

# MEDIA OPPORTUNITIES

Heidelberg Mall

April 2022



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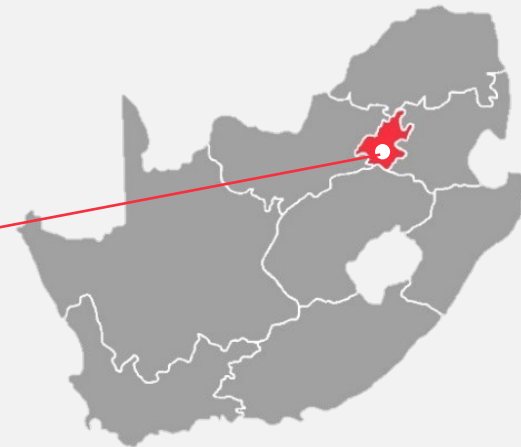
*property investment partners*

**A quality regional shopping centre** | Corner Groenfontein Road & Jacobs Street, Heidelberg, Gauteng

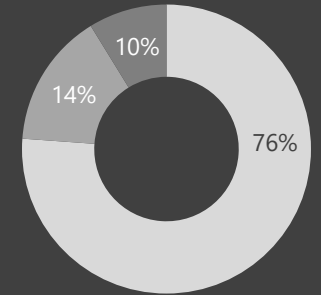
<b>Classification</b>	Regional centre
<b>Region</b>	Gauteng
<b>LSM</b>	3 - 8
<b>Total GLA</b>	34 761m <sup>2</sup>
<b>Occupancy</b>	97%
<b>Anchor tenants</b>	Woolworths, Checkers, Game

### Highlights

- High quality regional shopping centre.
- Centrally located between the suburb of Bergsig and Heidelberg CBD.
- Easily accessible directly from the N3 and via all major roads and public transport routes.

