# ICSC Global Media Kit

PRINT / ONLINE / DIGITAL / EVENTS

SCT SHOPPING CENTERS TODAY

SCT SHOPPING CENTERS TODAY GLOBAL

SCT SHOPPING CENTERS TODAY Iberoamérica

IOJ INTERNATIONAL OUTLET JOURNAL

VRN VALUE RETAIL NEWS

specialty retail report

The Official Publications and Events of ICSC

LOJAS etna
LOJAS etna

# Grow Your Business with ICSC

In 2017 ICSC will be celebrating 60 years of serving as the only global retail real estate association. ICSC's first publication was launched in 1959. During the past six decades, we have reported on retail real estate, tracking it every step of the way, while adapting to meet the ever-evolving needs of our members and the industry. ICSC's publications offer our readers and our advertising partners unparalleled industry reach, in-depth editorial and powerful results.

ICSC's publications are an essential element of our strategic priority of becoming a preeminent voice for the retail real estate industry. Through our magazines, newsletters and books, we highlight our members' biggest challenges and share and celebrate their most innovative solutions. These publications are an important source of information for more than 100,000 retail real estate professionals worldwide.

From *Shopping Centers Today* (*SCT*), ICSC's flagship publication; to *Value Retail News* (*VRN*), which focuses solely on the shopping center industry's outlet sector; to our news briefs, which offer regional retail real estate news, ICSC's multitude of news vehicles provide in-depth analysis of important developments taking place around the globe.

Industry leaders turn to ICSC to help grow their business. They know we're *the* trusted source of industry news. We reach all of the key decision makers, and they have come to rely on our publications to get the results they need—ROI.

I'm excited for the future of our industry and all of the opportunities we have to assist you in growing your business.

Tom McGee

**TOM McGEE**
President and Chief Executive Officer
ICSC

## The Authority on Global Retail Real Estate

ICSC's publications and online resources provide unrivaled news coverage, cutting-edge trends and in-depth information that industry professionals rely on for business success. ICSC covers the retail real estate industry—all of it!

# MARKET REACH

ICSC's publications and website provide industry executives at every level with in-depth analysis of important retail real estate developments taking place around the globe. Our integrated approach blends print, digital and live events to provide top-notch editorial to more than 70,000 members in over 90 countries with targeted information whenever and wherever they need it. The collective resources of our brands make up more than 8 million points of contact with the retail real estate industry per year. Put ICSC to work for you!

**Our targeted audience helps you reach the most-qualified buyers in the global retail real estate industry.**

**6 INDUSTRY Magazines**

Shopping Centers Today / SCT Global / SCT Iberoamérica / Value Retail News / International Outlet Journal / Specialty Retail Report

**750,000+ readers**
across our magazine brands per year

**29,000+** mobile downloads

**110,000** monthly website visitors

**1.1M+** web page views per year

**6.7M+ Digital**
subscriptions sent each year

**9 DIGITAL Publications**

SCTWeek / Global Outlet News Brief / EuroBrief IndiaBrief / AsiaBrief ChinaBrief / MiddleEastBrief Resumen Iberoaméricano Specialty Retail Report Snapshot

**142,000+**
social following

**250+**
ICSC events annually

SCT
SHOPPING CENTERS TODAY

*Shopping Centers Today* is ICSC's flagship monthly publication. Published both in print and digital formats, it is the most comprehensive retail real estate publication in the market. More executives trust *SCT* than any other publication covering retail real estate; it has a readership of more than 150,000 per month, with 1.8 million copies issued per year. Our readers represent the entire spectrum of the sector: shopping center owners, developers, property and asset managers, retailers, brokers, lenders, investors, architects and service providers. *SCT* is the only publication covering retail real estate that has an audited circulation.

## IN EVERY ISSUE

+ Common Area
+ Storefronts
+ Development Digest
+ Sites & Cities
+ Newsmakers
+ The Last Stop

## A Look Inside

### Award-Winning Content and Design

*SCT* has been tracking regional and global retail real estate news and events for the past 60 years. From features on top trends to the people and projects impacting the industry, our coverage is the most trusted in the industry. *SCT* has received numerous awards for its in-depth editorial coverage and beautifully designed and easy-to-read layouts.

# *SCT* Editorial Calendar 2017

**JANUARY / INDUSTRY OUTLOOK**
+ Small-Space Leasing
+ Special Section: Trends 2017
+ Regional Focus: Pacific Northwest

**Ad Reservation: November 18, 2016**
**Ad Copy Deadline: November 28, 2016**

Bonus Distribution: NEXUS Conference, Whistler Conference, North Florida Idea Exchange, Heartland States Idea Exchange

**FEBRUARY / FOOD & BEVERAGE**
+ Finance
+ Regional Focus: Mid-Atlantic States

**Ad Reservation: December 19, 2016**
**Ad Copy Deadline: December 27, 2016**

Bonus Distribution: Southern California Idea Exchange, Arkansas Idea Exchange, West Florida Idea Exchange, Mid-Atlantic Conference & Deal Making

**MARCH / OPEN-AIR CENTERS**
+ Tax Strategies
+ Consumer Buying Trends
+ Regional Focus: Carolinas

**Ad Reservation: January 20, 2017**
**Ad Copy Deadline: January 27, 2017**

Bonus Distribution: Gulf South Idea Exchange, Monterey Idea Exchange, IL P3 Retail Program, OAC Summit, Food Conference, VRN Spring Outlet Retail Deal Making, Carolinas Conference & Deal Making

**APRIL / PRE-RECON EDITION**
+ Omni-Channel Retail
+ Movie Theaters
+ Capital Markets
+ Regional Focus: Mountain States

**Ad Reservation: February 17, 2017**
**Ad Copy Deadline: February 24, 2017**

**MAY / RECON EDITION**
+ Retail Innovation
+ Regional Focus: Las Vegas

**Ad Reservation: March 24, 2017**
**Ad Copy Deadline: March 31, 2017**

Bonus Distribution: RECon

**JUNE / MIXED-USE DEVELOPMENT**
+ Construction
+ New Centers
+ REITs
+ Regional Focus: Southwest

**Ad Reservation: April 21, 2017**
**Ad Copy Deadline: April 28, 2017**

**JULY / TRANSPORTATION RETAIL DEVELOPMENT**
+ Parking Lots
+ Redevelopment
+ Regional Focus: New England

**Ad Reservation: May 19, 2017**
**Ad Copy Deadline: May 26, 2017**

Bonus Distribution: Tennessee/Kentucky Idea Exchange, New England Conference & Deal Making

**AUGUST / PRIVATE-PUBLIC ALLIANCES**
+ Net-Lease Properties
+ Social-Media Strategies
+ Regional Focus: Florida

**Ad Reservation: June 23, 2017**
**Ad Copy Deadline: June 30, 2017**

Bonus Distribution: Ohio/West Virginia/Western Pennsylvania/Indiana Idea Exchange, Florida Conference & Deal Making

