



WWD MEDIA KIT

2024



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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

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

The B2B resource at the **START** of the Conversation

**DESIGNERS,
FASHION EXECUTIVES, AND
INDUSTRY INSIDERS**

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

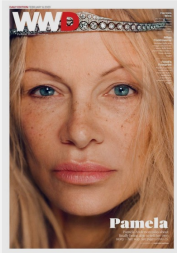
PROSUMERS

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

DIGITAL DAILY
65,000 SUBSCRIBERS



DIGITAL DAILY
5X WEEK



SPECIAL ISSUES
40X ANNUALY



WWD WEEKEND
6X ANNUALY

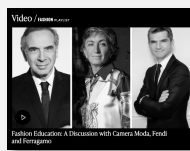


WWD.COM
1.7 MILLION UVs

6.2 MILLION SOCIAL
FOLLOWERS



420,000
NEWSLETTER
SUBSCRIBERS



300,000 VIDEO
VIEWS MO.

FAIRCHILD STUDIO | 200 PARTNERS ANNUALLY



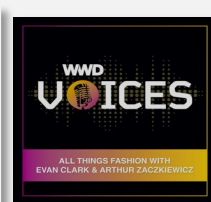
NATIVE CONTENT



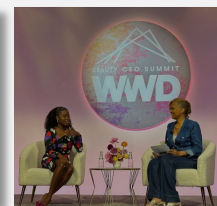
WEBINARS



REPORTS



PODCASTS



FAIRCHILD LIVE | 25 EVENTS; 100,000+ LIST

AUTHORITY

LEADING THE CONVERSATION FOR
OVER 8 MILLION
INDUSTRY DECISIONS MAKERS AND
FASHION AND BEAUTY INSIDERS

WWD DIGITAL DAILY



DIOR

WWD
Today's Digital Daily
TUESDAY, APRIL 16



READ THE
LATEST
ISSUE

READ MORE



LOUIS VUITTON

**Thom Browne Stages Performance in Milan
Unveiling Frette Collaboration**

For the first time, the American designer held an event during Design Week, as he steadily builds his home collections.

BY LISA FUSCO



LOUIS VUITTON

**As Q1 Revenue Falls,
LVMH Plays the Waiting
Game**

Confident that aspirational customers will eventually return, the luxury conglomerate continues to raise prices for some high-end goods.



CHINA Q1 GDP

**China Q1 GDP Rises 5.3%,
Retail Sales Up 2.1%**
Weak global business that it will be difficult to find an expansion above the rest of that growth, according to IFC analyst Lum Song



WOMEN FALL 2024 COLLECTION

DIOR

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.

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.

SPECIAL ISSUES

Note: All dates subject to change

JANUARY 5	GOLDEN GLOBES
JANUARY 9	PITTI UOMO
JANUARY 19	MEN'S COLLECTION
JANUARY 22	TEXTILES
FEBRUARY 2	CHICAGO COLLECTIVE MEN
FEBRUARY	NYFW/MFW/PFW
MARCH 8	SXSW
MARCH 15	EYEWEAR VISION EXPO EAST
MARCH 17	SHOPTALK
APRIL 2	BRIDAL
APRIL 9	WATCHES AND WONDERS
APRIL 24	SUSTAINABILITY
APRIL 30	MADISON AVENUE WATCH WEEK
MAY 6	MET GALA
MAY 14	CANNES
MAY 30	JEWELRY JCK VEGAS
JUNE 11	PITTI UOMO
JUNE 14	MEN'S COLLECTION
JUNE 20	PARIS COUTURE REVIEW
JUNE 24	TEXTILES
AUGUST 2	CHICAGO COLLECTIVE MEN
SEPTEMBER 19	EYEWEAR
SEPTEMBER	WOMEN IN POWER ISSUE
SEPTEMBER	NYFW/MFW/PFW
OCTOBER 8	BRIDAL
OCTOBER 29	WWD HONORS
NOVEMBER 14	WATCHES AND JEWELRY

