

RATECARD 2026

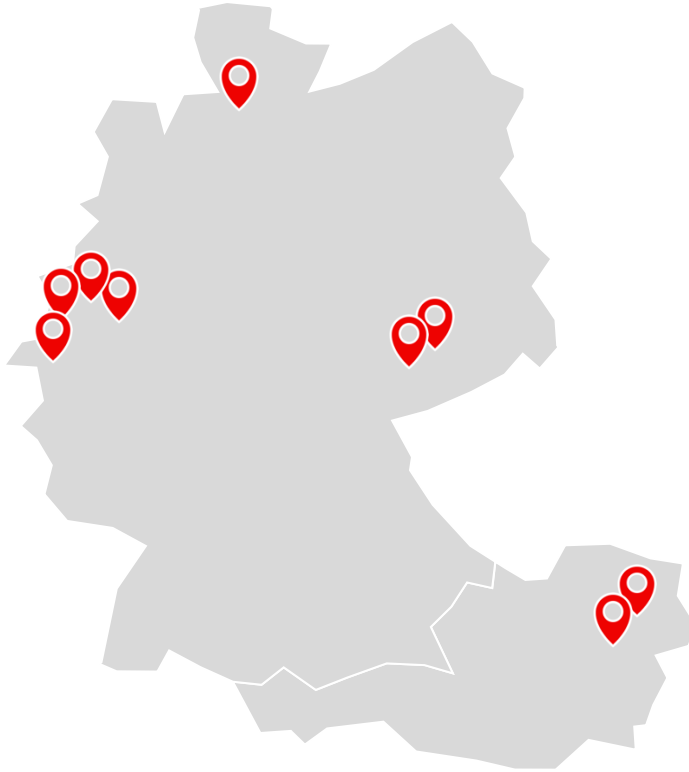
AUSTRIA & GERMANY



01

INTRODUCTION

OUR SHOPPING CENTRES IN GERMANY & AUSTRIA



09

SHOPPING CENTERS

117.2

MILLION ANNUAL VISITS

North Rhine-Westfalia

- ▶ Palais Vest
- ▶ Westfield Centro
- ▶ Westfield Ruhr Park
- ▶ Minto

Hamburg

- ▶ Westfield Hamburg-
Überseequartier

Saxony

- ▶ Höfe am Brühl
- ▶ Paunsdorf Center

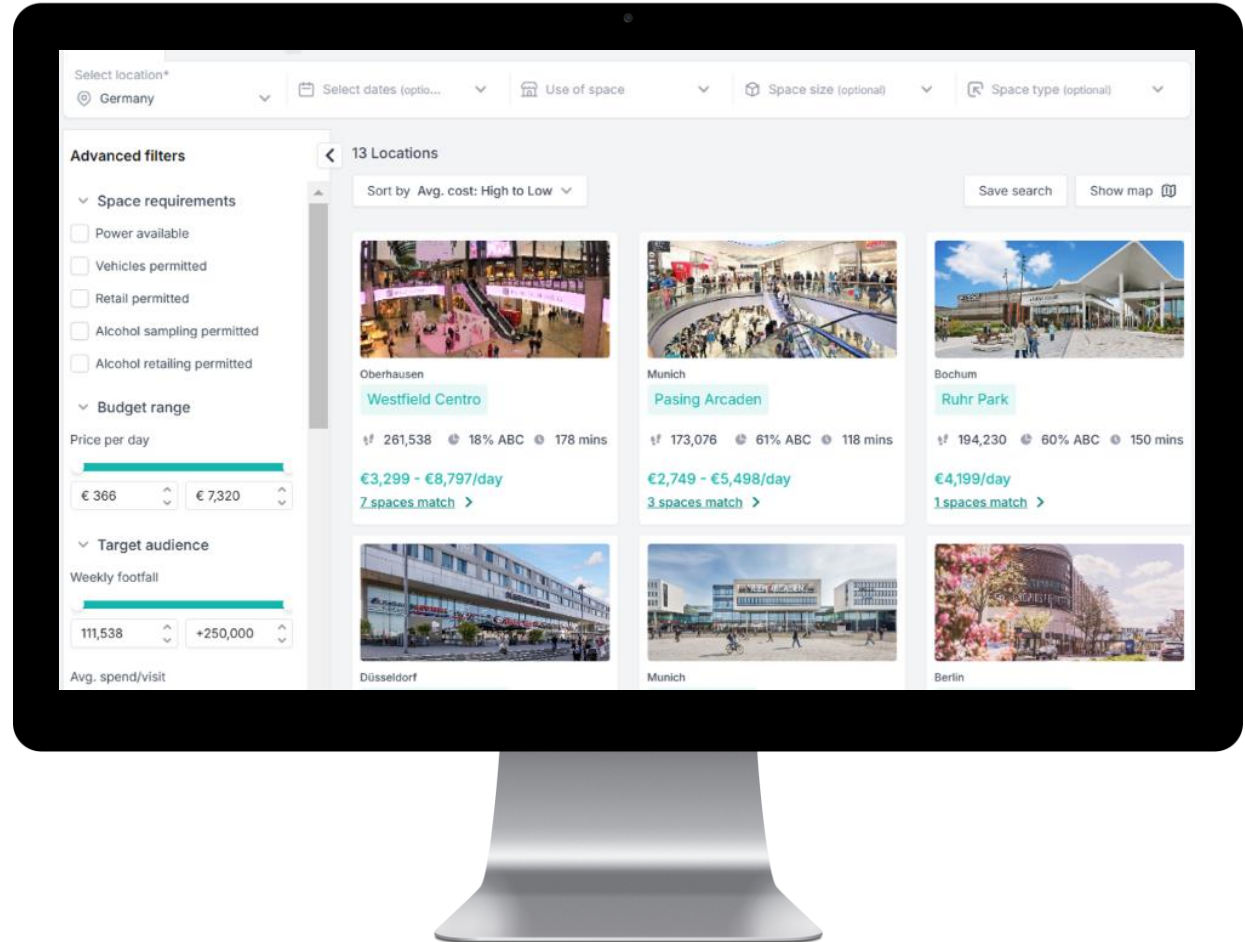
Austria

- ▶ Westfield Donau
Zentrum
- ▶ Westfield Shopping
City Süd

WESTFIELD RISE X LO: LIVE

CHECK OUT OUR BOOKING PLATFORM:

westfieldrise.locationlive.com



02

CENTRES & RATES

02.1

GERMANY

WESTFIELD CENTRO

OBERHAUSEN, GERMANY



237
Stores

Located in Oberhausen, the most densely populated area in the Ruhr region, Westfield Centro is one of Germany's largest and most successful shopping centres. It offers visitors retail and leisure activities, including an unparalleled collection of international retailers, about 40 restaurants, a nine-screen cinema, a 12,000 seat multi-purpose arena and two adventure theme parks (Sealife Adventure Park and Legoland Discovery Centre).

254.320 sqm
GLA

Monday – Saturday
10:00- 20:00

CENTRE PROFILE



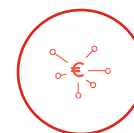
15 MN

Estimated visitors
per annum



115 mins

Average
Dwell Time ⁽¹⁾



147 euros

Average
Spending Basket ⁽¹⁾



12.000

Parking
Spaces

86%

By Car or Motorbike ⁽¹⁾

11%

By Public Transport ⁽¹⁾

2%

On Foot or by Bike ⁽¹⁾

CUSTOMER PROFILE



51% Female

49% Male ⁽²⁾

65%

Residents ⁽²⁾

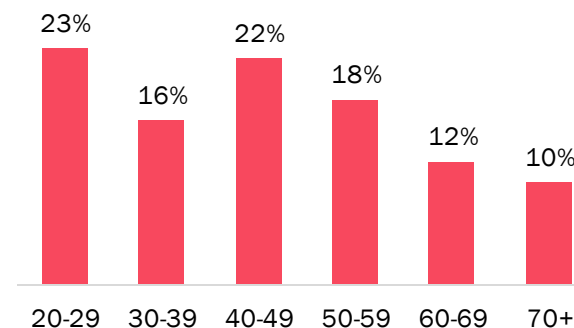
1%

Workers ⁽²⁾

6%

Tourists ⁽²⁾

Age Group ⁽²⁾ (Years)



45%

Affluent profiles ⁽³⁾

€87 k

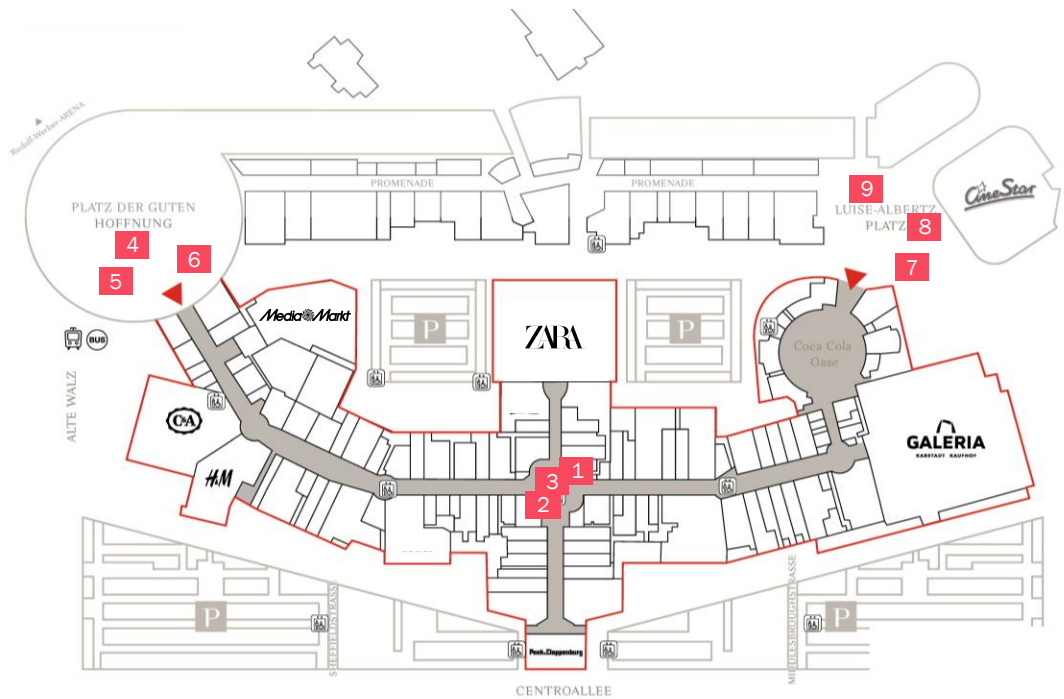
Purchasing Power ⁽⁴⁾

- ¹⁾ Tableau interna URW Tool
²⁾ Telekom Data Tracking; May 2022- May 2023
³⁾ YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
⁴⁾ JMB Research (2023) - Purchasing power index of the district in which the centre is located.

EXPERIENTIAL SPACES

OVERVIEW

Ground Floor



Entrance from
Parking



Escalator



Elevator

1

Mitteldom A

2

Mitteldom B

3

Mitteldom Total

4

Platz Der Guten
Hoffnung A

5

Platz Der Guten
Hoffnung B

6

Platz Der Guten
Hoffnung Total

7

Luise-albertz-
platz A

8

Luise-albertz-
platz B

9

Luise-albertz-
platz Total

SURFACE	1 DAY	3 DAYS	1 WEEK
6m x 12m	4.384 €	10.227 €	19.610 €*
5m x 6m	3.812 €	8.894 €	17.705 €*
Up to 200 m²	7.560 €	17.640 €	30.200 €*
120 m²	3.594 €	8.386 €	11.979 €
500 m²	5.198 €	12.128 €	17.325 €
Up to 5.000 m²	8.316 €	19.404 €	27.720 €
Up to 120 m²	4.782 €	11.158 €	15.939 €
Up to 500 m²	6.930 €	16.170 €	23.100 €
Up to 3.500 m²	11.088 €	25.872 €	36.960 €

MITTELDOM A



MITTELDOM A	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
The larger of the two experiential sites at the heart of the centre, located on the main internal walkway. Combined with escalator branding and the 360-degree UDS screen (The HALO), this creates a magnificent effect.	6m x 12m	4.384 €	10.227 €	19.610 €* <div>* Incl. post campaign Data report</div>

MITTELDOM B



*Surcharge
of 30%
in Q4

MITTELDOM B	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
The smaller of the two experiential sites at the heart of the centre, located on the main internal walkway. The space may also be combined with lift branding and the 360-degree UDS screen (The HALO) for maximum impact.	5m x 6m	3.812 €	8.894 €	17.705 €* <div>* Incl. post campaign Data report</div>

MITTELDOM (TOTAL AREA)



MITTELDOM (TOTAL AREA)	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large experiential site at the heart of the centre, located on the main internal walkway. The Mitteldom has exposure over two levels with a viewing balcony allowing customers to see into the space. Full domination package with 360-degree UDS screen (The HALO), lift, escalator and flags branding possible.	Up to 200 m²	7.560 €	17.640 €	30.200 €* * Incl. post campaign Data report

PLATZ DER GUTEN HOFFNUNG A



PLATZ DER GUTEN HOFFNUNG A	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the main public transport hub and the König Pilsener Arena.	120 m²	3.594 €	8.386 €	11.979 €

PLATZ DER GUTEN HOFFNUNG B



PLATZ DER GUTEN HOFFNUNG B	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the main public transport hub and the König Pilsener Arena.	500 m²	5.198 €	12.128 €	17.325 €

PLATZ DER GUTEN HOFFNUNG (TOTAL AREA)



PLATZ DER GUTEN HOFFNUNG (TOTAL AREA)	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the main public transport hub and the König Pilsener Arena.	Up to 2.000 m ²	8.316 €	19.404 €	27.720 €

LUISE-ALBERTZ-PLATZ A



LUISE-ALBERTZ-PLATZ A	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the food court, the cinema and parking spaces.	Up to 120 m²	4.782 €	11.158 €	15.939 €

LUISE-ALBERTZ-PLATZ B



LUISE-ALBERTZ-PLATZ B	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the food court, the cinema and parking spaces.	Up to 500 m²	6.930 €	16.170 €	23.100 €

LUISE-ALBERTZ-PLATZ (TOTAL AREA)



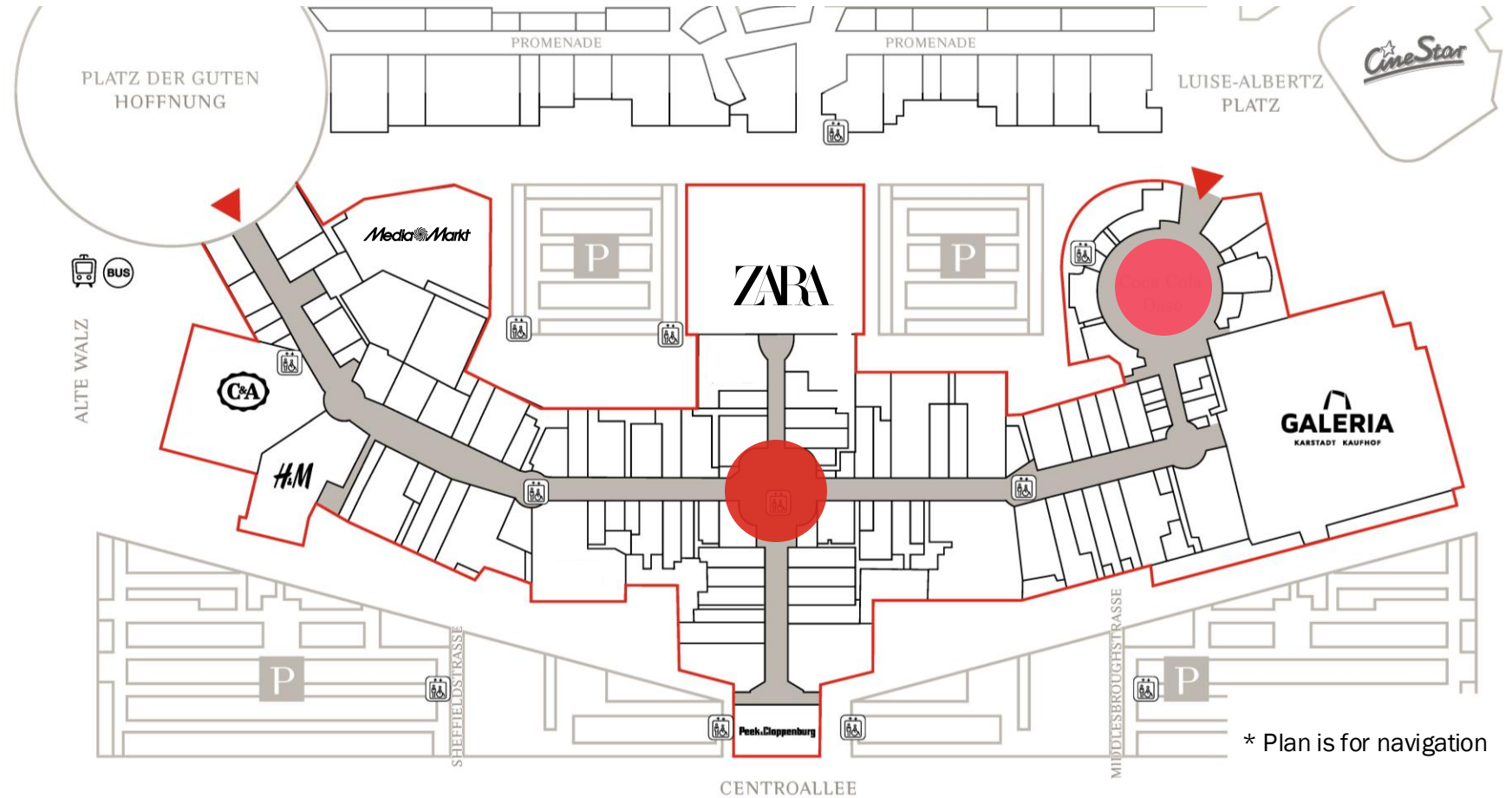
LUISE-ALBERTZ-PLATZ (TOTAL AREA)	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large outdoor experiential space located close to the entrance of the centre, the food court, the cinema and parking spaces.	Up to 3.500 m ²	11.088 €	25.872 €	36.960 €

MEDIA



OVERVIEW WESTFIELD CENTRO

- Mitteldom
- Foodcourt (Coca-Cola Oase)

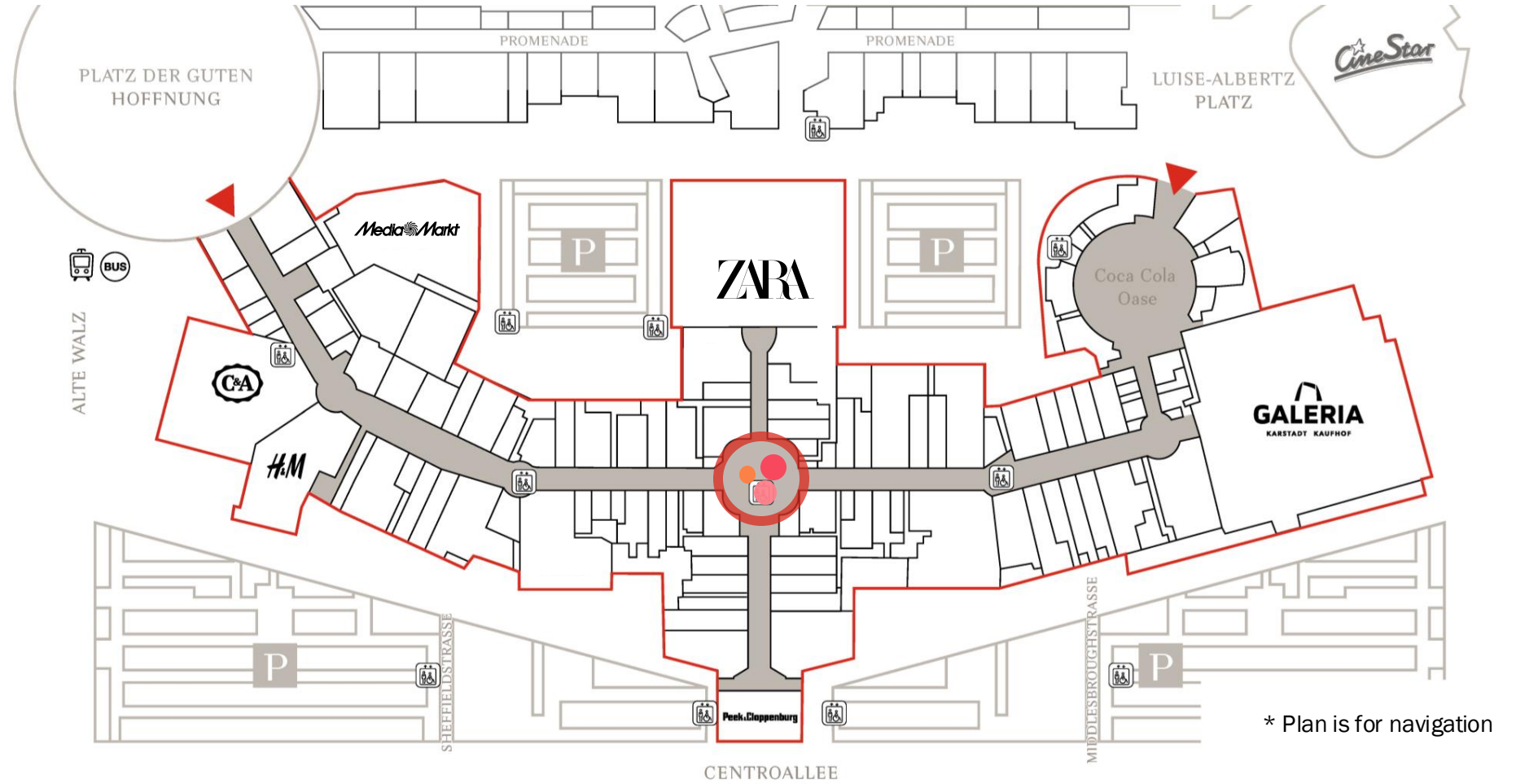


MITTELDOM



MITTELDOM

- The HALO
- Escalator
- Lift
- Mitteldom Flags



THE HALO



THE HALO

The HALO consists of 4 LED screens in connection with 360 ° ring screen. Both the size and the resolution enable the Advertiser to reach an enormous number of Westfield Centro visitors. This guarantees maximum presence in the Mitteldom.

