Director - Tech
khogan@failychildfashion.com

MILAN
Giulia Squeri
Account Director
gsqueri@fairchildfashion.com

Olga Kuznetsova
Account Director
okuznetsova@fairchildfashion.com

Emanuela Altimani
Senior Sales Coordinator
ealtimani@fairchildfashion.com

PARIS
Elisabeth Sugu-Rawson
Account Director
esugu@fairchildfashion.com

MARKETING
William Gasperoni
VP Marketing, FMG
wgasperoni@fairchildfashion.com

Christine Staley
Sr. Director, Marketing and Studio
cstaley@fairchildfashion.com

Alexa Dorfman
Senior Marketing Manager
adorfman@fairchildfashion.com

Katherine Hogan
Account Director - Tech
khogan@failychildfashion.com

EVENTS
Julianna Cerchio
Executive Director, Events
jcerchio@fairchildfashion.com

Joy Chernus
Senior Director, Events
jchernus@fairchildfashion.com

CREATIVE
Ken Delago
Art Director
kdelago@fairchildfashion.com

OPERATIONS
Ashley Faradineh
Director of Operations
afaradineh@fairchildfashion.com

Rosa Stancil
Media Planner
rstancil@fairchildfashion.com

SUBSCRIPTIONS
Allix Cowan
Subscription Manager
acowan@fairchildfashion.com

PRODUCTION
Anne Leonard
Production Manager
aleonard@pmc.com

AMANDA SMITH
PRESIDENT, FAIRCHILD MEDIA GROUP
ASMITH@FAIRCHILDFASHION.COM
THANK YOU