WWD WEEKEND

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



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

2024 ISSUE

- SPRING FASHION
- DESIGN
- SUMMER TRAVEL
- MEN'S FASHION
- FALL FASHION
- DESIGN
- THE QUALITY ISSUE

CLOSE

- FEBRUARY 3
- MARCH 28
- MAY 10
- MAY 24
- AUGUST 8
- SEPTEMBER 6
- NOVEMBER 15

MATERIALS

- FEBRUARY 9
- APRIL 5
- MAY 17
- JUNE 7
- AUGUST 22
- SEPTEMBER 20
- NOVEMBER 27

PUBLISH

- FEBRUARY 17
- APRIL 13
- MAY 25
- JUNE 15
- AUGUST 31
- SEPTEMBER 28
- DECEMBER 7

PRINT

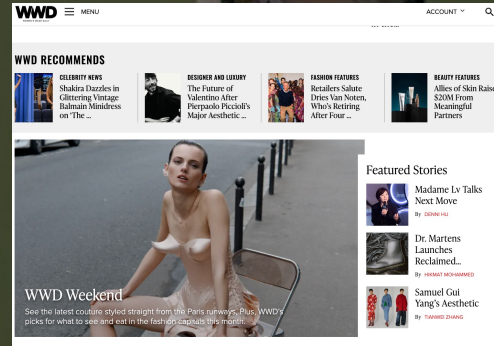
- MILAN PARIS
- SALONE
- HAMPTONS
- PARIS
- HAMPTONS
- MILAN PARIS
- MIAMI ART BASEL

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

WWD WEEKEND

MULTI-PLATFORM CONTENT



WEEKEND articles and dedicated content available to WWD 2.7 million UVs in front of the paywall.



WWD WEEKEND newsletter sent to 200,000 readers every Saturday.

7 WEEKEND print issues / year including luxury lifestyle content with the energy of the fashion news cycle. 65,000 digital issue subscribers + Print issue distribution at key global fashion events across the calendar

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" x 14.45 PDF 300DPI (full page)

20.5" x 14.45 PDF 300DPI (spread)

9.7" x 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

WWD DIGITAL DAILY
3 AD PAGES



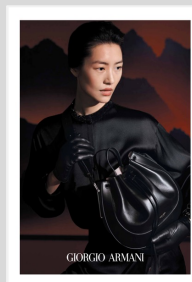
BRAND AD
COVER TAKEOVER



EDIT COVER



PAGE 2 EDIT



PAGE 3 BRAND AD



PAGE 4 EDIT



PAGE 5 BRAND AD

WWD PRINT
COVERWRAP
5 AD PAGES



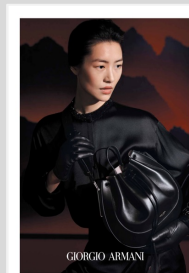
COVERWRAP
BRAND AD 1
OPENER



COVERWRAP
BRAND AD 2
OPPOSITE EDIT COVER



EDIT COVER



COVERWRAP
BRAND AD 3
BACK COVER OF EDIT



COVERWRAP
BRAND AD 4
BACK COVER OPPOSITE
EDIT BACK COVER



COVERWRAP CLOSE
BRAND AD 5



COVER WRAP

ADVERTISING SPECS

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 12.75"

PARIS
9.7" x 12.75"

STANDARD
9.7" x 12.75"

PRODUCTION CONTACT

Anne Leonard, aleonard@pmc.com

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WWD.COM TODAY'S DIGITAL DAILY October 20, 2023

WWD WOMEN'S WEAR DAILY

LOG IN SUBSCRIBE

FASHION BUSINESS BEAUTY MEN'S RUNWAY SUSTAINABILITY HOME/DESIGN EYE EVENTS WWD WEEKEND SHOP

WWD THE FASHION, BEAUTY AND RETAIL BUSINESS AUTHORITY

FROM WALMART TO THE BIG STAGE: THE ASCENSION OF MADON RANNEY
All 11, his video yodeling at his local retailer made him a viral sensation.

WHY 72% OF SHOPPERS PREFER PLASTIC-FREE PERFORMANCE WEAR?
Start-ups weigh in on new data regarding plastic-free performance wear.

WITH RECORD-BREAKING TEMPERATURES, SPRING FASHION MONTHS, NAKED DRESSING IS HERE TO STAY
Street models exposed lots of flesh at Michael Kors, Mugler and more.

