

# BRYANSTON

SHOPPING CENTRE



MARKETING PROSPECTUS AND RATES



## CENTRE INFORMATION

Bryanston Shopping Centre has been part of Johannesburg's northern suburb's lifestyle since the late 1960s. Formerly developed as a community centre, it has catered for the lifestyle needs of Bryanston's residents for over five decades. Today, the modern centre offers the discerning high-end shopper a choice of over 50 well-placed stores catering to every need and desire – from everyday necessities to one-of-a-kind luxuries.

Quality and convenience come together in this unique community-centred mall with its diverse offering encompassing boutique fashion stores, delightful coffee shops, top-rated restaurants, a juice bar, an organic and wholefoods store, retail chains Checkers and Woolworths foods, plus much more.

## MARKETING OPPORTUNITIES

Bryanston Shopping Centre offers four prime exhibition areas, each designed to provide optimum exposure for your brand. There are also a variety of indoor and outdoor advertising opportunities. The mall's upper-deck parking area offers a spectacular event setting with views of the Sandton skyline.

## FAST FACTS

TOTAL TENANTS	55
PATRONS	LSM 6-10
ANNUAL FOOT COUNT	2,5 million
EXHIBITION SITES	6
INDOOR MEDIA SITES	8
OUTDOOR MEDIA SITES	6
SPECIAL SITES	1

## EXHIBITION SPACES

### 1. FOUNTAIN COURT: 22m<sup>2</sup>

**R5 000 + VAT per week**

Situated on the ground floor in the centre of the mall, accommodates up to three vehicles.

### 2. LEATHER LAND COURT: 12m<sup>2</sup>

**R3 500 + VAT per week**

Situated on the first level next to the escalators at Leather Land.

### 3. LIFT COURT: 12m<sup>2</sup>

**R3 500 + VAT per week**

Situated on the ground floor next to the elevators.

### 4. BLOTT COURT: 12m<sup>2</sup>

**R3 500 + VAT per week**

Situated on the first level near entrance 3.

### 5. RED SQUARE COURT: 10m<sup>2</sup>

**R2 500 + VAT per week**

Situated on the ground floor next door to Red Square.

### 6. OUTSIDE DISPLAY:

**R15 000 + VAT per week**

The upper parking deck, which accommodates up to 50 cars, can be sized according to requirements and offers spectacular views of the Sandton skyline.

GO TO PAGES 4 AND 5 FOR ILLUSTRATED FLOOR PLANS

## INDOOR MEDIA SITES

### 1. HANGING BANNERS:

**R12 000 + VAT per set of four per month**

Four banners of 6 750mm x 1 000mm per banner, located in the centre court interior atrium.

### 2. CONTRA-VISION INTERIOR ATRIUM:

**R12 000 + VAT per month**

Situated on the elevator housing, facing the centre court interior atrium, total size 38.2m<sup>2</sup>, varying heights at 1 530mm, 1 630mm and 1 730mm, width at 1 490mm.

### 3. CONTRA-VISION COURTYARD:

**R6 000 + VAT per month**

Window site, facing onto the upper level courtyard, left side sized at 1 720mm x 2 040mm and right side sized at 1 720mm x 2 250mm.

### 4. PLEXI-GLASS WALL POSTERS:

**R750 + VAT per unit per month**

**R2 000 + VAT per set of 3 per month**

Six posters positioned in the corridor leading up to the bathrooms, landscape format of 600mm x 1 000mm.

### 5. FOUNTAIN WALL AD:

**R4 500 + VAT per month**

Situated above the fountain in the centre court atrium, landscape format of 2 000mm x 4 900mm.

### 6. ESCALATORS:

**R3 000 + VAT per set per month**

Escalators leading between the ground floor and first floor, one set going up and one set going down, sized at 710mm x 11 910mm per glass panel.

### 7. DIGITAL UNIT:

**R1 500 + VAT per month**

Digital unit situated in the main atrium on the ground floor, includes a 10-second slot broadcast every three minutes.

### 8. LIGHT BOX:

**R4 500 + VAT per month**

Light box situated in the main atrium on the ground floor.

