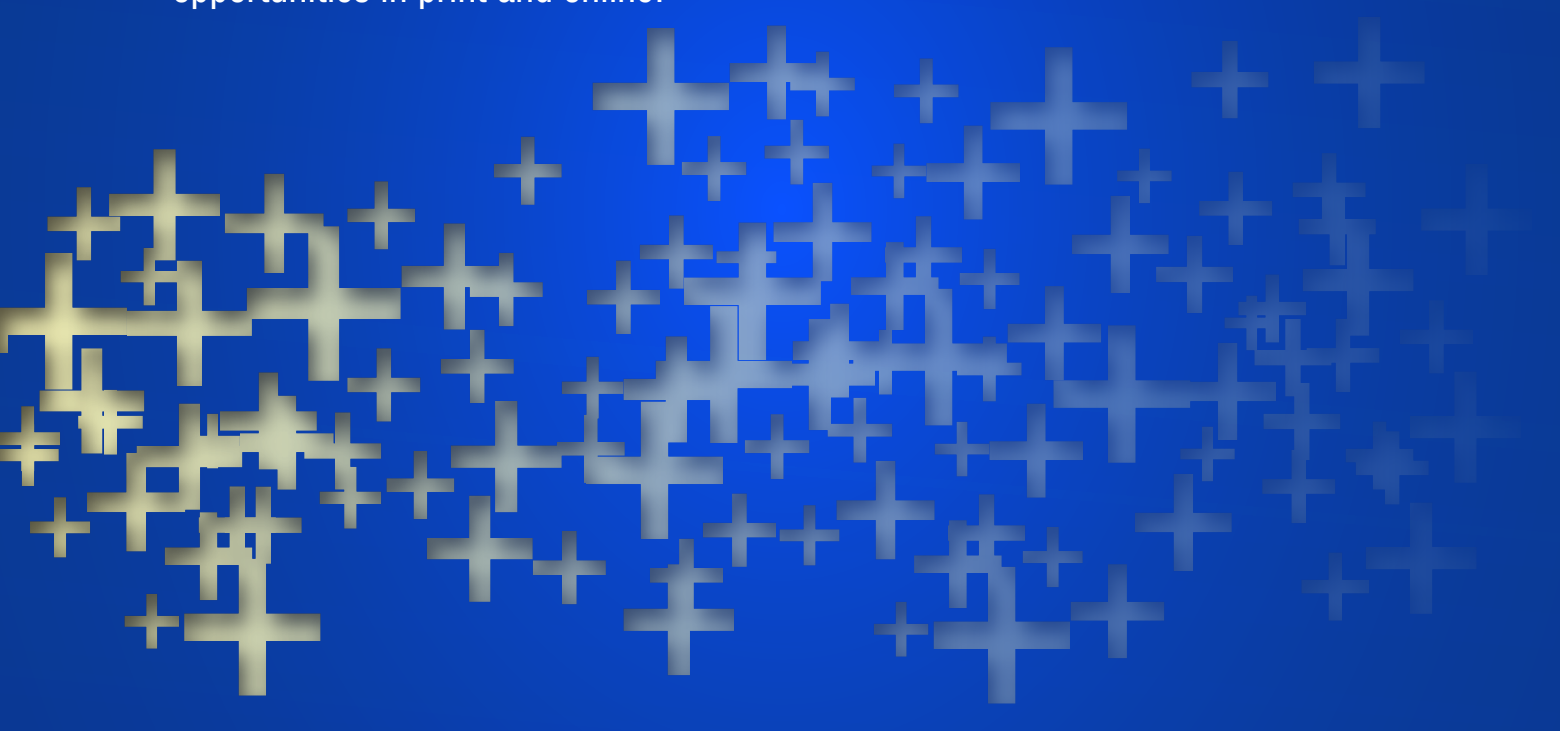


2015

Advertising Media Kit⁺

Editorial Calendar

Bright marketing ideas, brilliant promotional opportunities in print and online.




