

2011

MEDIA KIT

MAPIC MEDIA KIT

Official publications 2011

Why?

- Be visible & touch all segments and leaders of the retail real estate industry
- Reach a global audience from 67 countries
- Draw attention to your new projects and services to make transactions during MAPIC
- Raise attention to your company and associate it with the premier retail real estate market

Who?

- 7,400 participants & 646 exhibiting companies

Top 10 countries:

- France: 2,721 participants
- Italy: 1,041 participants
- UK: 570 participants
- Belgium: 349 participants
- Germany: 344 participants
- Spain: 341 participants
- Poland: 328 participants
- Russian federation: 318 participants
- Netherlands: 294 participants
- Turkey: 148 participants



NEW
RE-DESIGNED
FORMAT



MAPIC Preview magazine

Reach over 7,400 retail real estate professionals

A first look at what's
on at **MAPIC**, plus features on
major retail real estate trends

- Announce your presence in advance and drive traffic to your stand.
- Sent to all registered participants and industry insiders before the market begins.
- Promoted on MAPIC's social media platforms: Mipimworldblog, Twitter, Facebook and LinkedIn.



- Also viewable on **mapic.com** year-round.
- Readers per issue: 2.7*

*Based on MIPIM readers survey 2010.

MAPIC Preview magazine — regular placements

FULL PAGE

A full page advertisement, faced placing editorial content, provides exclusivity per spread and guaranteed visibility to readers. Guaranteed placements are available for a premium.



Dimensions (W x H):

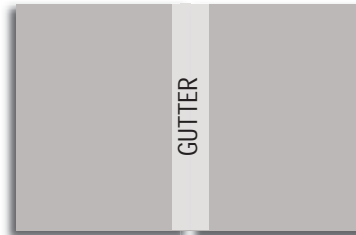
230 x 300 mm*
9.05" x 11.81"*

Price:

€3,090

DOUBLE-PAGE SPREAD (DPS)

The largest standard space available in the magazine offers the maximum impact for your advertising message. Guaranteed placements are available for a premium.



Dimensions (W x H):

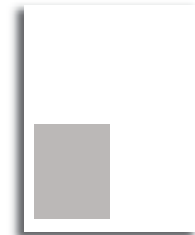
460 x 300 mm*
18.11" x 11.81"*

Price:

€4,585

QUARTER PAGE

Entry-level quarter pages are placed on editorial pages, and may be alongside a similar space, and/or facing similar spaces on a spread. Premium positions are not available.



Dimensions (W x H):

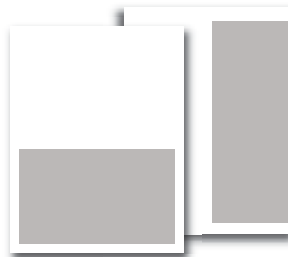
100 x 125 mm*
3.93" x 4.92"*

Price:

€1,030

HALF PAGE

Horizontal or vertical half pages are placed on editorial pages, and may be placed facing another similar space on a spread. Premium placements are not available.



Dimensions (W x H):

206 x 125 mm*
8.11" x 4.92"*

100 x 267 mm*
3.93" x 10.51"*

Price:

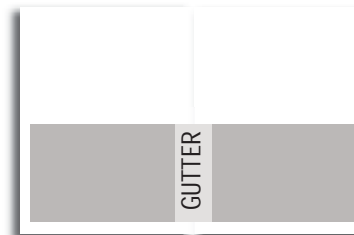
€1,855

Price:

€1,855

HALF DOUBLE-PAGE SPREAD

The same exclusivity per spread as a full page, but in an eye-catching and innovative space that cannot fail to draw readers' attention. Guaranteed placements are available for a premium.



Dimensions (W x H):

436 x 125 mm*
17.16" x 4.92"*

Price:

€3,840

INSERTS

Printed on heavier paper stock, a choice of different inserts are available to give your communication even more space. Only available between the third and fourth forms and thereafter.

