**Value Retail News 2016 Advertising Planner**

**Value Retail News** is the only publication focusing solely on the outlet retail and outlet-center industries. 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.

### January/February
- **VRN Spring Outlet Deal Making Issue**
  - Ad reservations due: **10/26/15**
  - Ad materials due: **11/02/15**
- **Bonus Distribution:**
  - VRN Spring Outlet Deal Making: Feb. 11-12
  - Whistler Conference: Jan. 25-27
  - Winter 2016 IOJ Bonus Mailing

### March
- Ad reservations due: **1/04/16**
- Ad materials due: **1/11/16**
- **Bonus Distribution:**
  - Mid Atlantic Conference: Mar. 17-18
  - ICSC European Outlet Conference & Retail Connections: Mar. 22-23

### April
- Ad reservations due: **2/05/16**
- Ad materials due: **2/12/16**
- **Bonus Distribution:**
  - ICSC European Conference: Apr. 18-19
  - 2016 Spring IOJ Bonus Mailing

### May
- **RECon Issue**
  - Ad reservations due: **2/24/16**
  - Ad materials due: **3/02/16**
- **Bonus Distribution:**
  - ICSC RECon: May 23-25

### June/July
- Ad reservations due: **4/11/16**
- Ad materials due: **4/25/16**
- **Bonus Distribution:**
  - Quebec Conference: June 7-9
  - 2016 Summer IOJ Bonus Mailing

### August
- Ad reservations due: **5/27/16**
- Ad materials due: **6/01/16**
- **Bonus Distribution:**
  - Florida Conference: August 21-23
  - Western Division Conference: Aug. 31-Sept. 2

### September
- **VRN Fall Outlet Convention Issue**
  - Ad reservations due: **6/27/16**
  - Ad materials due: **7/05/16**
- **Bonus Distribution:**
  - Canadian Convention: Sept. 19-21
  - VRN Fall Outlet Convention: Sept. 26-28
  - 2016 Centers of Interest IOJ Bonus Mailing

### October
- Ad reservations due: **7/27/16**
- Ad materials due: **8/03/16**
- **Bonus Distribution:**
  - Texas Conference: Oct. 5-7
  - Chicago Deal Making: Oct. 19-20

### November
- Ad reservations due: **8/25/15**
- Ad materials due: **9/8/15**
- **Bonus Distribution:**
  - RECon Asia: Nov. 9-11
  - Mapic: Nov. 16-18
  - RetailGreen Conference & Centerbuild Conference: Nov. 29-Dec. 2
  - Fall 2016 IOJ Bonus Mailing

### December
- **NY National Conference & Deal Making Issue**
  - Ad reservations due: **9/26/16**
  - Ad materials due: **10/03/16**
- **Bonus Distribution:**
  - ICSC NY National Deal Making: Dec. 5-6

### January/February 2017
- Ad reservations due: **11/24/16**
- Ad materials due: **12/01/16**
- **Bonus Distribution:**
  - Whistler Conference: Jan. 30-Feb. 1
  - Winter 2017 IOJ Bonus Mailing

**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

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X*</th>
<th>6X*</th>
<th>12X*</th>
<th>18X*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front</td>
<td>$5,385</td>
<td>$4,735</td>
<td>$4,425</td>
<td>$4,040</td>
<td>$3,775</td>
</tr>
<tr>
<td>Inside Back</td>
<td>5,325</td>
<td>4,665</td>
<td>4,375</td>
<td>4,100</td>
<td>3,690</td>
</tr>
<tr>
<td>Back Cover</td>
<td>5,675</td>
<td>5,050</td>
<td>4,705</td>
<td>4,490</td>
<td>4,140</td>
</tr>
</tbody>
</table>

(includes space, color and bleed)

SPACE RATES

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

(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

- **Live Area**: 8” x 11-3/4”
- **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”
Published five times a year, the *International Outlet Journal* covers outlet retailing beyond North America, reporting on Europe, Asia, Australia and South America.

### International Outlet Journal 2016 Advertising Planner

**Winter**
- Ad reservations due: 11/23/15
- Ad materials due: 11/30/15
- Bonus Distribution:
  - VRN Spring Outlet Deal Making...Feb. 11-12
  - Distributed with the 2016 January/February VRN

**Spring**
- Ad reservations due: 2/01/16
- Ad materials due: 2/08/2016
- Bonus Distribution:
  - 2016 European Outlet Conference...Mar. 22
  - Distributed with the 2016 April VRN

**Summer**
- Ad reservations due: 3/28/16
- Ad materials due: 4/4/16
- Bonus Distribution:
  - 2016 RECon...May 23-25
  - Distributed with the 2016 June/July VRN

**Centers Of Interest**
- Ad reservations due: 6/10/16
- Ad materials due: 6/17/16
- Bonus Distribution:
  - VRN Fall Outlet Convention...Sept. 26-27
  - Distributed with the 2016 August VRN

**Fall**
- Ad reservations due: 8/12/16
- Ad materials due: 8/19/16
- Bonus Distribution:
  - 2016 RECon...May 23-25
  - Distributed with the 2016 June/July VRN
  - Mapic...Nov. 16-18
  - Distributed with the 2016 November VRN