mall media inc

Visit us at: www.mallmedia.net

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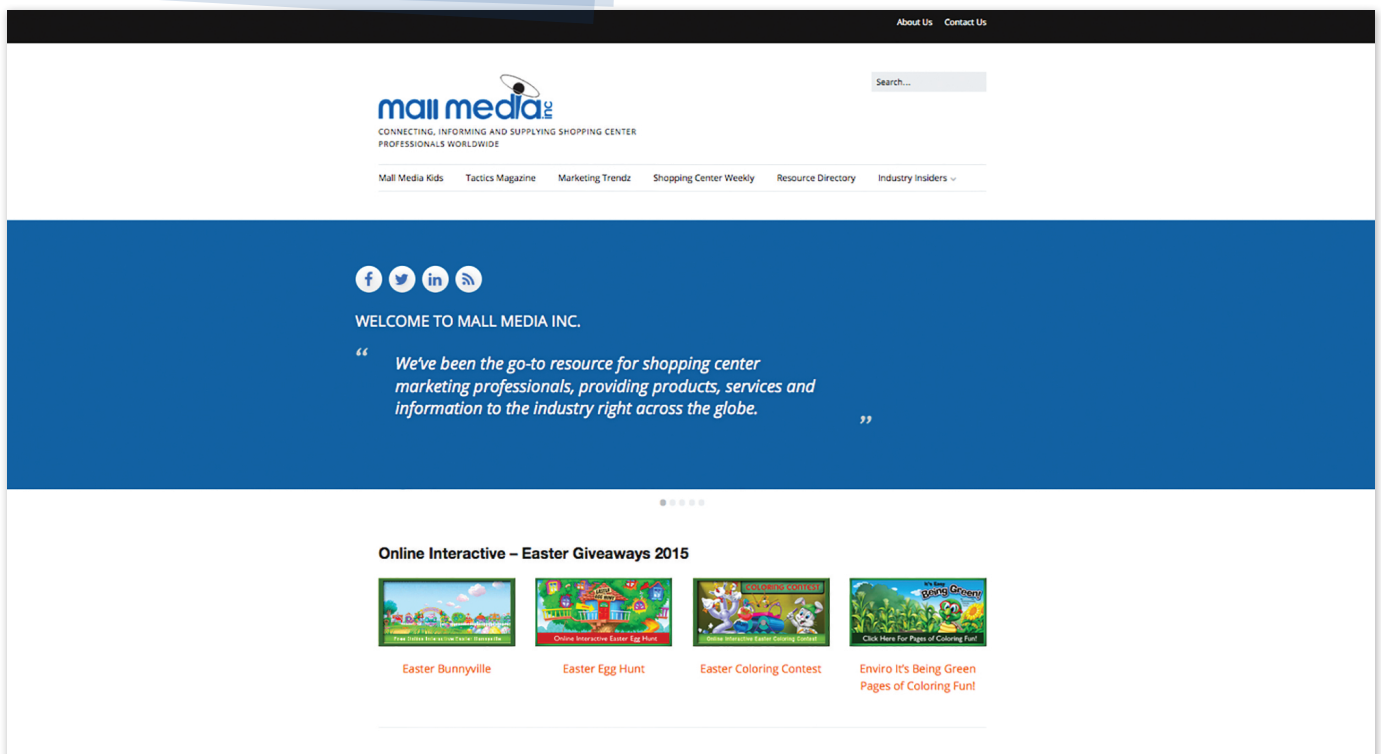
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- Print Ad Specifications
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- Editorial & Ad Submission Deadlines
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Mall Media Inc. has been informing, connecting and supplying shopping center professionals since 1980. A member and media partner of ICSC, it operates Mall Media Kids, the world's leading supplier of personalized seasonal giveaways, and also publishes Tactics Magazine, Marketing Trendz and Shopping Center Weekly, trusted global retail marketing and management trade publications. Access them all from the Mall Media Hub.



