




2025
WWD MEDIA KIT



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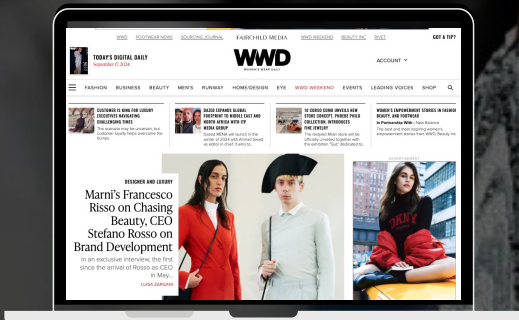
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WWD

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.

AUDIENCE

- 64% Senior Management
- 86% Decision Maker
- 47% Fashion/Apparel Industry



ONLINE (WWD.COM)

2.8M+
UNIQUE VISITORS

DIGITAL DAILY

65K+
SUBSCRIBERS

NEWSLETTERS

420K+
SUBSCRIBERS

SOCIAL (@WWD)

6.2M+
FOLLOWERS
IG, FB, X, LI, TikTok

FOUNDED IN THE CORE INDUSTRY AUTHORITY OF WWD



Digital Daily Subscribers
Total Newsletter Subscribers

65K
400K+

Total Digital Audience:

2.8M+

Total Social Audience:

6.2M+

HHI:

\$283,704

HHI \$200K+

Index 128

\$1M+ Net Worth:

Index 161

Median Age:

59

M/F:

31/69

Industry Executive:

70%

Influential in Fashion:

Index 174

Influential In Shoes:

Index 170

Fashion Advice Giver:

Index 154

Interest In Trends:

Index 131

A UNIVERSE OF LUXURY



WWD WEEKEND



WEEKEND NEWSLETTER

8.1M

Pageviews
2024 Met Gala
Red Carpet
(up +305% YoY)



RUNWAY, PARTIES & CULTURAL MOMENTS

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

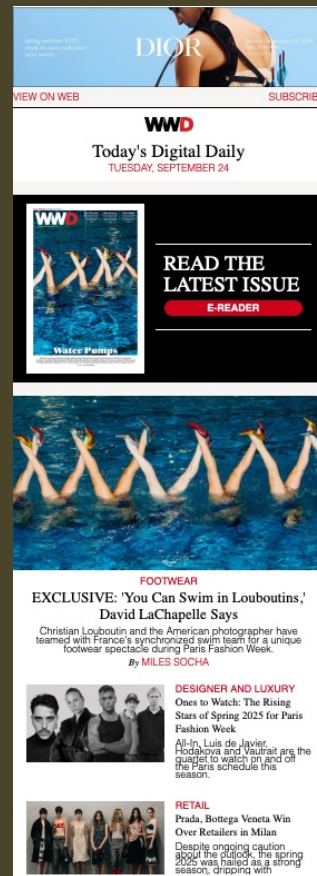
CONSUMERS

The ultimate purchasers who keep trends thriving and help fashion upcycle

WWD DIGITAL DAILY

The Digital Daily is WWD's daily news and insights publication, delivered in email newsletter to a global audience of more than 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.



WWD
VIEW ON WEB SUBSCRIBE

Today's Digital Daily
TUESDAY, SEPTEMBER 24

READ THE LATEST ISSUE
E-READER

FOOTWEAR
EXCLUSIVE: 'You Can Swim in Louboutins,'
David LaChapelle Says
Christian Louboutin and the American photographer have teamed up with France's synchronized swim team for a unique footwear spectacle during Paris Fashion Week.
By MILES SOCHA

DESIGNER AND LUXURY
Ones to Watch: The Rising Stars of Spring 2025 for Paris Fashion Week
All-in, Luis de Javier, Hodakova and Vautran are the quietest to watch on and off the Paris schedule this season.

