



MEDIA PLANNER 2025



FOOTWEAR INSIGHT[®]

+

BUSINESS REPORT QUARTERLY



Formula4Media[®]

It All Starts Here.



We believe in the foundation and success of independent specialty brick-and-mortar stores. Shopping is not just about commerce. There's something called the in-store experience. The touching and feeling of product. The sit-and-fit process. The curated assortment and exciting impulse purchases. The trusted service during the purchase. And, the customer's immediate gratification.



News, trends and analysis of key markets that are most profitable to retailers.




EDITORIAL FEATURES

Coverage of key markets that are most profitable to retailers.

WALK THIS WAY

WALKING IS A GO-TO WORK OUT FOR ALL AGES. BRANDS ARE SHOWCASING SHOES THAT KEEP PACE WITH TODAY'S WELLNESS LIFESTYLE.

Since the onset of the pandemic, walking during free leisure time has become the most important outdoor activity for consumers. With the world opening up, it looks to continue. In our most recent *Trend Insight* survey, 96 percent of respondents who are active and walk for fitness told us they consider walking to be a vital part of their daily fitness routine. And nearly 65 percent said they walk for fitness five or more times per week. People are walking for longer amounts of time, too. Recent data from Polar Electro, a marketer of wearable sports and heart rate technology, shows on average, across all age groups, walk duration lasting over an hour (and burning about 360 calories per session). "Walking is a modern activity format for all ages with a low starting threshold," states Dr. Raine Laakkonen, director of science collaborations at Polar Electro. It makes business sense that footwear brands are targeting walkers of all ages and often adjusting their designs to accommodate. Here's what execs are saying. *By Suzanne Blecher*



A WHOLE NEW WORLD

Workplace footwear is no longer just a utilitarian necessity. It's become a statement piece, a reflection of a worker's style and personality. As the workplace evolves, so do the demands on footwear. From the construction site to the office, workers are seeking shoes that offer both protection and style. Brands are responding with innovative designs, incorporating features like slip resistance, breathability, and ergonomic support. This shift is driven by a growing awareness of workplace safety and a desire for more comfortable, functional footwear. The market is seeing a surge in demand for shoes that can handle the rigors of a job while also looking good. Brands are investing in research and development to create shoes that meet these dual needs. The result is a new generation of workplace footwear that is both practical and fashionable. This trend is expected to continue as the workforce grows and workers seek better solutions for their footwear needs. Brands that can offer a combination of safety, comfort, and style will be the ones that thrive in this market.



BRANDS ARE REDEFINING COMFORT & STYLE FOR TODAY'S IN-DEMAND WORKPLACE.

STEP INTO STYLE

Leisure sandal and walking sandal are the most popular footwear categories in the footwear market. As consumers seek comfort and style, brands are innovating with new materials and designs. The market is seeing a surge in demand for shoes that offer both protection and style. Brands are responding with innovative designs, incorporating features like slip resistance, breathability, and ergonomic support. This shift is driven by a growing awareness of workplace safety and a desire for more comfortable, functional footwear. The market is seeing a surge in demand for shoes that can handle the rigors of a job while also looking good. Brands are investing in research and development to create shoes that meet these dual needs. The result is a new generation of workplace footwear that is both practical and fashionable. This trend is expected to continue as the workforce grows and workers seek better solutions for their footwear needs. Brands that can offer a combination of safety, comfort, and style will be the ones that thrive in this market.




RED HOT RECOVERY

The recovery category is expanding & evolving. *By Suzanne Blecher*

W... recovery footwear is no longer just a niche market. It's become a mainstream category, as consumers seek ways to reduce muscle soreness and speed up their recovery after workouts. Brands are responding with innovative designs, incorporating features like massage rollers, heat therapy, and ergonomic support. This shift is driven by a growing awareness of the importance of recovery in fitness and a desire for more comfortable, functional footwear. The market is seeing a surge in demand for shoes that offer both protection and style. Brands are investing in research and development to create shoes that meet these dual needs. The result is a new generation of recovery footwear that is both practical and fashionable. This trend is expected to continue as the fitness industry grows and consumers seek better solutions for their recovery needs. Brands that can offer a combination of comfort, functionality, and style will be the ones that thrive in this market.



THE PERFECT COMBO

CASUAL COMFORT GOES HAND-IN-HAND WITH OUTDOOR STYLE. *By Suzanne Blecher*

... casual footwear is no longer just a utilitarian necessity. It's become a statement piece, a reflection of a worker's style and personality. As the workplace evolves, so do the demands on footwear. From the construction site to the office, workers are seeking shoes that offer both protection and style. Brands are responding with innovative designs, incorporating features like slip resistance, breathability, and ergonomic support. This shift is driven by a growing awareness of workplace safety and a desire for more comfortable, functional footwear. The market is seeing a surge in demand for shoes that can handle the rigors of a job while also looking good. Brands are investing in research and development to create shoes that meet these dual needs. The result is a new generation of workplace footwear that is both practical and fashionable. This trend is expected to continue as the workforce grows and workers seek better solutions for their footwear needs. Brands that can offer a combination of safety, comfort, and style will be the ones that thrive in this market.



