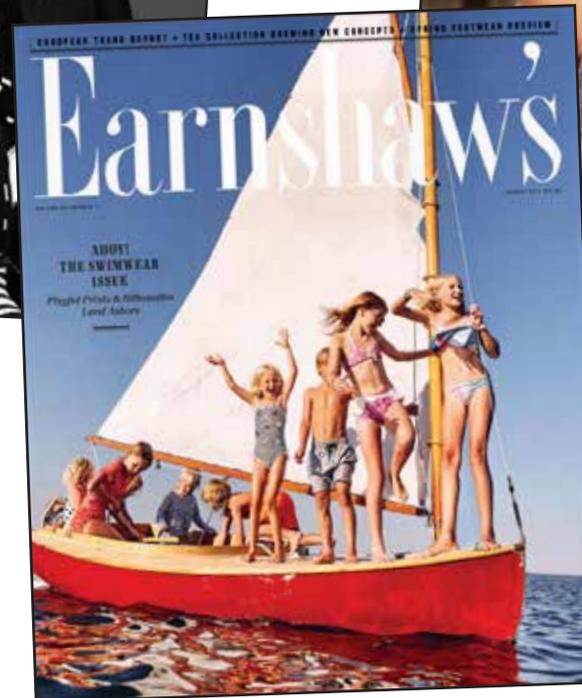


Earnshaw's

The voice of the children's fashion industry for 101 years.

2018 Media Kit



About Us

For 101 years, *Earnshaw's* has proudly upheld its legacy as the voice of the children's fashion industry. Our team of journalists explores every tier of the market to provide accurate analysis and expert opinions through both print and digital content. The magazine's loyal readership includes key decision makers who rely on *Earnshaw's* to help hone their retail strategies and merchandising techniques with the latest trends, technology and industry news.

From brick-and-mortar boutiques to department stores and big-box buyers, you will find a copy of *Earnshaw's* as a trusted resource in every children's retail location. The rest of *Earnshaw's* following includes vendors, manufacturers, reps, showrooms, analysts and others allied to the field.

