Technical specifications

Four-colour page

Type area	274 x 185mm
Bleed	305 x 216mm
Trim	297 x 210mm

Copy/artwork

Quark, InDesign or PDF files:
Supplied via ISDN or on disc by arrangement.

Colour: Separated film positives, right reading, emulsion side down

Halftones: Screen 133 lines per inch

Note: EG Retail is printed in the four-colour process. Pantone colours are not used. Cromalins should be provided with films.

All contracts are subject to Reed Business Information terms and conditions.

For a full copy of these, please call
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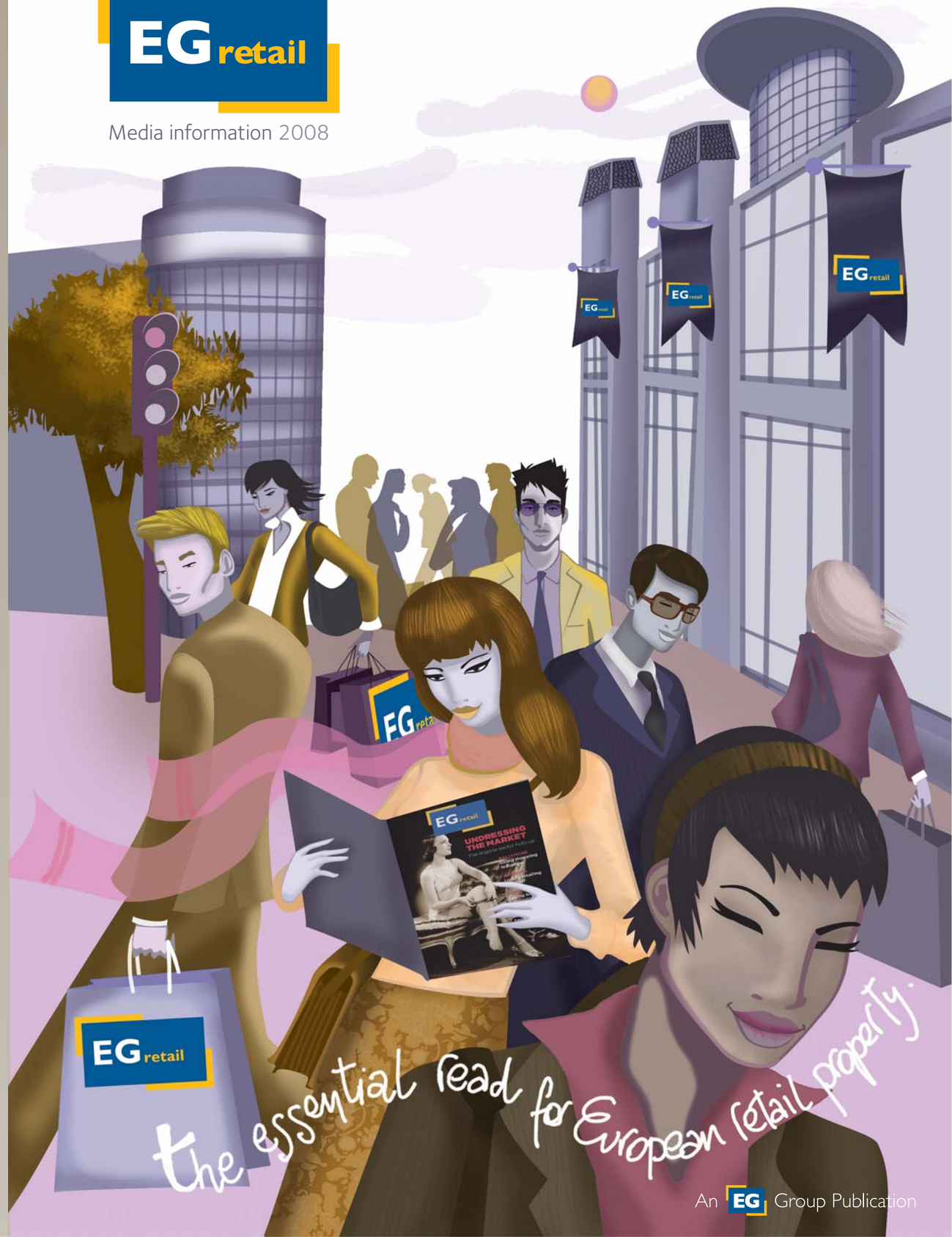
EG retail

Media information 2008



An EG Group Publication

EG Retail is the essential retail property magazine in the UK and Europe.

About EG Retail

EG Retail gives you access to the top decision-makers in the sector. With six issues planned for 2008 it provides in-depth information and analysis on everything you need to know in retail property, including:

- News and trends
- Analysis
- Retailer profiles, including new entrants, niche players and international brands
- Developer profiles, both UK-based and overseas
- Country profiles
- Design and development
- Marketing
- Investment
- Exclusive research

Why advertise?

With EG Retail you can reach a large captive audience of decision-makers in the retail property market. Distributed to over 40,000 property professionals, your advertisements will help position yourself firmly within the market.

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EG Retail offers direct access to the retail market in the UK and across Europe, including retail property consultants, retailers and retail service providers.

It is distributed to:

- All subscribers of Estates Gazette
- Selected European shopping centre council members
- Delegates at MAPIC, the international retail property exhibition held in Cannes

It is also distributed at key European property events including:

- MIPIM • ICSC – Europe • ICSC – Asia Expo
- BCSC Annual Conference & Retail Showcase
- Retail City, Dubai • Expo Real

Publication dates and deadlines 2008

Issue Date	Deadline
1 March	7 February
12 April	13 March
19 July	25 June
6 September	8 August
4 October	11 September
15 November	23 October

Advertising rates

DPS	£6,160
Full page	£3,080
Half Page	£2,320
Cover Wrap	£8,600

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