

RETAIL DESTINATION

www.retaildestination.co.uk



2024

media

PACK



Tracy West
Editor



David Hall
Sales Manager

Retail Destination is the essential read for anyone involved in the retail industry.

Established in 1991, Retail Destination is the UK's only dedicated magazine for managers, developers, owners and occupiers of shopping centres, retail parks, factory outlets and their managing agents.

We help our audience become more confident and successful in their varied roles, in their choice of suppliers, products and services, and in their management of people and partners.

Retail Destination has spun out its successful formula enabling its marketing partners to reach its sought-after audience in many ways beyond its regular format. We create trusted environments to connect shopping centres with providers of products and services – digitally and in person.

The magazine's editorial board is made up of influential, senior figures in the retail destination market who act as advisors and consultants on trends and opinion in this innovative industry.



Retail Destination is released fortnightly to a digital audience of around 2,500 subscribers.

Our website, retaildestination.co.uk attracts over 5,000 users per month, with the majority of users being based in the UK. Visitors come from a wide variety of companies, retail centres, leisure groups and high streets.



RETAIL DESTINATION

Fortnightly Digital Edition | Issue 81 | 18 November 2023

OUTLET CENTRES IN RUDE HEALTH ACROSS EUROPE

Retail outlet centres, known for their branded discount store formats and offers, have seen a significant leap in retail and leisure brand growth in the past year. Figures in the *Key Gate European Outlet Industry Review (EOR)*, calculate turnover for the sector at £27bn – some 13% higher than pre-Covid figures in 2019.

Gunn's 2023 EOR reviewed the locations of every outlet brand in Europe, combining these with site performance to create vitality rankings for both outlet centres and occupiers.

Gunn examined outlet centres and retail operations in 25 countries, based on their brand mix and ranked according to their vitality index.

"Brand growth in outlet sectors in the year to summer 2023 has seen a significant leap with 596 new brands and brand operators having entered outlet centres – taking the sector total to 4,466 brands. This is the clearest sign yet that the outlet sector is not just robust but in rude health. And it's not just retail brands – F&B brands have increased by 9.5% and the number of F&B establishments by 11.3%," Gunn said.

In Gunn's 2023 EOR analysis Levis remains the leading outlet brand by presence with around 135 outlet stores. Guess is in second place with 129 outlet stores and Adidas comes third with 131 stores as its stores are in slightly weaker locations than Guess. Nike has dropped from third to fourth place following the closure of some six outlet stores in Moscow, while Sketchers has added 11 new outlet stores.

When it comes to F&B, Bolkme & Co has expanded its upscale champagne bar operation in the luxury outlet tier across Europe. However, Starbucks remains the leading F&B brand in outlets across Europe with 53 locations. But Gunn says there remains substantial opportunities to better align F&B propositions to suit the highly refined luxury and designer brand experiences across Europe.

Gunn also sees potential for some sector consolidation. "There are only 27 operators in Europe who manage more than one outlet centre," he said. "While some of these own a cluster of outlet holdings, many assets are under-managed by 'one-trick ponies', with narrow skill sets and limited negotiating power. It's logical to think that investors will attempt to consolidate individually owned centres and smaller portfolios into larger, strategically managed, value-added portfolios."

Talking exclusively to *Retail Destination*, Gunn said the UK had benefited from being an early adopter of the outlet model.

"It's a very positive story in the UK as outlets remain relevant to shoppers by allowing brands to be more agile. And while there may only be 36 outlets in the UK at the moment, further expansion is expected."

"Three outlets are in development, the Scotch Corner Designer Village in North Yorkshire and the Grantham Designer Outlet."

P7 GAMING: PEACE OF MIND

P8 HOW PLAYMAKING IS MAKING A DIFFERENCE

P11 LET A DOGME LIVE TOO?

