

# Earnshaw's

*2015 Media Kit*





## About Us

*Earnshaw's* has proudly served as the voice of the children's fashion industry for 98 years. More than 15,000 retailers and brand executives rely on *Earnshaw's* to hone their retail strategies and merchandising techniques and learn about the latest trends, technology and industry news.

We are:

- **BPA Audited.** Our circulation is guaranteed by an outside agency. We are the only audited magazine in the children's industry.
- **Award-winning.** Our inspiring fashion features have been honored with more than 50 awards, from prestigious organizations like the Society of Publication Designers.
- **Comprehensive.** We cover the entire market, from apparel and accessories to gift and gear, for brick-and-mortar boutique owners to big box buyers.

“ I feel that *Earnshaw's* is the *Women's Wear Daily* of the children's industry. It is the only children's magazine that I truly read cover to cover. *Earnshaw's* does a great job of keeping me up to date on the boutique vendors that help make specialty stores extra special to our customers. And the photographs are very inspirational and give me creative ideas for our own photo shoots. I feel it keeps me connected to what is going on in the children's retail business. ”

—Miki Brugge, Owner,  
Cotton Tails, Memphis, TN



### About our readers

From specialty store owners to department store presidents, our readers are some of the biggest and most influential buyers in the children's industry.

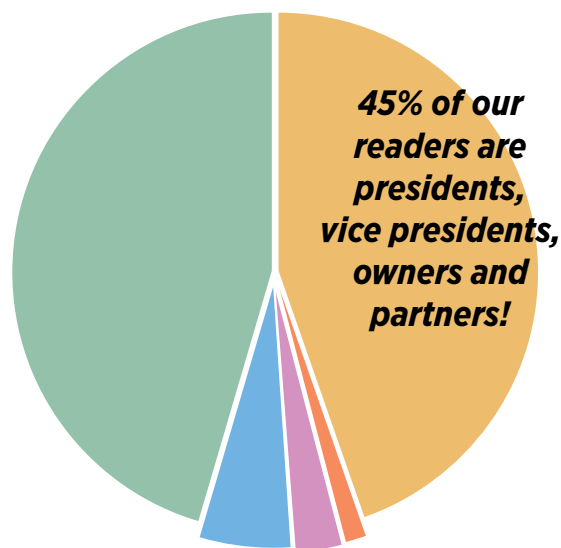
**Print distribution:**

- 12,000+ guaranteed print subscribers
- 3,000+ bonus copies at industry trade shows

