



MARKETING PROSPECTUS AND RATES





CENTRE INFORMATION

Park Meadows Shopping Centre is a popular community and lifestyle mall situated in the Kensington retail precinct. The mall offers a unique combination of convenience and tranquillity; a pleasing respite from the hustle and bustle of everyday Johannesburg life.

A strong focus on optimising the tenant mix has seen many exciting new stores open their doors. Major retailers include Fool Lover's Market, Dis-Chem and Pick n Pay. The mall also houses exciting value stores like Crazy Plastics, Jam Clothing and the Triumph Factory Outlet. A unique selection of speciality stores and a range of popular eateries complete the mix.

MARKETING OPPORTUNITIES

Park Meadows offers several exhibition courts in varying sizes, to suit your needs and budget. These serve as an ideal platform to interact with shoppers and showcase your products and services. In addition, the parking area can be configured to requirements and used for bigger events and roadshows. There are a several indoor media sites throughout the mall as well as outdoor sites, ideally positioned in the parking areas and at the entrances to capture the attention of shoppers.

FAST FACTS

TOTAL TENANTS	55
PATRONS	LSM 6-10
ANNUAL FOOT COUNT	6 million
EXHIBITION SITES	14
INDOOR MEDIA SITES	2
OUTDOOR MEDIA SITES	11

EXHIBITION SPACES

1. COURT 1: 9m²

R4 350 + VAT per week
R2 050 + VAT per weekend
R720 + VAT per day

Situated on the east side of the mall near Entrance 1 and Pick n Pay.

2. COURT 2: 9m²

R4 350 + VAT per week
R2 050 + VAT per weekend
R720 + VAT per day

Situated on the east side of the mall near Pick n Pay.

3. COURT 3: 9m²

R4 350 + VAT per week
R2 050 + VAT per weekend
R720 + VAT per day

Situated on the east side of the mall near Pick n Pay.

4. COURT 4: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated in the mall's central corridor near Pick n Pay and Dis-Chem.

5. COURT 5: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated in the mall's central corridor near Dis-Chem.

6. COURT 6: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated in the middle of the mall's central corridor.

7. COURT 7: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated in the mall's central corridor near Crazy Plastics.

8. COURT 8: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated at one of the mall's main entrances.

9. COURT 9: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated on the west side of the mall near Hi-Fi Corp.

10. COURT 10: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated in the mall's central corridor near Hi-Fi Corp.

11. COURT 11: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated on the west side of the mall in the central corridor.

12. COURT 12: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated on the west side of the mall in the central corridor.

13. COURT 13: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated on the west side of the mall near Food Lover's Market,

14. COURT 14: 9m²

R4 000 + VAT per week
R1 800 + VAT per weekend
R670 + VAT per day

Situated on the west side of the mall near Food Lover's Market.

INDOOR MEDIA SITES

1. BATHROOM ADVERTISING BOARDS:

R11 000 + VAT per month

A4 poster frames situated in the bathrooms throughout the mall.

2. PLEXI GLASS UNITS:

R2 000 + VAT per unit

Six poster units situated along the corridors leading to the bathrooms, 600mm x 1000mm per unit.

OUTDOOR MEDIA SITES

1. WALL AD – SHOE CITY:

R17 000 + VAT per month

Situated in the mall's exterior parking near Shoe City.

2. WALL AD – DIS-CHEM:

R10 000 + VAT per month

Situated in the mall's exterior parking near Dis-Chem.

3. WALL AD – HI-FI CORP:

R10 000 + VAT per month

Situated in the mall's exterior parking near Hi-Fi Corp.

4. WALL AD – CONTINENTAL LINEN:

R10 000 + VAT per month

Situated in the exterior parking near Continental Linen.

5. PROMO STACK:

R10 000 + VAT per month

A stand-out site situated at the main entrance leading to the centre, 3000mm x 3000mm x 3000mm.

6. WALL AD – MATRIX:

R7 000 + VAT per month

Situated in the mall's exterior parking near Matrix Warehouse.

7. WINDOW CONTRAVISION:

R4 000 + VAT per month

Impactful window branding at the main entrance to the centre.