DETAILS

360° LED Screen, 150 m²
4 LED Screens, each 35 m²

Sales Partner Ocean Outdoor
hello@oceanoutdoor.de

MITTELDOM FLAGS



MITTELDOM FLAGS	DETAILS	2 WEEKS	1 MONTH
A group of 3 flags in the middle of Mitteldom is a real attention magnet. A perfect complement to The HALO.	3 flags, 10 x 3m each	13.200€	22.044€

ESCALATOR BRANDING MITTELDOM



*Surcharge
of 30%
in Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
Stickers on the escalator's sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer and are therefore very effective	2.340 mm x 1.230 mm + 8.730 mm x 1.030 mm (one-sided)	7.000€	11.690€

LIFT BRANDING MITTELDOM



*Surcharge
of 30%
in Q4

LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH
Stickers on the lift shaft (outside) + cabin branding inside	17m ² + 23m ²	6.000€	10.020€

PILLAR BRANDING MITTELDOM



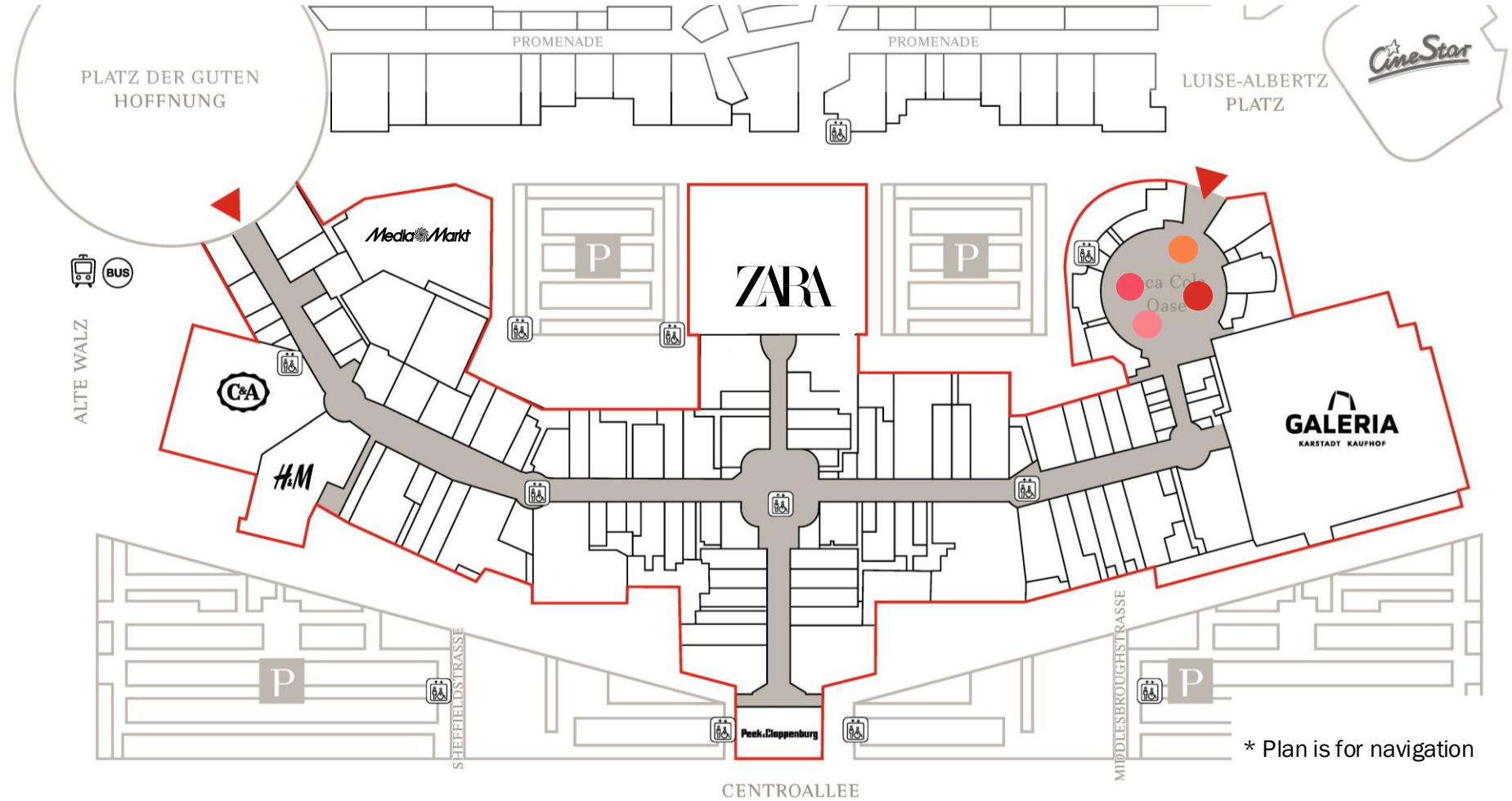
PILLAR BRANDING	DETAILS	2 WEEKS	1 MONTH
Branding of the 4 pillars in the Mitteldom is a great way to supplement your The HALO campaign or Domination package	4-sides branding Bookable with at least 75 SMART of Air time on The HALO	5.500€	9.185€

COCA COLA OASE



COCA COLA OASE

- Leisure DOME screen
- Escalator branding
- Door stickers
- Lift



LEISURE DOME



LEISURE DOME SCREEN	DETAILS
<p>In contrast to many other large digital formats, the Leisure DOME screen located in the center of the busy food court, enables the playback of videos WITH MUSIC. The screen can be booked separately or in combination with The HALO package.</p>	<p>25 m², Sales Partner Ocean Outdoor hello@oceanoutdoor.de</p>

ESCALATOR BRANDING COCA COLA OASE



*Surcharge
of 30%
in Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
Stickers on the escalator's sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer and are therefore very effective	9.000 x 600 mm	7.000€	11.690€

LIFT BRANDING COCA COLA OASE



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH
Stickers on the inside and outside of the lift including lift doors are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer and are therefore very effective	27 m²	6.000€	10.020€

MALL



PILLAR & ESCALATOR BRANDING



PILLAR & ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
Combined with the columns branding, escalators are a perfect way to reach the customers walking through the shopping mall and lead them to the advertiser's store on the 1st floor.	Escalator: 2x 14.600 x 10.300 mm Columns: 5.000 x 1.570 mm	N/A	7.000€

ESCALATOR BRANDING



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
Due to its design, new escalators located in the middle of Centro's corridors can be branded partly or completely (bottom and glass parts)	9.000 x 600 mm	5.400€	9.018€

MALL FLAGS



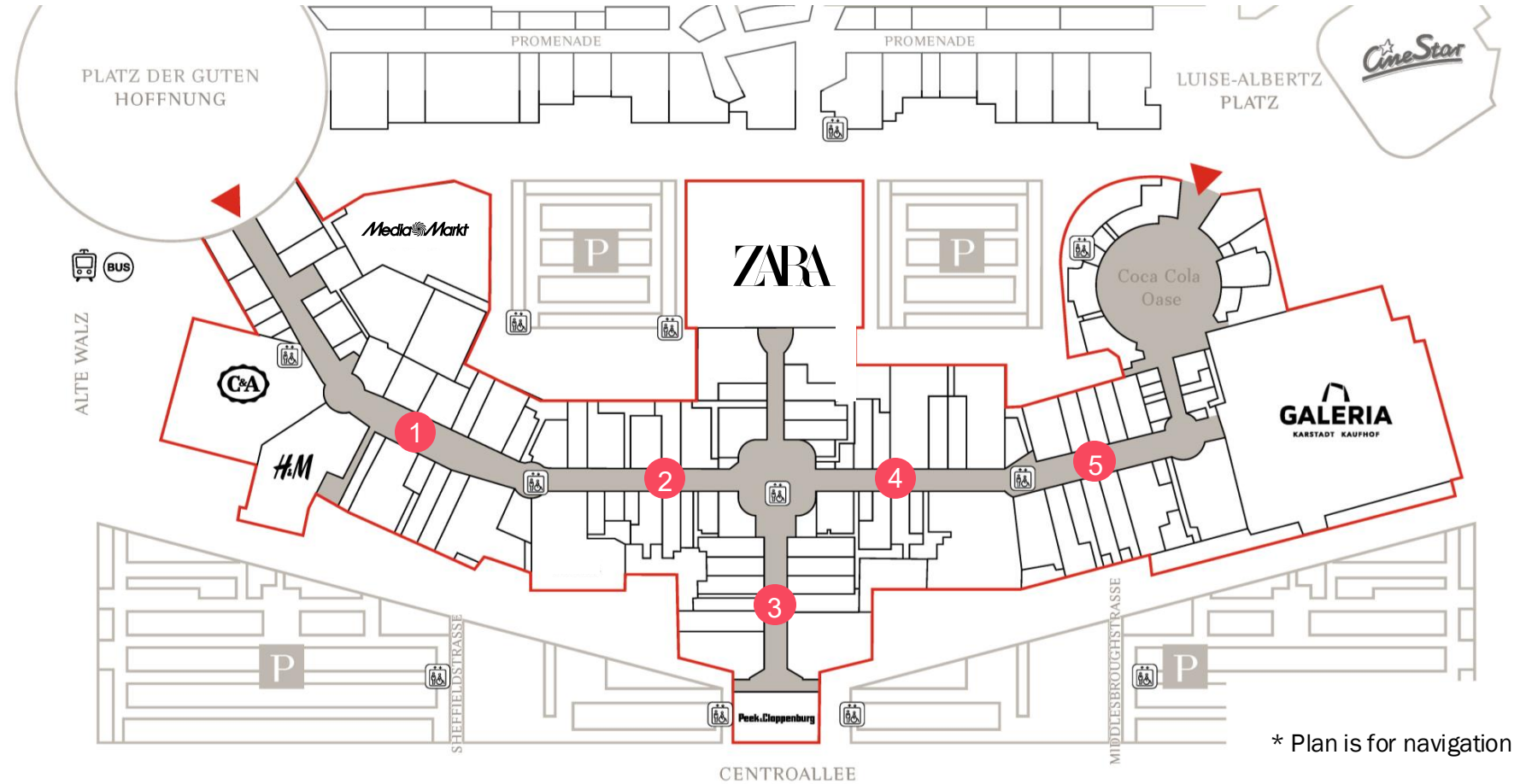
MALL FLAGS	DETAILS	2 WEEKS	1 MONTH
Suspended double-sided flags, located in the heart of Centro's, catch the eye of customers from both floors.	Double-sided flags, 10m2 each Group of 3 flags or Group of 5 flags	N/A	3 flags: 9.000€ 5 flags: 13.000€

MALL FLAGS

● Group of flags

Groups 1 & 5: 5
double-sided flags

Groups 2-4: 3
double-sided flags



PLANT POTS



PLANT POTS BRANDING	DETAILS	2 WEEKS	1 MONTH
Catchy advertisement on plant pots can be placed in multiple locations within the mall, showing visitors the way to your store.	4 sides 1800x730 mm	N/A	4.000€

POSTER - PUBLIC TRANSPORT ENTRANCE



POSTER – PUBLIC TRANSPORT ENTRANCE	DETAILS	2 WEEKS	1 MONTH
6 big static posters at the entrance next to the public transport stop simply can not be passed without any attention.	5 posters 3240x3540mm. 1 poster 2080x3550mm	N/A	2.000€ per poster

OUTDOOR



ENTRANCE BRANDING (OVERHEAD) - EXTERIOR



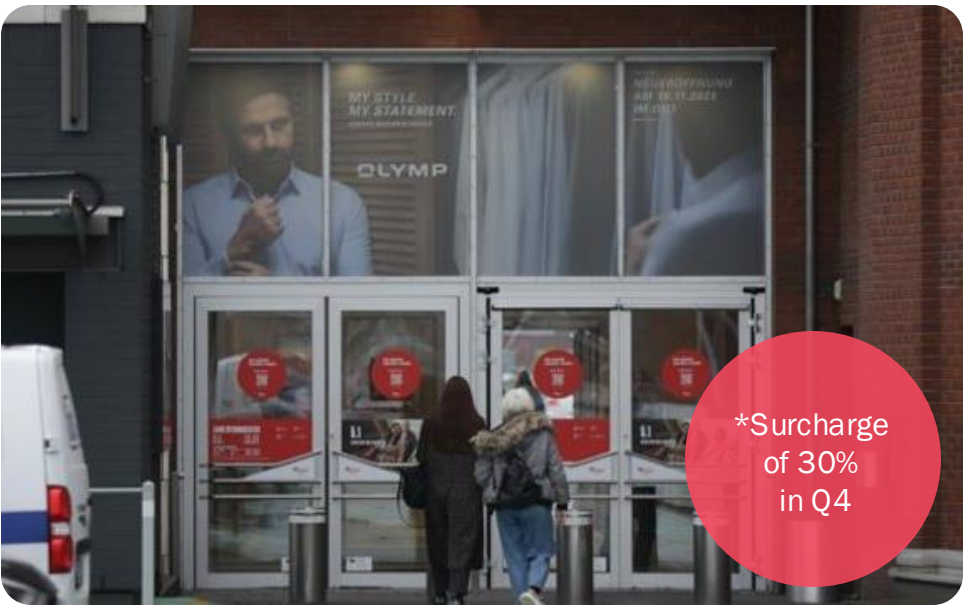
ENTRANCE BRANDING (OVERHEAD) - EXTERIOR	DETAILS	2 WEEKS	1 MONTH
Full branding of the entrance from next to the public transport stop guarantees excellent visibility and WOW effect even before entering the shopping center. Can be combined with standard door stickers (30 cm diameter)	28 m²	N/A	12.000€

ENTRANCE BRANDING (OVERHEAD) - INTERIOR



ENTRANCE BRANDING (OVERHEAD) - INTERIOR	DETAILS	2 WEEKS	1 MONTH
Complete branding of the second (indoor) entrance group to the mall. Can be combined with standard door stickers (30 cm diameter).	28 m²	N/A	6.000€

ENTRANCE BRANDING (OVERHEAD) - SMALL



ENTRANCE BRANDING (OVERHEAD) - SMALL	DETAILS	2 WEEKS	1 MONTH
Medium sized stickers on the entrances from the car park areas are sold in groups of 2 and can be combined with standard door stickers (30 cm diameter)	Exterior and interior door	N/A	4.500€

DOOR STICKERS



DOOR STICKERS	DETAILS	2 WEEKS	1 MONTH
10 entrances Ground floor & 1st floor 8 stickers per entrance Double-sided branding Exterior and interior doors possible	80 pieces, 30 x 30 cm	N/A	13.360€

PROMENADE ESCALATOR BRANDING



PROMENADE ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
This large format advertising spot on the lively Promenade is a real attention grabber.	Special format	N/A	7.500€ *

*2.000€ per month if booked >6 months.

PROMENADE STAIRS BRANDING



PROMENADE STAIRS BRANDING	DETAILS	2 WEEKS	1 MONTH
Wide staircases in the center of Promenade offers great possibilities for the creative branding. Combine with escalator side branding for the WOW- effect.	Special format	N/A	5.500€

PROMENADE FLAGS



*Surcharge
of 30%
in Q4

PROMENADE FLAGS	DETAILS	2 WEEKS	1 MONTH
20 double-sided flags along the Promenade	20 double-sided flags, 80x150 cm	9.000€	15.030€



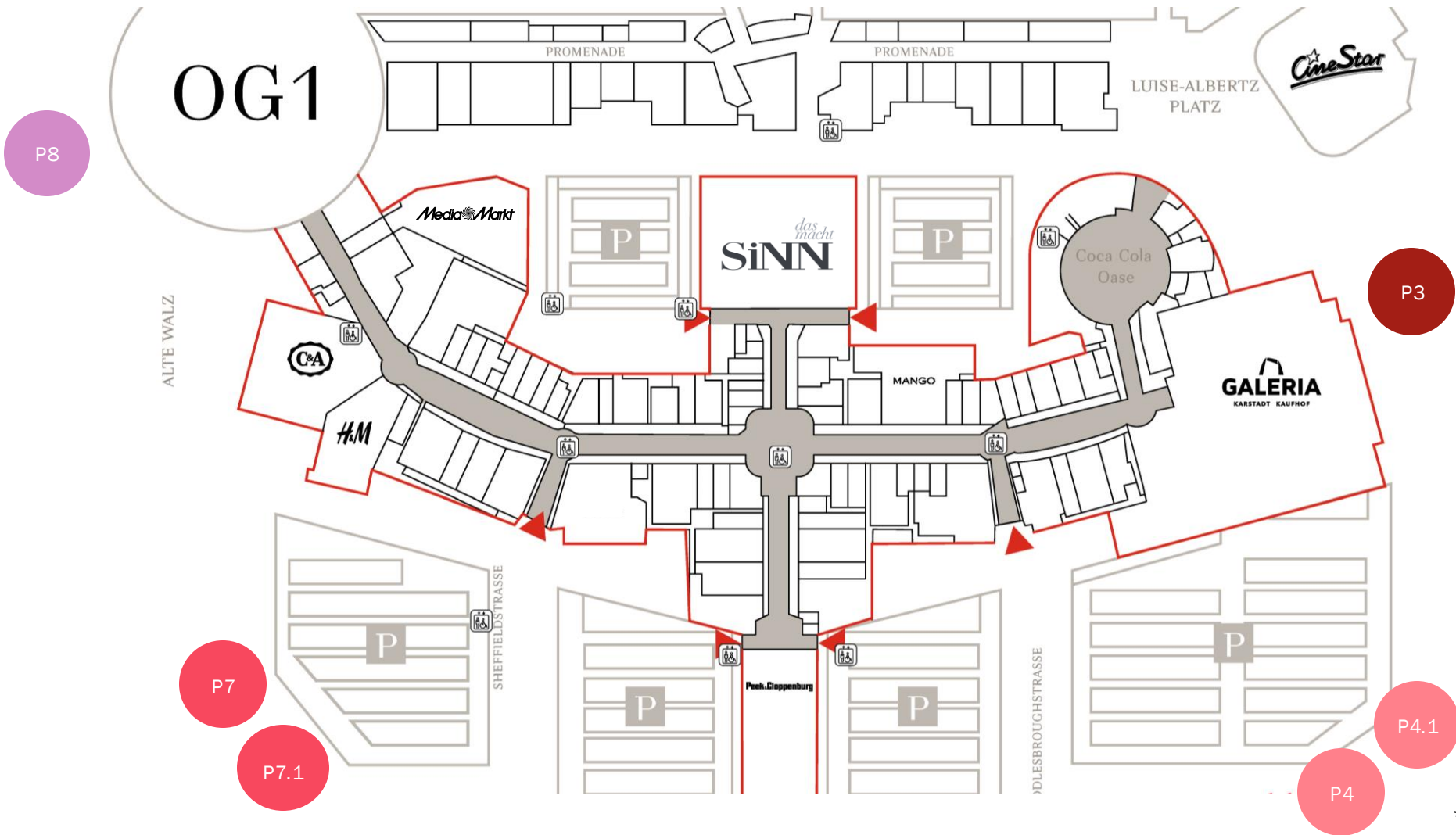
POSTER - CAR PARK 6 ENTRANCE



POSTER – CAR PARK 6 ENTRANCE	DETAILS	2 WEEKS	1 MONTH
Big frames with posters are placed at the entrances to the mall from the car park area.	5000x2800 mm	N/A	3500€/1 poster 6000€/ 2 posters

CAR PARK **GIANT POSTERS**

CAR PARK GIANT POSTERS



* Plan is for navigation

CAR PARK GIANT POSTERS



CAR PARK GIANT POSTER	DETAILS	2 WEEKS	1 MONTH
6 individual banners Positioned on main access roads & highly frequented parking garages	10 x 10m each	N/A	11.000€

LARGE FORMAT **SCREENS**

CENTRO LIGHTS



CENTRO LIGHTS

Massive Impact, Unlimited Possibilities: At 140m², Centro Lights deep screen offers a stunning platform for both captivating 3D clips and traditional video ads. Perfectly placed near the main outdoor experiential area, providing a unique opportunity for combined advertising and live promotions.

