

# 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

Hillfox Value Centre is situated in Roodepoort on the West Rand. The centre offers convenience, variety and value – all in a one-stop shopping experience, anchored by Food Lover's Market, Viva Gym and Adventure Golf.

With a choice of over 30 shops and services, Hillfox Value Centre has all the essentials and more – from fashion and footwear to DIY, groceries, hobbies and services.

Hillfox primarily caters to young families that reside in the immediate catchment area.

### 2. Fast Facts

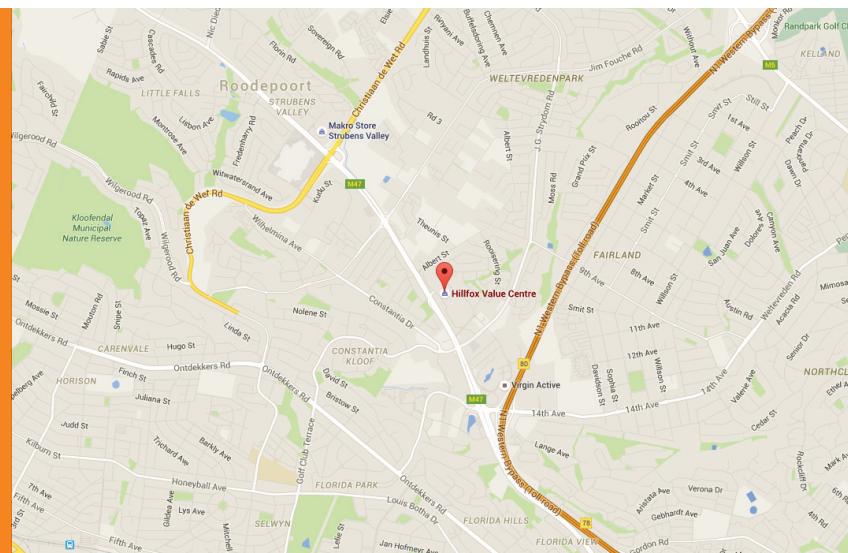
- Size of mall (GLA): 38 245 m<sup>2</sup>
- Anchor tenants:
  - Food Lover's Market
  - Viva Gym
  - Adventure Golf
- Number of stores: 45

### 3. Shopper Demographics

- LSM: 8 – 10
- Gender
  - Female: 65%
  - Male: 35%
- Race
  - White: 75%
  - Coloured: 15%
  - Black: 8%
  - Asian: 2%
- Language
  - Afrikaans: 65%
  - English: 30%
  - Other: 5%

### 4. Location

The centre is located on the main road of Hendrik Potgieter Drive in Weltevreden Park, close to the N1 highway and 14<sup>th</sup> Avenue offramp.





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### 5. Grow your brand with lucrative advertising opportunities

- Exhibition Court spaces
- Social Media
- Static In-centre Media
- Outdoor / Billboards

### 6. Exhibition Rate Schedule

COURT	SIZE	RATES PER DAY	FRI-SUN	MON-THURS	MON - SUN	MONTHLY
FNB COURT	3 m X 3 m	R700	R2 100	R2 800	R4 900	R10 500
FOOD LOVER'S COURT	3 m X 3 m	R1 000	R3 000	R4 000	R7 000	R15 000
PARKING BAY	PER BAY	R650	R1 950	R2 600	R4 250	R9 750
READER'S WAREHOUSE	6 m X 3 m	R850	R2 550	R3 400	R5 950	R12 750
VIVA GYM	6 m X 3 m	R850	R2 550	R3 400	R5 950	R12 750

### 7. Mall Map

