



REAL SPACES  
REAL OPPORTUNITIES  
REAL BRANDS



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## MAXIMISE YOUR BRAND

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



### 1. Background

Mdantsane City is conveniently located on the corner Spine road and Billie road. These are two significant roads in the context of the area and they both provide access to the site.

Mdantsane City has incorporated a taxi rank within its design, which makes access to the centre quite easy and convenient. The shopping centre is clearly visible when travelling along both of these roads.

Mdantsane City is anchored by Pick n Pay and Shoprite. The shopping centre currently functions as a community centre and is one of only two shopping centres in the town of Mdantsane – confirmed through primary research.

The second (smaller) shopping centre is Kuyasa Shopping Centre, alternatively known as Highway City. There are some independent retailers along Spine road and smaller routes throughout the town.

### 2. Fast Facts

- Size of mall (GLA): 36 000 m<sup>2</sup>
- Anchor tenants:
  - Pick n Pay
  - Shoprite
- Number of stores: 87
- Number of parking bays: 1400
- Average foot count per month: Approximately 750 000

### 3. Shopper Demographics

- LSM: 4 - 7
- Gender
  - Female: 48%
  - Male: 52%
- Race
  - Black: 99%
  - Coloured: 1%
- Language
  - Zulu: 1%
  - English: 1%
  - Xhosa: 98%
- Age
  - 30 - 44 Years
- Communication
  - Radio
  - Facebook

### 4. Location

Mdantsane City Mall is located in the town of Mdantsane; approximately 20 km north of East London and nearly 40 km east of King William's Town.

The town falls within the borders of the Buffalo City Metropolitan Municipality.

This is a local node that attracts a lot of economic activity. A significant level of retail outflow from Mdantsane to East London is anticipated.





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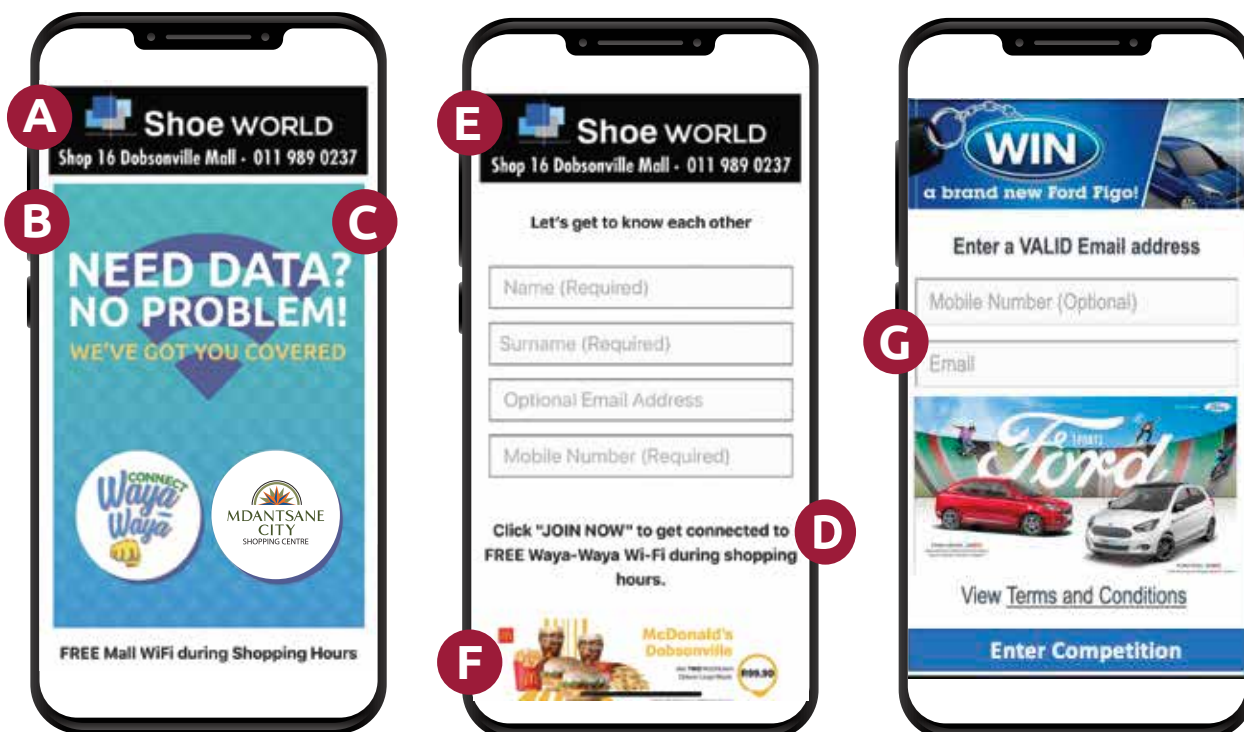


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DESCRIPTION	SIZE	AVAILABILITY	DURATION	RATES
<b>A</b> - Wifi LANDING PAGE HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R10 250
<b>B</b> - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R12 550
<b>C</b> - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R17 200
<b>D</b> - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R13 550
<b>E</b> - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R5 550
<b>F</b> - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R5 550
<b>G</b> - COMPETITION BANNER + Survey Redirect	992 x 1366 px	5 QUESTIONS MAX	4 WEEKS	R25 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)