



*"The posters have only been up one week and we have had two consultations already – many thanks!"*  
Eva Czapracka, Band Marketing Manager, WhiteLight Skin Clinic

## **UK Shopping Centre Poster Sites** *...affordable & effective Mall advertising!*



## Introduction

- > Designed to provide an affordable entry to a massive audience
- > Implemented in forty malls all over the U.K. proving both local and national coverage!
- > Developed into a successful media concept incorporating several of the largest shopping centres in the country including Lakeside and the MetroCentre

## Product

- > Effective shopping centre poster advertising targeting people in a receptive frame of mind
- > Visible seven days a week
- > Limited amount of poster sites allows advertising to breathe

## Format

- > Full colour posters displayed at eye level for maximum impact
- > A1 size tamper proof frames with a plastic screen to protect your message
- > Strategically placed in high dwell/captive areas such as **entrance/exits, lifts and toilet lobbies**

## Shopping Centres

- > 40 Malls with a combined total of 19 million shoppers every fortnight
- > Major and regional shopping centres from Aberdeen to Southampton (see site list)
- > Located at the heart of local communities

## Demographics

- > Social Class: ABC1 60%
- > Age: 16-44 67%
- > Gender: Women 67%

## Space Rate Card

- > £90 gross per poster/per two weeks or £150 gross per poster/per four weeks
- > All rates include 15% agency commission and 5% specialist commission but exclude production and vat\*
- > Individual Malls can be bought but minimum orders apply because of the low unit price

## National/ Regional Packages 2009

- >Media: A1 Posters in U.K. Shopping Centre Malls
- >Number of Malls: 40
- >Total footfall per two weeks: 19 Million

National	Number of Frames	Price for 2/4 weeks
Light Weight	200	£18,000/£30,000
Medium Weight	400	£36,000/£60,000
Heavy Weight	800	£72,000/£120,000

Regions (number of malls)	Number of Frames	Price for 2/4 weeks
London/South /South East (19)	427	£38,430/£64,050
Eastern /Midlands (6)	203	£18,270/£30,450
North/NE/NW/Scotland (11)	200	£18,000/30,000
Wales/South West (4)	44	£3960/£6600



## Site List

Location /Region	Malls	Footfall per 2 weeks
Aberdeen/Scotland	The Mall Aberdeen	346,154
Barking/London	Vicarage Field Shopping Centre	253,846
Barnsley/North	The Mall Barnsley	338,462
Bexleyheath/ South East	The Mall Bexleyheath	311,538
Blackburn/North West	The Mall Blackburn	615,385
Bristol/South West	The Mall Bristol	461,538
Bristol/South West	Cabot Circus	576,923
Bromley/ South East	Glades Shopping Centre (CSC)	769,231
Camberley/South East	The Mall Camberley	342,308
Chester /North West	The Mall Chester	384,615
Clapham/London	Shopstop at Clapham Junction	384,615
Dartford/ South East	Orchards Shopping Centre	184,615
Edgware/London	The Mall Edgware	284,615
Epsom/South East	Ashley Shopping Centre	269,231
Falkirk /Scotland	The Mall Falkirk	307,692
Gateshead/North East	MetroCentre (CSC)	923,000
Glasgow/Scotland	Braehead Shopping Centre	653,846
Gloucester/South West	The Mall Gloucester	346,154
Gravesend/South East	St. Georges Shopping Centre	115,385
Ilford/London	The Exchange Mall Ilford	453,846
Leeds /North	St.Johns Centre (tba)	500,000
Luton/ Eastern	The Mall Luton Arndale Centre	769,231
Maidstone/ South East	The Mall Chequers Maidstone	461,538
Middlesbrough/North East	The Mall Middlesbrough	461,538
Newcastle Upon Tyne/North East	Eldon Square (CSC)	1,000,000
Norwich/Eastern	Chapelfield Shopping Centre (CSC)	461,538
Norwich /Eastern	The Mall Norwich	423,077
Nottingham/Midlands	Victoria Shopping Centre (CSC)	923,077
Preston /North West	The Mall Preston	346,154
Romford/London	The Mall Romford	307,692
Rhyl/Wales	White Rose Centre	384,615
Southampton/South	The Marlands Mall Southampton	280,769
Stoke-on-Trent/Midlands	Potteries Shopping Centre (CSC)	538,462
Stratford/London	Stratford Centre	384,615
Sutton Coldfield/Midlands	The Mall Sutton Coldfield	357,692
Thurrock/ South East	Lakeside Shopping Centre (CSC)	1,000,000
Uxbridge/London	Chimes Shopping Centre (CSC)	423,077
Uxbridge/London	The Mall Uxbridge	357,692
Walthamstow/London	The Mall Walthamstow	338,462
Watford/ South East	Harlequin Shopping Centre (CSC)	692,308
Wood Green/London	The Mall Wood Green	442,308