THE LYCRA COMPANY'S PLANET FRIENDLY PLATFORM CONTINUES TO GUIDE A MORE SUSTAINABLE FUTURE
In Partnership With: Lycra
The global textile company

FASHION SHOW REVIEWS
Celine's Spring Show Was Cool and Collected
The clothing was cool and collected, a look Hedi Slimane has been railing since...
SAMANTHA CONTI

EYE
From the Aisle of Walmart to the Big Stage: the Ascension of...
Rainey Qualley Serenades the Crowd at Manolo Blahnik's

60-80 pieces of news and trend related content daily

Latest Runway

Chanel RTW Spring 2024 PARIS 2024 SPRING READY TO WEAR

Miu Miu RTW Spring 2024 PARIS 2024 SPRING READY TO WEAR

Louis Vuitton RTW Spring 2024 PARIS 2024 SPRING READY TO WEAR

Valentino RTW Spring 2024 PARIS 2024 SPRING READY TO WEAR

Alexander McQueen RTW Spring 2024 PARIS 2024 SPRING READY TO WEAR

Runways reviews and recaps from around the world

Featured Stories

Luis De Javier Talks Riccardo Tisci...
By: STYLA CHIRVIZIUC

CFDA Vogue Fashion Fund Names Melitta...
By: LISA LOCKWOOD

American Embassy in Paris Opens Doors...
By: ANDELIA RICHARDS

RETAIL
WWD's Ultimate Guide to Concept Stores
Going shopping? The most unique stores across the world to shop for home plants, homewares, logi merch and wellness products.
By: WWD STAFF

The latest industry news and exclusives

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

THE ESSENTIALIST

14 Stylish Headphones to Jazz Up Your Daily Outfits

A Guide to Chic Denim Dresses for Fall

Bundling Up in Three Wool Coat Winners

VIEW ALL

WWD RECOMMENDS

GLOVES AND MORE HATS: Meet the Ukrainian Designer Behind Madonna's Cowboy Hats

LIFESTYLE: Paris Art Week Draws Crowds Despite Security Alert

FASHION SCOOPS: Max Mara Fetes Ted Bear Coat's 10th Anniversary in Chengdu With Pop-up

PEOPLE: Supermodel Linda Evangelista Gets Candid About Life

SUSTAINABILITY

In 2024 U.S. Presidential Race, Here's Climate...
By: HALEY ROBERTSON

Gap Inc. Collaborates to Ease India's Water Crisis
By: JESSIE WELSH

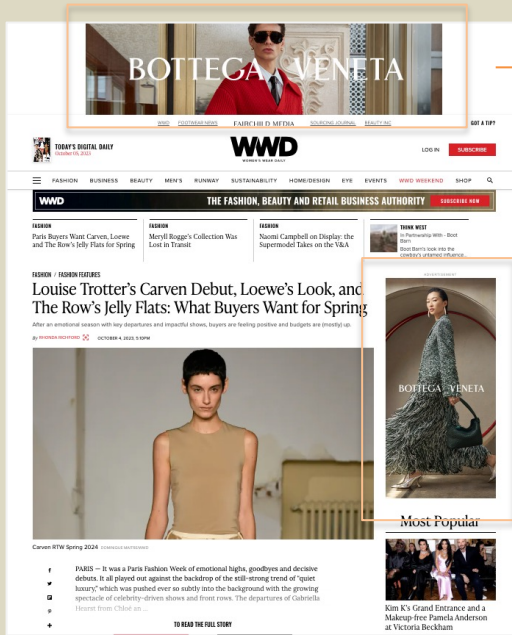
Survey Finds 72% of Shoppers Prefer Plastic-free Performance...
By: ARIELY ROBERTSON

Green People Tech Exec: Eco Reality of Re...
By: HALEY ROBERTSON

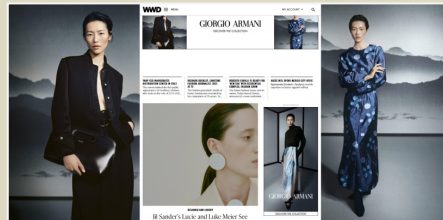
VIEW ALL

Insider reporting on what's driving the industry

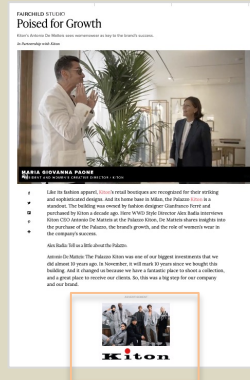




ACCOMODATIONS:
970x90
728x90
970x250



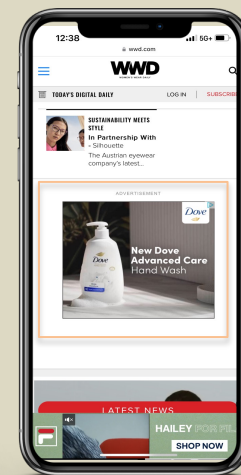
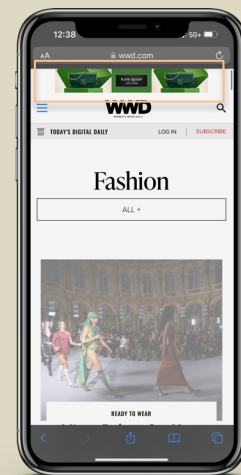
WWD.COM HOMEPAGE TAKEOVER
Roadblock banner ads - WWD.com Homepage



