

Retail Traffic 2011 Editorial Calendar

Every-Issue Features

Traffic Patterns: Readers find exclusive data they won't get anywhere else on issues facing the industry.

In-Depth Features: We go behind the headlines to explore the trends in retail real estate—new formats, retailer strategies, mergers and acquisitions, development and architecture and design trends. This is where readers get the big picture.

Executive Spotlights: We sit down with the leading lights of the industry to talk about their background, management philosophy and how they've led their companies to success.

Tenant's Perspective: This section explores retail real estate issues from the tenant's side of the equation. Readers find retail profiles, leasing trends, site selection tips and strategies on getting the most out of retail real estate.

The Management Office: Case studies and strategy stories about the business of doing business—including property management, specialty leasing, security, marketing, recruitment, compensation and many other issues.

January/February

The Finance & Investment Issue

Financing Trends: What are borrowers' options in today's financing climate? This feature will assess what's available throughout the capital stack. It will examine trends among senior lenders such as commercial banks, life insurance companies and conduits. It will also break down the latest developments in mezzanine financing, and show how underwriting standards are changing and when borrowers are in the best position to access the capital that is available.

Investment Trends: For the past two years the story has been that the only deals getting done are for top-tier assets in the best markets. Will the rest of the investment scene loosen up in 2011 and will the outlook for secondary markets improve? We'll examine the trends, along with the state of net least investment—which remains one of the most active areas for retail real estate investors.

Cash on the Sidelines: Opportunistic investors with access to capital—public REITs, non-traded REITs, private players, institutions, etc.—have amassed war chests. How will that cash be employed? Where in the capital stack are opportunistic investors likely to strike? Will the distressed asset investment market continue to develop? We'll investigate these and other issues.

REITs Rule: Retail REITs have been on a roll. This feature will examine public REITs have fared so well and profile a series of new companies conducting IPOs to join their ranks.

E-Special Report: Mid-Atlantic

Mall Marketing Quarterly Update: The rise of smartphones and tablet computers is changing how people shop. It also is transforming how shopping centers and managers communicate directly with consumers. In a quarterly newsletter, Retail Traffic will profile the latest technologies and provide case studies of best practices being developed within the industry.

Show Distribution

- MBA/CREF
- ICSC Mid-Atlantic

Ad Closing: January 5

Materials Due: January 12

March/April

The Owners And Managers Issue

Top Owners and Managers: In our annual survey, we'll determine who's on top in ownership and management of retail real estate.

Mall & Shopping Center Trends: The outlook varies for regional malls, shopping centers, power centers, outlets and lifestyle centers. This package will look at the pros and cons of each segment and examine where experts in each format have found success in recent months. The package will explore trends including development, redevelopment and leasing.

Special Package on Property Management: This comprehensive section will look at all aspects of property management for the retail real estate business. Trends explored will include:

- Energy
 - Security
 - Marketing
 - Maintenance
 - Specialty Leasing
 - Food Court Trends
- ... and much more

Special Advertising Supplement: Inland Empire

Show Distribution

- ICSC Monterey Idea Exchange
- ICSC Carolinas Idea Exchange

Bonus To Advertisers

Ad Recall Survey

Ad Closing: February 25

Materials Due: March 4th

May/June

Everything You Need To Know About Retail Real Estate Issue

In advance of the most important annual gathering of the retail real estate industry, our May/June issue will provide a comprehensive look at the state of the industry. Our coverage will assess the latest trends—including checking in on the state of investment, development/redevelopment and leasing—and have a special section exploring hot markets for retail real estate as well as examining the latest trends among top retail real estate brokers.

Tools of the Trade: A special ad section devoted to technology will look at the latest software and gadgets changing how retail real estate professionals do business.

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Operating Restaurants in Shopping Centers—A Recipe For Success: A special ad supplement with distribution in sister publication Restaurant Hospitality.

Show Distribution

- RECon Convention
- ICSC New England Idea Exchange
- 2011 Midwest Lodging Investors Summit
- ICSC RetailGreen Conference

Ad Closing: April 8

Materials Due: April 15

July/August

Retailer Trends Issue

The success of retail real estate today hinges on finding and retaining the best retail concepts. The industry has been subsumed in a wave of vacancies for much of the past few years as several retail stalwarts faltered and others cut back. But a new wave of retailers is emerging and beginning to cut into that vacant space. This issue will provide an all-encompassing look at the trends among retailers today.

The package will look at the latest trends in areas including **big boxes, new concepts, international retailers, grocers** and **fast-growing specialty tenants**. In addition, the feature will look at the latest trends in **temporary leasing** and **pop-up stores**, as well as provide best practices for landlords looking to **incubate tenants**.

E-Special Report: Florida

E-Special Report: New England

Mall Marketing Quarterly Update: The rise of smartphones and tablet computers is changing how people shop. It also is transforming how shopping centers and managers communicate directly with consumers. In a quarterly newsletter, Retail Traffic will profile the latest technologies and provide case studies of best practices being developed within the industry.

Show Distribution

- ICSC Florida

Ad Closing: June 28

Materials Due: July 7

September/October

The Design & Construction Issue

It's been a tough few years for architects and contractors with the retail pipeline at an all-time low. But some firms have been able to adapt to the new climate by expanding their areas of expertise. Most importantly, having a robust practice that can handle redevelopment and renovation is one way to succeed in today's climate. In addition, being able to help reposition distressed assets is a key skill for architects and contractors. The package will look at what top architects and contractors are doing to maintain or grow their businesses while examining the latest design and construction trends.

Top Retail Contractors Survey & Research: Our annual survey reveals who the top contractors are in the retail real estate industry—and what trends they are seeing in their business.

Special Section: The 22nd Annual SADI Awards & Architectural Showcase

California Market Profile

E-Special Report: Midwest

E-Special Report: Southeast

E-Special Report: Pennsylvania

Show Distribution

- ICSC Western Conference
- ICSC PA/NJ/DE
- ICSC Chicago
- ICSC Southeast

Ad Closing: August 10

Materials Due: August 16

November/December Issue

2012 Forecast Issue

In our annual forecast issue, we'll once again gaze into the crystal ball to explore what readers need to know about the year ahead in **design, investment, finance, development, management, and retailer trends**.

Fifth Annual Green Building Survey: Our exclusive research gauges the importance of sustainability and green building principles to the commercial real estate industry. The survey results, which also will appear in sister publication National Real Estate Investor, are based on input from developers, corporate space users and municipal officials.

The National Real Estate Investor and Retail Traffic Commercial Real Estate Resource Center: Interactive resource guide for retail real estate professionals published from the publication Web sites.

E-Special Report: New York

E Special Report: Texas

Mall Marketing Quarterly Update: The rise of smartphones and tablet computers is changing how people shop. It also is transforming how shopping centers and managers communicate directly with consumers. In a quarterly newsletter, Retail Traffic will profile the latest technologies and provide case studies of best practices being developed within the industry.

Show Distribution

- ICSC New York National Conference
- ICSC CenterBuild Conference

Bonus To Advertisers

Ad Recall Survey

Ad Closing: October 25

Materials Due: November 1