



REAL SPACES  
REAL OPPORTUNITIES  
REAL BRANDS



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NO PROBLEM!**  
WE'VE GOT YOU COVERED

*east rand mall*

## BRANDING POTENTIAL

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

### 1. Background

East Rand Mall offers a range of entertainment facilities which include a colourful movie experience for the little ones with a kids Cinema section and a 7 Cinema Centre, Galaxy Bingo, restaurants and coffee shops.

Since opening its door to the public in 1992, the Mall has cemented its retail offering to not only Boksburg but likewise attract shoppers from Benoni, Brakpan and Kempton Park. The Mall's well-planned tenant mix includes all of South Africa's Major Chain Stores and a host of smaller specialised stores, making the Mall a fashion must stop in the greater East Rand.

There are more than 180 stores to choose from, with ample parking available consisting of 1, 500 undercover and 3, 000 open bays, while disabled parking bays are conveniently situated at each entrance.

### 2. Fast Facts

- Size of mall (GLA): 68, 000m<sup>2</sup>
- Anchor tenants:
  - Edgars
  - Woolworths
  - Truworths
- Number of stores: 180

### 3. Shopper Demographics

- LSM: 8 – 10
- Gender
  - Female: 47.86%
  - Male: 52.14%
- Race
  - White: 28.38%
  - Coloured: 11.63%
  - Black: 56.71%
  - Asian: 2.47%
- Language
  - Afrikaans: 28.46%
  - English: 18.63%
  - Other: 3.03%

### 4. Location

East Rand Mall is situated a mere 7 km from South Africa's busiest airport, OR Tambo International Airport. Positioned just off the R21 on Bental Road, the Mall is a gateway to the greater Boksburg area.



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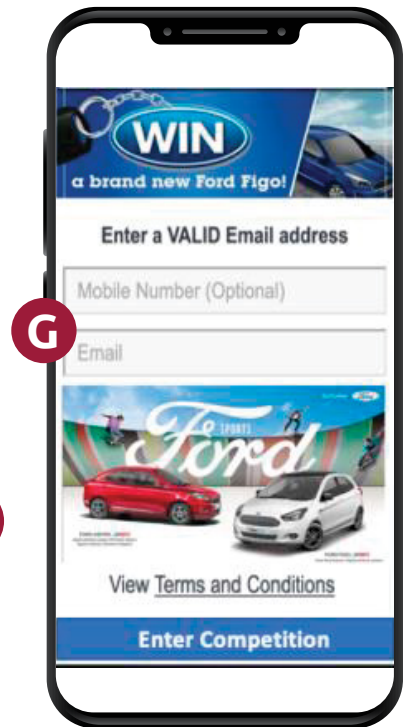
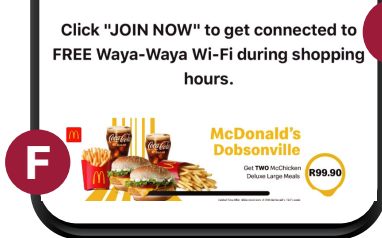
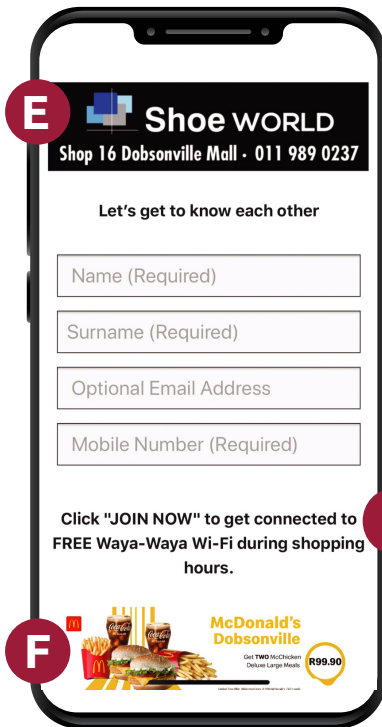
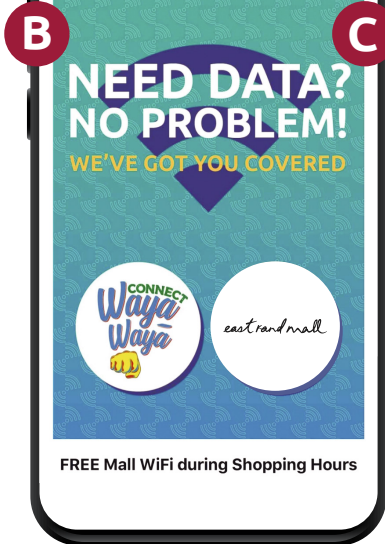
**CONNECT Waya Waya**

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Stay connected in this mall with our **FREE Wi-Fi**

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

[www.connectwayawayaya.co.za](http://www.connectwayawayaya.co.za)



DESCRIPTION	SIZE	AVAILABILITY	DURATION	RATES
<b>A</b> - Wifi LANDING PAGE HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R11 950
<b>B</b> - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R13 820
<b>C</b> - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R22 600
<b>D</b> - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R17 075
<b>E</b> - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R8 825
<b>F</b> - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R8 825
<b>G</b> - 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](mailto:media@connectwayawayaya.co.za)