Dimensions (W x H):

Please enquire for specific information.

Inserts available starting from 5,520€

***Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

MAPIC Preview magazine — premium placements

FRONT COVER

One of the highest visibility spaces available in our publications, the front cover is printed on heavier paper stock for improved reproduction quality.

MAPIC Preview



Dimensions (W x H):

230 x 200 mm*

9.05" x 7.87"*

Price:

€5,150

BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



Dimensions (W x H):

230 x 300 mm*

9.05" x 11.81"*

Price:

€5,190

INSIDE FRONT COVER (IFC)

The inside front cover (page 2 of the magazine, or back of the editorial cover) offers a range of premium placements, with a choice of gatefolds and spreads to enable clients to choose the option that best suits their budget.

IFC FULL PAGE



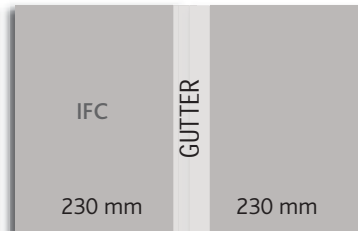
Dimensions (W x H): Price:

230 x 300 mm*

9.05" x 11.81"*

€3,925

IFC DOUBLE PAGE SPREAD



Dimensions (W x H): Price:

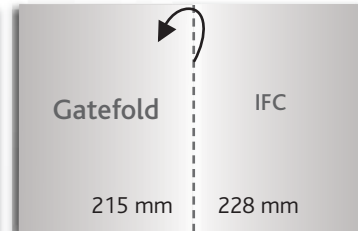
460 x 300 mm*

18.11" x 11.81"*

€4,635

IFC FULL PAGE & GATEFOLD

(equivalent to 3 pages)



Dimensions (W x H): Price:

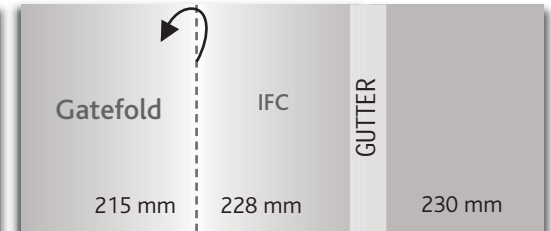
443 x 300 mm*

17.44" x 11.81"*

€6,850

IFC DOUBLE PAGE SPREAD & GATEFOLD

(equivalent to 4 pages)



Dimensions (W x H): Price:

673 x 300 mm*

26.5" x 11.81"*

€7,950

INSIDE BACK COVER (IBC)

The inside back cover offers great visibility, with the possibility of a gatefold, and is the heavier paper stock used for the cover.

IBC FULL PAGE



Dimensions (W x H): Price:

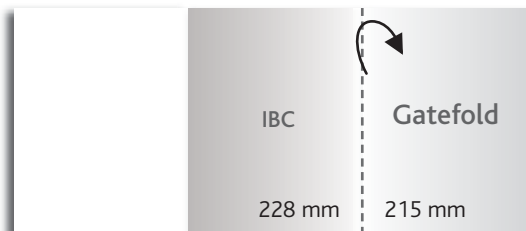
230 x 300 mm*

9.05" x 11.81"*

€4,040

IBC FULL PAGE & GATEFOLD

(equivalent to 3 pages)



Dimensions (W x H): Price:

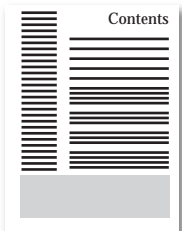
443 x 300 mm*

17.44" x 11.81"*

€6,150

CONTENT PAGE STRIP

It ensures exclusivity and maximum returns for your investment.



Dimensions (W x H):

206 x 55 mm*

8.11" x 2.16"*

Price:

€3,000

***Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

2
versions:
1 in Italian
1 in English



MAPIC Special Italy Supplement



7400 copies – In English.



