



## Simon And Conde Nast Launch Luxe Lifestyle Publication Simon Magazine

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**Luxury focused fashion, beauty, travel and culture glossy arriving at Simon malls this holiday season**

NEW YORK, Nov. 19, 2015 /PRNewswire/ -- Simon, a leading global retail real estate company, has teamed with Conde Nast, a premier media company, to produce a 98-page, high-end lifestyle publication – *Simon Magazine* – designed to provide readers with the latest must-haves and must-dos, from fashion and beauty to dining and travel.



The premiere edition of *Simon Magazine* features diverse content including covetable gift ideas, an A to Z listing of cultural event happenings around the world, rising technology stars and the gadgets of the future that are here today. The magazine will reach select Simon locations just before the holiday season.

"The new *Simon Magazine* is one of many initiatives we're undertaking to elevate the shopping experience for our customers," said Chidi Achara, Global Creative Director for Simon. "It supports the world-class brands at our centers by providing a stylish journey through the best in fashion, beauty, culture and travel for the winter and resort seasons."

"We are thrilled to collaborate with Simon to create this custom, luxe lifestyle magazine. This is the first time Conde Nast has worked with a brand to create custom editorial content at this scale, and we are pleased to bring our expertise to this project," said Conde Nast's Creative Director Raul Martinez. "We've worked with some of the best talent in the industry to create a truly exceptional magazine."

Featuring over 130 brands, *Simon Magazine* is an invaluable resource for the holiday season and beyond. The magazine is being direct mailed to 300,000 Conde Nast subscribers, and being distributed through retailers, personal shoppers and special events at Simon's top Malls, Mills and Premium Outlets® across the country.

### **About Simon**

Simon is a global leader in retail real estate ownership, management and development and a 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](http://simon.com).



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