

2010 : ADVERTISING RATE CARD

SUSTAINABLE MARKETING IDEAS FOR SHOPPING CENTRES

Tactics Magazine is the world's leading shopping centre trade publication specialising in marketing. Published six times a year, it goes out to professionals who are responsible for marketing shopping malls, open-air centres, town centres, outlet centres 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, commercialisation, 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.

SHOPPING CENTRE WEEKLY ONLINE NEWSLETTER

Reach the 4,600 shopping centre and retail decision makers in the UK & 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 | £400
1 ad placement per month | £150

DIMENSIONS

W: 120px X H:400px at 72 dpi.

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 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 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.

PRODUCTION:

In-house production and design available.

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 | UK residents - tax exempt.
- 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

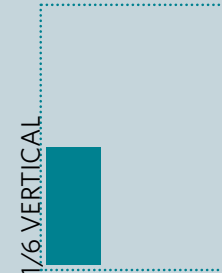
MECHANICAL SPECIFICATIONS

DIMENSIONS	WIDTH	DEPTH
Double Page (Bleed)	419mm	282.5mm
Double Page (Trim)	413mm	276mm
Full Page (Bleed)	213mm	282.5mm
Full Page (Trim)	206mm	276mm
1/2 Page (Vertical)	117.5mm	187mm
1/2 Page (Horizontal)	206mm	124mm
2/3 Page (Vertical)	117.5mm	251mm
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

FOUR COLOUR PROCESS	1X	3X	6X
Double page Spread	£2,000	£1,900	£1,800
Full Page	£1,200	£1,100	£1,000
2/3 Page	£1,000	£900	£800
1/2 Page	£800	£700	£600
1/3 Page	£500	£450	£400
1/6 Page	£300	£275	£250

COVERS: (4/C ONLY)	1X	3X	6X
Inside (front or back)	£1,300	£1,200	£1,100
Outside back cover	£1,500	£1,400	£1,300

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:](#)
29TH JANUARY, 2010

ISSUE II

Special Edition | TACTICS HOLIDAY GUIDE
Feature | Fusion Conference Report &
Inaugural U.S. MAXI Awards
[Editorial & Ad Submission Deadline:](#)
26TH MARCH, 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:](#)
4TH JUNE, 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:](#)
23RD JULY, 2010

ISSUE V

Cover Story | GENERATING INCREMENTAL INCOME
Special Feature | PR, The Promotional Budget Supplement
[Editorial & Ad Submission Deadline:](#)
24TH SEPTEMBER, 2010

ISSUE VI

Cover Story | FOCUS ON OPEN-AIR CENTRES
Special Features
▪ ICSC RECon Asia
▪ Recruiting & Career Development
[Editorial & Ad Submission Deadline:](#)
26TH NOVEMBER, 2010

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marianne@tacticsmagazine.com

KEY CONTACTS

EDITORIAL

Myriam Beaugé | Editor in Chief
myriamb@tacticsmagazine.com

ADVERTISING

Marianne Svensson | Advertising Sales Representative
marianne@tacticsmagazine.com

PHONE

Toll Free (NA) 1-800-665-2115
Toll Free (UK): 0800 404 9413
Toll Free (Australia): 1-800-005-583
Worldwide: 001 604 294 6671

OUR OFFICES

Head Office | 4416 Dawson Street
Burnaby, BC Canada V5C 4B9
Web: www.TacticsMagazine.com
www.ShoppingCenterWeekly.com

TOLL FREE IN THE UNITED KINGDOM

Phone | 0800 404 9413
Fax | 0800 404 9414

TOLL FREE IN NORTH AMERICA

Phone | 1-800-665-2115
Fax | 1-604-294-9421

TOLL FREE IN AUSTRALIA

Phone | 1-800-005-583
Fax | 1-800-005-589

WORLDWIDE

Phone | 001 604 294 6671
Fax | 001 604 294 9421