

Focus on shoes is a direct mail business magazine, distributed ONLY to targeted audience. Please fill out the marketing survey below to be included in our database for a chance to receive FOS occasionally, regularly (or never again)- depending on marketing preferences of our advertisers (US retailers only).

If you wish to receive FOS regularly by subscription, filling out the survey part of this form is optional.

SUBSCRIPTION

Send a check/money order (**\$30 for USA subscribers**) along with your address and contact info to our office.
[International orders- please contact office for rates.](#)

FREE SUBSCRIPTION: Ask our advertisers or your vendors to pay for your subscription!

If your business is important to them, they may agree to by pay for your subscription from their marketing funds.

Business Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Name: _____ E-Mail: _____

MARKETING SURVEY

Please fill out this form completely, answering all questions. **Incomplete or inaccurate entries will not be considered.**

I certify that I am a: Retailer _____ (signature)/ Not a Retailer

If retailer, please tell about your store:

Specialty: Men Women Children

Age Group: Infants And Kids Teens 20-30 30-45 45+

Retail Price Point: Discount Budget (\$20-40) Moderate (\$40-70) Upper Moderate (\$70-120)

Lower High End (\$120-\$200) High End(\$200-\$400) Exclusive (\$400+)

Store Type: Independent Boutique Dept. Store Chain Store 1-5 Locations Chain Store 5+ Locations

Merchandise: Shoes Only Apparel Only Accessories Only All

Type: Dress Casual Athletic Comfort/Slippers Special Occasions Western Dance Medical Shoecare/
Footcare Urban Ethic Beach Gothic/Alternative/Other _____

Best Selling Brands _____

Notes About Your Store _____

• **Your Primary Business Sources (describe):**

- Trade Magazines _____
- Consumer Magazines _____
- Trade Shows _____
- Internet Catalogs

• **How Do You Find New Merchandise?:** At Trade Shows Responding To Ads Sellers Contact You

• **At Trade Shows, You:**

- Know Exactly What You Need And Who Sells It
- Know Exactly What You Need But Don't Know Who Sells It
- Just Looking

• **How Frequently Do You Purchase Merchandise For Your Store?:**

Every Month Every 3 Months Every 6 Months

• **Your Average Purchase Is:** Less Than \$1,000 \$1-5k \$5-10k \$10k+

• **Your Priorities Are (Please RATE, 1 is most important):** Price Fashion Brand Quality Other _____

• **RETAILER:** Please name your 3 biggest headaches to which you want to find a solution:

1. _____
2. _____
3. _____

• **What do you would like to see in trade magazine?** _____

• **Any Suggestions/ Comments to help FOS to become more helpful to your business?** _____