



**PRIMEDIA**  
MALLS

# MIDDESTAD MALL



# MALL SHOPPER PROFILE

Monthly Footcount: 823,676



Average monthly  
HHI: R 24,132,92

Households within the  
Primary catchment  
area



Female (68%)  
Male (32%)



47%  
Married / Living  
together as  
partners



15-24 (23%)  
25-34 (18%)  
35-44 (25%)  
45-64 (30%)



46%  
Total Working

LSM

Higher affinity  
towards:  
LSM A



Higher affinity  
towards:  
White &  
Coloured  
shoppers

# MALL MEDIA CONSUMPTION INSIGHTS

Looking at the market that have visited a Mall in the past 3 months, they are on the higher spectrum of noticing advertising in a shopping mall and have a high recall for shopping mall advertising.

64%



Notice advertising in shopping malls

61%



have seen large advertising on large screens in shopping centres

59%



have seen advertising on digital screens in shopping centres

56%



Notice indoor advertising in shopping centres

## Middestad Mall

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**Province:** Western Cape

**Address:** 16-24 Charlemaine Street, Bellville, Cape Town

**Package Code:** PCK01485

**Package Name:** Main Court Hanging Banner Package (001 - 008)

**Package Elements:** Hanging Banner (8)

**Site Location:** Middestad Mall Main Court Package, Main Court Package,  
Main Court, Entrance 1, Charl Malan Road, Mullers, Nana Fashion, Delights, King, Middestad Mall, Cape Town

**Media Rate Card:** R25,200.00

**Production and Flighting Rate:** R 11,004.00

*\*Subject to Availability*

*\*Sites subject to change & individual elements will be confirmed upon booking*



## Middestad Mall

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**Province:** Western Cape

**Address:** 16-24 Charlemaine Street, Bellville, Cape Town

**Package Code:** MI02

**Package Name:** Middestad Mall -Digi Icon TV 01

**Package Elements:** Digi Icon TV (6)

**Site Location:** Middestad Mall, The Fix, Markham, Jetmart, American Swiss, Middestad Mall, Cape Town (Malls)

**Media Rate Card:** R4,500.00

**Production and Flighting Rate:** R 0.00

*\*Subject to Availability*

*\*Sites subject to change & individual elements will be confirmed upon booking*



## Middestad Mall

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**Province:** Western Cape

**Address:** 16-24 Charlemaine Street, Bellville, Cape Town

**Site Code:** MSD/INB/001/A

**Site Type:** Interior Billboard

**Site Location:** Middestad Mall, Fashion Express, Exact, Sportscene, JetMart, Markhams, Middestad Mall, Cape Town

**Media Rate Card:** R6,620.00

**Production and Flighting Rate:** R 5,186.25

*\*Subject to Availability*

*\*Sites subject to change & individual elements will be confirmed upon booking*



## Middestad Mall

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**Province:** Western Cape

**Address:** 16-24 Charlemaine Street, Bellville, Cape Town

**Package Code:** PCK01489

**Package Name:** Promotions Court Interior Billboard Package (002 - 003)

**Package Elements:** Interior Billboard (2)

**Site Location:** Middestad Mall Promotions Court Package,  
Promotions Court, Exact, Fridays, Sportscene, Pep, Fashion World,  
Middestad Mall, Cape Town

**Media Rate Card:** R13,240.00

**Production and Flighting Rate:** R 11,714.38

*\*Subject to Availability*

*\*Sites subject to change & individual elements will be confirmed upon booking*

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# Promotions Court Interior Billboard Package (002 -003)



## Middestad Mall

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**Province:** Western Cape

**Address:** 16-24 Charlemaine Street, Bellville, Cape Town

**Package Code:** PCK01486

**Package Name:** Shoprite Hanging Banner Package (009 - 012)

**Package Elements:** Hanging Banner (4)

**Site Location:** Middestad Mall Shoprite Hanging Banner Package, Shoprite, King Pie, Delight, Hungry Lion, ABSA, Traders, Home & Electrical, Middestad Mall, Cape Town

**Media Rate Card:** R15,960.00

**Production and Flighting Rate:** R 7,781.92

*\*Subject to Availability*

*\*Sites subject to change & individual elements will be confirmed upon booking*





**thank**  
**you**