Tier	Example	Catchment	Brand Aspiration	Average Sales Density
1	THE MALLS	International	GUCCI	€10,000+ per sqm
2	THE MALLS	National & international	BOSS	€6,000+ per sqm
3	THE MALLS	Regional & international	NIKE	€4,000+ per sqm
4	THE MALLS	Local	NIKE	€2,000+ per sqm
5	THE MALLS	Local	NIKE	<€2,000 per sqm

DON'T FORGET TO VIEW OUR SPONSORED CONTENT FROM MALLCOMM AT [RETAILDESTINATION.CO.UK](https://retaildestination.co.uk)



@RD_newsfeed

retail-destination

Top Line Figures

Digital magazine circulation	2,500
Website average monthly users	c5,000
Average monthly page views	c14,750
Solus email database	c2,700

Retail Destination is 100% requested and/or paid for in the UK and the Republic of Ireland with a fortnightly electronic magazine edition.

This is a great opportunity for advertisers as they are guaranteed to target a significant and loyal audience all of whom have either registered or paid for access to Retail Destination's rich content.

Advertisers can reach three definitive readerships:

- The centre owners and developers who are implementing long term strategies to maximise the value of existing and new assets
- The managing agents that ensure the profits from existing schemes and portfolios are maximised through efficient management and processes
- The centre managers and their teams who control day-to-day operations and heavily influence the procurement of multi-million pound services and products



Digital Magazine Advert Size	SINGLE Insertion	MULTIPLE insertions
Full page	£1,130	contact us
Half page	£737	contact us
Quarter page	£482	contact us

All prices exclude VAT

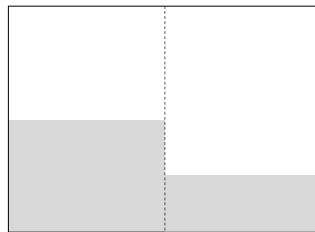
Useful information

Circulation	2,500
Delivery	Thursday

Artwork size	Width	Height
Full page	210mm	297mm
Bleed = 216mm x 303mm; Type area = 190mm x 280mm		
Half page horizontal	190mm	128mm
Quarter page horizontal	190mm	62mm



Full Page



Half Page

Quarter Page



Artwork supply – notes:

PDF FILES. Print-ready PDF is our preferred format, supplied as PDF X-1a. PDFs made to the PPA Pass4Press standard will meet our specifications.

FILE PREPARATION NOTES. All files should be supplied in CMYK process only, without ICC profiles. The maximum ink density should not exceed 280% (C+M+Y+K). No spot, RGB, Lab or solid pantone colours should be used.

IMAGES. Please supply Illustrator/Vector/EPS files with fonts outlined. JPEG/Tiff files must be at least 300dpi.

Go to www.pass4press.com to download presets for all the major applications and for guides on how to set up older applications. Also on the website is more detailed information on colour management, proofing and international standards.

Issue	Features
January	11 th - Sustainability 25 th - Commercialisation
February	8 th - Christmas 22 nd - Leisure
March	7 th - Customer Analysis 21 st - Security
April	4 th - Independents 18 th - F&B
May	2 nd - Installations 16 th - Parking
June	6 th - International Focus 20 th - Pop-ups (shops & food)

Issue	Features
July	4 th - Data & Technology 18 th - Independents
August	11 th - F&B 15 th - Marketing
September	5 th - Sustainability 19 th - Parking
October	3 rd - Customer Analysis 17 th - Leisure
November	7 th - Security 21 st - International Focus
December	5 th - Data & Technology 19 th - 2024 Preview