**Digital distribution:**

- 12,000+ global digital readers

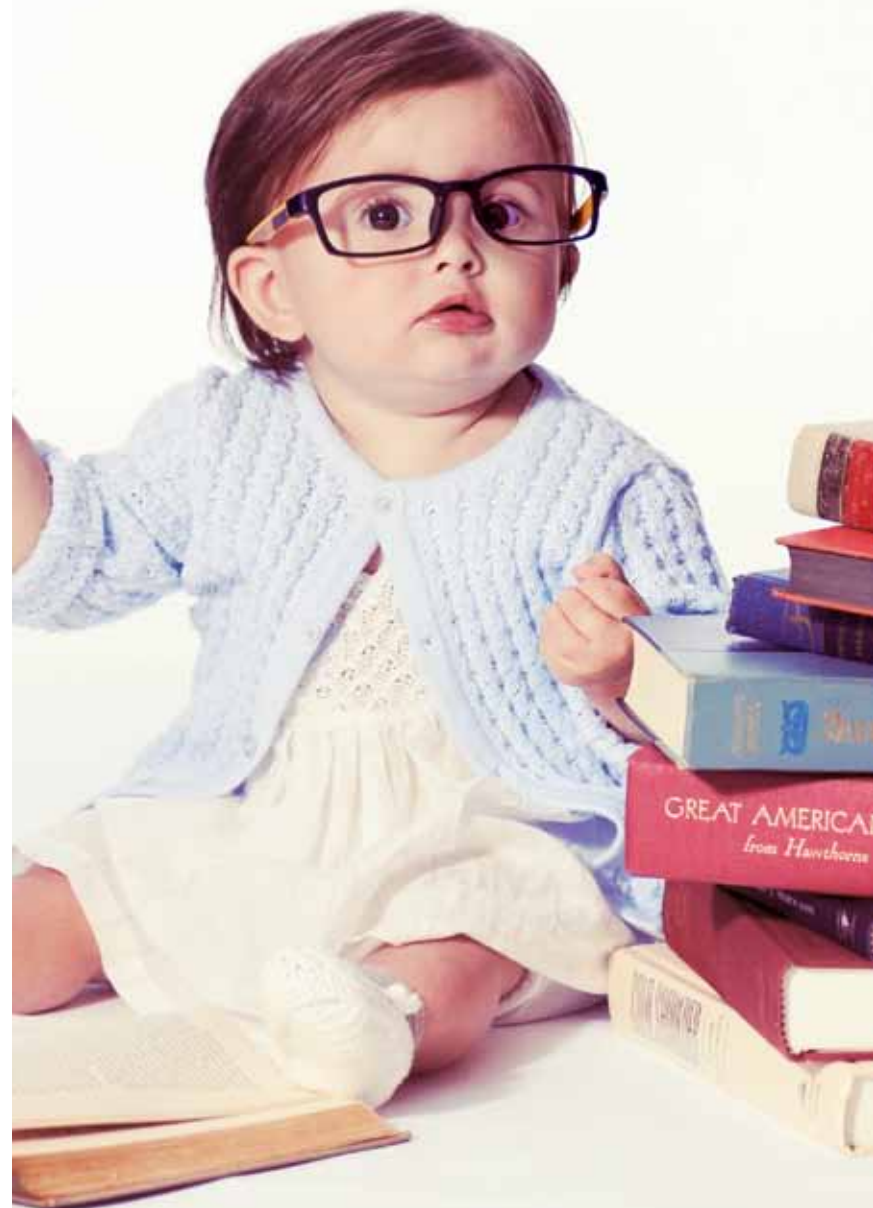
**Earnshaw's Readers, by Title:**



“ We have seen our advertising pay off many times over. Recently, one of our sales reps walked into Oh Baby! In Baton Rouge, LA, and introduced herself from Max & Dora. They laughed and said, ‘We just inquired about the line,’ as they pulled out the magazine. We have had many calls from all across the USA, and from as far as Saipan to Panama, after seeing our ad. ”

—Lisa Godown, Founder and Owner, Max & Dora

- Buyer
- President, VP, Owner, Partner
- Divisional Merchandise Manager
- Merchandise Manager
- Other





# Earnshaw's 2015 EDITORIAL CALENDAR

## JANUARY THE OUTERWEAR ISSUE

Ring in the New Year with an issue sure to warm up your 2015 sales.

**Fashion:** Fall '15 outerwear, all ages

**Features:** Fall '15 Accessories Preview, In the Bag

**Show Distribution:** ENK Children's Club, NY NOW, Atlanta Gift & Home Market, LA Kids Market, Dallas KidsWorld, Chicago Stylemax, Playtime Paris, Pitti Immagine Bimbo, Bubble London, Regional Trade Marts & NYC Showrooms

**Space Closing:** 12/12/14 • **Materials Due:** 12/15/14

## FEBRUARY THE SHOE ISSUE

Stay a step ahead of the competition with our comprehensive guide to Fall '15 footwear.

**Fashion:** Fall '15 footwear, all ages

**Features:** 2015 Toy Guide, On the Shelf

**Show distribution:** KIDShow Las Vegas, Toy Fair, FNPlatform, NYC Showrooms

**Space Closing:** 1/12/15 • **Materials Due:** 1/16/15

## MARCH THE FALL FASHION ISSUE

Our Fall '15 preview is packed with apparel perfect for back-to-school buying.

