ACROSS

THE EUROPEAN PLACEMAKING MAGAZINE

# MEDIA KIT



ACROSS
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## WHO WE ARE

ACROSS is the international and independent trade medium for **PLACEMAKING** in Europe. The magazine covers topics throughout the entire value chain of modern mixed-use, retail property, high street, and PPP projects. ACROSS was established in 2008 as a trade journal for the retail real estate industry. This international publication has consistently evolved since then and now meets the thematic requirements and highlights the challenges of modern (retail) projects, with a clear focus on “placemaking”. The magazine’s **EDITORIAL COVERAGE** focuses on interviews and experts’ opinions, the latest developments and trends in the retail sector including trends from the entertainment sector, gastronomy, and leisure, as well as news from individual markets.

## GENERAL PERFORMANCE DATA

### Print Issue

- ☑ Print circulation: 20,000 copies; distribution by personally addressed mail (subscriptions)
- ☑ Mapic issue: 23,000 copies. 3,000 magazines for trade fair distribution (booths and visitors)
- ☑ Publication frequency: 4x per year (before MIPIM, in May, before EXPO Real, before MAPIC)

### E-Paper

- ☑ Magazine, news ticker, event overview, and magazine archive - available via the ACROSS app
- ☑ Reach: Currently 18,000 subscribers

### Social Media Network

- ☑ Network consisting of various social media platforms
- ☑ Publication of a wide range of industry news: several times a day

### Online Specials

- ☑ Online specials; designed with magazine layout
- ☑ Publication frequency: 7x per year
- ☑ Reach: 35,000 newsletter subscribers and 18,000 e-paper subscribers"

### Newsletter

- ☑ Sent once a week to 35,000 subscribers
- ☑ Additional special "Outlet Newsletter" 4x per year

### Website

- ☑ The very core of our network where all articles come together and are archived 4,500 unique visitors per day (on average)

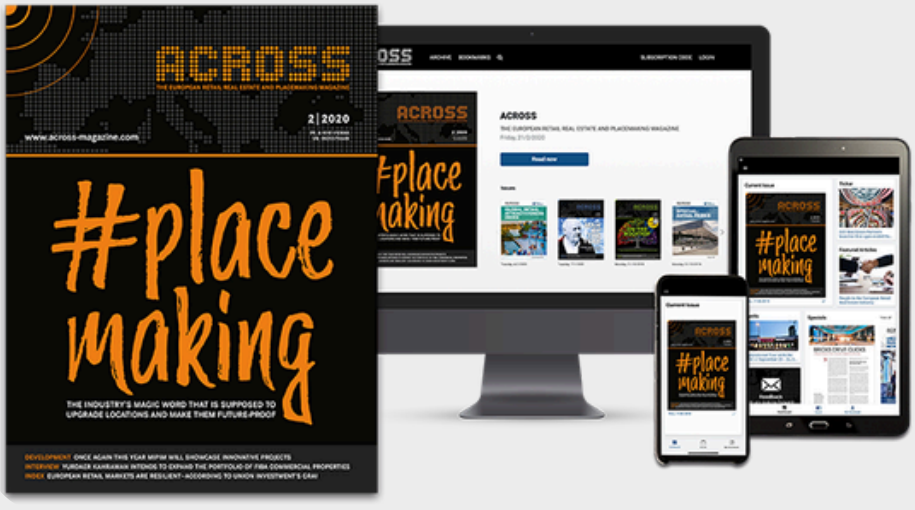
*Professional* *Credible* *Editorial*

## TARGET GROUPS

- Project developers and operators, **18%**
- Retailers (CEOs, marketing managers, heads of expansion), **23%**
- Investors, financiers, **16%**
- Center, asset, and facility managers, **15%**
- Industry service providers (lawyers, accountants, assessors, architects, marketing agencies, etc.), **15%**
- Construction sector (construction, HVAC, facilities, technology, etc.), **8%**
- Public authorities, councils, and advocacy groups, **5%**

## MAIN MARKETS & REGIONS

- Germany
- CEE & SEE
- France & Benelux
- Spain & Portugal
- Nordics
- Turkey



## FOR GENERAL DISTRIBUTION OF ACROSS

All members of national shopping center and placemaking associations in Europe, as well as all participants of MAPIC (from the last 10 years), are automatically subscribed to the ACROSS online mailing list.