10 000 copies – In Italian.

- **Preview distribution:** The “Special Italy” magazine will be mailed out with the Mapic Preview giving you the best opportunity to drive business directly to your stand. Sent 3 weeks before the market to all registered participants.

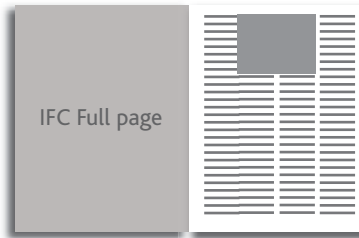
- **Mark Up distribution:** Take advantage of our exclusive partnership with Mark Up, Italy’s most influential retail publication to reach out to 10 000 top decision makers in the nation. The “Special Italy” will be translated into Italian and

- **Extra distribution:** Milan, Italy, at the **Consumer & Retail Summit**, organized by Il Sole 24 ORE, MARK UP and GDOWEEK (October 2011).

MAPIC Supplement Special Italy — regular placements

INSIDE FRONT COVER (IFC)

The inside front cover (page 2 of the magazine)
xxxxxxxxxx.



Dimensions (W x H):

210 x 280 mm*

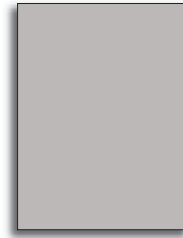
8.26" x 11.02"*

Price:

€4,510

FULL PAGE

A full page advertisement, faced placing editorial content, provides exclusivity per spread and guaranteed visibility to readers. Guaranteed placements are available for a premium.



Dimensions (W x H):

210 x 280 mm*

8.26" x 11.02"*

Price:

€3,550

DOUBLE-PAGE SPREAD (DPS)

The largest standard space available in the magazine offers the maximum impact for your advertising message. Guaranteed placements are available for a premium.



Dimensions (W x H):

420 x 280 mm*

16.53" x 11.02"*

Price:

€5,270

***Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

MAPIC Supplement Special Italy – premium placements

INSIDE BACK COVER (IBC)

The inside back cover offers great visibility, with the possibility of a gatefold, and is the heavier paper stock used for the cover.



Dimensions (W x H):

210 x 280 mm*
8.26" x 11.02"*

Price:

€4,650

BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



Dimensions (W x H):

210 x 280 mm*
8.26" x 11.02"*

Price:

€5,970

CONTENTS PAGE STRIP

Equivalent to a quarter-page, strip spaces are only available in two high-visibility placements, ensuring exclusivity and maximum returns for your investment.



Dimensions (W x H):

180 x 60 mm*
7.08" x 2.36"*

Price:

€3,450

INSERTS

Printed on heavier paper stock, a choice of different inserts are available to give your communication even more space.

Only available between the third and fourth forms and thereafter.

Only available with distribution of MAPIC Preview magazine.

Dimensions (W x H):

Please enquire for specific information.

Inserts available starting from 6,350€

***Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

NEW
AT
MAPIC!



MAPIC Official Daily News

- **15,000 copies** distributed over 3 days.
- Written and printed in Cannes by our team of industry journalists and photographers.
- Covers the most up-to-date news & latest transactions being done at the show.
- Distribution at every entrance of the exhibition zone.
- Delivered every morning to all stands at the market.

Why advertising works?

The best live coverage available at the market

- Daily News: Drive traffic to your stand or promote your event and be top of mind during MAPIC.
- Readers per issue: 3.7*

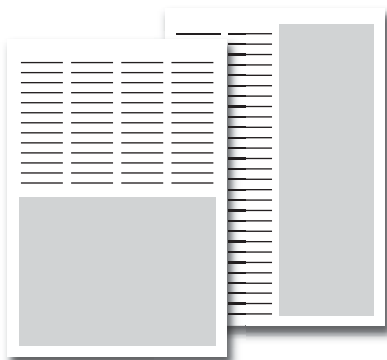
*Based on MIPIM News readers survey 2010.

