



# WWD 2023 MEDIA KIT



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# WWD IS...

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.



# AFFLUENCE AND LEADERSHIP

## AUDIENCE

DIGITAL DAILY SUBSCRIBERS	65,000
NEWSLETTER SUBSCRIBERS	420,000+
UNIQUE VISITORS	1.5 MM
SOCIAL FOLLOWING	6 MM

## DEMOGRAPHICS

FEMALE	71%
MALE	29%
MEDIAN AGE	49
MEDIAN HHI	\$360,000
US	84%
INTERNATIONAL	16%
SENIOR MANAGEMENT	64%
DECISION MAKER	86%
ADVERTISING MARKETING PR	49%
FASHION/APPAREL INDUSTRY	47%



# DUAL INFLUENCE



# MULTI-PLATFORM UNIVERSE

Breaking News, Vital Insights And Analysis To 8 MILLION+ Business Leaders And Fashion and Beauty Insiders

## DIGITAL DAILY

65K+ Subscribers



WWD.COM  
1.5M+ UV



WWD  
WEEKEND  
6 issues



WWD  
PRINTED DAILY  
EDITIONS  
40+ Issues



WWD  
PODCAST 5K+  
Downloads

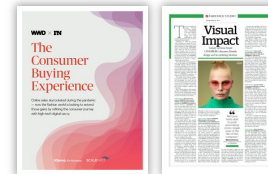


WWD  
SOCIAL MEDIA  
6M+ Followers



FAIRCHILD STUDIO  
CUSTOM CONTENT

250+ Collaborations in 2022



FAIRCHILD LIVE  
EVENTS AND SUMMITS



10,000+ Executive Attendees

# DIGITAL DAILY

## SPECIFICATIONS

### Trims/Formats\*:

- 11" x 16 PDF 150DPI (full page)
- 22" x 16 PDF 150DPI (spread)
  - 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 are due 7 days prior to issue dates

Production Department:

Kevin Hurley, [khurley@pmc.com](mailto:khurley@pmc.com)

Anne Leonard, [aleonard@pmc.com](mailto: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.

SPECIAL EDITION NOVEMBER 23, 2021



**WWD**  
Fashion. Beauty. Entertainment.

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**NOBLE GEMSTONES**

The fine jewelry market is at an all-time high post-pandemic and from tapers to head-turning necklaces, these one-of-a-kind creations are the perfect marriage of craftsmanship and style. Art Deco pieces, articulated diamonds and brilliant cocktail rings are among the key trends. For more on the jewelry sector, plus what's new in trapezoids and the watch industry, see *Watches & Jewelry*, pages 7 to 67.

ADVERTISEMENT



**WWD**

About Love  
**TIFFANY & CO.**



# PRINT ISSUES

## SPECIFICATIONS

**Dimensions:** 9.7" × 14.45 PDF 300DPI (full page)  
20.5" × 14.45 PDF 300DPI (spread)  
9.7" × 14.45 PDF 300DPI (back cover)

**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:

PMC Production Department:  
Kevin Hurley, [khurley@pmc.com](mailto:khurley@pmc.com)  
and Anne Leonard, [aleonard@pmc.com](mailto:aleonard@pmc.com)

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NYFW



MILAN



PARIS



SPECIAL ISSUE

# PRINT COVER WRAP

## 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.

PMC Production Department:  
Kevin Hurley, [khurley@pmc.com](mailto:khurley@pmc.com)  
and Anne Leonard, [aleonard@pmc.com](mailto:aleonard@pmc.com)

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NEW YORK

9.7" x 12.5"

MILAN

9.7" x 12.7"

PARIS

9.7" x 12.7"

STANDARD

9.7" x 12.75"

