

# VRN

VALUE RETAIL NEWS



## 2010 Media Planner



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INTERNATIONAL OUTLET JOURNAL

# 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.

# VRN Display Ad Rates

## COVER RATES

Size	1X	3X*	6X*	12X*	18X*
Inside Front	\$5,385	\$4,735	\$4,425	\$4,040	\$3,775
Inside Back	5,325	4,665	4,375	4,100	3,690
Back Cover	5,675	5,050	4,705	4,490	4,140

(includes space, color and bleed)

## SPACE RATES

Size	1X	3X*	6X*	12X*	18X*
Full Page	\$3,135	\$2,535	\$2,280	\$2,005	\$1,950
1/2 Page	1,940	1,630	1,490	1,350	1,305
1/4 Page	1,110	930	850	695	665
1/8 Page	655	525	455	400	390

(B&W space rates)

Bleed Rates: 10% of space and color

\* Frequencies can be combined with other VRN publications

## COLOR RATES

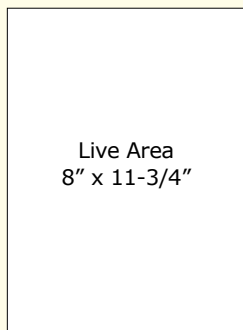
4-color process	\$1,105
Black + 2 process colors	885
Black + 1 process color	665
1 PMS Color	1,105

(PMS matched from process color unless specified by client)

Metallic Ink: Call for quote

Premium Positions: Call for availability

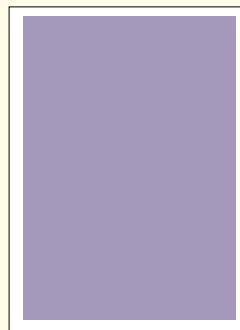
## Standard Display Ad Sizes



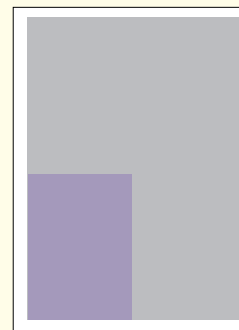
Magazine trim size  
9-1/2" x 13"



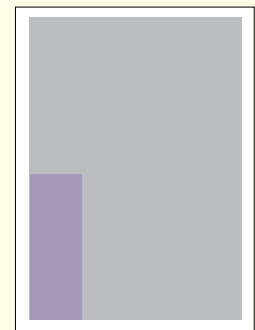
Full Bleed  
9-3/4" x 13-1/4"



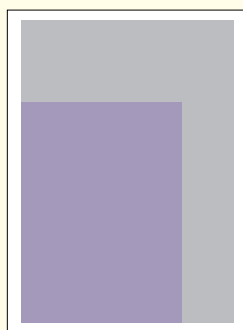
Full Page  
8" x 11-3/4"



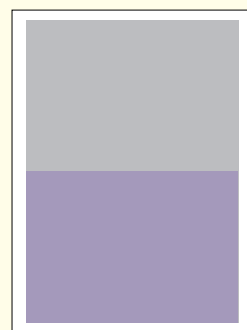
1/4 Vertical  
4" x 5-3/4"



1/8 Vertical  
1-7/8" x 5-3/4"



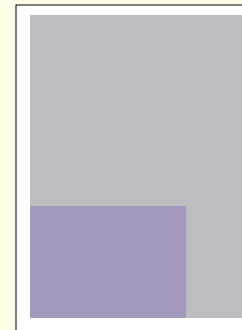
1/2 Island  
6" x 8-1/2"



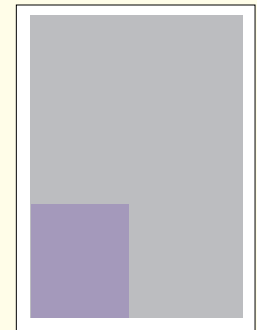
1/2 Horizontal  
8-1/8" x 5-3/4"



1/2 Vertical  
4" x 11-3/4"



1/4 Horizontal  
6" x 3-1/2"



1/8 Horizontal  
4" x 2-7/8"

## Polices

15% discount to recognized agencies furnishing advertising materials in VRN accepted formats (see below). No Cancellations after published space closing deadlines and no cancellations at any time on covers. Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not use the contracted space upon which their billings are based. Advertising is invoiced when issue mails. Invoices are payable upon receipt; 2.0% late charges. Prepayment of first insertion, or approved credit application required for all first-time advertisers. Ad materials will be stored for 12 months only unless advised otherwise.