8. PAVE AD – FOOD LOVER'S:

R1 980 + VAT per side per month

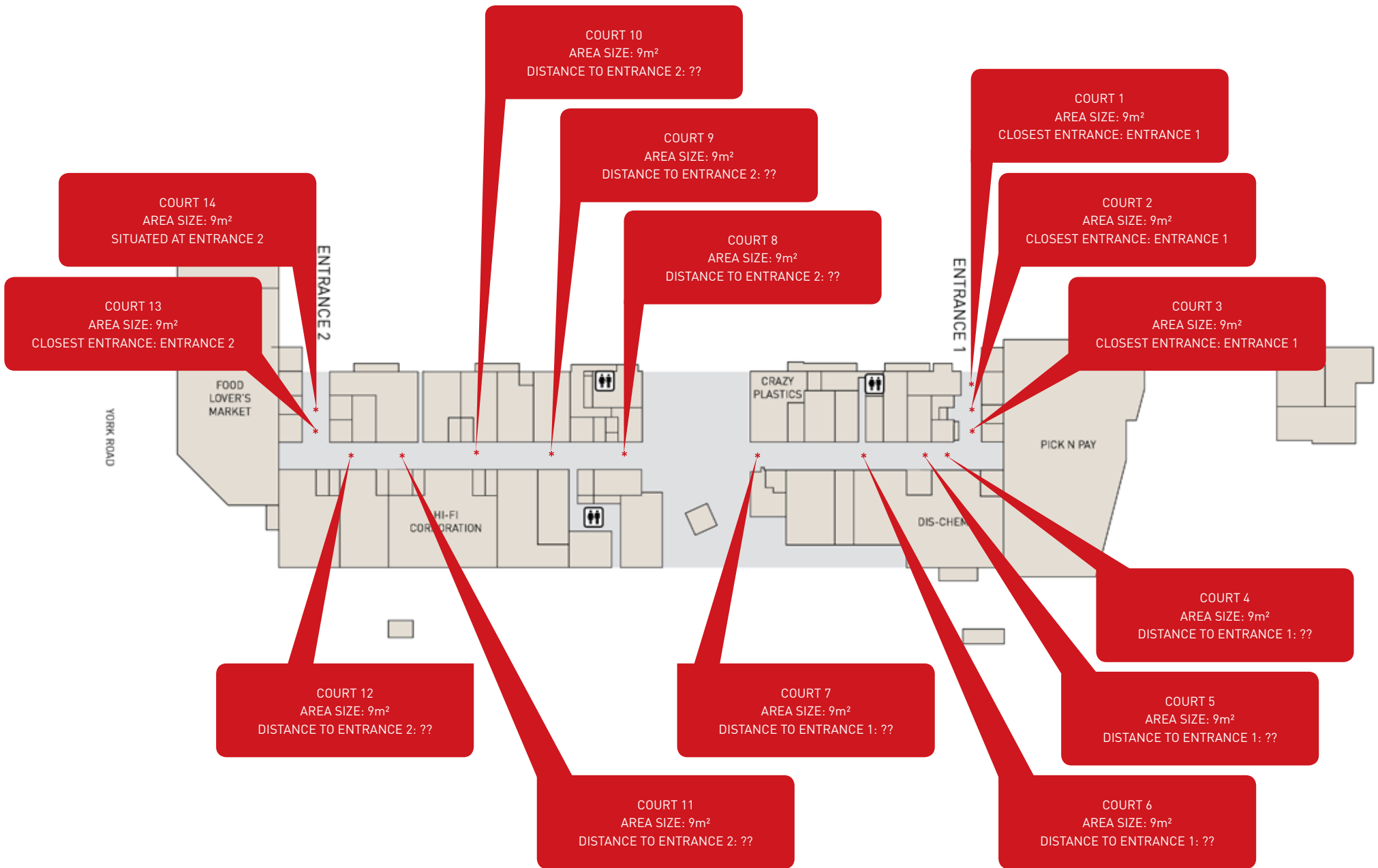
Situated in the parking area at the Food Lover's entrance.