Dimensions and rates 2011

MAPIC News — regular placements

HALF PAGE

Horizontal or vertical half pages are placed on editorial pages, and may be placed facing another similar space on a spread. Premium placements are not available.



Dimensions (W x H):

260 x 196 mm*
10.24" x 7.72"*

Price:

€2,000

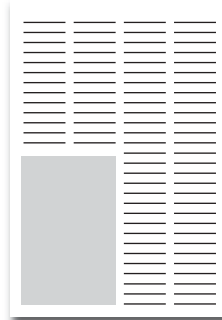
125 x 386 mm*
4.92" x 15.20"*

Price:

€2,000

QUARTER PAGE

Entry-level quarter pages are placed on editorial pages, and may be alongside a similar space, and/or facing similar spaces on a spread. Premium positions are not available.



Dimensions (W x H):

125 x 196 mm*
4.92" x 7.72"*

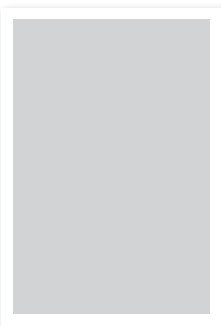
Price:

€1,300

MAPIC News — premium placements

BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



Dimensions (W x H):

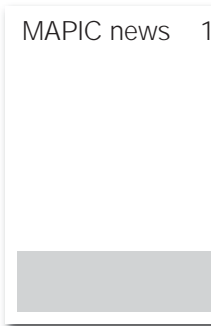
260 x 390 mm*
10.24" x 15.35"*

Price:

€4,000

FRONT COVER STRIP

Equivalent to a quarter-page, strip spaces are only available on the News front page ensuring exclusivity and maximum returns for your investment.



Dimensions (W x H):

260 x 80 mm*
10.24" x 3.14"*

Price:

€3,000

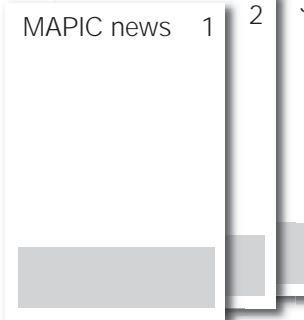
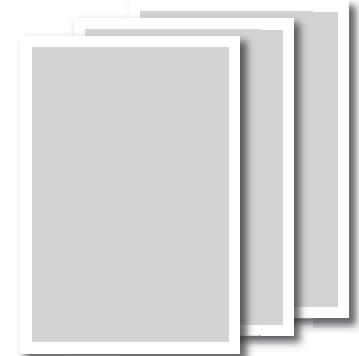
News — special packages

3 BACK COVERS

260 x 390 mm*
10.24" x 15.35"*

Price:

€10,000



3 STRIPS ON FRONT COVER

260 x 80 mm*
10.24" x 3.14"*

Price:

€7,500

3 HALF PAGES

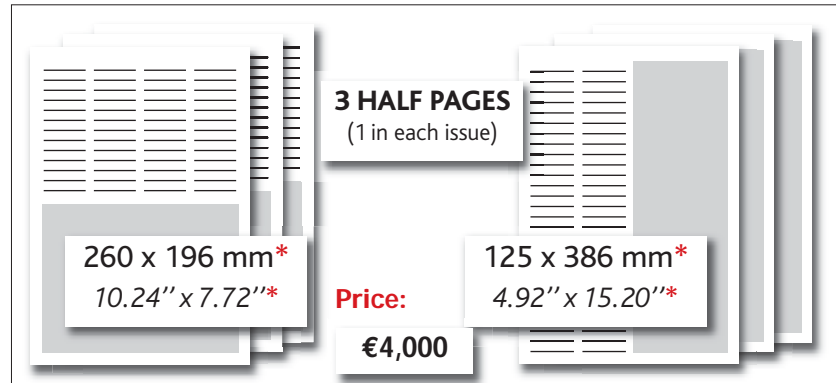
(1 in each issue)

260 x 196 mm*
10.24" x 7.72"*

Price:

€4,000

125 x 386 mm*
4.92" x 15.20"*



***Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**



MAPIC Guide

- More than a participant directory, it is used by thousands to network from one market to the next.
- It is a corporate communication tool.
- Sections: lists of exhibitors and participants by company name, country of origin and individuals' names, plus specialist sub-listings (List of Companies, List of Companies by country, Retail Directory, List of participants).

