

Value Retail News 2009 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 2009

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

Bonus Distribution:

Whistler Conference: January 11-13
Gulf South Idea Exchange: Jan 26-27
Southern California Idea Exchange: January 28
Puerto Rico Idea Exchange: January 29-30
West Florida Idea Exchange: February 2-3
Mountain States Idea Exchange: February 11-2
Mid-Atlantic Idea Exchange: February 18-19
Midwest Idea Exchange: February 25-26
VRN Spring Deal Making: February 26-27

March

OWNERSHIP CHANGES CHART

Ad reservations due: 12/29/08
Ad materials due: 1/9/09

Bonus Distribution:

Carolinas Idea Exchange: March 2-3
Monterey Idea Exchange: March 3-5
North Florida Idea Exchange: March 18-19

April

TOURISM AND OUTLETS

Ad reservations due: 2/2/09
Ad materials due: 2/25/09

Bonus Distribution:

European Conference: April 22-24
Wisconsin Idea Exchange: April 22-23

May

STATE OF THE OUTLET INDUSTRY REPORT

Ad reservations due: 3/10/09
Ad materials due: 3/30/09

Bonus Distribution:

RECon: May 17-20

June/July

OUTLET CENTER OCCUPANCY REPORT

Ad reservations due: 4/20/09
Ad materials due: 5/4/09

Bonus Distribution:

Quebec Conference: June 15-17
New England Idea Exchange: July 8-9
Tennessee/Kentucky Idea Exchange: July 21-22
Michigan Idea Exchange: July 22-23
Pacific Northwest Idea Exchange: July 30-31

August

MADE-FOR-OUTLET GOODS

Ad reservations due: 6/18/09
Ad materials due: 6/29/09

Bonus Distribution:

Florida Conference: August 16-18

September

SUMMER MARKETING EVENTS

Ad reservations due: 7/1/09
Ad materials due: 7/20/09

Bonus Distribution:

Western Division Conference: September 2-4
VRN Fall Outlet Retail Convention: September 14-15
Canadian Convention Deal Making & Trade Exposition: September 21-23
Texas Conference & Deal Making: September 28-30

October

OUTLET RETAIL CHAIN AWARDS

Ad reservations due: 8/7/09
Ad materials due: 8/24/09

Bonus Distribution:

IOJ European Outlet Conference
Southeast Conference: October 5-7
Chicago Deal Making: October 29-30

November

OUTLETS' FINANCIAL PICTURE

Ad reservations due: 9/4/09
Ad materials due: 9/21/09

Bonus Distribution:

European Research Seminar: November 5-6
Mixed Use Conference: November 16-17
MAPIC: November 18-20

December

OUTLET INDUSTRY CHALLENGES SURVEY

Ad reservations due: 10/2/09
Ad materials due: 10/19/09

Bonus Distribution:

CenterBuild Conference: December 2-4
New York Conference and Deal Making: December 7-9

January/February 2010

INDUSTRY TRENDS FOR 2010

Ad reservations due: 11/9/09
Ad materials due: 12/1/09