FAST MOVERS

ON THE ROAD

... performance running shoes are no longer just a utilitarian necessity. It's become a statement piece, a reflection of a runner's style and personality. As the running community grows, so do the demands on footwear. From the marathon to the 5K, runners are seeking shoes that offer both protection and style. Brands are responding with innovative designs, incorporating features like slip resistance, breathability, and ergonomic support. This shift is driven by a growing awareness of the importance of recovery in fitness and a desire for more comfortable, functional footwear. The market is seeing a surge in demand for shoes that offer both protection and style. Brands are investing in research and development to create shoes that meet these dual needs. The result is a new generation of recovery footwear that is both practical and fashionable. This trend is expected to continue as the fitness industry grows and consumers seek better solutions for their recovery needs. Brands that can offer a combination of comfort, functionality, and style will be the ones that thrive in this market.



Comfort Casual Athletic Work Running Socks Insoles Boots Recovery Sneakers Sandals

THE ESSENTIALS

Socks & Insoles

DIFFERENCE MAKERS

Standout socks, insoles and components for runners in 2023. These undercover hero products are ready to make a difference for the run... and beyond. By Suzanne Blecher

WRIGHTSOCK
 Standout Product: Run Low sock MSRP \$18
 Tech Details: Each moisture-wicking pair is crafted from two blends of post-consumer recycled plastic, colored and designed for comfort, has a moisture-wicking and a deep heel pad for extra grip and features a breathable mesh upper to keep feet cool.
 Here's Question: "Wrightsock is excited by leading the charge for sustainability in the run market. The Run Low is our high performance, affordable, and sustainable sock with mass appeal that we are proud to be making here in the USA."
 — Jay Wight, founder and CEO, Wrightsock, LLC

MUDGEAR
 Standout Product: Merino Wool/Rock Sock MSRP \$35
 Tech Details: The Merino/Rock Sock is built tough in the USA with a few in on fun, forest design. Features include Merino wool on the toe and heel for a soft, light cushioned feel. Advanced moisture management with fast-wicking yarn fibers. Vented top layer of mesh to reduce heat build-up. Form fitting arch to eliminate friction and blisters.
 Here's Question: "Experienced endurance runners are incorporating more strength-based outdoor activities like rucking or training with a weighted pack to boost their overall performance while logging in the miles. Adding a few weighted miles to your weekly running routine will build strength, improve posture and balance, and maybe most importantly, help move a runner from a plateau to a new PR."
 — Mike Chinsky, CEO, head of sales and partnerships, Mudgear

CEP
 Standout Product: Training No Show Sock MSRP \$15.95
 Tech Details: CEP's new Training Ultra-Invisible Sock MSRP \$18
 Tech Details: The Runners Elite Invisi-sock is equipped with targeted compression to give you support where you need it.

FEETURES
 Standout Product: Features Ultra-Invisible Sock MSRP \$18
 Tech Details: The Runners Elite Invisi-sock is equipped with targeted compression to give you support where you need it.

SMART
 Standout Product: Targeted Low Arch Support Sock MSRP \$12
 Tech Details: The USA-made Cold Weather Running Sock has a special Dual-Layer Moisture Retention System that instantly moves moisture from the skin. Due to the wind-fall fabric, while running, the front part of the leg tends to get colder, so the brand added a third layer of Drymax fiber insulation along the sock's leading edge.
 Here's Question: "In cold or freezing temperatures, wet socks are the last worst enemy, as moisture pulls heat away from the skin 25 times faster than air. Moisture can reduce skin temperature so rapidly that we feel feet painfully cold and are much more susceptible to frostbite."
 — Jeff Probst, founder and CEO, SmartSocks

DRYMAX
 Standout Product: Cold Weather Running Sock MSRP \$12
 Tech Details: The USA-made Cold Weather Running Sock has a special Dual-Layer Moisture Retention System that instantly moves moisture from the skin. Due to the wind-fall fabric, while running, the front part of the leg tends to get colder, so the brand added a third layer of Drymax fiber insulation along the sock's leading edge.
 Here's Question: "In cold or freezing temperatures, wet socks are the last worst enemy, as moisture pulls heat away from the skin 25 times faster than air. Moisture can reduce skin temperature so rapidly that we feel feet painfully cold and are much more susceptible to frostbite."
 — Jeff Probst, founder and CEO, SmartSocks

