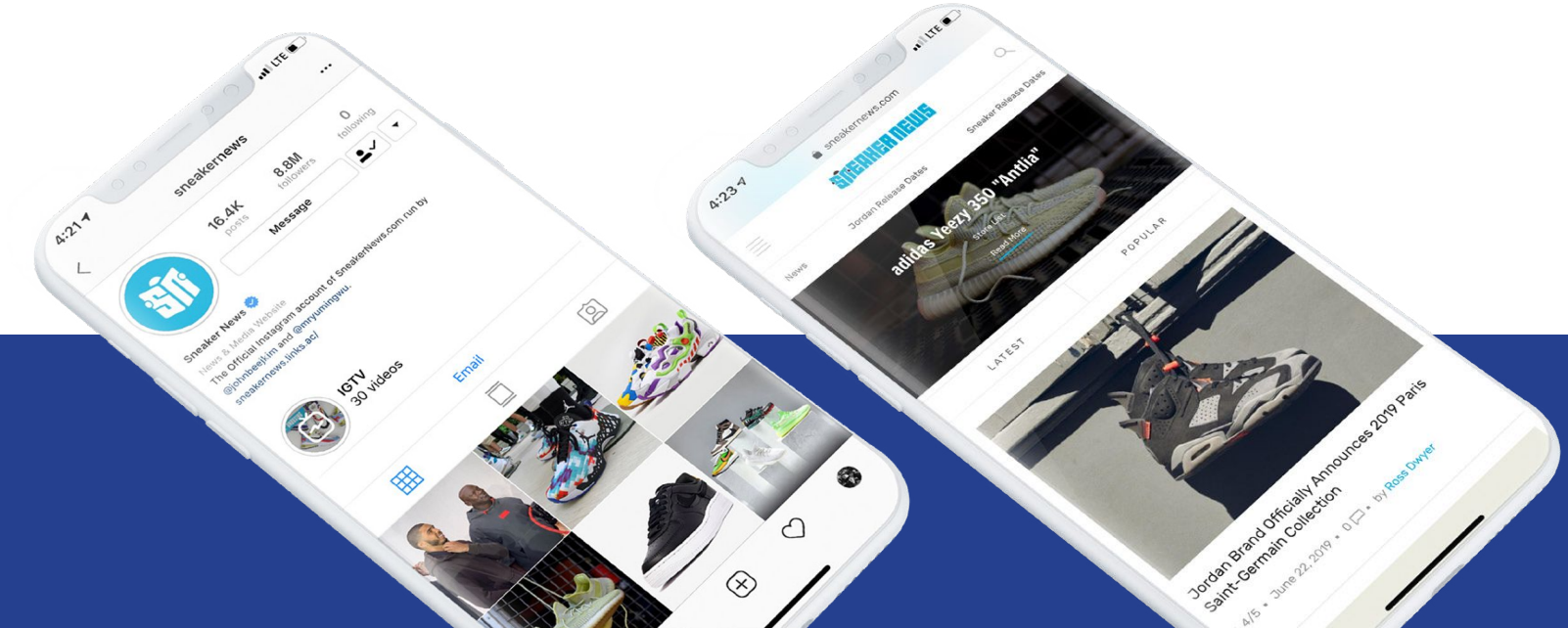

SNEAKER NEWS

About

Sneaker News *is the global authority and most trusted voice in sneaker culture, providing accurate coverage of the most coveted footwear and groundbreaking industry developments.*




SNEAKER
NEWS

Audience

*The **Sneaker News** global audience is a loyal following of individuals that are passionate about footwear and its impactful moments. Our community is a diverse blend of knowledgeable connoisseurs and curious enthusiasts who are eager to stay in the know.*