**all features subject to change*

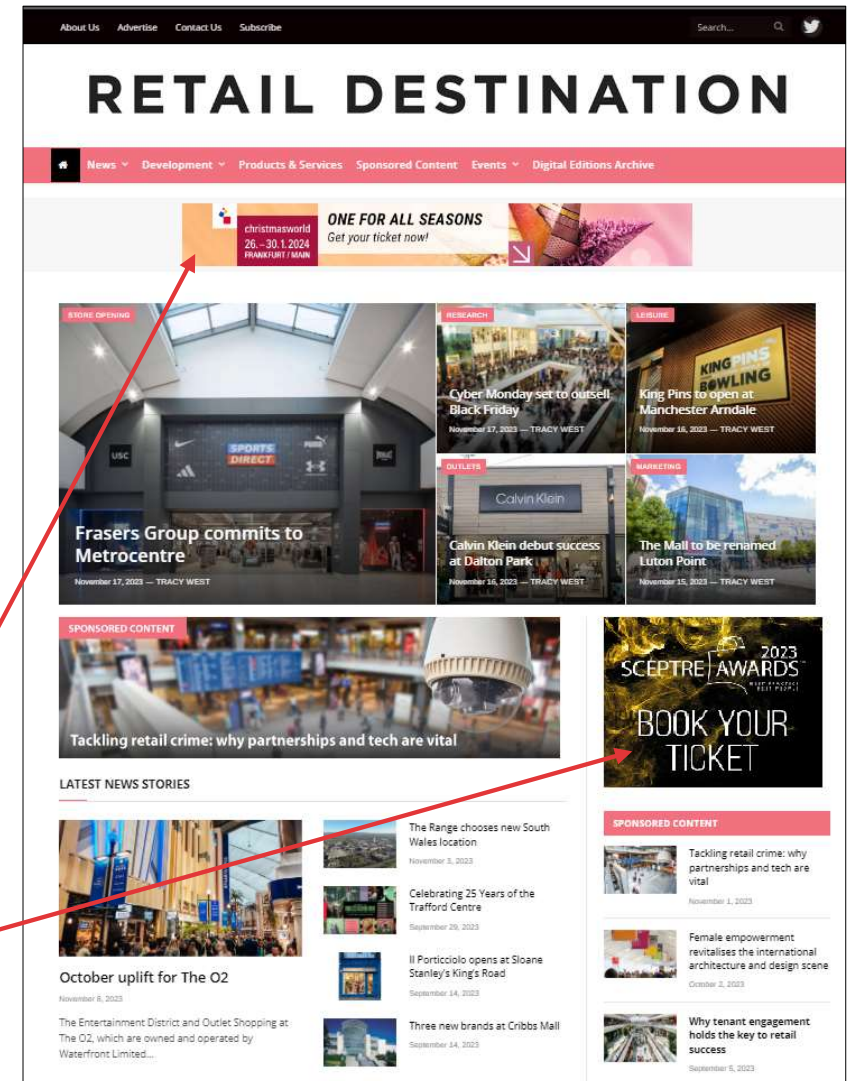
Our digital portal at www.retaildestination.co.uk carries news, analysis, comment and features, and is the perfect platform from which to reach your target audience and to maintain a visual presence within the industry.

The website has a dedicated audience of professionals, so whether you are reminding people of your brand, or launching a new service, your digital adverts will be highly visible throughout the site. It also houses all of the *Retail Destination* electronic back issues.

All banners on www.retaildestination.co.uk are shown on every page, and advertising is a great way to highlight your company or service.

Super leaderboard - highly visible headline position at the top of all pages. Converts to smaller MPU size on mobile platforms.

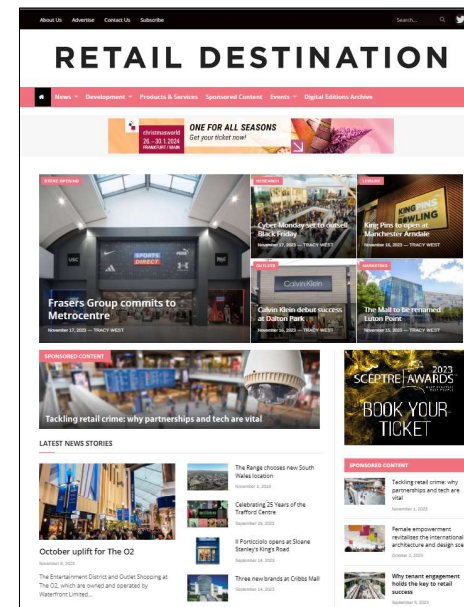
MPU - larger space than previous tower adverts, and with a prominent position on the site. Visible on all pages.