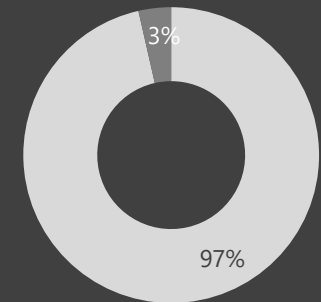


### Tenant analysis by GLA (m<sup>2</sup>)



- Large & listed tenants
- National tenants & franchises
- Other

### Vacancy rate



- Occupied
- Vacant

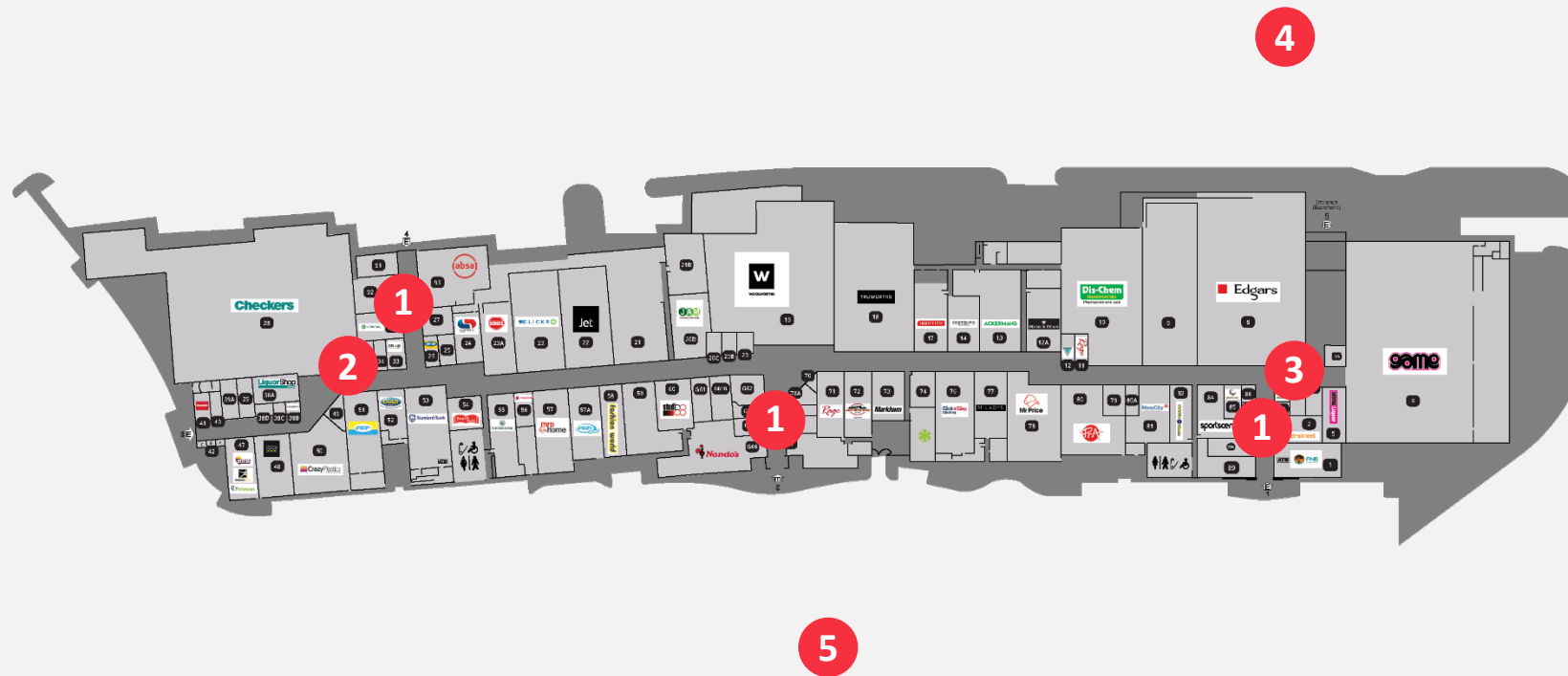
# Heidelberg Mall | Key Facts

<b>Location</b>	Heidelberg Mall is located adjacent to the off ramp from the N3 highway turning from the town of Heidelberg, which is approximately 50 kilometres south-east of Johannesburg. The shopping centre is positioned midway between the suburb of Bergsig and the Heidelberg CBD on the corner of Groenfontein Road and Jacobs Street.
<b>Design</b>	Heidelberg Mall is a single storey shopping centre with five well positioned entrances and onsite parking for customer convenience.
<b>Access</b>	Heidelberg Mall is directly accessible from the N3 highway, all major roads and public transport routes and via the onsite taxi rank.
<b>Tenant mix</b>	<p>National tenants account for approximately 90% of the occupied gross lettable area. The centre is anchored by Woolworths, Checkers and Game.</p> <p>Other National tenants include Edgars, FNB, Sheet Street, Game Liquor, Absa ATM, Capitec, Standard Bank ATM, Nedbank ATM, Dischem, Rage, Mugg &amp; Bean, Ackermans, Contempo, Identity, Truworths, American Swiss, Vodacom, MTN, Wimpy, Sleepmasters, Clicks, Old Mutual Finance, PostNet, Debonairs, Mochachos, Nando's, Steers, Fishaways, Pep, Crazy Store, Bargain Books, Mr Price Home, Pep Home, Fashion World, Mr Price Sport, Studio 88, Cape Union Mart, Markham, Mr Price, Pick n Pay Clothing, PNA, Tekkie Town, Sportscene, Old Khaki, Lovisa, Jet, Jet home, Victory Lab and Miladys.</p>