Why advertising works?

- The MAPIC Guide is the "Who's who" of the global retail real estate industry worldwide. It is a valuable investment for year-round visibility.

Facts*

- 3.6 users per guide
- Users keep the guide an average of 2 years
- Users consult the guide an average of 10 times

*Based on MAPIC readers survey 2010.

MAPIC Guide — regular placements

FULL PAGE

A full page in the guide provides added visibility for participants and exhibitors, especially when placed in a specific country section.



Dimensions (W x H):

160 x 240 mm*
6.3" x 9.45"*

Price:

€3,090

DOUBLE-PAGE SPREAD (DPS)

Placed in the "blue pages" (listing by country of origin), this is the largest standard space. Advertisements may be placed in a specific country section.



Dimensions (W x H):

320 x 240 mm*
12.6" x 9.45"*

Price:

€4,585

***Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

MAPIC Guide — premium placements

FRONT COVER BOX

Placed on the front cover, this unique space ensures that everybody who sees the Guide — at the show and throughout the year — cannot fail to see your message.



Dimensions (W x H):

100 x 80 mm*
3.93" x 3.15"*

Price:

€8,210

INSIDE FRONT COVER (IFC)

The inside front cover offers a great placement for guaranteed visibility, with the potential for a gatefold offering options to suit different budgets.



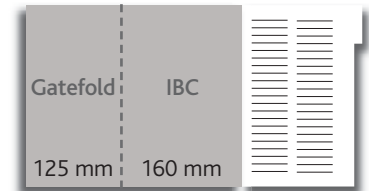
Dimensions (W x H):

160 x 240 mm*
6.3" x 9.45"*

Price:

€6,025

IFC & GATEFOLD (equivalent to 3 pages)



Dimensions (W x H):

285 x 240 mm*
11.22" x 9.45"*

Price:

€8,200

BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



Dimensions (W x H):

160 x 240 mm*
6.3" x 9.45"*

Price:

€7,365

INSIDE BACK COVER (IBC)

The inside back cover offers strong visibility, with the possibility of a gatefold, and is printed on the heavier paper stock used for the cover.



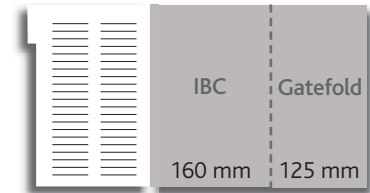
Dimensions (W x H):

160 x 240 mm*
6.3" x 9.45"*

Price:

€5,790

IBC & GATEFOLD (equivalent to 3 pages)



Dimensions (W x H):

285 x 240 mm*
11.22" x 9.45"*

Price:

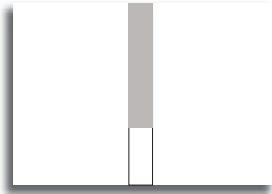
€7,960

***Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

MAPIC Guide — premium placements

SPINE

One of the premium exterior placements, the spine is often the most visible space once a publication is placed on a shelf for reference after the market.



Dimensions (W x H):

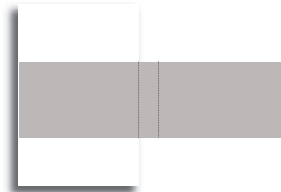
32 x 165 mm*
1.25" x 6.5"*

Price:

€5,305

BELLY BAND

Before clients get inside the publications and use them, they have to remove the belly band... A high-impact one-shot space which is ideal for creative communications.