Advertising Email Contact: ads@tacticsmagazine.com



Are You an Industry Insider

With any booking of a full-page display ad in the print edition of Tactics Magazine or a banner ad on the Tactics Online news website, you will receive the opportunity to place your own advertorial profile page on the Mall Media Hub for free.


Advertorials offer an ideal platform for you to (re)introduce yourself as an industry insider to the shopping center industry worldwide, while giving marketers the additional information they need to begin the process of outsourcing key aspects of their strategic planning.

Advertorials make the most of the interactive nature of the Web, with links to your company's website, e-mail addresses, multimedia content and social media networks. They also relate to the broad topics that we will focus on in each special edition of Tactics, and act as extensions of our annual Shopping Center Resource Directory, which incidentally will be accessible year-round and fully searchable on our Tactics news website.

In addition to the advertorial offer, Tactics advertisers will also receive promotional space of equal dollar value to their magazine booking on our Shopping Center Weekly online newsletter. Shopping Center Weekly is distributed to virtually every major mall in Canada, the USA, Australia, and Europe. Our monthly circulation is 27,940 (6,985 per week).

To view our most recently posted advertorial profiles, simply visit www.MallMedia.net.

 For more information and for ad rates, email us at ads@tacticsmagazine.com.

 For editorial guidelines, contact **Myriam Beaugé** at myriamb@mallmedia.net.

tactics

www.tacticsmagazine.com

TACTICS MAGAZINE – The Global News Source for Shopping Center Professionals
6,985 WEEKLY SUBSCRIBERS • 27,940 READERS EVERY MONTH

Recognized for more than 20 years as the industry's leading trade publication with a strong marketing focus, Tactics is expanding its content to share strategies relating to other aspects of shopping center business, including leasing, center management and maintenance, property development, retail store operation and promotion, professional development, and more. That's in addition to continued coverage of advertising campaigns, seasonal programs, sales promotions and events, technology-based initiatives, and other marketing strategies.

Tactics Magazine – Website and Print Edition

Initially published six times a year, Tactics Magazine will soon begin to deliver daily news posts and weekly articles on its new online platform, as well as print quarterly special editions focused on Holiday Programs, Technology, Sales Promotions & Events, and Shopping Center Business.

The magazine is designed to assist professionals who are responsible for marketing and managing shopping malls, open-air centers, lifestyle and town centers, outlet centers, and retail parks.

Our readership, which ranges from property-based managers to senior corporate executives, has proven purchasing powers across all areas of shopping center management—creative design, media planning, leasing, market research, décor, sales promotion and events, digital marketing, operations, maintenance, sustainability upgrades, and customer service.

If you are serious about targeting this very lucrative pool of decision makers, advertising in Tactics is your best option.



We are now on Twitter. Follow us on twitter.com/TacticsMag.

EDITORIAL CALENDAR

Tactics Magazine provides you with some comprehensive advertising solutions that include feature-focused and general display advertising, participation in “how-to” articles and the placement of advertising features. Tactics Magazine also offers sustained advertising and promotional support to its clients online on the MallMedia.net hub, TacticsMagazine.com and the Shopping Center Weekly e-mail newsletter.

Please note that the editorial calendar is subject to change without any advance notice.

EDITORIAL	SPECIAL EDITIONS		
<ul style="list-style-type: none"> • THEME: ADVERTISING CAMPAIGNS • Editorial & Ad Submission Deadline: JANUARY 30, 2015 • 2015 SHOPPING CENTER RESOURCE DIRECTORY • Listing Copy Submission Deadline: FEBRUARY 13, 2015 	I		
<ul style="list-style-type: none"> • Special Edition: TACTICS HOLIDAY GUIDE • Feature: Sales Promotions & More • ICSC European Conference & Shopping Centre Awards • Editorial & Ad Submission Deadline: APRIL 17, 2015 	II		
<ul style="list-style-type: none"> • Special Edition: TACTICS TECHNOLOGY GUIDE • Feature: Social Media Mavens • ICSC RECon, U.S. MAXI Awards & European Solal Marketing Awards Recap • Editorial & Ad Submission Deadline: AUGUST 17, 2015 		III	
<ul style="list-style-type: none"> • Cover Story: SHOPPING CENTER BUSINESS • Features: Leasing Programs & Campaigns • Sustainability • Editorial & Ad Submission Deadline: OCTOBER 30, 2015 			IV