RETAIL
Prada, Bottega Veneta Win Over Retailers in Milan
Despite ongoing caution about the outlook, the spring 2025 was hailed as a strong season, dropping with

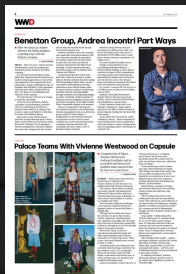
DIGITAL DAILY TAKEOVER



DIGITAL COVER WRAP
AD COVER



EDIT
COVER



EDIT



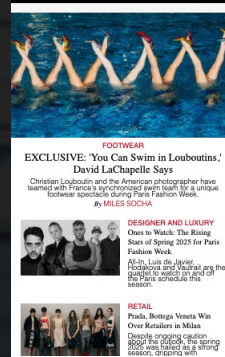
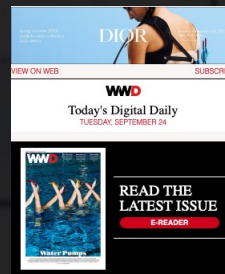
AD



EDIT



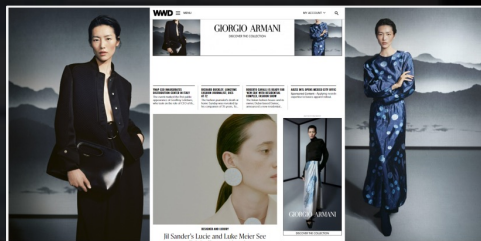
AD



LEADERBOARD

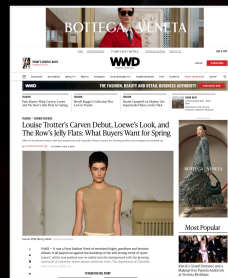
Ownership of Newsletter Ad units

High impact opportunities to target the influential decision maker audience of WWD across platforms.



WWD.COM HOMEPAGE TAKEOVER

Roadblock banner ads - WWD.com Homepage



WWD.COM EDIT ALIGNMENT PACKAGE

SOP/SOV of Home/Real Estate edit

WWD + FASHION WEEK MULTIPLATFORM COVERAGE

WWD's robust coverage of Fashion Week across all platforms includes:



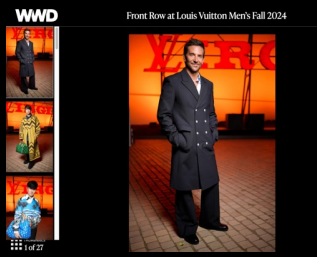
DIGITAL DAILY + SPECIAL ISSUES

Delivering daily Fashion Week Brand Collections, Reviews and Previews to 65K+ subscribers.



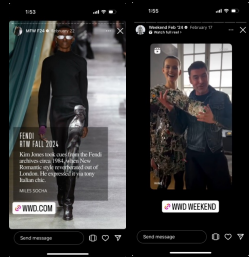
WWD WEEKEND

Timed to cover Fashion Week season including all cultural and global moments.



WWD.COM

Front row spotlight and galleries of designer shows and collections.



SOCIAL

Editorial live coverage of runway shows, collection spotlights and behind-the-scenes coverage.



NYFW DINNER

An exclusive dinner celebrating the designer community of NYFW.



STREET TEAM

Expanding reach by deploying street teams in key areas along with collaborating strategically with local hotels and high traffic areas.



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.

2025 SPECIAL ISSUES



- JANUARY 3 GOLDEN GLOBES
- JANUARY 14 PITTI UOMO
- JANUARY 17 MILAN MEN'S COLLECTION
- JANUARY 28 TEXTILES
- JANUARY 31 CHICAGO COLLECTIVE MEN
- FEBRUARY 6-11 NEW YORK FASHION WEEK
- FEBRUARY 19 EYEWEAR VISION EXPO EAST
- FEBRUARY 25-3 MILAN FASHION WEEK
- MARCH 3 -11 PARIS FASHION WEEK
- MARCH 17 THE SHOW
- APRIL 1 WATCHES & WONDERS
- APRIL 7 SALONE PREVIEW
- APRIL 8 BRIDAL
- APRIL 23 SUSTAINABILITY
- MAY 5 MET GALA
- MAY 13 CANNES
- JUNE 6 JCK COUTURE
- JUNE 17 PITTI UOMO
- JUNE 20 MILAN MENS
- JULY 1 TEXTILES
- JULY 3 PARIS COUTURE
- AUGUST 1 CHICAGO COLLECTIVE
- SEPTEMBER 3 VENICE FILM FESTIVAL
- SEPTEMBER 11-16 NEW YORK FASHION WEEK
- SEPTEMBER 18 EYEWEAR
- SEPTEMBER 23-29 MILAN FASHION WEEK
- SEPTEMBER 29-7 PARIS FASHION WEEK
- OCTOBER BRIDAL
- OCTOBER 28 HONORS
- NOVEMBER 14 WATCHES & JEWELRY