Dimensions (W x H):

365 x 102 mm*
14.37" x 4"*

Price:

€5,190

BOOKMARK

With so many pages, different sections and contacts to try and keep track of, it's easy to understand why bookmarks get used over and over again by our clients.



Dimensions (W x H):

60 x 180 mm*
2.36" x 7.08"*

Prices:

Production by client	Production by Reed MIDEM
€4,810	€8,110

INSERTS

Printed on heavier paper stock, a choice of inserts are available to give those with something special to promote the space to do so. Please note inserts are only available between forms in the "blue pages" and placement in a specific country of origin cannot be guaranteed.

2 pages (one full page, front and back sides)

Price:

€4,625

4 pages (one full page, with gatefold front and back sides)

Price:

€5,810

Please enquire for specific information

DIVIDERS

Printed on heavier paper stock, dividers separate the different sections in The Guide, and offer exceptional visibility.

Dimensions (W x H):

Front

148 x 180 mm*
5.82" x 7.08"*

Price:

€3,870

Back

160 x 240 mm*
6.3" x 9.45"*

Price:

€3,315

Front & back

€5,520

SECTIONS

Section 1

"Beige pages": Alphabetical List of Companies

Section 2

"Pink pages": List of Companies by Country

Section 3

"Lilac pages": Retail Directory

Section 4

"Purple pages": Alphabetical List of Participants

All 4 sections

Front	Back	Front & back
€8,700	€7,460	€12,420

***Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**



MAPIC Pocket Guide

The Pocket Guide is in more than 7,400 participant's hands during the event.

- Contains official schedule of conferences and events and exhibitor information.
- Provides maximum visibility during the show.
- Ensures increased brand awareness through premium advertising placement.

MAPIC Pocket Guide — premium placements

FRONT COVER BOX

Placed on the front cover, this unique space ensures that everybody who sees the Hand Book cannot fail to see your advertising message every time.



Dimensions (W x H):

90 x 70 mm*
3.54" x 2.75"*

Price:

€8,210

INSIDE FRONT COVER (IFC)

The inside front cover offers a great placement for guaranteed visibility.



Dimensions (W x H):

110 x 205 mm*
4.33" x 8.07"*

Price:

€6,025

BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



Dimensions (W x H):

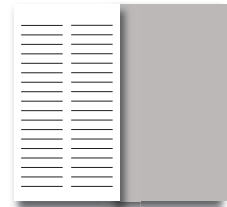
110 x 205 mm*
4.33" x 8.07"*

Price:

€7,365

INSIDE BACK COVER (IBC)

The inside back cover offers great visibility, and is printed on the heavier paper stock used for the cover.



Dimensions (W x H):

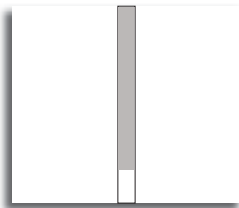
110 x 205 mm*
4.33" x 8.07"*

Price:

€5,790

SPINE

One of the premium exterior placements, the spine is often the most visible space once a publication is placed on a shelf for reference after the market.



Dimensions (W x H):

Please enquire for specific information

Price:

€5,305

DIVIDERS

Printed on heavier paper stock, dividers separate the different sections in the Hand Book, and offer exceptional visibility.

Dimensions (W x H):

Front
110 x 165 mm*
4.33" x 6.5"*

Price:

€3,870

Back
110 x 205 mm*
4.33" x 8.07"*

Price:

€3,315

Front & back
€5,520

SECTIONS

- | | |
|---|----------------------|
| 1 | Conferences & Events |
| 2 | Exhibitors list |
| 3 | Guide to MAPIC |
| 4 | Guide to Cannes |

All 4 sections

Front

€8,700

Back

€7,460

Front & back

€12,420

BOOKMARK

With so many pages, different sections and contacts to try and keep track of, it's easy to understand why bookmarks get used over and over again by our clients.