	Advert dimensions	Price
Super leaderboard*	720 x 90 pixels	£850/mo
MPU	300 x 250 pixels	£567/mo
Sponsored Editorial Content	<i>please ask us</i>	£890
Products & Services	<i>see below</i>	£395/yr
Solus Email/E-shot†	<i>see below</i>	£1134/email

*Super leaderboard converts to a mobile friendly MPU

†Sent to c2,500 registered recipients



Digital artwork supply:

Digital adverts for the website can be supplied as **static .gif, png, or .jpg/.jpeg files**. **Animated .gif files** are also acceptable. **All must be supplied in the exact pixel size specified above. We cannot accept** any flash-based adverts such as .swf files. Where animation is included, please avoid extremely fast, distracting rotations.

To ensure that web pages display quickly, advertisers are asked to keep file sizes to a minimum. **We recommend 50 KB but accept up to a maximum size of 150 KB.**

Please also supply a link to a relevant landing page or website.

Products & Services:

To include your company in our online products & services directory, please contact us.

You'll need to supply:

- A logo
- Telephone number
- Contact email address
- Website details

Solus email requirements:

You will need to supply us with:

- **two short paragraphs of text**
- **images**
- **company logo**
- **link** to a relevant landing page or website

Notes: If the file size of the email is too large there is a risk that it will go straight into a spam folder, so this is something we try to avoid at all costs. You should also avoid using embedded videos in solus emails.

Retail Destination's website is able to host sponsored editorial content. This is an ideal way to highlight news articles, case studies or technical features to our online audience, where it will be highly visible to centre owners, developers, marketing agents and many others.

All paid-for editorial content appears in a new section on the home page and is marked "sponsored content". After a month it moves to a dedicated side bar section before being stationed in a special library folder on the top dropdown menu indefinitely.

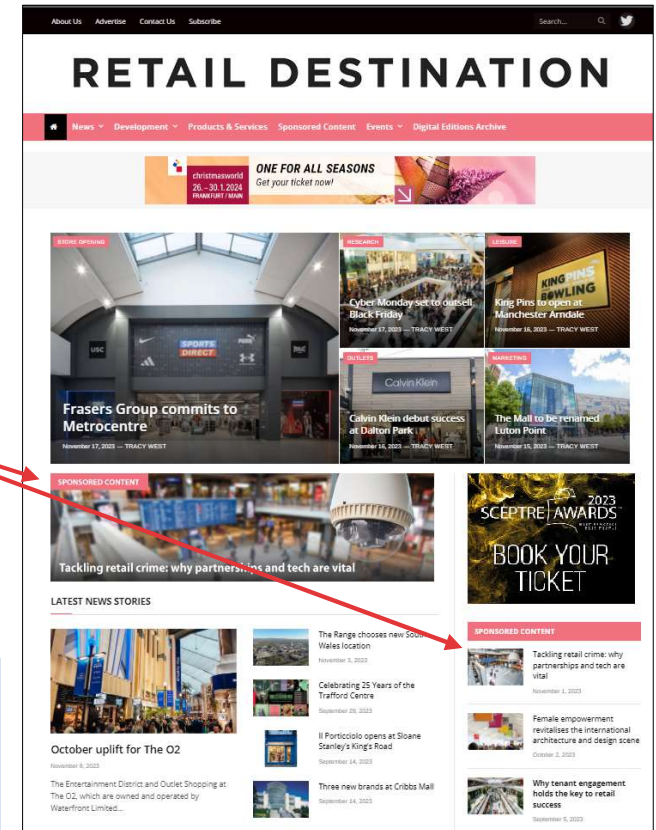
X We'll also share the story on our X (formerly twitter) feed and on other channels where we can.

Digital artwork supply:

Digital articles for the website can be supplied as normal text with accompanying images. You can use **static .gif, png, or .jpg/.jpeg files**. **Animated .gif** files are also acceptable. We can also accept video clips, which can be embedded into the site. **All may be resized according to the site. We cannot accept** any flash-based adverts such as .swf files. Where animation is included, please avoid extremely fast, distracting rotations.

