

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

Officially opened in May 2013, Hammarisdale Junction is well-positioned in a prime location within Mpumalanga's New Town Centre, KZN. The centre forms the heart of Hammarisdale and is situated close to the SAPS station, local clinic and Metro Police station.

Hammarisdale Junction is a community centre that focuses on convenience, and caters for all customers' shopping needs under one roof. Anchored by Spar (3 275 m²) and Boxer (2 319 m²), the centre houses other national tenants such as Jet, Pep, Mr Price, Exact, KFC, Debonairs, Fishaways, OK Furnitures, Lewis, Edgars Active, MTN, Totalsports, Markham, Garment Division and several banks.

The centre is a highly appealing, single-storey building with a contemporary, relaxed ambience and world-class aesthetics. It has attractive stone finished pillars on the exterior, wide interior walkways with abundant natural light throughout the mall and food court, and an air-conditioning system which is air-cooled – thereby eliminating water usage. Hammarisdale Junction has 570 free parking bays and an integrated taxi rank.

### 2. Fast Facts

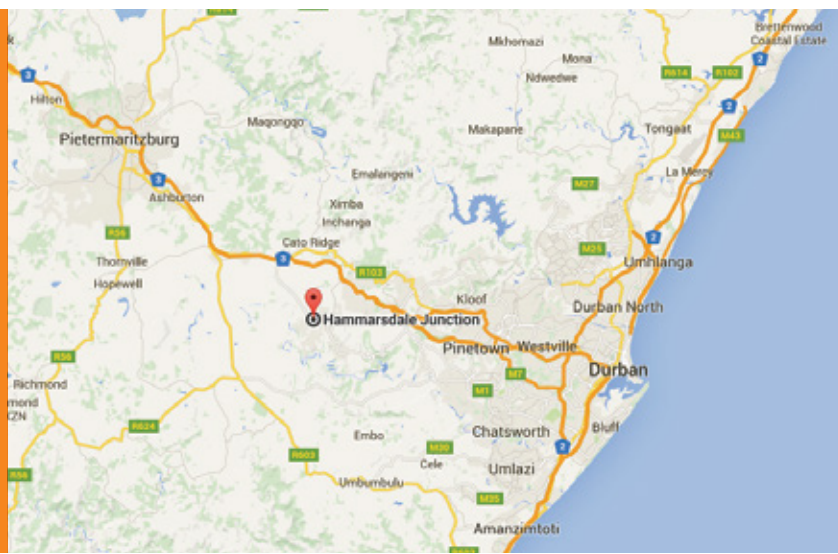
- Size of mall (GLA): 20 105 m²
- Anchor tenants:
  - Spar
  - Boxer
  - A5 Cash & Carry
  - Clicks
  - Mr. Price
- Number of stores: 89
- Average foot count per month: Approximately 603 000

### 3. Shopper Demographics

- LSM: 2 – 5
- Gender:
  - Female: 53%
  - Male: 47%
- Race:
  - Black: 97%
  - White: 1%
  - Asian: 1%
  - Coloured: 1%
- Language:
  - Zulu: 90%
  - Xhosa: 7%
  - Other: 3%

### 4. Location

Hammarisdale Junction is easily accessible from Durban and Pietermaritzburg via the N3 and MR385. The centre is also accessible by foot from surrounding neighbourhoods, including Cato Ridge, Cliffdale, Inchanga, Sakontsha, Mophela, Ntshongweni and many more – and via taxi from the on-site taxi rank.






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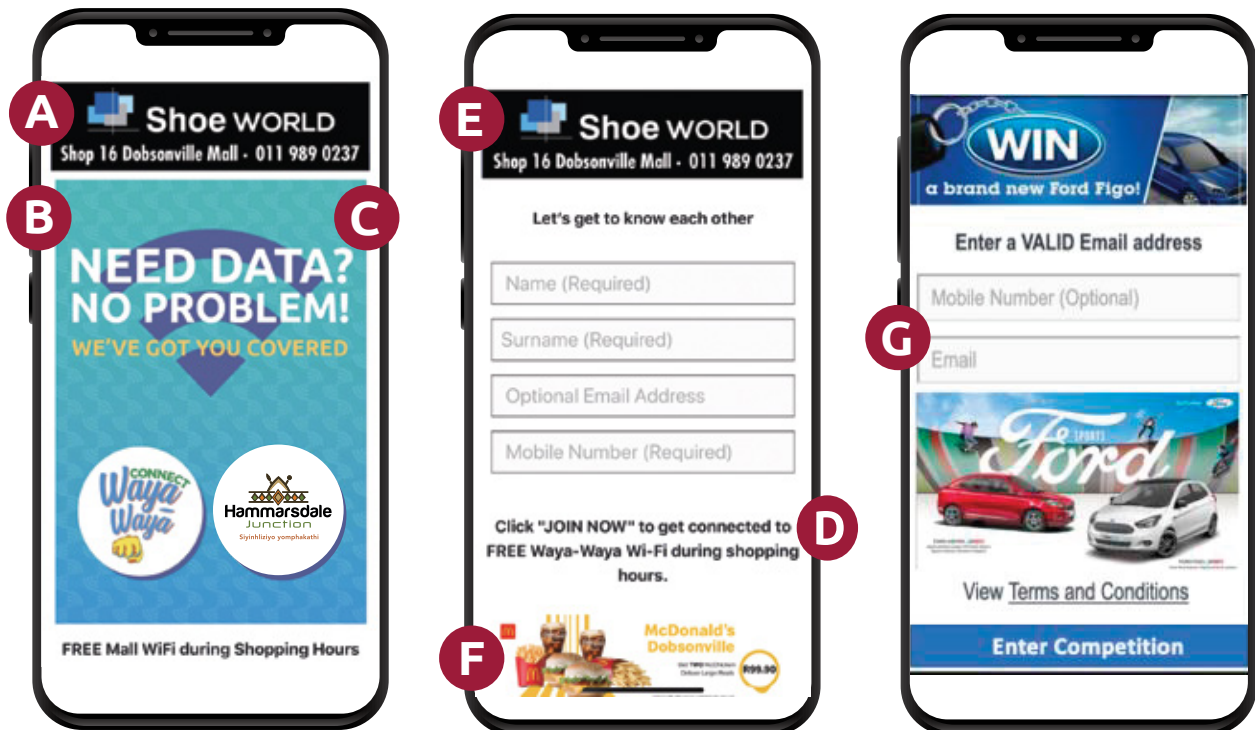
# NEED DATA? NO PROBLEM!

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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	R11 950
<b>B</b> - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R13 750
<b>C</b> - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R21 900
<b>D</b> - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R15 350
<b>E</b> - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R8 950
<b>F</b> - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R8 950
<b>G</b> - COMPETITION BANNER + Survey Redirect	992 x 1366 px	5 QUESTIONS MAX	4 WEEKS	R35 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)