

Phone 02 9555 7494  
Fax 02 9810 4392  
Email leanne@shoppingcentrenews.com.au  
advertising@shoppingcentrenews.com.au  
Web www.shoppingcentrenews.com.au  
Post PO Box 363  
Rozelle NSW 2039 Australia  
Courier Production Manager  
14 Mullens Street  
Balmain 2041  
9am – 5.30pm  
ABN 11 142 880 834



## SCN Overview

---

SHOPPING CENTRE NEWS is generally regarded as 'required reading' in the industry and we find its advertisements are as keenly read as its editorial content.

SCN is in the 'information business' and is perceived as such by its readers. SCN is the only shopping centre magazine in Australia and has an industry reputation as being a quality magazine that is authoritative, accurate and independent.

**SCN follows the 'rifle' approach rather than the 'scattergun' method. It targets decision makers and those directly involved in the retail/shopping centre industry.**

Circulation is around 2,500. We estimate the publication has a readership of at least 8:1 (readers:subscribers) therefore we estimate a readership of 20,000 plus. SCN is circulated throughout Australia and New Zealand with a contingent of subscribers from the USA, Japan, South East Asia & Europe.

Subscribers include nearly all **centre managers, marketing managers** and **operational staff** at centre level in Australia.

At head office level, SCN is read by **senior executives** (whose portfolios contain retail property), **retail investors** and of course **retailers** (both major chains and major retailers), **financial and property analysts, owners** and **investors, fund managers, real estate agents** and **valuers, architects** and **designers** as well as **suppliers** to the industry (shopfitters, construction, cleaners, security etc).

Phone 02 9555 7494  
Fax 02 9810 4392  
Email [leanne@shoppingcentrenews.com.au](mailto:leanne@shoppingcentrenews.com.au)  
[advertising@shoppingcentrenews.com.au](mailto:advertising@shoppingcentrenews.com.au)  
Web [www.shoppingcentrenews.com.au](http://www.shoppingcentrenews.com.au)  
Post PO Box 363  
Rozelle NSW 2039 Australia  
Courier Production Manager  
Address 14 Mullens Street  
Balmain 2041  
9am – 5pm  
ABN 11 142 880 834



## SCN Advertising Rates (GST included)

### Ad costs

Four Colour	Casual	Contract 6
Double Page	\$6,800	\$6,200
Full Page	\$4,400	\$3,800
Half Page	\$3,000	\$2,500
Third Page	\$2,400	\$2,000

### Ad sizes

Full Page	Depth		Width
Trim size	276mm	x	210mm
Type-safe area – minus 7mm all round			
Bleed size – plus 5mm all round			
Half Page			
Horizontal	122mm	x	181mm
Bleed	– not available		
One Third Page			
Vertical	247mm	x	57mm
Horizontal	80mm	x	181mm
Bleed	– not available		

### Important Technical Specifications

- All advertisements must be created from CMYK (process colours). Spot colour is not available.
- High res (Acrobat Press Ready) .pdf file with bleed and printer's marks.
- **No responsibility is accepted** for printing colour accuracy if an accurate colour proof is not supplied.

### File delivery

Email: [leanne@shoppingcentrenews.com.au](mailto:leanne@shoppingcentrenews.com.au)  
Post: send CD Rom with proof

### Courier address only:

Production Manager  
14 Mullens Street  
Balmain, Sydney 2041  
9am – 5.30pm  
or

### Postal address:

Production Manager  
Shopping Centre News  
P.O. Box 363  
Rozelle, Sydney 2039  
[www.shoppingcentrenews.com.au](http://www.shoppingcentrenews.com.au)