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Sunday Times

# MALLS SA

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Sunday Times

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# MALLS SA

2018 EDITION

**M**alls SA is an annual showcase publication targeted primarily at consumers and retail specialists with an interest in new centres as well as innovation and trends in the retail sector.

South Africa currently has more than two thousand shopping centres in operation and Malls SA provides a comprehensive and well-designed supplement that will offer consumers and retail specialists across the country, the opportunity to list or showcase their businesses.

The launch edition of *Malls SA* will cover topical issues such as the redevelopment of existing malls, spatial planning and the growth of centres in developing areas, townships and rural areas.

The editorial content will highlight specialised products, technologies, the latest retail

methodologies and services that will contribute to the ongoing improvement of the mall experience for consumers and retailers alike.

The publication will also investigate what stakeholders in South African malls are doing to transform their businesses into centres of retail excellence and it will provide consumers with fascinating insights about the shopping centres that serve them and their communities.

## EDITORIAL FOCUS AREAS

- Technology and customer experience
- Security, parking and mall management
- Marketing dynamics, including retail patterns and shopping behaviour
- Airport retail space
- The live, work and play concept and its role in modern-day malls



## ADVERTISING RATES

ALL RATES EXCLUDE AGENCY COMMISSION AND VAT

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### Distribution

- 50 000 inserted into selected Sunday Times subscriber copies
- 12-month presence on the Business Media Mags website ([www.businessmediamags.co.za](http://www.businessmediamags.co.za)).

**ADVERTISING CONTACT: Project Manager:** Andrew Green

**Direct Tel:** 021 469 2469 | **Switchboard:** 021 469 2400 | **Cell:** 078 014 6862 | **Email:** AndrewG@picasso.co.za

Picasso Headline (Pty) Ltd. Reg: 59/01754/07. A Tiso Blackstar Group Brand  
13th Floor, 2 Long Street, Cape Town 8000 | PO Box 12500, Mill Street 8010