

Value Retail News 2010 Advertising Planner

Value Retail News magazine is dedicated to providing the vital information and resources required by outlet and off-price retailers, developers and service professionals to ensure business growth in the dynamic outlet and off-price industry worldwide. VRN provides readers with exclusive outlet and value retail industry research and insight. It is published 10 times a year.

January/February

Trends for 2010
Midnight Madness Recap
State of the Outlet Industry: Canada

Ad reservations due: 11/9/09

Ad materials due: 12/1/09

Bonus Distribution:

Winter IOJ
Whistler Conference January 10-12
Heartland States Idea Exchange January 19-20
Southwest Idea Exchange January 21-22
Southern California Idea Exchange January 27
Puerto Rico Idea Exchange January 28-29
Southeast Retail Connection February 11
Mid Atlantic Idea Exchange February 17-18
Midwest Idea Exchange February 23-24

March

VRN Spring Convention Issue
Focus on Retailers
Planned Projects Update

Ad reservations due: 12/28/09

Ad materials due: 1/8/10

Bonus Distribution:

Fusion Conference March 1-3
New England Retail Connection March 4
Monterey Idea Exchange March 16-18
Carolinas Idea Exchange March 22-23
VRN Spring Deal Making March 25-26

April

Challenges & Strengths Survey
Ownership Changes Update

Ad reservations due: 2/1/10

Ad materials due: 2/19/10

Bonus Distribution:

Spring IOJ
Wisconsin Idea Exchange April 14-15
European Conference April 28-29

May

RECon Issue
Planned Projects Update
Focus on Value Retailers

Ad reservations due: 3/8/10

Ad materials due: 3/29/10

Bonus Distribution:

RECon May 23-25

June/July

Center Make-Overs
Focus on Store Merchandising

Ad reservations due: 4/19/10

Ad materials due: 5/3/10

Bonus Distribution:

Summer IOJ
European Marketing Conference June 16-18
Tennessee/Kentucky Idea Exchange July 20-21
Michigan Idea Exchange July 21-22

August

Back-to-School Marketing
Round-Up

Center Occupancy Report

Ad reservations due: 6/11/10

Ad materials due: 6/25/10

Bonus Distribution:

Florida Conference August 22-24
Pacific Northwest Idea Exchange August 25-26

September

VRN Fall Outlet Retail Convention Issue
Planned Projects Update
State of the Outlet Industry: Retail Report

Ad reservations due: 7/6/10

Ad materials due: 7/20/10

Bonus Distribution:

Pennsylvania/New Jersey/Delaware Idea Exchange
September 14-15
Ohio/West Virginia Idea Exchange September 21-22
Western Division Conference & Deal Making
September 22-24
VRN Fall Outlet Retail Convention September 27-28

October

ORCA Winners
Preparation for Midnight Madness

Ad reservations due: 8/2/10

Ad materials due: 8/16/10

Bonus Distribution:

Fall IOJ
European Outlet Conference October 13-14
Chicago Deal Making October 14-15
Retail Green Conference October 20-22

November

State of the Outlet Industry: Projects
Hall of Fame, VRN Convention Recap

Ad reservations due: 9/3/10

Ad materials due: 9/17/10

Bonus Distribution:

Pipeline IOJ
Texas Conference & Deal Making November 17-19

December

New York National Conference & Deal
Making Issue
State of the Outlet Industry: Megamalls
and Value Centers

Ad reservations due: 10/4/10

Ad materials due: 10/18/10

Bonus Distribution:

CenterBuild Conference December 1-4
New York National Conference & Deal Making
December 6-8

January/February 2011

Ad reservations due: 11/12/10

Ad materials due: 11/30/10

Every issue of VRN also has news and reports on consumer habits, leasing, center openings, ownership changes, quarterly and annual earnings, marketing programs, staff changes, development updates and more.