



Simon and Condé Nast to Issue 2016 Edition of Lifestyle Publication Simon Magazine

September 6, 2016

Success of inaugural edition paves way for follow-up glossy

NEW YORK, Sept. 6, 2016 /PRNewswire/ -- Simon, the name behind America's leading shopping destinations, has once again teamed with Condé Nast, a premier media company, to produce its second lifestyle publication – *Simon Magazine* – designed to provide readers with the latest must-haves and must-dos, from fashion and beauty to dining and entertainment.



This year's magazine features full-price products from the iconic retail brands available nationwide at Simon Malls and also merchandise from Simon Premium Outlets® and The Mills. The addition of Simon's vast outlet and off-price brands to this year's *Simon Magazine* is a reflection of the way today's consumer (particularly the Millennial) likes to shop – across a high/low mix of brands and price-points. Three hundred thousand copies of the magazine will be direct-mailed to Condé Nast subscribers with the October editions of *Vogue*, *Allure* and *Glamour*.

"Once again we're pleased to collaborate with Condé Nast for the second edition of *Simon Magazine*," said Chidi Achara, Global Creative Director for Simon. "This year we focus on a stylish mix of aspirational and designer brands, using key seasonal trends to help our shoppers find their own style. The magazine celebrates the joy of discovering what's right for you and the fun of shopping our centers with family and friends."

"For the second issue of *Simon* magazine, we combined editorial content from our influential in-house brands with exclusive branded content to help readers craft a unique personal style for the fall season," said Condé Nast Creative Director Raul Martinez. "It was a true creative and commercial step forward for our partnership with the team at Simon, and we're very proud of the end result."

Additionally, this year's *Simon Magazine* will include an "Insider's Guide" featuring the inside scoop on the best places to shop, dine and discover in 10 U.S. markets where you can find Simon centers. Consumers will also be able to engage with the magazine's custom content via a digital flip-book version residing on simon.com, articles on [Simon SAID](http://SimonSAID.com) (the brand's editorial digital platform), and exclusive video and insider tips on Simon's social media channels.

The magazine will reach consumers in mid-September in time for the *fall* fashion season and is also being distributed through personal shoppers and special events at Simon's top malls, The Mills and Simon Premium Outlets® across the country.

About Simon

Simon is a global leader in retail real estate ownership, management and development and an S&P100 company (Simon Property Group, NYSE: SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit simon.com.



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