300x250

MOBILE
320x50

MOBILE
320x250



WWD.COM

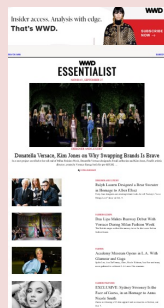
ADVERTISING SPECS



AD UNIT	DIMENSIONS	MAXIMUM FILE SIZE	ADDITIONAL INFORMATION	MAX LOOPS	ANIMATION LENGTH	GEO TARGETING	LEAD TIME	
Leaderboard	970 x 90 or 728 x90	200KB	<p>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</p>	3 loops, 30 fps	15 sec	Yes, incurs an upcharge on CPM, please contact your sales rep.	7 business days	
Large Leaderboard	970 x 250	200KB						
Half Page	300 x 600	200KB						
Box	300 x 250	200KB						<p>Desktop: Accepts JPG, PNG, GIF, or 3rd Party Tags (Rich Media) Tablet and Mobile: Accepts JPG, PNG, GIF, or 3rd Party Tags</p>
Mobile Leaderboard	300 x 50 or 320 x 50	200KB						Mobile Only: JPG, GIF, or 3 rd Party Tag

NEWSLETTERS

AUDIENCE AND ADVERTISING SPECS



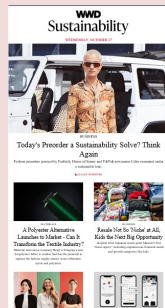
THE ESSENTIALIST
All headlining news from WWD that spans over the worlds of retail, beauty, fashion, business, lifestyle & marketing

Recipients: 425K
Leaderboard Specs: 970x250



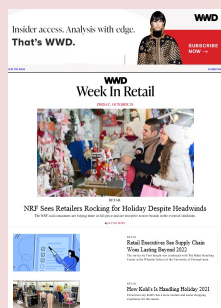
DIGITAL DAILY
Leaderboard - Prominent placement on the Digital Daily Email Blast.

Recipients: 65K
Leaderboard Specs: 970x250



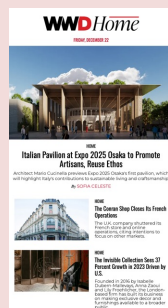
WEEK IN SUSTAINABILITY
The latest news, initiatives, and movements, and more

Recipients: 25K
Leaderboard Specs: 970x250



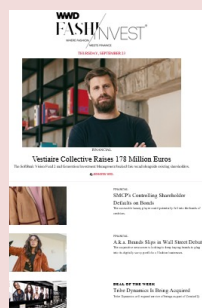
WEEK IN RETAIL
Read about the latest in Retail from e-commerce to brick-and-mortar

Recipients: 40K
Leaderboard Specs: 970x250



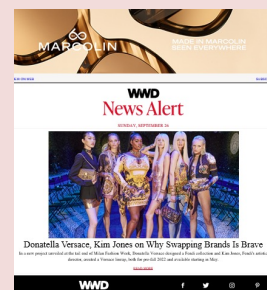
WWD HOME
Explores the latest in furnishing, décor and design.

Recipients: 50K
Leaderboard Specs: 970x250



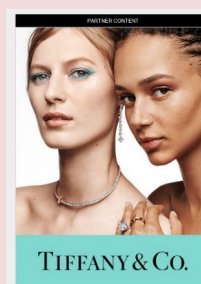
FASHINVEST
Catch up on all news where fashion and finance meet

Recipients: 40K
Leaderboard Specs: 970x250



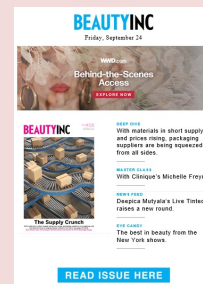
BREAKING NEWS ALERTS
Breaking News as it happens

