



REAL SPACES  
REAL OPPORTUNITIES  
REAL BRANDS



## BRANDING POTENTIAL

Ensure maximum exposure, reach and returns for your brand with dynamic indoor, outdoor and digital media advertising opportunities.



### 1. Background

Mdantsane City is conveniently located on the corner Spine road and Billie road. These are two significant roads in the context of the area and they both provide access to the site.

Mdantsane City has incorporated a taxi rank within its design, which makes access to the centre quite easy and convenient. The shopping centre is clearly visible when travelling along both of these roads.

Mdantsane City is anchored by Pick n Pay and Shoprite. The shopping centre currently functions as a community centre and is one of only two shopping centres in the town of Mdantsane – confirmed through primary research.

The second (smaller) shopping centre is Kuyasa Shopping Centre, alternatively known as Highway City. There are some independent retailers along Spine road and smaller routes throughout the town.

### 2. Fast Facts

- Size of mall (GLA): 36 000 m<sup>2</sup>
- Anchor tenants:
  - Pick n Pay
  - Shoprite
- Number of stores: 87
- Number of parking bays: 1400
- Average foot count per month: Approximately 750 000

### 3. Shopper Demographics

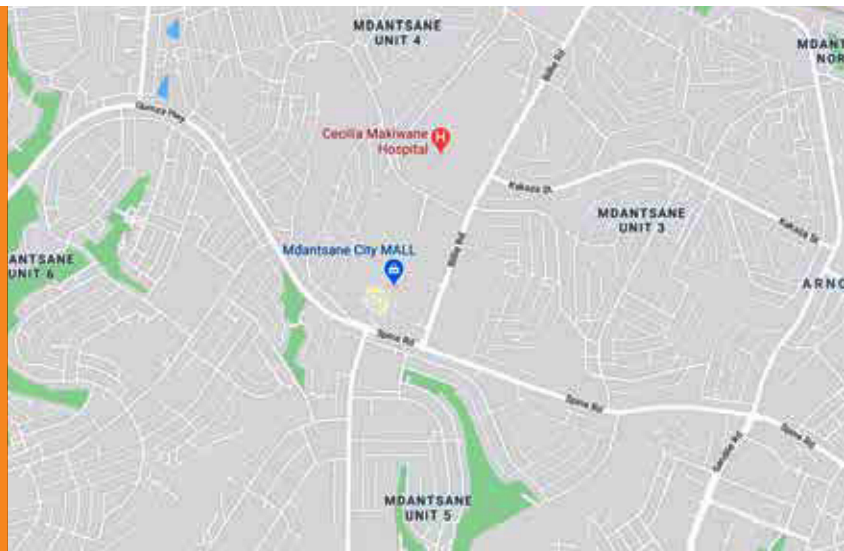
- LSM: 4 - 7
- Gender
  - Female: 48%
  - Male: 52%
- Race
  - Black: 99%
  - Coloured: 1%
- Language
  - Zulu: 1%
  - English: 1%
  - Xhosa: 98%
- Age
  - 30 - 44 Years
- Communication
  - Radio
  - Facebook

### 4. Location

Mdantsane City Mall is located in the town of Mdantsane; approximately 20 km north of East London and nearly 40 km east of King William's Town.

The town falls within the borders of the Buffalo City Metropolitan Municipality.

This is a local node that attracts a lot of economic activity. A significant level of retail outflow from Mdantsane to East London is anticipated.