AWARD-WINNING PUBLICATION

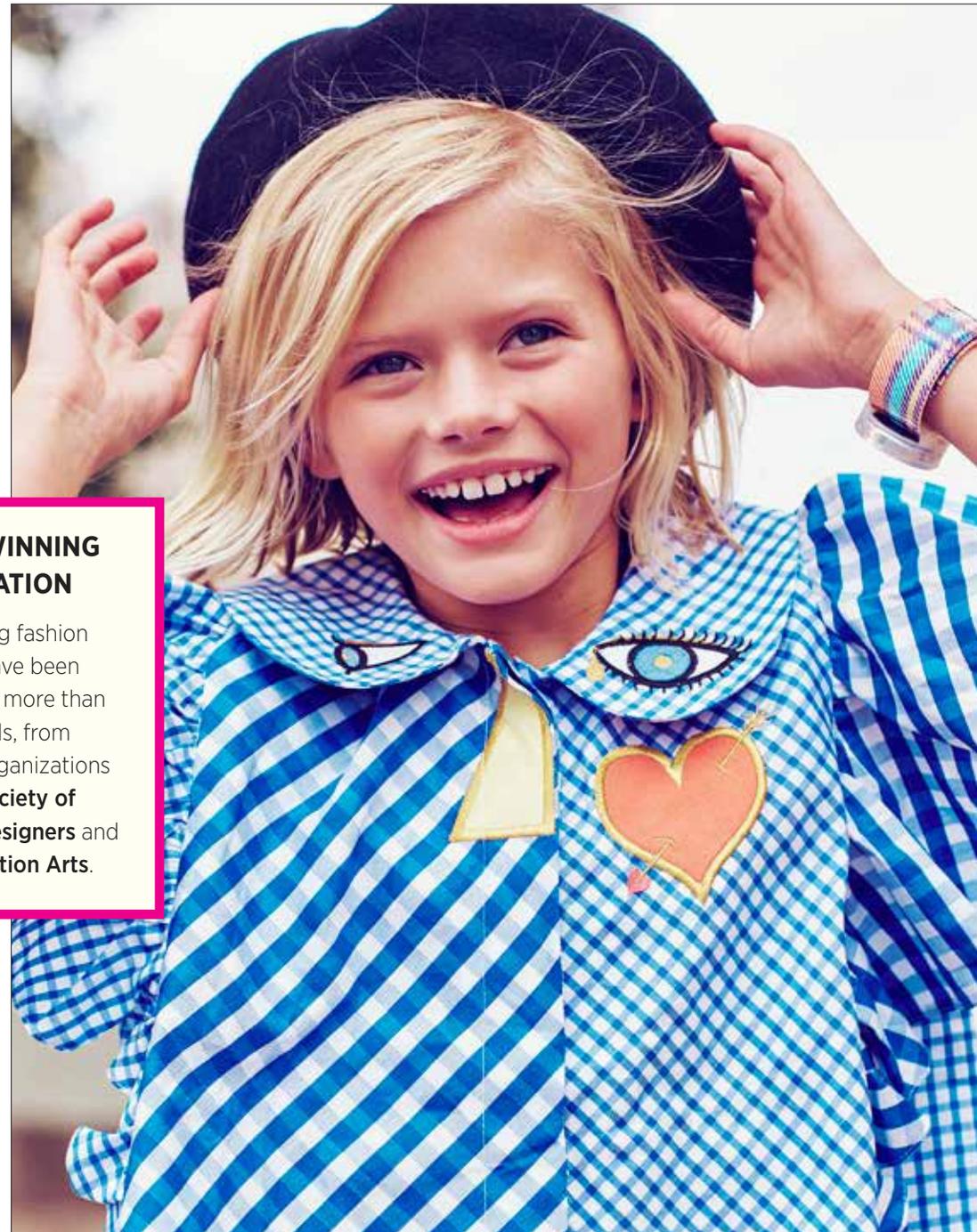
Our inspiring fashion features have been honored with more than 100 awards, from prestigious organizations like the **Society of Publication Designers** and **Communication Arts**.

CIRCULATION

Print Distribution

12,000+ print subscribers

3,000+ bonus distribution at industry trade shows



Earnshaws.com

While print may be our bread and butter, 15,000 digital subscribers regularly engage with us via *Earnshaw's* website, email campaigns and social media. *Earnshaws.com* is the go-to source for daily news and information covering the children's fashion business. Be one of the thousands of unique visitors per month that visit our website worldwide.

WANT DAILY UPDATES? FOLLOW US!

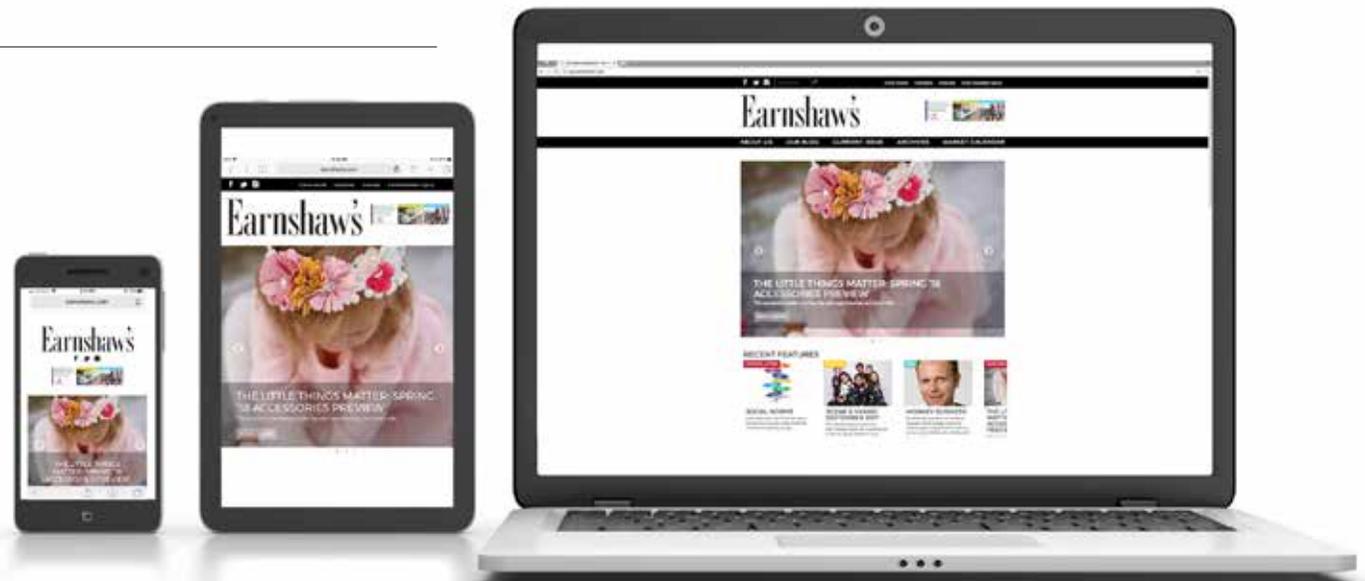
A testament to our long-respected reputation in the childrenswear industry, *Earnshaw's* has a strong social media presence that has attracted thousands and counting.