SIZE

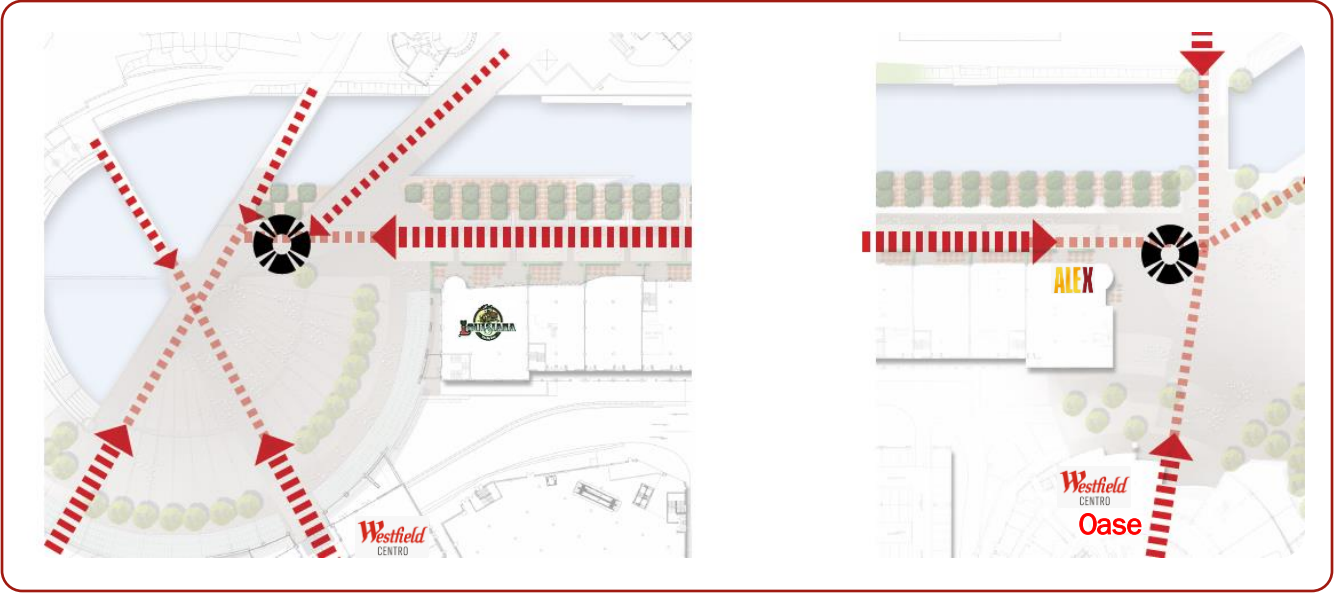
140 m², 10 sec. spot
Sales Partner Ocean Outdoor
hello@oceanoutdoor.de

THE DOUBLE



THE DOUBLE	SIZE
With our innovative double-sided Super totem, your Brand can command attention like never before! Strategically positioned to maximize visibility, The Double allows you to connect with a wide range of potential customers, making sure your advertising reaches them at the right moment.	2x14 m ² , 10 sec. spot Sales Partner Ocean Outdoor hello@oceanoutdoor.de

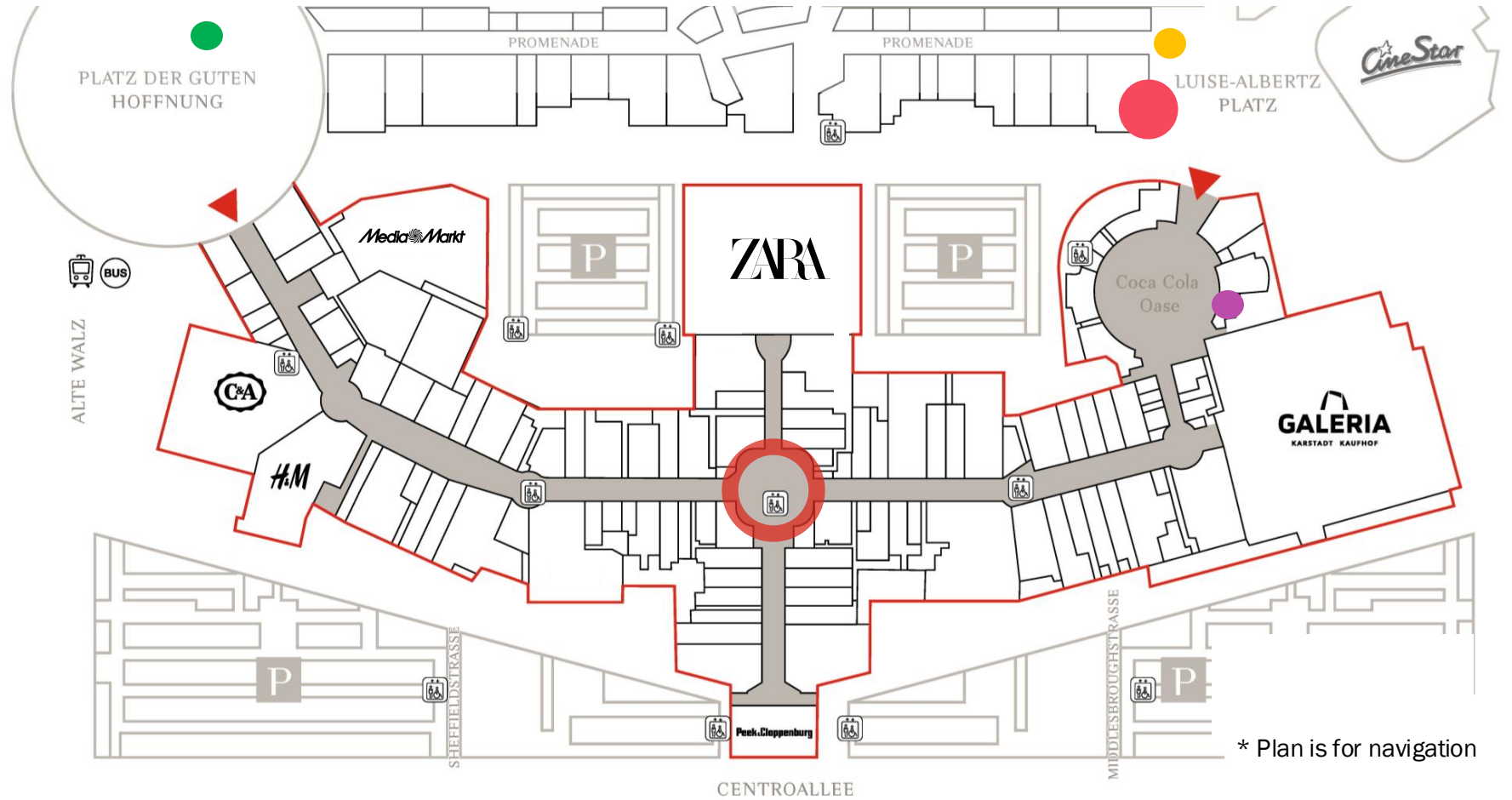
THE GREEN DOUBLE



THE GREEN DOUBLE	SIZE
<p>Positioned at the prominent end of the Promenade, The Green Double super combines two high-impact digital screens with a lush green wall, creating an unbeatable advertising opportunity. Visible from all angles, this unique structure ensures your message stands out to visitors and diners. Perfect for combining digital campaigns with experiential activity</p>	<p>2x14 m², 10 sec. spot</p> <p>Sales Partner Ocean Outdoor hello@oceanoutdoor.de</p>

LARGE FORMAT SCREENS

- Centro Lights
- The Double
- The Green Double
- The HALO
- Leisure DOME screen



DIGITAL TOTEMS



DIGITAL TOTEMS

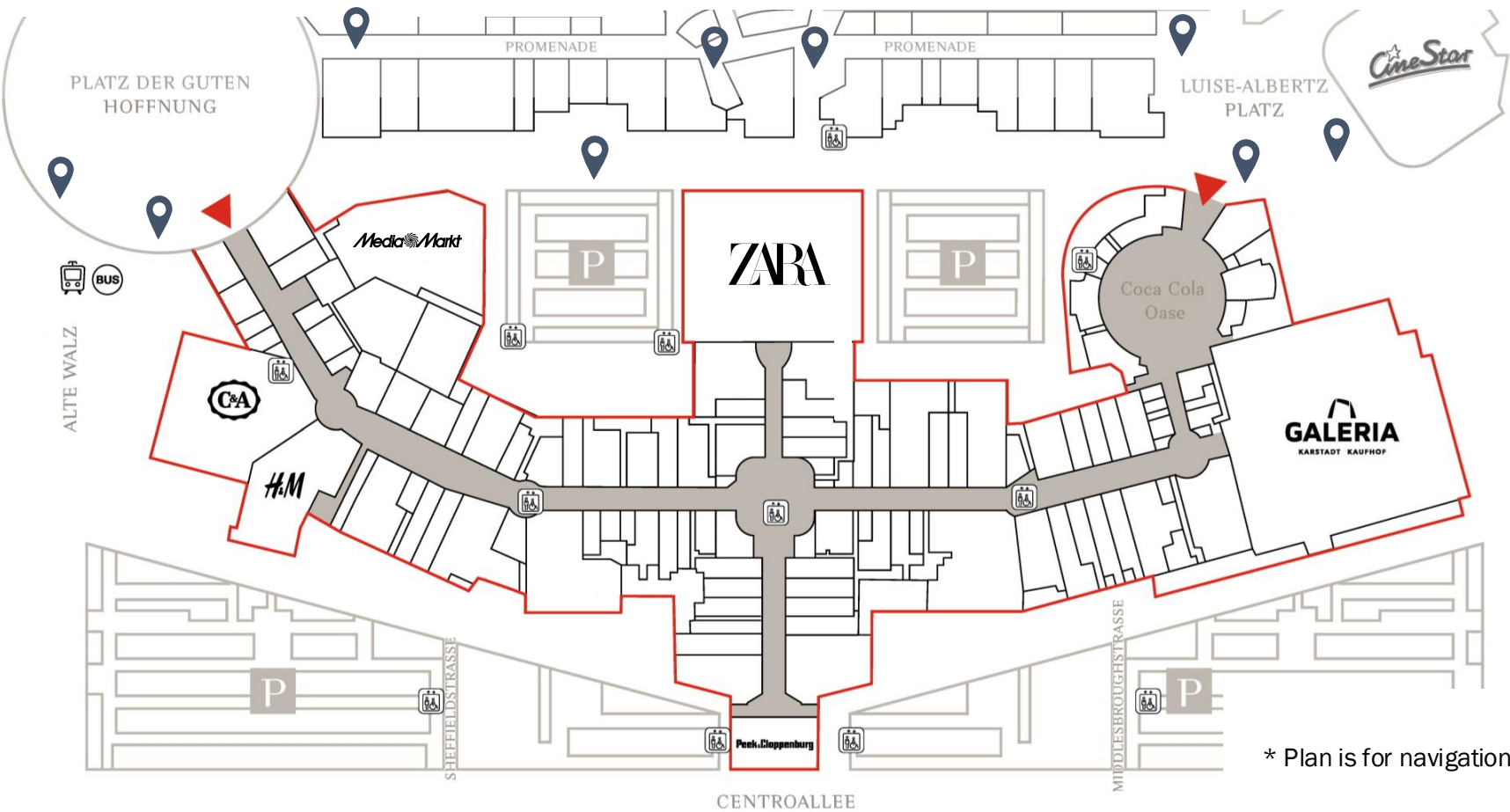


DIGITAL TOTEMS	SIZE
9 double-sided digital totems meet the requirements of discerning advertisers. Digital totems in portrait format and high-resolution quality - common formats.	24 digital totems (48 screens) Size of the screen: 1.650 x928 mm

DIGITAL TOTEMS



Digital Totems



* Plan is for navigation

CONTACT

External Partner



operations@eisbach.media

DISCLAIMER




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WESTFIELD HAMBURG-ÜBERSEEQUARTIER

HAMBURG, GERMANY




~ **108**
Stores

Cosmopolitan, open and urban – Westfield Hamburg-Überseequartier is a unique place. As an integrated district in Hamburg’s HafenCity, it combines living and working spaces with cultural offerings, leisure facilities, and innovative retail and entertainment concepts. A highlight will be the state-of-the-art cruise terminal. With this mixed-use development, URW captures the essence of contemporary Hamburg and links forward-looking urban living with the city’s historical identity – creating a vibrant meeting place for locals and tourists alike.

419.000 sqm
GLA

Monday – Saturday
10:00- 20:00

CENTRE PROFILE



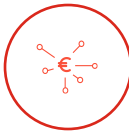
16.2 MN

Estimated visitors
per annum



xxx mins

Average
Dwell Time ⁽¹⁾



xxx euros

Average
Spending Basket ⁽¹⁾



2.500

Parking
Spaces

xx%

By Car or Motorbike ⁽¹⁾

xx%

By Public Transport ⁽¹⁾

xx%

On Foot or by Bike ⁽¹⁾

CUSTOMER PROFILE



xx% Female

xx% Male ⁽²⁾

61%

Residents ⁽²⁾

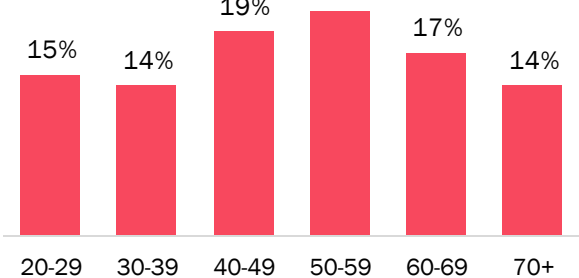
11%

Workers ⁽²⁾

28%

Tourists ⁽²⁾

Age Group ⁽²⁾ (Years)



xx%

Affluent profiles ⁽³⁾

€xx k

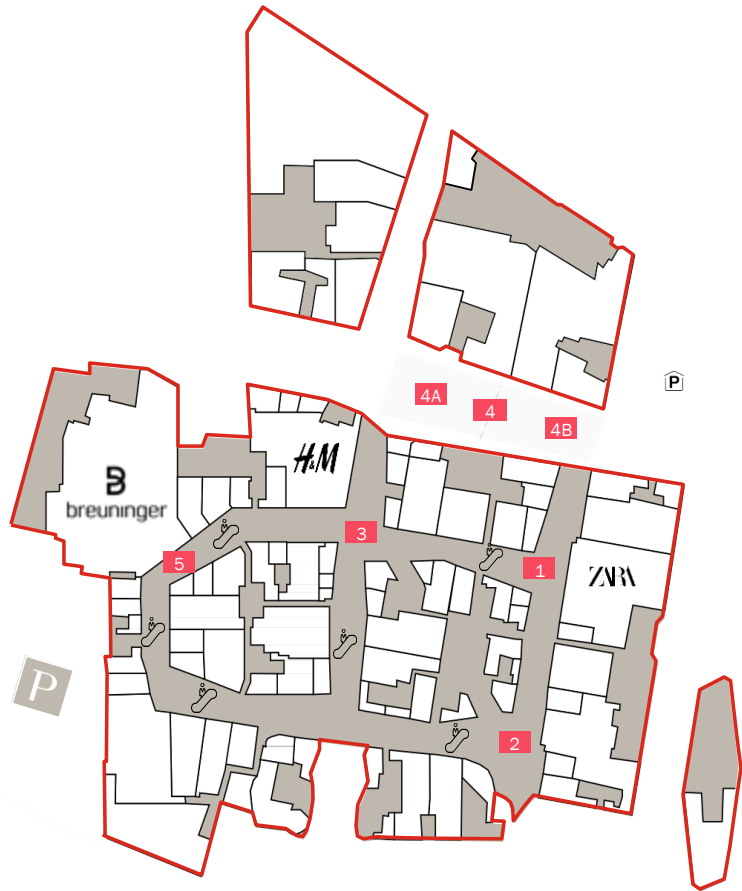
Purchasing Power ⁽⁴⁾

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EXPERIENTIAL SPACES

OVERVIEW

Ground Floor

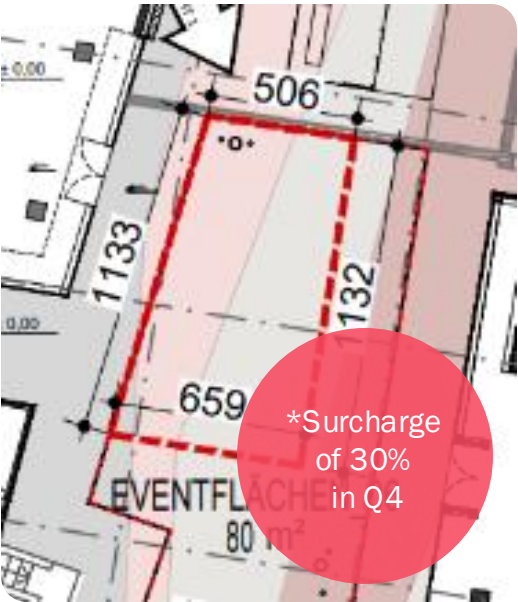


- ▲ Entrance from Parking
- ↶ Escalator
- ⬆ Elevator

- 1 Baltimore-Straße NORD
- 2 Baltimore-Straße SÜD
- 3 Übersee-Boulevard
- 4 Übersee-Platz (Gesamt)
- 4A Übersee-Platz (Bereich A)
- 4B Übersee-Platz (Bereich B)
- 5 Sampling Alster

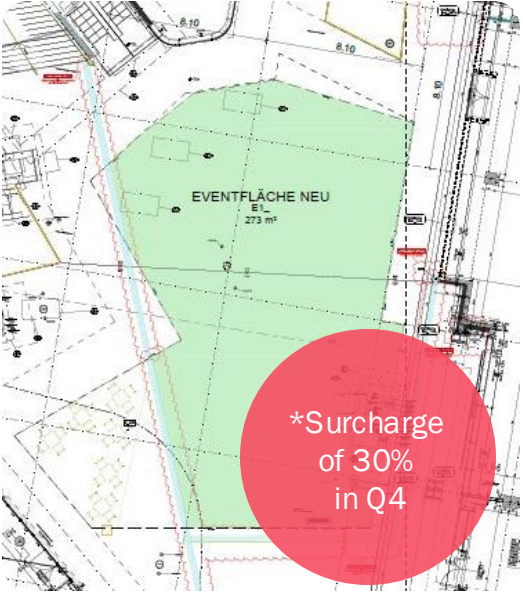
SURFACE	1 DAY	3 DAYS	1 WEEK
11m x 5m	5.025€	11.723 €	16.748 €
13m x 21m	7.508 €	17.518 €	25.025 €
10m x 17m	5.198 €	12.128 €	17.325 €
39m x 8m	10.973 €	25.603 €	36.575 €
18m x 8m	5.775 €	13.475 €	19.250 €
18m x 8m	5.775 €	13.475 €	19.250 €
Up to 16 m²	2.145 €	5.005 €	7.150 €

BALTIMORESTRAÙE NORD



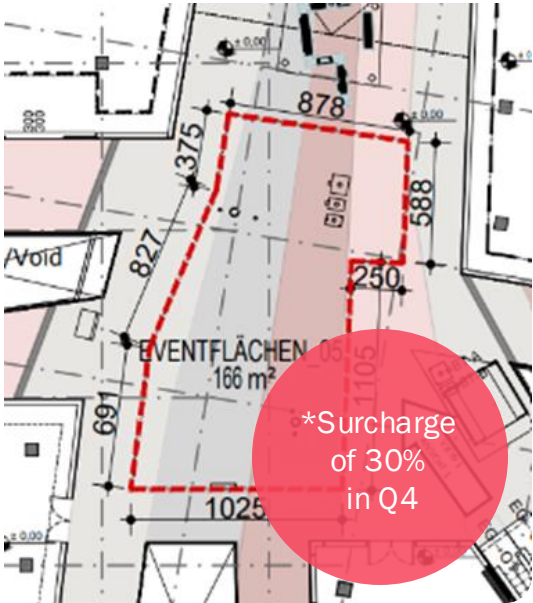
BALTIMORESTRAÙE NORD	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Medium-sized event space located in the mainstream fashion area of the mall, right in front of the ZARA flagship store.	11m x 5m	4.568 €	10.657 €	15.225 €

BALTIMORESTRASSE SÜD



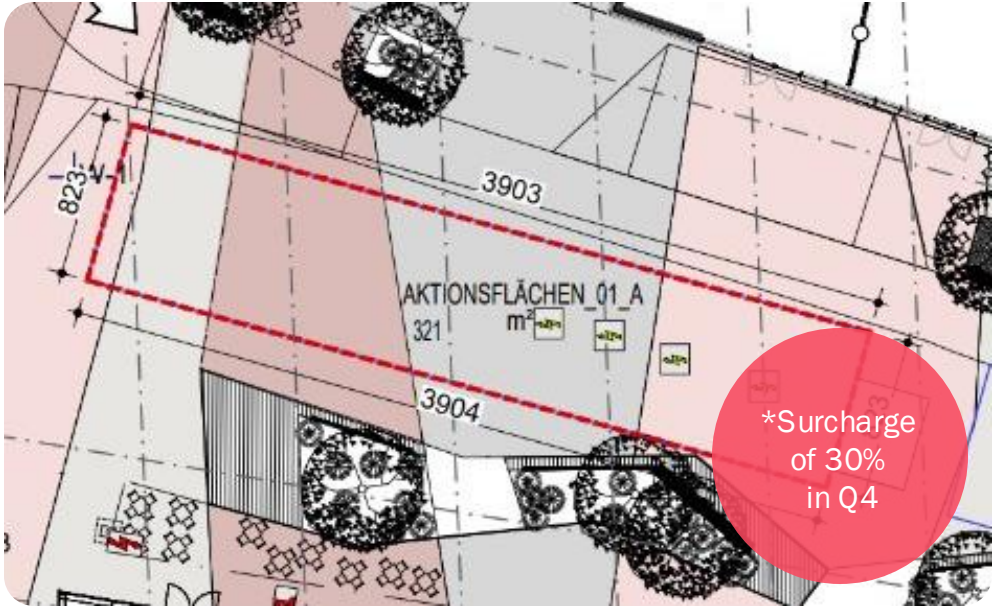
BALTIMORESTRASSE SÜD	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
The huge event space is located right between the “Waterfront” entrance and the entrance to “The Kitchen” with a great visibility from all sides of the mall. Due to its great size and the fact that it is covered by the amazing glass roof it is the perfect spot for unique brand experiences.	13m x 21m	6.825 €	15.925 €	22.750 €

ÜBERSEEBOULEVARD



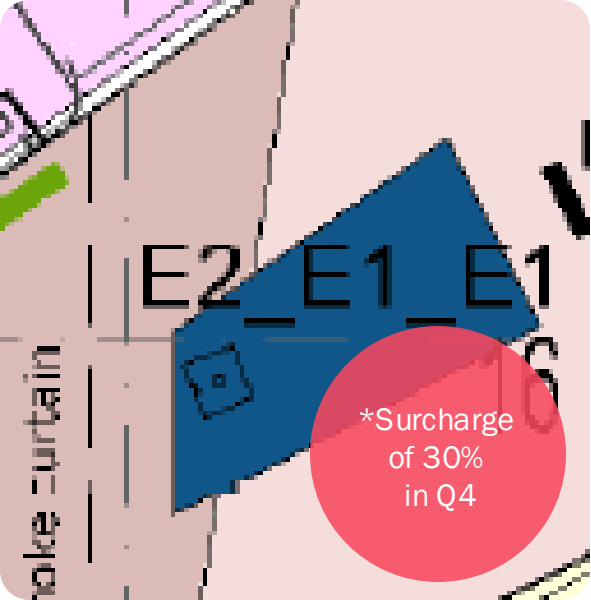
ÜBERSEEBOULEVARD	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Central event space located right at the entrance coming from “Überseeboulevard”. It is located at the crossroad between Premium Loop and the Trends & Lifestyle area.	10m x 17m	4.725 €	11.025 €	15.750 €