## Mechanical Requirements

### Accepted Materials:

Electronic format, either Mac or PC supported software and up to their corresponding version of: QuarkXpress 8 or InDesign CS4; Illustrator CS4; PhotoShop CS4. **Please note that all files must be prepared in CMYK, not RGB.**

**Disks:** Can be sent as CD or DVD.

We can also accept PDF files if they are made correctly according to **High Resolution Print Specifications with all fonts embedded. They should follow appropriate specifications regarding resolution and color space (300 dpi, CMYK, spot colors).** When supplying disks, please make sure to include a directory and a color laser of the ad (or B&W if ad is not in color). Ship to Value Retail News, 2519 N. McMullen Booth Rd, Suite 510-356, Clearwater, FL 33761. Please do not send disks directly to the printer.

**FTP/Web Site:** Ads placed on either the ftp or web site should include a directory of the file and a copy of the ad should be sent to Value Retail News as a pdf emailed to [kknobeloch@icsc.org](mailto:kknobeloch@icsc.org). Please make sure to include all support files, including fonts if you are submitting an application file. Also, please stuff or zip the files to protect them and ensure their integrity.

If submitting files by a web browser, use the url of <http://www.gentryprinting.com/vrnupload.html>. and follow the instructions. You may upload a file up to 195mb in this manner.

If your files are larger than 195mb or you would rather upload using the ftp, enter the information **Host: gentryprinting.com Username: vrnnews Password: Vrnnews1.** Please note the V in the password is upper case.

There is also free Mac and PC ftp client software at <http://www.gentryprinting.com/ftpclient.html>.

## VRN Classified Advertising

Frequency	1X	3X*	6X*	12X*
Column Inch Rates	\$50	\$45	\$40	\$35

\*Spaces to be used within 12 months of first insertion.

Preferred Position: VRN Classified cannot guarantee any special placement request.

**Color: Black & White Only**

**Call for closing dates and specs.**

## Global Outlet News



Global Outlet News is the bi-weekly e-newsletter published by Value Retail News and the International Outlet Journal. GON provides up-to-date coverage of the outlet retail industry for the Americas, Europe, Asia and the Pacific Rim.

**Banner Ad Specs:** 120 pixels wide by 90 pixels high. Only jpeg or gif files are accepted. No animated or flash banners.

**Ads sold in packages of 2 insertions only in a consecutive order.**

	2 insertions	6 insertions
<b>Position 1</b>	\$1,000.00	\$3,000.00
<b>Position 2</b>	\$600.00	\$1,800.00

**Call for other positions and rates: +1 847 835 1617**

## Contacts

### Corporate Office

#### FLORIDA OFFICE

2519 N. McMullen Booth Rd  
Suite 510-356  
Clearwater, FL 33761  
Phone: 727-781-7557

#### Editorial

##### Linda Humphers

Editor in Chief, ext. 3  
[lhumphers@icsc.org](mailto:lhumphers@icsc.org)

#### Art Production

##### Randy Gdovin

Art Director, ext. 4  
[rgdovin@icsc.org](mailto:rgdovin@icsc.org)

#### Advertising Production

##### Karen Knobeloch

Advertising Prod. Mgr., ext. 2  
[kknobeloch@icsc.org](mailto:kknobeloch@icsc.org)

### Advertising Sales

#### Senior Advertising Executive

##### Sally Stephenson

Phone: 847-835-1617

FAX: 847-835-5196

E-mail [sstephenson@icsc.org](mailto:sstephenson@icsc.org)

# International Outlet Journal

Published five times a year bringing Global Outlet News to audiences around the world, beyond North America, reporting on Europe, Asia, Australia, South America and Canada.

