

# Festival Mall Advertising Opportunities



 [www.festivalmall.co.za](http://www.festivalmall.co.za)

The logo for Festival Mall, featuring a stylized sunburst icon above the text "festivalmall". The word "festival" is in black and "mall" is in red.

festivalmall

*So much to celebrate!*

# Introduction to Festival Mall

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Festival Mall is an 82 754m<sup>2</sup> regional shopping centre boasting over 150 stores, with a broad LSM profile and sound support from a loyal customer base.

The centre is in close proximity to OR Tambo Airport with easy access from the R21 and various other highways. Festival Mall offers convenient shopping, quality merchandise and non-stop entertainment 7 days a week.

The mall's entertainment section is unique, offering the only ice rink in the east and a variety of stores in a secure environment surrounded by endless fun, fashion and food for the whole family.

Festival Mall is situated on the corner of CR Swart Drive and Kelvin Street, Kempton Park.





# About Festival Mall

Festival Mall opened for trade in October 2007 in the heart of Kempton Park and underwent several expansions, with the latest reaching completion in January 2019.

The mall enjoys a healthy foot count of between 582 000 and 600 000 feet per month and a spend per head of R270.

With its wide variety of stores and strong fashion offering, the mall is anchored by Woolworths, DisChem, Game, Pick n Pay, Checkers, Mega Roots Butchery & Edgars.