Get daily updates from our three main platforms:

 @earnshawsmagazine

 @earnshaws

 @earnshawsmagazine



Creative Services

Let us help you tell your story...



Our award-winning design and editorial team is focused on the big ideas and solutions for our peers in the childrenswear industry. As the experts in children's fashion marketing, we want to help you spread your brand message. Our creative services are at your fingertips, from customized magazines and look books to lifestyle photography and digital marketing assets. We will work closely with you every step of the way, utilizing specialized tools and resources to enhance your business both in print and online. From expert strategy and innovative design to quality production and smart marketing, we're here for you!

Inspiration for custom projects include:

- **New product introduction**
- **Print communications**
- **Logo design**
- **Milestone anniversary or other event**
- **Web design**
- **Advertising**

For more details, head over to www.9threads.com.

Why Advertise in Earnshaw's?

Because it works! Advertising with *Earnshaw's* means instant engagement. We put your message in front of a specially curated retail audience to guarantee the best results for your bottom line.

- Longevity
 - Insight
 - Inspiration
- Creativity
 - Outreach
 - Interactivity
- Presence
 - Recognition
 - Support

*“My sister and I launched a new product in 2016 and could not have started as successfully as we did without the help of Earnshaw’s. Advertising with a publication that has such beautiful, tasteful photographs and an active social media following was exactly what **Chalk of the Town** needed to get a start.”*
—**Sondra Mansfield, director, Chalk of the Town**

*From the beginning, Earnshaw’s has been a constant in the life of **Bringing Up Baby**. Every month when the magazine arrives, I take a breath and read it cover to cover. It has become a ritual—a Zen-like moment just for me to educate, compare and confirm trends; browse new lines; learn from others; and of course, enjoy the fashion. As I become more seasoned, my takeaway from Earnshaw’s has become more sophisticated, and the magazine continues to support my growth as a shop owner and retailer. There are thousands of business owners just like me who read the issues cover to cover. I believe it is a big missed opportunity—huge even—for childrenswear brands not to participate in the growth of this important trade magazine. I would wholeheartedly suggest market support.*
—**Sandy Sidoti, owner, Bringing Up Baby Boston**

“Earnshaw’s has been so accommodating and helpful in making sure we appear in places that would be most beneficial to our company. They are such an industry leader and have helped our brand exposure more than I could imagine.”
—**Heather Marler, marketing manager, Trimfoot Co.**

Earnshaw's 2018 EDITORIAL CALENDAR

JANUARY

THE OUTERWEAR ISSUE

Ring in the New Year with winter apparel that will ensure style as much as warmth.

Fashion: Fall '18 Outerwear (All Ages)

Features: Fall '18 Gift Guide

Show Distribution: Children's Club, NY NOW, Atlanta Gift & Home Market, LA Kids Market, LA Mart Gift & Home, Stylemax Chicago, Playtime Paris, Bubble London, Pitti Immagine Bimbo, FIMI Spain, NYC Kids Market

Space Closing: 12/15/17 • **Materials Due:** 12/19/17

FEBRUARY

THE FALL FASHION ISSUE

Our essential buyer's guide previews the season's must-have colors, materials and silhouettes in all the major categories from tot to tween.