Close co-operations with the most relevant industry events (e.g. EXPO, MAPIC, MIPIM) have helped us to further strengthen our position in the industry as a high-quality professional medium.

In 2015 we started our online channels (website – 4,500 unique users per day and newsletter – 35,000 subscribers/newsletter blasts every week). In addition, we use very intensive social networks. In 2020 we also launched our e-paper (in close cooperation with APA, the Austrian Press Agency as our technical partner).

Since 2011, we have cooperated very closely with the main players in the field. The aim of these so-called “strategic partnerships” is to provide industry players a targeted, year-round, international marketing and communication platform. We have established collaborations of this kind with companies such as:

- Allianz Real
- Ambas
- Balfin Group
- BIG CEE
- CC Real
- Coniq
- Designer Outlet Wolfsburg
- E-Strategy Consulting
- ECE
- Eurofund Group
- EUROVEA
- EXPO REAL
- Fashion House
- Fiba
- Frey
- Generatik
- IPH & BBE
- Kaufland (Schwarz Group)
- MAPIC
- MIPIM
- MK Illumination
- MPC Properties
- Neinver
- Nepi
- NIQ Geomarketing
- Outletcity Metzingen
- ÖBB Infrastruktur
- Placewise
- Redevco
- Rioja Estate
- SES
- Sonae Sierra
- Trinity Capital
- Unibail Rodamco Westfield
- Union Investment
- Value Retail
- Via Outlets
- Vienna International Airport
- ...just to name some

# EDITORIAL GUIDELINES

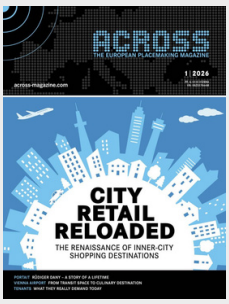
ACROSS is an independent media platform serving the retail real estate industry across Europe. Our **EDITORIAL FOCUS** is on delivering relevant insights, strategic analysis, and forward-looking perspectives on the future of retail destinations, placemaking, investment, technology, and consumer trends.

Rather than simply amplifying market communication, ACROSS curates the ideas, projects, and developments that **GENUINELY CONTRIBUTE** to the future of placemaking and retail real estate in Europe.

We believe that valuable industry journalism goes beyond the distribution of corporate messaging. Our editorial approach is guided by independence, critical perspective, and the ambition to provide **MEANINGFUL CONTENT** for decision-makers shaping the future of the industry.

ACROSS welcomes expert contributions that provide genuine insight and value for our professional community. Submitted content must be editorial in nature and should avoid promotional or product-focused messaging.

To maintain editorial quality and relevance for our professional audience, all contributed content is reviewed according to ACROSS editorial standards and may be subject to revision prior to publication.















# ACROSS ACADEMY

## EXECUTIVE EDUCATION FOR RETAIL & RETAIL REAL ESTATE

The **ACROSS ACADEMY** extends the editorial dialogue of ACROSS Magazine into curated executive formats (seminars, masterclasses, placemaking safaris, webinars, etc.) for the European retail real estate industry. It creates a space where senior decision-makers can engage more deeply with the strategic questions shaping the future of physical destinations.

Through focused formats combining expert insight, real-world case studies and direct exchange, the **ACADEMY** enables structured reflection, industry dialogue and better strategic decision-making.




**Executive masterclass**

**ACROSS Retail Talks Online**

**Placemaking Safari**

**Hands-on Workshops**

# ACROSS ADVISORY BOARD

HEAD OF BOARD



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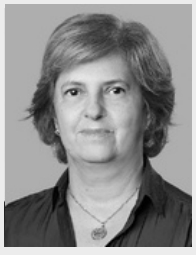
**MAREK NOEZTEL**
CEO of NEPI Rockcastle



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President of Eurofund Group



**CRISTINA SANTOS**
Executive Director, Property Management & Leasing at Sonae Sierra



**SVEN VORIH**
Co-Founder & Managing Partner, CC Real



**MARCUS WILD**
Member of the Executive Board of Spar Group Austria

# UPCOMING PUBLICATIONS*

| ISSUE | DATE OF PUBLICATION | MATERIAL SUBMISSION DEADLINE | SPECIAL FOCUS |
|---|---|---|---|
| **Online Special** | 19.01.2027. | 12.01.2027. | Outlook 2027 |
| **Print 1\|2027** | 23.02.2027. | 09.02.2027. | MIPIM Issue \| Let Me Entertain You? |
| **Online Special** | March 2027 | TBC | European Outlet Update I. |
| **Online Special** | May 2027 | TBC | European Retail Park Update |
| **Print 2\|2027** | June 2027 | TBC | TBC |
| **Print 3\|2027** | September 2027 | TBC | EXPO Real Issue |
| **Print 4\|2027** | October 2027 | TBC | MAPIC Issue |
| **Online Special** | October 2027 | TBC | European Outlet Update II. |
| **Online Special** | December 2027 | TBC | TBC |