# Fast facts

GLA:  
82 754 m<sup>2</sup>

Annual foot count in  
2023: 7,20 million



Number of  
tenants: 156

Avg spend per  
head: R270

Avg dwell  
time: 118  
mins

Facebook  
followers:  
39 700

LSM: 59% 6-9  
20% 10+

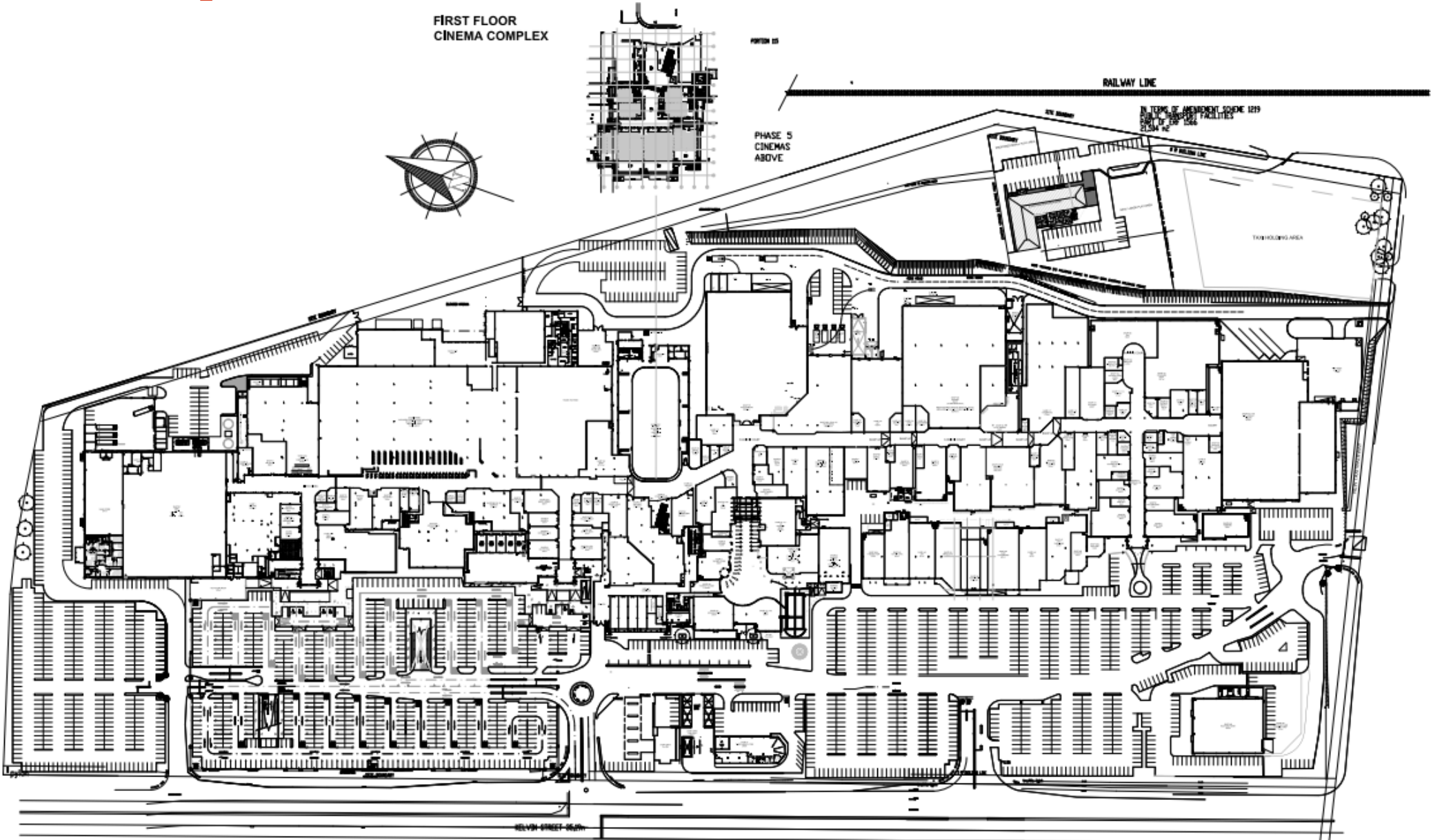


Age: 25 -  
49 years

Gender:  
71% female  
29% male



# Centre layout





*So much to celebrate!*

  
festivalmall  
*So much to celebrate!*

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# Paid advertising mediums



 [www.festivalmall.co.za](http://www.festivalmall.co.za)

**Putting your brand in  
front of South Africa's  
most powerful spenders!**

While they're spending!

# Popvault



PopVault lockers are available for shoppers to use during their shopping time at Festival Mall. The group also offers advertising opportunities on the digital screen of the locker.

Contact:  
Joel Bubly [joel@vgmedia.co.za](mailto:joel@vgmedia.co.za)



# Digital Screen

## Screen Location:

- The 3x6 Digital screen is situated at Entrance 4 of the mall which is close to both public transport facilities.



## RATE CARD

R 35 000 P/M

AUDIENCE:  
650 000

TOTAL NUMBER OF  
SCREENS:1  
SPOTS: 4960 P/M

## DISCOUNT

R 20 000 P/M

AUDIENCE:  
650 000

TOTAL NUMBER OF  
SCREENS:1  
SPOTS: 4960 P/M

## COST TO CLIENT

R 15 000 P/M

AUDIENCE:  
650 000

TOTAL NUMBER OF  
SCREENS:1  
SPOTS: 4960 P/M

### Contact us

 0861 776 826

 info@mallads.co.za

# Mall tower

Close to commuter nodes and high traffic areas.  
Offering high visibility, at the point of purchase.

Location: Kelvin St, Esther Park, Kempton Park

GPS: -26.10467568°, 28.22314739°

Size: 8.8m (H) by 8.3m (W)

RFI: Provantage Mall Ads

Media : R 30 000.00 per month

Production : R 17,471.17 once off cost

Contact:

John Faia:

[info@mallads.co.za](mailto:info@mallads.co.za)