WWD COVER WRAP

WWD PRINT COVER WRAP - 5 AD PAGES



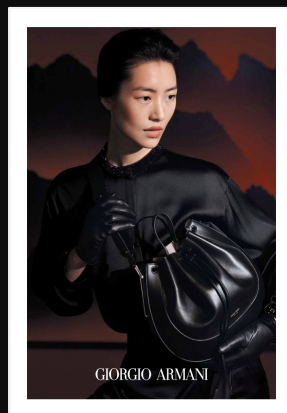
COVERWRAP
BRAND AD 1
OPENER



COVERWRAP
BRAND AD 2
OPPOSITE EDIT COVER



EDIT COVER



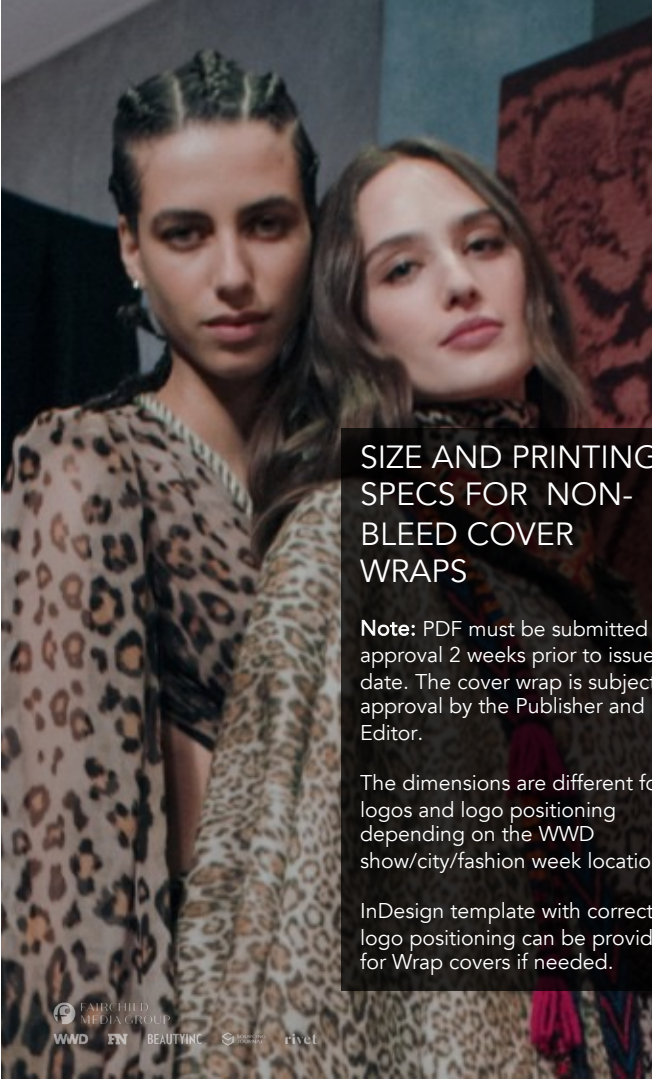
COVERWRAP
BRAND AD 3
BACK COVER OF EDIT



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

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.

AD SPECS

WWD DIGITAL ISSUE SPECIFICATIONS

Trims/Formats*:

Full Page: 11" x 16 PDF 150DPI
Spread: 22" x 16 PDF 150DPI

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:

Full Page: 9.7" x 14.45 PDF 300DPI

Spread: 20.5" x 14.45 PDF 300DPI

Back Cover: 9.7" x 14.45 PDF 300DPI

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

Please upload ad materials to the ad portal [HERE](#).



WWD WEEKEND

FASHION. BEAUTY. FOOD. TRAVEL. DESIGN. CULTURE. ART.