GO TO PAGE 6 FOR EXAMPLES

## OUTDOOR MEDIA SITES

### 1. ROOFTOP PARKING RAMP WALL AD:

**R7 000 + VAT per month**

Situated at the ramp leading between the Shell garage and rooftop parking, large landscape format of 1 900mm x 1 400mm.

### 2. BANTRY ROAD ENTRANCE WALL AD:

**R5 500 + VAT per month**

Situated at the mall's entrance from Bantry Road, sized at 3 850mm x 5 720mm.

### 3. UNDERCOVER PARKING/ENTRANCE WALL AD:

**R4 000 + VAT per month**

Situated in the undercover parking at the entrance to the centre.

### 4. UNDERCOVER PARKING WALL AD:

**R3 500 + VAT per month / R4 500 + VAT per month / R5 500 + VAT per month**

Wall site in the underground parking area, three different sizes available of 2900 x 3100mm, 2900 x 5800mm and 2900 x 7100mm.

### 5. UNDERCOVER PARKING RAMP AD:

**R2 000 + VAT per month**

Wall site alongside the parking ramp, sized at 1 200mm x 5 000mm.

### 6. PAVE AD:

**R1 980 + VAT per face per month**

Pave ad poster site situated in the parking area near the centre's main entrance.

## SPECIAL SITES

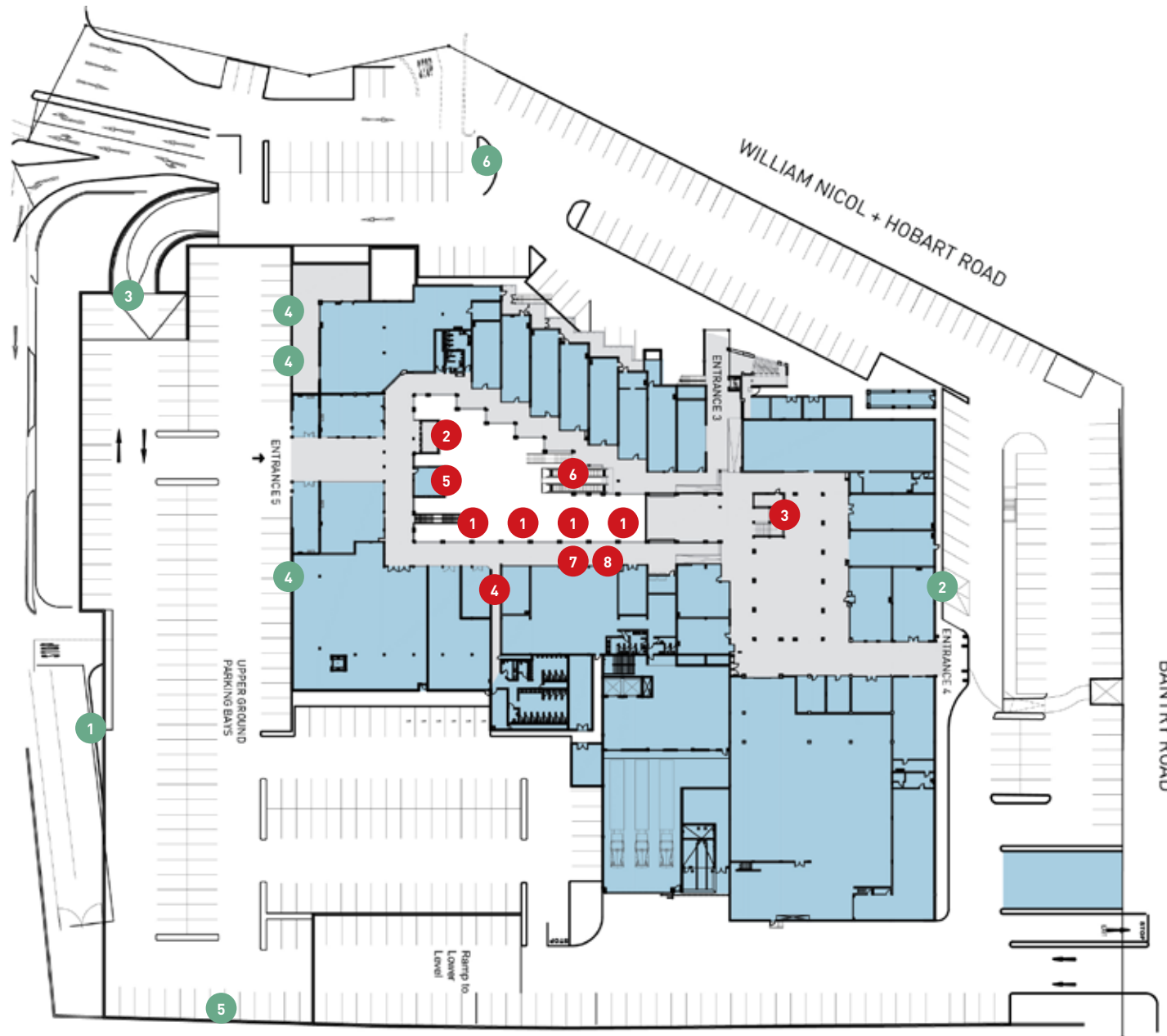
### 1. UPPER-DECK PARKING:

**Configured according to requirements**

Upper-deck parking lot off Ballyclare Drive with panoramic views of the Sandton skyline and northern suburbs, can be configured according to requirements.

GO TO PAGE 6 FOR EXAMPLES

# FLOOR PLAN | FIRST FLOOR

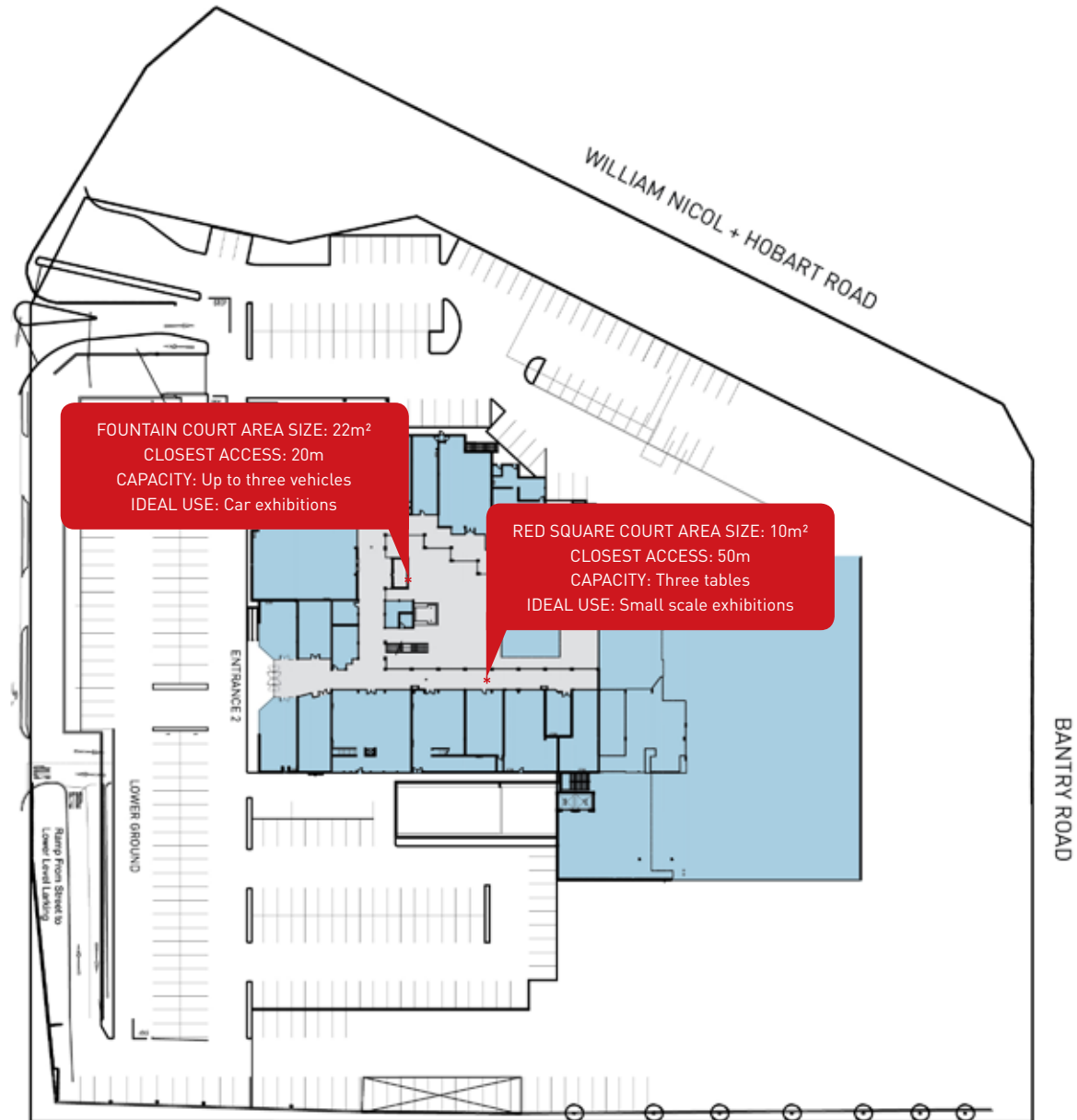


INDOOR MEDIA	
1	HANGING BANNERS
2	CONTRA-VISION (INT)
3	CONTRA-VISION (COURT)
4	PLEXI-GLASS
5	FOUNTAIN WALL AD
6	ESCALATORS
7	DIGITAL UNIT
8	LIGHT BOX

OUTDOOR MEDIA	
1	ROOFTOP PARKING RAMP WALL AD
2	BANTRY ROAD ENTRANCE WALL AD
3	UNDERCOVER PARKING/ ENTRANCE WALL AD
4	UNDERCOVER PARKING WALL AD
5	UNDERCOVER PARKING RAMP AD
6	PAVE AD

# FLOOR PLAN | GROUND FLOOR



PAVE AD



FOUNTAIN WALL AD



ESCALATOR ADS



HANGING BANNERS



CONTRA-VISION



PLEXI-GLASS WALL POSTERS



### WALL ADS



### RAMP ADS



### DIGITAL UNIT



### DIGITAL UNIT - LIGHT BOX



# EXHIBITION BOOKING REQUEST

## BUILDING/PROPERTY/SHOPPING CENTRE/EXHIBITION AREA INFORMATION

Exhibition number	Exhibition area
What would you use the exhibition area for	
Period of lease required	



## EXHIBITOR DETAILS (IF INDIVIDUAL)

Full name and surname	
Identity/passport number	
Date of birth	Marital status
Current physical address	
Suburb	City
Province	Postal code
Email address	
Current postal address	
Suburb	City
Province	Postal code
Email address	Cellphone no
Landline	Fax no
Average monthly income	No. of years in business

## EXHIBITOR DETAILS (IF COMPANY/CLOSE CORPORATION/PARTNERSHIP/TRUST)

Company name	
Registration number	
VAT registration number	Enterprise type
Current physical address	
Suburb	City
Province	Postal code
Email address	
Current postal address	
Suburb	City
Province	Postal code
Email address	Cellphone no
Landline	Fax no
Average monthly income	No. of years in business

PLEASE COMPLETE THIS FORM AND EMAIL TO GERRI BOTHA AT GERRIB@REDEFINE.CO.ZA.

<p><b>BRYANSTON SHOPPING CENTRE</b> Cnr Ballyclare and William Nicol Drive Bryanston, Sandton</p>	<p> <a href="http://www.bryanstoncentre.co.za">www.bryanstoncentre.co.za</a>  Bryanston Shopping Centre</p>
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**ENQUIRIES AND BOOKINGS**  
For more information about our exhibition and media sites as well as other marketing opportunities, please contact:  
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