## REGULAR MEDIA ACTIVITY

Published every Tuesday and Thursday, the ACROSS Newsletter reaches more than 35,000 retail real estate professionals across Europe with industry updates and market insights, complemented by ACROSS's continuous LinkedIn presence for ongoing engagement.

*The publication dates and some of the themes are not final and may be subject to change

# ADVERTISING WITH ACROSS

## YOUR STORY
## OUR PLATFORM

PRINT · ONLINE SPECIAL · WEBSITE · NEWSLETTER

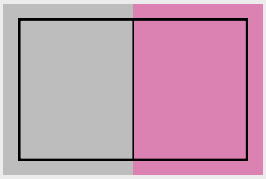


# ADVERTISEMENTS IN PRINT

### FULL PAGE (1/1)

210 mm x 275 mm | bleed (+3 mm)

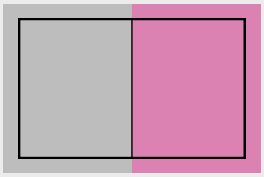
EUR 6,900



### INSIDE FRONT/BACK COVER

210 mm x 275 mm | bleed (+3 mm)

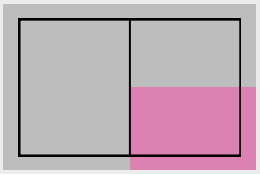
EUR 7,900



### HALF PAGE (1/2) – HORIZONTAL

210 mm x 132 mm | bleed (+3 mm)

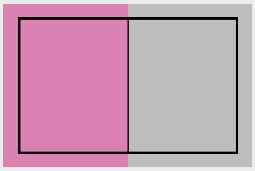
EUR 4,300



### BACK COVER

210 mm x 275 mm | bleed (+3 mm)

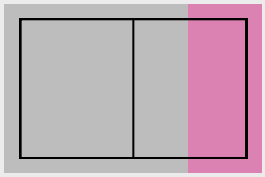
EUR 8,900



### HALF PAGE (1/2) – VERTICAL

100 mm x 275 mm | bleed (+3 mm)

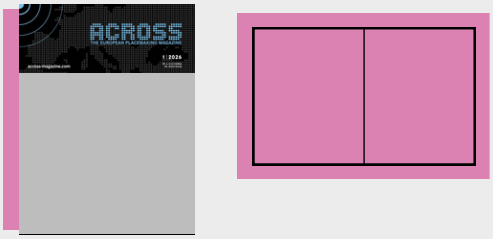
EUR 4,300



### GATEFOLD COVER

420 mm x 275 mm | bleed (+3 mm)

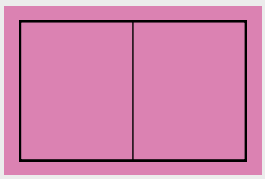
EUR 18,000




### DOUBLE PAGE SPREAD

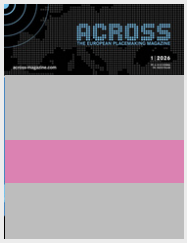
420 mm x 275 mm | bleed (+3 mm)

EUR 12,900



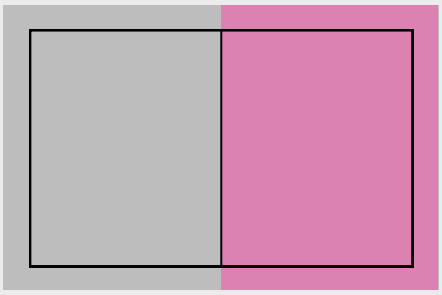
### BANDROLE/SLEEVE

EUR 7,500

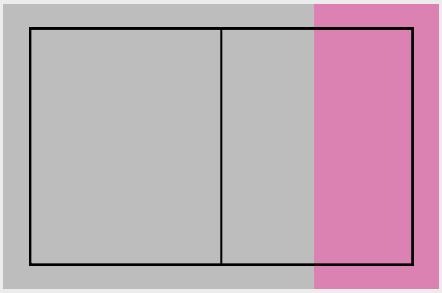



Wrapped around the magazine and sealed at the back.
430 mm x 58 mm (open) | bleed (+3 mm)
210 mm x 58 mm x 5 mm (closed).