To ensure that web pages display quickly, advertisers are asked to keep file sizes to a minimum. **We recommend 50 KB but accept up to a maximum size of 150 KB** for images. **Please also supply a link** to a relevant landing page or website where readers can go for more information.

Please supply a cover art image of dimensions 700px x 200px, to go with the piece.

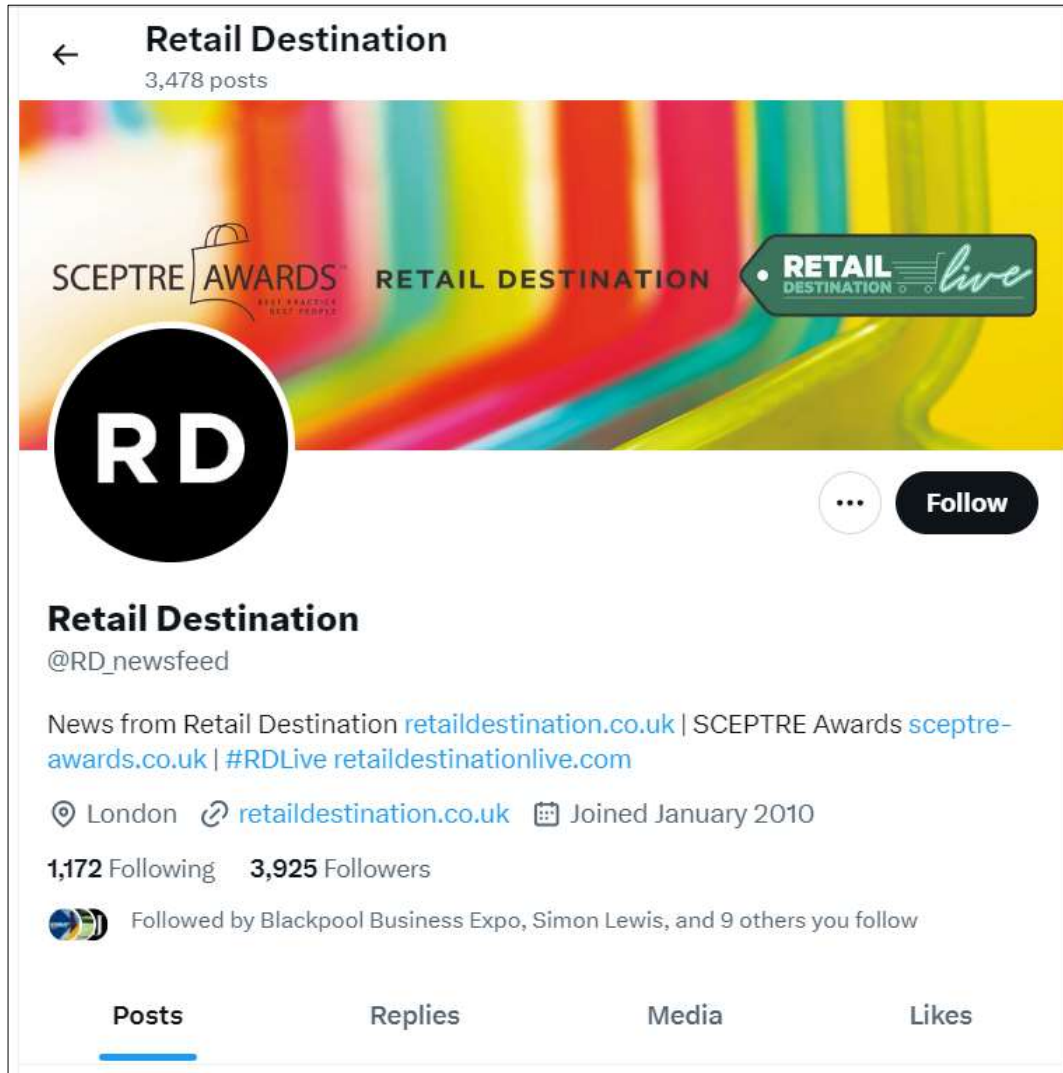


Display

Cost per article

Online Editorial

£890



Retail Destination has a loyal and growing following on our X (formerly Twitter) social media channel. We also have a new LinkedIn page which updates with news.