SMARTRUN
 Standout Product: Targeted Low Arch Support Sock MSRP \$12
 Tech Details: The USA-made Cold Weather Running Sock has a special Dual-Layer Moisture Retention System that instantly moves moisture from the skin. Due to the wind-fall fabric, while running, the front part of the leg tends to get colder, so the brand added a third layer of Drymax fiber insulation along the sock's leading edge.
 Here's Question: "In cold or freezing temperatures, wet socks are the last worst enemy, as moisture pulls heat away from the skin 25 times faster than air. Moisture can reduce skin temperature so rapidly that we feel feet painfully cold and are much more susceptible to frostbite."
 — Jeff Probst, founder and CEO, SmartSocks



keeping your feet dry and comfortable in any conditions. Skip the boring white socks without surprising performance and get your feet into SmartSocks' soft, original design."
 — Jeff Probst, founder and CEO, SmartSocks

personal fitness and celebrate the outdoors."
 — Joe Jack, director of design, SmartSocks

zero bulk, zero pinch socks that feel like second skin."
 — Julie Larson, brand manager, Dare Tough Vermont

READY FOR ANYTHING

Working? Chilling? Dressing up? Dressing down? These product picks get the job done in any situation.



CADENCE INSOLE
 The traditional 3/4 length insole from Cadence (EX-50) is popular with the brand's casual lifestyle footwear assortment. It's a thin, sleek insole that provides consistent support and enhanced cushion and comfort under the foot with a durable high-density foam. It's ideal for low volume runs, shoes, all-terrain, and other dress footwear.

POWERSTEP PINKALE ORTHOTRAPEZOID
 This "everyday insole" is a full-length orthotic insole with built-in arch support and two layers of shock absorbing, deodorizing, and support. The Pinkale insole features the signature PowerStep arch shape that creates the arch and heel, adding stability and motion control to limit excess stress on feet, ankles, joints, and tendons.

SIDAS STREET SLIM INSOLE
 Available in three arch heights: low, mid, and high in sizes XXS, XS, S, M, and L. The Sidas Street Slim insole (EX-10) features a unique low-profile construction that supports all three arches on the foot, reducing foot fatigue and delivering all-day comfort. The low-profile construction allows the insole to fit in any kind of shoe. And a handy top cover is made of an antimicrobial suede fabric.

SORBOTHANE ULTRA MAX DUTY
 The Ultra Max Duty Shock Absorber is ready to get to work, absorbing shock and providing ultimate comfort. The insole contains a molded air-infused foam base with a pure Sorbothane heel strip that provides superior protection. A strategically placed Sorbothane ventral pad adds forward cushioning. They are durable, washable and proven to help reduce pain.

Curbex SUPPORTSTEP
 Whether worn for walking, performing light work, or simply standing around waiting for a bus, SUPPORTSTEP insoles are designed to deliver exceptional stability, cushioning, and shock absorption. Delivering comfort and relief from foot pressure, SUPPORTSTEP insoles are engineered to support the foot and its natural movement thanks to Dynamic Arch Technology (DAT).

PowerStep PULSE Thin Insole
 Designed for runners, PowerStep PULSE Thin insoles provide pain relief and prevention for the casual and the competitive. These insoles have a soft and springy layer of upgraded PORON cushioning, and the full-length insole boasts a lower profile design.

Cadence EX Insole
 The Cadence EX provides cushioned support with shock absorbing comfort from heel to toe. The foam is a durable high rebound polyurethane foam, and the unique design of the support shell provides enhanced relief and comfort under the foot. Like a locker seat for your feet, Cadence EX offers "Support Made Comfortable," providing support and comfort. One of seven Cadence models, the EX is one of the most popular in their line up and is exclusive to in-store and in-office sales only. It is not available for online sales. MSRP \$39.95.

Sorbothane UltraSOLE
 This athletic performance insole is designed for shock-absorb, return energy and provide long-lasting comfort. An essential choice for runners, hikers and athletic walkers, the Ultra SOLE combines a moisture-wicking base with a Sorbothane heel strip for shock absorbing comfort and impact protection. A unique Sorbothane Gel footbed pad adds cushioning and works to return foot energy. A Poron liner is vented and moisture wicking and provides additional cushioning.

Featured in:
 January/February
 May/June
 July/August
 November/December

THE BOOT BOOK

Work Outdoor Lifestyle

BOOT BOOK

WORK & PLAY


OUTDOOR AND WORK BOOTS THAT WORK HARD, PLAY HARD, LOOK GOOD... AND GET THE JOB DONE. BY CARA GRIFFIN

Performance, sustainability, safety, fashion. It's the new normal. These are some of the buzzwords that jump off the page when looking at the latest work and outdoor boot offerings. When is innovation happening right now in the boot category? And what types of technology and innovation are consumers demanding right now from their boots? Brand execs offer up some insight here as we highlight standout styles for Fall 2022 and Spring 2023.