THE WWD EDITORS' GUIDE TO WHAT GLOBAL FASHION AND LUXURY INSIDERS ARE TALKING ABOUT THIS WEEKEND.

6x Annually:
65,000 WWD subscribers

Targeted Print Distribution:
at key/global moments and
industry events

New Weekly Newsletter:
200,000 subscribers

Available in front of the paywall
to 2.8M+ WWD.COM audience

Amplified across WWD social
6.2M+ Followers

WWD WEEKEND

AUGUST 2024



NAOMI OPENS UP

Naomi Osaka on tennis,
motherhood and more.



**Khaite
In the
Spotlight**
**The Latest
In Beijing**
**Pucci's
Florentine
Palace**

beauty

Only Fragrances in the Building



Market Move
The new fragrance from the brand's founder, who has been a key player in the industry for decades, is a must-have for anyone who loves a classic, sophisticated scent.

Charles Heidsieck
The new fragrance from the brand's founder, who has been a key player in the industry for decades, is a must-have for anyone who loves a classic, sophisticated scent.

Diptyque
The new fragrance from the brand's founder, who has been a key player in the industry for decades, is a must-have for anyone who loves a classic, sophisticated scent.



Yves Rocher
The new fragrance from the brand's founder, who has been a key player in the industry for decades, is a must-have for anyone who loves a classic, sophisticated scent.

Amorim
The new fragrance from the brand's founder, who has been a key player in the industry for decades, is a must-have for anyone who loves a classic, sophisticated scent.

Le Labo
The new fragrance from the brand's founder, who has been a key player in the industry for decades, is a must-have for anyone who loves a classic, sophisticated scent.

beauty

Fashionable Fragrances

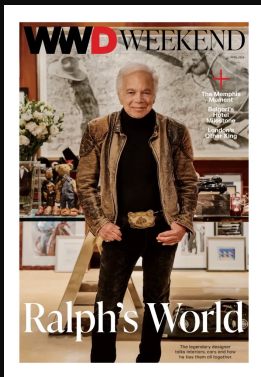


Prada Amber Niche
The new fragrance from the brand's founder, who has been a key player in the industry for decades, is a must-have for anyone who loves a classic, sophisticated scent.

Tom Ford Calandre
The new fragrance from the brand's founder, who has been a key player in the industry for decades, is a must-have for anyone who loves a classic, sophisticated scent.

Amorim
The new fragrance from the brand's founder, who has been a key player in the industry for decades, is a must-have for anyone who loves a classic, sophisticated scent.

WWD WEEKEND



2025 ISSUE OVERVIEW

HAUTE COUTURE: SPRING FASHION
TIME & TRAVEL
ESCAPES
THE NEW CLASS: FALL FASHION
CREATORS: ART & CULTURE
THE QUALITY ISSUE