You can follow us on X for the very latest news, comment and *Retail Destination* announcements while you're on the go.

We will have more opportunities with this as it grows.



@RD_newsfeed



retail-destination

	Followers*
Twitter	3,925

*As of November 2023

In 2024 we will host Retail Destination Live 2024 - brought to you by Retail Destination and REVO.

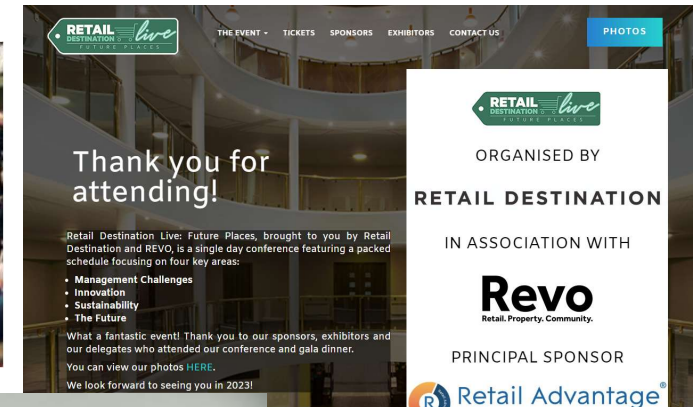
This is a full-day conference, exhibition and evening gala dinner to discuss current topics in the retail industry. Sessions are based around trending retail themes, to be confirmed, and include speakers and discussion panels from across the industry.

RD Live 2024

Date: 6th March 2024

Venue: Emirates Old Trafford Cricket Ground, Manchester.

Ask us for more information about being part of RD Live or being one of our sponsors or exhibitors.



We are proud to host the SCEPTRE Awards. These celebrate the excellent work being carried out by those within the retail industry. The 2023 awards were the biggest for some years, and we are moving to a new, larger venue for the 2024 event.

SCEPTRE Awards

Date: Wednesday 9th October 2024

Venue: Royal Lancaster Hotel, London

Ask us for more information on being part of these awards by becoming one of our Award Sponsors.



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1 In these Terms:-

“Advertisement” means any advertising materials supplied or entered by or on behalf of the Client in any format in the form intended for publication by LBM (Arts) Ltd and shall include without limitation all advertisements, supplements, inserts, and ad banners;

“Advertiser” means the Agency or the Client if a Booking is made by the Client direct;

“Agency” means the person, firm, or company engaged by the Client to select and purchase advertising space on its behalf and includes its successors in title and assigns; “Booking” means all booking of advertisements; “Client” means the person, firm or company wishing to advertise products and/or services in the Publication or on the Website and includes its successor in title and assigns; “Code” means any user name, password or other identifier provided by LBM (Arts) Ltd to Advertiser to enable Advertiser to enter Advertisements directly on to a Website;

“Copy Deadline” means the date and time by which the Advertisement must be submitted to LBM (Arts) Ltd as stated by LBM (Arts) Ltd;

“Directory” means a printed directory, guide, handbook or other publication issued annually by LBM (Arts) Ltd;

“Publication” means a magazine or any other printed publication not being a Directory issued by LBM;

“Publication Date” means the date on which the Publication or Directory is made available for general circulation or when the Advertisement is made available to users on the Website;

“LBM” means Lewis Business Media (Arts) Ltd of Suite A, Arun House, Office Village, River Way, Uckfield, East Sussex TN22 1SL “Terms” means these Terms & Conditions;

“Website” means a website owned or managed by LBM. Unless the context otherwise requires, words denoting the singular shall include the plural and vice versa.

2 Subject to cl. 3, any Booking made by Advertiser will be on these Terms. By making a Booking Advertiser accepts in full these Terms in respect of the Booking and in respect of any further Booking made by the Client and/or Agency. These Terms shall apply to all Bookings made by telephone, letter, facsimile, e-mail, through the internet or any other means.