ÜBERSEEPLATZ



ÜBERSEEPLATZ (gesamt)	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Spectacular outdoor event area located on “Überseeplatz” right next to the metro entrances. Can be booked in combination with the 70m ² screen on the façade to maximize exposure.	39m x 8m	9.975 €	23.275 €	33.250 €

SAMPLING ALSTER



SAMPLING ALSTER	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Located in the “Premium Loop” of the mall right next to the anchor department store of Breuninger, this is the perfect spot for product launches and sampling.	Up to 16m²	1.950 €	4.550 €	6.500 €

MEDIA



THE ENTRANCE



*Surcharge
of 30%
in Q4

LARGE LED SCREEN „THE ENTRANCE“	DETAILS
<p>This urban interactive 70 m² mesh screen is located right on the façade at one of the entrances of the retail part at “Überseeplatz”. It can be booked in combination with our outdoor experiential space of over 300m².</p>	<p>Sales Partner Ocean Outdoor (hello@oceanoutdoor.de)</p>

THE GATEWAY



*Surcharge
of 30%
in Q4

LARGE LED SCREEN „THE GATEWAY“	DETAILS
<p>This 25m² screen is located right at the entrance leading from the metro (U3) to the mall on the lower ground floor.</p>	<p>Sales Partner Ocean Outdoor (hello@oceanoutdoor.de)</p>

THE BRIDGE



*Surcharge
of 30%
in Q4

LED SCREEN „THE BRIDGE“	DETAILS
<p>This 20m² landscape screen is located in the “Premium Loop” of the mall, right next to the anchor “Breuninger” department store.</p>	<p>Sales Partner Ocean Outdoor (hello@oceanoutdoor.de)</p>

THE ANCHOR



*Surcharge
of 30%
in Q4

PORTRAIT LED SCREEN „THE ANCHOR“	DETAILS
Portrait screen located right next to the travelator (guiding customers from the car park to the lower ground floor of the mall) at the main supermarket anchor “REWE”. Surface: 10m²	Sales Partner Ocean Outdoor (hello@oceanoutdoor.de)

THE BEACON



*Surcharge
of 30%
in Q4

SUPER TOTEM „THE BEACON“	DETAILS
<p>The 3.6 m high double-sided super totem is an eye-catcher located on Überseeplatz next to the metro entrances and surrounded by many F&B and entertainment concepts. Surface: 7m²</p>	<p>Sales Partner Ocean Outdoor (hello@oceanoutdoor.de)</p>

DIGITAL TOTEMS



*Surcharge
of 30%
in Q4

DIGITAL TOTEMS

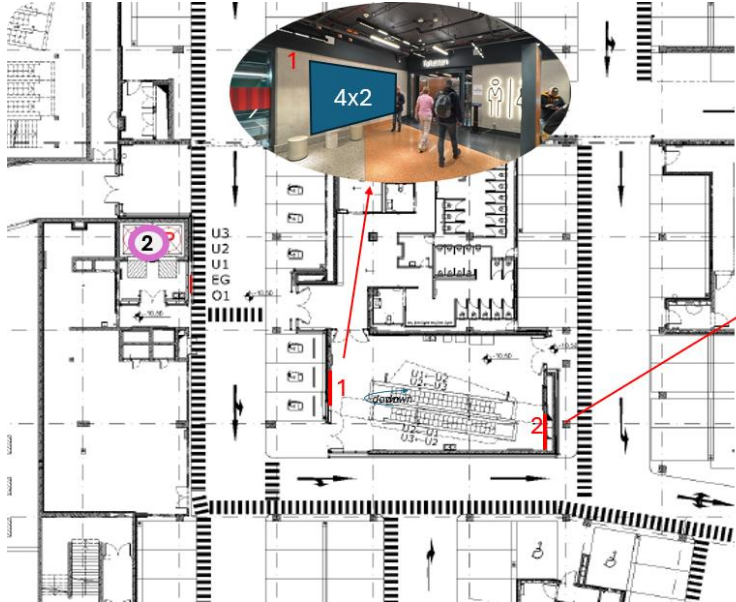
32 double-sided digital totems meet the requirements of discerning advertisers.
Digital totems in portrait format and high-resolution quality - common formats.

DETAILS

32 digital totems (64 screens)
Size of the screen: 75"

Sales Partner Eisbach
(operations@eisbach.media)

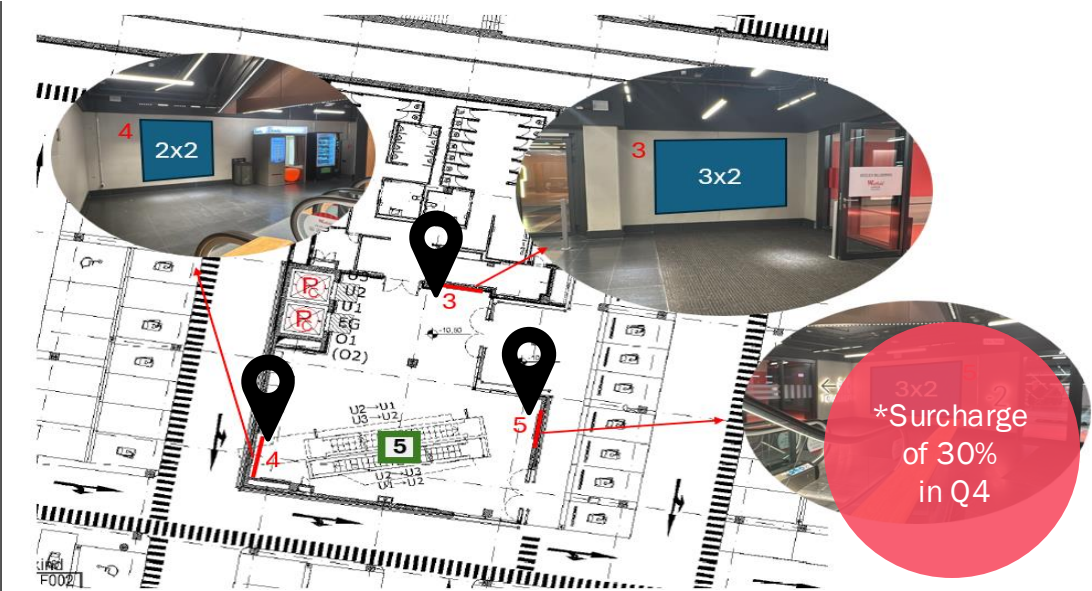
LIGHTBOX (4M X 2M)



*Surcharge of 30% in Q4

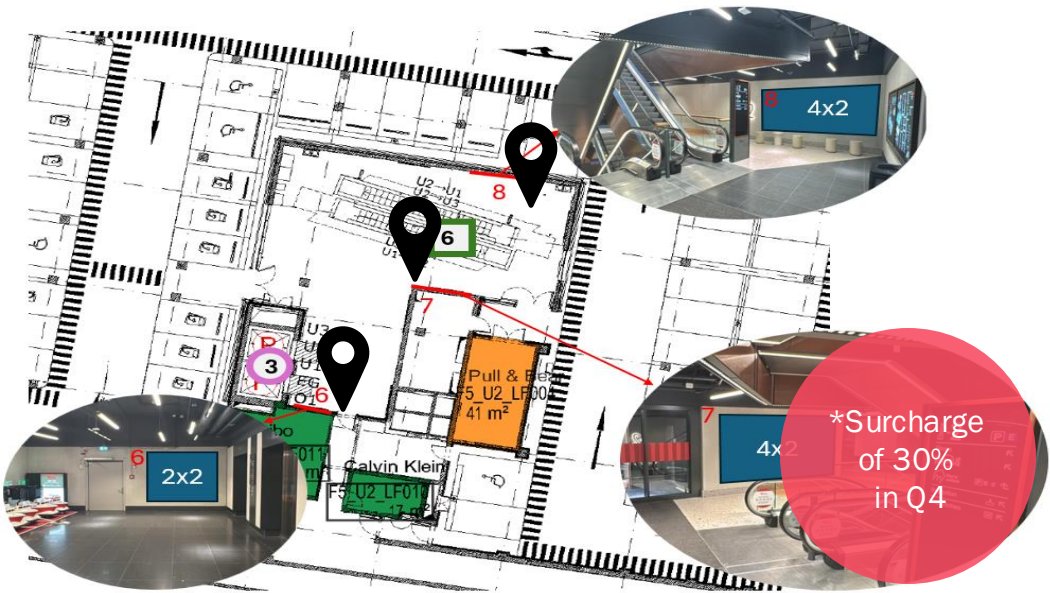
LIGHTBOX (4M X 2M)	DETAILS	6 MONTHS	12 MONTHS
<p>VISIBLE FROM CAR PARK</p> <p>The Poster Car Park and the Poster from Car Park to Mall engage shoppers directly on their way from the parking garage into the mall, creating an unmissable touchpoint before they even enter the retail space.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>3.000€*</p>	<p>2.500€*</p>

LIGHTBOX (3M X 2M)



LIGHTBOX (3M X 2M)	DETAILS	6 MONTHS	12 MONTHS
<p>VISIBLE FROM CAR PARK</p> <p>The Poster Car Park and the Poster from Car Park to Mall engage shoppers directly on their way from the parking garage into the mall, creating an unmissable touchpoint before they even enter the retail space.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>2.800€*</p>	<p>2.300€*</p>

LIGHTBOX (2M X 2M)



LIGHTBOX (2M X 2M)	DETAILS	6 MONTHS	12 MONTHS
<p>VISIBLE FROM CAR PARK</p> <p>The Poster Car Park and the Poster from Car Park to Mall engage shoppers directly on their way from the parking garage into the mall, creating an unmissable touchpoint before they even enter the retail space.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>2.500€*</p>	<p>2.000€*</p>

„THE KITCHEN“ DOMINATION



„THE KITCHEN“ DOMINATION	DETAILS	2 WEEKS	1 MONTH
Combination of eye-catching media and branding formats for maximum impact and visibility at the entrance to “The Kitchen” food area and Kinopolis (cinema). This includes branding of escalator and walls. Prominent experiential area (261m²) in front can be booked additionally.	TBD	N/A	32.000€

LIFT BRANDING



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH
Stickers on the elevator doors to address waiting customers and increase campaign awareness through repeated visibility on all floors.	2 elevators through 5 floors (10 doors)	N/A	12.000€

ESCALATOR BRANDING



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
Stickers on the escalator's sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer and are therefore very effective.	TBD	N/A	15.000€ per escalator group (4 sides)

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WESTFIELD RUHR PARK

BOCHUM, GERMANY



157
Stores

Westfield Ruhr Park is the largest open-air shopping centre in Germany and offers a wide variety of brands.

Fully renovated and extended in 2015, Westfield Ruhr Park features unique architecture and designs with eye-catching elements.

118.584 sqm
GLA

Monday – Saturday
10:00 - 20:00

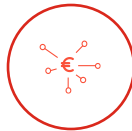
CENTRE PROFILE



10.1 MN
visitors per annum



90 mins
Average Dwell Time ⁽¹⁾



94 euros
Average Spending Basket ⁽¹⁾



4.416
Parking Spaces

91%
By Car or Motorbike ⁽¹⁾

6%
By Public Transport ⁽¹⁾

2%
On Foot or by Bike ⁽¹⁾

CUSTOMER PROFILE

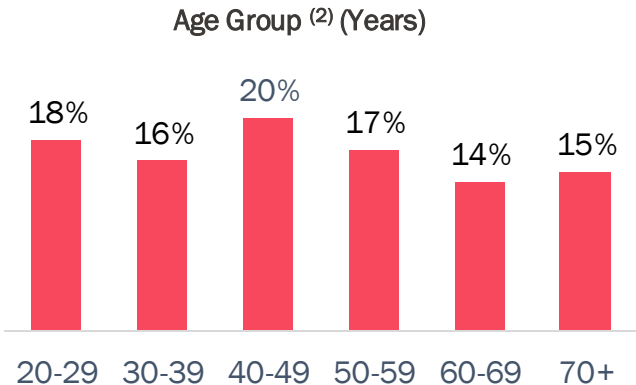


52% Female
48% Male ⁽²⁾

70%
Residents ⁽²⁾

1%
Workers ⁽²⁾

5%
Tourists ⁽²⁾



48%
Affluent profiles ⁽³⁾

€93 k
Purchasing Power ⁽⁴⁾

¹⁾ Tableau interna URW Tool
²⁾ Telekom Data Tracking; May 2022- May 2023
³⁾ YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
⁴⁾ JMB Research (2023) - Purchasing power index of the district in which the centre is located.

EXPERIENTIAL SPACES

OVERVIEW

Ground Floor



▲ Entrance from Parking

- 1 E1_AF001
- 2 E1_AF006
- 3 E1_SP001

SURFACE	1 DAY	3 DAYS	1 WEEK
10m x 3m	2.541 €	5.929 €	8.470 €
7m x 3,5m	2.541 €	5.929 €	8.470 €
Up to 123m ²	4.851 €	11.319 €	16.170 €

E1_AF001



E1_AF001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Outdoor experiential space in the strongest entrance to the centre right by the main tent that forms the heart of Westfield Ruhr Park.	10m x 3m	2.541€	5.929 €	8.470 €

E1_AF006



E1_AF006	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Experiential space that is particularly well-suited for family concepts, between DM (drugstore) and Jako-O (baby and children's items).	7m x 3,5m	2.541 €	5.929 €	8.470 €

E1_SP001



E1_SP001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Westfield Ruhr Park's biggest experiential space, particularly suitable for larger activations such as automobile launches, bigger trucks or any large builds.	Up to 123m²	4.851 €	11.319 €	16.170 €

MEDIA



Westfield

RUHR PARK

10 double-sided digital totems meet the needs of the most demanding advertisers.

Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach
operations@eisbach.media



DIGITAL TOTEMS



Digital totems

* Plan is for navigation

WESTFIELD RUHR PARK BOCHUM offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our customers.

You are guaranteed to reach your desired target group.

NON-DIGITAL



FERRIS WHEEL



FERRIS WHEEL	DETAILS	12 MONTHS	24 MONTHS
<p>VISIBLE FROM PARKING</p> <p>The Ferris wheel in front of Westfield Ruhr Park offers an exceptional branding opportunity. With 24 gondolas and a highly prominent location, it is a true eye-catcher for visitors. Ruhr Park records an annual footfall of around 10 million visitors – making it an ideal platform for maximum visibility and lasting brand impact.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>100.000€*</p>	<p>89.000€*</p>

BANNER P1



BANNER P1	DETAILS	2 WEEKS	1 MONTH
The giant outdoor banner is located at the main entrance to the shopping center and guarantees you at least 40.000 visual contacts by car/day.	391x 266 cm	N/A	4.500€

BANNER P6



BANNER P6	DETAILS	2 WEEKS	1 MONTH
2 individually bookable giant banners The booking is long-term (10+ months)	P6 garage 4.000x8.000 mm, 2 banners	N/A	4.500€

BANNER RING ROAD



BANNER RING ROAD	DETAILS	2 WEEKS	1 MONTH
The giant outdoor banner is located at the main entrance to the shopping center and guarantees you at least 40.000 visual contacts by car/day.	4000x2000mm 7 banners	N/A	850€ per banner

FOODCOURT BANNER 1



*Surcharge
of 30%
in Q4

FOODCOURT BANNER 1	DETAILS	2 WEEKS	1 MONTH
Banner positioned at the exit of the covered food court The booking is long-term (3+ months)	10,5x4,5m	N/A	3.800€

ENTRANCE BRANDING



ENTRANCE BRANDING	DETAILS	2 WEEKS	1 MONTH
Banner positioned at the exit of the covered food court The booking is long-term (3+ months)	10,5x4,5m	N/A	3.800€

DOOR STICKER



DOOR STICKER	DETAILS	2 WEEKS	1 MONTH
Double-sided door stickers can be applied to various doors within the mall.	Upon request	N/A	Upon request





DUST PROTECTION WALL



DUST PROTECTION WALL	DETAILS	2 WEEKS	1 MONTH
The large format in several places in the shopping center guarantees high visibility.	UPON REQUEST The price depends on the location and the size	N/A	Price upon request

OVERVIEW



-  Banner P1
-  Banner Ring Road
-  Banner P6
-  Foodcourt Banner



* Plan is for navigation

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HÖFE AM BRÜHL

LEIPZIG, GERMANY



Located in the heart of Leipzig, the shopping centre offers a large selection of exclusive retailers and indoor and outdoor dining options.

130

Stores

50.697 sqm
GLA

Monday – Saturday
10.00 - 20:00

CENTRE PROFILE



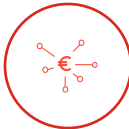
13 MN

visitors per
annum



94 mins

Average
Dwell Time ⁽¹⁾



74 euros

Average
Spending Basket ⁽¹⁾



820

Parking
Spaces

25%

By Car or Motorbike ⁽¹⁾

47%

By Public Transport ⁽¹⁾

27%

On Foot or by Bike ⁽¹⁾

CUSTOMER PROFILE



54% Female

46% Male ⁽²⁾

56%

Residents ⁽²⁾

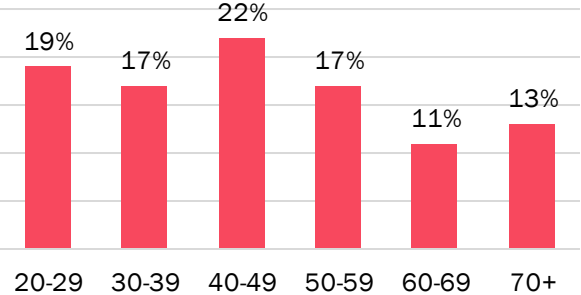
2%

Workers ⁽²⁾

21%

Tourists ⁽²⁾

Age Group ⁽²⁾ (Years)



47%

Affluent profiles ⁽³⁾

€88 k

Purchasing Power ⁽⁴⁾

¹⁾ Tableau interna URW Tool
²⁾ Telekom Data Tracking; May 2022- May 2023
³⁾ YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
⁴⁾ JMB Research (2023) - Purchasing power index of the district in which the centre is located.

EXPERIENTIAL SPACES

OVERVIEW

Ground Floor



▲ Entrance from Parking

Escalator

Elevator

- 1 E1_SP001
- 2 E1_SP005.1
- 3 Vorplatz Plauensche Gasse

SURFACE	1 DAY	3 DAYS	1 WEEK
6m x 5m	2.048 €	4.778 €	6.825 €
4,4 x 5m	1.271 €	2.695 €	4.235 €
8m x 2,5m	1.386 €	3.234 €	4.620 €

E1_SP001



E1_SP001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Large experiential space at the heart of the centre. The space has exposure over two levels with a viewing balcony allowing customers to see into the space. The large screen above the space may be combined with experiential campaigns.	6m x 15m	2.048 €	4.778 €	6.825 €

E1_SP005.1



E1_SP005.1	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Two large Experiential spaces situated by the lifts, escalators to Müller and in between multiple entrances to the centre. The spaces may be combined for large activations.	4,4m x 5m	1.271 €	2.965 €	4.235 €

VORPLATZ PLAUNSCHE GASSE



VORPLATZ PLAUENSCHER GASSE	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Outdoor experiential space located between different entrances to the centre. Ideal for a smaller setup and well-suited to sampling activations.	8m x 2,5m	1.386 €	3.234 €	4.620 €

MEDIA



HÖFE AM BRÜHL



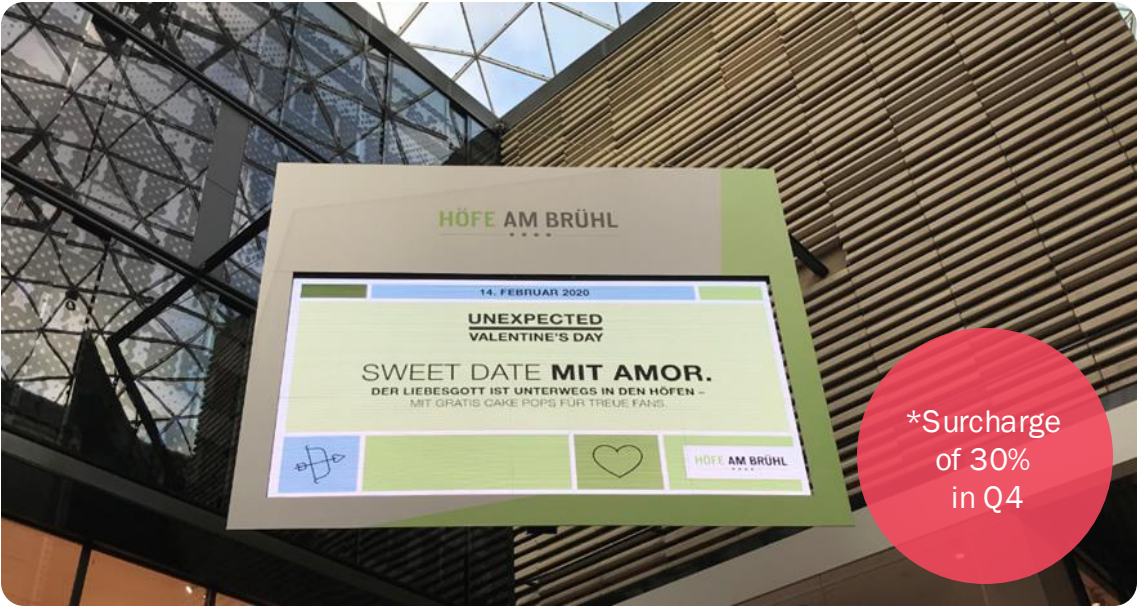
23 double-sided digital totems meet the needs of the most demanding advertisers.

Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach
operations@eisbach.media



DIGITAL TOTEMS



DIGITAL TOTEMS

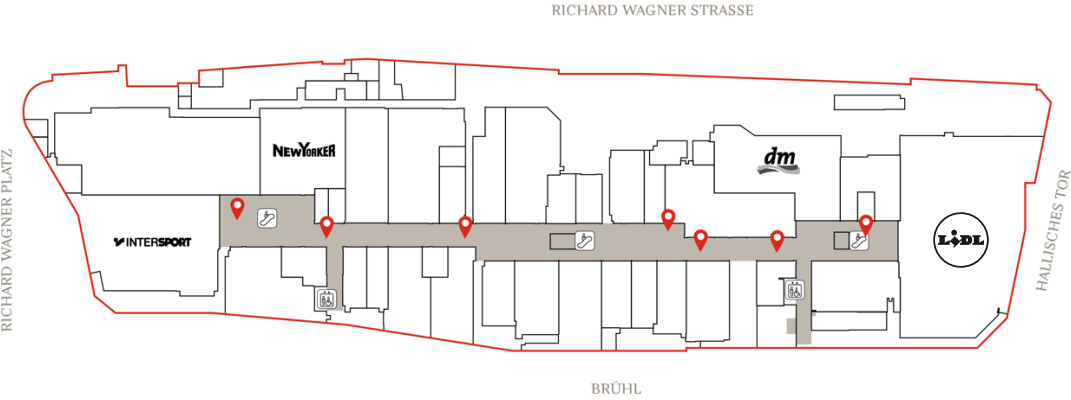
Package offer for double-sided digital steles and large LED screen | High resolution quality | Common formats | Spot length 10 seconds

DETAILS

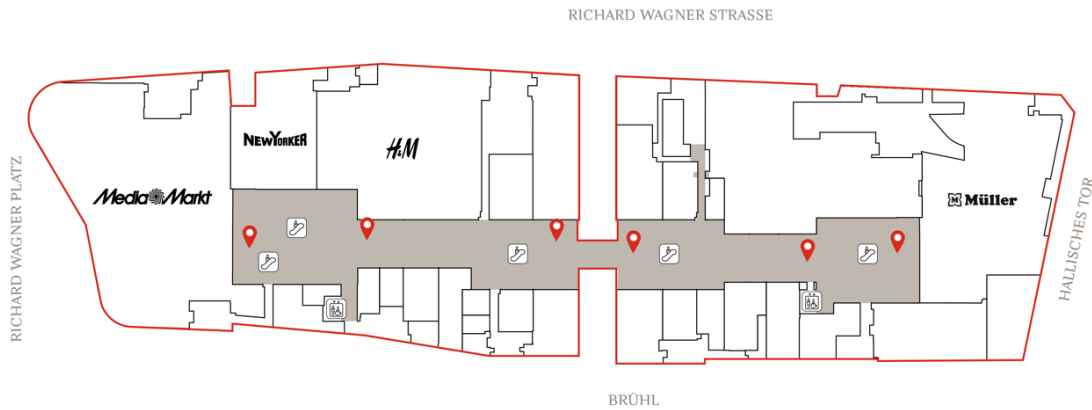
UPON REQUEST
23 digital totems
(46 Screens)
1 Video wall

FLOOR PLAN

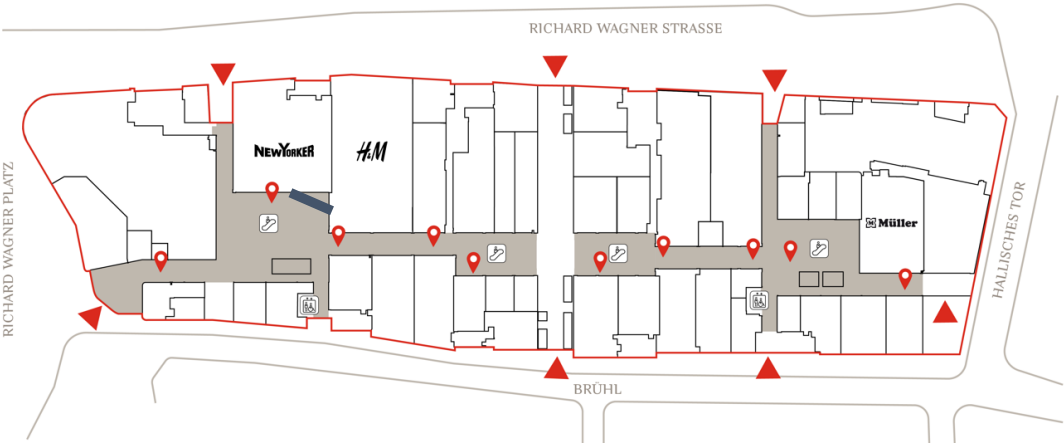
-1 Floor



1 Floor



Ground Floor



Digital Totems



Videowall

FACADE BANNER



FACADE BANNER	DETAILS	2 WEEKS	1 MONTH
The size and location of the facade banner enables the advertisers to reach not only visitors of the center, but also pedestrians and car flow	1 poster (10 x 6 m)	N/A	5.500€

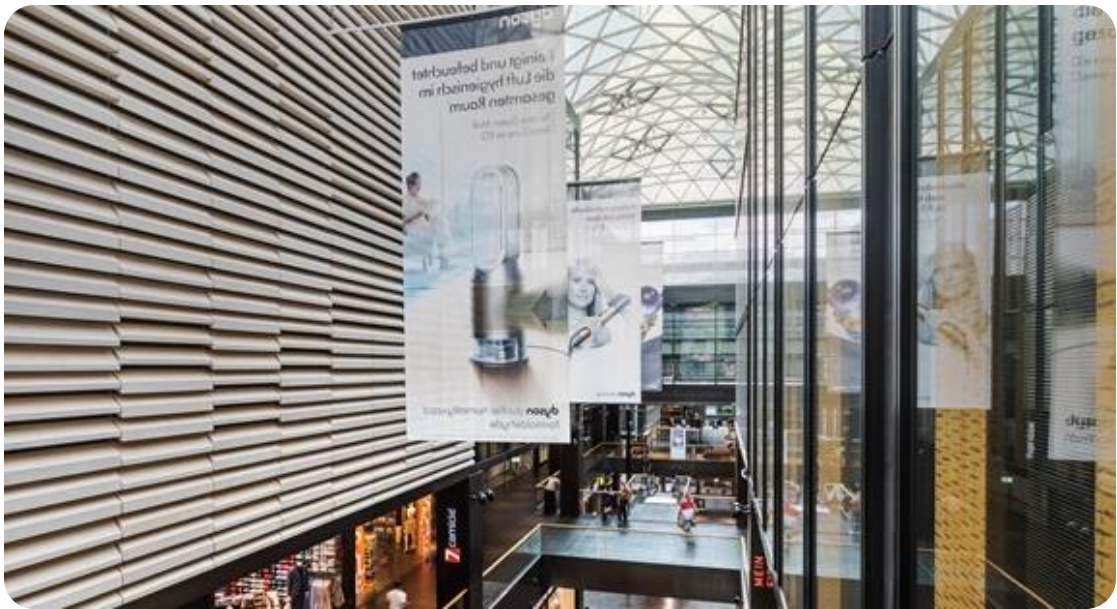
DOOR STICKERS



DOOR STICKERS	DETAILS	2 WEEKS	1 MONTH
Double-sided door stickers can be placed to all or certain entrance doors to the shopping center to increase visitor awareness.	56 stickers (covering all entrances to the center); Size: 30 cm in diameter	3.000€	5.010€



FLAGS



Flags	DETAILS	2 WEEKS	1 MONTH
A group of 4 large hanging flags in the atrium guarantees high visibility and brand dominance.	Quantity: 4 Size: 1.500 x 7.000 mm	800€ Price per flag	1.336€ Price per flag

ESCALATOR BRANDING



FACADE BANNER	DETAILS	2 WEEKS	1 MONTH
The size and location of the facade banner enables the advertisers to reach not only visitors of the center, but also pedestrians and car flow	1 poster (10 x 6 m)	N/A	5.500€

INNER DECKING ON ESCALATORS



INNER DECKING ON ESCALATORS	DETAILS	2 WEEKS	1 MONTH
Narrow stickers on the escalators sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer journey and are therefore very effective	6 Escalators; 12 Side 1 Escalator from -1 to 0 floor 3 Escalators from 0 to 1 floor 2 Escalators from 1 to 2 floor	N/A	1.050€ Per 2 sides

PRINT TOTEMS



PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH
High quality print format that is clearly visible throughout the shopping center is ideal for advertising and navigation purposes. Locations can be agreed on-site with the center management.	5 doublesided totems 628 x 1.828 mm	800€ Per package of 5	1.336€ Per package of 5

POSTER (SIZE A1)



POSTER (SIZE A1)	DETAILS	2 WEEKS	1 MONTH
High quality print format that is clearly visible throughout the shopping center is ideal for advertising and navigation purposes. Locations can be agreed on-site with the center management.	32 doublesided totems Size: DIN A1	N/A	2.000€ Price for a group of 10

LIFT BRANDING - EXTERIOR



LIFT BRANDING - EXTERIOR	DETAILS	2 WEEKS	1 MONTH
The stickers on the lift doors are an effective way of branding to reach your desired target group. So your brand can, for example, target young parents who use the elevators to transport strollers.	Doors outside: 12 (4 lifts per floor); 2m x 2.3m	600 € per door	1.002€ per door

LIFT BRANDING – INTERIOR



LIFT BRANDING - INTERIOR	DETAILS	2 WEEKS	1 MONTH
The stickers on the lift doors are an effective way of branding to reach your desired target group. So your brand can, for example, target young parents who use the elevators to transport strollers.	Doors inside : 4 doors; 2m x 2.3m	500€ per door	835€ per door

BALUSTRADE



BALUSTRADE	DETAILS	2 WEEKS	1 MONTH
A complete or partial covering of the balustrades can be carried out in various places in the shopping center. Perfect for navigation purposes or to additionally highlight your campaign.	Price per running meter	N/A	500€

BALUSTRADES AND POSTER – ABOVE ESCALATOR



BALUSTRADES AND POSTER – ABOVE ESCALATOR	DETAILS	2 WEEKS	1 MONTH
Double-sided navigation stickers are designed to catch attention and guide customers to your store. Could be strategically placed in multiple locations throughout mall. The indoor banner above the escalator reaches visitors directly on the way from the parking garage to the Shopping center.	Poster above Escalator: 8.8m²	Balustrade N/A Poster above Escalator 500€	Balustrade 870-1.500€ Poster above Escalator 835€

POSTER FROM CAR PARK TO MALL & POSTER CAR PARK



WALL POSTER	DETAILS	2 WEEKS	1 MONTH
The Poster Car Park and the Poster from Car Park to Mall reach customers directly on the way from the parking garage to the mall.	Poster Car Park: 400 x 200 cm	400€	668€
	Poster from Car Park to Mall: 230 x 110 cm	300€	501€

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MINTO

MÖNCHENGLADBACH, GERMANY



107
Stores

Opened in 2015, Minto is a popular shopping and leisure destination in Mönchengladbach, just west of Düsseldorf. In 2017, during the international trade faire EXPO REAL, Minto won second place for the best food court in a German shopping centre. Minto was also recognized as the most attractive shopping centre in Germany in 2016.

41.547 sqm
GLA

Monday – Saturday
10.00 - 20:00

CENTRE PROFILE



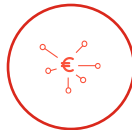
8 MN

visitors per
annum



109 mins

Average
Dwell Time ⁽¹⁾



53 euros

Average
Spending Basket ⁽¹⁾



905

Parking
Spaces

30%

By Car or Motorbike ⁽¹⁾

37%

By Public Transport ⁽¹⁾

32%

On Foot or by Bike ⁽¹⁾

CUSTOMER PROFILE



55% Female

45% Male ⁽²⁾

71%

Residents ⁽²⁾

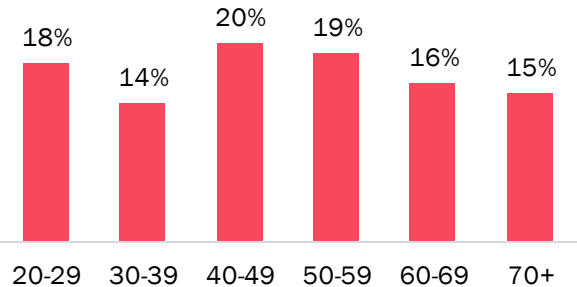
1%

Workers ⁽²⁾

6%

Tourists ⁽²⁾

Age Group ⁽²⁾ (Years)



40%

Affluent profiles ⁽³⁾

€92 k

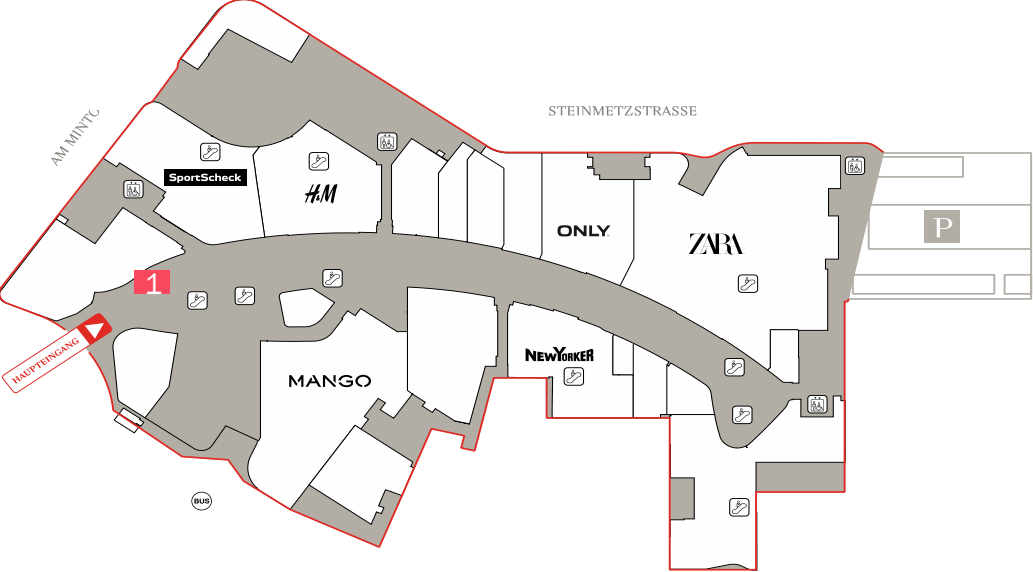
Purchasing Power ⁽⁴⁾

- ¹⁾ Tableau interna URW Tool
²⁾ Telekom Data Tracking; May 2022- May 2023
³⁾ YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
⁴⁾ JMB Research (2023) - Purchasing power index of the district in which the centre is located.

EXPERIENTIAL SPACES

OVERVIEW

1 Floor



▲ Entrance from Parking

Escalator

Elevator

1

E3_AF001

SURFACE	1 DAY	3 DAYS	1 WEEK
24m ²	1.386 €	3.234 €	4.620 €

E3_AF001



E3_AF001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Highly visible experiential space located by one of the main entrances to the centre, next to REWE, DM and Aldi. Visible from the floors above.	24m²	1.386 €	3.234 €	4.620 €

MEDIA





8 double-sided digital totems meet the needs of the most demanding advertisers.

Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach

operations@eisbach.media



OVERVIEW

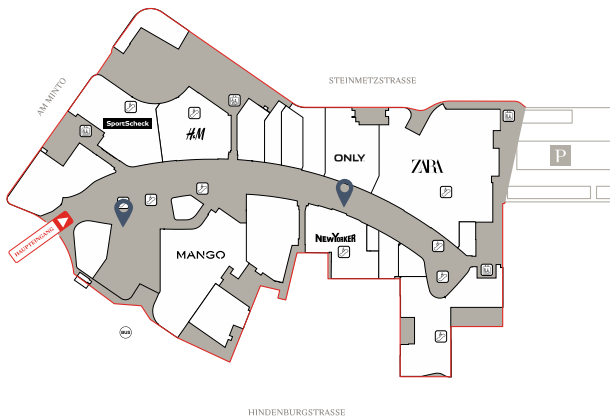
Ground Floor 1



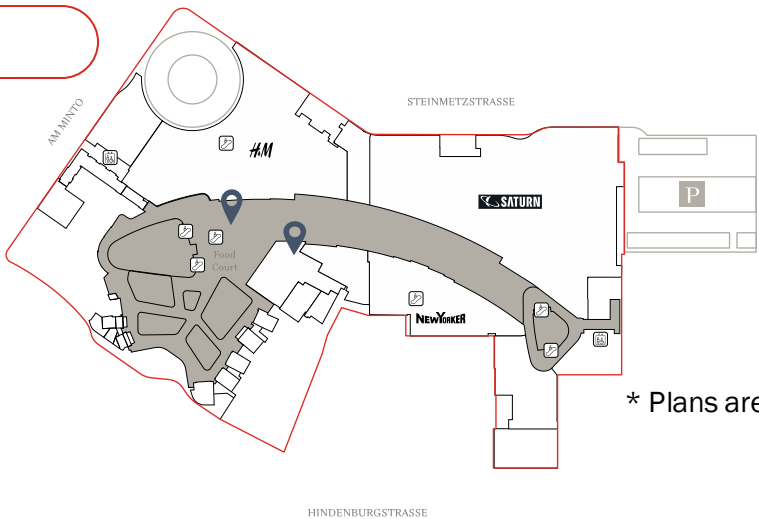
Ground Floor 2



Ground Floor 3



1 Floor



* Plans are for navigation



MINTO offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our Customers.

You are guaranteed to reach your desired target group.



BILLBOARD



BILLBOARD	DETAILS	2 WEEKS	1 MONTH
Large Billboards that are clearly visible on busy streets are a great advertising opportunity that guaranties large amount of contacts.	Pair 1 & 2: 1.032 x 110 cm Pair 3: 1.038 x 110 cm Pair 4: 1.180 x 110 cm Pair 5: 2.744 x 87 cm 1.400-2.100€/month		

PRINT TOTEMS



PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH
High quality print format that is clearly visible throughout the mall Excellent for navigation and advertising purposes.	1.828 x 628 mm (4x)	700€ per totem	1.169€ per totem

LIFT BRANDING - EXTERIOR



LIFT BRANDING - EXTERIOR	DETAILS	2 WEEKS	1 MONTH
The stickers on the lift doors are an effective type of branding to reach your desired target group. So your brand can, for example, target young parents who use the lifts to transport strollers.	50 x 50 cm 229 x 208cm 25 DOORS, 4 door pannels	N/A	3.300€ for a package of 5 doors

LIFT BRANDING - INTERIOR



LIFT BRANDING - INTERIOR	DETAILS	2 WEEKS	1 MONTH
The stickers on the lift doors are an effective type of branding to reach your desired target group. So your brand can, for example, target young parents who use the lifts to transport strollers.	5 DOORS	N/A	835€ per door

ESCALATOR BRANDING



*Surcharge
of 30%
in Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
Stickers on the escalators sides are not only an extraordinary advertising space but also integrate perfectly into the natural route of the customer journey and are therefore very effective.	816 cm x 67 cm	600€	1.002€

BALUSTRADE



BALUSTRADE	DETAILS	2 WEEKS	1 MONTH
Double-sided navigation stickers are designed to catch attention and guide customers effortlessly to your store. Couldmbe strategically placed in multiple locations throughout mall. Whether you're on the 1st floor or above, these stickers are perfect for tenants seeking a convenient and eye-catching wayfinding solution.	167cm x 112cm	N/A	1.500€

PARKING TICKETS



PARKING TICKETS	DETAILS	2 WEEKS	1 MONTH
In average of 65,000 tickets are issued per month. Minimum order quantity of 300,000 tickets.	54 x 86,5 mm	N/A	3.500€

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PAUNSDORF CENTER

LEIPZIG, GERMANY



172

Stores

Paunsdorf Center has become the go-to destination for people in the area. In terms of size, Paunsdorf Center in Leipzig is the third largest shopping centre in Germany and provides customers with a wide grocery and retail offer. In 2016, Paunsdorf Center was voted Germany's most family-friendly shopping centre – the fourth consecutive year the shopping centre has won the award.

113.600 sqm
GLA

Monday – Saturday
10:00- 20:00

CENTRE PROFILE



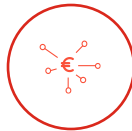
7 MN

visitors per
annum



68 mins

Average
Dwell Time ⁽¹⁾



120 euros

Average
Spending Basket ⁽¹⁾



7.300

Parking
Spaces

79%

By Car or Motorbike ⁽¹⁾

15%

By Public Transport ⁽¹⁾

4%

On Foot or by Bike ⁽¹⁾

CUSTOMER PROFILE



51% Female

49% Male ⁽²⁾

70%

Residents ⁽²⁾

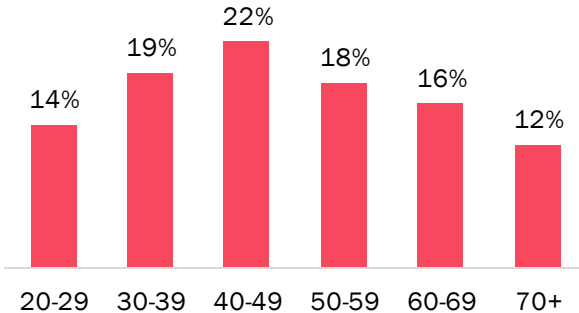
2%

Workers ⁽²⁾

11%

Tourists ⁽²⁾

Age Group ⁽²⁾ (Years)



35%

Affluent profiles ⁽³⁾

€88 k

Purchasing Power ⁽⁴⁾

47%

Party composition ⁽³⁾

- ¹⁾ Tableau interna URW Tool
²⁾ Telekom Data Tracking; May 2022- May 2023
³⁾ YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
⁴⁾ JMB Research (2023) - Purchasing power index of the district in which the centre is located.

