

## TACTICS MAGAZINE 2010 EDITORIAL CALENDAR

### ISSUE I

- Cover Story: FOOD & BEVERAGE MARKETING
- Special Feature: Category Marketing
- Editorial Submission & Ad Booking Deadline: January 29, 2010

### ISSUE II

- Special Edition: TACTICS HOLIDAY GUIDE
- Feature: Fusion Conference Report & Inaugural U.S. Maxi Awards
- Editorial Submission & Ad Booking Deadline: March 26, 2010

### ISSUE III

- Cover Story: ALL ABOUT THE WEB
- Special Features:
  - Leasing Matters, ICSC RECon & Best-of-the-Best Awards
  - ICSC European Conference
- Editorial Submission & Ad Booking Deadline: June 4, 2010

### ISSUE IV

- Cover Story: TACTICS ADVERTISING BOOK
- Special Features:
  - ICSC European Marketing Conference & Solal Awards
  - Centralized vs. Mall-Based Marketing
- Editorial Submission & Ad Booking Deadline: July 23, 2010

### ISSUE V

- Cover Story: GENERATING INCREMENTAL INCOME
- Special Feature: PR, The Promotional Budget Supplement
- Editorial Submission & Ad Booking Deadline: September 24, 2010

### ISSUE VI

- Cover Story: FOCUS ON OPEN-AIR CENTERS

## ISSUE VI (CONT')

- Special Features:
  - ICSC RECon Asia
  - Recruiting & Career Development
  
- Editorial Submission & Ad Booking Deadline: November 26, 2010

## Cover Story Outlines

### Issue I: FOOD & BEVERAGE MARKETING

- Amenities, Services & Maintenance
- Signage & Visual Merchandising
- Promotions & Special Events

### Issue II: SPECIAL EDITION — TACTICS HOLIDAY GUIDE

- Sales Promotions, Contest & Events
- Gift Card Programs & Wish Lists
- Holiday Décor & Santa Photos
- Community Relations & CSR Initiatives

### Issue III: ALL ABOUT THE WEB

- Mall Website Development & Networks
- Online Consumer Data: Capture, Management, Use & Best Practices
- Social Media: Sites, Mall Blogs & Audience Building
- Retailer Relations: Directories, Merchant Links & Online Sales
- Online Services: From Static to Mobile

### Issue IV: TACTICS ADVERTISING BOOK

- A New Look at Traditional Media
- Out-of-Home Advertising
- Cooperative Advertising

## Cover Story Outlines (Cont'd)

### Issue V: GENERATING INCREMENTAL INCOME

- Stroller Programs & Vending Machines
- Sponsorships & Branded Experiences
- Temporary Use of Vacant In-line Space
- Mall Parking Lots as Venues

### Issue VI: SPECIAL EDITION — FOCUS ON OPEN-AIR CENTERS

- Special Events
- Signage
- Retailer Relations
- Building the Customer Experience

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