**SEPTEMBER / TECHNOLOGY**
+ Urban Retail
+ Outlet Centers
+ Regional Focus: Midwest

**Ad Reservation: July 21, 2017**
**Ad Copy Deadline: July 28, 2017**

Bonus Distribution: VRN National Outlet Convention, PA/NJ/DE Conference & Deal Making, Chicago Deal Making

**OCTOBER / SUSTAINABILITY**
+ Specialty Leasing
+ Legal Issues
+ Regional Focus: California

**Ad Reservation: August 18, 2017**
**Ad Copy Deadline: August 25, 2017**

Bonus Distribution: Canadian Convention, Western Conference & Deal Making, Southeast Conference & Deal Making, Research Connections

**NOVEMBER / ARCHITECTURE & DESIGN**
+ Special Section: Pre-Show New York National Deal Making
+ CMBS
+ Regional Focus: Texas

**Ad Reservation: September 22, 2017**
**Ad Copy Deadline: September 29, 2017**

Bonus Distribution: Texas Conference & Deal Making, RetailGreen Conference, CenterBuild Conference

**DECEMBER / NEW YORK NATIONAL DEAL MAKING EDITION**
+ Finance
+ Hiring
+ Regional Focus: New York & Northeast

**Ad Reservation: October 20, 2017**
**Ad Copy Deadline: October 27, 2017**

Bonus Distribution: New York National Deal Making

*"As a private, family-owned development company that's quickly expanding across the country, we understand how vital it is to form the right partnerships and network within the industry. From our print advertising campaign, to event sponsorships and digital marketing tactics, ICSC has been a key component of our corporate marketing strategy and will continue to be an invaluable partner to us in our expansion endeavors."*

Ezra Stark
COO
Stark Enterprises

*SCT Global* covers retail real estate development and management in Europe, Asia and the Middle East. *SCT Global* also reports on expanding and innovative tenants, new shopping center development, and profiles of the top movers and shakers, and it offers a wide breadth of content focused on every sector of the industry in every market outside of Latin America and North America. *SCT Global* is published quarterly online, with printed versions of the winter, spring and fall editions distributed at various conferences, including RECon Europe and the European Conference.

## IN EVERY ISSUE

+ Common Area
+ Storefronts
+ Development Digest
+ Sites & Cities
+ Newsmakers
+ The Last Stop

## A Look Inside

## *SCT Global* Editorial Calendar 2017

**JANUARY (DIGITAL + PRINT) /**
**NEW DEVELOPMENTS**
+ 2017 Industry Trends
**Ad Reservation: November 18, 2016**
**Ad Copy Deadline: November 28, 2016**
Bonus Distribution: RECon Europe

**APRIL (DIGITAL + PRINT) /**
**FOOD & BEVERAGE**
+ Experiential Retail
+ Regional Focus: Poland and Eastern Europe
**Ad Reservation: February 17, 2017**
**Ad Copy Deadline: February 24, 2017**
Bonus Distribution: European Conference

**JULY (DIGITAL) /**
**RETAIL**
+ Expanding Retailers
+ Consumer Trends
**Ad Reservation: June 23, 2017**
**Ad Copy Deadline: June 30, 2017**

**OCTOBER (DIGITAL + PRINT) /**
**MAPIC ISSUE**
+ Technology
+ New Centers
**Ad Reservation: August 18, 2017**
**Ad Copy Deadline: August 25, 2017**
Bonus Distribution: MAPIC, RECon Middle East & North Africa

SCT SHOPPING CENTERS TODAY Iberoamérica

*SCT Iberoamérica* is the leading publication covering Latin America's rapidly growing shopping center industry. This Spanish-language magazine offers a compelling inside picture of who is doing what in the fast-changing region, including developers, retailers, consumers and politicians. *SCT Iberoamérica* is published four times a year and goes to all members in the region. It also is distributed at all ICSC meetings in Latin America.

## IN EVERY ISSUE

+ Common Area
+ Storefronts
+ Development Digest
+ Sites & Cities
+ Newsmakers

*"Having an advertising presence in* SCT Iberoamérica *has been an excellent investment for us and a fundamental part of our global growth."*

Gabriela Cuéllar Trewartha
CEO
iM CHRiSTMAS

## A Look Inside

## *SCT Iberoamérica* Editorial Calendar 2017

**JANUARY / NEW DEVELOPMENTS**
+ 2017 Industry Trends

**Ad Reservation: November 18, 2016**
**Ad Copy Deadline: November 25, 2016**

Bonus Distribution: Caribbean Idea Exchange, Mexico Conference Series

**APRIL / EXPANDING RETAILERS**
+ Experiential Retail

**Ad Reservation: February 17, 2017**
**Ad Copy Deadline: February 24, 2017**

Bonus Distribution: RECon, Operations Conference, JTR School Costa Rica, Mexico Conference Series

**JULY / FOOD & BEVERAGE**
+ Expanding Retailers
+ Consumer Trends

**Ad Reservation: May 19, 2017**
**Ad Copy Deadline: May 26, 2017**

**OCTOBER / RECON LATIN AMERICA & CARIBBEAN EDITION**
+ Technology
+ New Centers

**Ad Reservation: August 18, 2017**
**Ad Copy Deadline: August 25, 2017**

Bonus Distribution: RECon Latin America & Caribbean, Mexico Conference Series

VALUE RETAIL NEWS

*Value Retail News* is the only publication focused solely on covering all aspects of the outlet industry. Since 1982 *VRN* has provided exclusive research, award-winning features, industry updates and vital information and resources on this dynamic sector. *VRN* is published 10 times a year.

