



REAL SPACES

REAL OPPORTUNITIES

REAL BRANDS




**NEED DATA?  
NO PROBLEM!**

**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.



REAL ESTATE. REAL GROWTH.

### 1. Background

Highland Mews Shopping Centre is situated south of the Witbank CBD in an established retail node between the N12 and N4 highways.

Witbank is predominantly a coal mining area with more than 22 collieries in the municipal radius. There are also a number of power stations nearby that utilise coal. The town and immediate surroundings are supported by a secondary industry, known as mixed farming (maize, cattle and vegetables).

Highland Mews is a modern enclosed shopping centre, with a diverse retail offering that caters to the needs of the target market.

The centre is highly accessible by commuters from the neighbouring townships to Witbank and experiences a high footfall due to the close proximity of the taxi and bus rank.

### 2. Fast Facts

- Size of mall (GLA): 16 952 m<sup>2</sup>
- Anchor tenants:
  - Cambridge Supermarkets
  - Woolworths
  - Clicks
  - Truworths
  - Mr Price
- Number of stores: 56
- Average foot count per month: Approximately 338 000
- Average time spent: 1 – 2 hours

### 3. Shopper Demographics

- LSM: 3 – 6
- Gender
  - Female: 65%
  - Male: 35%
- Race
  - Black: 64%
  - White: 15%
  - Asian: 2.5%
  - Coloured: 2.5%
- Language
  - Xhosa: 70%
  - Afrikaans: 20%
  - Other: 10%
- Age
  - 21 – 30 Years
- Communication
  - Facebook

### 4. Location

Highland Mews Shopping Centre is located on the main road between the N12 and N4 Highways, connecting Johannesburg and Pretoria – on the corner of Hans Strydom Dr & Watermeyer Str, Klipfontein, Emalahleni.





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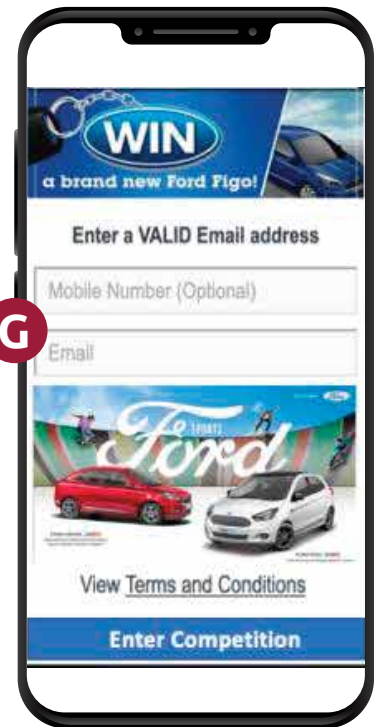
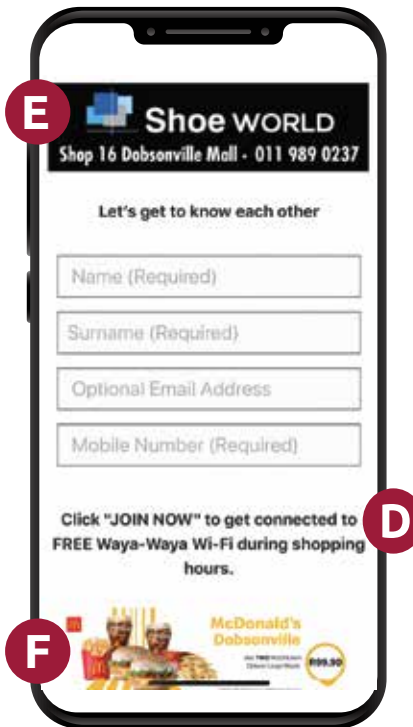


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Stay connected in this mall with our **FREE Wi-Fi**

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	R7 550
<b>B</b> - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R9 250
<b>C</b> - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R11 000
<b>D</b> - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R8 750
<b>E</b> - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R2 350
<b>F</b> - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R2 350
<b>G</b> - COMPETITION BANNER + Survey Redirect	992 x 1366 px	5 QUESTIONS MAX	4 WEEKS	R15 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)