Dimensions (W x H):

180 x 180 mm*
7.08" x 7.08"*

Prices:

Production by client
€4,810

Production by Reed MIDEM
€8,110

***Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

2011 publication calendar

Pre-show publications

MAPIC Preview Magazine October 2011

Preview Magazine advertising sales deadline: Monday 26 September 2011

MAPIC Supplement Special Italy October 2011

Supplement Special Italy advertising sales deadline: Friday 2 September 2011

Guide & Pocket Guide

MAPIC Guide November 2011

MAPIC Pocket Guide November 2011

Guide & Pocket Guide advertising sales deadline: Monday 24 October 2011

On-site publications

MAPIC News 1 Wednesday 16 November 2011

MAPIC News 2 Thursday 17 November 2011

MAPIC News 3 Friday 18 November 2011

Daily News advertising sales deadline: Wednesday 9 November 2011

Technical specifications for your artwork

Preferred Format: Adobe Acrobat high resolution PDF.

Colour: All artwork must be 4-colour process, standard (cyan, magenta, yellow, black). RGB, index and LAB colours are not acceptable.

A key constraint with recycled paper: in your background colours, the cumulative values of the four primary colours must not exceed 320% (e.g. C100 M100 Y100 K20).

Images: Resolution for all artwork should be 300 dpi at 100%.

Any artwork under 150 dpi is not considered print quality. Low-resolution materials (including 72 dpi images from the internet) may appear bitmapped or blurry and are not acceptable for print reproduction.

High-resolution PDF specifications

For detailed technical informations on how to create the high-resolution PDFs to our printers specifications, please consult:

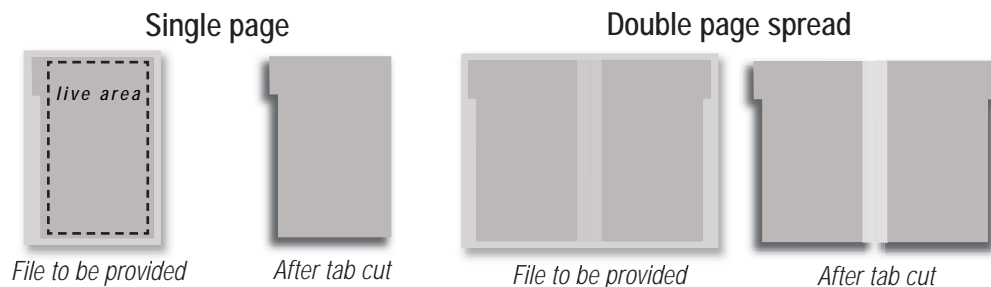
<http://www.riccobono-presse.fr/ricco-v3/Files/SupportClients/RICCOBONO.joboptions.zip>

The Guide — Tab cuts

The Guide has tabs cut out from every page (left- and right-hand).

Please ensure that all text and visuals are located within the live area, and are centred for either left or right-hand placements.

The dimensions (width x height) of the live area in the Guide are 135 x 230 mm (5,3" x 9").



All publications — Double-page spread & Half double-page spread advertisements

Please allow 20 mm (7,87") for the central gutter (10 mm — 3,93" — each side of centre) for all spread advertisements.

Ad material delivery

Please clearly label all files:

MAPIC 2011 / Company name / Publication name / File or artwork name

• By FTP

Please use a FTP software as Filezilla or Cyberduck.

<ftp://rmp2.reedmidem.com/advert/mapic>

Username: ftp.advertiser.mapic

Password: mapic

*Please confirm upload of artwork to the FTP site by email to:
mapic.publishing@reedmidem.com*

• By email

(maximum file size 5Mb):

Please send to:

mapic.publishing@reedmidem.com

using StuffIt or WinZip compression

For additional technical information, please contact the Publications Department:

Tel: 33 (0) 1 41 90 45 92

Fax: 33 (0) 1 41 90 46 37

email: mapic.publishing@reedmidem.com