CLOSE

JANUARY 22
APRIL 24
MAY 28
AUGUST 6
SEPTEMBER 11
NOVEMBER 6

MATERIALS

FEBRUARY 14
MAY 16
JUNE 20
AUGUST 29
OCTOBER 3
NOVEMBER 21

PUBLISH

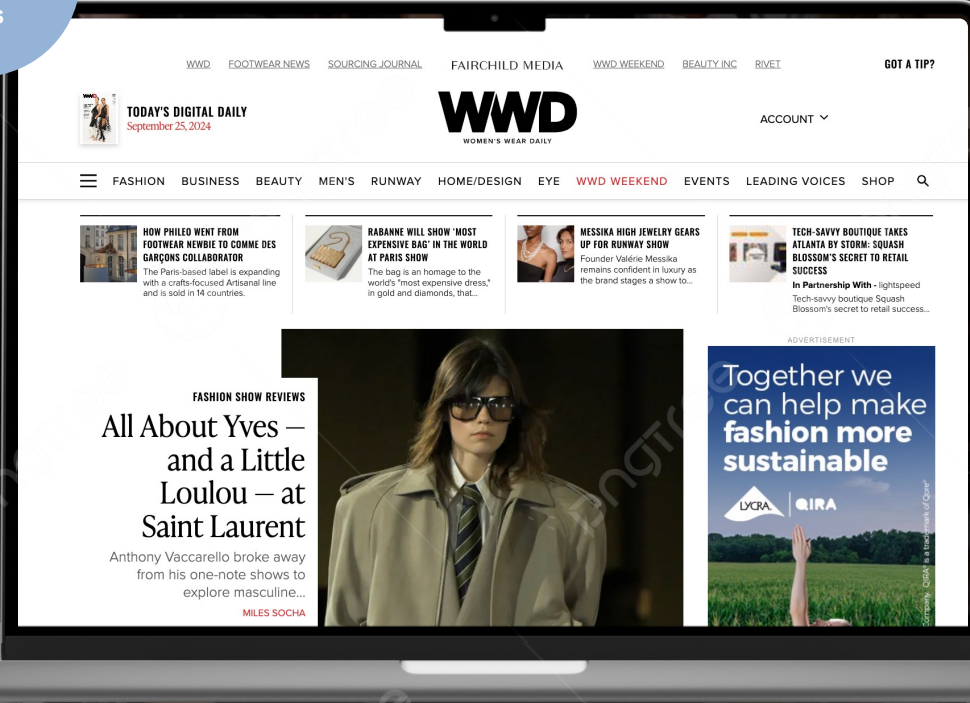
FEBRUARY 22
MAY 24
JUNE 28
SEPTEMBER 6
OCTOBER 11
DECEMBER 6

PRINT

MILAN, PARIS
SXSU LONDON, HAMPTONS
HAMPTONS, PARIS
NY, MILAN, PARIS
FRIEZE, ART BASEL (PARIS)
ART BASEL (MIAMI)

2.8M
UVs

WWD.COM



The industry's go-to source for up-to-the-minute reporting on news and business, trends, styles, and shopping insights that fashion insiders demand.

- 60-80 PIECES OF NEWS/TREND RELATED CONTENT DAILY
- RUNWAYS REVIEWS & RECAPS FROM AROUND THE WORLD
- LATEST INDUSTRY NEWS & EXCLUSIVES
- INSIDER REPORTING ON WHAT'S DRIVING THE INDUSTRY

ACCOMODATIONS:
 970x90
 728x90
 970x250

300x600

300x250

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

MOBILE
320x50

MOBILE
320x250



WWD.COM

ADVERTISING SPECS

PLACEMENT	DIMENSIONS	FILE SIZE	MAX LOOPS	ANIMATION LENGTH	GEO TARGETING	LEAD TIME
PREMIUM RUN OF SITE* - APPEARS ON DESKTOP, TABLET & MOBILE	970x250, 970x90 or 728x90, 300x600, 300x250, 300x50, 320x50	200KB	3 loops, 30 fps	15 Sec	Yes, incurs an upcharge on CPM, please contact your sales rep.	7 Business days
HOME PAGE TAKEOVER* - APPEARS ON DESKTOP, TABLET & MOBILE	970x250, 970x90 or 728x90, 300x600, 300x250, 300x50, 320x50					
WALLPAPER SKINS* - APPEARS ON DESKTOP ONLY	130x700 LEFT (90x600 SAFE ZONE) 130x700 RIGHT (90x600 SAFE ZONE) 370x850 LEFT (130x700 SAFE ZONE) 370x850 RIGHT (130x700 SAFE ZONE) 700x1200 LEFT (370x850 SAFE ZONE) 700x1200 RIGHT (370x850 SAFE ZONE) Each panel is to follow the below naming convention: "ADVERTISER NAME/CAMPAIGN"_BANNER SIZE_LEFT/RIGHT					



NEWSLETTERS

AUDIENCE AND ADVERTISING SPECS



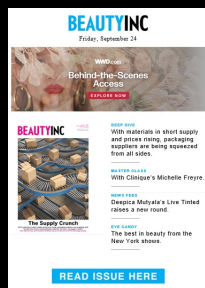
DIGITAL DAILY
Leaderboard - Prominent placement on the Digital Daily Email Blast.