MONTHLY UNIQUE VISITORS*

4.5M

MONTHLY PAGE VIEWS*

27M

NEWSLETTER

104K

INSTAGRAM

8.8M

TWITTER

755K

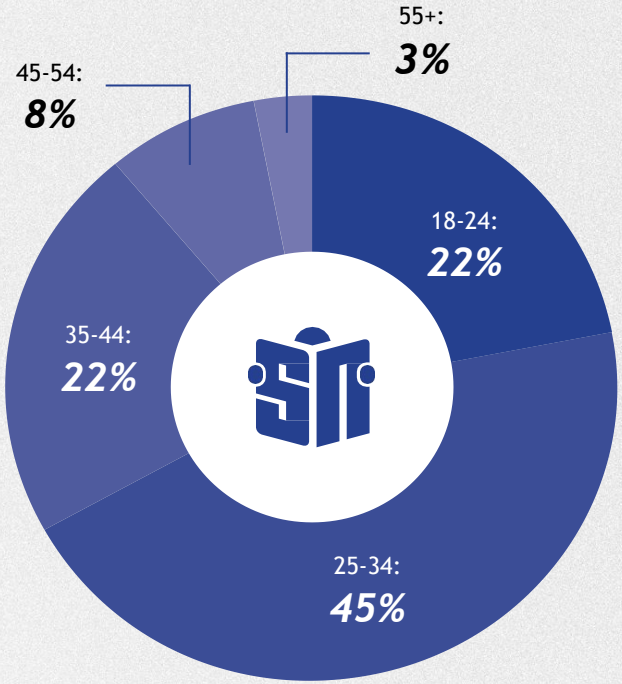
FACEBOOK

722K

*October 2019

Demographics

AGE



GENDER

- Male: 75.4%
- Female: 24.6%

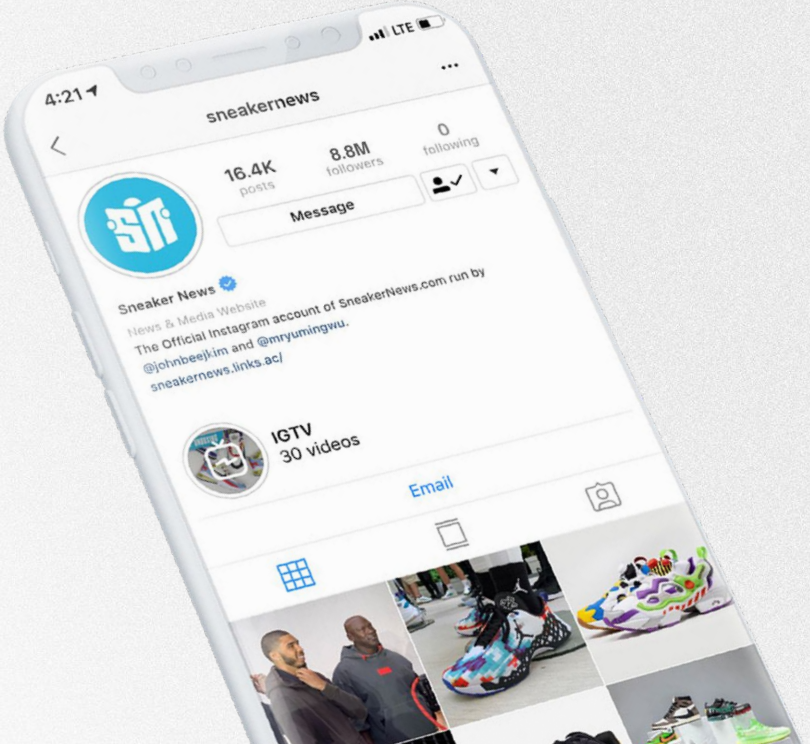
TOP COUNTRIES

- United States
- United Kingdom
- Canada
- Germany
- Philippines

TOP INTERESTS

- Media & Entertainment/Movie Lovers
- Shoppers/Value Shoppers
- Technology/Technophiles
- Shoppers/Luxury Shoppers
- Food & Dining/Fast Food Cravers

Instagram Network



Sneaker News

8.8M+ *Followers*

Sneaker Con

3.2M+ *Followers*

Jordans Daily

2.9M+ *Followers*

Process



first + fast

We've established ourselves as the unmatched go-to source for the latest happenings in sneakers



informative

Our goal is to build appropriate context around the newest footwear while educating readers on pertinent history



accurate

Our attention to detail paired with our rich pool of resources and relationships position us to be as on-point as possible



influential

As an authoritative voice in the sneaker community, we have the ability to shift perspective on products



entertaining

Consistent delivery of fresh content on all platforms has deemed us a must-see destination up to the minute



authentic

Our curation of content, imagery, and information has been an invaluable service to the growing sneaker audience

Editorial Calendar



Spring *(Jan-Mar)*

The first season of the year is dominated by the two major sporting events - the Super Bowl and NBA All-Star Weekend. These two events, especially the latter, are significant in setting the brand tone and attitude. We also emphasize lighter and seasonally appropriate footwear as the months get warmer.



