



REAL SPACES

REAL OPPORTUNITIES

REAL BRANDS



**NEED DATA?
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WE'VE GOT YOU COVERED



MAXIMISE YOUR BRAND

Ensure maximum exposure, reach and returns for your brand with dynamic indoor, outdoor and digital media advertising opportunities at one of Durban's most iconic exhibition spaces.



1. Background

Built in 1860, this breathtaking historical landmark was originally a functioning railway workshop designed in the iconic Colonial architecture style.

In 1986, the building was transformed into South Africa's first themed shopping centre, with the original iron girders that soar up to the vaulted glass roof, now providing the framework for this truly majestic shopping centre.

Today, The Workshop is a heritage site and the only shopping centre in Durban's vibrant CBD.

3. Fast Facts

- Size of mall (GLA): 20 204 m²
- Anchor tenants:
 - Pick n' Pay
 - Mr. Price
 - PNS
 - Clicks
 - Orientals Restaurant and Take-away
- Number of stores: 82
- Average foot count per month: Approximately 1 129 000

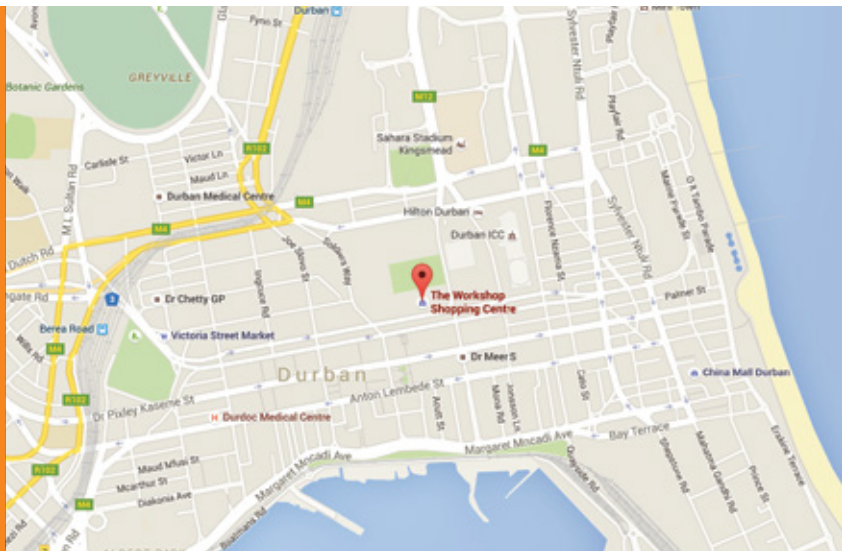
4. Shopper Demographics

- LSM: 5 – 8
- Gender
 - Female: 47%
 - Male: 53%
- Race
 - Black: 92%
 - Coloured: 4%
 - White: 2%
 - Asian: 2%
- Language
 - Zulu: 83%
 - English: 10%
 - Xhosa: 7%

2. Location

The Workshop is strategically located in the hub of Durban's Central Business District, and surrounded by well-known buildings such as the Durban Exhibition Centre, The International Convention Centre, Jonsson Kings Park, Moses Mabhida Stadium and the Durban Tourist Office.

In close proximity to the hotels along the beachfront, The Workshop is an undeniable, must-see attraction and the ideal shopping haven for locals and tourists.





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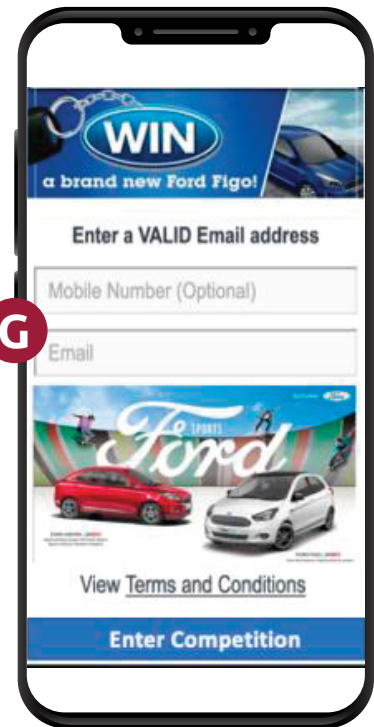
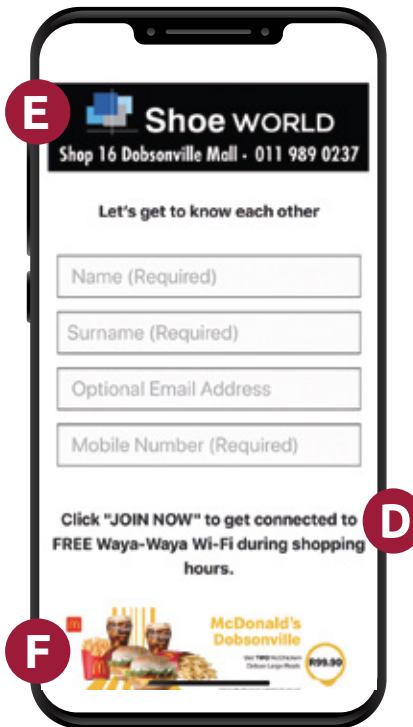


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1. Connect to the Waya-Waya network
2. Register
3. Start browsing for FREE

www.connectwayawayaya.co.za



DESCRIPTION	SIZE	AVAILABILITY	DURATION	RATES
A - Wifi LANDING PAGE HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R12 450
B - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R14 250
C - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R22 400
D - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R15 850
E - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R9 450
F - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R9 450
G - COMPETITION BANNER + Survey Redirect	992 x 1366 px	5 QUESTIONS MAX	4 WEEKS	R37 000

*Competition option includes: post campaign reporting on engagement, reach and audience for the advert, post campaign reporting on findings of the survey, Management of the competition entries, draw and prize allocation

8. Contact

For any advertising enquiries, please contact media@connectwayawayaya.co.za