

REAL SPACES
REAL OPPORTUNITIES
REAL BRANDS



**NEED DATA?
NO PROBLEM!**
WE'VE GOT YOU COVERED



BRANDING POTENTIAL

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



1. Background

Dobsonville is a township in greater Soweto, Johannesburg. Formerly under the Roodepoort Municipality, Dobsonville merged with Soweto in 1994. The township contains smaller suburbs, namely Extensions 1, 2, 3 and 4, Mmesi Park, Braamfischerville, Doorinkop (Snake Park) and Dobsonville Gardens. There are many primary and high schools in the area, including Hector Peterson Primary School.

Dobsonville Shopping Centre was the first shopping centre in Soweto, and started trading in 1994 with Shoprite as anchor tenant. The centre brought much needed services and is a cornerstone of the community. With over 70 stores and a taxi rank for easy access, the centre has retained its significant association with the community.

Currently, the centre services the areas of Jabulani, Fleurhof, Braamfischer, Kagiso, Meadowlands, Mofolo and Zondi.

2. Fast Facts

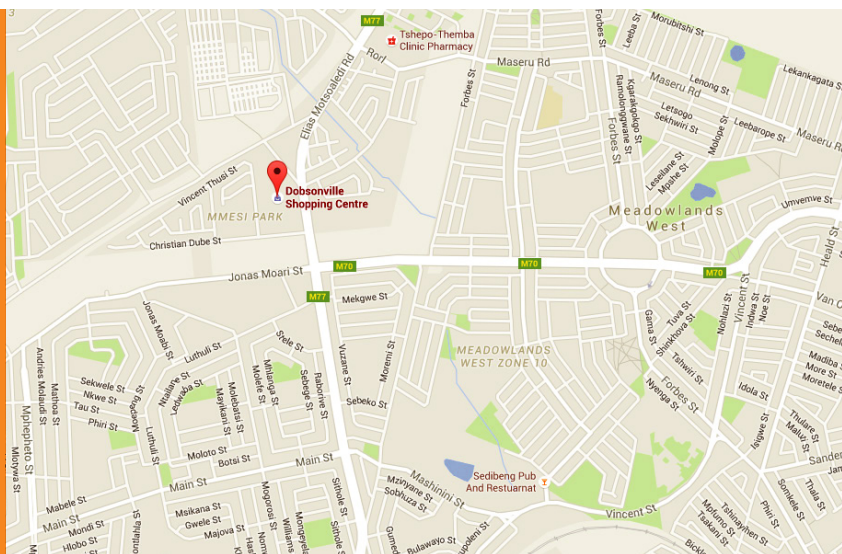
- Size of mall (GLA): 26 588.75 m²
- Anchor tenant:
 - Shoprite
- Number of stores: 73
- Average foot count per month: Approximately 890 000
- Average time spent: 2 – 3 hours

3. Shopper Demographics

- LSM: 4 – 8
- Gender
 - Female: 62%
 - Male: 38%
- Race
 - Black: 98%
 - Asian: 2%
 - Coloured: 2%
 - White: 1%
- Language
 - Tswana: 55%
 - IsiZulu: 41%
 - Xitsonga: 4%
- Age
 - 31 – 40 years
- Communication
 - SMS

4. Location

Dobsonville Shopping Centre is located on the corner of Elias Motsoaledi Road and Christian Dube Street.





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Shop 16 Dobsonville Mall - 011 989 0237

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FREE Mall WiFi during Shopping Hours

Shoe WORLD
Shop 16 Dobsonville Mall - 011 989 0237

Let's get to know each other

Click "JOIN NOW" to get connected to
FREE Waya-Waya Wi-Fi during shopping hours.

**McDonald's
Dobsonville**

Get TWO McNChicks
Deluxe Large Meals

R99.90

WIN

a brand new Ford Figo!

Enter a VALID Email address

View Terms and Conditions

Enter Competition

DESCRIPTION	SIZE	AVAILABILITY	DURATION	RATES
A - Wifi LANDING PAGE HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R11 950
B - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R13 820
C - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R22 600
D - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R17 075
E - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R8 825
F - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R8 825
G - COMPETITION BANNER + Survey Redirect	992 x 1366 px	5 QUESTIONS MAX	4 WEEKS	R30 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