



PRESS PACK

- ADVERTISEMENT RATES
- MECHANICAL SPECIFICATIONS
- EDITORIAL CALENDAR
- CONTACTS

2008

WWW.TACTICSMAGAZINE.COM/EU/index.html

Our Vision

Tactics Europe magazine is the only pan-European trade publication solely focused on shopping centre and general retail marketing.

Tactics is written for marketing professionals and covers all of the news you'd expect from a leading business publication. It consistently provides practical information that assists marketers in devising strategies that deliver bottom-line results at every stage of a shopping centre's development, regardless of its location, size, demographic profile or financial position. *Tactics* also provides a global perspective on the increasingly prominent role that shopping centres play in the regeneration of communities throughout Europe.

Tactics reaches 1,500 decision makers across Europe with a per issue readership of more than 3,000 industry professionals. It is published six times a year by Mall Media Inc., which over the past 15 years has secured a choice position as the reliable source of informative and objective shopping-centre marketing news.

If shopping centre marketing comes within your remit, or you'd simply like to keep informed on the latest retail and property marketing initiatives, *Tactics* will prove to be an invaluable tool. It's a must-read for anyone serious about staying ahead in the rapidly-evolving world of shopping centres.

Myriam Beaugé, Editor in Chief

Tactics Europe is a Media Partner of the ICSC 2008 European Conference & European Marketing Conference.

The Editorial Content

In every edition, Tactics Europe magazine delivers promotional ideas, marketing case studies, advertising campaigns, consumer and retail trends, industry news and development updates.

Tactics is written for an audience of shopping centre marketing managers, centre managers, retail marketing professionals and industry suppliers—decision makers who value Tactics for its deep understanding of the marketing function within a complex retail landscape, both in Europe and across the globe.

Tactics also provides marketers with a perspective on industry standards, covering Europe's primary professional recognition programmes, including the ICSC European Solal Awards and the BCSC Purple Apple Awards, as well as the international ICSC Maxi Awards.

More than a trade publication that presents objective and insightful articles, Tactics also serves as a connection point for industry players, keeping them abreast of important meetings, special events, continuing education programmes and networking opportunities.

The Tactics Europe Editorial Advisory Board



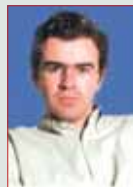
Sue Boor
PRUPIM
UK



Michelle Buxton
Toolbox Marketing
UK



Sean Kelly
Halogen
UK



João Peixoto
Forum Madeira
Portugal



Alexandra Wasilewska
Apsys Sp. z.o.o.
Poland

Advertising Opportunities & Rates

Tactics Europe's core market is senior management through to marketing directors, all professionals who are responsible for marketing shopping centres and town centres across the continent.

Readers of the magazine have proven purchasing power across all areas of the marketing mix, including creative design and branding, media planning, public relations, commercialisation, market research, centre décor, directional signage, special events and Web development.

If you're serious about targeting this lucrative pool of decision makers during key retail seasons and throughout the year, advertising in Tactics Magazine is your only option.

To find out more about how to take advantage of this opportunity, please contact

Al Perks on 0800 404 9413 (toll free from the UK) or on 001 604 294 6671.

You may also e-mail Al at alperks@tacticsmagazine.com.

Four Colour Process	1X	3X	6X
Double page Spread	£1,785	£1,750	£1,695
Full Page	990	970	950
2/3 Page	800	785	760
1/2 Page	525	515	500
1/3 Page	355	350	335
1/6 Page	205	200	195

Covers: (4/C only)	1X	3X	6X
Inside (front or back)	£1,100	£1,050	£1,000
Outside back cover	1,300	1,250	1,200

Please note that covers are non-cancelable.

ADVERTORIALS

Each issue of *Tactics Europe* gives you the opportunity to communicate with your target market in your own words. Advertorials provide you with a vehicle to engage marketing managers and centre managers, using your own editorial, as well as pictures and graphics, to present your business from your own perspective.

Advertorials can tell your company's story and support your display advertising strategy to help you grow your business.

Please call Al Perks for details on pricing and editorial policy.

TAXES:

UK and mainland Europe residents - tax exempt

LINK WEEKLY ONLINE NEWSLETTER

Reach the 2,500 shopping centre and retail decision makers in Europe, North America and Australia who have subscribed to receive our e-mail newsletter every week.

Place your copy with logo and photo, as well as a direct link to your Website.

