

RETAILTRAFFIC 2011

E-Newsletter Positions and Rates

e-newsletter ad positioning

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NEWS ANALYSIS

GGP's Emergence From Bankruptcy a Watershed Moment for Industry

By Elaine Mironzchik

General Growth Properties' emergence from Chapter 11 bankruptcy protection last week likely marked a turning point for the retail real estate industry.

"Our second largest owner of malls has gone through a difficult process and has survived and is going to continue operating," says Chris Macke, senior real estate strategist with the CoStar Group, a Bethesda, Md.-based research firm. "So it's very hopeful for the industry."

[READ THE FULL STORY HERE.](#)

BEST OF THE BLOG

Crisis Period is Behind Us, REIT Execs Proclaim

By Elaine Mironzchik

Remember when commercial real estate was "the next shoe to drop"? Listening to REIT executives talk about current market conditions at NAREIT's annual convention in New York, it became apparent that the days when everyone was waiting for Armageddon are thankfully behind us.

For one thing, it seems that the pace of leasing has picked up considerably in the past six months.

[READ THE FULL STORY HERE.](#)

SADI SHOWCASE

Cherry Hill Mall

By David Bodamer

Retail Traffic each week highlights one of the winners of our 2010 SADI Awards.



The renovation and repositioning of Cherry Hill Mall shows that sometimes a simple solution can achieve big results. JPRA Architects' design for the PREIT property took what was best from the original Victor Gruen scheme and added modern flourishes, while flooding the center with natural light. The renovation improved the circulation of the mall while seamlessly incorporating 200,000 square feet of new retail space. The execution of the renovation was "nicely done" according to one judge because it "allows you to see the original structure." Another lauded it for being a "minimal renovation with a lot of bang." Since the renovation, retailers have seen sales increases averaging 13.8 percent per month.

[READ THE FULL STORY HERE.](#)

RESEARCH CORNER

Retail Investment Sales Climate Firmed Up in Third Quarter

By David Bodamer

New data from Real Capital Analytics and CBRE Valuation & Advisory Services shows that the investment sales climate for retail properties began to firm up during the third quarter.



According to New York City-based Real Capital Analytics' (RCA) Retail Quarter in Review, the investment market for commercial real estate as a whole entered the fourth quarter in its strongest position since late 2007.

[READ THE FULL STORY HERE.](#)

DEAL DIGEST

Faris Lee Closes Seven Net Lease Deals

Staff Reports

Faris Lee Investments completed seven sales of fast food restaurant properties totaling \$9.5 million in value. The restaurants are located in California, Texas, Nevada and Arizona. The transactions included the following:

Napadonson LLC purchased a ground lease for a 2,806-square-foot Jack in the Box in Highland, Calif. for \$1.2 million.

[READ THE FULL STORY HERE.](#)

PROJECTS AND PEOPLE

Simon Opens Phase II of Houston Premium Outlets

Staff Reports

Simon Property Group Inc. opened the second phase of Houston Premium Outlets in Cypress, Texas. Phase II added 114,000 square feet to the center, for a total GLA of 541,000 square feet. Phase I opened in 2008.

The expansion included leases with 25 new retailers, among them Saks Fifth Avenue Off 5th, A/X Armani Exchange, American Eagle Outfitters, Chico's, David Yurman, Ed Hardy, Esprit, Huggar Clothing Co., J.Crew, Jockey, Joe's Jeans, Jos. A. Bank, Lacoste, Merrell, Nautica, New York & Company, Nestle Toll House by Chip, Original Penguin, Talbots, Tory Burch, Tumi, White House/Black Market and Wilsons Leather.

[READ THE FULL STORY HERE.](#)

Ever wish someone would turn your dream app into reality?

We're on it—but we need your help! At Retail Traffic, we're interested in the opportunities being served up by digital apps for the iPad. So we're asking industry professionals like you to join us and become members of our dream app laboratory. Join the lab.

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At DJM Realty, our knowledgeable team averages 20 years of senior real estate experience. DJM has serviced 285 retailers, disposed of 600+ million sq. ft., facilitated growth strategies for 50 retailers, restructured 8,000 locations, evaluated 20,000 locations and have up to \$250 million capital available for creating strategic solutions. [Click here for more information.](#)

Position 1: 300 x 250

Ad and 40 words of text with headline and URL

Maximum file size: 30k
Flash files not accepted

Interested in joining the dynamic, creative and successful restaurants and retailers who make up Center City Philadelphia's thriving commercial community? Search our database of available space and get your Philadelphia success story off to a great start today at [PhiladelphiaRetail.com](#).

Position 2: 300 x 250

Ad and 40 words of text with headline and URL

Maximum file size: 30k
Flash files not accepted

International Council of Shopping Centers' Deal Making events attracts a wide audience of retail real estate professionals. Register today for the opportunity to make deals, form successful business partnerships. Grow professionally through educational programs, exhibits, promotional opportunities and networking events. [www.icsc.org/2010edm](#)

Position 3: 300 x 250

Ad and 40 words of text with headline and URL

Maximum file size: 30k
Flash files not accepted

REDC and Jones Lang LaSalle, Commercial & Note December Auctions: \$50 Million Performing & Non-Performing Note assets in 12 States, 25+ Commercial Real Estate assets in 11 States with Broker Co-Op up to 3%. Retail, Office, Industrial, Hospitality & MORE: [Online Bidding starts December 13](#). View complete details at [www.Auction.com](#). Stay up-to-date: text Auction 833 to 878787.

Position 4: 300 x 250

Ad and 40 words of text with headline and URL

Maximum file size: 30k
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Retail Traffic Online e-Newsletter is written for the retail real estate decision makers you need to reach most—the retailers, developers, brokers, investors, architects and designers who depend on *Retail Traffic* for the most detailed analyses of trends in their fast moving industry. It's your most cost-efficient way to reach senior-level retail executives and developers on a weekly basis.

Published weekly (on Wednesday). Circulation: 40,000+

Position 1.....	\$875
Position 2.....	\$700
Position 3.....	\$550
Position 4.....	\$425

Retail Traffic Online E-Special Report Editions provide analysis of development trends and explore retail expansion opportunities in different states and regions throughout the U.S. Each timely e-newsletter is strategically deployed ahead of key ICSC Deal Making events and offers the latest insights from key real estate owners, managers, retailers and brokers within these markets.

Published eight times a year. Circulation: 40,000+

Position 1.....	\$875
Position 2.....	\$700
Position 3.....	\$550
Position 4.....	\$425

The Site Optimizer e-Newsletter is written for retail real estate decision makers with an interest in the key areas of site intelligence, marketing and operations. Each edition includes interviews with heads of real estate at major retailers, along with a technology update focused on the latest tools and technology available to site selectors, retailers, brokers, and asset managers.

Published monthly (third Thursday). Circulation: 43,000+

Position 1.....	\$1,000
Position 2.....	\$875
Position 3.....	\$750
Position 4.....	\$575

Distressed Real Estate Strategies e-Newsletter is a bi-weekly e-newsletter produced jointly by *Retail Traffic*, *National Real Estate Investor* and *Lodging Hospitality* that examines the problems, solutions and opportunities for impaired commercial real estate assets. Each edition focuses on issues such as valuations, buying opportunities, receivership, public-private partnerships, brokerage and property management across retail, hotels and other major property sectors.

Published second Tuesday and last Tuesday of the month. Circulation: 93,000+

Position 1.....	\$3,000
Position 2.....	\$2,700
Position 3.....	\$2,300
Position 4.....	\$1,800
Position 5.....	\$1,000

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