**Fashion:** Fall '15 apparel, ages 4 to 10

**Features:** Fall '15 European Trend Report

**Show distribution:** ENK Children's Club, Playtime New York, LA Kids Market, Atlanta Gift & Home Market, Dallas KidsWorld, Chicago Stylemax, Regional Trade Marts & NYC Showrooms

**Space Closing:** 2/9/15 **Materials Due:** 2/13/15

## APRIL/MAY THE BABY ISSUE: FALL '15

From dapper duds to go-to gear, fall's best baby products steal the spotlight.

**Fashion:** Fall '15 apparel, ages 6 months to 3T

**Features:** In the Bag

**Show distribution:** All Baby & Child Educational Conference, Regional Trade Marts & NYC Showrooms

**Space Closing:** 4/10/15 • **Materials Due:** 4/13/15

## JUNE THE LICENSING ISSUE

Tout your blockbuster brand collaborations.

**Fashion:** Fall '15 tween apparel, ages 8 to 12

**Features:** Licensing Guide

**Show distribution:** Las Vegas Licensing Expo, Pitti Immagine Bimbo, Playtime Paris, LA Kids Market, Regional Trade Marts & NYC showrooms

**Space Closing:** 5/19/15 • **Materials Due:** 5/22/15



## JULY THE PARTY ISSUE

Add some sparkle to your holiday sales with our guide to gifts and special occasion wear.

**Fashion:** Dresswear, ages 4 to 10

**Features:** On the Shelf

**Show distribution:** Atlanta Gift & Home Market, NY NOW, Swim Show Miami, Regional Trade Marts & NYC showrooms

**Space Closing:** 6/15/15 • **Materials Due:** 6/19/15

## AUGUST THE SWIM ISSUE

Make a splash next summer with our annual swim issue.

**Fashion:** Spring/Summer '16 swimwear, all ages

**Features:** Spring '16 European Trend Report, Spring '16 Footwear Preview

**Show distribution:** ENK Children's Club, Playtime New York, KIDShow Las Vegas, Kids Shoe Association Los Angeles, FNPlatform, Regional Trade Marts & NYC showrooms

**Space Closing:** 7/13/15 • **Materials Due:** 7/17/15

## SEPTEMBER THE BABY ISSUE: SPRING '16

Show off your trendsetting style for tots and most groundbreaking baby gear.

**Fashion:** Spring '16 apparel, ages 6 months to 3T

**Features:** Ultimate Gear Guide.

**Show distribution:** ABC Kids Expo, LA Kids Market, Atlanta Gift & Home Market, Regional Trade Marts & NYC showrooms

**Space Closing:** 8/12/15 • **Materials Due:** 8/17/15



## OCTOBER THE SPRING STYLE ISSUE

Don't miss out on our biggest spring fashion issue, packed with looks that will put a bloom on your 2016 sales.

**Fashion:** Spring '16 apparel, ages 4 to 10

**Features:** Spring '16 Accessories Preview

**Show distribution:** ENK Children's Club, LA Kids Market, KIDShow Miami, Regional Trade Marts & NYC showrooms

**Space Closing:** 9/14/15 • **Materials Due:** 9/18/15

## NOVEMBER/DECEMBER THE EARNIES ISSUE

We reveal our 2015 Earnie Award winners and the trendiest tween fashions for Spring '16.

**Fashion:** Spring '16 tween apparel, ages 8 to 12

**Features:** Earnie Award Winners

**Show distribution:** NYC showrooms

**Space Closing:** 11/9/15 • **Materials Due:** 11/13/14



### SPECIAL FEATURES:

**In the Bag:** The must-have products for mom's diaper bag.

**On the Shelf:** The newest in nursery decor and gifts

### IN EVERY ISSUE:

**Editor's Note:** An insider's perspective on the issues facing the children's market.

**Talking Points:** Need-to-know news and trends impacting the children's industry.

**Fresh Finds:** The best new brands and products on the market.

**Hot Properties:** The latest brand collaborations and licensing deals.

**On Trend:** Lively product pages illustrating the biggest trends for next season.

**Shop Class:** In-depth features packed with pointers for retailers.

**On the Block:** Spotlighting standout retailers.

**Q&A:** Insightful, candid discussions with industry leaders.

**The Pulse:** Revealing what trendsetting tots love

## Digital and Other Offerings

### ***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.

**\$2,000 each, \$2,500 with video**

### ***Weekly 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 right beside our award-winning content. **\$30,000 annually**