EXPERIENTIAL SPACES

OVERVIEW

Ground Floor



▲ Entrance from Parking

E Escalator

P Elevator

- 1 Events_1
- 2 Events_2
- 3 Vorplatz
- 4 E1_SP020
- 5 Several spots in the centre

SURFACE	1 DAY	3 DAYS	1 WEEK
Up to 240m²	3.675 €	8.575 €	12.250 €
Up to 240m²	3.675 €	8.575 €	12.250 €
10m x 3m	2.888 €	6.738 €	9.625 €
Up to 200m²	2.678 €	6.248 €	8.925 €
From 20m² to 100m²	upon request	-	-

EVENTS_1 & EVENTS_2



EVENTS_1 & 2	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
The two massive outdoor experiential areas located close to the two lateral entrances of the centre.	Up to 240m²	3.675 €	8.575 €	12.250 €

VORPLATZ



VORPLATZ	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Outdoor experiential space located by the main entrance to the centre.	10m x 3m	2.888 €	6.738 €	9.625 €

E1_SP020



SEVERAL SPOTS IN THE CENTER	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Central location right in the heart of the center, with foot traffic from all sides.	Up to 200m²	2.678 €	6.248 €	8.925 €

MEDIA



20 double-sided digital totems meet the needs of the most demanding advertisers.

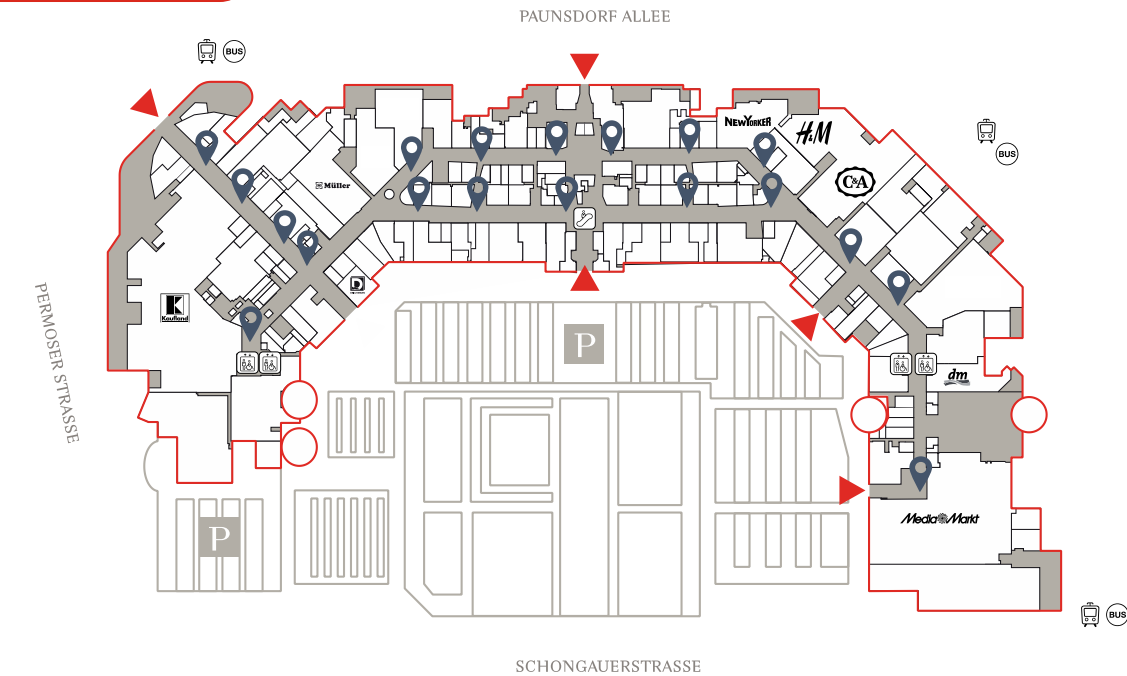
Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach
operations@eisbach.media



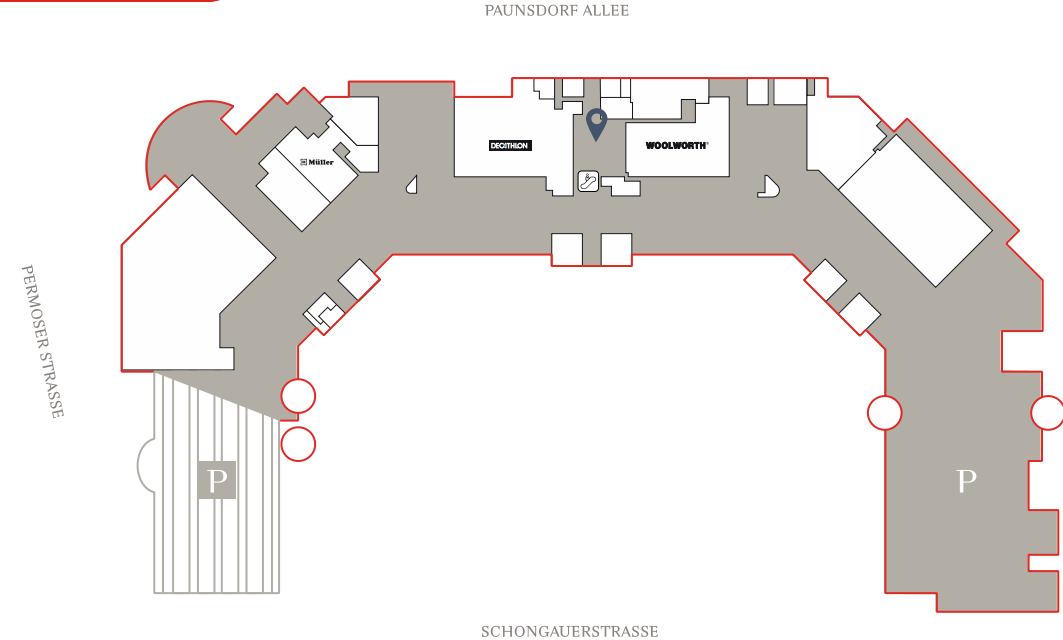
OVERVIEW

Ground Floor



- ▲ Entrance
- Escalator
- 📍 Digital Totems

1 Floor



* Plans are for navigation



PAUNSDORF CENTER offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our Customers.

You are guaranteed to reach your desired target group.



ROOFTOP BANNER



ROOFTOP BANNER	DETAILS	2 WEEKS	1 MONTH
Large Rooftop Banners on the car park roof are oriented towards the main roads and are visible from a great distance. The minimum internship period is 12 months.	Quantity: UPON REQUEST Größe: 14 x 3,5 m	N/A	2.004€

BIG INDOOR BANNER



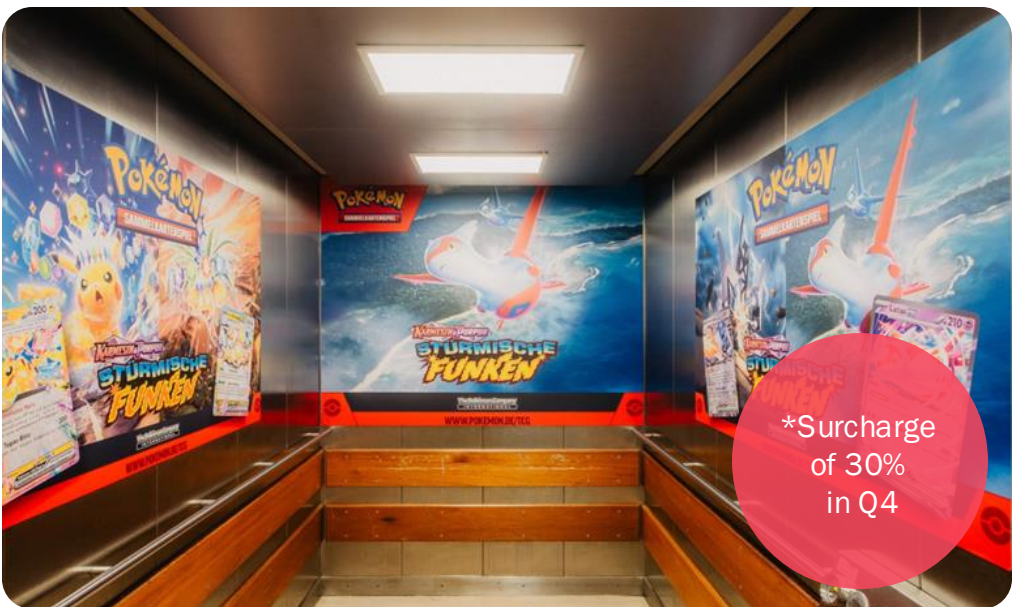
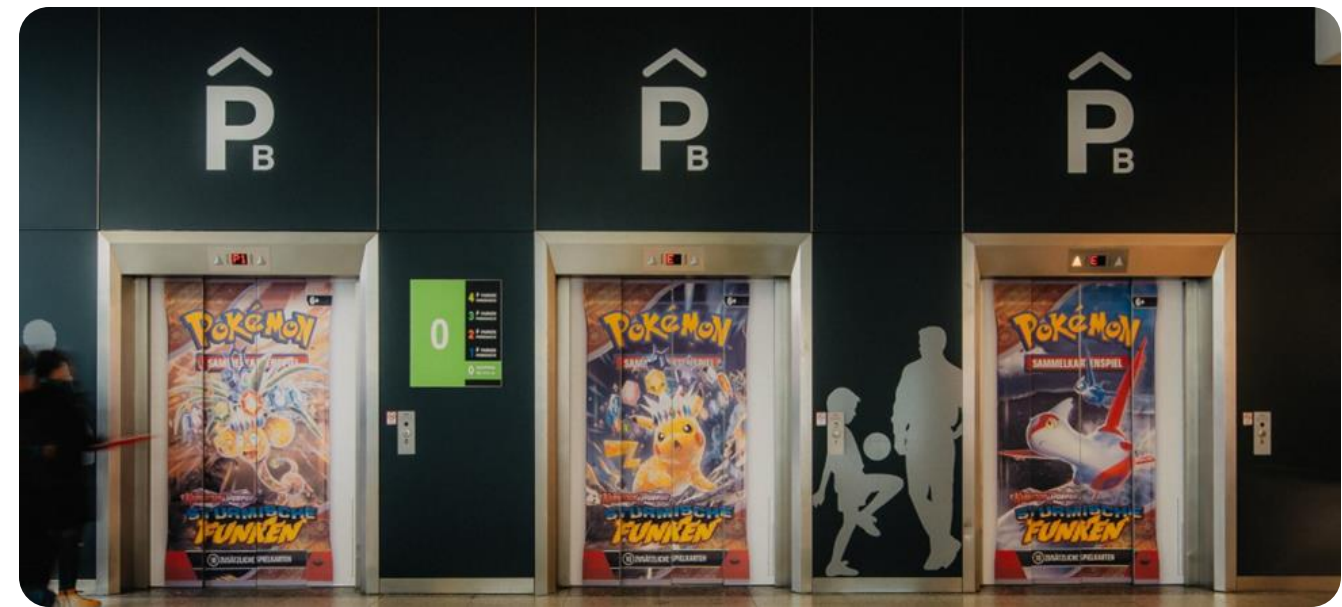
BIG INDOOR BANNER	DETAILS	2 WEEKS	1 MONTH
<p>4 Big Posters located in the busy parts of the mall. You are guaranteed a good view and a large number of contacts.</p> <p>The minimum placement period is 6 months.</p>	<p>Quantity: 4</p> <p>Size: 9,3 x 2,4m</p>	<p>N/A</p>	<p>1.670€</p>

FLAGS



FLAGS	DETAILS	2 WEEKS	1 MONTH
A group of 5 large hanging flags in the main atrium of the mall guarantees high brand visibility and dominance.	Quantity: 5 Size: 2x3 m	N/A	5.000€

LIFT BRANDING – OUTSIDE & INSIDE POSTER



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH
The stickers on the lift doors are an effective type of branding to reach your desired target group. So your brand can, for example, target young parents who use the lifts to transport strollers.	Outdoor: 17 Doors Indoor: 5 Doors Size approx. 2 x 2,3m Inside poster (1,5x0,9m)	N/A	1.002€ 3 doors 668€ 3 posters

DOOR STICKER



DOOR STICKER	DETAILS	2 WEEKS	1 MONTH
Double-sided door sticker can be placed to all or certain entrance doors to the shopping center to increase visitor awareness.	6 entrances to the mall (1–3 large and/or 2 small stickers per entrance inside & outside) Size: 30 cm (diameter)	N/A	5.000€

BALUSTRADE



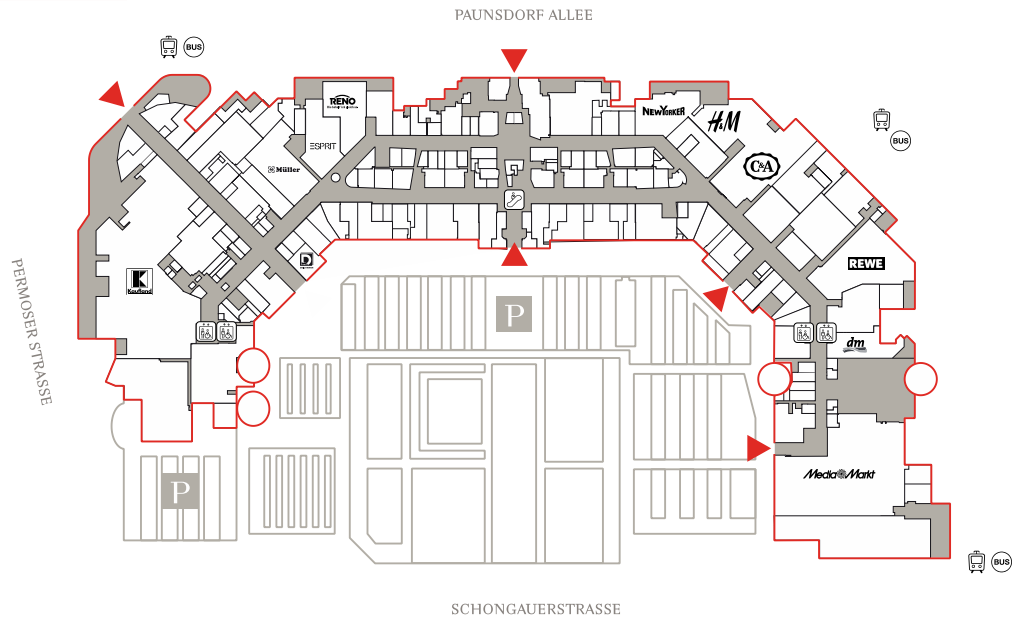
BALUSTRADE	DETAILS	2 WEEKS	1 MONTH
Balustrade branding can be done in multiple locations in the mall to improve visibility and navigation.	UPON REQUEST	N/A	1.500€



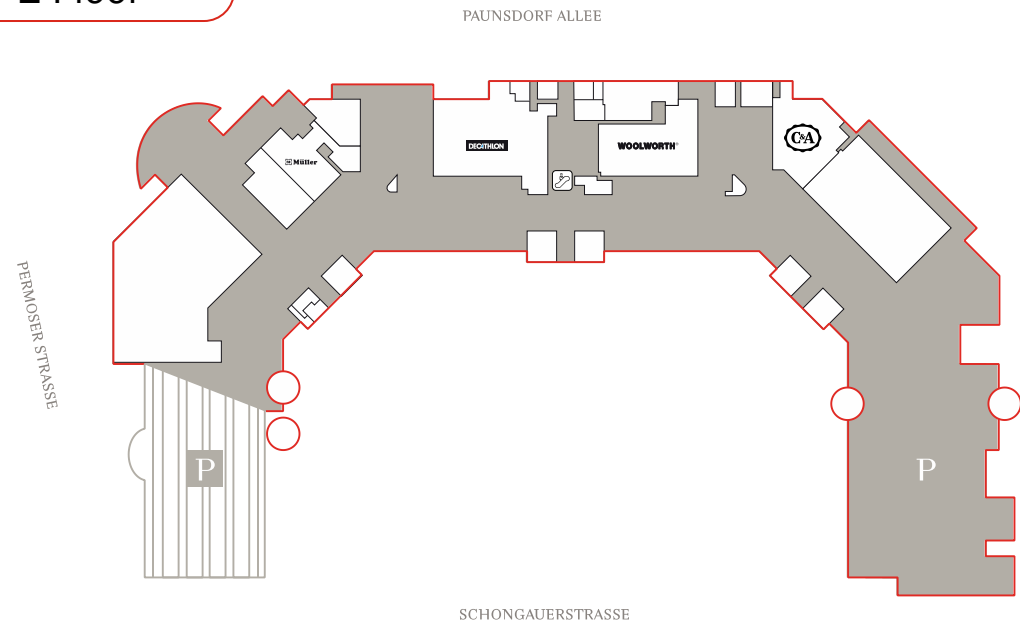
FLOOR STICKER	DETAILS	2 WEEKS	1 MONTH
Floor sticker are a great way to communicate your special offer or to navigate visitors to your store right from the main entrance.	Quantity: 20 stickers inside the center Max. size: 2 m diameter (round)	N/A	2.004€

OVERVIEW

Ground Floor



1 Floor



- ▲ Entrance
- Escalator
- Lift

* Plans are for navigation

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PALAIS VEST

RECKLINGHAUSEN, GERMANY



119

Stores

With 2.4 million residents in a 30-minute radius, Palais Vest is located in the densely-populated, economic heart of Recklinghausen, the northernmost city in Germany's Ruhr region. The shopping centre offers a large selection of brands (such as the first Reserved store in Germany), food options, and spaces dedicated to art, design, and culture. Palais Vest also has a robust events program and a number of personalised services.

45.917 sqm
GLA

Monday – Saturday
10.00 - 20:00

CENTRE PROFILE



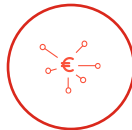
8 MN

visitors per
annum



100 mins

Average
Dwell Time ⁽⁴⁾



69 euros

Average
Spending Basket ⁽⁴⁾



970

Parking
Spaces

56%

By Car or Motorbike ⁽⁴⁾

20%

By Public Transport ⁽⁴⁾

22%

On Foot or by Bike ⁽⁴⁾

CUSTOMER PROFILE



52% Female

48% Male ⁽²⁾

78%

Residents ⁽²⁾

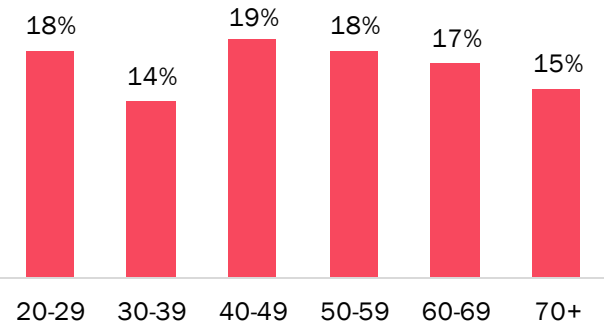
1%

Workers ⁽²⁾

7%

Tourists ⁽²⁾

Age Group ⁽²⁾ (Years)



46%

Affluent profiles ⁽³⁾

€94 k

Purchasing Power ⁽⁴⁾

- ¹⁾ Tableau interna URW Tool
²⁾ Telekom Data Tracking; May 2022- May 2023
³⁾ YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
⁴⁾ JMB Research (2023) - Purchasing power index of the district in which the centre is located.

EXPERIENTIAL SPACES

OVERVIEW



Ground Floor



1 E1_AF001

2 LÖHRHOF
(E1_FA004)

SURFACE	1 DAY	3 DAYS	1 WEEK
7m x 3.5m	1.278 €	2.982 €	4.620 €
Up to 300m²	2.888 €	6.738 €	9.625 €

-  Main Entrance
-  Entrance from Parking
-  Escalator
-  Elevator

E1_AF001



E1_AF001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Experiential space located to the heart of the centre.	7m x 3,5m	1.278 €	2.982 €	4.620 €

LÖHRHOF (E1_FA004)



LÖHRHOF (E1_FA004)	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Massive event space in front of the centre, ideal for large outdoor activations on one of the main city squares.	Up to 300m²	2.888 €	6.738 €	9.625 €

MEDIA





PALAIS VEST

16 double-sided digital totems meet the needs of the most demanding advertisers.

Digital totems in portrait format in high-resolution quality - common formats.

External Partner: Eisbach
operations@eisbach.media



DIGITAL TOTEMS



DIGITAL TOTEMS

Digital Totems in portrait format in high resolution quality | Common formats

DETAILS

UPON REQUEST
16 digital totems (32 screens)



PALAIS VEST

PALAIS VEST offers a wide range of non digital media. A variety of formats and different variants are available on site in order to offer the right option for each of our Customers.

You are guaranteed to reach your desired target group.



PRINT TOTEMS



PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH
High quality print format that is clearly visible throughout the center is ideal for navigation and advertising purposes.	Quantity: 9 (doublesided) Size: 600 x 1.600 cm	1.400 €	2.338 €

LIFT BRANDING



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH
The stickers on the lift doors are an effective way of branding to reach your desired target group. Your brand can, for example, target young parents who use the lifts to transport strollers. You can brand the lift from the inside and outside.	Doors outside: 15 (5 lifts,3 floors), 2m x 2.3m Doors inside: 5 lifts; 2m x 2.3 m	400 € (inside) 800 € (outside)	668 € (inside) 1.336 € (outside)

DOOR STICKER



DOOR STICKER	DETAILS	2 WEEKS	1 MONTH
Double-sided door sticker can be placed to all or certain entrance doors to the shopping center to increase visitor awareness.	From 15 to 26 stickers (2 stickers per entrance, inside and outside); Size 30 cm in diameter	4.000 €	6.680 €

BALUSTRADE



BALUSTRADE	DETAILS	2 WEEKS	1 MONTH
Balustrade branding can be done in multiple places in the mall The minimum duration for the placement is 6 months.		5.000 €	8.350 €

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02.2

AUSTRIA

WESTFIELD DONAU ZENTRUM

VIENNA, AUSTRIA



262
Stores

Located in Vienna, Austria, Donau Zentrum is a mixed-use destination featuring fabulous retail offerings, a fitness centre, hotel, and entertainment centre. A family-friendly destination, it is home to our signature Family Experience, a concept offering tailor-made family activities (playgrounds and workshops), childcare, specially trained staff, and dedicated parking spaces.