3 These Terms are an invitation to treat and as such do not constitute a binding offer to enter into a contract. Any Booking made by Advertiser will upon receipt by Advertiser of LBM’s written acceptance of the Booking create a binding contract between LBM and Advertiser.

4 In no circumstance does the placing of any Booking convey the right to renew on similar terms.

5 An Agency will be jointly and severally liable with its Client for the Client’s liabilities under these Terms.

6 Advertiser shall deliver the Advertisement to arrive at LBM by the Copy Deadline, in any format that conforms to LBM’s requirements as notified by LBM to Advertiser. LBM reserves the right to charge for production work and any other additional work that LBM may be required to undertake. LBM may in exceptional cases and at its own discretion accept Bookings and Advertisements after the Copy Deadline. Such acceptance shall not impose any obligation whatsoever on LBM to accept any other Booking or Advertisement after the Copy Deadline.

7 In the event of any Advertisement not being received by the Copy Deadline, LBM reserves the right to repeat the copy last used. In such event LBM shall not be responsible for making any changes in that copy, unless these are confirmed in writing and in time for the changes to be made. LBM reserves the right to charge for any additional expense involved in such changes.

8 LBM shall be entitled to amend, edit, withdraw, take down or otherwise deal with any Advertisement at its absolute discretion and without giving prior notice.

9 At LBM’s discretion payments may be subject to a deduction for advertising agency commission at the rate agreed between the Client and the Agency up to 10% of the relevant invoice. Save for such commission there shall be no deductions or withholdings whatsoever. All sums shall be paid together with any VAT or other sales tax applicable.

10 Advertiser shall pay all invoices within 30 days of the date of the invoice. All sums shall be paid together with any VAT or other sales tax applicable.

11 Debt recovery costs and interest on overdue invoices shall accrue on any unpaid amounts from the date when payment becomes due to the maximum extent permitted by The Late Payment of Commercial Debts (Interest) Act 1998 and Late Payment of Commercial Debt Regulations 2002 as amended, extended, consolidated or replaced from time to time.

12 In the event of late payment, LBM reserves the right to waive any agreed discounts.

13 LBM shall be entitled to cancel any Booking without incurring any liability to Advertiser.

14 In the event that Advertiser wishes to cancel any Booking it shall notify LBM in writing.

15 Where Advertiser cancels a Booking LBM shall be entitled to compensation of 100% of the total value of the advertisement space of the cancelled Advertisement where notice of cancellation is received by LBM:

- a) for a Directory less than two months;
- b) for a recruitment Advertisement in a Publication less than four full working days;
- c) for any other Advertisement in a Publication less

than six weeks;

d) for a Website less than one month before the Publication Date.

16 Subject to cl. 17 in the event that Advertiser terminates, cancels or fails to fulfil its obligations under a contract in which LBM and Advertiser have agreed a time period in which Advertiser shall book an agreed number of advertisements at rates notified by LBM, Advertiser loses the right to a series discount to which it may have been entitled. In such event, Advertiser shall pay to LBM a sum in respect of each of the advertisements placed, such sum representing the difference between the rate agreed under the said contract and the rate that is applicable for the number of advertisements actually placed, such rate to be notified by LBM to Advertiser.

17 LBM reserves the right to increase the advertisement rates as notified by LBM to Advertiser or to amend any terms agreed between the parties as to space for the Advertisement. In such event Advertiser has the option of cancelling the Booking without incurring a cancellation fee.

18 Advertiser undertakes to keep any Code strictly confidential and to notify LBM immediately in the event that any Code becomes known to a third party.

19 Advertiser is solely responsible for any liability arising out of publication of the Advertisement including an Advertisement submitted using Code without Advertiser’s knowledge or control or relating to any material to which Website users can link through the Advertisement.

20 Advertiser represents and warrants to LBM that the Advertisement and any link comply with all advertising standards, applicable laws and other regulations; that it holds the necessary rights to permit the publication and use of the Advertisement by LBM for the purpose of these Terms; and that the use, reproduction, distribution or transmission of the Advertisement will not violate any applicable laws or any rights of any third parties, including, but not limited to, infringement of any copyright, patent, trade mark, trade secret, or other proprietary right, false advertising, unfair competition, defamation, obscenity, piracy, invasion of privacy or rights of celebrity, infringement of any discrimination law, securities law or regulation, or of any other right of any person or entity.

