

• RETAIL INTELLIGENCE PLATFORM

Reach the people who decide where retail expands.

50,000 retail executives, expansion directors, and CRE professionals read Malls.com every month. This is where you reach them.

50k

MONTHLY READERS

5k+

RETAIL BRANDS TRACKED

40+

COUNTRIES COVERED

4

REGIONS WORLDWIDE

• PUBLISHED VIA

[Malls Money Newsletter](#)[malls.com · 50K/mo](#)[LinkedIn](#)[Telegram @malls](#)[EuroShop · ICSC · MAPIC](#)

Who reads Malls.com

Senior professionals who make expansion, leasing and technology decisions — not general retail enthusiasts.

Retail expansion directors VPs running market entry and location strategies for regional and global brands.	38% OF OPENS
Mall operators & CRE brokers Property managers, leasing agents, brokers tracking tenant demand and new developments.	29% OF OPENS
Retail tech & media vendors Digital signage, retail media, PropTech and in-store tech companies selling to malls.	21% OF OPENS
International market entry Asian brands entering Europe, US brands to Gulf, European brands into APAC.	12% OF OPENS

GEOGRAPHIC REACH

United States	31%
Europe (UK+EU)	27%
Middle East	18%
Asia-Pacific	15%
Canada & other	9%

DECISION-MAKING LEVEL

C-level / VP / Director	58%
Manager / Senior	29%
Analyst / Other	13%

CHANNEL MIX

Malls Money newsletter	~8,000 subs
Website (malls.com)	50K / month
LinkedIn	1,000+ followers
Telegram @malls	2,000+ subscribers

Three ways to reach our audience

From single newsletter placement to full annual partnership. Direct editorial access included.

ENTRY	CORE Most popular	STRATEGIC
<h2>Newsletter Sponsor</h2>	<h2>Content + Newsletter</h2>	<h2>Annual Intelligence Partner</h2>
<p>Your brand in the Malls Money weekly newsletter — the most direct channel to retail expansion decision-makers.</p>	<p>Sponsored article on Malls.com with newsletter distribution. Written with the editorial team — not a press release.</p>	<p>Full-year integration across all Malls.com channels — newsletter, web, social, and live events with quarterly reports.</p>
<h1>\$750</h1> <p>per issue · min. 1 issue</p>	<h1>\$2,500</h1> <p>one-time · \$1,800/mo at 3+mo</p>	<h1>\$12K</h1> <p>per year · billed quarterly</p>
<ul style="list-style-type: none">● Branded sponsor block● Logo + 60-word callout + CTA● Full subscriber list delivery● Open rate report post-send● Available every week	<ul style="list-style-type: none">● Sponsored editorial 800–1,200w● Newsletter distribution (full list)● LinkedIn + Telegram @malls posts● SEO-indexed permanent placement● Performance report in 7 days	<ul style="list-style-type: none">● Everything in Core (×12)● Newsletter footer logo (52 issues)● Live event coverage mentions● Co-branded market intelligence report● Quarterly audience reports
<p>↓ 4+ issues: \$650/issue</p>	<p>↓ 3-month bundle: \$4,500</p>	<p>↓ Custom scope available</p>
<p>Request package</p>	<p>Get started →</p>	<p>Request package</p>

Custom packages for database access and Telegram-only placements · sales@malls.com

Where your brand appears

Four formats across three channels — written for how our audience consumes retail intelligence.

EMAIL

Newsletter sponsor block

Malls Money · Every Tuesday

A clearly labelled "Sponsored by" block inside the newsletter body. Includes your logo, 60-word description, and CTA button. Delivered to the full subscriber list.

Logo: SVG / PNG

Copy: max 60 words

1 CTA link

Delivery: 48h

ARTICLE

Sponsored editorial article

Website + newsletter distribution

An 800–1,200 word article co-written with the editorial team. Labelled "Sponsored" but in full editorial style. SEO-indexed permanently on Malls.com.

Length: 800–1,200 words

1–2 images

Permanent URL

Social distribution

TELEGRAM

Telegram channel post

@malls · English channel

Sponsored post in the Malls.com English Telegram channel with image and CTA link. Ideal for product launches, event announcements, and market entry campaigns.

Channel: @malls

150–250 words + image

1 CTA link

48h turnaround

DISPLAY

Website display

Leaderboard + sidebar · all pages

Standard IAB formats sitewide. Leaderboard at the top of content pages; sidebar rectangle on category pages. Third-party ad tags accepted.

Leaderboard: 728x90

Sidebar: 300x250

JPG/PNG/GIF/HTML5

3rd party tags OK

From brief to live in 5 business days

01

Send brief

Email your overview and campaign goal to sales@malls.com. A few sentences is enough to start.

02

Get proposal

We reply within 24h with a package recommendation, timeline, and invoice. No call needed.

03

Approve content

Review copy and creative before anything goes live. One revision round included.

04

Go live + report

Published on schedule. Performance report delivered within 7 days of placement.

Why partner with us

● Signals, not trends

Verified expansion moves, real store counts, zero speculation. Readers trust us because we never publish unconfirmed data.

● Primary source reporting

Accredited press at EuroShop, ICSC, MAPIC, and Expo Real. First-hand floor coverage, not aggregated rewrites.

● B2B audience only

72% of readers are in retail expansion, CRE or retail tech. No consumer audience diluting your campaign reach.

● Four regions tracked

North America, Europe, Middle East, Asia-Pacific — with local market nuance, not just headline trend stories.

● Fast, no bureaucracy

Brief to live in 5 business days. Direct editorial access. Invoices accepted from EU, US, and GCC companies.

● English-first platform

Malls Money newsletter and Telegram @malls in English. All content SEO-indexed on Malls.com permanently.

PRESS CREDENTIALS & LIVE EVENTS

● EuroShop 2026

Dusseldorf · Feb

● ICSC Las Vegas

Las Vegas · May

● MAPIC Cannes

Cannes · Nov

● Expo Real

Munich · Oct

● MIPIM Asia

Hong Kong · 2026

READY TO ADVERTISE?

Let's build your campaign together.

We reply to every brief within 24 hours.

Stripe · Wise · Bank transfer · VAT docs available.

LinkedIn · Twitter / X · Telegram @malls · malls.com

ADVERTISING

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PRESS & NEWS

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GENERAL

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