127.000 sqm
GLA

Mon. – Wed. 09h – 19h
Thu – Fri: 09h – 20h
Sat. 09h – 18h

CENTRE PROFILE



19 MN

visitors per
annum



127 mins

Average
Dwell Time ⁽¹⁾



88 euros

Average
Spending Basket ⁽¹⁾



3.000

Parking
Spaces

68%

By Car or Motorbike ⁽¹⁾

24%

By Public Transport ⁽¹⁾

8%

On Foot or by Bike ⁽¹⁾

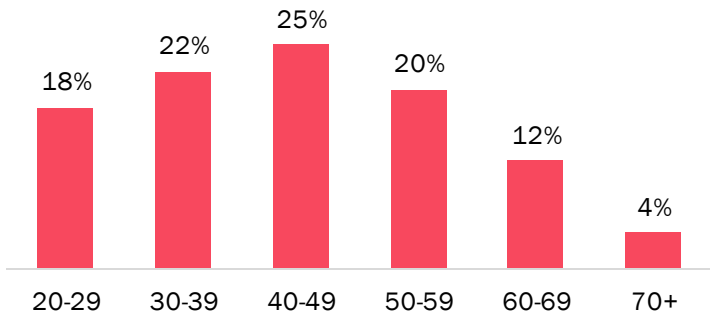
CUSTOMER PROFILE



53% Female

47% Male ⁽²⁾

Age ⁽¹⁾ (Years)



85%

Affluent Profiles in
Catchment Area⁽¹⁾

- ¹⁾ Tableau interna URW Tool
²⁾ Telekom Data Tracking; May 2022- May 2023
³⁾ YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
⁴⁾ JMB Research (2023) - Purchasing power index of the district in which the centre is located.

EXPERIENTIAL SPACES

OVERVIEW

Ground Floor



Main Entrance

Escalator

Entrance from Parking

Elevator

- 1 Arena Plaza
- 2 Panorama
- 3 VKFF 21
- 4 VKFF 30
- 5 Kitchen Plaza

SURFACE	1 DAY	3 DAYS	1 WEEK
240m ²	2.415 €	7.830 €*	9.900 €*
50m ²	1.715 €	6.430 €*	7.900 €*
25m ²	1.500 €	5.100 €*	6.000 €*
40m ²	1.925 €	6.850 €*	8.500 €*
56m ²	1.715 €	7.430 €*	7.900 €*

* Incl. post campaign Data report

**Service charges vary depending on activation



ARENA PLAZA



ARENA PLAZA	SURFACE	1 DAY	3 DAYS	1 WEEK
Main promotion area of WZD Located in a high frequented iconic area of WZD Electricity V 230 / V 400 available	240 m²	2.415 €*	7.830 €**	9.900 €**

*(excl. VAT and Marketing Fee (5%))

** Incl. post campaign Data report

PANORAMA



PANORAMA	SURFACE	1 DAY	3 DAYS	1 WEEK
Located in a high frequented iconic area of WDZ Electricity V 230 (16 A)	50 m²	1.715 €*	6.430 €**	7.900 €**

*(excl. VAT and Marketing Fee (5%))

** Incl. post campaign Data report

VKFF 21



VKFF 21	SURFACE	1 DAY	3 DAYS	1 WEEK
Close to Interspar supermarket Electricity: 1 x 230 V Water Supply: No Ground Floor	25 m²	1.500 €*	5.100 €**	6.000 €**

*(excl. VAT and Marketing Fee (5%))

** Incl. post campaign Data report

VKFF 30



VKFF 30	SURFACE	1 DAY	3 DAYS	1 WEEK
Large Space close to an important entrance of the center, available for experiential events	40 m²	1.925 €*	6.850 €**	8.500 €**

*(excl. VAT and Marketing Fee (5%))

** Incl. post campaign Data report

KITCHEN PLAZA



KITCHEN PLAZA	SURFACE	1 DAY	3 DAYS	1 WEEK
Promotion space with ca. 56 m² (7 x 8 m) Located in a high frequented iconic area of DZ near the food court and cinema Electricity V 230	56 m²	1.715 €*	6.430 €**	7.900 €**

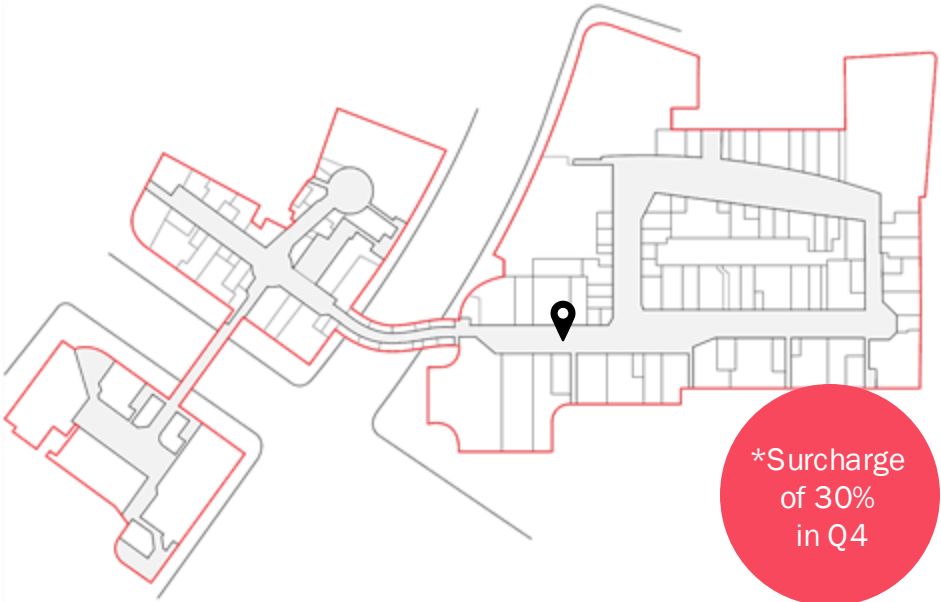
*(excl. VAT and Marketing Fee (5%))

** Incl. post campaign Data report

MEDIA



LED MEGASCREEN



LED MEGASCREEN	DETAILS
<p data-bbox="698 1039 1126 1068">ICONIC AREA OF DONAU ZENTRUM</p> <p data-bbox="499 1110 1324 1210">Excellent location right after the bridge from West Mall to Main Mall Standard Format 16:9 with the size of 30 m². 240,000 contacts/week.</p>	<p data-bbox="1778 1058 2435 1125">Final price and availability to be checked with partner agency</p> <p data-bbox="1880 1163 2333 1192">christopher.miesbauer@azerion.com</p>

DIGITAL TOTEMS



CONTACT

Larissa Maurer, MA
Digital Media Manager
Digital & Programmatic Advertising Unit

Larissa.maurer@gewista.at
Tel: +43 179 597 363



DIGITAL TOTEMS

DETAILS

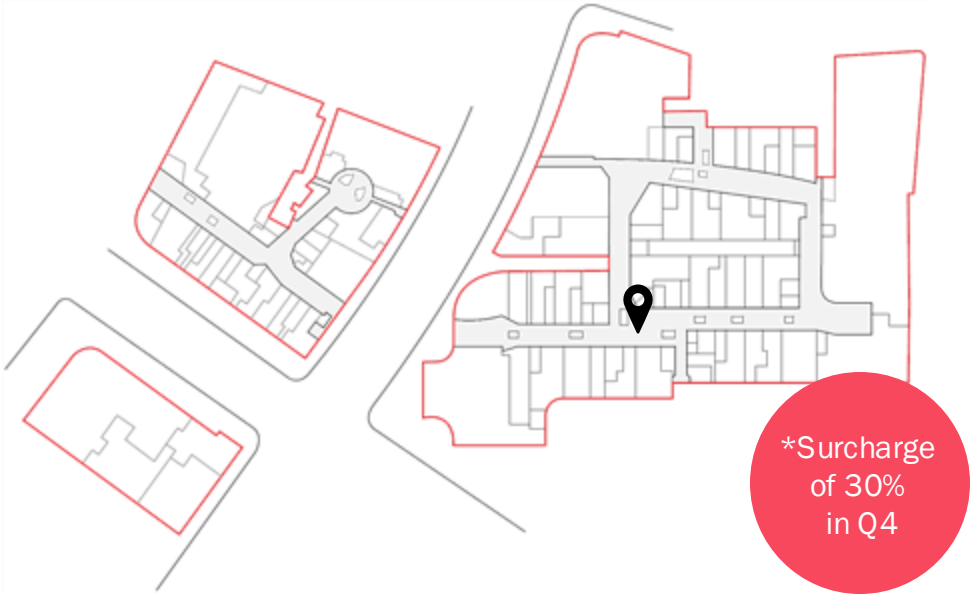
AT DIFFERENT LOCATIONS IN THE MALL

30 screens on our digital totems all over the mall.

Format: 1.080 x 1.920 pixels

Rent: upon request at our partner agency Gewista

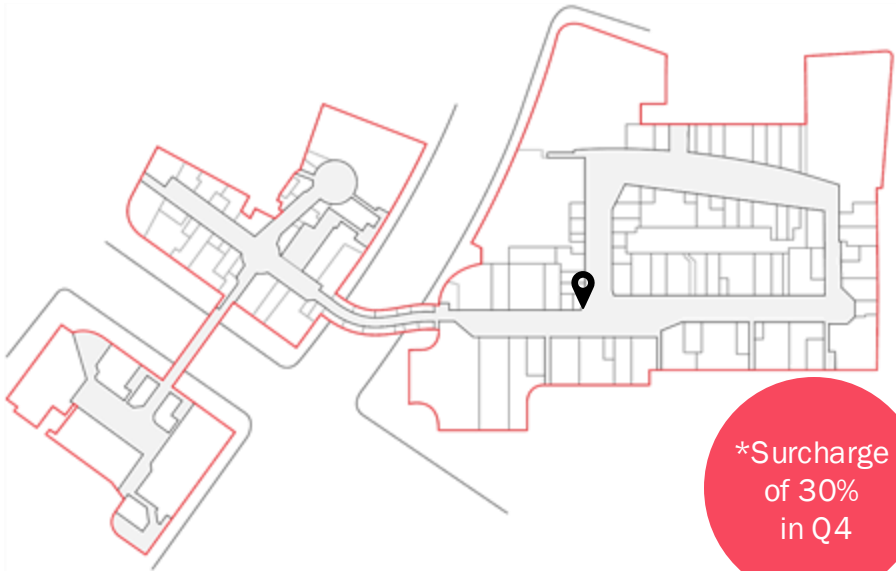
KAKEMONOS



KAKEMONOS ARENA PLAZA	DETAILS	2 WEEKS	1 MONTH
With their special format and size, the 3 Kakemonos allow an eye-catching presence in the Arena Plaza, with a high frequency guaranteed in this area.	3x 7,2m ² per Kakemono Costs for production, installation and removal borne by the tenant	N/A	4.000€* for 1 7.500€* for 3

*(excl. VAT and Marketing Fee (5%))

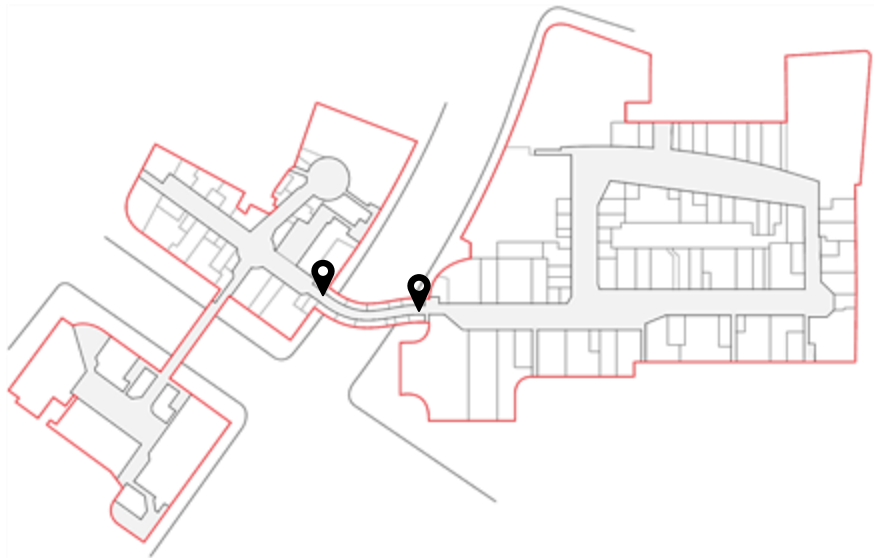
BILLBOARD - SWAROVSKI



BILLBOARD - SWAROVSKI	DETAILS	2 WEEKS	1 MONTH
Excellent location in the premium area of the center above the Swarovski Store.	Size: 7.70 x 2.75 m (21.175 m²) Costs for production, installation and removal borne by the tenant	N/A	4.500€*

*(excl. VAT and Marketing Fee (5%))

BILLBOARD – BRIDGE 1 & 2

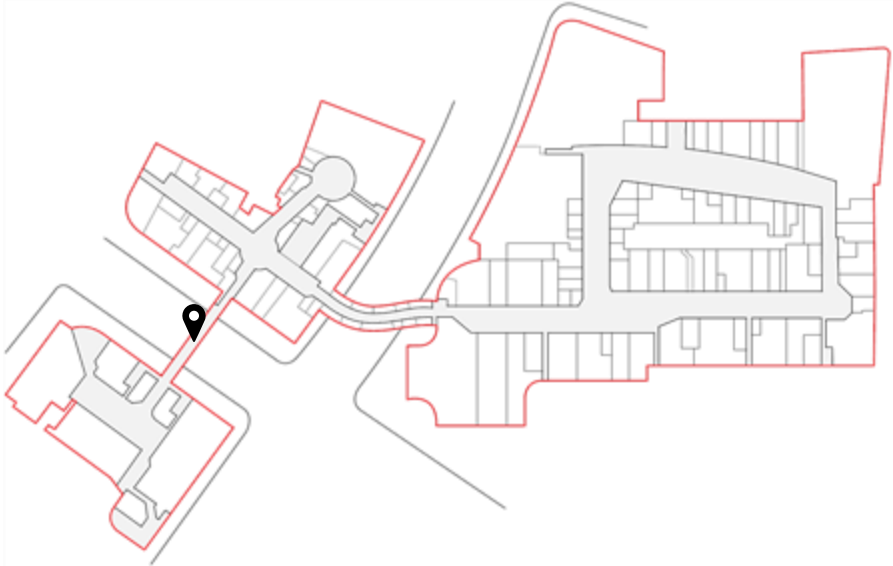
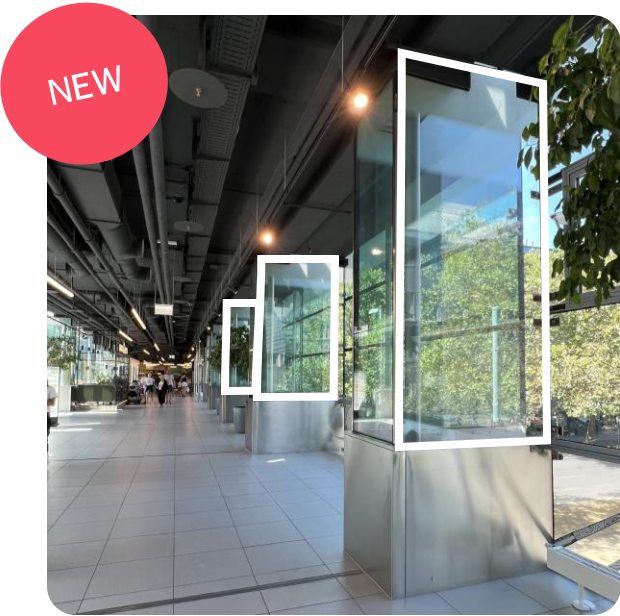


*Surcharge
of 30%
in Q4

BILLBOARD – BRIDGE 1 & 2	DETAILS	2 WEEKS	1 MONTH
<p>HIGH FREQUENTED AREA LINKING TWO PARTS OF THE CENTRE</p> <p>Static advertising. Long-term contract (duration of at least 6 months).</p>	<p>Costs for production, installation and removal borne by the tenant *(excl. VAT and Marketing Fee (5%))</p>	<p>N/A</p>	<p>700€* / space</p>

*(excl. VAT and Marketing Fee (5%))

BRIDGE STICKER



*Surcharge
of 30%
in Q4

BRIDGE STICKER	DETAILS	2 WEEKS	1 MONTH
<p>BRIDGE TO DINING & ENTERTAINING PART “THE KITCHEN”</p> <p>Static advertising. Both directions are possible.</p>	<p>Bundle of 8</p> <p>Cost for production, installation and removal boren by the tenant</p>	<p>N/A</p>	<p>3.000€*</p>

*(excl. VAT and Marketing Fee (5%))

PANORAMA GLASS RING 360°



*Surcharge
of 30%
in Q4

PANORAMA GLASS RING 360°	DETAILS	2 WEEKS	1 MONTH
<p>PANORAMA PROMOTIONAL AREA CLOSE TO MAIN ENTRANCE</p> <p>Panorama Glass Ring - Stickering 360° (about 40 m²).</p> <p>Not only a great complement for your promotion on Panorama.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>4.000€*</p>

*(excl. VAT and Marketing Fee (5%))

ESCALATOR BRANDING



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
<p>3 POSSIBLE LOCATIONS IN THE MALL Iconic locations: Panorama, Arena, P&C.</p> <p>Escalator Branding in the center (metal area possible to put a sticker on).</p>	Costs for production, installation and removal borne by the tenant	N/A	3.900€*

*(excl. VAT and Marketing Fee (5%))

ESCALATOR BRANDING



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
<p>4 POSSIBLE LOCATIONS IN THE MALL Locations: Starbucks, H&M, Spar Gourmet, Cineplexx</p> <p>Escalator Branding in the center (metal area possible to put a sticker on).</p>	Costs for production, installation and removal borne by the tenant	N/A	3.400€*

*(excl. VAT and Marketing Fee (5%))

ESCALATOR BRANDING



*Surcharge
of 30%
in Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
<p>2 POSSIBLE LOCATIONS IN THE MALL Locations: Müller, Bank Austria.</p> <p>Escalator Branding in the center (metal area possible to put a sticker on).</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>2.900€*</p>

*(excl. VAT and Marketing Fee (5%))

LIFT BRANDING - ARENA PLAZA



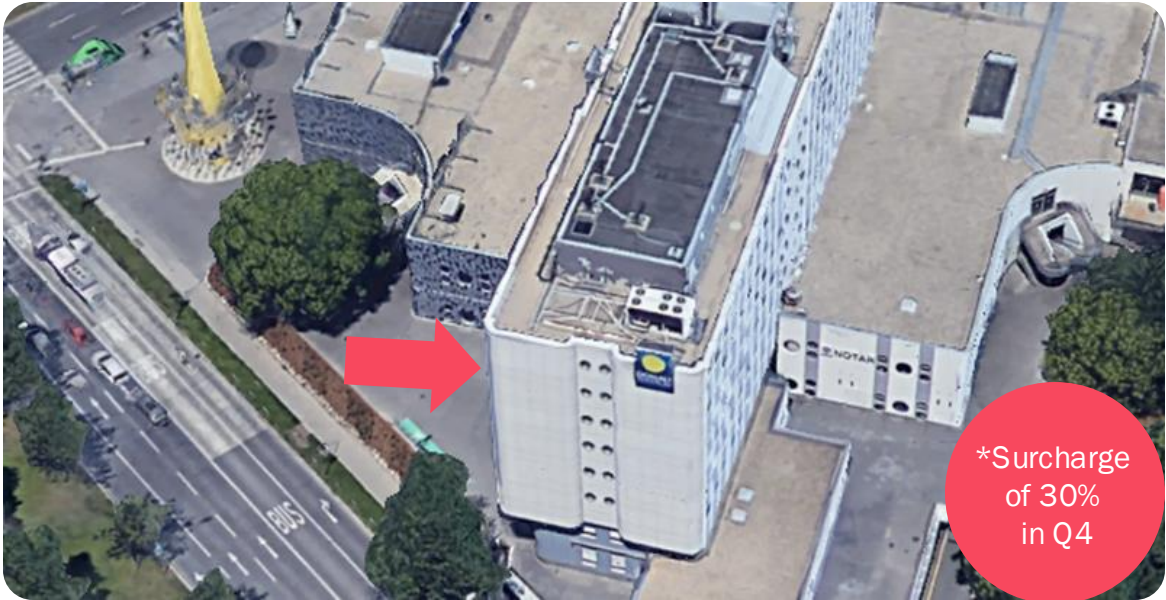
*Surcharge
of 30%
in Q4

LIFT BRANDING - Arena Plaza	DETAILS	2 WEEKS	1 MONTH
Elevator at the main promotional space. Location: Arena Plaza.	Costs for production, installation and removal borne by the tenant	N/A	4.500€*

*(excl. VAT and Marketing Fee (5%))



ENTRANCE BRANDING MEDICAL CENTER



ENTRANCE BRANDING MEDICAL CENTER	DETAILS	2 WEEKS	1 MONTH
<p>2 ENTRANCES AVAILABLE</p> <p>Branding of the entrance to the Medical Center next to the mall. Ground floor. One or both entrances of the Medical Center are possible.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>3.500€/1 entrance 5.600€/2 entrances</p>

*(excl. VAT and Marketing Fee (5%))

LIFT BRANDING



*Surcharge of 30% in Q4

LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH
Group of 6 elevators either on ground floor or on first floor on the way to Parking 1.	Costs for production, installation and removal borne by the tenant	N/A	1.500€/1 door 3.500€/3 doors

*(excl. VAT and Marketing Fee (5%))



FLYERING / SAMPLING / WALKING ACTS



First Floor

Ground Floor

*Surcharge of 30% in Q4

SAMPLING	DETAILS	FLYERING	SAMPLING	WALKING PROMOTION
10 fixed positions in the center possible	The promotion staff as well as production of the leaflet or samplings is borne by the tenant	250 €/position/day/person	500 €/position/day/person	690 €/position/day/person

*(excl. VAT and Marketing Fee (5%))