Recipients: 65K
Leaderboard Specs: 600x200



WWD WEEKEND
Consumer focused newsletter sent on Saturdays

Recipients: 250K
Leaderboard Specs: 970x250



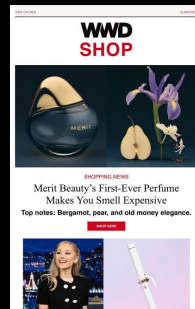
BEAUTY INC
Weekly news-based analysis delivering actionable insights on the global beauty scene

Recipients: 65K
Leaderboard Specs: 970x250



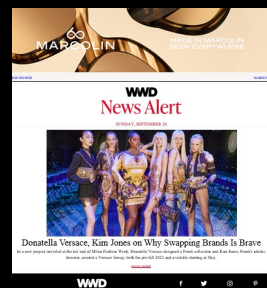
THE ESSENTIALIST
All headlining news from WWD that spans over the worlds of retail, beauty, fashion, business, lifestyle & marketing

Recipients: 425K
Leaderboard Specs: 970x250



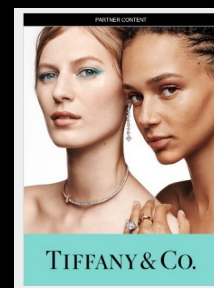
WWD SHOP
E-commerce newsletter with the best and latest products.

Recipients: 30K
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

SOCIAL

Reach WWD's over 6.2M 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



INSTAGRAM	2M+
LINKEDIN	437K+
FACEBOOK	930K+
TWITTER	2.7M+
TIKTOK	174K+
YOUTUBE	40K+
PINTEREST	222K+

SOCIAL

CAMPAIGN TYPES



DARK SOCIAL

- Live for 1-3 Months from WWD Meta account
- Guaranteed impressions as sold
- Directly clickable
- Broader Reach

Opportunities

- New Collections/Product launches
- Product Imagery
- Shoppable Collection Ads
- Events



ORGANIC SOCIAL

- Lives on WWD social feed forever
- No specific # of guaranteed impressions
- URL available in bio
- Narrowed reach to WWD audiences

Opportunities

- New Collections
- Show Imagery or Video
- Product Launch
- Campaign Imagery or Video
- Special Announcements

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: 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

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

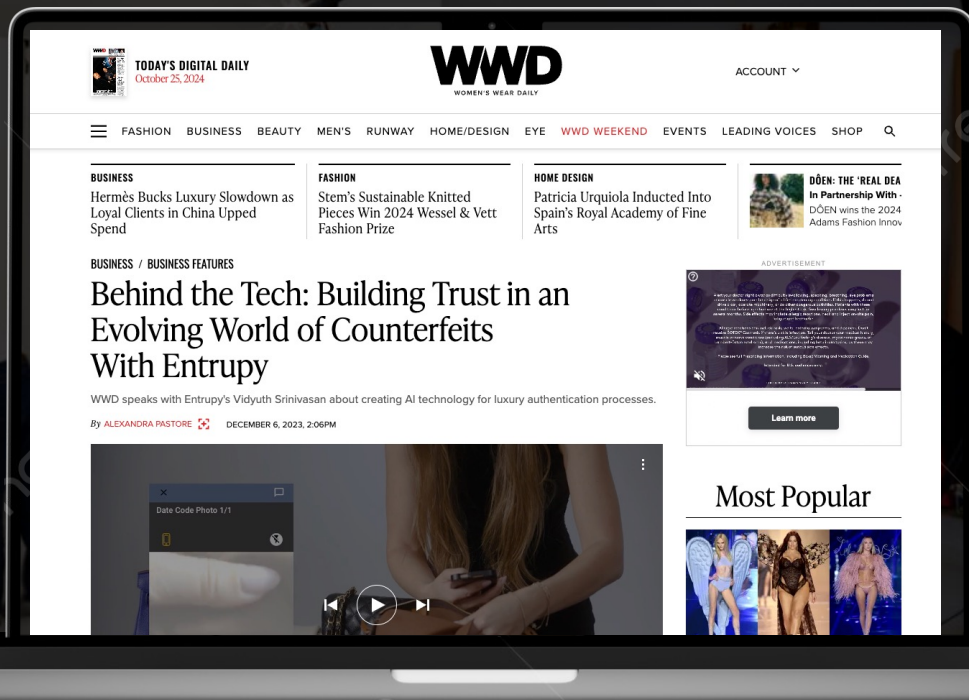
Social First Video: 15, 30, 60 second video

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



BEAUTY INC

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 the premier source for in-depth coverage on all aspects of the Beauty, Wellness, and Retail communities for the industry executives, insiders and beauty lovers alike.