Media Opportunities

1. Hanging Banners
2. Wall Sign
3. Escalator
4. Pillars at Taxi Rank
5. Advertising Board





## Specifications

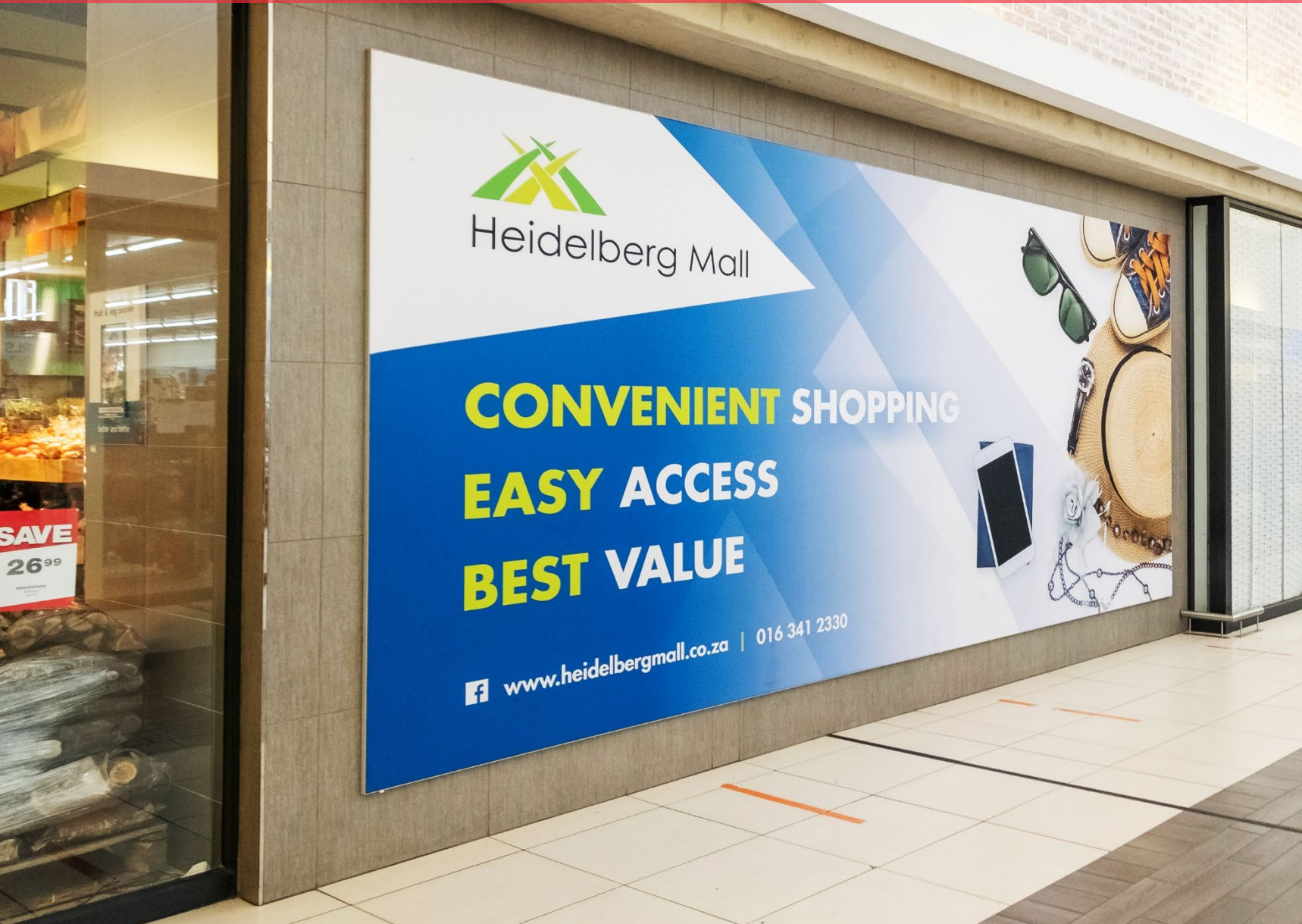
There are 3 internal walkways which can each accommodate a total of 8 vertical hanging banners.

The banners are installed by means of a Hangrite system and accommodate banners in the following dimensions:

- 1 200mm (w) x 2 500mm (h)

Advertising rates will be confirmed during the enquiry and booking process.





## Specifications

A wall sign media opportunity is situated near Checkers.

Dimensions for artwork and advertising rates will be confirmed during the enquiry and booking process.





### Specifications

An escalator branding opportunity is located at Entrance 5. Branding may be applied to the escalator support structure or glass panels.

Dimensions for artwork and advertising rates will be confirmed during the enquiry and booking process.



### Specifications

There are 30 pillar branding opportunities at the onsite taxi rank. The taxi rank is located on the east end of the centre and can be accessed from entrance 5.

Dimensions for artwork and advertising rates will be confirmed during the enquiry and booking process.

The billboard features the Heidelberg Mall logo at the top left. The main text reads "60 second TROLLEY DASH!" with a shopping cart icon and a stopwatch. Below this, it says "TOTAL OF 5 WINNERS" with a large number 5 and stars. A man with a surprised expression is on the right. At the bottom, it says "Shop at any store in Heidelberg Mall and you could be one of 5 lucky winners to WIN a 60 second Trolley Dash! T's & C's Apply". Social media and website information are at the bottom left.

Heidelberg Mall

60 second TROLLEY DASH!

TOTAL OF 5 WINNERS

Shop at any store in Heidelberg Mall and you could be one of 5 lucky winners to WIN a 60 second Trolley Dash! T's & C's Apply

@theheidelbergmall | www.heidelbergmall.co.za

### Specifications

An advertising board is located at the main entrance of the centre.

Dimensions for artwork and advertising rates will be confirmed during the enquiry and booking process.



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