



LUXURY RETAIL SHOPPING AT ITS FINEST

Among the most spectacular retail destinations in the U.S., The Mall at Short Hills offers a dazzling array of today’s most-talked-about designer labels, each positioned in a sophisticated, luxury-driven environment that’s become an all-day hotspot eagerly frequented by its devoted customer base. Located just 23 miles west of Manhattan, this internationally known shopping center serves many affluent New York area bedroom communities. Called “the jewel in the crown” by its owner, Taubman Centers, The Mall at Short Hills is nestled in a beautiful, upscale community 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 area including Northern New Jersey, New York City and Philadelphia.

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 FALL	July 11, 2012	July 25, 2012	September 7, 2012

- Calendar, availability, and rates subject to change based on strategic opportunities, reader and market needs
- All final positioning is determined/approved by The Taubman Company LLC

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

AD SIZE	1X
FULL	\$15,000
SPREAD	\$30,000
COVER 2/PAGE 1	\$37,000
COVER 3	\$15,855
COVER 4	\$22,000

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