Recipients: 100K
Leaderboard Specs: 970x250



CUSTOM BRANDEST
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

WWD

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

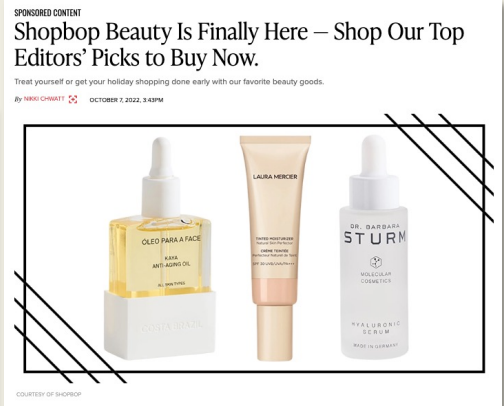
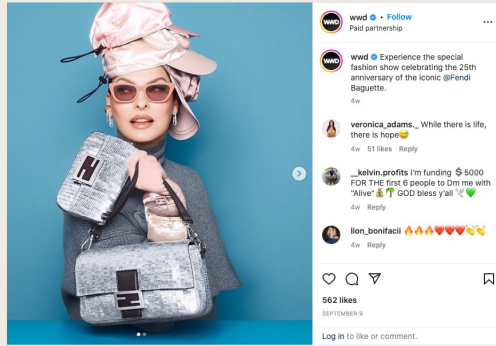
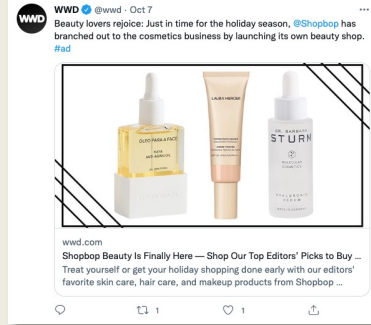
- Product Launch
- Store Opening
- VIP event
- Executive Moves
- Service Provider
- Innovation
- Custom

Promotion:

Included in custom media campaign, including ROS media, newsletter and blast extensions, personalized to partner goals

@WWD

INSTAGRAM	2,000,000
LINKEDIN	411,000
FACEBOOK	760,000
TWITTER	2,700,000
TIKTOK	156,000
YOUTUBE	40,000



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

SOCIAL

ADVERTISING SPECS

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 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 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

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: 1254 x 2400 pixels

CALL TO ACTION OPTIONS

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

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 KHz

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 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

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-toaction

LEAD TIME

- 7 business days

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/jpg/mov size: 3MB

FAIRCHILD STUDIO
ROBERTO COIN

SHOP THE CITY GUIDE
New York City

Click here to see how stylists are taking on NY trends

Custom video embedded in Digital Daily article

WWD
TODAY'S DIGITAL DAILY
WORLD'S LATEST

FASHION BUSINESS BEAUTY MEN'S RUNWAY SUSTAINABILITY EYE EVENTS

WWD UNRIVALED FASHION WEEK COVER MORE VIDEO

Chopard's 5th Avenue Flagship Store

Listen to this article

WWD style director Alex Radu gives an introduction of the new Chopard flagship boutique on 5th Avenue in New York, delving into some of its exclusive pieces.

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

WWD
Paid partnership with chopard
wwd - Original audio

View insights Boost post

Liked by luisazargani and others
wwd WWD visited the exquisite new @Chopard flagship boutique on Fifth Avenue in NYC. Follow along as @thelexbadia delves into some of their exclusive flagship location pieces.

View all 5 comments
thewritestefan
December 8

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 leadership's premier source for in-depth coverage on all aspects of the Beauty, Wellness, and Retail communities.

AUDIENCE

80,000 Subscribers
Printed Issues (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

A SPECIAL EDITION OF **WWD**

BEAUTY INC



THE PETE BORN IMPACT AWARD

GO, JO, GO!

AFTER BUILDING AUSTRALIA'S LARGEST PRESTIGE BEAUTY RETAILER, MECCA'S **JO HORGAN** IS BOLDLY LOOKING TO NEW HORIZONS.





BEAUTY INC 2024 EDITORIAL CALENDAR

Beauty Inc is evolving in 2024 with more news, more insights and more analysis.

MORE PRINT:
Two new additions to the BEAUTY INC print calendar
1. The Makeup Issue (JUNE)
2. The Money Issue (SEPT.)

MORE NEWS:
BEAUTY INC weekly content will now be featured in the Tuesday Digital Daily, and distributed in all new newsletter format, driving back to content on WWD.com.

PLUS: Fridays will feature a new weekly round up of ICYMI industry beauty news so the audience never misses a moment.