## BRANDING POTENTIAL

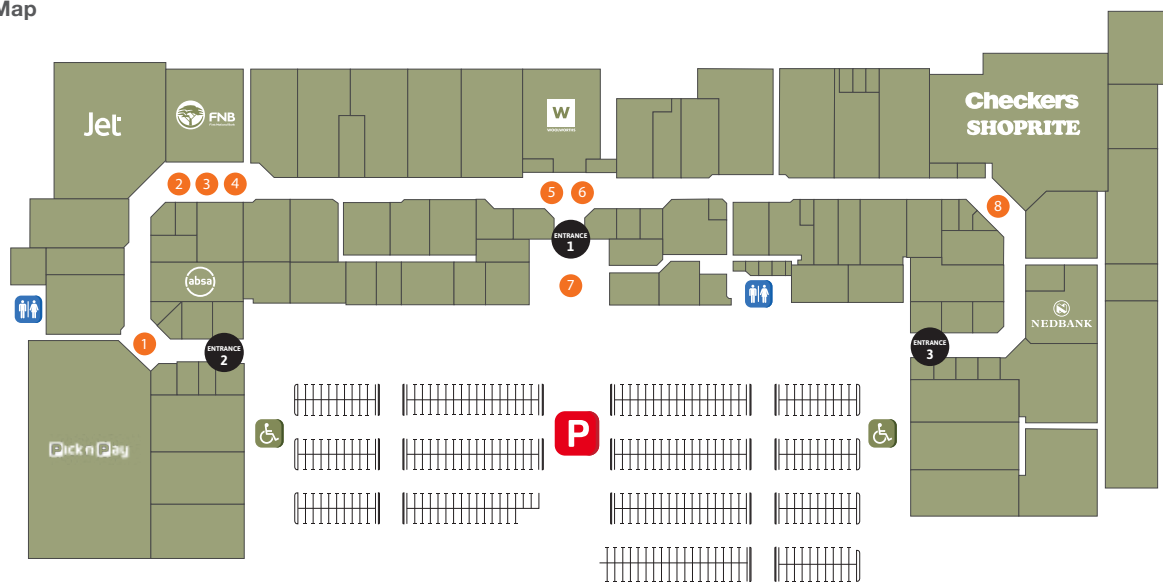
Ensure maximum exposure, reach and returns for your brand with dynamic indoor, outdoor and digital media advertising opportunities.



### 4. Grow your brand with lucrative advertising opportunities

- Exhibition Court Spaces
- Outdoor / Billboards
- Static In-centre Media
- Digital Media
- Social Media

### 5. Mall Map



- 1 PICK N PAY COURT
- 2 JETMART COURT
- 4 JUMBO COURT
- 6 WOOLWORTHS COURT
- 7 SHOPRITE COURT
- 8 FOOD COURT

### 6. Exhibition Rate

COURT NAME	SIZE	MONTHLY RATES	FULL WEEK RATES MONDAY - SUNDAY	WEEKLY RATES MONDAY - THURSDAY	WEEKEND RATES FRIDAY - SUNDAY	DAILY RATES
1 – PICK N PAY COURT	12m <sup>2</sup>	R 16 000	R 6 000	R 4 000	R 3 500	R 857.15
2 – JETMART COURT	25m <sup>2</sup>	R 24 000	R 8 000	R 6 000	R 4 500	R 1142.86
4 – JUMBO COURT	25m <sup>2</sup>	R 20 000	R 7 000	R 5 000	R 3 000	R 1 000
6 – WOOLWORTHS COURT	12m <sup>2</sup>	R 20 000	R 7 000	R 5 000	R 3 000	R 1 000
7 – SHOPRITE COURT	12m <sup>2</sup>	R 16 000	R 6 000	R 5 000	R 3 000	R 857.15
8 – FOOD COURT	80m	R 40 000	R 12 000	R 10 000	R 5 000	R 1714.29
PARKING AREA	2 bays per day	R 12 000	R 5 000	R 3 000	R 4 000	R 714.29
A1 SNAPPER FRAME (subject to poster approval)	2 frames per week	R 115				

\* Festive season rates take effect from Oct to Dec of each year.

### 7. Contact Details

For exhibitions please contact: Tulisa Mateta - Email: [tulisa@mseed.co.za](mailto:tulisa@mseed.co.za) Cell: 078 570 0199