## IN EVERY ISSUE

+ News Up Front
+ Retail Outlook
+ Snapshot
+ Development Briefs
+ Staff News

## A Look Inside

# *VRN* Editorial Calendar 2017

**JANUARY/FEBRUARY / TRENDS 2017: YEAR OF OPPORTUNITIES**
+ Sustainability
+ New Planned Centers

**Ad Reservation: December 5, 2016**
**Ad Copy Deadline: December 10, 2016**

Bonus Distribution: Whistler Conference, Mid-Atlantic Conference & Deal Making

**MARCH / VRN SPRING OUTLET RETAIL DEAL MAKING EDITION**
+ Keep the Tourists Coming
+ Architecture & Design

**Ad Reservation: January 25, 2017**
**Ad Copy Deadline: February 2, 2017**

Bonus Distribution: VRN Spring Outlet Retail Deal Making, RECon Europe

**APRIL / STATE OF THE INDUSTRY**
+ Regional Spotlight: South
+ Consumer Trends

**Ad Reservation: February 1, 2017**
**Ad Copy Deadline: February 8, 2017**

Bonus Distribution: RECon Europe

**MAY / RECON EDITION**
+ New Developments
+ Leasing Strategies
+ New Planned Centers

**Ad Reservation: March 1, 2017**
**Ad Copy Deadline: March 10, 2017**

Bonus Distribution: RECon

**JUNE/JULY / MIXED-USE DEVELOPMENTS**
+ Food & Beverage
+ Technology

**Ad Reservation: April 17, 2017**
**Ad Copy Deadline: April 26, 2017**

Bonus Distribution: Québec Conference

**AUGUST / OUTLETS NEAR AIRPORTS**
+ Regional Spotlight: West

**Ad Reservation: June 26, 2017**
**Ad Copy Deadline: July 5, 2017**

Bonus Distribution: Florida Conference & Deal Making

**SEPTEMBER / VRN NATIONAL OUTLET CONVENTION EDITION**
+ Retail Trends
+ Outlet Center Expansions
+ New Planned Centers

**Ad Reservation: July 24, 2017**
**Ad Copy Deadline: August 1, 2017**

Bonus Distribution: VRN National Outlet Convention, Chicago Deal Making

**OCTOBER / DEVELOPMENT TRENDS**
+ Private-Public Partnerships

**Ad Reservation: August 17, 2017**
**Ad Copy Deadline: August 25, 2017**

Bonus Distribution: Canadian Convention, Western Conference & Deal Making, Southeast Conference & Deal Making, RECon Asia

**NOVEMBER / HOLIDAY FORECAST**
+ International Spotlight
+ New Centers

**Ad Reservation: September 11, 2017**
**Ad Copy Deadline: September 21, 2017**

Bonus Distribution: MAPIC, RetailGreen Conference, CenterBuild Conference, Texas Conference & Deal Making

**DECEMBER / NEW YORK NATIONAL DEAL MAKING EDITION**
+ Developer Profile
+ ORCA Awards
+ Hall of Fame Awards
+ VRN National Outlet Convention Coverage

**Ad Reservation: October 16, 2017**
**Ad Copy Deadline: October 24, 2017**

Bonus Distribution: New York National Deal Making

*"STRATEGY+Style Marketing Group has many developer and retailer clients who consistently advertise in the pages of* VRN. *We rely on* VRN *advertising as an invaluable part of strategy because of the highly targeted and loyal audience the publication reaches. The publication is the go-to resource for best practices and intelligence for influential outlet industry leaders."*

Karen E. Fluharty
Partner
STRATEGY+Style
Marketing Group

## IN EVERY ISSUE

+ News Up Front
+ Retail Outlook
+ Snapshot
+ Development Briefs
+ Staff News

*"We have worked with the* International Outlet Journal *team for many years.* IOJ *provides Fashion House Group with the opportunity to target qualified retailers and other stakeholders from within the outlet sector. In addition,* IOJ *provides an important branding opportunity and a significant ROI. We intend to continue our support of this important outlet sector journal in the future."*

Brendon O'Reilly
Managing Director
FASHION HOUSE Group

Published five times a year, *IOJ* is a supplement to *VRN* that provides exclusive research, news, trends, industry updates and vital information and resources on the energetic outlet and value-center sector in Europe, Asia, Australia and South America.

## A Look Inside

## *IOJ* Editorial Calendar 2017

**WINTER / PLANNED INTERNATIONAL OUTLET CENTERS**
+ Global Update
+ Regional Focus: Europe

**Ad Reservation: November 4, 2016**
**Ad Copy Deadline: November 14, 2016**

Bonus Distribution: VRN Spring Outlet Retail Deal Making, Whistler Conference, RECon Europe

**SPRING / EXPANDING RETAILERS**
+ Experiential Retail
+ Regional Focus: Asia

**Ad Reservation: February 13, 2017**
**Ad Copy Deadline: February 20, 2017**

Bonus Distribution: European Conference

**SUMMER / FOOD & BEVERAGE**
+ Expanding Retailers
+ Consumer Trends
+ Regional Focus: Middle East

**Ad Reservation: March 21, 2017**
**Ad Copy Deadline: March 28, 2017**

Bonus Distribution: Québec Conference

**CENTERS OF INTEREST / EXPANDING RETAILERS**
+ Technology
+ New Centers

**Ad Reservation: July 10, 2017**
**Ad Copy Deadline: July 17, 2017**

Bonus Distribution: VRN National Outlet Convention, Canadian Convention

**FALL / RECON LATIN AMERICA & CARIBBEAN EDITION**
+ Regional Focus: Eurasia
+ Retail Trends

**Ad Reservation: August 28, 2017**
**Ad Copy Deadline: September 4, 2017**

Bonus Distribution: RECon Asia, MAPIC

specialty retail report

*Specialty Retail Report*, considered the voice of the specialty retail industry, is the only publication covering the $8 billion specialty retail industry, including carts, kiosks, pop-up stores and shopping center ancillary revenue. *SRR*'s in-depth editorial showcases the industry's latest trends, hottest retail concepts, news and the important industry movers and shakers. *SRR* circulates to ICSC's exclusive list of more than 100,000 readers every quarter in January, April, July and October. Advertisers rely on *SRR* for fresh new leads, industry exposure, sales and increased profits.

## IN EVERY ISSUE

+ Specialty Retail News
+ Automated Retail
+ Industry Trends
+ Retailer Profile
+ Pop-ups
+ Merchandising Solutions

*"Specialty Retail Report is the source that everyone in the industry reads—specialty retailers, mall management and wholesalers—and this targeted audience translates into results for our advertising dollars."*

Courtney Campbell
Founder
Event Sales

## A Look Inside

Merchandising Solutions

Fixtures to Showcase Your Products

Get creative and explore pre-owned choices and unique materials that will enhance your overall design.

Brett Beaudette

Fixtures play a critical role when developing the overall merchandising strategy for your retail location. Size, style, finish and type all should be considered when you're researching items, which will strongly influence the look and impact of your shop. It is important to understand that the way a product is displayed and presented will affect whether it is sold or not. Remember that the fixture is there to support and enhance your products, not to distract from them. In the past, we've covered the ways that creating a theme or story with the overall design of a space helps to create a strong sense of place. The fixtures also must play into that, to help pull everything together.

There are many fixture choices out there for you to explore—choose the options that will best fit your needs. Additionally, there are companies that specialize in customizing fixtures; however, the word "customize" usually comes with additional costs. To save money, explore salvage shops that specialize in acquiring fixtures that have been sourced from store closings or remodels, and then change and embellish your finds to meet the needs of a specific retail design and merchandising strategy. Oftentimes, just painting or covering the existing surfaces with vinyl can breathe new life into an old fixture.

Here are a few ideas when converting old retail fixtures to meet your design and merchandising needs.

➤ **Painting is by far the most affordable and easiest change you can make, and it's very effective when color is important to help carry a theme.**

➤ **Vinyl and graphics can be used to cover old surfaces to create unique decorative designs, or just to change the look of metal or wood finishes.**

➤ **Cladding areas of the fixture with raw materials, such as reclaimed wood, tin and other materials will provide a great visual to support that industrial look.**

➤ Use decoupage or fabrics to add interest and texture.