Fashion: Fall '18 Apparel and Footwear (All Ages)

Features: Toy Guide, Fall '18 Footwear Preview

Show Distribution: Playtime New York, Children's Club, Children's Club MAGIC, CIFF Kids, Toy Fair, FNPlatform, Atlanta Apparel, NYC Showrooms

Space Closing: 1/19/18 • **Materials Due:** 1/25/18

MARCH

THE EUROPEAN ISSUE

An in-depth look at Fall '18 trends from the European runways.

Fashion: Fall '18 European Apparel (Ages 4 to 10)

Features: Fall '18 European Trend Report, Accessories Preview

Show Distribution: JPMA, LA Kids Market, LA Mart Gift & Home, Stylemax Chicago, Atlanta Apparel, NYC Showrooms

Space Closing: 2/15/18 • **Materials Due:** 2/20/18

APRIL/MAY

THE FALL/WINTER BABY ISSUE

Get an overview of what a retailer must have on hand for new mothers.

Fashion: Fall '18 Apparel (Ages 6 months to 3T)

Features: Infant Accessories Guide

Show Distribution: All Baby & Child Educational Conference, Stylemax Chicago, Las Vegas Licensing Expo, NYC Showrooms

Space Closing: 4/12/18 • **Materials Due:** 4/20/18

JUNE

THE ATHLEISURE ISSUE

A comprehensive look at the latest takes on the evolving athleisure market.

Fashion: Fall '18 Tween Apparel (Ages 8 to 12)

Features: Sourcing Report

Show Distribution: Pitti Immagine Bimbo, Playtime Paris, Bubble London, Atlanta Apparel, LA Kids Market, NYC Showrooms

Space Closing: 5/15/18 • **Materials Due:** 5/20/18

JULY

THE DRESSWEAR ISSUE

Add some sparkle to your end-of-year sales with the latest in gift-giving to special occasion wear.

Fashion: Dresswear (Ages 4 to 10)

Features: Holiday Sales Report, Spring '19 Preview

Show Distribution: Atlanta Gift & Home Market, NY NOW, Blogger Bash, Swim Show Miami, LA Mart Gift & Home, NYC Kids Market

Space Closing: 6/15/18 • **Materials Due:** 6/20/18



Earnshaw's 2018 EDITORIAL CALENDAR

AUGUST

THE SWIM ISSUE

Buyers can make a splash next summer with beach-ready looks customers won't be able to resist.

Fashion: Spring/Summer '19 Swimwear (All Ages)

Features: European Trend Report, Spring '19 Footwear Preview

Show Distribution: Playtime New York, Children's Club MAGIC, FNPlatform, Atlanta Apparel, Children's Club, Dallas Market Center, LA Kids Market, NYC Showrooms

Space Closing: 7/11/18 • **Materials Due:** 7/16/18

SEPTEMBER

THE SPRING STYLE ISSUE

We showcase the season's freshest colorways, most alluring materials and leading silhouettes in children's apparel and accessories.

Fashion: Spring '19 Apparel (Ages 4 to 10)

Features: Spring '19 Accessories Preview

Show Distribution: LA Kids Market, Atlanta Gift & Home Market, NYC Kids Market

Space Closing: 8/12/17 • **Materials Due:** 8/16/17

OCTOBER

THE SPRING/SUMMER BABY ISSUE

From apparel to gear, get an in-depth look at the market's top trends for fashion-forward babies.

Fashion: Spring '19 Apparel (Ages 6 months to 3T)

Features: Ultimate Gear Guide

Show distribution: ABC Kids Expo, LA Kids Market, Atlanta Apparel, NYC Showrooms

Space Closing: 9/12/18 • **Materials Due:** 9/20/18

NOVEMBER/DECEMBER

THE EARNIE AWARDS ISSUE

Earnshaw's profiles the winners of its 41st Earnie Awards in recognition of design and retail excellence spanning more than 20 distinguished categories.