2024 ISSUES	CLOSE	MATERIALS	PUBLISH
THE SCIENCE ISSUE	FEBRUARY 2	FEBRAURY 9	FEBRUARY 23
BEAUTY INC TOP 100	MARCH 22	MARCH 29	APRIL 12
WWD BEAUTY CEO SUMMIT	APRIL 19	APRIL 26	MAY 10
THE MAKE UP ISSUE NEW!	JUNE 7	JUNE 14	JUNE 28
POWER PLAYERS	JULY 26	AUGUST 2	AUGUST 16
THE MONEY ISSUE NEW!	AUGUST 30	SEPTEMBER 6	SEPTEMBER 20
WOMEN'S ISSUE	SEPTEMBER 27	OCTOBER 4	OCTOBER 18
THE BEAUTY INC AWARDS	NOVEMBER 22	NOVEMBER 29	DECEMBER 13

WEEKLY NEWSLETTERS

TUESDAY | TOP STORIES
INCLUSION IN WWD DIGITAL DAILY

FRIDAY | WEEKLY BEAUTY RECAP

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"

1/2 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.

DIGITAL DAILY

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.

FAIRCHILD STUDIO

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

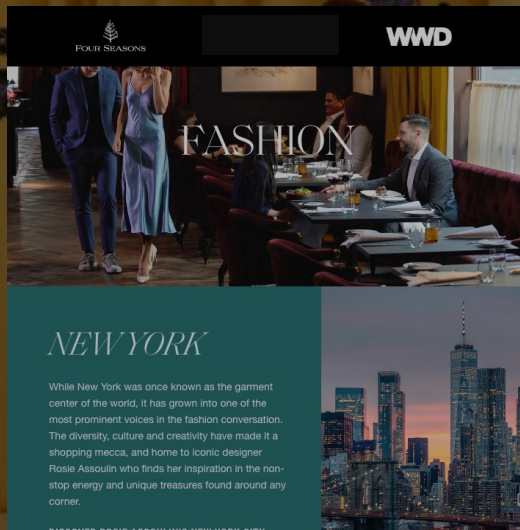
- EXECUTIVE Q&A'S
- CUSTOM REPORTS
- EXECUTIVE BRIEFING REPORTS
- CONTENT COLLAB HUB
- VIDEO
- SOCIAL
- PODCAST
- LEAD GENERATION
- DIGITAL EVENTS
- WEBINARS
- THOUGHT LEADER LAB
- CUSTOM PROGRAMS AND EDITORIAL ALIGNMENT OPPORTUNITIES



PRINT NATIVE WITH VIDEO



CUSTOM LINKED IN SOCIAL CAMPAIGN



CUSTOM CONTENT HUB



FAIRCHILD LIVE

FEBRUARY

FEBRUARY

MARCH 9 – 10

MARCH 26

APRIL

APRIL

APRIL

MAY 13-15

JUNE 5

JUNE 25

SEPTEMBER 9

SEPTEMBER

SEPTEMBER

SEPTEMBER

OCTOBER 29-30

OCTOBER 29

NOVEMBER

NOVEMBER

DECEMBER 4

DECEMBER

DECEMBER

GLOBAL IMPACT COUNCIL NYFW DINNER (NYC)

BEAUTY INC GREATEST SKINCARE OF ALL TIME RECEPTION (NYC)
SXSW (AUSTIN)

SJ SUSTAINABILITY SUMMIT (NYC)

WWD LA BEAUTY FORUM (LA)

GLOBAL IMPACT COUNCIL SALONE DINNER (MILAN)

SJ SUSTAINABILITY SUMMIT (NYC)

WWD BEAUTY CEO SUMMIT (MIAMI)

FN WOMEN WHO ROCK (NYC)

FN SUMMIT (NYC)

FMG WOMEN IN POWER (NYC)

GLOBAL IMPACT COUNCIL NYFW DINNER (NYC)

SJ SUSTAINABILITY SUMMIT (LA)

BEAUTY INC POWER BRANDS COCKTAIL RECEPTION (NYC)

WWD APPAREL & RETAIL CEO SUMMIT (NYC)

WWD HONORS (NYC)

SJ FALL SUMMIT (NYC)

FASHION LOVES FOOD GALA (MILAN)

FOOTWEAR NEWS ACHIEVEMENT AWARDS (NYC)

BEAUTY INC AWARDS (NYC)

WWD GLOBAL IMPACT COUNCIL FORUM (VIRTUAL)

All events and dates subject to change

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THANK YOU