➤ Combine elements from a variety of fixtures to create a unique, yet functional, merchandising platform.

➤ Convert old mannequins or forms by painting them and adding hooks to hold jewelry or other items.

**Break with tradition**

Another cool approach is to create fixtures from nontraditional elements by converting them to meet the needs of the product, while enhancing the overall design.

➤ Shop local antique dealers for unique items to be used to display product.

➤ Turn old dressers into pullout jewelry displays by adding glass to the tops of pullout drawers. Flip some over to create flat display areas.

➤ Convert furniture items by adding standards, or slat-wall or other merchandising hardware to create dynamic display units.

➤ Use old doors and windows to create that shop-within-a-shop area; mount standards and shelving, and assemble everything to create a merchandising pergola.

➤ Visit the hardware store to find materials to create your own fixtures. Use metal and PVC pipe, lumber, and decorative outdoor elements such as fencing and lattice.

➤ Build your own design, such as a wood pallet tower or a stacked crate display.

➤ Create dynamic looks by mounting chairs to a wall and hang clothing from the leg braces, or to use chairs as wall shelving.

**Merchandising rules**

When merchandising your fixture, keep in mind a few simple guidelines to help you with your product placement:

➤ **Two feet off the floor and no higher than 6 feet is considered prime retail space. Shoppers do not like to bend over or reach for a product.**

➤ **The minimum amount of space between fixtures is 3 feet, but 5 feet will reduce choke points and offer a more relaxing shopping experience for your customers. We all like our space and do not want to be bumped into or touched.**

➤ **Your floor-standing fixtures are seen from 360 degrees; ensure that your display takes that into account.**

To enhance your merchandising design, store fixtures need to be more than just a gondola or slat-wall mounted to the wall. They must help to pull the theme together, while highlighting and showcasing the product in the best manner possible to create sales. Taking the time to develop and execute a well-planned strategy will help to create a better shopping experience for your customers, and ultimately increase sales.

*Brett Beaudette formerly served as the Lead Retail Designer and Design Manager for Mall of America. He now owns and operates a design consulting business, Ideal Productions & Design. Beaudette specializes in creating unique and successful Home, Kiosk and Wall designs and merchandising strategies. He has been featured on HGTV and Travel Channel specials for his mall holiday décor and store design sets, and can be reached at brett@idealpd.com.*

Specialty Retail Report ■ Summer 2016 SpecialtyRetail.com

SpecialtyRetail.com Summer 2016 ■ Specialty Retail Report

## *SRR* Editorial Calendar 2017

**WINTER / TRENDS**
+ Airport Specialty Retail
+ Kiosk Design
+ Curated Retail

**Ad Reservation: January 13, 2017**
**Ad Copy Deadline: January 18, 2017**

Bonus Distribution: European Conference, Whistler Conference, Mid-Atlantic Conference & Deal Making

**SPRING / PRE-SPREE RECON EDITION**
+ Visual Victories: *SRR*'s Annual Visual Merchandising Awards
+ Food & Beverage
+ On Location: Las Vegas

**Ad Reservation: March 24, 2017**
**Ad Copy Deadline: March 29, 2017**

Bonus Distribution: RECon, European Conference

**SUMMER / PRE-HOLIDAY**
+ Expanding Retailers
+ Consumer Buying Trends
+ On Location: Southern California

**Ad Reservation: June 9, 2017**
**Ad Copy Deadline: June 16, 2017**

Bonus Distribution: Florida Conference & Deal Making, PA/NJ/DE Conference & Deal Making, Chicago Deal Making

**FALL / HOLIDAY**
+ Technology in the Common Area
+ New Specialty-Retail Formats
+ On Location: Miami

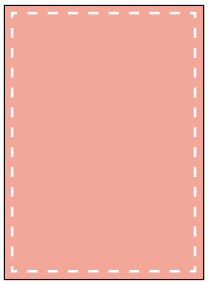
**Ad Reservation: August 26, 2017**
**Ad Copy Deadline: September 2, 2017**

Bonus Distribution: Canadian Convention, Western Conference & Deal Making, Texas Conference & Deal Making

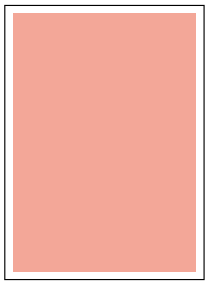
SCT SHOPPING CENTERS TODAY

SCT SHOPPING CENTRES TODAY GLOBAL

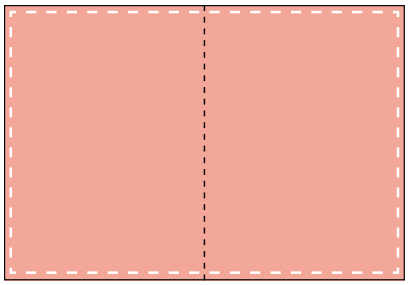
SCT SHOPPING CENTERS TODAY Iberoamérica



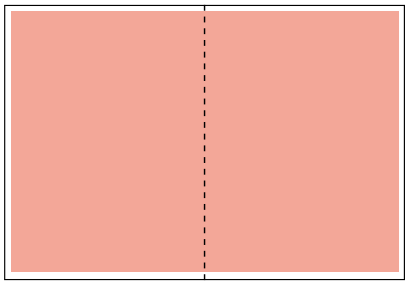
**Full-Page Bleed**
8" w x 11" d
TRIM: 7.75" w x 10.75" d



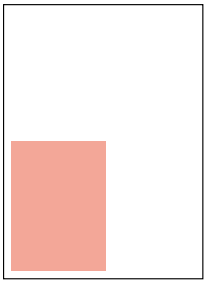
**Full-Page Non-Bleed**
7.25" w x 10.25" d
TRIM: 7.75" w x 10.75" d



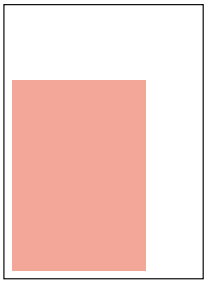
**Full-Page Spread Bleed**
15.75" w x 11" d
TRIM: 15.5" w x 10.75" d



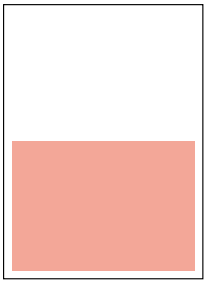
**Full-Page Spread Non-Bleed**
15.5" w x 10.75" d
LIVE AREA: 15" w x 10.25" d



