



Simon® Launches Simon Media Network™, Turning Real-World Consumer Behavior Into Measurable Business Impact

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Simon Media Network combines Simon's premier destinations, first-party consumer intelligence and integrated marketing capabilities to connect brands with high-intent consumers.

INDIANAPOLIS, Aug. 27, 2026 /PRNewswire/ -- [Simon®](#), a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, today announced the launch of **Simon Media Network™**, a next-generation commerce media platform that helps brands reach high-intent consumers across Simon's portfolio of more than 200 destinations.



Simon Media Network extends the company's ability to connect brands with consumers where they already gather, discover, and spend time. With billions of visits worldwide and over \$100 billion in commerce generated across Simon's portfolio of premier retail destinations, Simon Media Network creates one of the richest real-world signals of consumer behavior.

As consumer attention becomes increasingly fragmented across channels and marketers demand greater accountability, Simon Media Network offers a differentiated approach to commerce media. Unlike traditional retail media networks that are built around purchases from a single retailer, Simon Media Network provides advertisers with a broader view of consumer behavior across an ecosystem of shopping, dining, entertainment, and lifestyle experiences. This enables brands to understand not only what consumers buy, but where they spend time, what captures their attention, and how those behaviors translate into measurable business outcomes.

"Today's marketers need more than impressions. They need partners who can prove a campaign actually moved someone to visit, engage and buy," said Jared Blechman, Chief Revenue Officer at Simon. "Simon is where consumers discover brands in the real world. Simon Media Network builds on that foundation, transforming those interactions into intelligence that helps brands better understand, reach and engage consumers."

Through Simon Media Network, advertisers can activate campaigns across Simon's integrated marketing ecosystem, including high-impact digital displays throughout Simon destinations, experiential activations, ShopSimon.com®, the Simon+® loyalty program, and Simon-owned social and digital channels, as well as off-platform media environments. Campaigns can be executed nationally, regionally, by market, or at individual properties, giving brands flexibility to align campaigns with specific business objectives while maintaining consistent measurement across channels.

Powered by Simon's first-party consumer intelligence, Simon Media Network provides advertisers with transparent, verified insights into campaign performance including visitation, transactions, and consumer engagement. By combining audience insights, activation, and closed-loop attribution, Simon enables brands to build more meaningful consumer connections and demonstrate an incremental return on advertising spend.

"What makes Simon Media Network attractive is our ability to bring together brands, consumers and experiences in places where real life happens. Every day, millions of people come to Simon destinations to shop, discover something new, spend time with family and friends, and create lasting memories," said Lee Sterling, Chief Marketing Officer at Simon. "Simon Media Network gives marketers an opportunity to reach those audiences, be part of those moments and understand the impact those connections create."

For more information about Simon Media Network, visit business.simon.com/media.

About Simon

[Simon®](#) is a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE: SPG). Our properties across North America, Europe and Asia provide community gathering places for

millions of people every day and generate billions in annual sales.



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