21 Advertiser agrees to indemnify LBM and hold it harmless from any and all liability, loss, damages, claims or causes of action, including reasonable legal fees and expenses that may be incurred by LBM arising out of or related to a breach or any of these representations and warranties.

22 To the full extent permitted by law, LBM will not be liable for any loss or damage, whether direct or

indirect, including consequential loss or any loss of profits or similar loss, in contract or tort or otherwise, relating to the Advertisement or any advertisement submitted using Advertiser’s Code without Advertiser’s knowledge or control or these Terms or any error in the Advertisement or lack of access to or availability of a Website or failure of the Advertisement to appear from any cause whatsoever. LBM will not be liable for any error in the published Advertisement nor its failure to appear at a specified time or in any specific position.

23 Advertiser grants to LBM the royalty-free right and licence to use, reproduce, publish, store, distribute and display the Advertisement worldwide in accordance with these Terms. No rights in the Advertisement shall transfer to LBM under these Terms.

24 Advertiser acknowledges and allows that data submitted by Advertiser in connection with a Booking may be used for the purposes of updating details of Advertiser on LBM’s databases and of compiling statistical information on Advertiser.

25 LBM reserves the right to destroy all material that has been in its (or its printers) custody for one year provided that Advertiser has not given instructions to the contrary. LBM may exercise his right under this clause without giving further notice to Advertiser.

26 LBM shall have the right to terminate any agreement between LBM and Advertiser to which these Terms apply by notice to Advertiser if Advertiser either:

- a) fails to make any payment due to LBM by the due date and such failure continues for 15 days after the due date; or
- b) is in breach of any warranty or fails to comply with any of its material obligations under any agreement between the parties or these Terms and in either case does not remedy the same (if capable of being remedied) within 30 days of receipt of notice in writing from LBM specifying the breach or failure and calling for the same to be remedied; or
- c) compounds or makes arrangements with its creditors or becomes insolvent or if any order is made or resolution passed for its liquidation, winding up or dissolution or if a receiver or manager or administrative receiver or administrator is appointed over the whole or a substantial part of its assets or of anything analogous to or having substantially similar effect of any such events shall occur under the laws of any applicable jurisdiction; or
- d) is unable to perform any of its obligations in circumstances set out in cl.26 below for a continuous period of not less than 56 days.

27 Neither party shall be liable to the other in respect of any non-performance of its obligations by reason of

any act of God, civil war or strife, act of foreign enemy, invasion, war, satellite failure, legal enactment, governmental order or regulation, industrial action, trade dispute, lock-out, riot or any other cause beyond their respective control provided always that in any such event the duration of the agreement between the parties shall be extended over which such event continues, but otherwise such event will not affect any obligation of Advertiser to purchase any number of advertising spots between Advertiser and LBM.

28 The rights and conditions set out in these Terms shall not be assigned by Advertiser without LBM’s prior written consent.

29 Any notice or other information to be given by either party under these Terms shall be made by first class prepaid mail, facsimile transmission to the address above or to an e-mail address supplied by LBM for the purpose for LBM, and to the address or electronic e-mail address supplied by Advertiser to LBM, and shall be deemed to have been communicated upon the date of actual delivery.

30 No waiver or any breach of any of these Terms shall be deemed to be a waiver of any other breach and no waiver shall be effective unless in writing.

31 No term or provision in these Terms shall be varied or modified unless agreed in writing and signed by the parties.

32 These Terms together with any other document incorporating these Terms shall constitute the entire agreement and understanding between the parties in relation to its subject matter. The parties acknowledge and agree that they have not relied on and shall have no right of action in respect of any representation, warranty or promise in relation to such subject matter unless expressly set out in this agreement save for such representation, warranty or promises made fraudulently.

33 These Terms or any agreement to which these Terms apply shall be governed by English law and shall be subject to the exclusive jurisdiction of the English Court.