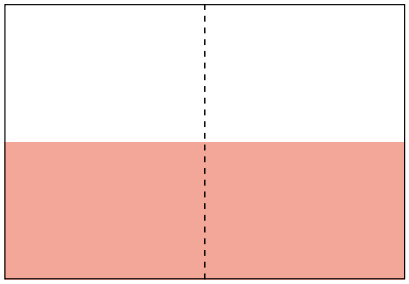
**¼ Page**
3.375" w x 4.875" d



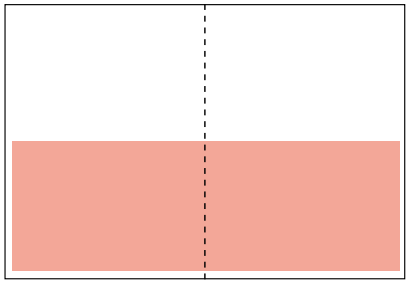
**½ Page Island**
4.5" w x 7.375" d



**½ Page (Horizontal)**
7.25" w x 4.875" d



**½ Page Horizontal Spread Bleed**
15.75" w x 5.25" d



**½ Page Horizontal Spread Non-Bleed**
15" w x 4.875" d

## *SCT* Rates

| Rates | 1x | 3x | 6x | 12x |
|---|---|---|---|---|
| Full Page | $5,280 | $4,500 | $4,220 | $4,000 |
| Two-Page Spread | $10,100 | $8,700 | $8,200 | $7,440 |
| 1/2 Page | $3,880 | $3,200 | $2,900 | $2,640 |
| 1/2 Horizontal Spread | $7,600 | $6,240 | $5,780 | $5,260 |
| 1/4 Page | $2,300 | $1,980 | $1,780 | $1,600 |

| Covers (Non-Cancelable) | |
|---|---|
| Back Cover / 4-color only | $7,100 |
| Inside Front Cover / 4-color only | $6,200 |
| Inside Back Cover / 4-color only | $6,000 |

## *SCT* Classified Rates

| Frequency | 1x | 3x | 6x | 12x |
|---|---|---|---|---|
| Column inch rate (1 column = 2")<br>*2" x 2" is the smallest size ad accepted* | $95 | $85 | $75 | $65 |

*Add 10% for each additional color. Prices of ads are for members and non-members.*

## *SCT Global* Rates

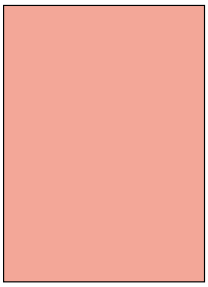
| Rates | |
|---|---|
| Full-Page 8" x 11" | $2,300 (members)<br>$2,900 (non-members) |

## *SCT Iberoamérica* Rates

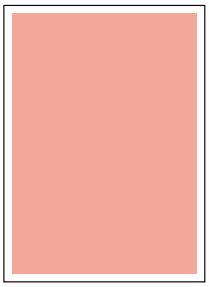
| Rates | |
|---|---|
| Inside Front | $1,995 |
| Inside Back | $1,995 |
| Full Page* | $1,500 |
| 1/2 Page** | $995 |

*In addition, all full-page advertisers receive a complimentary banner ad for four consecutive weeks in *Resumen Iberoamericano*, ICSC's weekly emailed Spanish language newsletter covering Latin America and Spain.

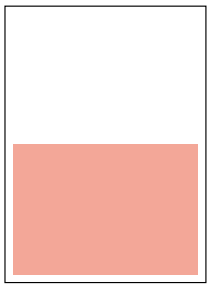
**In addition, all half-page advertisers receive a complimentary banner ad for two consecutive weeks in *Resumen Iberoamericano*.



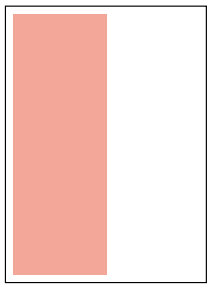
**Full-Page Bleed**
9.75" w x 13.25" d



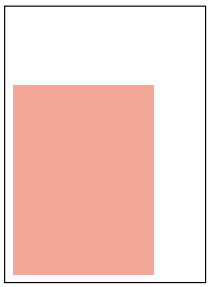
**Full-Page Non-Bleed**
8" w x 11.75" d



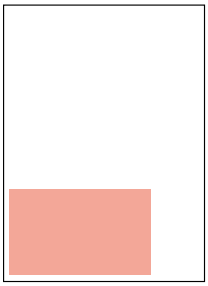
**½ Page (Horizontal)**
8.125" w x 5.75" d



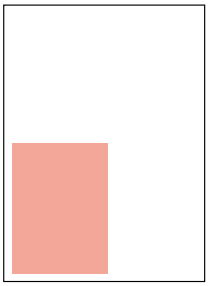
**½ Page (Vertical)**
4" w x 11.75" d



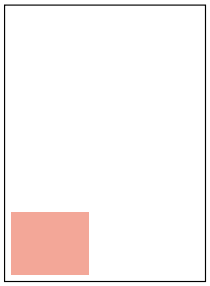
**½ Page Island**
6" w x 8.5" d



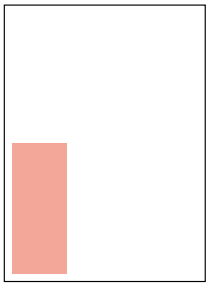
**¼ Page (Horizontal)**
6" w x 3.5" d



**¼ Page (Vertical)**
4" w x 5.75" d



**⅛ Page (Horizontal)**
4" w x 2.875" d



**⅛ Page (Vertical)**
1.875" w x 5.75" d

| Cover Rates | 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 |

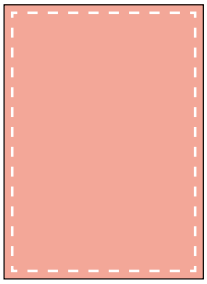
| Rates | 1x | 3x | 6x |
|---|---|---|---|
| Full Page | $3,135 | $2,535 | $2,280 |
| 1/2 Page | $1,940 | $1,630 | $1,490 |
| 1/4 Page | $1,110 | $930 | $850 |
| 1/8 Page | $665 | $525 | $455 |

| Color Rates | |
|---|---|
| 4-color process | $1,105 |
| Black + 2 process color | $885 |
| Black + 1 process color | $665 |
| 1 PMS Color | $1,105 |

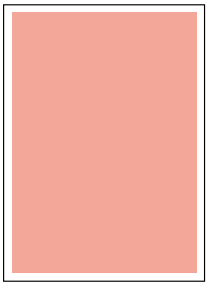
Advertise with a 1/2 page or larger in three (3) consecutive issues of *Value Retail News* (including the September convention issue) and receive a complimentary full-page ad in the Fall VRN National Outlet Convention Program.