## STANDARD RATES

Size	
Full Page B&W	\$1,775
1/2 Page B&W	885
Premium positions - Call for availability	\$500

## COLOR RATES

4-Color process	\$1,105
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## CLOSING DATES

### Winter 2010

Ad reservations due: November 11, 2009

Ad materials due: November 20, 2009

### Spring 2010

Ad reservations due: January 28, 2010

Ad materials due: February 12, 2010

### Summer 2010

Ad reservations due: April 14, 2010

Ad materials due: April 28, 2010

### European Outlet Conference - Fall 2010

Ad reservations due: August 5, 2010

Ad materials due: August 20, 2010

### Pipeline (Mapic) 2010

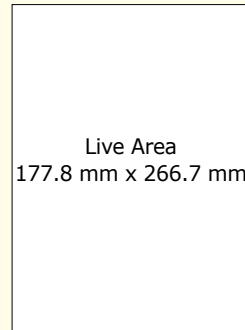
Ad reservations due: September 10, 2010

Ad materials due: September 29, 2010

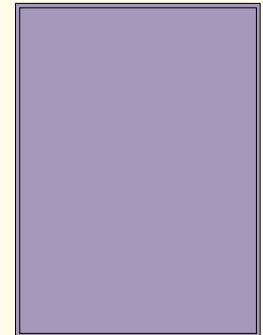
### Winter 2011

Ad reservations due: November 11, 2010

Ad materials due: November 22, 2010

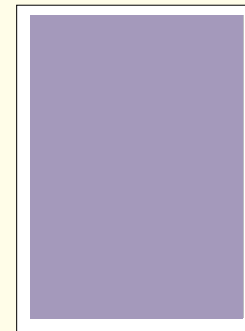


Live Area  
177.8 mm x 266.7 mm

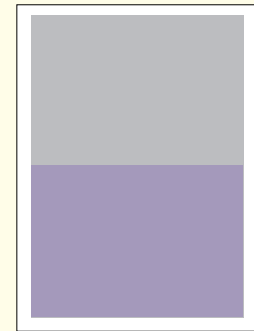


Full Bleed  
216.5mm x 304.5mm

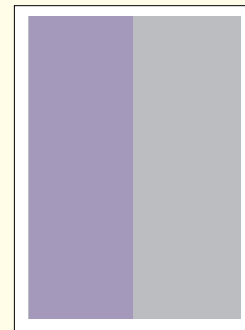
Magazine trim size  
A4- 210mm x 297mm



Full Page  
177.8 mm x 266.7 mm



1/2 Horizontal  
177.8mm x 133.35mm



1/2 Vertical  
85.6mm x 266.7mm

# Convention Guides and Show Bulletins

The VRN Spring and Fall Conventions feature a combined Guide. Distributed to every convention attendee, it is the one source used to locate booths and obtain information on all other on-site functions, as well as providing meeting attendees with the most current industry news. Advertise with a 1/2 page ad or larger for 3 consecutive issues of Value Retail News, including the convention issue, and qualify for preferred advertiser discounts.

## Convention Guides

VRN Spring and Fall Conventions

## Show Bulletins (Other Meetings)

ICSC Spring Show (Las Vegas)

### STANDARD RATES

Size	
Full Page B&W	\$1,775
1/2 Page B&W	885
1/4 Page B&W	425
Premium positions - Call for availability	\$500

### SPECIAL RATES (for qualified advertisers)

Size	
Full Page B&W	\$845
1/2 Page B&W	445
1/4 Page B&W	215
1/4 Page B&W	* Free

### COLOR RATES

4-Color process	\$1,105
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### CLOSING DATES

#### VRN Spring Deal Making Guide

Ad reservations due: 2/19/10

Ad materials due: 3/2/10

#### VRN Fall Outlet Retail Convention Guide

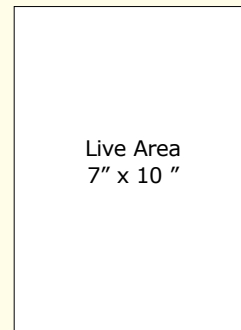
Ad reservations due: 8/18/10

Ad materials due: 9/2/10

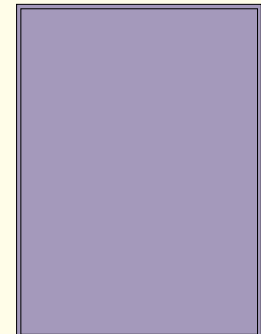
#### VRN ICSC Show Bulletin

Ad reservations due: 4/5/10

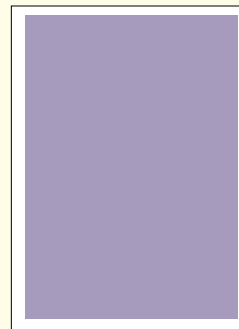
Ad materials due: 4/16/10



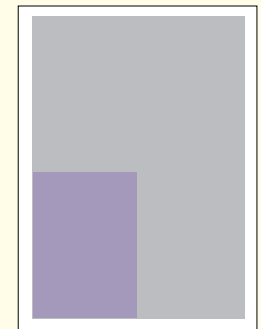
Magazine trim size  
8-1/2" x 11"