### ***Advertising on Earnshaws.com***

This exclusive home page sponsorship for an entire month includes all three ad positions (leaderboard, side rectangle and footer) with hyperlinks to your website. **\$2,000 or \$1,000 per position, based on availability**

### ***Earnshaws.com Video***

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**

### ***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. **\$2,000**

### ***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 its gracing the pages of Earnshaw's or a billboard in Times Square. **Pricing varies.**



# ADVERTISING RATES

## FOUR COLOR

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

## BLACK & WHITE

	1X	3X	6X	10X	20X
<b>Full Page</b>	\$5,176	\$4,656	\$4,410	\$3,491	\$3,102
<b>1/2 Page</b>	\$3,728	\$3,360	\$3,018	\$2,520	\$2,231
<b>1/3 Page</b>	\$3,145	\$2,835	\$2,546	\$2,121	\$1,874
<b>1/4 Page</b>	\$2,152	\$1,922	\$1,738	\$1,455	\$1,292

## COLOR CHARGES

<b>Standard, Extra</b>	\$775
<b>Matched, Extra</b>	\$1,025

## SUPPLIED INSERTS

Earned B&W Rate plus  
\$500 production premium

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

## PREMIUM POSITION

<b>Cover IV</b>	+25%
<b>Page 1</b>	+20%
<b>Cover II</b>	+20%
<b>Cover III</b>	+15%
<b>Opposite Editorial Upfront</b>	+10%
<b>Departments</b>	+10%
<b>Opposite TOC</b>	+10%
<b>Page 2 &amp; 3 spread</b>	+10%

## AGENCY RESPONSIBILITY

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

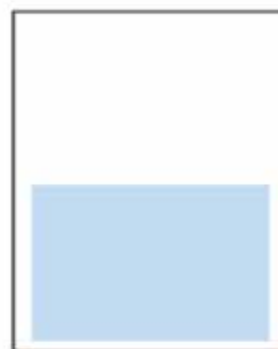
## COMMISSION

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

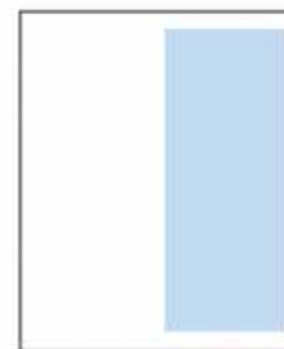
# MECHANICAL SPECIFICATIONS



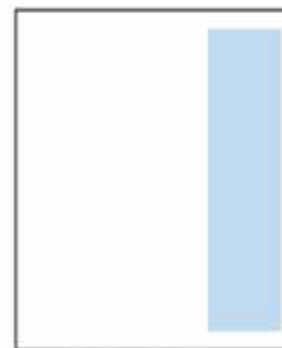
**FULL PAGE**  
TRIM: 9" X 10.875"  
BLEED: 9.25" X 11.125"



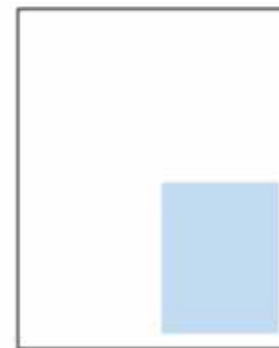
**HALF HORIZONTAL**  
7.75" X 5"



**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 as 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:**  
**User Name:**  
**Password:**

**ftp.9threads.com**  
**symphony**  
**ads2go**

## CONTACT INFORMATION

Tim Jones, Production Manager  
36 Cooper Square, 4th floor  
New York, NY 10003  
(646) 278-1511 tim.jones@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.