## Posting Calendar 2009

Jan 13,27/Feb 10,24/March 10,24/April 7,21/May 5,19/June 2,16,30/July 14,28/Aug 11,25/Sept 8,22/Oct 6,20/Nov 3,17/Dec 1,15,29

## Specification

Size: A1 Portrait 840mm (High) x 594mm (Wide)

Safe copy area: 770mm (High) x 524mm (Wide)

Paper weight: 170gsm (recommended)

Quantity: Campaign plus spare(s)

Artwork Format: 300 dpi, cmyk in pdf, eps, jpeg or Tiff

*Please provide posters without print trim lines*

Delivery: Positive Media Marketing offices, ten working days before campaign start date

## Who uses this Media?

Charities

Councils

Cosmetics & Toiletries

Educational Institutions

Entertainment & Media

Finance

Food & Drink

Government

Health Clubs

Hotels

Motors

Primary Care Trusts

Private hospitals

Restaurants

Retailers

Telecoms

Travel

*...and too many others to list!*

## Testimonials

*"Positive Media have always proved to be a professional, efficient and an enthusiastic company to work with. They have a good understanding of the outdoor medium"*

**Marie Williams, Account Manager, Concord Outdoor Specialists for Fairview Homes**

*"Fantastic venue – the campaign has really worked!"*

**Ivor Rose, Director, Alfa Mortgages**

*"Fabulous advertising!"*

**Barry Upton, Managing Director, Aztec Uk Garden Show Promoters**

*"...the posters were situated in the best locations in the Shopping Centre's surrounding car parks and gave us exposure to an extremely large number of people"*

**Lucie Wood, Marketing Director, Humming Bird Motors -Mitsubishi Motors**



*"Just wanted to say on behalf of Little Havens Children and Staff thank you so very much for your Support. It really is appreciated"*

**Hermoyone Kendrick, Deputy Head, Fundraising Marketing of Havens Hospices**

*"Thank you ...we are really happy with the Poster Sites"*

**Nicola Purvey, Acting Disney Product Manager, TUI Holidays**

*"The client was very happy with their Campaign...I hope to put more bookings your way soon"*

**Dave Grieves, Media Agent, Ads Direct, for the North East Summer Festival**

*"Everything is exactly as ordered and looks great...Many Thanks"*

**John Charman, Media Director, The Point Advertising Agency for City College Norwich**

*"Southampton has had consultations booked so far as a result"*

**Ewa Czapracka, Brand Marketing Manager, WhiteLight Skin Clinic**

*"Epsom & Ewell Borough Council has received positive feedback on its posters in the Ashley Centre and is happy with the speedy and helpful service of Simon and his team"*

**Midge McCall, Communications Manager, Epsom & Ewell Borough Council**

## **Summary**

*Our Shopping Centre poster sites are effective and affordable because they are:-*

- > seen by a massive shopping centre audience of 19 million people per fortnight
- > Limited amount of poster sites allows advertising to breathe and targets people in a receptive frame of mind
- > surprisingly affordable at £90 per poster/per 2 weeks\*

## **Interested?**

For more information call: Mr. Positive Simon Grant on Freephone **(0800) 915 4444**

Email: [simon.grant@positivemediamarketing.co.uk](mailto:simon.grant@positivemediamarketing.co.uk)

*\*Production: £10 per poster print / £25 set up fee / £60 per hour artwork  
Space is subject to availability.*