## IOJ International Outlet Journal

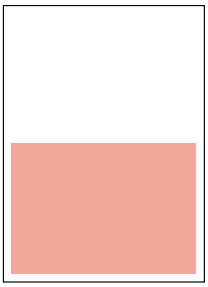
**MAGAZINE TRIM SIZE:** 210 mm w x 297 mm d (A4)
**LIVE AREA:** 177.8 mm w x 266.7 mm d



**Full-Page Bleed**
216.5 mm w x 304.5 mm d



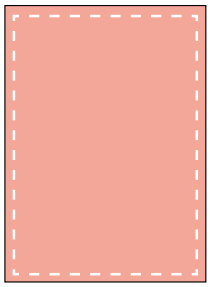
**Full-Page Non-Bleed**
177.8 mm w x 266.7 mm d



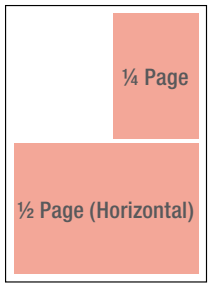
**½ Page (Horizontal)**
177.8 mm w x 133.35 mm d

| Rates | |
|---|---|
| Full Page B&W | $1,775 |
| 1/2 Page B&W | $885 |
| Premium positions | $500 |
| 4-color process | $1,105 |

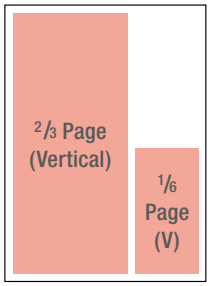
## Specialty Retail Report



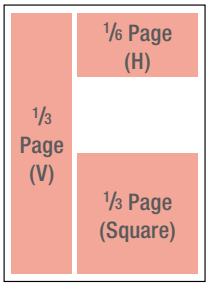
**Full Page**
**BLEED:** 8.375" w x 11.125" d
**TRIM:** 8.125" w x 10.875" d




**¼ Page (Horizontal)**
3.4375" w x 4.75" d
**½ Page (Horizontal)**
7.25" w x 4.75" d




**⅔ Page (Vertical)**
4.6875" w x 9.625" d
**⅙ Page (Vertical)**
2.25" w x 4.75" d




**⅓ Page (Vertical)**
2.25" w x 9.625" d
**⅙ Page (Vertical)**
4.6875" w x 2.3125" d
**⅓ Page (Square)**
4.6875" w x 4.6875" d

| Rates | 1x | 2x | 4x |
|---|---|---|---|
| Covers 2, 3, 4 | $6,200 | $5,700 | $5,200 |
| Two-Page Spread | $4,900 | $4,700 | $4,500 |
| Full Page | $2,600 | $2,500 | $2,400 |
| 2/3 Page | $2,300 | $2,200 | $2,100 |
| 1/2 Page | $1,700 | $1,600 | $1,500 |
| 1/3 Page | $1,400 | $1,300 | $1,200 |
| 1/4 Page | $1,200 | $1,100 | $950 |
| 1/6 Page | $750 | $650 | $550 |

| Color | 1x | 2x | 4x |
|---|---|---|---|
| 4-color process (add) | +$400 | +$400 | +$400 |

## PRINT MECHANICAL REQUIREMENTS

- High-res PDFs should either be CMYK or grayscale
- All images contained in the file should be CMYK or grayscale
- High-res PDF files are accepted or files from the following programs:
  QuarkXpress 6.5 or higher
  InDesign CS2 or higher
- All images contained within the ad should be at least 300 dpi
- All line art contained within the ad should be 1200–1800 dpi
- All fonts must be embedded in the ad
- The PDF should be created at 100%
- Full-page ads must be created with a proper bleed
  (add 1/4" bleed in addition to the trim size around the entire ad)
- PDFs must be under 20MB in size to be sent via email
- Three easy ways to submit your ad copy:
  + Submit high-res PDF files or design files smaller than 20MB via email to the production manager for each publication:

    *SCT, SCT Global, SCT Iberoamérica* / David Stackhouse; dstackhouse@icsc.org
    *VRN/IOJ* / Natasha Reed; nreed@icsc.org
    *SRR* / Scott Fitzgerald; sfitzgerald@icsc.org
  + Upload final PDF files or design files to ICSC's FTP site
    (contact the production manager for details)
  + Send final PDFs via a file-transfer website such as wetransfer.com

# DIGITAL AND ONLINE OPPORTUNITIES

## ICSC Digital News

### *ICSC International News Briefs*

ICSC's international briefs — *AsiaBrief*, *EuroBrief*, *IndiaBrief*, *MiddleEastBrief* and *Resumen Iberoamérica* — provide a weekly survey of the major retail real estate news being reported in news publications around the world. More than 10,000 subscribers receive ICSC's regional news briefs.

**Frequency / Weekly**
**Size / 300 pixels wide x 100 pixels high**

| |
|---|
| $400/4 insertions/per brief* |

### *Global Outlet NewsBrief*

The editors of *VRN* and *IOJ* produce this every-other-week news brief that provides industry updates, analysis, trends, events, staff changes and upcoming outlet development deals. *GON* is sent to more than 10,000 subscribers.

**Frequency / Every other week**
**Size / 300 pixels wide x 100 pixels high**

| | |
|---|---|
| Position 1 | $400/insertion |
| Position 2 | $300/insertion |

### *Specialty Retail Report Snapshot*

*Specialty Retail Report Snapshot* is an opt-in, targeted news brief that reaches 28,000 industry leaders every Wednesday. *SRR Snapshot* delivers quality news relevant to those in the cart-and-kiosk industry. It is culled from more than 10,000 news sources.

**Frequency / Weekly**
**Sizes / Horizontal: 450 pixels wide x 75 pixels high**
**Vertical: 175 pixels wide x 300 pixels high**

| | |
|---|---|
| Horizontal banner | $500/month |
| Vertical banner | $250/month |

### *SCTWeek*

*SCTWeek* is sent each Friday to more than 70,000 ICSC members. *SCTWeek* provides insightful coverage of the week's breaking news as well as timely reporting from ICSC events. Each issue also recaps real estate transactions, retailer news and personnel announcements.

**Frequency / Weekly**
**Size / 300 pixels wide x 100 pixels high**

| | |
|---|---|
| Position 1 | $2,200/4 insertions |
| Position 2 | $2,040/4 insertions |
| Position 3 | $1,920/4 insertions |
| Position 4 | $1,800/4 insertions |
| Position 5 | $1,720/4 insertions |
| Position 6 | $1,600/4 insertions |
| Position 7 | $1,500/4 insertions |
| Position 8 | $1,400/4 insertions |

### Digital News Ad Requirements

- No animated or flash banners. Only jpeg or gif files are accepted.
- 40K – Maximum file size for *SCTWeek*, *Global Outlet News* and *International Brief* ads
- 72GB – Maximum file size for *Specialty Retail Report Snapshot*
- *SCTWeek* and *International Brief* banner ads are sold in packages of four insertions that run in consectuive order
- **International Briefs* include: *AsiaBrief*, *ChinaBrief*, *EuroBrief*, *IndiaBrief*, *MiddleEastBrief* and *Resumen Iberoamérica*

For more information and pricing, contact your Business Development Manager.