Although not necessarily new innovations in the category, consumers have embraced the use of a Chelsea boot, the ability to zip from casual to work-ready, and the use of a Chelsea boot through the use of a zipper. "Chelsea boots are still going to be a big trend, especially in the work and outdoor space," says Kara Griffin, Editor at Large, Footwear.

While the boot market is still recovering from the pandemic, it's showing signs of a rebound. "We're seeing a lot of innovation in the boot category, especially in the work and outdoor space," says Kara Griffin, Editor at Large, Footwear.

While the boot market is still recovering from the pandemic, it's showing signs of a rebound. "We're seeing a lot of innovation in the boot category, especially in the work and outdoor space," says Kara Griffin, Editor at Large, Footwear.



Key Takeaway: Chelsea boots and boots with zipper closures are trending in the work and outdoor boot category for Fall 2022 and Spring 2023.

THE BOOT BOOK

SURE FOOTED

Brands Express Optimism for 2022, with an Increased Focus on Sustainability, Communication and Transparency.

By Suzanne Richter / What has become clear as we navigate through trying times, is that communication will be key in the footwear industry for 2022. To make it get through the toughest times, we simply need to work more closely with our suppliers and customers and both understand that the challenges are great, but we can get through them together. "I've got a lot of conversations with my suppliers and customers about how we can get through this together," says Kara Griffin, Editor at Large, Footwear. "I've got a lot of conversations with my suppliers and customers about how we can get through this together."

By Suzanne Richter / What has become clear as we navigate through trying times, is that communication will be key in the footwear industry for 2022. To make it get through the toughest times, we simply need to work more closely with our suppliers and customers and both understand that the challenges are great, but we can get through them together. "I've got a lot of conversations with my suppliers and customers about how we can get through this together," says Kara Griffin, Editor at Large, Footwear. "I've got a lot of conversations with my suppliers and customers about how we can get through this together."



Key Takeaway: Footwear brands are focusing on sustainability, communication, and transparency in 2022.

THE BOOT BOOK

Trail Blazers.

Lightweight technology, women's-specific offerings and sustainability lead the way as meaningful boot trends for 2021.

Boots are ready to rebound the way they did in the past year, as consumers look for more meaningful offerings. "We're seeing a lot of innovation in the boot category, especially in the work and outdoor space," says Kara Griffin, Editor at Large, Footwear.

Boots are ready to rebound the way they did in the past year, as consumers look for more meaningful offerings. "We're seeing a lot of innovation in the boot category, especially in the work and outdoor space," says Kara Griffin, Editor at Large, Footwear.



Key Takeaway: Lightweight technology, women's-specific offerings, and sustainability are key trends for 2021.

THE BOOT BOOK

Best Foot Forward.

As they Spend More Time on the Move, Consumers Get Increasingly Decisive About their Footwear Needs.

Whether for work or play, shoppers know what they want from their boots, and it's hardly lost fashion. As society continues to emerge from the pandemic, many consumers are looking to buy shoes that complement a new array of ever-changing outdoors. "Consumers continue to look for authentic brands, bringing great value with enhanced comfort, features and functionality," explains Brandy McCarty, CEO of the Eastern Group. "All products must be 'happen right,' but not 'happen forward.'" He adds. On top of that, there's technology, sustainability and even specific performance on the shape of the boot. To gather some insight on what's trending in work, lifestyle and outdoor boot offerings, we chatted with some industry insiders.

By Cara Griffin and Suzanne Richter.



Key Takeaway: Consumers are becoming more decisive about their footwear needs as they spend more time on the move.

Featured in: January/February and July/August

RETAIL

Useful information retailers can use to make buying decisions and better run their businesses in today's competitive, dynamic market.

MEETING THE CHALLENGE

GOLD MEDAL SERVICE AWARD winning retailers weigh in on overcoming challenges this past year. BY GUY CARROLL, RETAIL INSIGHT

From staffing issues to supply chain headaches, retailers across the board have had their hands full. But that has not stopped the best independent footwear retailers—like those honored with *Footwear Insight's* Gold Medal Service Award— from finding ways to continue to thrive. Previously, in the November/December 2021 issue of *Footwear Insight*, where the full list of the stores honored with the 2021 Gold Medal Service Award for Customer Service was revealed, we asked retailers to discuss customer service best practices in today's evolving retail environment. Here, several of those retailers talk more about the key challenges they have faced over the past several months, including supply chain, inventory and staffing issues. And they discuss how they are finding solutions.



WHAT WERE SOME OF THE BIGGEST CHALLENGES THIS PAST YEAR WHEN IT CAME TO DELIVERING GREAT CUSTOMER SERVICE? HOW DID YOU OVERCOME THOSE CHALLENGES?