# WWD PRINT AND DIGITAL DAILY HIGH-IMPACT COVERWRAP EXAMPLES

WWD DIGITAL DAILY  
TAKEOVER  
3 AD PAGES



BRAND AD  
COVER TAKEOVER



EDIT COVER



EDIT



BRAND AD



EDIT



BRAND AD

WWD PRINT  
COVERWRAP  
5 AD PAGES



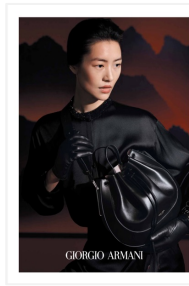
COVERWRAP  
BRAND AD  
OPENER



COVERWRAP  
BRAND AD  
OPPOSITE EDIT COVER



EDIT COVER



COVERWRAP  
BRAND AD  
BACK COVER OF EDIT



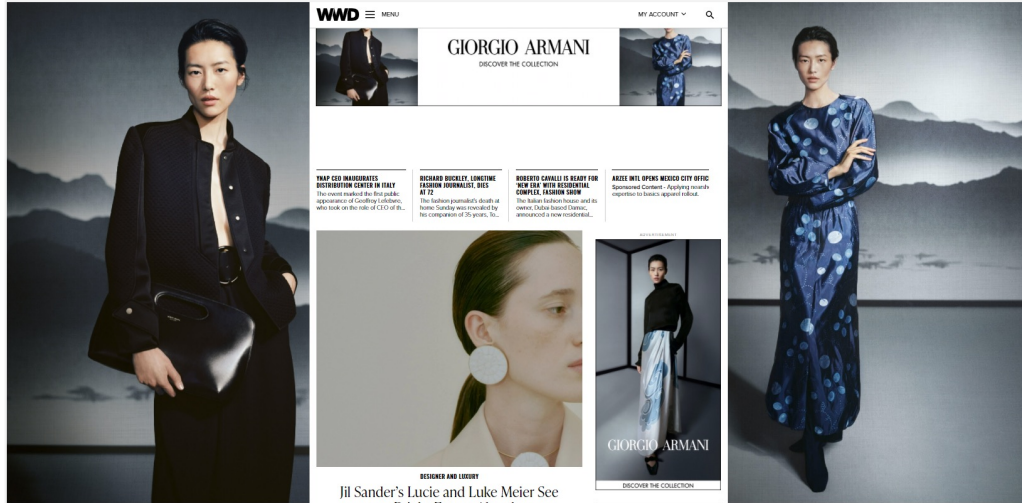
COVERWRAP  
BRAND AD  
BACK COVER OPPOSITE  
EDIT BACK COVER



COVERWRAP CLOSE  
BRAND AD

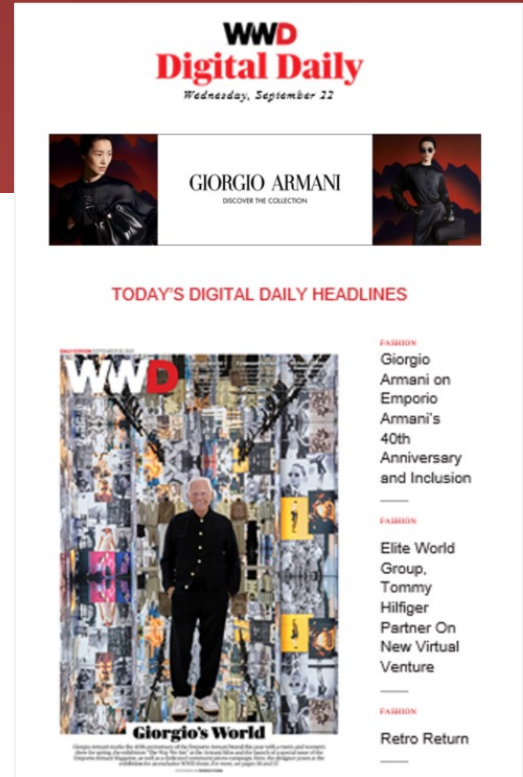


# WWD.COM AND NEWSLETTER HIGH-IMPACT UNITS



## WWD.COM HOMEPAGE TAKEOVER

Roadblock banner ads - WWD.com Homepage  
30,000 impressions (see WWD.COM specs)



## DIGITAL DAILY NEWSLETTER LEADERBOARD

Leaderboard banner placement - Digital Daily Newsletter;  
65,000 impressions (see NEWSLETTER specs)