PRINT AD MECHANICAL SPECIFICATIONS

WORLDWIDE

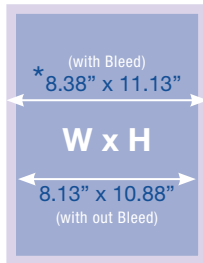
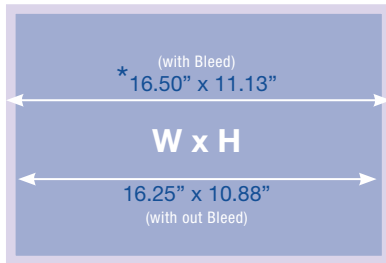
(except Australia & United Kingdom)

\$ - US Dollar

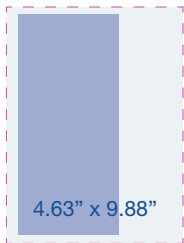
Double-Page Ad

Full-Page Ad

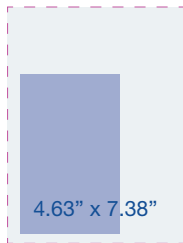
* with 0.125 inches bleed around the page ad
actual page ad dimension with out bleed



Bleed Not Required



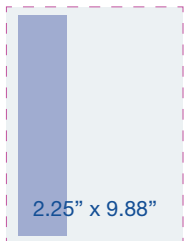
2/3 Ad



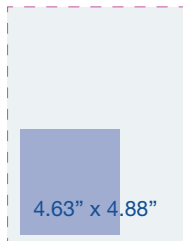
1/2 V. Ad



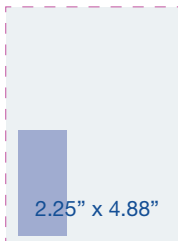
1/2 H. Ad



1/3 V. Ad



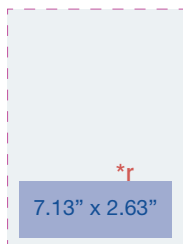
1/3 H. Ad



1/6 V. Ad



1/6 H. Ad



Banner Ad

Legends:

- Ad Size
- Page area

*r - Revised/Corrected

Four Colour Process	1X	3X	6X
Double	\$3,500	\$3,250	\$3,000
Full	\$2,000	\$1,750	\$1,500
2/3	\$1,600	\$1,300	\$1,000
1/2	\$1,200	\$1,000	\$800
1/3	\$700	\$600	\$500
1/6	\$400	\$300	\$200
Banner	\$700	\$600	\$500

Covers (4/C only)	1X	3X	6X
Inside (front or back)	\$2,250	\$2,000	\$1,750
Outside (back cover)*	\$2,500	\$2,250	\$2,000

()*: All outside back cover placements come with a top banner ad placement for two (2) months on the TacticsMagazine.com website.

Please note that covers are non-cancelable.

Bonus:

Whatever you spend on advertising in Tactics will act as a credit toward advertising in SCW.