By Bob McInerney

The biggest challenge for us has been our supply chain. We've had a lot of issues with our suppliers, and it's been a constant struggle to get our inventory in. We've had to be very proactive in our buying decisions, and we've had to be very flexible in our pricing. We've had to be very creative in our marketing, and we've had to be very patient in our customer service. We've had to be very understanding of our customers, and we've had to be very empathetic in our interactions. We've had to be very honest in our communication, and we've had to be very transparent in our operations. We've had to be very open in our collaboration, and we've had to be very inclusive in our decision-making. We've had to be very respectful in our treatment of others, and we've had to be very considerate in our actions. We've had to be very responsible in our use of resources, and we've had to be very accountable in our performance. We've had to be very ethical in our business practices, and we've had to be very fair in our dealings. We've had to be very honest in our communication, and we've had to be very transparent in our operations. We've had to be very open in our collaboration, and we've had to be very inclusive in our decision-making. We've had to be very respectful in our treatment of others, and we've had to be very considerate in our actions. We've had to be very responsible in our use of resources, and we've had to be very accountable in our performance. We've had to be very ethical in our business practices, and we've had to be very fair in our dealings.

TRENDS TO WATCH IN THE NEW YEAR

1. Supply Chain & Inventory
2. Digital Marketing & Analytics
3. Sustainability & Social Responsibility
4. Customer Experience & Personalization
5. Workforce & Talent Management

As we look ahead to 2022, several key trends are expected to shape the retail landscape. Supply chain and inventory management will remain a top priority for retailers, as they continue to navigate the challenges of global sourcing and production. Digital marketing and analytics will continue to evolve, with retailers looking for ways to leverage data to improve their marketing and sales strategies. Sustainability and social responsibility will become increasingly important for consumers, and retailers will need to find ways to address these concerns. Customer experience and personalization will continue to be a focus, with retailers looking for ways to create more meaningful and personalized interactions with their customers. Finally, workforce and talent management will remain a challenge, as retailers look for ways to attract, retain, and develop their employees in a competitive labor market.

3 Retail Sales Will Show a Rise

4. Sustainability & Social Responsibility
5. Workforce & Talent Management

As we look ahead to 2022, several key trends are expected to shape the retail landscape. Sustainability and social responsibility will become increasingly important for consumers, and retailers will need to find ways to address these concerns. Workforce and talent management will remain a challenge, as retailers look for ways to attract, retain, and develop their employees in a competitive labor market.

Shoe Fly Creates a Buzz

By Bob McInerney

The Shoe Fly has become a major success story for many retailers. It's a simple, yet effective, way to attract customers and increase sales. The Shoe Fly is a small, colorful sign that is placed in the window of a store. It features a large, stylized letter 'F' that is shaped like a shoe. The Shoe Fly is a great way to draw attention to a store and its products. It's a simple, yet effective, way to attract customers and increase sales. The Shoe Fly is a small, colorful sign that is placed in the window of a store. It features a large, stylized letter 'F' that is shaped like a shoe. The Shoe Fly is a great way to draw attention to a store and its products.

SECRETS TO SUCCESS

Gold Medal Service Award winning stores share some of their top customer service tips.

By Bob McInerney

Winning stores share their top customer service tips, including the importance of training, consistency, and going above and beyond for the customer. They emphasize the need for a strong team and a focus on the customer's needs. They also discuss the importance of communication and collaboration between team members. They share their experiences and insights into what makes a great customer service experience. They provide practical advice and examples of how to implement these tips in a retail environment. They discuss the importance of listening to the customer and responding to their needs. They also talk about the importance of being proactive and anticipating customer needs. They share their thoughts on how to create a positive and memorable customer experience. They provide a list of key takeaways and actionable steps for retailers to improve their customer service.

Hiring Advice from the Shop Floor

By Bob McInerney

Insights from retail employees on hiring practices, including the importance of training, consistency, and going above and beyond for the customer. They discuss the challenges of hiring and the importance of finding the right person for the job. They share their experiences and insights into what makes a great employee. They provide practical advice and examples of how to implement these tips in a retail environment. They discuss the importance of listening to the employee and responding to their needs. They also talk about the importance of being proactive and anticipating employee needs. They share their thoughts on how to create a positive and memorable employee experience. They provide a list of key takeaways and actionable steps for retailers to improve their hiring process.

How Retailers Can Find the Right Vendors

By Alan Mackley

Guidance on how to evaluate and select vendors, focusing on quality, reliability, and customer service. They discuss the importance of doing thorough research and asking the right questions. They share their experiences and insights into what makes a great vendor. They provide practical advice and examples of how to implement these tips in a retail environment. They discuss the importance of listening to the vendor and responding to their needs. They also talk about the importance of being proactive and anticipating vendor needs. They share their thoughts on how to create a positive and memorable vendor relationship. They provide a list of key takeaways and actionable steps for retailers to improve their vendor selection process.