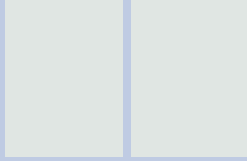
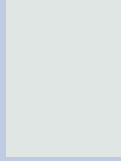


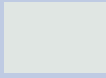



4 consecutive ad placements: £290

1 ad placement per month: £145

Please note that ad size should be as follows: 63.5 mm (width) x 127 mm (depth) at 72 dpi.

Maximum file size: 200kb

Mechanical Specifications

Mechanical requirements	Width	Depth			
Double Page (Bleed)	419mm	282.5mm			
Double Page (Trim)	413mm	276mm			
Full Page (Bleed)	213mm	282.5mm	Double Page Spread	Full Page	1/2Pg.Vertical
Full Page (Trim)	206mm	276mm			
1/2 Page (Vertical)	117.5mm	187mm			
1/2 Page (Horizontal)	181mm	124mm			
2/3 Page	117.5mm	251mm	1/2 Pg.Horizontal	2/3 Page	1/3 Pg. Horizontal
1/3 Page (Horizontal)	117.5mm	124mm			
1/3 Page (Vertical)	57mm	251mm			
1/6 Page (Vertical)	57mm	124mm			
1/6 Page (Horizontal)	117.5mm	60mm	1/3 Pg.Vertical	1/6 Pg.Vertical	1/6 Pg. Horizontal

MATERIAL REQUIREMENTS

Electronic files must include all fonts and support files, Macintosh format preferred, Quark 5.0, Adobe Illustrator 10.0, Adobe Photoshop 7.0. If using PDF files, please make sure to embed all fonts and images. E-mail electronic files to alperks@tacticsmagazine.com.

PRODUCTION:

In-house production and design available.

For further information, contact:

Al Perks on 0800 404 9413 (toll free from the UK) or on 001 604 294 6671.

TERMS AND CONDITIONS:

1. Advertising subject to approval. We reserve the right to revise or reject advertisements in accordance with standards acceptable to Tactics Magazine.
2. An order not corresponding with the current rate card will be regarded as an error and advertising will be billed with rates in force.
3. When revised ads or copy are not received by material deadline, copy run in previous issue will be inserted.
4. No space cancellations will be accepted after closing dates. Covers are non-cancelable.
5. Publisher is not responsible for advertising material unless return delivery instructions are received within 90 days after last use.
6. Publisher limits his liability for errors in printed advertisements to 10% of the space value of the ad.
7. Publisher will make every effort to provide a proof, otherwise reserves the right to run an ad prepared from rough draft material.

Advertisement Scheduling

MAGAZINE EDITIONS 2008

AD COPY DEADLINE

Issue no. 1	15th February 2008
Issue no. 2	28th March 2008
Issue no. 3	23rd May 2008
Issue no. 4	25th July 2008
Issue no. 5	26th September 2008
Issue no. 6	28th November 2008

Tactics Europe doesn't merely offer promotional space in its editions, but it also provides a comprehensive advertising package that includes feature-focused and general display advertising, participation in "how-to" articles and the placement of advertising features.

Tactics Europe also offers sustained advertising and promotional support to its clients online via its LiNK weekly e-mail newsletter, for which it generates original editorial content.

Editorial Calendar

Issue	Cover Story	Submission Deadline
No. 1	Marketing to Travellers (foreign tourists, business travellers and in-country visitors)	15th February 2008
No. 2	Holiday Gift Programmes that Enhance the Shopper Experience and Boost Sales	21st March 2008
No. 3	First Annual ICSC European Marketing Conference & Solal Awards 2008	16th May 2008
No. 4	Loyalty Clubs for Children, Teens & Adults	18th July 2008
No. 5	Integrated Marketing & Leasing Programmes that Increase Centre Productivity	19th September 2008
No. 6	Media Relations: from Traditional Outlets to Web-Based Media	21st November 2008

Please note that the Editorial Calendar is subject to change without advance notice.

Contact Information

PUBLISHER:	Brian Lehn brianl@mallmedia.net
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CREATIVE DIRECTOR:	Marian De Gier
SUBSCRIPTIONS:	Janet Holt janeth@tacticsmagazine.com
ACCOUNTANT:	Sharon Ren sharon@mallmedia.net

Our Offices

ADVERTISING

Contact: Al Perks

E-mail: alperks@tacticsmagazine.com

EUROPE

Toll free from the UK:

Phone: 0800 404 9413 Fax: 0800 404 9414

Elsewhere in Europe:

Phone: 001 604 294 6671 Fax: 001 604 294 9421

NORTH AMERICA

Toll free Phone: 1-800-665-2115 Fax: 1-604-294-9421

AUSTRALIA:

Toll free Phone: 1-800-005-583 Toll free fax: 1-800-005-589

EDITORIAL

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4416 Dawson Street

Burnaby, BC

Canada V5C 4B9

Toll free from the UK:

Phone: 0800 404 9413 Fax: 0800 404 9414

Elsewhere in Europe:

Phone: 001 604 294 6671 Fax: 001 604 294 9421

Editorial Submission Form

Do you want to submit something to Tactics Europe?