Fashion: Spring '19 Tween Apparel (Ages 8 to 12)

Features: 2018 Earnie Award Winners

Show distribution: Regional marts and NYC Showrooms

Space Closing: 11/8/18 • **Materials Due:** 11/16/18



CONTENT:

Editor's Note A viewpoint from the editor.

Scene & Heard Tracking what's new and noteworthy in the childrenswear industry.

Special Report Analysis on hot-button industry topics and service-based retail strategies.

Q&A Insightful, candid and revealing discussions with key industry leaders.

Trend Watch Lively product pages illustrating the biggest trends of the season.

Retail Profile Getting to know the people behind the storefronts and their unique strategies for success.

What's Selling Retailers share hot brands, styles and categories at the point-of-sale.

Fashion A head-to-toe style showcase that is inspirational and directional.

Haute Topics The homepage for the upscale market: Designer Chats, our exclusive Editor's Picks and the chicest couture trends.

Ebeat Analysis of important e-tail, DTC and social media marketing trends.

Behind the Seams Focused reports on brands across all categories.

Final Cut A parting, thought-provoking industry perspective.

Print and Digital Opportunities

E-BLASTS

Dedicated E-Mails

Dedicated emails from *Earnshaw's* deliver your customized brand message directly to more than 7,000 of our industry email subscribers. It is the ideal way to alert retailers of upcoming trade show appearances and special promotions.

\$1,200 to \$1,800 with video

Sponsored E-Mails

Sponsor a weekly e-blast, and let our team of talented editors create engaging editorial guaranteed to generate clicks and buzz, with your ad positioned alongside our award-winning content. *\$15,000/year*

WEBSITE

Standard Digital Ad

This exclusive home page sponsorship for an entire month includes all three ad positions (leaderboard, side rectangle and footer) with hyperlinks to your website. *\$600/month*

Online Video Ad

The exclusive video link on the home page of *earnshaws.com* offers a new dimension of brand building. The package includes a dedicated email to our 7,000 subscribers promoting your video and hosting on our website homepage for an entire month. *\$2,000/month*

Digital Edition Sponsorship

The convenient and accessible-anywhere e-book format provides readers with an exact replica of the print edition. Each digital edition is emailed to our 7,000 email subscribers with a special message from its sponsor and is archived at *earnshaws.com*, providing long-lasting brand visibility. *\$1,000*

Earnshaw's Classifieds

Do you have a sales rep position available? Are you looking for trade supplies? Or, perhaps you're searching for a designer or scouting for retail space. Place your ad in one or more of 13 categories, including Help Wanted, Business Opportunities or Real Estate, and your ad will live on our website on a monthly basis. *Pricing varies.*

PRINT AND CREATIVE SERVICES

Targeted Mailings

Maximize your brand outreach by utilizing our list to pinpoint specific retail audiences. With a guaranteed retail readership in the thousands, *Earnshaw's* is the perfect resource. *Pricing varies.*

Custom Publishing

Let our award-winning custom publishing division help you spread the word with unique and exclusive brand extensions, including look books, catalogs and magazines. *Pricing varies.*

Custom Content

From compelling advertorials to elegant advertisements, our team of award-winning editors and designers can help you create content that stands above the rest—whether it's gracing the pages of *Earnshaw's* or a billboard in Times Square. *Pricing varies.*

New & Noteworthy

Take part in this new advertorial section that showcases the best new brands and products on the market. *Pricing varies.*

“

Mayoral was a new brand to the U.S. market when we started here seven years ago. As the brand grows, marketing continues to be an essential part of our business model for building recognition. We began with industry-focused advertising space in Earnshaw's, and as business has developed we started to expand into direct-to-consumer advertising, as well.

