

Value Retail News 2008 Advertising Planner

Value Retail News magazine is dedicated to providing the vital information and resources required by outlet and off-price retailers, developers and service professionals to ensure business growth in the dynamic outlet and off-price industry worldwide. VRN provides readers with exclusive outlet and value retail industry research and insight. It is published 10 times a year.

January/February

INDUSTRY TRENDS FOR 2008

Ad reservations due: 11/26/07
Ad materials due: 12/7/07

Bonus Distribution:

Mountain States Idea Exchange: January 17-18
Whistler Conference: January 27-29
Missouri/Kansas Idea Exchange: January 29-30
Puerto Rico Idea Exchange: January 31 – February 1
West Florida Idea Exchange: February 6-7
European Forum: February 8
Southern California Idea Exchange: February 12
Gulf South Idea Exchange: February 13-14
Midwest Idea Exchange: February 21-22
VRN Spring Deal Making: February 21-22

March

STATE OF THE OUTLET INDUSTRY REPORT

Ad reservations due: 12/28/07
Ad materials due: 1/11/08

Bonus Distribution:

Mid Atlantic Idea Exchange: March 10-11
Specialty Retailing Conference: March 11-14
Carolinas Idea Exchange: March 17-18
Monterey Idea Exchange: March 18-20
Indiana Idea Exchange: March 19-20
Southwest Idea Exchange: March 25-26

April

TOURISM AND OUTLETS

Ad reservations due: 2/15/08
Ad materials due: 2/25/08

Bonus Distribution:

North Florida Idea Exchange: April 7-8
European Conference: April 16-18
Wisconsin Idea Exchange: April 23-24

May

OWNERSHIP CHANGES CHART

Ad reservations due: 3/14/08
Ad materials due: 3/28/08

Bonus Distribution:

ICSC Spring Convention Leasing Mall & Trade Exposition: May 18-21

June/July

OUTLET CENTER OCCUPANCY REPORT

Ad reservations due: 4/28/08
Ad materials due: 5/9/08

Bonus Distribution:

European Marketing Conference: June 12-13
Hawaii Idea Exchange: June 18
Pittsburgh Idea Exchange: June 30-July 1
New England Idea Exchange: July 9-10
Michigan Idea Exchange: July 16-17
Tennessee/Kentucky Idea Exchange: July 17-18
Rocky Mountain Idea Exchange: July 29-30

August

MADE-FOR-OUTLET GOODS

Ad reservations due: 6/9/08
Ad materials due: 6/27/08

Bonus Distribution:

Pacific Northwest Idea Exchange: August 14-15
Florida Conference: August 17-19

September

SUMMER MARKETING EVENTS

Ad reservations due: 7/11/08
Ad materials due: 7/25/08

Bonus Distribution:

Western Division Conference and Deal Making:
September 10-12
**VRN Fall Outlet Retail Convention:
September 8-9**
Virginia Idea Exchange: September 17-18
Fall Conference: September 21-24
Pennsylvania/New Jersey/Delaware Idea Exchange:
September 23-24

October

OUTLET RETAIL CHAIN AWARDS

Ad reservations due: 8/8/08
Ad materials due: 8/12/08

Bonus Distribution:

IOJ European Outlet Conference: October 13-14
ICSC Asia Expo: October 14-16
Southeast Conference: October 20-22
Chicago Deal Making: October 23-24
Texas Conference and Deal Making: October 29-31

November

OUTLETS' FINANCIAL PICTURE

Ad reservations due: 9/5/08
Ad materials due: 9/19/08

Bonus Distribution:

European Research Seminar: November 6-7
MAPIC: November 19-21
South Florida Idea Exchange: November 25

December

OUTLET INDUSTRY CHALLENGES SURVEY

Ad reservations due: 10/3/08
Ad materials due: 10/17/08

Bonus Distribution:

CenterBuild Conference: December 3-6
New York Conference and Deal Making:
December 8-10

January/February 2009

INDUSTRY TRENDS FOR 2009

Ad reservations due: 12/2/08
Ad materials due: 2/12/08