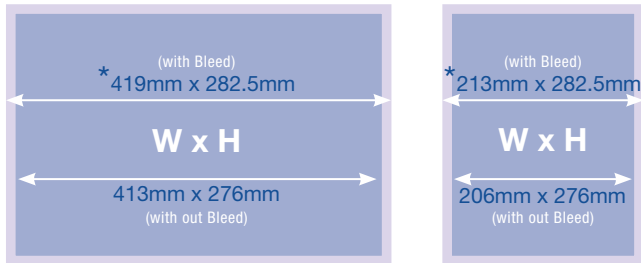
PRINT AD MECHANICAL SPECIFICATIONS

AUSTRALIA & UNITED KINGDOM

Double-Page Ad

Full-Page Ad

* with 3.175 mm bleed around the page ad
 actual page ad dimension with out bleed



Bleed Not Required



Legends:
 - Ad Size
 - Page area

\$ - US Dollar / £ - British Pound

Four Colour Process	1X	3X	6X
Double	\$3,500	\$3,250	\$3,000
	£2,000	£1,900	£1,800
Full	\$2,000	\$1,750	\$1,500
	£1,200	£1,100	£1,000
2/3	\$1,600	\$1,300	\$1,000
	£1,000	£900	£800
1/2	\$1,200	\$1,000	\$800
	£800	£700	£600
1/3	\$700	\$600	\$500
	£500	£450	£400
1/6	\$400	\$300	\$200
	£300	£275	£250
Banner	\$700	\$600	\$500
	£500	£450	£400

Covers (4/C only)	1X	3X	6X
Inside (front or back)	\$2,250	\$2,000	\$1,750
	£1,300	£1,200	£1,100
Outside (back cover)*	\$2,500	\$2,250	\$2,000
	£1,500	£1,400	£1,300

(*) All outside back cover placements come with a top banner ad placement for two (2) months on the TacticsMagazine.com website.

Please note that covers are non-cancelable.

Bonus:
 Whatever you spend on advertising in Tactics will act as a credit toward advertising in SCW.

INSERTS & FLYERS (North America only)

Your pre-printed advertising flyers can be distributed inside or outside the magazine. Please note that inserts **must be trimmed** no larger than 8"x10".

Full distribution coverage | 35¢ per piece • Partial distribution coverage | 40¢ per piece

SHOPPING CENTER WEEKLY

ONLINE NEWSLETTER

Reach the 6,985 shopping center and retail decision makers in North America, Europe, Australia and Asia 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.

Placements	Rates
(width x height) 184px by 184px at 72 dpi	
Note: Ad submission size - 440px by 440px (To maintain the quality of the ad when viewed on different platforms, please use the ad submission size.)	
Four consecutive ad placements	\$400
	£300 (UK Only)
One ad placement per month	\$200
	£150 (UK Only)

Format: JPG or PNG (maximum file size: 100kb)

Bonus: Whatever you spend on advertising in SCW will act as a credit toward advertising in Tactics Magazine.

SPONSORED FEATURES

Each issue of *Tactics Magazine* gives you the opportunity to communicate with your target market in your own words.

Sponsored features provide you with a vehicle to engage marketing managers and center managers, using your own editorial, pictures and graphics to present your business from your own perspective.

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

Please email **us** at ads@tacticsmagazine.com for details.

PRODUCTIONS

In-house production and design support available.



Tactics Online Ad SPECIFICATIONS

All prices shown are for a one-month placement.
(4 Insertions)

Homepage Banner Ad Only one (1) spot available.	\$1,000.00 728px by 90px
Homepage Skyscraper Ad Four (4) spots available.	\$500.00 180px by 150px
Department Skyscraper Several categories and spots available.	\$300.00 340px by 72px
Sponsored Features	\$1,500.00

Please contact us for details on ad packages.

MATERIAL REQUIREMENTS

Electronic files must include all fonts and support files. Mac format preferred (Adobe Creative Cloud). We recommend delivering your files in PDF format. If using PDF files, please be sure to embed all fonts and images.

