Retail Council of Canada’s 2019 Canadian Shopping Centre Study explores the revolutionary new offerings at Canada’s top shopping malls.

In addition to providing updated year over year mall metrics (productivity per square foot, size and traffic counts and comparisons to shopping malls in the United States), this study will explore how shopping malls are transforming into true communities. The top malls are not only committed to creating exceptional physical shopping experiences, they are also introducing a whole new level of “destination” entertainment attractions, flexible workspaces, enhanced food and grocery options and amenity-filled residential complexes.

The 2019 Canadian Shopping Centre Study is the definitive resource on the Canadian shopping mall landscape. The findings of this report will be of special interest to heads of mid-to-large retailers, operations and store planners, marketers, merchandisers, sales and real estate executives, urban planners, designers and entertainment developers.

Advertorial and advertising opportunities are available.

The study will be a featured report in a SPECIAL EDITION Canadian Retailer, Physical Retail 2019. Marketing will target key retail leaders and shopping mall and real estate executives across Canada through: Retail This Week (26,000 + email subscribers), Canadian Retailer (32,500 + magazine readers), Retail Council of Canada’s website (1,100,000 + users) and social media channels (25,000 + followers) and Retail Insider (20,000 + subscribers). The study will also be aggressively promoted to media to further for to drive thousands of qualified views.

**Deadlines:**

Space close: October 11, 2019
Material close: October 21, 2019
Launch date: November 15, 2019

**CONTACT:**

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2019 CANADIAN SHOPPING CENTRE STUDY

AD RATES

<table>
<thead>
<tr>
<th>SHOPPING CENTRE CONTENT ADJACENCIES</th>
<th>DESCRIPTION</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Placement: 1st full-page colour ad</td>
<td>7.125”w x 9.875”h</td>
<td>$6,500</td>
</tr>
<tr>
<td>Full Page Colour Ads (position tbc)</td>
<td>7.125”w x 9.875”h</td>
<td>$5,500</td>
</tr>
<tr>
<td>Website Study Landing Page (for downloads)</td>
<td>Size of Leaderboard 728x90</td>
<td>One opportunity only $3,500</td>
</tr>
</tbody>
</table>

| PHYSICAL RETAIL ADVERTORIALS/ADS | |
| Two (2) Page Advertorial | Word Count = 770 Imagery: please provide any suggested imagery to accompany the content via email in hi-res print-ready .jpeg format | $7,500 |
| Full Page Advertorial | Word Count = 335 Imagery: please provide any suggested imagery to accompany the content via email in hi-res print-ready .jpeg format | $5,500 |
| Full Page Ad (no page position) | 7.125”w x 9.875”h | 4,500 |

| STUDY NAMING RIGHTS | $15,000 |
| Full co-branding as a partner with Retail Council of Canada and Retail Insider. Exposure points include logo placement on cover, full page ad inside cover, and special full page “partner message” on page 2 of introduction. Title sponsor would be asked to participate in media requests, and get sponsorship recognition at RCC’s Brick and Mortar Retail Forum Nov. 19th, 2019 or other comparable event/exposure. |

AD SIZES

- Full Page Bleed: 8.375”x11.125”
- Full Page No Bleed: 7.125”x9.875”

Magazine Trim Size: 8.125”(w) x 10.875”(h)
DPS Live Area: 15.417” x 9.875”
Full-Page Live Area: 7.125” x 9.875”
Requested File Format:
Press-quality PDF including 0.125” bleed with crop marks.
Note: All text or logos must be placed within the Live Area of any full-page or DPS ad. All embedded imagery must have a minimum resolution of 300dpi.
Artwork that fails to meet this requirement will need to be resubmitted.

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