# WWD WEEKEND 2023 EDITORIAL CALENDAR

## ISSUE

FASHION WEEK; RED CARPET; CITY GUIDES

INTERIORS; SALONE; SUMMER PREVIEW

MEMORIAL DAY; SUMMER TRAVEL

PRE-FALL; DESIGN

FALL FASHION REVIEW

HOLIDAY; JEWELRY; ART BASEL

## CLOSE

FEBRUARY 4

MARCH 31

MAY 10

AUGUST 10

SEPTEMBER 30

NOVEMBER 8

## MATERIALS

FEBRUARY 10

APRIL 8

MAY 19

AUGUST 19

OCTOBER 7

NOVEMBER 15

## PUBLISH

FEBRUARY 18

APRIL 15

MAY 27

AUGUST 26

OCTOBER 14

NOVEMBER 25

Note: Select issues printed and distributed at key events based on editorial calendar. Printing available for other issues based on incremental costs to advertiser



# 2023 SPECIAL ISSUE EDIT CALENDAR

ISSUE	PUBLISH	CLOSE	MATERIALS	ISSUE	PUBLISH	CLOSE	MATERIALS
PITTI UOMO	1.10	12.27	1.3	CANNES	5.16	5.18	5.2
MILAN MENS	1.13	12.30	1.6	COUTURE JEWELRY	6.1	5.26	6.2
PARIS COUTURE	1.23	1.9	1.16	PITTI UOMO	6.13	5.30	6.6
TEXTILES	2.2	1.19	1.26	MILAN MEN'S	6.16	6.2	6.9
NYFW	2.9-15	1.28	2.4	METAVVERSE	6.28	6.14	6.21
MILAN FW	2.20-26	2.8	2.15	NY FASHION WEEK	9.8-12	8.25	9.1
DIVERSITY	2.27	2.13	2.20	MILAN FASHION WEEK	9.20-26	9.6	9.13
PARIS FW	3.1-8	2.14	2.21	PARIS FASHION WEEK	9.26 – 10.4	9.12	9.19
SXSW	3.10	2.21	2.28	EYEWEAR	9.27	9.13	9.20
EYEWEAR	3.17	3.3	3.10	BRIDAL	10.11-14	9.27	10.4
WATCHES AND WONDERS	3.27	3.16	3.23	WATCHES AND JEWELRY	11.22	11.8	11.15
BRIDAL	4.11	3.28	3.21				
SALONE DEL MOBILE	4.18	4.4	4.11				
SUSTAINABILITY	4.21	4.7	4.14				



# WWD.COM

## HOMEPAGE TAKEOVER / ROS

AD UNIT	DIMENSIONS	MAXIMUM FILE SIZE	ADDITIONAL INFORMATION	MAX LOOPS	ANIMATION LENGTH	RICH MEDIA ACCEPTED	GEO TARGETING	LEAD TIME
Leaderboard	970 x 90 or 728 x 90	200KB	All Brand Logos should click through to landing page. Unit should have 1 pixel black border. Entire expanded ad should be clickable. Desktop: Accepts JPG, PNG, GIF, or 3 <sup>rd</sup> Party Tags (Rich Media) Tablet: Accepts JPG, PNG, GIF, or 3 <sup>rd</sup> Party Tags	3 loops, 30 fps	15 sec	Expandable, In-Banner Video	Yes, incurs an upcharge on CPM, please contact your sales rep.	7 business days
Large Leaderboard	970 x 250	200KB				In-Banner Video		
Half Page	300 x 600	200KB				Expandable, In-Banner Video		
Box	300 x 250	200KB				Expandable, In-Banner Video		
Mobile Leaderboard	300 x 50 or 320 x 50	200KB				Mobile Only: JPG, GIF, or 3 <sup>rd</sup> Party Tag		

# SOCIAL MEDIA

## 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

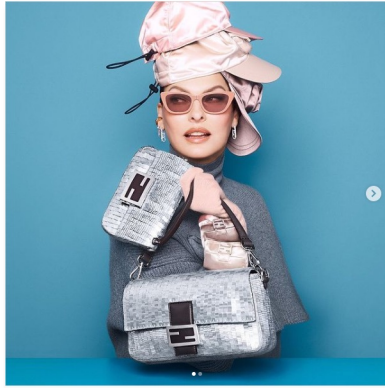
### BEST PRACTICES

- 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

# SOCIAL POST EXAMPLES



**wwd** [Follow](#)  
Paid partnership

**wwd** Experience the special fashion show celebrating the 25th anniversary of the iconic @Fendi Baguette.  
4w

**veronica\_adams\_** While there is life, there is hope 🙏  
4w 51 likes Reply

**\_\_kevin.profits** I'm funding \$ 5000 FOR THE first 6 people to Dm me with "Alive" 🙏🙏🙏 GOD bless y'all 🙏🙏🙏  
4w Reply

**lion\_bonifaci** 🙏🙏🙏🙏🙏🙏  
4w Reply

562 likes  
SEPTEMBER 9  
Log in to like or comment.