TREND INSIGHT

A snapshot of what's resonating with consumers to help make smarter business decisions, inspire creative solutions, and generate original ideas.

TRENDINSIGHT We surveyed 307 consumers. Here's what they told us.

POWERED BY **MESH O I**

How Issue-Oriented are Today's Shoppers' Purchasing Habits?

In recent years, the types of issues and how consumers think about them have shifted. While there is still much that shoppers' attitudes toward "USA Made," "Recycled," and "Vegan Products" campaigns have remained steady for the past three years, what has changed is a willingness to pay more for brands based on socially responsible claims. In a year of record record sales, consumers "No" when asked if social and environmental issues would influence going with a product, up from 18 percent in 2021. The headline here is that while consumers are more socially conscious, they are also more health-conscious or looking for ways to support a particular business. 49 percent of respondents said "Yes" (Other than monetary value) to consumers about things that are socially responsible, but simply health-related when asked about their own purchases.

SEIZE THE TREND!

Healthier products with 100% recycled or responsibly sourced materials are in high demand. Brands that focus on social and environmental issues are more likely to attract consumers who are willing to pay more for them.

What brand messaging resonates most with you?

1. The new materials used to create the product (14%)
 2. The type of packaging used for the product (15%)
 3. The brand's commitment to social and environmental issues (85%)
 4. When the brand's products are made in the USA (7%)
 5. Product availability (19%)

18%: Recycled materials
 50%: Recycled packaging
 25%: Recycled materials and packaging
 7%: Recycled materials and packaging

What's the one feature element that makes the biggest impression on you?

1. Recycled materials (25%)
 2. Recycled packaging (18%)
 3. Recycled materials and packaging (21%)
 4. Recycled materials and packaging (21%)
 5. Recycled materials and packaging (33%)

When shopping for footwear in a brick-and-mortar store...

45% YES: Do you have your feet measured or assessed with a foot scanner for proper fit?
 55% NO: Do you have your feet measured or assessed with a foot scanner for proper fit?

Did your purchase shift towards more sustainable footwear in the 21 years since the pandemic began?

65% YES: More social
 35% NO: Less social

As pandemic conditions have eased and people start work, do you intend to have returned to wearing more socially responsible footwear in the 21 years since the pandemic began?

63% YES: More social
 37% NO: Less social

Where do you most frequently shop for your footwear?

Online (61%), Brick-and-mortar (39%), Both (1%), Neither (1%)

If you shop at an independent shoe store...

77% YES: How useful are the staff's knowledge of the products to you?
 23% NO: How useful are the staff's knowledge of the products to you?

How useful are the staff's knowledge of the products to you?

77% YES: How useful are the staff's knowledge of the products to you?
 23% NO: How useful are the staff's knowledge of the products to you?

TRENDINSIGHT We surveyed 600 consumers. Here's what they told us.

POWERED BY **MESH O I**

Shopping Behavior and the Evolving Consumer

The past few years have seen record shifts in consumer shopping behavior. In recent years, we've seen consumers shift back to the brick-and-mortar store, and more about the type of stores they prefer to shop for footwear. In our latest report, we asked consumers about the type of stores they prefer to shop for footwear, and how their footwear shopping habits may be changing and evolving. We surveyed 600 consumers, including those who are active in the footwear industry, and we asked them about their footwear shopping habits. We found that consumers are more likely to shop for footwear in a brick-and-mortar store than they were in 2021, and that consumers are more likely to shop for footwear in a brick-and-mortar store than they were in 2021.

SEIZE THE TREND!

Consumers are more likely to shop for footwear in a brick-and-mortar store than they were in 2021. Brands that focus on social and environmental issues are more likely to attract consumers who are willing to pay more for them.

When shopping for footwear in a brick-and-mortar store...

45% YES: Do you have your feet measured or assessed with a foot scanner for proper fit?
 55% NO: Do you have your feet measured or assessed with a foot scanner for proper fit?

Did your purchase shift towards more sustainable footwear in the 21 years since the pandemic began?

65% YES: More social
 35% NO: Less social

As pandemic conditions have eased and people start work, do you intend to have returned to wearing more socially responsible footwear in the 21 years since the pandemic began?

63% YES: More social
 37% NO: Less social

Where do you most frequently shop for your footwear?

Online (61%), Brick-and-mortar (39%), Both (1%), Neither (1%)

If you shop at an independent shoe store...

77% YES: How useful are the staff's knowledge of the products to you?
 23% NO: How useful are the staff's knowledge of the products to you?

How useful are the staff's knowledge of the products to you?