### International Outlet Journal Display Ad Rates

#### STANDARD RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page B&amp;W</td>
<td>$1,775</td>
</tr>
<tr>
<td>1/2 Page B&amp;W</td>
<td>885</td>
</tr>
<tr>
<td>Premium positions - Call for availability</td>
<td>$500</td>
</tr>
</tbody>
</table>

#### COLOR RATES

| 4-Color process       | $1,105 |

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Live Area
9.8 mm x 206.7 mm

Magazine trim size
A4 - 210mm x 297mm

Full Bleed
216.5mm x 304.5mm

Full Page
177.8 mm x 266.7 mm

1/2 Horizontal
177.8mm x 133.35mm
Global Outlet NewsBrief

The editors of VRN and IOJ produce this every-other-week email newsletter, providing news, analysis, trends, events, staff changes and upcoming outlet development deals.

- Frequency: Emailed every other week for Friday delivery to more than 10,000 subscribers.
- Advertising: Live buttons link to your preferred web pages for ongoing marketing and special promotions.

STANDARD RATES

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

<table>
<thead>
<tr>
<th></th>
<th>2 insertions</th>
<th>6 insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position 1</td>
<td>$1,000.00</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Position 2</td>
<td>$600.00</td>
<td>$1,800.00</td>
</tr>
</tbody>
</table>

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

Banner Ad Specs: 300 pixels wide by 100 pixels high. Only jpeg or gif files are accepted. No animated or flash banners.

ENews

Global Outlet NewsBrief delivers top stories & events, every 2 weeks to more than 10k subscribers

Twitter

@ValueRetailNews : breaking news & links, more than 20k impressions per month!

Policies

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:
Please note that all files must be prepared in CMYK, not RGB.

We can accept PDF files if they are made correctly according to High Resolution Print Specifications with all fonts embedded and crop and bleed marks in place. PDFs should follow appropriate specifications regarding resolution and color space for printed materials (300 dpi, CMYK, spot colors).

Any other printers marks may be added but are not mandatory.

By email, send to Randy Gdovin at rgdovin@icsc.org
Files must be under 20 mb and NO ZIPPED files.
If your file is larger than 20 mbs please send via We Send It or Dropbox or a similar internet file sharing service.

VRN Classified Advertising

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1X</th>
<th>3X*</th>
<th>6X*</th>
<th>12X*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Column Inch Rates</td>
<td>$50</td>
<td>$45</td>
<td>$40</td>
<td>$35</td>
</tr>
</tbody>
</table>

*Preferred 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.
Convention Guides

The VRN Spring and Fall Conventions are the major deal making gatherings of outlet professionals in North America. The Guides are the single source for exhibitor information, program schedules and attendee affiliation. Distributed to all attendees.

STANDARD RATES

<table>
<thead>
<tr>
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<th>Rate</th>
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<tbody>
<tr>
<td>Full Page B&amp;W</td>
<td>$1,775</td>
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<tr>
<td>1/2 Page B&amp;W</td>
<td>885</td>
</tr>
<tr>
<td>1/4 Page B&amp;W</td>
<td>425</td>
</tr>
<tr>
<td>Premium positions - Call for availability</td>
<td>$500</td>
</tr>
</tbody>
</table>

SPECIAL RATES (for qualified advertisers)

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page B&amp;W</td>
<td>$845</td>
</tr>
<tr>
<td>1/2 Page B&amp;W</td>
<td>445</td>
</tr>
<tr>
<td>1/4 Page B&amp;W</td>
<td>215</td>
</tr>
<tr>
<td>1/4 Page B&amp;W</td>
<td>* Free</td>
</tr>
</tbody>
</table>

COLOR RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Color process</td>
<td>$1,105</td>
</tr>
</tbody>
</table>

CLOSING DATES

2016 VRN Spring Outlet Retail Deal Making Program Guide
Ad reservations due: 12/15/15
Ad materials due: 1/5/16

2016 VRN Fall Outlet Convention Program Guide
Ad reservations due: 8/15/16
Ad materials due: 8/22/16

*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 free ¼ page ad in the Fall Convention Program Guide. Find out how to qualify for preferred advertiser discounts in the Program Guide.

Value Retail Directory & Global Outlet Project Directory

The VRN Directories: Now combined and searchable online! The online + print package features

- More than 550 Outlet Projects in over 40 countries, with market data, tenant lists and leasing/owner/management contacts.
- More than 500 Value & Outlet Retailers, including leasing contacts, outlet chain locations, growth plans by brand.

Advertising: Online linked ad spaces available.* Print position pages available.

STANDARD RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$2,295*</td>
</tr>
<tr>
<td>Inside Front &amp; Back Cover &amp; Tabs</td>
<td>$1,795*</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,295*</td>
</tr>
</tbody>
</table>

COLOR RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Color</td>
<td>$1,105</td>
</tr>
</tbody>
</table>

* Call for availability and pricing
Advertising Policies

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) 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.
3) Publisher reserves the right to reject advertising considered objectionable 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.

Contacts

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**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 MAPIC.
- 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 30 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.