



REAL SPACES
REAL OPPORTUNITIES
REAL BRANDS



BRANDING POTENTIAL

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



1. Background

Daveyton was established in 1952 – the first township with electricity. The town is predominantly a residential area which became a municipality in 1983.

Daveyton Mall is anchored by Pick n Pay (3 700 m²), and forms part of the central business area of Daveyton.

The surrounding residential area has formal medium density housing. The following suburbs are located close to the mall: Daveyton, Modderbee and Hillcrest AH.

The mall has implemented a leasing strategy and stronger branded tenants are being sought and placed within the centre, i.e. Totalsports and Sportscene.

A taxi rank close to the mall allows customers easy and affordable transport, while the mall's tenant mix offers one stop shopping.

2. Fast Facts

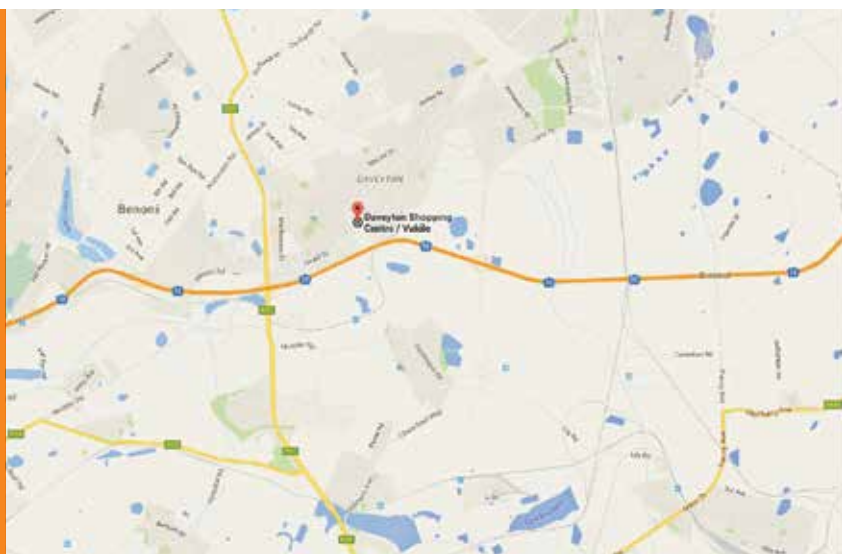
- Size of mall (GLA): 17 774 m²
- Anchor tenants:
 - Mr. Price
 - Jet Store
 - Pep Store
 - OBC Chicken
 - Ackermans
- Number of stores: 58
- Number of parking bays: 354
- Average foot count per month: Approximately 692 000

3. Shopper Demographics

- LSM: 3 – 8
- Gender
 - Female: 71%
 - Male: 29%
- Race
 - 90 % black
 - 7% Indian
 - 3% Chinese
- Language
 - Zulu: 93%
 - Xhosa: 4%
 - English: 3%
- Age
 - 21 – 30 Years
- Time spent
 - 1 – 3 Hours
- Communication: Radio

4. Location

Daveyton Mall is situated in the heart of Daveyton in Benoni. The centre is located on the corner of Turton & Eiselen Streets, opposite a taxi rank, local clinic, local municipal offices, the SAPS and a few schools. The centre is regularly visited by the residents of Daveyton as their “convenient stop”, closer to the residential area. The centre is also popular with pensioners who collect their grant at the local municipal hall situated on our premises.





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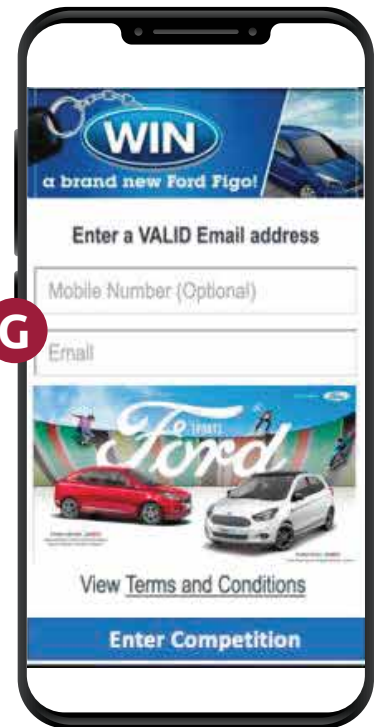
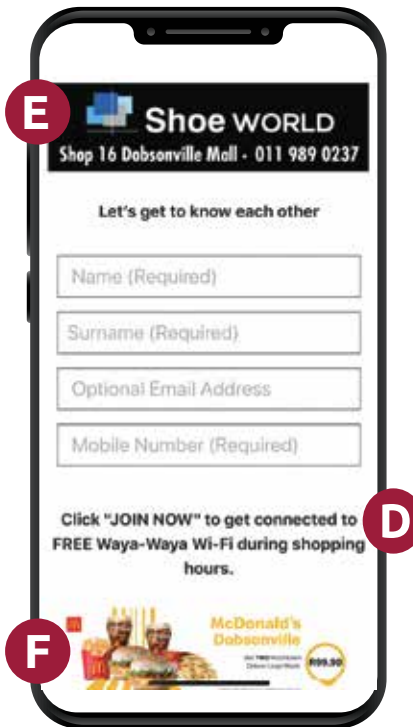


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2. Register
3. Start browsing for FREE

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DESCRIPTION	SIZE	AVAILABILITY	DURATION	RATES
A - Wifi LANDING PAGE HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R11 950
B - Wifi LANDING PAGE BANNER	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R13 750
C - Wifi LANDING PAGE BANNER + REDIRECT	992 x 1366 px	1 SPOT AVAILABLE	4 WEEKS	R21 900
D - POST-LOGIN REDIRECT ONLY	Website URL	1 SPOT AVAILABLE	4 WEEKS	R15 350
E - Wifi LOGIN HEADER	1411 x 398 px	3 ON ROTATION	4 WEEKS	R8 950
F - Wifi LOGIN FOOTER	1411 x 398 px	1 STATIC	4 WEEKS	R8 950
G - 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