



REAL SPACES
REAL OPPORTUNITIES
REAL BRANDS



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BRANDING POTENTIAL

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



1. Background

Maluti Crescent, previously known as The Setsing Crescent Shopping Centre in Phuthaditjhaba, was rebranded and underwent a 34 000 m² expansion and facelift. Maluti Crescent is now a modern enclosed mall comprising of three levels, undercover parking, and brand new taxi facility.

Maluti Crescent not only integrates references to local culture through the inclusion of fabrics and tiling patterns throughout the centre, but also by accommodating new aspiring local retail operators. Our tenant variation caters for most of our shoppers' needs in Phuthaditjhaba and the surrounding areas. National tenants in our shopping centre account for approximately 78% of the current GLA.

2. Fast Facts

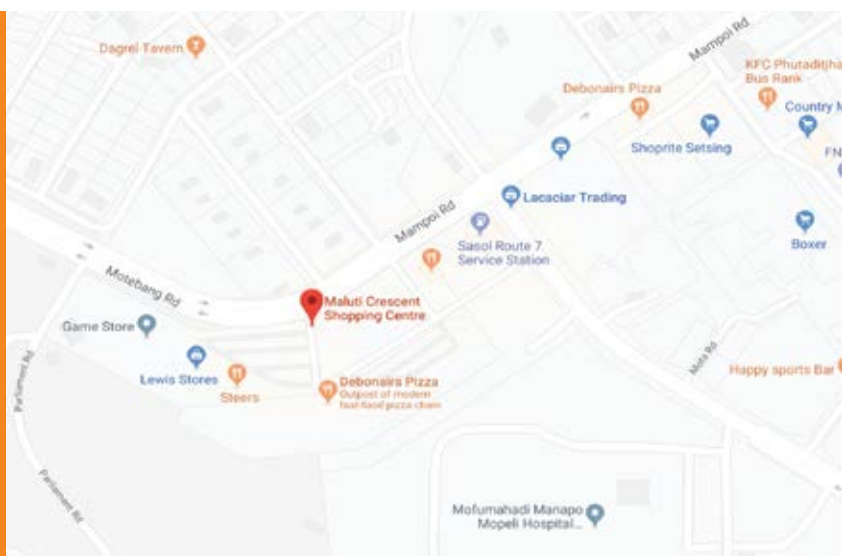
- Size of mall: (GLA): 35 303m²
- Anchor tenants:
 - Game
 - Spar
 - Pick n Pay
 - Cashbuild
 - FNB
- Number of stores: 95
- Average foot count per month: 794 000

3. Shopper Demographics

- LSM: 3 – 7
- Gender
 - Female: 54.6%
 - Male: 45.4%
- Race
 - Black: 99%
 - Indian: 0.5%
 - Coloured: 0.2%
 - Other: 0.20%
 - White: 0.1%
- Language
 - Sesotho: 88.7%
 - IsiZulu: 4.4%
 - English: 2%

4. Location

Maluti Crescent is situated in the foothills of the Maluti Mountains, Phuthaditjhaba (formerly QwaQwa or Witsieshoek) and sits at the junction of the R57 and R712, which runs along the majestically scenic route from Harrismith, through the Golden Gate Highlands National Park, and onwards to Clarens.





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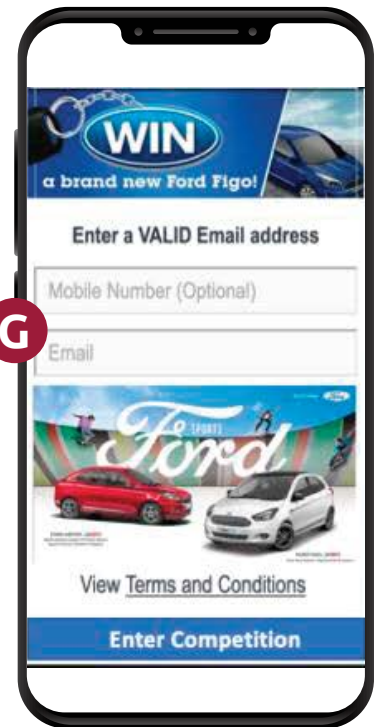
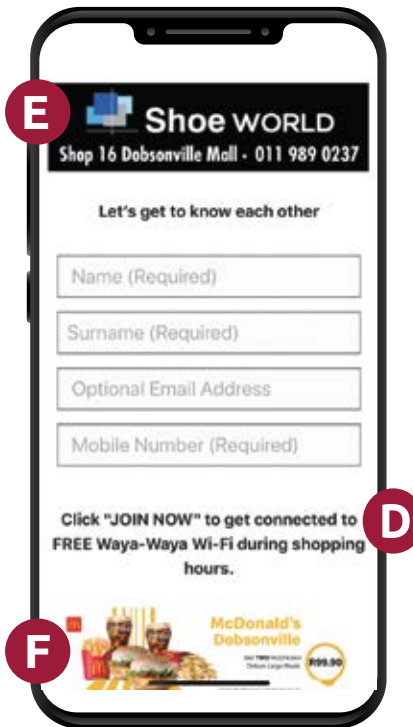
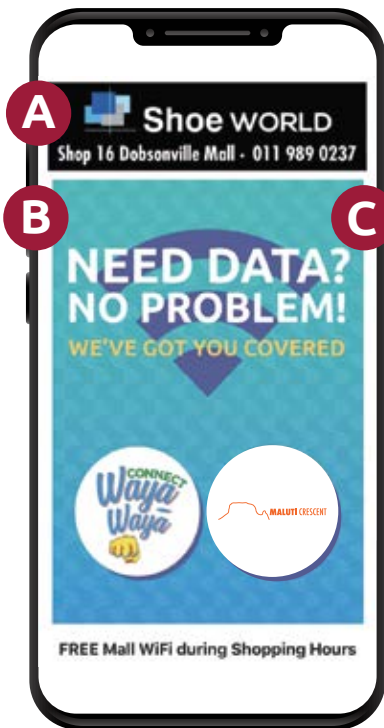


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2. Register
3. Start browsing for FREE

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DESCRIPTION	SIZE	AVAILABILITY	DURATION	RATES
A - Wifi LANDING PAGE HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R9 550
B - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R10 550
C - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R11 700
D - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R7 500
E - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R3 550
F - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R3 550
G - COMPETITION BANNER + Survey Redirect	992 x 1366 px	5 QUESTIONS MAX	4 WEEKS	R15 550

*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