

Top 350 Shopping Centers in Poland

7th edition

November 2014

Distribution:

For distribution of **Top 350 Shopping Centers in Poland**, BiznesPolska attends key international events, and distributes the magazines at these key upcoming Expos:

■ **MAPIC, November 2014, Cannes**

mapic
the international retail property market

■ **CEE Retail Awards, February 2015, Warsaw**

EuropaProperty.com
CEE Retail Awards

■ **Distributed at Shopping Centre forums during 2015**

SHOPPING CENTER FORUM 2014

What/Concept:

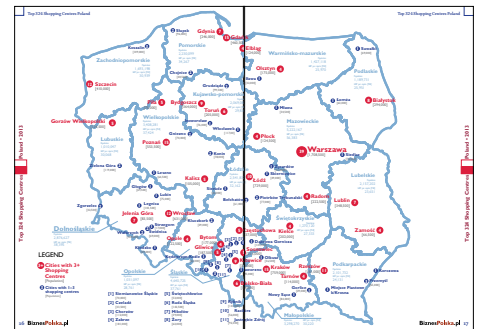
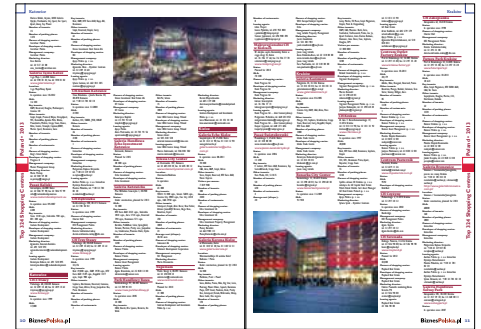
As the growth of Polish consumer incomes slows, international and Polish retailers must find the right locations for their retail concept. Retailers are attracted especially to modern shopping centres, which capture a large audience of ready buyers.

This fifth annual **Top 350 Shopping Centres in Poland** business directory will provide retailers with a listing of top 300 major and minor modern shopping centres in Poland's largest cities, as well as the increasingly attractive second and third-tier cities.

Content:

(language: English) **Top 350 Shopping Centres in Poland** will provide critical information to retailers looking for space for their retail concept. The directory, in a standardized listing format, provides a list of shopping centres in more than 81 cities in Poland. Content as follows:

- Information about the shopping centres including (4 information boxes per page):
 - sqm leasable area - size of total property - GLA rentable space
 - hypermarket size and food court size
 - entertainment area size and features
 - number of retail spaces
 - list of current retailers
 - number of parking spaces catchment area
 - ownership/developer details - brokerage agency details
 - additional features and major/regular events
 - small picture of property (internal or external)
- Introductory text for the largest 6 regions about their retail market (1/2 page)
- Map of largest 6 regions, including location of shopping centres and concentric circles providing details of catchment areas (1/2 page)
- **New: List of Top 200 Retailers in Poland**



Top Shopping Centres Poland 2015

New Development Opportunities on Warsaw Retail Market
Retail Market in Poland
Poland High Streets

Complete directory of 353 Shopping Centres in Poland

mapic the international retail property market
CEE Retail Awards
SHOPPING CENTER FORUM 2014

BiznesPolska.pl

Contact:

BiznesPolska sp. z o.o.
ul. Długa 44/50, bud. D, lok 704,
00-241 Warszawa
tel.: 022 831 7062

Thom Barnhardt
tel.: 022 831 7062;
mobile: (0-508) 143 963
barnhardt@biznespolska.pl

Magdalena Adamczyk
tel.: 022 831 7062;
madamczyk@biznespolska.pl

Wiktor Gliński
tel.: 022 831 7062;
mobile: (0-694) 492 067
wgliński@biznespolska.pl

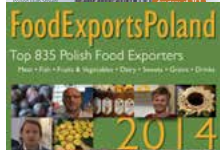
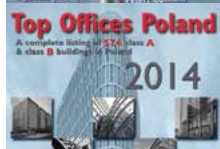
Barbara Kwiatkowska
tel.: 022 831 7062;
bk@biznespolska.pl

BiznesPolska Media also publishes:

internet portals:

BiznesPolska.pl
BizPoland.pl

Business Guides:



monthly:



Advertisers:

- Developers of shopping centres in Poland
- Investors in shopping centres in Poland
- Estate agents and brokers seeking retail clients
- Banking and financial services
- Interior design and retail outfitting firms
- Warehousing and Distribution firms
- Facility management firms
- Retailers

Target Audience:

Readers:

- International retailers (via distribution at MAPIC, Cannes)
- Polish retailers and retail entrepreneurs (via distribution in Poland through BiznesPolska and events)

Distribution Details:

Total print run – **4,000** copies
2,000 MAPIC, November 2014, Cannes
500 CEE Retail Awards, February 2015, Warsaw
1,500 – Distributed at Shopping Centre forums during 2015

Layout, Design, and Print Details:

Page count: 48-56 pages (full color); A4; Cover glossy with high-quality glossy paper; Full-color throughout

Advertising Prices*:

Full Page: 8,800 PLN

2-page spread (rozkładówka) 13,500 PLN (“Developer Profile” Advertorial)

NEW option: 8-pages “Full Feature” of Developer’s newest Shopping Centre: (content to be provided by developer): 18,500 PLN

* All prices VAT-exclusive

Deadlines:

Materials: 6 November 2014

Ad sizes:

Double-track:
420 mm x 297 mm
(+ 5 mm bleed)
Full Page:
210 mm x 297 mm
(+ 5 mm bleed)
Half Page:
190 mm x 133 mm
(NB no bleed!)

Tech Specs:

CMYK only
Files saved as .eps
(with fonts converted to outlines), or
.tif saved at 300 dpi.
Note: We do not accept neither of
.doc, .cdr, .ppt!
For tech assistance contact:
produkcja@biznespolska.pl