

BRANDING POTENTIAL

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



1. Background

Atlantis City Mall is located in the heart of Atlantis, on the West Coast. It is a single story shopping centre divided by a road into two separately enclosed malls.

Atlantis is a lively, vibrant township – situated 50 km outside Cape Town. The area is surrounded by two very old townships, namely Mamre and Pella. With a melting pot of culture and entertainment, it is a popular town to visit.

Atlantis City Mall was established in 2004 by Newland Development, to fulfill residents' shopping needs. The mall is within walking distance of neighbourhoods in Atlantis, and in close proximity to a MyCiTi bus station.

Overall, the mall has provided a massive economic boost for Atlantis.

With extensive natural light, eco-friendly materials and air-conditioning – rounded off by energy efficient architectural finishes – Atlantis City Mall offers customers a pleasant shopping experience.

2. Fast Facts

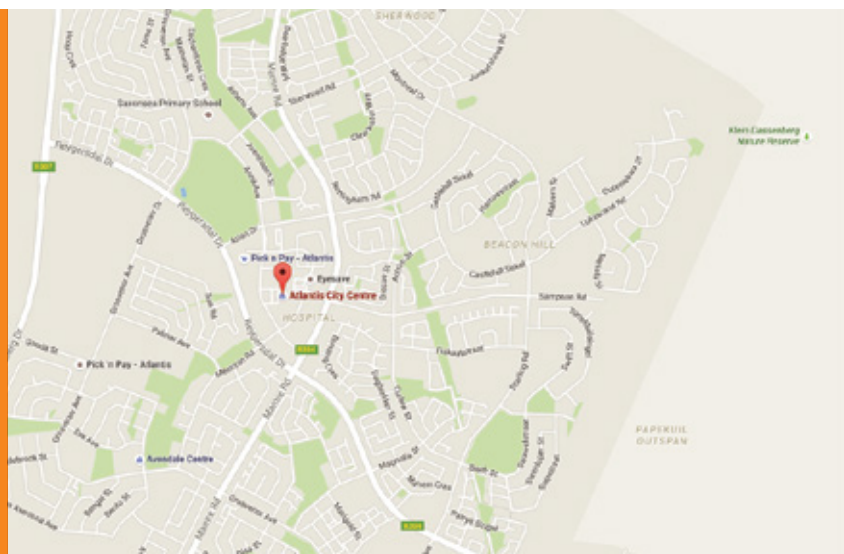
- Size of mall (GLA): 22 093 m²
- Anchor tenants:
 - Shoprite Checkers
 - Pick n Pay
 - Atlantic Fisheries
 - OK Furniture's
 - Mr. Price
 - Clicks
 - Pep Stores
 - Ackerman's
 - Fashion IQ
 - Jet stores
- Number of stores: 93
- Avg foot count per month: 818 000

3. Shopper Demographics

- LSM: 5 – 7
- Gender
 - Female: 80%
 - Male: 20%
- Race
 - Coloured: 85%
 - White: 10%
 - Asian: 4%
 - Black: 1%
- Language
 - Afrikaans: 89%
 - English: 10%
 - Xhosa: 1%

4. Location

The shopping mall can be accessed from Westfleur Circle and Reygerdal Drive. The main taxi rank in Atlantis is situated in Westfleur Drive, and the new IRT station is situated in Reygerdal Drive. Both roads allow for pedestrian traffic.





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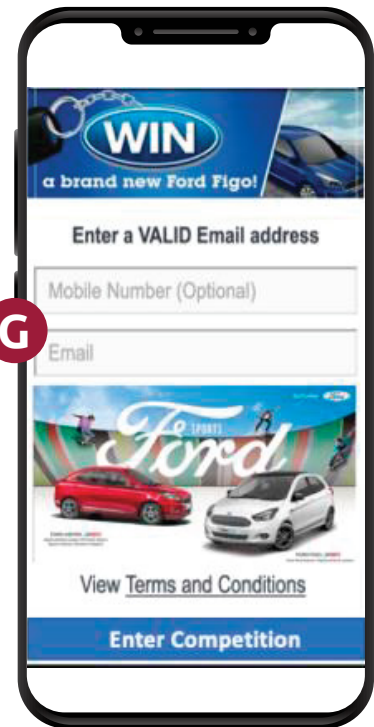
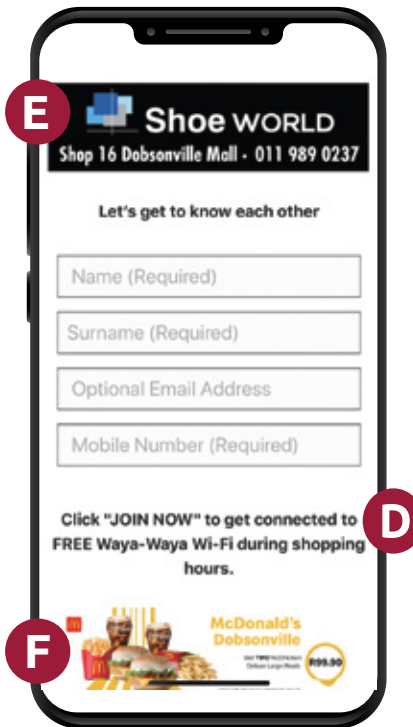


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2. Register
3. Start browsing for FREE

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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