**WWD** 377,638 followers  
Promoted


In all avenues of fashion, digitalization is being enthusiastically embraced and the textiles business is no different. Lenzing's flagship textile brand ...see more



**TENCEL 30th Anniversary**  
wwd.com [Learn more](#)

**WWD** @wwd · Oct 7


Beauty lovers rejoice: Just in time for the holiday season, @Shopbop has branched out to the cosmetics business by launching its own beauty shop. #ad



**Sponsored Content**

**Shopbop Beauty Is Finally Here — Shop Our Top Editors' Picks to Buy Now.**

Treat yourself or get your holiday shopping done easy with our favorite beauty goods.  
By **HEIDI CHAVET** OCTOBER 2, 2022, 2:48PM



COURTESY OF SHOPBOP



# NEWSLETTERS



## THE ESSENTIALIST

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

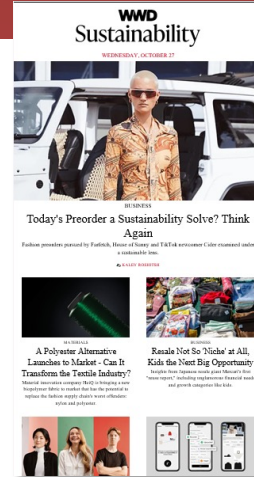
Recipients: 85K  
Leaderboard Specs: 970x250



## DIGITAL DAILY

Leaderboard - Prominent placement on the Digital Daily Email Blast.

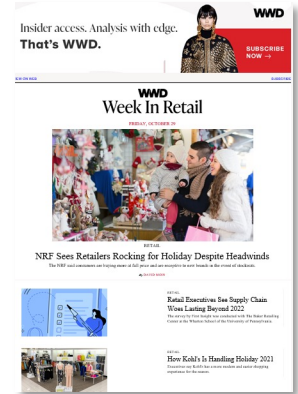
Recipients: 65K  
Leaderboard Specs: 600x200



## WEEK IN SUSTAINABILITY

The latest news, initiatives, investments, and more

Recipients: 5K  
Leaderboard Specs: 970x250

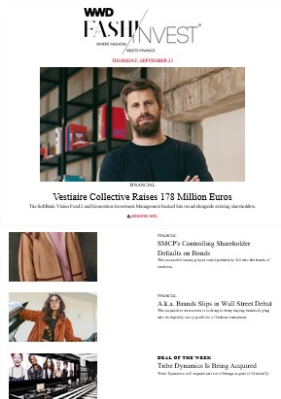


## WEEK IN RETAIL

Read about the latest in Retail from e-commerce to brick-and-mortar

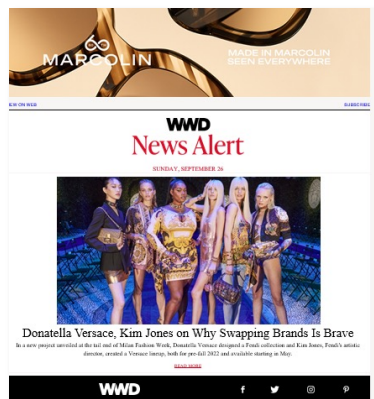
Recipients: 40K  
Leaderboard Specs: 970x250

# NEWSLETTERS



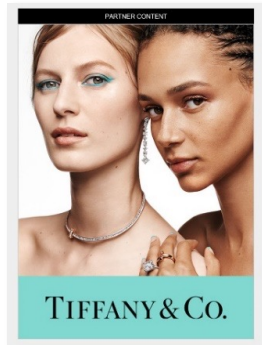
**FASHINVEST**  
Catch up on all news  
where fashion and finance meet

Recipients: 40K  
Leaderboard Specs: 970x250



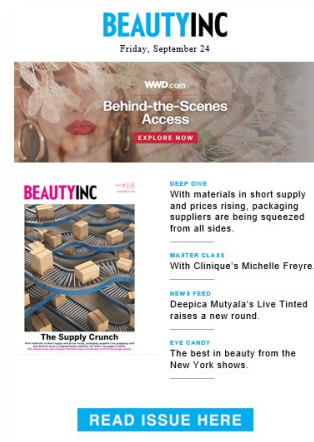
**BREAKING NEWS  
ALERTS**  
Breaking News as it happens

