



Earnshaw's

# Partnership Opportunities

2 0 2 3

# Hello! We're Earnshaw's.

Established in 1917, we're the #1 children's fashion trade magazine. Our team has helped thousands of brands and retailers attract new customers, build loyalty and drive revenue.

## Our Success in Numbers

---

**105**

years in  
business

**20,000+**

total print +  
digital subscribers

**300+**

content +  
design awards

**17,500+**

Instagram  
subscribers



Earnshaw's

# Advertise in Earnshaw's

Reserve your spot in our four biggest issues of 2023! Inquire for details and additional sponsored content opportunities.



## January/February Issue

- Fall/Winter '23 Footwear Report
- Fall/Winter '23 Outerwear Report
- Fall/Winter '23 Sleepwear Report
- Pantone Color of the Year Trend Page

\*Bonus distribution at KidsHub, Playtime, NY NOW and all regional markets in Q1

**Confirm space by 12/15/22**

**Materials due 12/21/22**



## April/May Issue

- Fall/Winter '23 Infant/Toddler Fashion Story
- Winter Accessories Report
- Gift Guide (all ages)
- Kids Licensing Report

\*Bonus distribution at all regional markets in Q3

**Confirm space by 4/14/23**

**Materials due 4/20/23**





## July/August Issue

- Spring/Summer '24 Swimwear & Beach Accessories
- Spring/Summer '24 Footwear Preview
- Sustainability Report
- On Trend: Denim

\*Bonus distribution at KidsHub, Playtime, NY NOW and all regional markets in Q3

**Confirm space by 7/8/23**

**Materials due 7/11/23**



## September/October Issue

- Spring/Summer '24 Baby/Toddler Fashion
- Infant Gear Guide
- Maternity Trend Report

\*Bonus distribution at all regional markets in Q4

**Confirm space by 9/19/23**

**Materials due 9/21/23**



## November/December Issue

- Spring/Summer '24 Trends
- Fall/Winter '24 Preview
- Earnie Award Winner Profiles
- Retailer of the Year

**Confirm space by 11/20/23**

**Materials due 11/29/23**

**Get in touch!**

Noelle.Heffernan@wainscotmedia.com | 917-886-6669



# 2023 Print Rate Card

Ad Size	1x	2x	3x	4x	5x
Full Page	\$6000	\$5500	\$5000	\$4800	\$4500
1/2 Page	\$4200	\$4000	\$3500	\$3000	\$2900
1/3 Page	\$3000	\$2700	\$3200	\$2000	\$1900
1/4 Page	\$2800	\$2600	\$2200	\$1800	\$1600
Covers	\$7000	\$6500	\$6000	\$5500	\$5300



# 2023 Digital Rate Card

Share your message with Earnshaw's growing online community of industry professionals. Custom packages available.

E-Blast*	1x	3x	6x
Exclusive E-Blast	\$1,200 (each)	\$1,000 (each)	\$800 (each)
Exclusive E-Blast with Video	\$1,500 (each)	\$1,200 (each)	\$1,000 (each)
<i>*Use .pdf, .jpg, .png or .gif file format. Animated gifs are supported. First frame should be a fallback, static image with duration of .1" for email programs that don't support animation. Image dimensions: 700 pixels wide by no more than 900 pixels high. 72 dpi, RGB color. Provide a hyperlink for image.</i>			

Website Ads	1x	3x	6x
Leaderboard Banner Ad (1000x250 pixels)	\$1,000/month	\$800/month	\$500/month
Right Column (300x250 pixels)	\$800/month	\$600/month	\$400/month
Overlay (Customizable)	\$1,000/month	\$800/month	\$500/month

## Digital Issue Sponsor

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 email subscribers with a special message from its sponsor, and is archived at [earnshaws.com](http://earnshaws.com), providing long-lasting brand visibility.

**\$1,500 per issue**

# 2023 Digital Rate Card

(Continued)

## Instagram Sponsorships

### Photo Ad

Tell your story with a striking image. Photos can be in square or landscape format.

**\$500**

### Video Ad

Share a video up to 60 seconds in landscape or square format.

**\$575**

### Carousel Ad

Share 2-5 photos our visitors can swipe to view.

**\$600**

### Special Campaign: Trendy Tuesday

Position yourself as the go-to resource for a rising trend with beautiful product imagery and descriptive caption. Complimentary e-blast included.

**Pricing varies**





# Custom Marketing Services

Drive Revenue with Creativity & Convenience



**It's never been easier to tap into emerging trends to attract new customers, nurture relationships and grow your business!**

**Curious how we could help grow your business?**

Email [Noelle.Heffernan@wainscotmedia.com](mailto:Noelle.Heffernan@wainscotmedia.com) to schedule a free consultation with one of our marketing strategists!

# What We Do



## REVAMP YOUR STRATEGY

Uncover fresh areas of opportunity in your current marketing plan and embark on a more targeted approach to growth.



## ENGAGE YOUR CUSTOMERS

Create meaningful interactions with your customers that naturally position your business as a trusted friend.



## ATTRACT NEW CUSTOMERS

Use digital and print targeting with custom content to connect more often and motivate consumers to purchase.



## INCREASE YOUR EFFICIENCY

Adopt new tools and techniques that make your team's strategy more efficient and effective.

# Popular Services

## MEDIA PLANNING

Make every marketing dollar count by serving the right message to the right people at the right time.

- Direct Mail
- Email Marketing
- Influencer Partnerships
- Paid Search
- Paid Social Media
- Print Advertising

## CONTENT

Make your messages memorable through modern storytelling techniques crafted for any platform.

- Ad Copy
- Catalogs
- Digital Content Hubs
- Magazines
- Newsletters
- Social Media

## DESIGN

Deliver a striking visual experience through compelling photography and cutting-edge design.

- Digital Advertising
- Logo Designs and Branding
- Photography
- Print Advertising
- Print/Digital Catalogs
- Print/Digital Magazines
- Social Media

**To learn more about our services, and to see client case studies, visit [EarnshawStudio.com](https://earnshawstudio.com).**



## Our Team



**Mark Dowden**  
President,  
Wainscot Media



**Noelle  
Heffernan**  
Publisher



**Michele Silver**  
Editor in Chief



**Greg Dutter**  
Editorial  
Director



**Trevett  
McCandliss**  
Creative Director



**Nancy Campbell**  
Creative  
Director

# Let's Grow!

**Please direct inquiries to:**

Noelle Heffernan

[Noelle.Heffernan@wainscotmedia.com](mailto:Noelle.Heffernan@wainscotmedia.com)

917-886-6669

**Earnshaw's**

**Earnshaw's  
STUDIO**