77% YES: How useful are the staff's knowledge of the products to you?
 23% NO: How useful are the staff's knowledge of the products to you?



POWER IN PARTNERSHIP



Better Together
Key Initiatives,
Product Highlights,
Brand Strategies
Shining a spotlight
on brands committed
to partnering with
independent retailers.

Special Section:
September/October Issue

SIT. FIT. AND BE RECOGNIZED.

Footwear Insight, working with Franklin Retail Solutions, mystery shops top footwear specialty stores in the United States. Each store is graded on more than 23 criteria (beginning with the greeting and extending through the fitting process, selection and all the way through to checkout).

Top stores are recognized in a special report, published in the November/December issue of Footwear Insight.



2025 Sponsorship package

- Logo on all Gold Medal Service Awards materials
- Logo on all promotional ads in Footwear Insight promoting Awards
- Logo on Gold Medal Service Award plaque
- Logo placement on Gold Medal Service Awards Website
- Nomination of up to 15 stores to be shopped
- Full page ad in Nov/Dec issue of Footwear Insight
- Personalized letter or coupon included in awards box given or sent to winners (supplied)

For sponsorship information, please contact Jeff Nott: jnott@formula4media.com



BUSINESS REPORT QUARTERLY

IN EVERY ISSUE

14 RETAILERS / 18 BRANDS
THE FI INDEX

TRACKING 32 OF THE MOST IMPORTANT PUBLICLY TRADED COMPANIES THAT HAVE A SUBSTANTIAL FOOTWEAR BUSINESS.

- BY THE NUMBERS:**
RESULTS ROUND-UP
WHAT'S HOT / WHAT'S EMERGING
THE QUARTERLY INTERVIEW
INVENTORY MATTERS
RETAIL THEATER