TERMS AND CONDITIONS

1	All rates subject to applicable taxes.
2	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.
3	Frequency discount rates will only be in effect if all insertions are run within one (1) year of an agreement being set up.
4	Advertising subject to approval. We reserve the right to revise or reject advertisements in accordance with standards acceptable to Mall Media Inc.
5	An order not corresponding to the current rate card will be regarded as an error and advertising will be billed with rates in force.
6	When revised ads or copy are not received by material deadline, copy run in previous issue will be inserted.
7	No space cancellations will be accepted after closing dates. Covers are non-cancelable.
8	Publisher limits his liability for errors in printed advertisements to 10% of the space value of the ad.
9	Publisher will make every attempt to provide a proof; otherwise reserves the right to run an ad prepared from rough draft material.
10	Please make cheque payable to: Mall Media Inc.
11	Please send payment to either: 4416 Dawson Street, Burnaby, BC, Canada V5C 4B9 or PMB 4416, 250 H Street, Blaine, WA 98230



MARKETING TRENDZ

FOR SHOPPING CENTER PROFESSIONALS

Marketing Trendz is the leading global professional how-to guide for shopping center and general retail marketing.

This contemporary full-color magazine, which comes in print and enhanced digital formats, offers in-depth advertising campaign cover stories, how-to marketing tips, consumer research, demographic trends, retail product news, Web-based marketing strategies and a roster of preferred industry suppliers.

Our readership ranges from shopping center property managers to senior executives at development companies. If you're keen to reach them, then advertising in Marketing Trendz is an opportunity not to be missed.

www.MarketingTrendz.net

Your Vehicle, your decision

Marketing Trendz doesn't merely offer promotional space in its editions, but it also provides a comprehensive advertising package that includes participation in "how-to" articles and the placement of advertising features. Marketing Trendz also offers sustained advertising and promotional support to its clients online on MarketingTrendz.net and the Shopping Center Weekly e-mail newsletter.

TRENDZ CONTENTS SAMPLE

Cover Story | ADVERTISING CAMPAIGN

Departments:

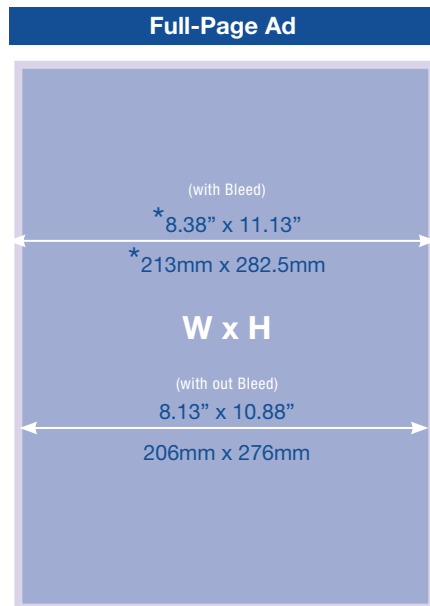
- Community Relations
- Digital Marketing/Social Media
- Mall Giveaways
- Product News
- Leasing Programs
- Retail Trends
- Retail Promotions & Events
- Suppliers Listings
- Webmasters

EDITORIAL & AD SUBMISSION DEADLINES

The third Friday of the month for an ad placement in the following magazine edition.

Please note that the contents are subject to change without advance notice.

PRINT AD MECHANICAL SPECIFICATIONS



* with 0.125 inches / 3.175 mm bleed around the page ad
 actual page ad dimension with out bleed

Four Colour Process	1x	3x	6x	12x
Outside back cover*	\$1,750	\$1,500	\$1,200	\$1,000
Australia rates*	\$1,750	\$1,500	\$1,200	\$1,000
United Kingdom rates*	£1,200	£1,100	£1,000	£1,000

Suppliers Listings	**One-year placement
North America & Australia	\$400
United Kingdom	£250

(*): All outside back cover placements come with a top banner ad placement for one (1) month on the MarketingTrendz.net website.

(**): All supplier listings come with a digital listing on MarketingTrendz.net.

Please note that outside back covers are non-cancelable.



Shopping Center Weekly

For the latest news in mall marketing, sign up for free at:
WWW.SHOPPINGCENTERWEEKLY.COM

DELIVERED
FROM
THE DIGITAL PRESSES
EVERY THURSDAY



Facebook.com/shoppingcenterweekly

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