## ICSC Website Advertising

www.ICSC.org has 110,000+ unique monthly visitors and more than 1,100,000 page views per year. ICSC's web visitors manage billions of dollars worth of business, and they come to www.ICSC.org to uncover the latest news, industry research, member connections and information about ICSC's services and 250 worldwide events each year. Do not miss out on this cost-effective and impressive exposure to target new business and build your brand!

### www.ICSC.org Banner Ad Placement

Two easy ways to run your banner ad:

**Run of site:** Rotate your ad on the most visited pages of www.ICSC.org

**Channel specific:** Run your ad on a channel-specific page on ICSC's website, including a specific event page or the member search page

**Specifications**

| | |
|---|---|
| Ad Size | 300 pixels wide x 250 pixels high |
| Run-of-Site Rates | $40/CPM for banner ad on run-of-site or channel-specific pages |
| Channel-Specific Rate | $2,000 per month flat fee |
| Mechanicals | Please send a JPG or GIF file with a static URL. Animated or flash banners will not be accepted |
| Resolution | 72 dpi |
| Link | Include the exact URL for your link |
| Lead Time | 7 business days |
| Reporting | Clients will be provided with a monthly status report following your campaign |

## ICSC Mobile App Advertising

Run a banner ad to drive traffic to your website before and during specific ICSC events. ICSC's 70,000 members use the app to receive the latest event information, to search for conference attendees and exhibitors, create event meetups, access industry news, and follow ICSC's social media.

### Mobile App Banner Ad Placement

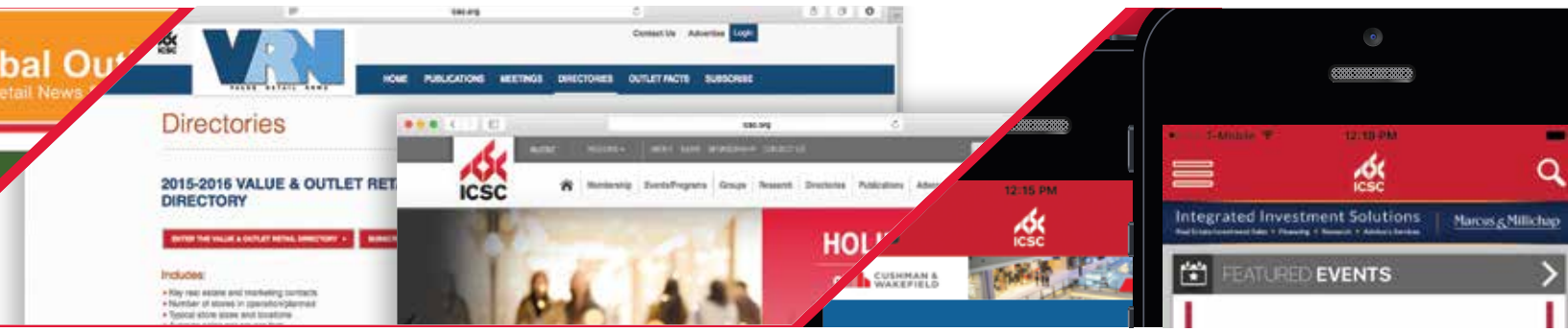
- Ad rotation on the member search home page and all pages linked to that search
- Ad unit appears in rotation on the events/programs home page
- Events/Programs Ads (six ads per event or program – 640 x 72 banner unit)
- Ad unit appears in rotation on the details page of the selected show and all related pages (program information, exhibitor listing & search, event floor plan and attendee search)

For more information and pricing on mobile advertising opportunities, contact your Business Development Manager.

## *VRN* Online Directory Advertising

*VRN*'s online directories feature more than 550 outlet projects in over 40 countries, with market data, tenant lists and industry contacts and more than 500 value and outlet retailers, including leasing contacts, outlet chain locations and growth plans by brand.

Call for online advertising availability and pricing.



# At-Door Program Directory Advertising

## ICSC EVENTS

Our events offer outstanding opportunities for deal making, networking and education. Attracting a veritable who's who in the retail real estate industry, the organization hosts more than 200 meetings annually, with a combined audience of more than 100,000 industry professionals.

These meetings are at the core of ICSC's value proposition and are one of the ways we serve our members.

Every event attendee receives an At-Door Program Directory. This full-color publication contains immediately needed information (session schedules, floor plans, etc.) as well as valuable contact information for all participating exhibitors. As a result, event attendees typically retain At-Door Program Directories for future reference.

For ICSC's complete list of 2017 events, please visit www.icsc.org.

| Conference | Attendees |
|---|---|
| ICSC Mid-Atlantic Conference & Deal Making | 2,200 |
| ICSC Monterey Idea Exchange | 500 |
| VRN Spring Outlet Retail Deal Making | 250 |
| ICSC Carolinas Conference & Deal Making | 1,440 |
| ICSC RECon | 37,000 |
| ICSC New England Conference & Deal Making | 1,500 |
| ICSC Florida Conference & Deal Making | 4,600 |
| ICSC PA/NJ/DE Conference & Deal Making | 1,500 |
| VRN National Outlet Convention | 350 |
| ICSC Chicago Deal Making | 2,500 |
| ICSC Canadian Convention | 3,000 |
| ICSC Western Conference & Deal Making | 4,000 |
| ICSC Southeast Conference & Deal Making | 2,700 |
| ICSC Texas Conference & Deal Making | 3,000 |
| ICSC New York National Deal Making | 10,000 |

| | Exhibiting Companies | Conference Dates | Directory Deadline | Directory Materials Due | Full Page | 1/2 Page |
|---|---|---|---|---|---|---|
| | 147 | February 6 – 7 | January 6 | January 13 | $1,900 | $1,500 |
| | 19 | March 8 – 9 | February 6 | February 13 | $1,900 | $1,500 |
| | 36 | March 16 – 17 | February 14 | February 21 | $2,880 | $1990 |
| | 200 | March 20 – 21 | February 16 | February 23 | $1,900 | $1,500 |
| | 1,200 | May 21 – 24 | March 20 | March 27 | $2,900 | N/A |
| | 100 | July 18 – 20 | June 15 | June 22 | $1,900 | $1,500 |
| | 276 | August 27 – 29 | July 27 | August 3 | $2,400 | $1,700 |
| | 150 | September 11 – 13 | August 11 | August 18 | $2,000 | $1,550 |
| | 36 | September (tentative) | August 17 | August 25 | $2,880 | $1,990 |
| | 100 | September 27 – 28 | August 25 | September 1 | $2,200 | $1,600 |
| | 150 | October 2 – 4 | September 1 | September 8 | $2,400 | $1,700 |
| | 280 | October 2 – 4 | September 1 | September 8 | $2,400 | $1,700 |
| | 180 | October 17 – 19 | September 14 | September 21 | $2,400 | $1,700 |
| | 220 | November 1 – 3 | October 2 | October 9 | $2,400 | $1,700 |
| | 500 | December 6 – 7 | October 27 | November 3 | $2,600 | $1,900 |

# At-Door Program Directory Advertising Guidelines

The following specifications and guidelines have been prepared to ensure the accurate reproduction of your important advertising message in our At-Door Program Directories.