Recipients: 100K  
Leaderboard Specs: 970x250



**CUSTOM EBLAST**  
Customized brand creative and  
messaging blasted out to WWD  
subscribers

Recipients: 65K  
Leaderboard Specs : 600x800 or HTML  
Subject Line, CTURL



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

Recipients: 65K  
Leaderboard Specs: 970x250

# BEAUTY INC

## THE INSIDER'S GUIDE TO THE GLOBAL BEAUTY COMMUNITY.

Six printed issues per year, weekly newsletter edition, and extended coverage on wwd.com.

Beauty Inc is renowned for comprehensive reporting industry trends and marketplace developments and is the premier source for in-depth coverage on all aspects of the Beauty, Wellness, and Retail communities.



**75%** Global Beauty and Retail Executives

**14%** Retail Beauty Associates

**11%** Salon and Spas

**80k** Print and Newsletter Issue Circulation

**2.2M+** wwd.com views



# BEAUTY INC EDIT CALENDAR

## PRINT

ISSUE	CLOSE	MATERIALS	PUBLISH
The New Class	February 3	February 10	February 24
Beauty Inc Top 100	March 31	April 7	April 21
Sephora Milestone	June 1	June 15	June 30
Wellness + Power Plays	August 4	August 11	August 25
Women's Issue	October 6	October 13	October 27
The Beauty Inc Awards	November 10	November 17	December 8

## NEWSLETTER

THEMED ISSUE	MATERIALS	PUBLISH
Mass Beauty	January 7	January 13
Sustainability	February 4	February 10
Women's Month	March 11	March 17
Sustainability	April 22	April 28
Supplier	May 5	May 12
Fragrance/Gen Z	June 10	June 16
Money	July 8	July 14
Professional	August 5	August 11
Leadership	September 9	September 15
Skincare	October 14	October 20
Money	November 4	November 10
The Year Ahead	December 9	December 15

Note: Newsletter is sent weekly on Fridays. Specifics themes created based on industry calendar

# BEAUTY INC PRINT

## FULL PAGE 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.

For extensions, Coverwrap specs or if you have any questions, please contact the Beauty-Inc. Production Department: **Kevin Hurley**, [khurley@pmc.com](mailto:khurley@pmc.com) and **Anne Leonard**, [aleonard@pmc.com](mailto:aleonard@pmc.com)

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# BEAUTY INC NEWSLETTER

## SPECIFICATIONS

### Trims/Formats\*:

11" x 16 PDF 150DPI (full page)

22" x 16 PDF 150DPI (spread)

- 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 are due 7 days prior to issue dates

For extensions, Coverwrap specs or if you have any questions, please contact the Beauty-Inc. Production Department: **Kevin Hurley**, [khurley@pmc.com](mailto:khurley@pmc.com) and **Anne Leonard**, [aleonard@pmc.com](mailto:aleonard@pmc.com)

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# FAIRCHILD LIVE 2023 EVENTS

Fairchild Live brings together the c-suite executives, global brand leaders and celebrity arbiters of culture and style across fashion, beauty, retail, footwear and sourcing to educate, inspire and move the industry forward.

JANUARY 24	WWD Digital Beauty Forum	New York, New York
MARCH 11-12	FMG @ SXSW	Austin, Texas
APRIL 6	WWD LA Beauty Forum	Los Angeles, California
APRIL 19-20	Footwear News CEO Summit	New York, New York
APRIL 25	Sourcing Journal Sustainability Summit	New York, New York
MAY 9-10	WWD Beauty CEO Summit	New York, New York
JUNE 7	FN Women Who Rock	New York, New York
JUNE 15	Sourcing Journal Global Outlook	Virtual
JUNE 28	WWD Metaverse Symposium	Paris, France
SEPTEMBER 8-10	Fairchild Fashion Museum	New York, New York
SEPTEMBER 13	FMG Women in Power	New York, New York
SEPTEMBER 27	WWD Wellness Forum	New York, New York
OCTOBER 24-25	WWD Apparel & Retail CEO Summit / Honors	New York, New York
NOVEMBER 2	Sourcing Journal Fall Summit	New York, New York
NOVEMBER 17-19	LA3C	Los Angeles, California
NOVEMBER 29	FN Achievement Awards	New York, New York
DECEMBER 6	Beauty Inc Awards	New York, New York
DECEMBER 10	WWD Style Awards	New York, New York



Jessica Alba, Keynote Speaker  
Women in Power Forum 2022



# CONTACTS

AMANDA SMITH  
PRESIDENT, FAIRCHILD MEDIA GROUP  
ASMITH@FAIRCHILDFASHION.COM

Contact a WWD sales representative today to start the conversation.