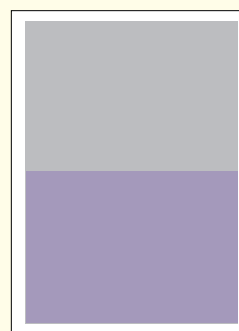
Full Bleed  
8-3/4" x 11-1/4"



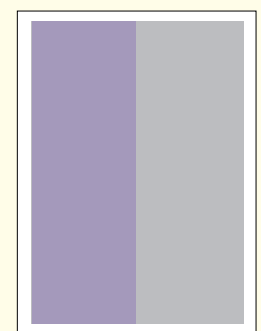
Full Page  
7" x 10"



1/4 Vertical  
3-1/2"x 5"



1/2 Horizontal  
7-1/2" x 5"



1/2 Vertical  
3-1/2"x 10"

# Value Retail & Global Outlet Project Directories

Published annually, the *Value Retail Directory* and *Global Outlet Project Directory* are the greatest resources for the Value Retail Industry. Be sure to advertise in these hot selling directories!

TRIM SIZE 8<sup>-5/16</sup>" x 10<sup>-3/4</sup>"

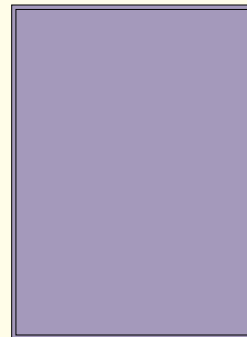
## STANDARD RATES

Back Cover	\$2,295*
Inside Front & Back Cover	\$1,795*
Tabs	\$1,795*
Full Page	\$1,295*

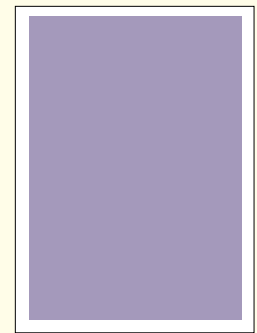
## COLOR RATES

Four Color	\$1,105
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\* Call for availability



Full Bleed  
8<sup>-9/16</sup>" x 11"  
Trim Size  
8<sup>-5/16</sup>" x 10<sup>3/4</sup>"



Full Page  
7" x 10"

## Advertising Polices

### MAILING & SHIPPING INSTRUCTIONS:

For shipping insertion orders and artwork by Express Mail or courier service (i.e. Federal Express) send prepaid to Value Retail News, 2519 N. McMullen Booth Rd, Suite 510-356, Clearwater, FL 33761.

### GENERAL POLICIES:

- 1) A minimum of 30 days notice will be given preceding any rate increase. On effective date of new rates, earned frequency on space run to date will apply to new rates. Contracts in force at the time will be honored. Advertisers will be short-rated within a 12-month period if they do not use the number of insertions upon which their billings have been based. Frequency is based on number of issues, not multiple insertions in one issue.
- 2) Value Retail News (VRN) requires advertisers to have on file in our office a completed and signed credit application providing three trade references. Pre-payment must accompany all advertising copy until credit has been established.
- 3) No cancellations allowed after space-close deadlines. No cancellations allowed at any time on cover reservations.
- 4) All payments are due in U.S. Dollars upon receipt of invoice. Past-due invoices are subject to 2.0% late charge. VRN will apply payments to the oldest outstanding invoice for any product or service. The advertiser agrees to pay for all service charges, collection fees, costs and attorney's fees required to collect past due advertising invoices. Advertisers with past due advertising account balances may be prohibited from attending VRN-sponsored functions including conferences.
- 5) If the original agreement is not returned to VRN within ten (10) days, a facsimile (FAX) transmittal of a signed original shall serve as the original agreement.

