



## LUXURY RETAIL SHOPPING AT ITS FINEST

The Mall at Short Hills offers one of the most productive concentration of luxury and upscale retail shopping in the world. Located just 23 miles west of Manhattan, the center serves many affluent New York area bedroom communities. Nestled in a beautiful, upscale community, this internationally known shopping center is surrounded by well-known corporate headquarters in the pharmaceutical and technology industries. Open 7 days a week, and with New Jersey's tax free apparel shopping, the center draws from a wide trade area including Northern New Jersey, New York City and Philadelphia.

# CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 FALL	July 7, 2010	July 28, 2010	September 10, 2010

• Calendar, availability, and rates subject to change based on reader and market needs

# READERSHIP

## TARGET MARKET

AVERAGE HOUSEHOLD INCOME	\$250,000
AVERAGE HOME VALUE	\$1,000,000
AVERAGE AGE (PREDOMINANTLY WOMAN)	37

# DISTRIBUTION/RATES

PRINTED AND DISTRIBUTED: 55,000

\$8,000 NET RATE FOR NON MERCHANTS

**EXCLUSIVE HOME DELIVERY:** 50,000 direct in-home to handpicked high net worth individuals residing in the affluent neighborhoods surrounding the Mall at Short Hills.

**THE MALL AT SHORT HILLS:** 5,000 copies

“These publications are a very fresh concept—they are happy, sexy, and fun. Reading them is like having a fun, light conversation with your buddy: It always brings you a smile. Advertising in them is a wink—a wink to a great audience!” — DIANEVON FURSTENBERG, FASHION DESIGNER