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Digital Outsider
Adspace Gets 'Lucky'
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Digital out-of-home video network Adspace is partnering with Conde Nast's shopping magazine *Lucky* to provide mall-goers with style tips from editors and celebrities, along with other content taking viewers inside the making of the magazine.

The new Adspace series featuring *Lucky*, called "Smart and Lucky," stars the magazine's style contributor Lori Bergamotto, and consists of spots running 20-30 seconds in length. The network will also carry behind-the-scenes footage from cover shoots, beginning with ubiquitous celebri-model Kim Kardashian, who appeared on the cover of the November issue, who will give viewers advice on "dressing like a Kardashian." Next up will be fashion tips from *Lucky*'s December cover model, Jessica Simpson. Upcoming features include holiday gift suggestions and fashionable New Year's resolutions.

The spots will run throughout Adspace's national network of 137 "Class A" malls, serving major metro areas and big media markets.

Previously, AdSpace unveiled plans to expand into 40 new malls during 2011, bringing the total to 157 malls. The company claims that the new additions will bring its total monthly audience to 150 million people.

AdSpace also recently announced that it has established its first beachhead on Manhattan, with new displays at New York's South Street Seaport Marketplace. The installations include 10 65-inch HD plasma screens mounted in 7.5-foot, floor-standing kiosks as well as an 85-inch digital canvas mounted near the entrance to the Pier 17 building.