

# Value Retail News 2011 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

**Trends for 2011**  
**State of the Outlet Industry/Projects**

**Ad reservations due: 11/9/10**  
**Ad materials due: 11/30/10**

**Bonus Distribution:**

Winter IOJ	
Southwest Idea Exchange	January 11-12
Caribbean Conference	January 18-20
Whistler Conference	January 23-25
Southern California Idea Exchange	January 26
Heartland Idea Exchange	January 26-27
North Florida Idea Exchange	February 1-2
Midwest Idea Exchange	February 16-18
Mid Atlantic Idea Exchange	February 22-23
West Florida Idea Exchange	February 24-25

## March

**VRN Spring Convention Issue**  
**State of the Outlet Industry/Retailers**  
**Planned Projects Update**

**Ad reservations due: 12/27/10**  
**Ad materials due: 1/8/11**

**Bonus Distribution:**

Gulf South Idea Exchange	March 1-2
<b>VRN Spring Deal Mailing</b>	<b>March 3-4</b>
Monterey Idea Exchange	March 15-17
Carolinas Idea Exchange	March 21-22
Fusion Conference	March 29-31

## April

**Challenges & Strengths Survey**  
**Ownership Changes Update**

**Ad reservations due: 2/2/11**  
**Ad materials due: 2/25/11**

**Bonus Distribution:**

Spring IOJ	
Wisconsin Idea Exchange	April 6-7
European Marketing Conference	April 6-8
RECon Latin America	April 11-13

## May

**RECon Issue**  
**Planned Projects Update**

**Ad reservations due: 3/10/11**  
**Ad materials due: 3/25/11**

**Bonus Distribution:**

RECon	May 23-25
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## June/July

**Center Make-Overs**

**Ad reservations due: 4/22/11**  
**Ad materials due: 5/6/11**

**Bonus Distribution:**

Summer IOJ	
Quebec Conference	June 15-16
New England Idea Exchange	July 12-14

## August

**Back-to-School Marketing**  
**Center Occupancy Report**

**Ad reservations due: 6/2/11**  
**Ad materials due: 6/15/11**

**Bonus Distribution:**

Florida Conference	August 14-16
Atlantic Provinces Idea Exchange	August 15-17
Pacific Northwest Idea Exchange	August 25-26

## September

**VRN Fall Outlet Leasing & Marketing**  
**Convention Issue**

**Planned Projects Update**

**Ad reservations due: 7/5/11**  
**Ad materials due: 7/19/11**

**Bonus Distribution:**

Western Division Conference	September 7-9
<b>VRN Fall Outlet Leasing &amp; Marketing Convention</b>	<b>September 19-20</b>
Virginia Idea Exchange	September 20-21

## October

**ORCA Winners**

**Ad reservations due: 8/1/11**  
**Ad materials due: 8/16/11**

**Bonus Distribution:**

Fall IOJ	
<b>European Outlet Conference</b>	
Chicago Deal Making	October 27-28

## November

**Outlet Center Openings**

**Ad reservations due: 9/6/11**  
**Ad materials due: 9/21/11**

**Bonus Distribution:**

Pipeline IOJ	
RECon Asia	November 2-4
CenterBuild Conference	November 30 - December 3

## December

**New York National Conference & Deal**  
**Making Issue**

**Ad reservations due: 10/3/11**  
**Ad materials due: 10/17/11**

**Bonus Distribution:**

New York National Conference & Deal Making	December 5-7
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## January/February 2012

**Ad reservations due: 11/14/11**

**Ad materials due: 11/30/11**

Every issue of VRN also has news and reports on consumer habits, leasing, center openings, ownership changes, quarterly and annual earnings, marketing programs, staff changes, development updates and more.