## NEW YORK

**Hillari Lazzara**  
SVP Sales  
[hlazzara@fairchildfashion.com](mailto:hlazzara@fairchildfashion.com)

**Jennifer Petersen**  
Advertising Director, Fashion & Luxury  
[jpetersen@fairchildfashion.com](mailto:jpetersen@fairchildfashion.com)

**Samantha Rumsky**  
Advertising Director, Footwear  
[srumsky@fairchildfashion.com](mailto:srumsky@fairchildfashion.com)

**Alyssa Cramer Cohen**  
Account Director  
[acohen@fairchildfashion.com](mailto:acohen@fairchildfashion.com)

**Amanda Boyle**  
Beauty Director  
[aboyle@fairchildfashion.com](mailto:aboyle@fairchildfashion.com)

**Amy Macauley**  
West Coast Director  
[amacauley@fairchildfashion.com](mailto:amacauley@fairchildfashion.com)

**Katherine Hogan**  
Account Director  
[khogan@fairchildfashion.com](mailto:khogan@fairchildfashion.com)

## MILAN

**Giulia Squeri**  
Account Director  
[gsqueri@fairchildfashion.com](mailto:gsqueri@fairchildfashion.com)

**Olga Kuznetsova**  
Account Director  
[okuznetsova@fairchildfashion.com](mailto:okuznetsova@fairchildfashion.com)

**Emanuela Altmani**  
Senior Sales Coordinator  
[ealtmani@fairchildfashion.com](mailto:ealtmani@fairchildfashion.com)

## PARIS

**Elisabeth Sugy-Rawson**  
Account Director  
[esugy@fairchildfashion.com](mailto:esugy@fairchildfashion.com)

## MARKETING

**William Gasperoni**  
VP Marketing, FMG  
[wgasperoni@fairchildfashion.com](mailto:wgasperoni@fairchildfashion.com)

**Christine Staley**  
Senior Director of Marketing  
[cstaley@fairchildfashion.com](mailto:cstaley@fairchildfashion.com)

**Lauren Pyo**  
Senior Marketing Manager  
[lpyo@fairchildfashion.com](mailto:lpyo@fairchildfashion.com)

**Casey Bonner**  
Associate Manager, Integrated  
Marketing  
[cbonner@fairchildfashion.com](mailto:cbonner@fairchildfashion.com)

**Sienna Eisenhart**  
Associate Manager, Integrated Marketing  
[seisenhart@fairchildfashion.com](mailto:seisenhart@fairchildfashion.com)

## EVENTS

**Leah Lehman**  
Vice President, Events and Partnerships  
[llehman@fairchildfashion.com](mailto:llehman@fairchildfashion.com)

## CREATIVE

**Tirso Gamboa**  
Vice President, Creative  
[tgamboa@fairchildfashion.com](mailto:tgamboa@fairchildfashion.com)

## OPERATIONS

**Ashley Faradineh**  
Director of Operations  
[afaradineh@fairchildfashion.com](mailto:afaradineh@fairchildfashion.com)

## DIGITAL

**Alaina Randazzo**  
Digital Sales Planner  
[arandazzo@fairchildfashion.com](mailto:arandazzo@fairchildfashion.com)

## SUBSCRIPTIONS

**Owen Pan-Kita**  
Subscription Manager  
[opankita@fairchildfashion.com](mailto:opankita@fairchildfashion.com)

## PRODUCTION

**Kevin Hurley**  
Production Director  
626-356-4761  
[khurley@pmc.com](mailto:khurley@pmc.com)

**Anne Leonard**  
Production Manager  
[aleonard@pmc.com](mailto:aleonard@pmc.com)





**THANK YOU**