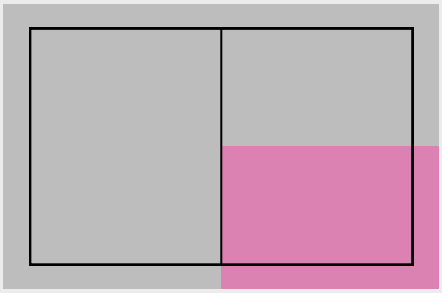
# ADVERTISEMENTS IN ONLINE SPECIALS



**FULL PAGE (1/1)**
210 mm x 275 mm | Target URL
EUR 3,900



**HALF PAGE (1/2) – VERTICAL**
100 mm x 275 mm | Target URL
EUR 2,100



**HALF PAGE (1/2) – HORIZONTAL**
210 mm x 132 mm | Target URL
EUR 2,100

# ADVERTISEMENTS ON THE WEBSITE

## HEADER BANNER

**EUR 9,900/30 days**
**EUR 5,800/15 days**

Advert in the header section on all pages (including home page) at random, on a loop with other advertisers.

## START PAGE BANNER

Advert at the start page (home page), placed between TICKER and DEVELOPMENT or OUTLETS and RETAIL, at random, on a loop with other advertisers.

**EUR 5,900/month**

## ARTICLE PAGE BANNER

**EUR 1,490/month**

Advert on article pages at random, on a loop with other advertisers.

## NEWSLETTER BANNER

Advert in regular ACROSS Magazine newsletters – Weekly, on Tuesday and Thursday, reaching 35,000 subscribers.

**EUR 2,300/newsletter**

## SPECIAL NEWSLETTER

**EUR 6,700/publication**

We create your own special newsletter branded with your company logo in cooperation with our editors. We will highlight your company, projects, and expertise to inform your target group.

## SPONSORED ARTICLE ONLINE

The article – clearly marked as “sponsored article” – is published as news ticker as well as in the relevant section.

**EUR 4,900/month**

# EXCLUSIVE SERVICES FOR
# STRATEGIC & NETWORKING PARTNERS

## COMPANY LISTING

Company Listing in ACROSS Magazine (print, e-paper, and online special) and entry in the Partners section (online).

**Details featured:**

- Company name
- Logo
- Address
- Contact details
- Email address
- Weblink to company‘s website
- Boilerplate (up to 80 words)

## LOGO PLACEMENT

Logo Placement in ACROSS Magazine (print, e-paper, and online special) and in regular ACROSS Newsletters.







# ACROSS SPECIAL FEATURES

## YOUR EXPERTISE
## OUR EDITORIAL PLATFORM

4 PAGES · 20 PAGES



## WHAT IS AN ACROSS SPECIAL?

A themed feature (a magazine within the magazine) spanning 4 or 20 pages. Thematically tailored to our clients in the ACROSS layout. A **STRATEGIC TOPIC** is developed thematically with articles, interviews, project descriptions, etc.

***Maximum reach and attention guaranteed***

Prices for **SPECIALS** are calculated individually.

## 4-PAGE ACROSS SPECIAL

**Management Interview (2 pages)**

strategy, market developments, innovation, major projects, future outlook

**Expert Article (2 pages)**

A topic tied to your expertise: placemaking, ESG, mixed-use, digital transformation, retail innovation, and more

## 20-PAGE ACROSS SPECIAL

**May take form as**

- Magazine supplement
- Stand-alone publication
- White paper
- Industry report
- Digital knowledge hub
- Podcast
- Video
- Microsite
- Annual report
- Conference publication



**ALL ACROSS SPECIAL FEATURES ARE PUBLISHED AND DISTRIBUTED ONLINE VIA WEBSITE, NEWSLETTER, SOCIAL MEDIA AND AS E-PAPER ON OUR MOBILE APP – AS WELL AS INTEGRATED AS A SPECIAL SECTION IN THE UPCOMING MAGAZINE**

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