## Preferred File Format/FTP Upload/Preflight

Advertisers must upload high resolution PDF files to SendMyAd at https://icsc.sendmyad.com provided they are prepared for press-optimized printing in CMYK color mode with fonts embedded. More information on creating acceptable PDF files is at http://www.sendmyadsupport.com. PDFs will be preflighted for errors. Some size and bleed errors can be corrected by repositioning right in SendMyAd instead of uploading a revision. All ads will require a final approval from you after preflighting.

## Color Mode

Ads should be converted to CMYK prior to submission as color shifts may occur and PMS colors do not always convert accurately. Ads received in RGB, as well as any spot colors detected in the ad, will be converted to CMYK during preflight.

## Photo Elements

For best results, photos used should be in 300 dpi, actual size and in CMYK color mode.

## Text

All fonts should be embedded in the submitted PDF.

## Ad Size

Trim Size: 8” x 10”
Bleed Size: 8 1/4” x 10 1/4”
Live Area: 7” x 9”
Half Page: 7” x 4 1/2”

*NOTE: RECon requires different ad sizes. Please consult with your Business Development Manager for those sizes.*

## Submitting Ads

1. Log in to SendMyAd at https://icsc.sendmyad.com
2. Select the ICSC event you are submitting your ad for and the ad size
3. Upload your PDF
4. Review and make any necessary adjustments
5. Approve

*“The networking and deal making opportunities presented at ICSC events are unparalleled in the industry. Since exhibiting at our first ICSC event in 1982, the scope of ICSC’s expanding membership and services has opened many doors for WLS Lighting and enabled us to forge valuable connections that will continue to serve our company for years to come.”*

Dean Pritchard, CEO, WLS Lighting

# Partnerships and Sponsorships

## Partnerships

### Global Partner Program

Provides a distinct sponsorship category to five ICSC members annually. Maximum of three in each industry sector, i.e. three retailers, three brokers, three developers.

ICSC Global Partners receive numerous year-round branding, thought leadership, sponsorship and advertising opportunities. These exclusive benefits are specifically designed to enhance your presence in the retail real estate industry.

### North American Partner Program

Targeted to North American members, the North American Partner Program is a distinct sponsorship category. Customized benefits and personalized services include heightened visibility at events.

## Event Sponsorships

### RECon

RECon, the world's largest retail real estate event attracting 37,000 attendees, offers pre-show, on-site and post-show sponsorship opportunities.

### New York National Deal Making

Members are offered the opportunity to reach 10,000 attendees at ICSC's second largest global deal making event. The package includes company logo recognition on lanyards, signage, video loops, ICSC's event website pages and via digital and print communications.

### Regional Deal Making Events

Two sponsorship packages are available which provide advertising and company logo recognition at the following regional deal making events: Florida, Western, Chicago, Texas, Southeast, Carolinas, Mid-Atlantic, New England and PA/NJ/DE.

All applications are subject to the Terms and Conditions for ICSC Sponsorship Opportunities available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

*"The ICSC North American Partnership provided RPAI with a national platform to further define our brand, increase awareness of our offerings, and showcase our innovation, quality and value to our retail partners."*

Tim O'Connell, Assistant Vice President and Director of Digital Marketing & Communications, RPAI

# ICSC Contacts

www.icsc.org

## PUBLISHER

**Patricia Norins**
*Vice President, Publishing*
Tel: +1 781 709 2411
Fax: +1 781 829 1042
pnorins@icsc.org

## EDITORIAL

**Edmund Mander**
*Editor-in-Chief - SCT*
Tel: +1 646 728 3487
Fax +1 732 694 1730
emander@icsc.org

**Brannon Boswell**
*Managing Editor - SCT*
Tel: +1 646 728 3488
Fax: +1 732 694 1675
bboswell@icsc.org

**Duke Ratliff**
*Managing Editor - VRN/IOJ*
Tel: +1 646 728 3570
Fax: +1 732 694 1755
dratliff@icsc.org

## PRODUCTION

**David Stackhouse**
*Production Manager - SCT/VRN*
Tel: +1 646 728 3482
Fax: +1 732 694 1693
dstackhouse@icsc.org

**Natasha Reed**
*Production Manager - VRN/IOJ*
Tel: +1 646 728 3558
Fax: +1 732 694 1755
nreed@icsc.org

**Scott Fitzgerald**
*Production Manager - SRR*
Tel: +1 781 974 5135
Fax: +1 781 829 1042
sfitzgerald@icsc.org

## SALES

**Rita Malek**
*Director Business Development*
Tel: +1 646 728 3539
Fax: +1 732 694 1740
rmalek@icsc.org

### BUSINESS DEVELOPMENT MANAGERS

**Michael Belli**
*Western USA and Canada*
Tel: +1 714 313 1942
Fax: +1 732 694 1717
mbelli@icsc.org

**Jose Mario Calderon**
*Latin America, Caribbean and Specialty Retail Report*
Tel: +1 646 728 3627
jcalderon@icsc.org

**Sheila Charton**
*Northeast and Mid-Atlantic USA*
Tel: +1 646 728 3545
Fax: +1 732 694 1679
scharton@icsc.org

**Terri Kelly**
*Specialty Retail Report*
Tel: +1 781 709 2412
Fax: +1 781 829 1042
tkelly@icsc.org

**Amie Leibovitz**
*Southern USA, Texas and Puerto Rico*
Tel: +1 773 360 1179
Fax: +1 732 694 1808
aleibovitz@icsc.org

**Abigail Livesey**
*Europe, Sub-Saharan Africa, India*
Tel: +44 20 7976 3120
alivesey@icsc.org

**Sally Stephenson**
*Midwest USA and Central Canada*
Tel: +1 847 835 1617
Fax: +1 847 835 5196
sstephenson@icsc.org

## ICSC OFFICES

**HEADQUARTERS**
1221 Avenue of the Americas
New York, NY 10020
Tel: +1 646 728 3800
Fax: +1 732 694 1800
icsc@icsc.org

**CANADA**
Tel: +1 416 486 4511
Fax: +1 416 486 3280
bcarter@icsc.org

**ASIA-PACIFIC**
Tel: +65 6532 3722
Fax: +65 6532 7355
Info@icsc.org.sg

**EUROPE (LONDON)**
Tel: +44 20 7976 3100
Fax: +44 20 7976 3101
icsc.europe@icsc.org

**LATIN AMERICA (MEXICO)**
Tel: +52 55 3300 5346
latam@icsc.org

**MIDDLE EAST COUNCIL OF SHOPPING CENTERS (DUBAI)**
Tel: +971 4 359 7909
Fax: +971 4 355 8818
reconmena@mecsc.org