



PROPOSAL

2022

LONG BEACH MALL



MALL SHOPPER PROFILE

Monthly Footcount: 366,600



Average monthly
HHI: R 30,813.42

Households within the
Primary catchment area



Black (40%)
White (32%)



20-34 (29%)
35-44 (20%)

LSM

A



58% Secondary
Education



Married/living
together (44%)



Female (50%)
Male (50%)

DIGI NAV / ICON

SITE LIST SUMMARY

- 1 Entrance 1, Picardi Rebel, Cash Crusaders, FNB, Hi Brow Waxing Salon
- 2 Entrance 2, Wimpy, Cell C, MTN, Nedbank
- 3 Entrance 3, ABSA, Spur, King Pie, Mugg & Bean, Karma Café, Ocean Basket

LONGBEACH MALL - SITE MAP



Long Beach Mall

Province: Western Cape

Address:

Annual Foot Count: 4,399,207

GLA: 31,874

Site Code: LON/ICO/001M/1

Site Type: Static Nav

Site Location: Long Beach Mall, Entrance 1, Long Beach Mall, Cape Town (Malls)

Media Rate Card: R2,900.00

Production and Flighting Rate: R 1,380.96



**Subject to Availability*

**Sites subject to change & individual elements will be confirmed upon booking*

Long Beach Mall

Province: Western Cape

Address:

Annual Foot Count: 4,399,207

GLA: 31,874

Site Code: LON/ICO/002M/1

Site Type: Static Nav

Site Location: Long Beach Mall, Entrance 2, Long Beach Mall, Capetown (Malls)

Media Rate Card: R2,900.00

Production and Flighting Rate: R 1,380.96



**Subject to Availability*

**Sites subject to change & individual elements will be confirmed upon booking*

Long Beach Mall

Province: Western Cape

Address:

Annual Foot Count: 4,399,207

GLA: 31,874

Site Code: LON/ICO/003M/1

Site Type: Static Nav

Site Location: LongBeach Mall, Entrance 3, Long Beach Mall, Cape Town (Malls)

Media Rate Card: R2,900.00

Production and Flighting Rate: R 1,380.96



**Subject to Availability*

**Sites subject to change & individual elements will be confirmed upon booking*

Long Beach Mall

Province: Western Cape

Address:

Annual Foot Count: 4,399,207

GLA: 31,874

Package Code: LO02

Package Name: Long Beach Mall -Digi Nav 01

Package Elements: Digi Nav (3)

Site Location: Long Beach Mall, Entrance 1, Long Beach Mall, Cape Town (Malls)

Media Rate Card: R4,260.00

Production and Flighting Rate: R -6.00



**Subject to Availability*

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THANK YOU