AUDIENCE

75% Global Beauty & Retail Executives

14% Retail Beauty Associates

11% Salon & Spas

NEWSLETTERS & PRINT

80K+
SUBSCRIBERS

ONLINE (WWD.COM)

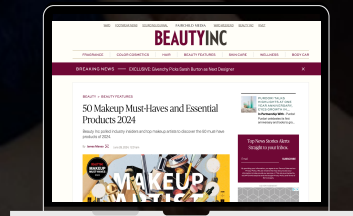
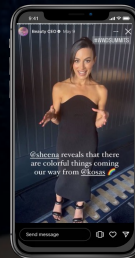
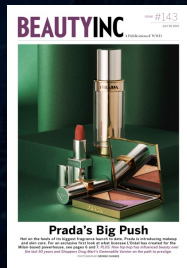
2.8M+
UNIQUE VISITORS

GLOBAL EVENTS

15K+
EVENT ATTENDEES

SOCIAL (@WWD)

6.2M+
FOLLOWERS
IG, FB, X, LI, TikT ok



BEAUTY INC 2025 EDITORIAL CALENDAR

Beauty Inc is continuing to evolve with more news, more insights and more analysis.

BEAUTY INC weekly content is now featured in:

- WWD's Tuesday Digital Daily
- An all-new newsletter format that drives back to WWD.com for stories
- A Friday weekly round up of ICYMI industry beauty news
- Every Issue of WWD Weekend

...so the industry never misses a moment

2025 ISSUES

GOAT HAIRCARE

BEAUTY INC TOP 100

WWD BEAUTY CEO SUMMIT

THE FRAGRANCE ISSUE

POWER PLAYERS

DEAL MAKERS

WOMEN'S ISSUE

THE BEAUTY INC AWARDS

WEEKLY NEWSLETTERS

CLOSE

JANUARY 21

MARCH 18

APRIL 18

MAY 27

JULY 22

AUGUST 19

SEPTEMBER 17

NOVEMBER 12

TUESDAY | TOP STORIES

FRIDAY | WEEKLY BEAUTY RECAP

MATERIALS

FEBRAURY 7

MARCH 28

APRIL 25

JUNE 13

AUGUST 1

SEPTEMBER 5

SEPTEMBER 26

NOVEMBER 28

PUBLISH

FEBRUARY 21

APRIL 18

MAY 9

JUNE 27

AUGUST 15

SEPTEMBER 19

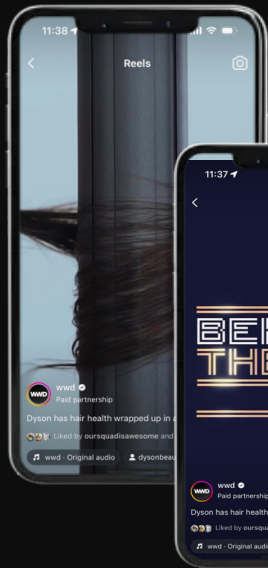
OCTOBER 10

DECEMBER 12

CROSS-PLATFORM STORYTELLING

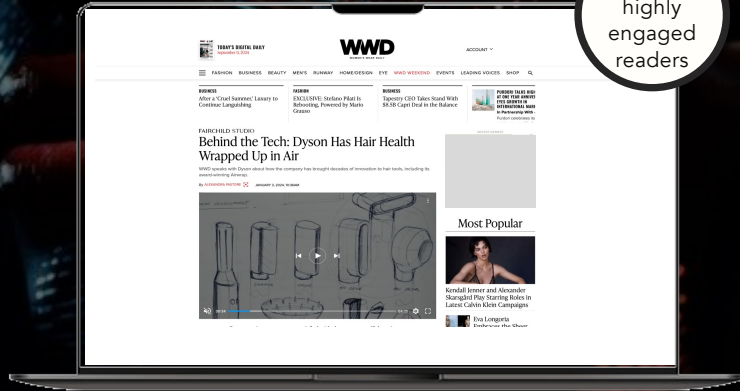
WWD and Beauty Inc offer multi-platform content that resonates with both the industry thought leader and a highly-educated beauty consumer.