—Adam Herman, Country Director of U.S. and Canada, Mayoral

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MECHANICAL SPECIFICATIONS

ADVERTISING RATES

FOUR COLOR

	1X	3X	6X	10X	20X
Full Page	\$7,550	\$6,798	\$6,420	\$5,512	\$5,282
1/2 Page	\$6,226	\$5,572	\$5,292	\$4,541	\$4,357
1/3 Page	\$4,846	\$4,357	\$4,162	\$3,538	\$3,392
1/4 Page	\$3,570	\$3,213	\$3,034	\$2,604	\$2,500

COLOR CHARGES

Standard, Extra \$775
Matched, Extra \$1,025

SUPPLIED INSERTS

Earned B&W Rate plus
\$500 production premium

4 Page Insert	10% Discount
5-8 Page Insert	15% Discount
8+ Page Insert	20% Discount
16+ Page Insert	30% Discount
24+ Pages	40% Discount

PREMIUM POSITION

Cover IV	+25%
Page 1	+20%
Cover II	+20%
Cover III	+15%
Opposite Editorial Upfront	+10%
Departments	+10%
Opposite TOC	+10%
Page 2 & 3 spread	+10%

AGENCY RESPONSIBILITY

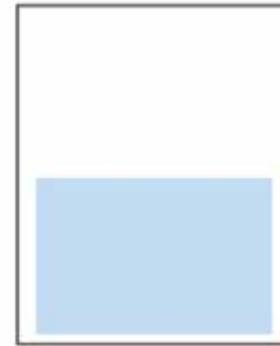
Advertiser is not released from liability in case of nonpayment by agency.

COMMISSION

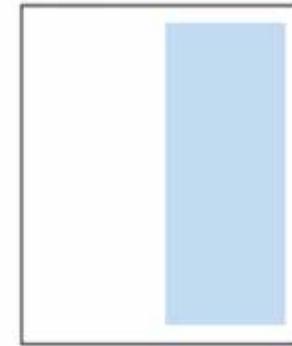
15 percent commission to accredited agencies on space, color, bleed and position.



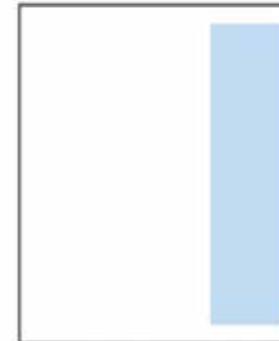
FULL PAGE
TRIM: 9" X 10.875"
BLEED: 9.25" X 11.125"



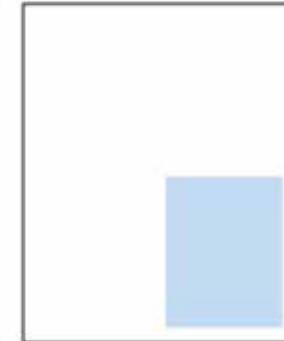
HALF HORIZONTAL
7.75" X 5"



HALF VERTICAL
3.75" X 9.75"



ONE-THIRD VERTICAL
2.375" X 9.75"



QUARTER
3.75" X 4.75"

DIGITAL AND FTP INSTRUCTIONS

Submit digital files created in high-resolution print publishing programs at the proper trim-size with bleed allowances as per ad specifications.

Electronic Files

We are a PDF work flow and prefer high-res, print-ready PDFs.

We also can accept mac source files for:

- InDesign (CS5 or lower)
- Photoshop (CS5 or lower)
- Illustrator (CS5 or lower)

URL: <ftp.9threads.com>

User Name: **symphony**

Password: **ads2go**

CONTACT INFORMATION

Laurie Guptill, Production Manager
135 W. 20th Street, 4th Floor, Suite 402
New York, NY 10011
(508) 735-4294
laurie.guptill@9threads.com

LATE CHARGES

Should advertising arrive after material deadline, advertisers will be charged for late strip-in costs and all revisions on blue-lines.

PRODUCTION CHARGES

Charges, at commercial rates, will be made to advertiser or agency for all production costs incurred by publisher.

REGULATIONS

All advertising runs at the discretion of the publisher. All position stipulations appearing on orders will be treated as requests. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume the responsibility for any claims arising therefrom made against the publisher. The publisher is not bound by any advertiser's instructions that are in conflict with the provisions of the rate card.