0861 776 826



**Dominate the ever-growing urban middle market during their consumer journey**

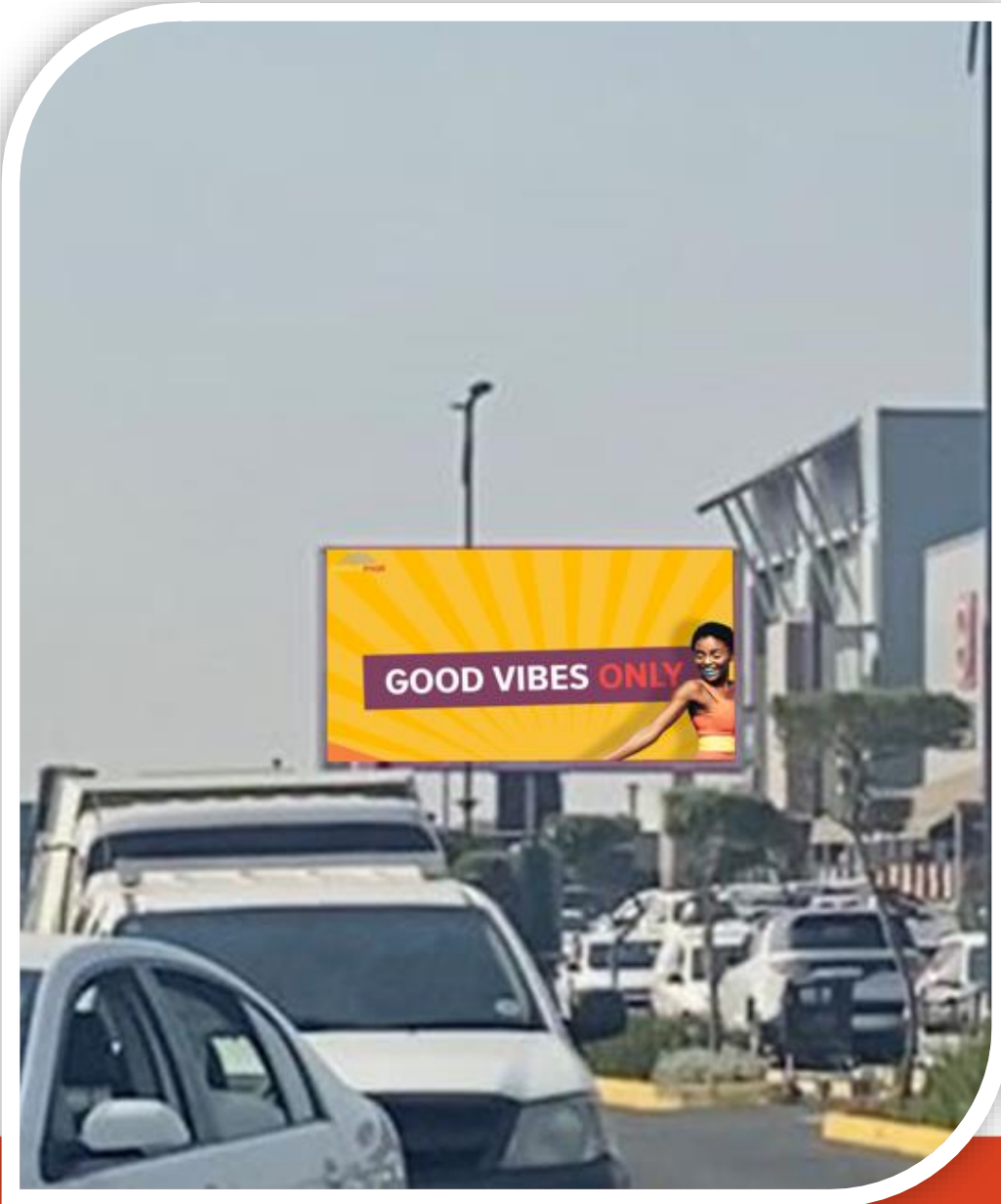


**Allows for creative flexibility and targeted messaging.**



# Digital billboard

The large digital billboard is situated outside Entrance 4 of the mall.



Screen size h x w	Resolution h x w	Rate card
3000 x 6000 h x w	5760 x 2880	R10 000 p   slot

Contact:  
Neil Jones

[neil@insightoutdoor.co.za](mailto:neil@insightoutdoor.co.za)

083 288 2241





# Digital billboard

The large digital billboard is situated outside Entrance 4 of the mall.

Height	Width	Rate card
2.05m	1.05m	R3500 p slot

Contact:  
Kradle Media

Carmel Govender  
[carmel@kradle.co.za](mailto:carmel@kradle.co.za)

066 242 0156



# Static billboards

These large static billboards are situated opposite the Taxi rank and above the undercover parking lot.

Location	Rate card
Taxi Rank	R20 000 p   month
Parking lot	R22 000 p   month

Contact:  
The Media Factory

Mandla Mzisa  
[mandla@themediafactory.co.za](mailto:mandla@themediafactory.co.za)  
073 168 3600



# Other paid advertising opportunities



Media owner	Site description	Contact
Bumpa Buddy	Pillar wraps in parking areas	Simon Haskell: <a href="mailto:simon@bumpabuddy.co.za">simon@bumpabuddy.co.za</a>
Smart SA	Bin advertising	Brenda McKechnie <a href="mailto:smart@smartsa.co.za">smart@smartsa.co.za</a>
Ipoint Media	Ipoint units inside the mall	Paul Siebert: <a href="mailto:paul.siebert@ipoint.co.za">paul.siebert@ipoint.co.za</a>
SA i-Park	Boom covers	Rentia Nell: <a href="mailto:rentia@saipark.co.za">rentia@saipark.co.za</a>





## EXHIBITIONS

Grab the opportunity and reach 200 000 shoppers a week by exhibiting your product or service!

## MARKETING CONTACT

Lee-Anne Da Silva

☎ 011 394 7549

✉ [ldasilva@growthpoint.co.za](mailto:ldasilva@growthpoint.co.za)

## EXHIBITIONS CONTACT

Thato Mokoena

☎ 011 394 7549

✉ [tmokoena@growthpoint.co.za](mailto:tmokoena@growthpoint.co.za)





## LEASING ENQUIRIES FESTIVAL MALL



**Daphne Smith**

011 394 7549 | 073 337 0468  
dapsmith@growthpoint.co.za



**Tracey Foster**

011 394 7549 | 083 564 6265  
tfoster@growthpoint.co.za

Corner C.R. Swart Drive and,  
Kelvin St, Esther Park,  
Kempton Park

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[www.festivalmall.co.za](http://www.festivalmall.co.za)



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