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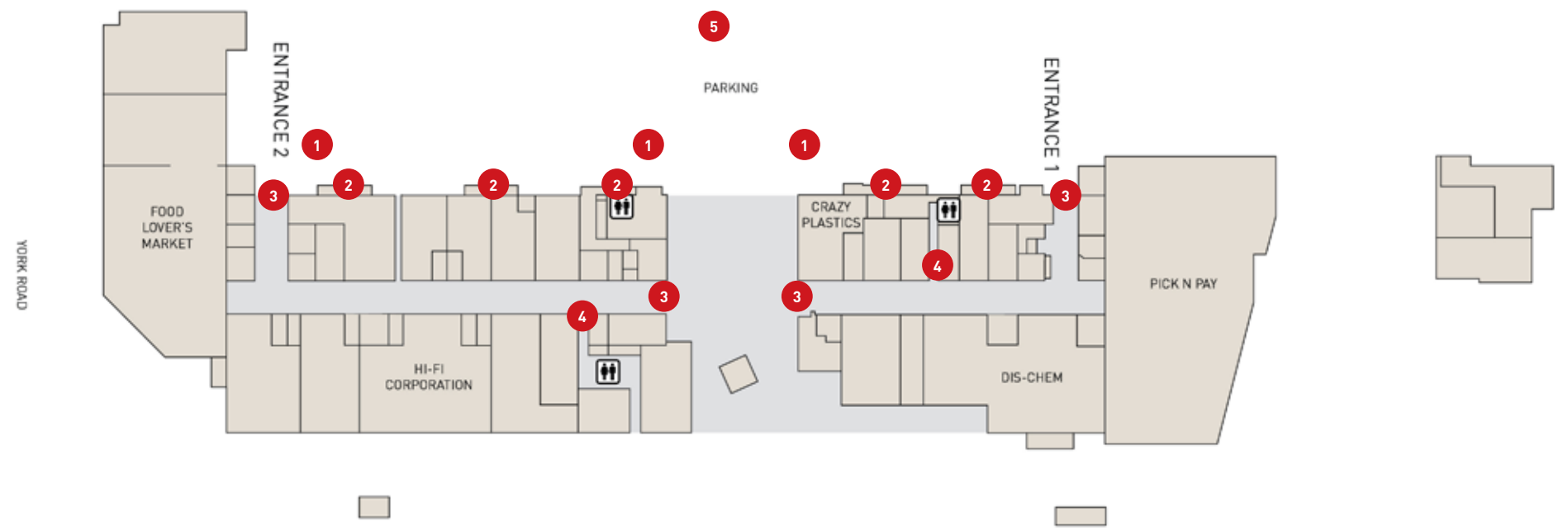
GO TO PAGE 5 FOR AN ILLUSTRATED FLOOR PLAN

FLOOR PLAN



FLOOR PLAN

INDOOR AND OUTDOOR MEDIA	
1	PAVE AD
2	WALL AD
3	CONTRAVISION
4	PLEXI GLASS
5	PROMO STACK



EXHIBITION BOOKING REQUEST

THANK YOU FOR YOUR INTEREST IN HOLDING A PROMOTION AT PARK MEADOWS.
PLEASE PRINT, COMPLETE AND SIGN THIS FORM AND EMAIL TO PAULAL@REDEFINE.CO.ZA

EXHIBITOR DETAILS

Company name	Contact person
Tel number	Fax number
Cell number	Email address
Company address	

EXHIBITION DETAILS

What would you like to exhibit?

Type of exhibition Display Product launch Database build-up Product sampling
 Product/service awareness Customer feedback Other

If other, please describe

COURT REQUESTED

Court required	
Commencement date	Completion date
Rate ex VAT	Court size
Power availability	

SPECIAL REQUESTS

WILL YOU BE ADVERTISING YOUR EVENT? IF YES PLEASE GIVE DETAILS



MANNING OF THE EVENT

The event must be fully operational during the minimum trading hours of the centre during the period of the exhibition. Trading hours for Park Meadows are:

Monday–Friday 09:00–18:00
Saturday 09:00–15:00
Sundays/public holidays 09:00–14:00

PLEASE SUPPLY A DETAILED DESCRIPTION OF YOUR EXHIBITION, INCLUDING DIMENSIONS

SIGNATURE _____ DATE _____

PARK MEADOWS SHOPPING CENTRE Cnr Allum and Cumberland Road Kensington, Johannesburg	 www.parkmeadows.co.za  Park Meadows Shopping Centre
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ENQUIRIES AND BOOKINGS
For more information about our exhibition and media sites as well as other marketing opportunities, please contact:
Paula Lamprecht, Marketing Manager
011 677 3992 | paulal@redefine.co.za
David Lazarus, Brand Manager (Outdoor Media)
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