

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 Mopic.

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 20 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.

CORPORATE OFFICE

+1 727 781 7557
2519 N. McMullen Booth Rd,
Suite 510-356
Clearwater, FL 33761

ILLINOIS OFFICE

+1 847 835 1617
+1 847 835 5196 Fax