3,500+

DIGITAL DISTRIBUTION

Q1 2025
APRIL 7

Ad Close
 3/26/25
 Mat Due
 4/2/26

Q2 2025
JULY 7

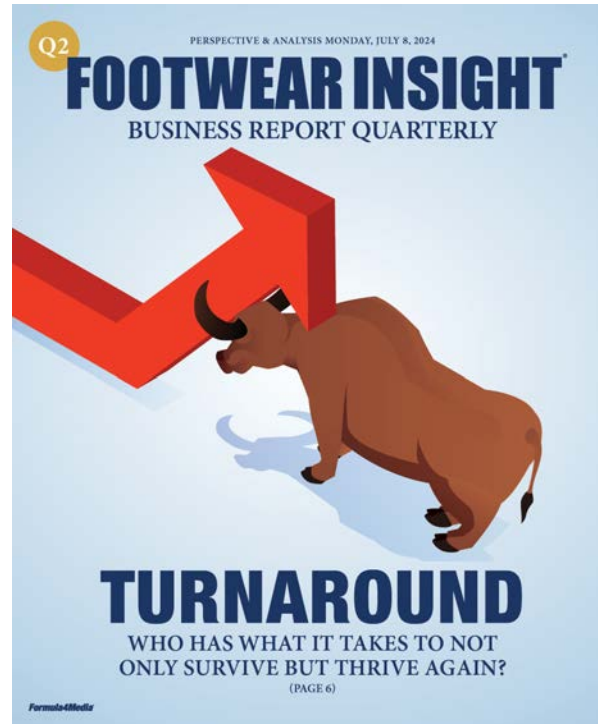
Ad Close
 6/25/25
 Mat Due
 7/2/25

Q3 2025
OCTOBER 6

Ad Close
 9/25/25
 Mat Due
 10/2/25

Q4 2025
JAN 5, 2026

Ad Close
 12/22/25
 Mat Due
 12/29/25



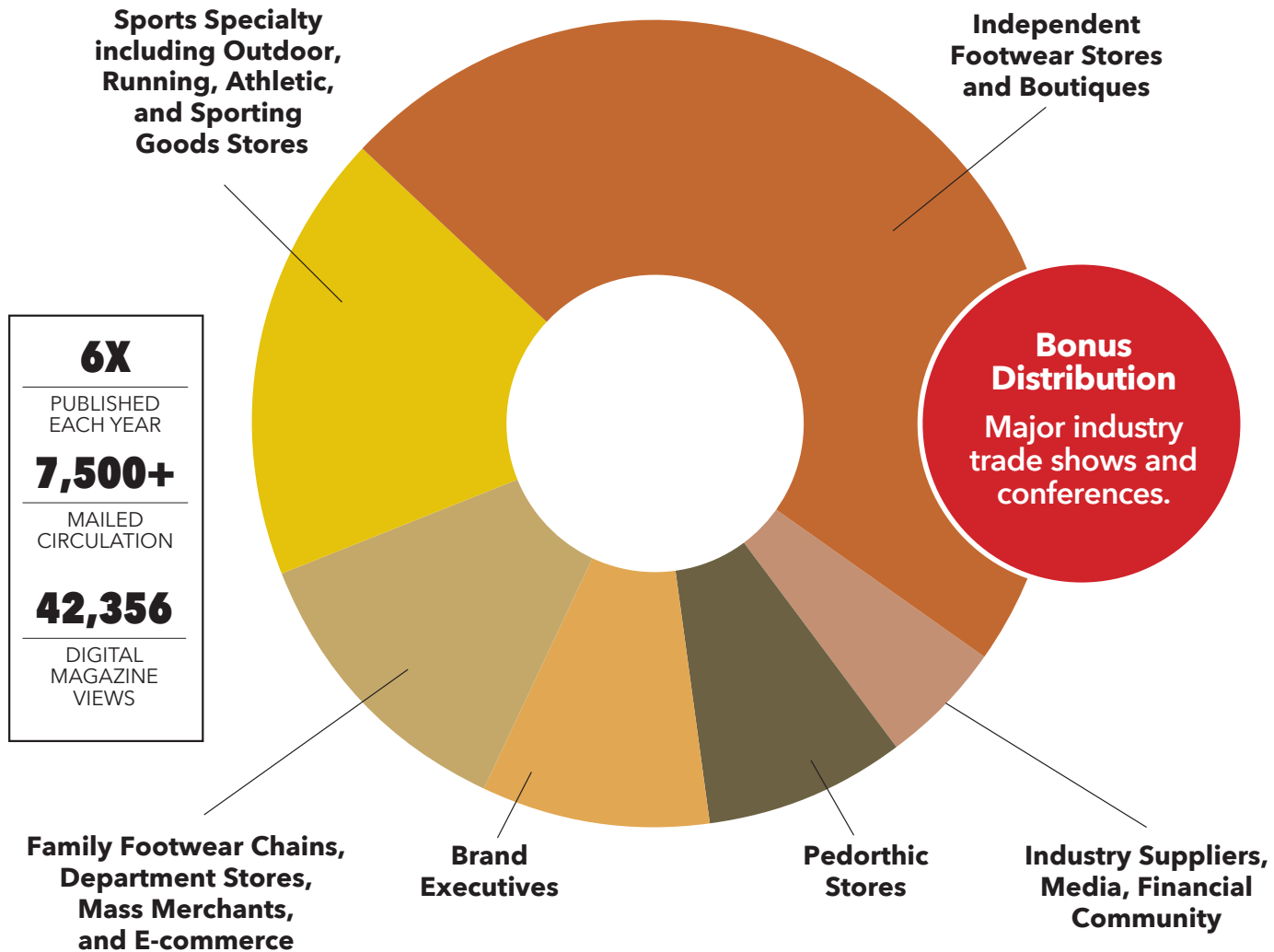
2025 MAGAZINE CALENDAR

ISSUE	FEATURES	SHOW CALENDAR
JAN/FEB Ad Close 1/17/25 Materials Due 1/23/25	Comfort Socks Insoles <i>Special Section: The Boot Book Casual Lifestyle / Work Outdoor / Booties</i>	The IR Show Atlanta Shoe Market FFANY Market Week
MAR/APR Ad Close 3/11/25 Materials Due 3/18/25	Workplace Comfort: <i>Office & Occupational</i> Wellness / Walking/Recovery Eco-Innovation	NSRA Footwear Forum
MAY/JUN Ad Close 5/12/25 Materials Due 5/19/25	Comfort Outdoor Sandals Running Hiking	FFANY Market Week OR Summer Market

ISSUE	FEATURES	SHOW CALENDAR
JUL/AUG Ad Close 7/11/25 Materials Due 7/18/25	Sneaker Style: Athleisure & Work Socks Insoles <i>Special Section: The Boot Book Casual Lifestyle / Work / Outdoor</i>	The IR Show FFANY Market Week FSNYE NY Atlanta Shoe Market
SEP/OCT Ad Close 9/12/25 Materials Due 9/19/25	Wellness Recovery Style Trends Eco Innovation <i>Special Section: Power in Partnership</i>	
NOV/DEC Ad Close 11/14/25 Materials Due 11/21/25	Sneaker Style Running Walking Outdoor Socks Insoles <i>Special Section: 2025 Gold Medal Service Awards</i>	FFANY Market Week FSNYE

January 10, 2025 11:32 AM

FOOTWEAR INSIGHT MAGAZINE



Editorial Director

Cara Griffin
914-309-6100
cgriffin@formula4media.com

Publisher

Jeff Nott
516-305-4711
jnott@formula4media.com

Senior Account Manager

Troy Leonard
352-207-2347
tleonard@formula4media.com