Summer *(Apr-Jun)*

As sneaker release calendars get more crowded, our focus is dedicated to lighter, outdoor-friendly footwear. Cultural moments such as Coachella and Paris Fashion Week also play a role, while big-ticket collaborations tend to fall in this time frame.



Fall *(Jul-Sep)*

Back-To-School season is a huge driver of attention as consumers look to refresh for the new academic year. We target the newest seasonal offerings while placing attention on key moments around Fashion Week as well as the start of the new basketball season.



Winter *(Oct-Dec)*

With all eyes fixated on the Black Friday shopping weekend as well as the holiday gifting season, we prioritize the most significant sneakers on those dates. These sneaker releases are typically deemed the most important and widely coveted of the year. Basketball shoes are also a major storyline throughout this season.

Franchise

EDITORIAL

RELEASE DATES
First and direct communication of release dates, pricing information, and other key baseline data.

SELECT
An immersive exploration of new and/or upcoming product that includes first exclusive looks, interviews with designers/athletes, and inside access to design sketches and other content.

SN INSIDER
An exclusive channel that offers exclusive information, product giveaways, and special merchandise to our core followers.

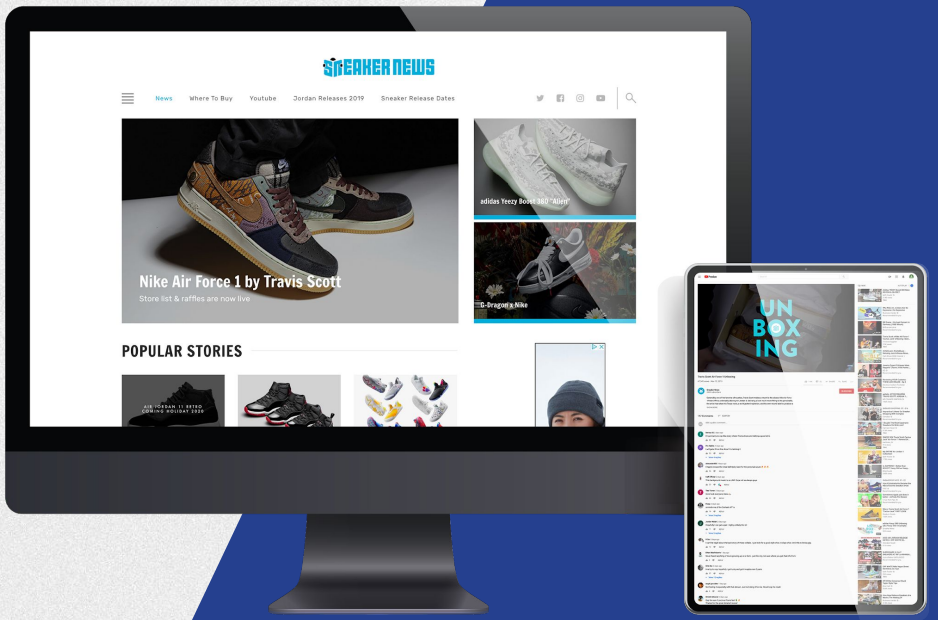
SN SHOPPING GUIDE
A curated selection of footwear presented with beautiful photography, a premium custom layout, and direct links to purchase.

WHERE TO BUY
A comprehensive one-stop-destination for readers to get easy access to new footwear through a full store list with direct links to product supported by detailed photos and information.

VIDEO

SN UNBOXING
A firsthand direct commentary on footwear, shot in premium studio- quality setting.

BEYOND THE BOX
Interviews with influential collaborators who contributed to the creation and growth of sneaker culture.



Brand Integration

SNEAKERNEWS.COM

- Editorial post
- Where to Buy listing - Collection
- SELECT - In-depth storytelling - Brand piece/Technology

SOCIAL/AMPLIFICATION

- Sponsored Instagram feed (IGTV option)
- Sponsored Instagram Story
- Giveaways (SN Insider option)
- Facebook Live
- Twitter sale conversion posts
- Boosted posts - IG + Facebook
- Email newsletter
- Influencers

CONTENT CREATION/STRATEGY

- Sponsored Unboxing - YouTube/IGTV (series option)
- Original photos/video
- Launch/release strategy consulting

