

Region:  
Kwazulu-Natal

Suburb:  
Phoenix

LSM: 5 – 7

REAL SPACES

REAL OPPORTUNITIES

REAL BRANDS



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

**Phoenix**  
PLAZA

Come home to variety

## BRANDING POTENTIAL

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

**VUKILE**  
PROPERTY FUND

REAL ESTATE. REAL GROWTH.

### 1. Background

Phoenix Plaza was built in 1993 and is situated north of Durban in the beautiful, diverse province of KwaZulu-Natal.

Phoenix was initially a sugar cane estate that was developed with municipal housing for the Indian community in the mid 1970s. 82% of the shoppers are from Phoenix, including a wide range of different suburbs in the Phoenix area.

80% of the shoppers support the centre on a weekly basis. The benchmark figure for similar sized centres is 68%, proving that the centre has a very loyal customer base. 49% of the shoppers arrive by private vehicles and 51% use public transport. 60% of the shoppers live within a 10-minute drive to the centre.

Phoenix Plaza offers a unique shopping experience with a wide variety of eastern, western and speciality stores, presenting itself as a one-stop shopping destination.

### 2. Fast Facts

Size of mall (GLA): 24 231 m<sup>2</sup>

Anchor tenants:

- Shoprite
- The Hub
- Jet
- Osmans
- Clicks

Number of stores: 110

Average monthly foot count: 850 000

### 3. Shopper Demographics

LSM: 5 – 7

Gender

- Female: 64%
- Male: 36%

Race

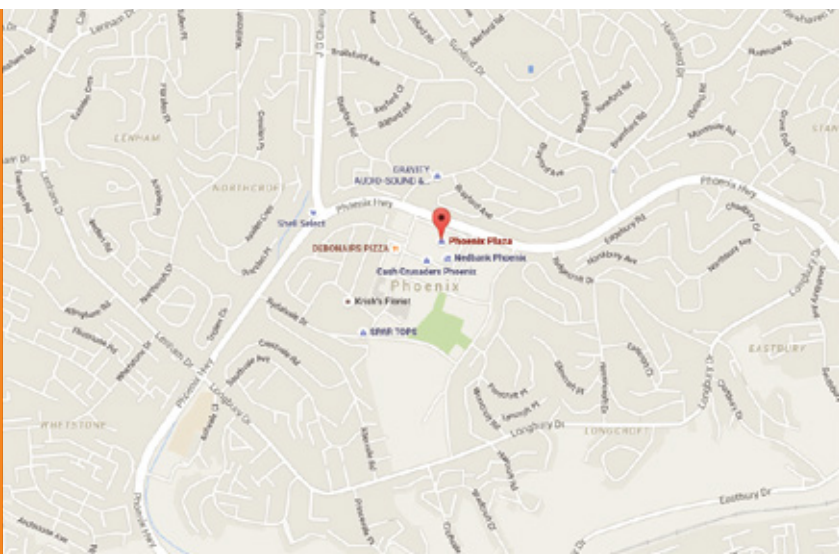
- Asian: 70%
- Black: 20%
- Coloured: 5%
- White: 5%

Language

- English: 90%
- Zulu: 8%
- Other: 2%

### 4. Location

Phoenix Plaza is ideally situated on Parthenon Street which leads off Phoenix Highway near the Gandhi Square Park and Phoenix Post Office.






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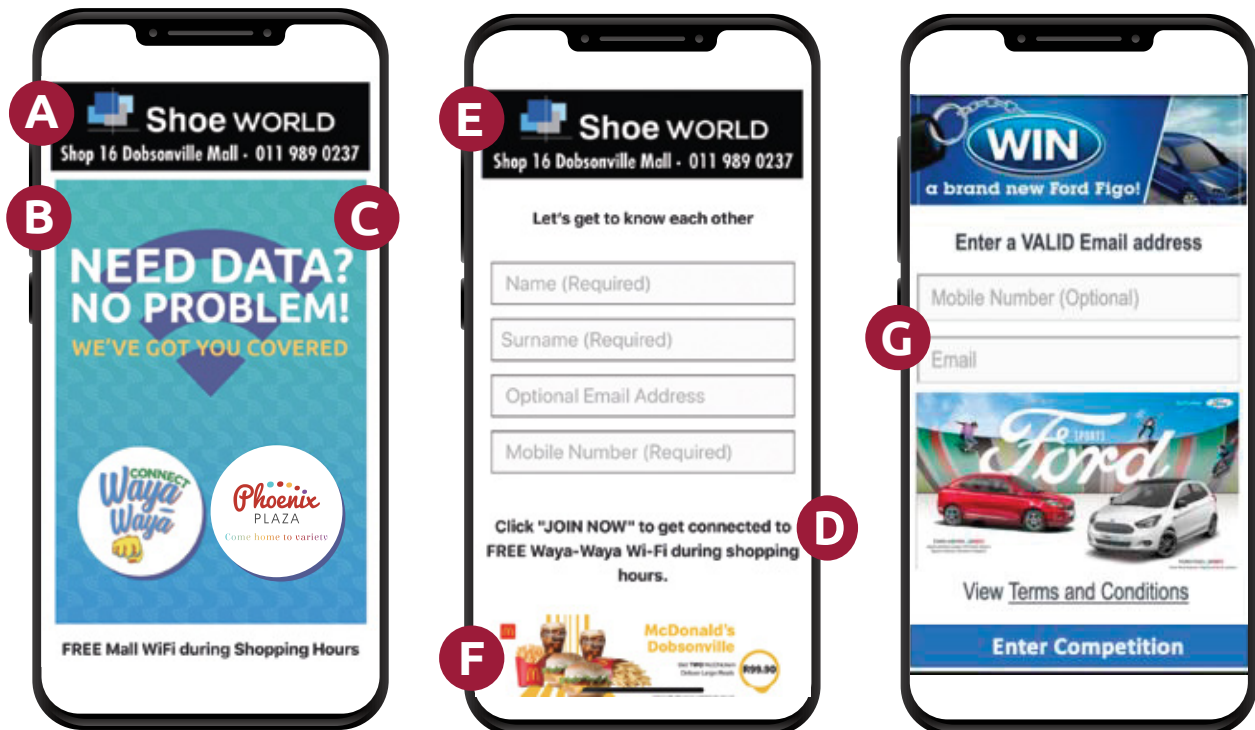
# NEED DATA? NO PROBLEM!

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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	R8 250
<b>B</b> - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R10 550
<b>C</b> - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R13 000
<b>D</b> - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R9 550
<b>E</b> - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R3 750
<b>F</b> - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R3 750
<b>G</b> - COMPETITION BANNER + Survey Redirect	992 x 1366 px	5 QUESTIONS MAX	4 WEEKS	R19 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)