Always through the lens of WWD/Beauty Inc high level access and trusted authority, WWD/Beauty Inc social and video content is designed to amplify vital brand stories at the highest level.



6.2M+
loyal social
followers

SOCIAL



2.8M+
highly
engaged
readers

VIDEO



Fairchild
Studio
Custom
Partnership

PREMIUM NATIVE

BEAUTY INC

ADVERTISING SPECS

PRINT

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.

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

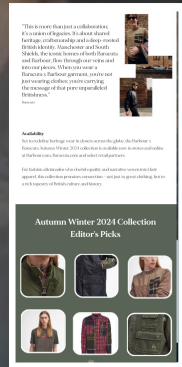
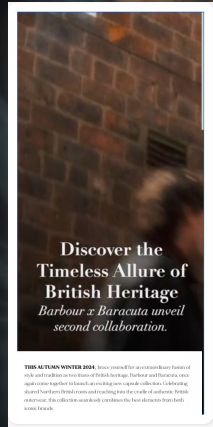
Due: Digital assets are due 7 days prior to issue dates

PRODUCTION CONTACT

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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
- CUSTOM & CO-OWNED CONTENT HUBS
- VIDEO
- SOCIAL
- PODCASTS
- LEAD GENERATION
- DIGITAL EVENTS
- BESPOKE GATHERINGS
- WEBINARS
- THOUGHT LEADER LAB
- CUSTOM PROGRAMS AND EDITORIAL ALIGNMENT OPPORTUNITIES

+ MORE

FAIRCHILD LIVE 2025 CALENDAR

WWD STYLE AWARDS DINNER (LA)	JANUARY 3
WWD EYE ON THE RED CARPET LIVESTREAM	JANUARY 5
FN WOMEN WHO ROCK (NYC)	FEBRUARY 4
WWD GLOBAL IMPACT COUNCIL NYFW DINNER (NYC)	FEBRUARY 13
BEAUTY INC GREATEST HAIRCARE OF ALL TIME RECEPTION (NYC)	FEBRUARY
SJ SUSTAINABILITY SUMMIT (NYC)	MARCH 19
WWD GLOBAL SUMMIT (RIYADH)	APRIL
GLOBAL IMPACT COUNCIL SALONE DINNER (MILAN)	APRIL
WWD SUSTAINABILITY ACCENTURE (VIRTUAL)	APRIL
WWD BEAUTY CEO SUMMIT (NYC)	MAY 7-8
FN 80 TH ANNIVERSARY (NYC)	JUNE 2
SXSW (LONDON)	JUNE 5-6
FMG WOMEN IN POWER (NYC)	SEPTEMBER
SJ FALL SUMMIT (NYC)	SEPTEMBER
BEAUTY INC POWER BRANDS RECEPTION (NYC)	SEPTEMBER
WWD GLOBAL IMPACT COUNCIL NYFW DINNER (NYC)	SEPTEMBER 18
WWD LA BEAUTY FORUM (LA)	OCTOBER
WWD GLOBAL SUMMIT SKP	OCTOBER
WWD APPAREL & RETAIL CEO SUMMIT & WWD HONORS (NYC)	OCTOBER 28-29
WWD FASHION LOVES FOOD GALA (MILAN)	NOVEMBER 4
BEAUTY INC THE CATALYSTS (NYC)	NOVEMBER
SJ LA (LA)	NOVEMBER
FOOTWEAR NEWS ACHIEVEMENT AWARDS (NYC)	DECEMBER 3
BEAUTY INC AWARDS (NYC)	DECEMBER 11
WWD GLOBAL IMPACT COUNCIL VIRTUAL FORUM	DECEMBER 12

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PRODUCTION

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A woman with voluminous curly hair is standing in a studio or warehouse setting. She is wearing a long, black, form-fitting dress with a high neckline and long sleeves. She is leaning against a large, dark, cylindrical pillar. Her right hand is on her hip, and her left hand is resting on the pillar. The background features a large white curved wall, a window with a grid pattern, and a white pillar. The floor is light-colored and reflective. The overall atmosphere is professional and artistic.

THANK YOU