



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.

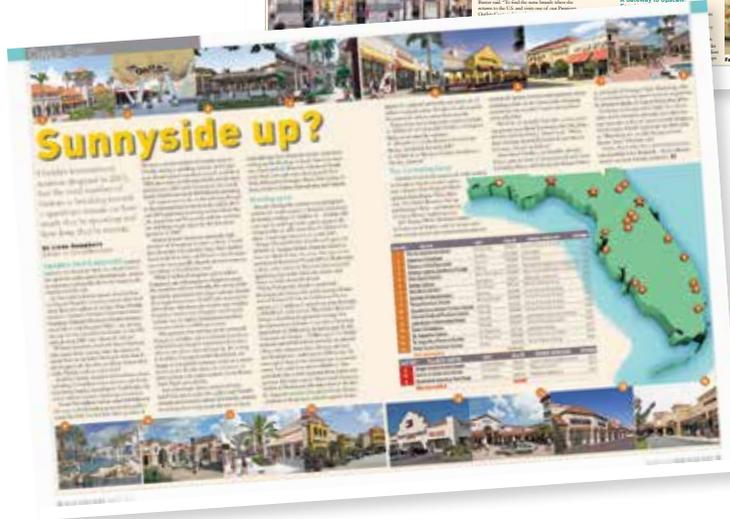


A Look Inside



IN EVERY ISSUE

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



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

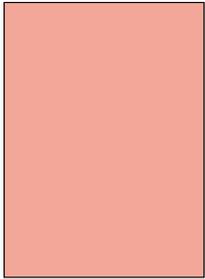
Ad Reservation: October 16, 2017

Ad Copy Deadline: October 24, 2017

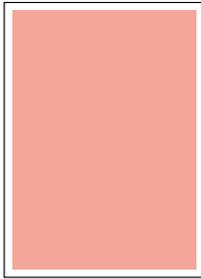
Bonus Distribution: New York National Deal Making

"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."

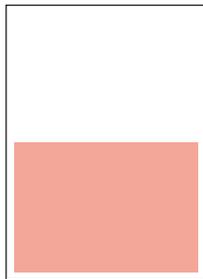
Karen E. Fluharty
Partner
STRATEGY+Style
Marketing Group



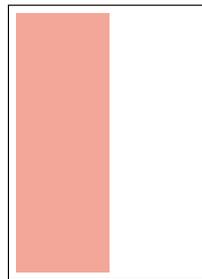
Full-Page Bleed
9.75" w x 13.25" d



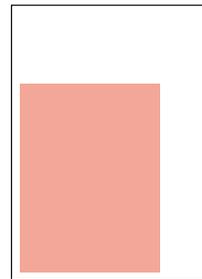
Full-Page Non-Bleed
8" w x 11.75" d



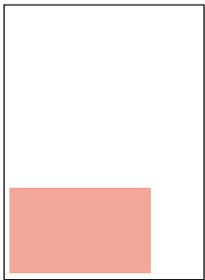
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8.125" w x 5.75" d



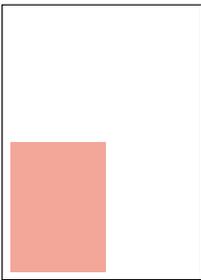
1/2 Page (Vertical)
4" w x 11.75" d



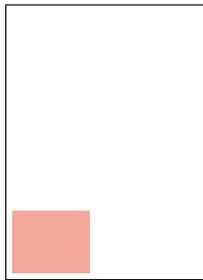
1/2 Page Island
6" w x 8.5" d



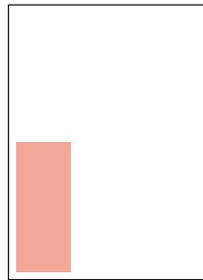
1/4 Page (Horizontal)
6" w x 3.5" d



1/4 Page (Vertical)
4" w x 5.75" d



1/8 Page (Horizontal)
4" w x 2.875" d



1/8 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.

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:
VRN/IOJ / Natasha Reed; nreed@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