Please insert the contents of this page inside your e-mail response by using your 'Copy' and Paste' functions.

You can also print this page and fax it to: 0800 404 9414 (toll free from the UK) or 001 604 294 9421.

Please enter

Today's date:

Your name:

Your title:

The name(s) of the centre(s) you represent:

The location of the centre(s) (City and Country):

Telephone number:

Fax number:

Your e-mail address:

Your Centre/Company website address:

For which issue of Tactics Magazine are you submitting material?

Please give us a brief description of the marketing programme that you are interested in having covered:

Important Notice:

This form was created to facilitate the editorial submission process.

Submitting a form does not guarantee that an article will be written about your programme or that your column will be published.

Tactics Magazine will only contact those centre representatives whose programmes it wants to profile, or industry professionals whose guest columns it wishes to run in upcoming issues of Tactics Magazine.

Thank you for your submission.

For information on editorial selection criteria, please contact:

Myriam Beaugé, Editor in Chief

Phone: 0800 404 9413 (toll free from the UK) or 001 604 294 6671

Fax: 0800 404 9414 (toll free from the UK) or 001 604 294 9421

Email: myriamb@tacticsmagazine.com

Print & Fax Subscription Form

YES! START MY SUBSCRIPTION TO TACTICS EUROPE MAGAZINE RIGHT AWAY!

I will receive one free introductory issue of Tactics Europe, plus six bi-monthly issues each year.

Check one:

One year for £125

Two years for £230

subscriber information

Mr.

Ms.

Mrs.

Full Name:

Position:

Company:

Postal Address:

City:

County/Province/State:

Country:

Postal/Zip Code:

Business Phone Number:

Fax Number:

E-mail Address:

Company Website Address:

Number of stores in your centre:

The price per subscription is:

One year for £125

Two years for £230 (£20 saving)

Print this form and fax it to:

0800 404 9414 (toll free from the UK)

or to 001 604 294 9421

You may also e-mail Janet Holt,
subscription coordinator,
at info@tacticsmagazine.com

Payment Method (circle one):

Visa

MasterCard

Amex

Bill Me

Credit Card Number:

Expiration Date:

Name on Card:

Signature of Cardholder:

Thank you for your subscription to:

Tactics Europe Magazine.

Advertising Booking Form

BILLING ADDRESS

Advertisers Name:

Address:

Country: Post Code:

Attention:

This is to confirm the following advertising placement for the above company, based on these terms:

Ad Heading:

Ad Size:

Color:

Insertion Date:

of insertions: Rate:

Additional instructions:

Electronic files must include all fonts and support files, Macintosh format preferred, Quark 5.0 Adobe Illustrator 10.0, Adobe Photoshop 7.0. If using PDF files please make sure to embed all fonts and images. E-mail electronic files to alperks@tacticsmagazine.com.

Terms & Conditions:

- 1) This is not an invoice. An official invoice along with a tear sheet will be sent upon completion of the magazine.
- 2) Invoices not paid within 30 days are subject to a 2% per month penalty on the total amount.
- 3 All rates subject to applicable taxes.
- 4) Advertisers who do not fulfill contracts will be charged the "short rate" which is the difference between the next higher insertion rate and the frequency discounted rate.
- 5) Frequency discount rates will only be in effect if all insertions are run within 1 year of an agreement being set up.
- 6) Advertising subject to approval. We reserve the right to revise or reject advertisements in accordance with standards acceptable to Tactics Europe Magazine.
- 7) An order not corresponding with the current rate card will be regarded as an error and advertising will be billed with rates in force.
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- 11) Publisher limits his liability for errors in printed advertisements to 10% of the space value of the ad.
- 12) Publisher will make every effort to provide a proof, otherwise reserves the right to run an ad prepared from rough draft material.
- 13) Please make cheque payable to: Tactics Magazine.
- 14) Please send payment and advertising material to:
Tactics Europe Magazine, 4416 Dawson Street, Burnaby, BC, Canada V5C 4B9.