### AGENCY COMMISSIONS:

Commissions: 15% of gross billings to recognized advertising agencies on space, color, bleed and special position. No commissions will be paid on insert binding, back-up of inserts, artwork, miscellaneous mechanical changes, classified advertising including "Space Available" or reprints. Commission rates are not applicable if account is 30 days or more past due.

### COST RESPONSIBILITY:

- 1) Submission of materials is the responsibility of the advertiser. If copy is not received by the published deadline, the advertiser will be billed contracted amount for space and color not used.

- 2) FTP/Web Site: Ads placed on either the ftp or web site should include a directory of the file and a copy of the ad should be sent to Value Retail News as a pdf emailed to [kknobeloch@icsc.org](mailto:kknobeloch@icsc.org). Please make sure to include all support files, including fonts. Also, please stuff or zip the files to protect them and ensure their integrity.

If submitting files by a web browser, use the url of <http://www.gentryprinting.com/vrnupload.html> and follow the instructions. You may upload a file up to 195mb in this manner.

If your files are larger than 195mb or you would rather upload using the ftp, enter the information  
Host: [gentryprinting.com](http://www.gentryprinting.com) Username: `vrnnews` Password: `Vrnnews1`. Please note the V in the password is upper case.

There is also free Mac and PC ftp client software at <http://www.gentryprinting.com/ftpclient.html>.

- 3) VRN is not responsible for errors on copy submitted by an advertiser. For client requested copy changes, advertiser will be billed for all expenses at cost. Client requested copy changes are subject to the provisions of the Advertising Responsibility section below.

- 4) Publisher reserves the right to reject advertising considered objectionable as to wording or appearance. Advertising that resembles editorial may be marked "advertisement" by the publisher.

### ADVERTISING RESPONSIBILITY:

- 1) All advertisements are accepted and published by VRN upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of VRN's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold VRN, its agents or employees harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement.

- 2) Publisher is not responsible for any errors in submitted advertising copy. No allowance will be made for any error which does not materially affect the value of the ad. In no instance shall VRN's liability for an error exceed the cost of the ad space.

- 3) Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

## Circulation

### Our Readers

*Value Retail News* reaches the key decision makers in outlet and value retail chains and the developers of outlet centers. These chief executive officers, presidents, vice presidents, directors of real estate, operations, marketing, store design and other key executives find *VRN* a focused, specific source of valuable information for this unique industry. Outlet and off-price retailers account for more than 85 percent of our circulation. In fact, to ensure a targeted readership, the key contact for each of the companies in the Value Retail Directory receives a free subscription to *Value Retail News*. Other readers include outlet and off-price developers, lenders, international prospects, analysts and those service companies that are active in the industry.

### Our Bonus Circulation

As a publication of the International Council of Shopping Centers, wherever your message needs to be heard, you can count on *Value Retail News* to be there. That is why we offer bonus circulation at every important shopping center meeting throughout the year, including: Deal Making Meetings: Mid-Atlantic Idea Exchange; *VRN* Spring & Fall Outlet Retail Convention; RECon in Las Vegas; ICSC New York Deal Making; ICSC Florida Conference & Deal Making; as well as many other ICSC regional deal makings throughout the year.

Specialty Conferences and Idea Exchanges: ICSC Fall Management & Marketing Conference and Trade Exposition; ICSC Specialty Retailing Conference and Trade Exposition; ICSC CenterBuild Conference, as well as the Annual ICSC European Conference and Mopic.

In addition, *VRN* is distributed at a variety of Merchandise Shows, Specialized Lender Conferences and Retail Events scheduled throughout the year.

### Our Commitment

*Value Retail News* is dedicated to being the most trusted, respected and widely read publication on the outlet and off-price industries, providing our advertisers with the audience and the environment they demand for their marketing dollars. For more than 20 years, our exclusive research and cutting-edge editorial has made *Value Retail News* the exclusive publication of outlet and off-price retailers and developers throughout the world. We plan to continue to enhance this tradition for years to come.

### CORPORATE OFFICE

+1 727 781 7557  
2519 N. McMullen Booth Rd,  
Suite 510-356  
Clearwater, FL 33761

### ILLINOIS OFFICE

+1 847 835 1617  
+1 847 835 5196 Fax