

## 2010 : ADVERTISING RATE CARD

### SUSTAINABLE MARKETING IDEAS FOR SHOPPING CENTERS

Tactics Magazine is the world's leading shopping center trade publication specializing in marketing. Published six times a year, it goes out to professionals who are responsible for marketing shopping malls, open-air centers, town centers, outlet centers and retail parks. Our readership, which ranges from property marketing directors to senior corporate executives, has proven purchasing power across all areas of the marketing mix—creative design and visual branding, media planning, public relations, specialty leasing, market research, décor, sales promotions and events, directional signage, digital marketing and operational concerns. If you're serious about targeting this lucrative pool of decision makers, advertising in Tactics Magazine is your best option.

## **INSERTS & FLYERS**

Your pre-printed advertising flyers can be distributed inside or outside the magazine. Inserts must be trimmed no larger than 8"x10".

Full distribution coverage | \$0.35 per piece  
Partial distribution coverage | \$0.40 per piece

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## **SHOPPING CENTER WEEKLY ONLINE NEWSLETTER**

Reach the 4,600 shopping center and retail decision makers in North America, Europe 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 | \$400  
1 ad placement per month | \$200  
Dimensions | W: 120px X H:400px at 72 dpi.

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## **ADVERTORIALS**

Each issue of Tactics Magazine 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 center 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 Marianne Svensson for details.

## **MATERIAL REQUIREMENTS**

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

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## **PRODUCTION:**

In-house production and design available.

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## **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 | All rates subject to applicable taxes.
- 3 | Invoices not paid within 30 days are subject to a 2% per month penalty on the total amount.
- 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 | No space cancellations will be accepted after closing dates. Covers are non-cancelable.
- 6 | Publisher is not responsible for advertising material unless return delivery instructions are received within 90 days after last use.
- 7 | Publisher limits his liability for errors in printed advertisements to 10% of the space value of the ad.
- 8 | Please make cheque payable to:  
Tactics Magazine.

## **CONTACT | MARIANNE SVENSSON**

1-800-665-2115 • North America  
0800 404 9413 • United Kingdom  
1-800-005-583 • Australia  
001 604 294 6671 • Worldwide  
marianne@tacticsmagazine.com

## MECHANICAL SPECIFICATIONS

DIMENSIONS	WIDTH	DEPTH
Double Page (Bleed)	16 1/2"	11 1/8"
Double Page (Trim)	16 1/4"	10 7/8"
Full Page (Bleed)	8 3/8"	11 1/8"
Full Page (Trim)	8 1/8"	10 7/8"
1/2 Page (Vertical)	4 5/8"	7 3/8"
1/2 Page (Horizontal)	8 1/8"	4 7/8"
2/3 Page (Vertical)	4 5/8"	9 7/8"
1/3 Page (Horizontal)	4 5/8"	4 7/8"
1/3 Page (Vertical)	2 1/4"	9 7/8"
1/6 Page (Vertical)	2 1/4"	4 7/8"
1/6 Page (Horizontal)	4 5/8"	2 3/8"

FOUR COLOUR PROCESS	1X	3X	6X
Double page Spread	\$3,500	\$3,250	\$3,000
Full Page	\$2,000	\$1,750	\$1,500
2/3 Page	\$1,600	\$1,300	\$1,000
1/2 Page	\$1,200	\$1,000	\$800
1/3 Page	\$700	\$600	\$500
1/6 Page	\$400	\$300	\$200

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

Please note that covers are non-cancelable.



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## EDITORIAL CALENDAR

Tactics Magazine 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 Magazine also offers sustained advertising and promotional support to its clients online via its Shopping Centre Weekly e-mail newsletter, for which it generates original editorial content.

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

### ISSUE I

Cover Story | FOOD & BEVERAGE MARKETING  
Special Feature | Category Marketing  
Editorial & Ad Submission Deadline:  
JANUARY 29, 2010

### ISSUE II

Special Edition | TACTICS HOLIDAY GUIDE  
Feature | Fusion Conference Report &  
Inaugural U.S. MAXI Awards  
Editorial & Ad Submission Deadline:  
MARCH 26, 2010

### ISSUE III

Cover Story | ALL ABOUT THE WEB  
Special Features  
▪ Leasing Matters, ICSC RECon & Best-of-the-Best Awards  
▪ ICSC European Conference  
Editorial & Ad Submission Deadline:  
JUNE 4, 2010

### ISSUE IV

Cover Story | TACTICS ADVERTISING BOOK  
Special Features  
▪ ICSC European Marketing Conference & Solal Awards  
▪ Centralized vs. Mall-Based Marketing  
Editorial & Ad Submission Deadline:  
JULY 23, 2010

### ISSUE V

Cover Story | GENERATING INCREMENTAL INCOME  
Special Feature | PR, The Promotional Budget Supplement  
Editorial & Ad Submission Deadline:  
SEPTEMBER 24, 2010

### ISSUE VI

Cover Story | FOCUS ON OPEN-AIR CENTERS  
Special Features  
▪ ICSC RECon Asia  
▪ Recruiting & Career Development  
Editorial & Ad Submission Deadline:  
NOVEMBER 26, 2010

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## **KEY CONTACTS**

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[www.ShoppingCenterWeekly.com](http://www.ShoppingCenterWeekly.com)

### TOLL FREE IN NORTH AMERICA

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### TOLL FREE IN THE UNITED KINGDOM

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### TOLL FREE IN AUSTRALIA

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