OUTDOOR MEDIA



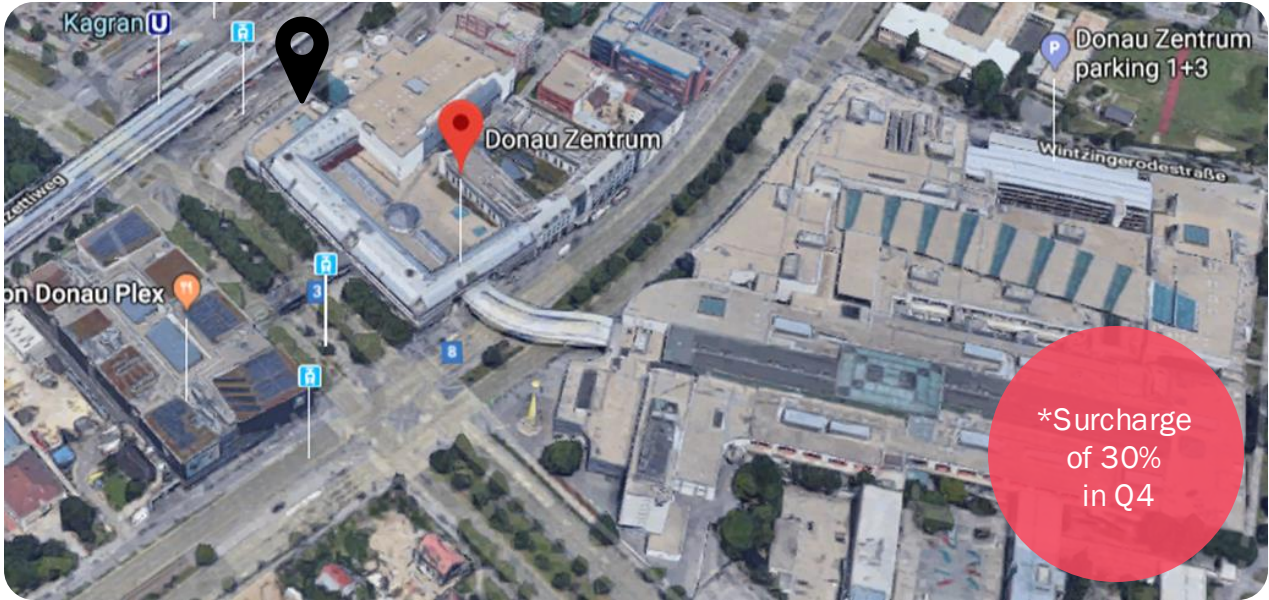
BILLBOARD - KITCHEN FACADE



BILLBOARD - KITCHEN FACADE	DETAILS	2 WEEKS	1 MONTH
<p>An existing illuminated billboard on The Kitchen Façade on Wagramer Straße with the size of 155 m² (16 x 9,7 m).</p> <p>Excellent location with high visibility from the crossroads Wagramer Straße & Donaustadtstraße with ca. 45,000 cars / day passing by.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>5.530 €* </p>	<p>9.954 €* </p>

*(excl. VAT and Marketing Fee (5%))

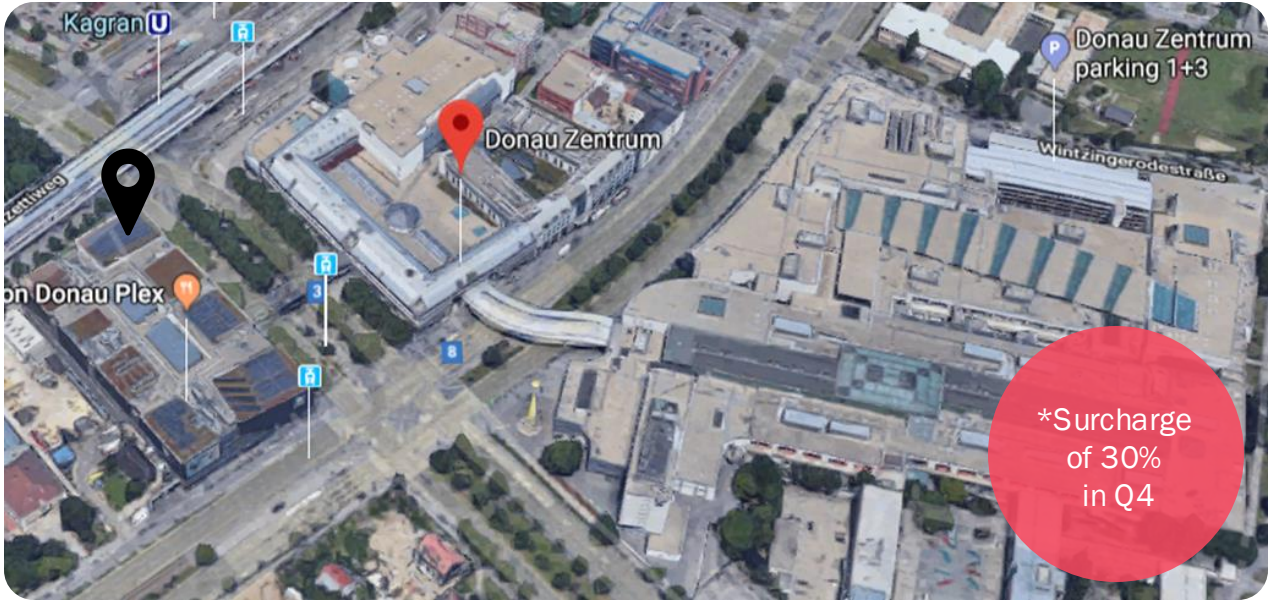
BILLBOARD - SUBWAY STATION



BILLBOARD - KITCHEN FACADE	DETAILS	2 WEEKS	1 MONTH
<p>An existing illuminated billboard on The Kitchen Façade on Wagramer Straße with the size of 155 m² (16 x 9,7 m).</p> <p>Excellent location with high visibility from the crossroads Wagramer Straße & Donaustadtstraße with ca. 45,000 cars / day passing by.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>5.530 €* </p>	<p>9.954 €* </p>

*(excl. VAT and Marketing Fee (5%))

CINEMA STAIRS BRANDING



CINEMA STAIRS BRANDING	DETAILS	2 WEEKS	1 MONTH
Wide staircases in front of the cinema offer great possibilities for a creative branding. Combine with escalator side branding for the WOW- effect.	Costs for production, installation and removal borne by the tenant	N/A	4.500€*

*(excl. VAT and Marketing Fee (5%))

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WESTFIELD SHOPPING CITY SÜD

VIENNA, AUSTRIA



300
Stores

Shopping City Süd, located in the Vienna area, is the largest shopping centre in Austria. As the main shopping and leisure destination in the region, it offers a broad mix of international premium retailers. Shopping City Süd was fully renovated in 2013, and features modern designs, using materials such as marble and incorporating large indoor trees.

200.000 sqm
GLA

Mon. – Wed. 09h – 19h
Thu – Fri: 09h – 20h
Sat. 09h – 18h

CENTRE PROFILE



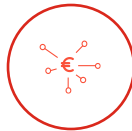
20 MN

visitors per
annum



142 mins

Average
Dwell Time ⁽¹⁾



113 euros

Average
Spending Basket ⁽¹⁾



10.000

Parking
Spaces

79%

By Car or Motorbike ⁽¹⁾

20%

By Public Transport ⁽¹⁾

1%

On Foot or by Bike ⁽¹⁾

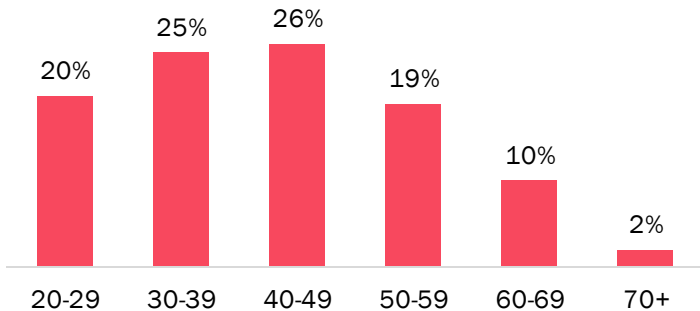
CUSTOMER PROFILE



52% Female

48%

Age ⁽¹⁾ (Years)



75%

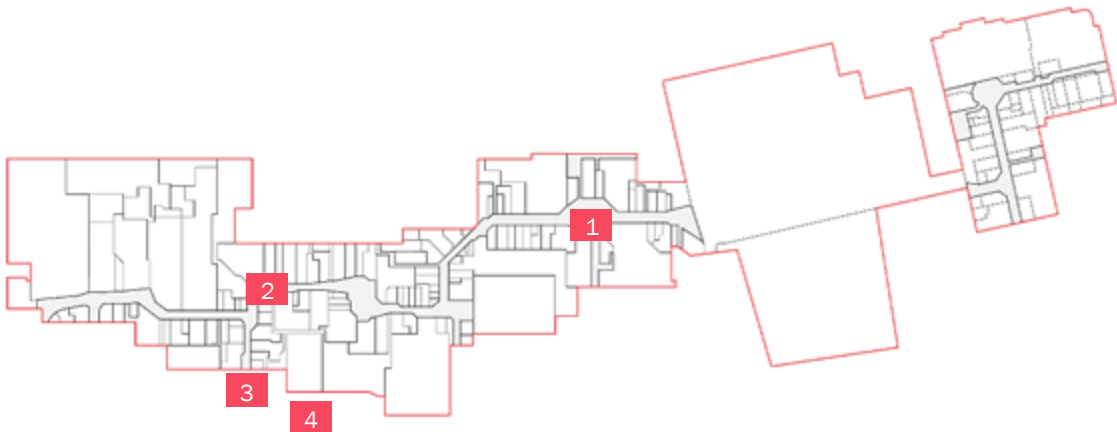
Affluent Profiles in
Catchment Area⁽¹⁾

¹⁾ Tableau interna URW Tool
²⁾ Telekom Data Tracking; May 2022- May 2023
³⁾ YouGov Profiles & Sinus Milieus: Share of the 4 upper-class milieus among all centre customers (22.05.2022-21.05.2023)
⁴⁾ JMB Research (2023) - Purchasing power index of the district in which the centre is located.

EXPERIENTIAL SPACES

OVERVIEW

Ground Floor



- 1 Water Plaza
- 2 New Yorker Plaza
- 3 Outdoor Space #1 Entrance 5
- 4 Outdoor Space #2 Entrance 5

SURFACE	1 DAY	3 DAYS	1 WEEK
90m²	2.415 €	7.830 €*	9.900 €*
30-40m²	1.715 €	6.430 €*	7.900 €*
90m²	3.115 €	6.230 €	8.900 €
20m²	1.330 €	2.660 €	3.800 €

* Incl. post campaign Data report

- Main Entrance
- Entrance from Parking
- Escalator
- Elevator



WATER PLAZA



WATER PLAZA	SURFACE	1 DAY	3 DAYS	1 WEEK
Main promotion area of WSCS Located in an iconic area of WSCS right next to the LED Mega Screen Electricity V 230/V 400 available	90 m²	2.415 €* 	7.830 €** 	9.900 €**

*(excl. VAT and Marketing Fee (5%))

** Incl. post campaign Data report

NEW YORKER PLAZA



NEW YORKER PLAZA	SURFACE	1 DAY	3 DAYS	1 WEEK
Promotion space located near the most frequented entrance of Westfield Shopping City Süd Electricity V 230 available	30-40 m²	1.715 €* 	6.430 €** 	7.900 €**

*(excl. VAT and Marketing Fee (5%))

** Incl. post campaign Data report

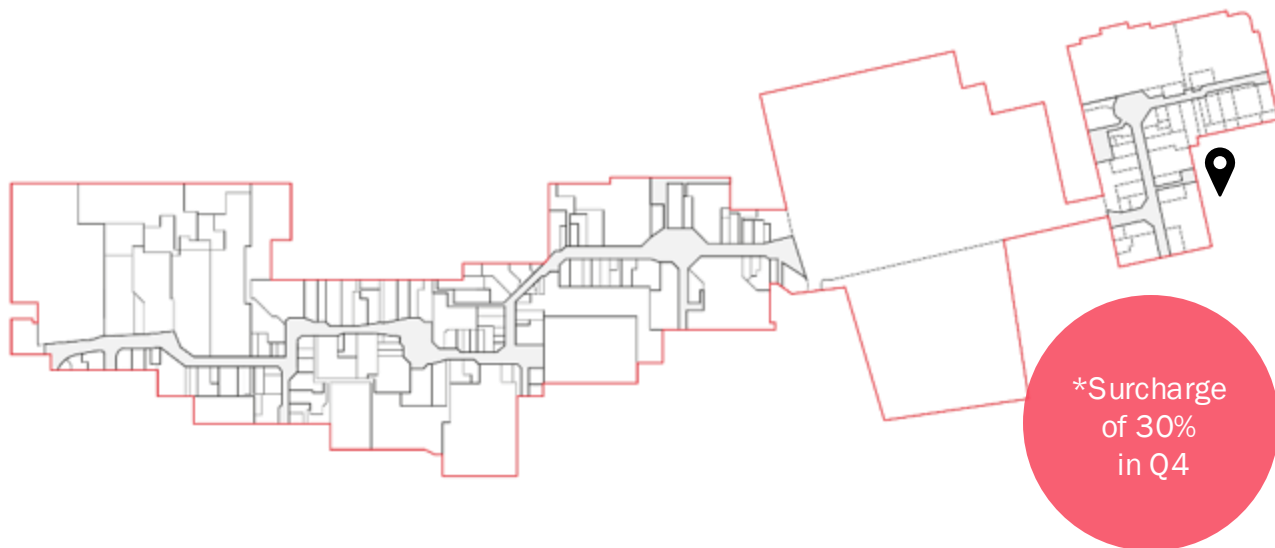


*(excl. VAT and Marketing Fee (5%))

100



*(excl. VAT and Marketing Fee (5%))

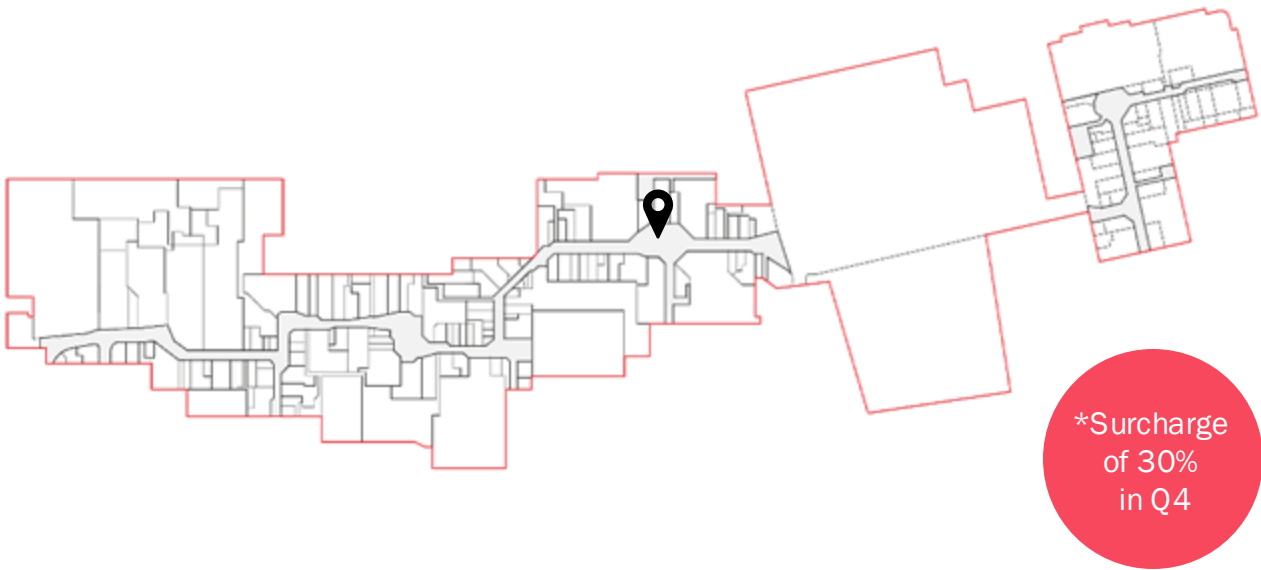


*(excl. VAT and Marketing Fee (5%))

MEDIA



LED MEGASCREEN

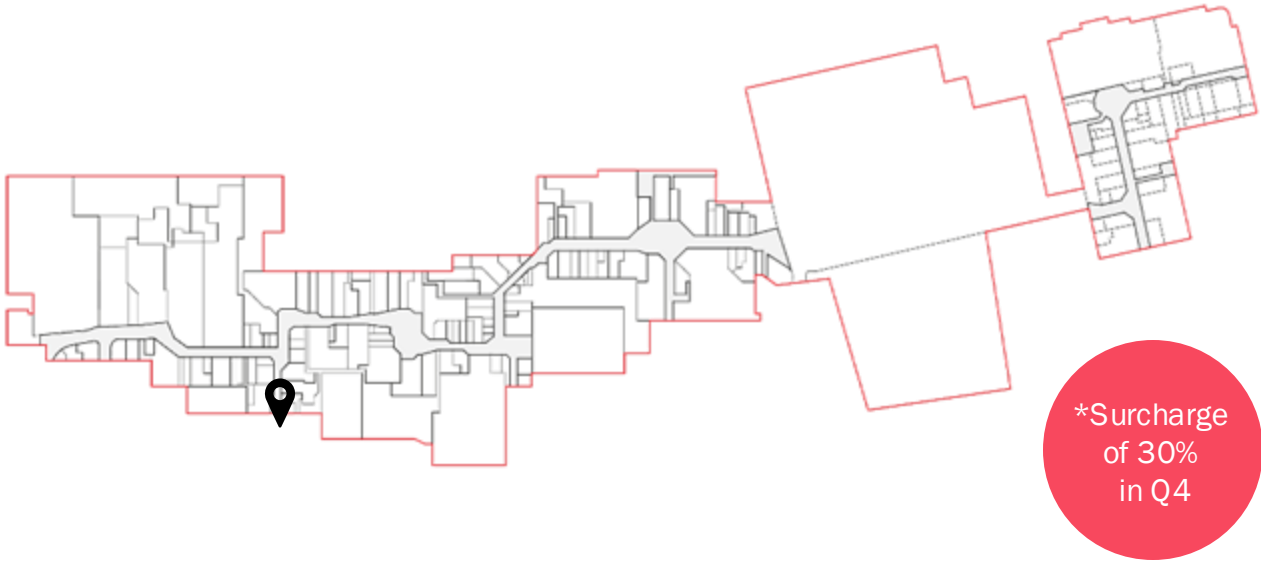


*Surcharge
of 30%
in Q4

LED MEGASCREEN	DETAILS
<p>BIGGEST DOUBLE-SIDED TRANSPARENT DIGITAL SCREEN IN THE WORLD</p> <p>Excellent location in the middle of the mall right next to Water Plaza, the main promotional space of WSCS</p> <p>Standard Format 16:9 with the size of 2 x 18 m²</p>	<p>Final price and availability to be checked with partner agency</p> <p>christopher.miesbauer@azerion.com</p>

*(excl. VAT and Marketing Fee (5%))

OUTDOOR SCREEN



Outdoor Screen	DETAILS
<p>DIGITAL SCREEN AT THE HIGHLY FREQUENTED ENTRANCE 5</p> <p>Excellent location at the highly frequented entrance 5 next to the main outdoor promotional space of WSCS</p>	<p>Final price and availability to be checked with partner agency</p> <p>christopher.miesbauer@azerion.com</p>

*(excl. VAT and Marketing Fee (5%))

DIGITAL TOTEMS



CONTACT

Larissa Maurer, MA
Digital Media Manager
Digital & Programmatic Advertising Unit

Larissa.maurer@gewista.at
Tel: +43 179 597 363



DIGITAL TOTEMS

AT DIFFERENT LOCATIONS IN THE MALL

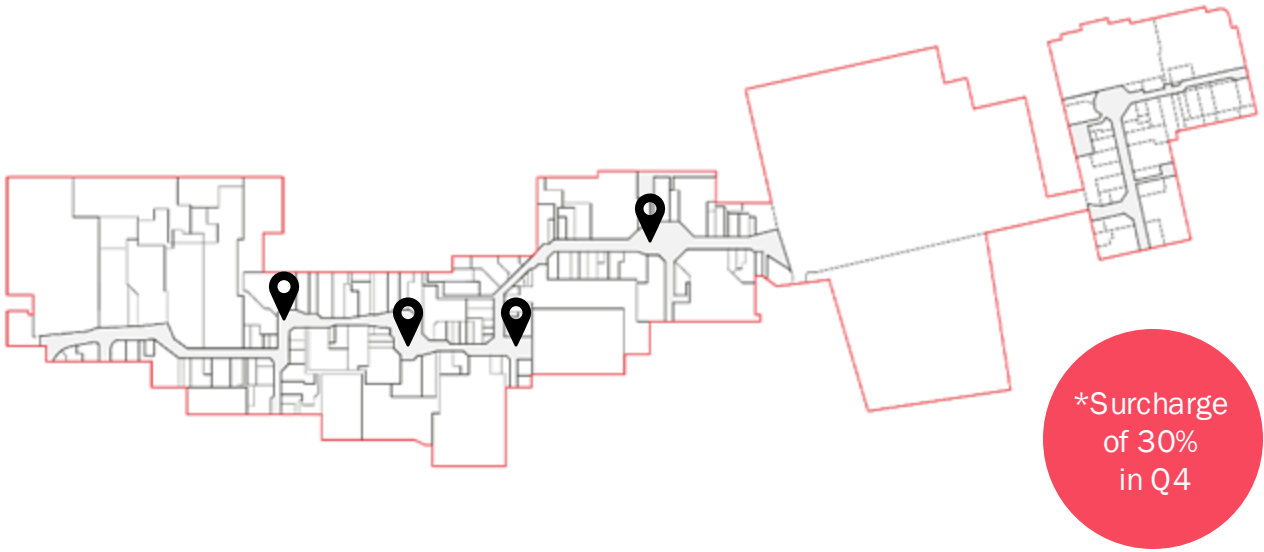
28 screens on our digital totems all over the mall.

DETAILS

Format: 1.080 x 1.920 pixels

Rent: upon request at our partner agency Gewista

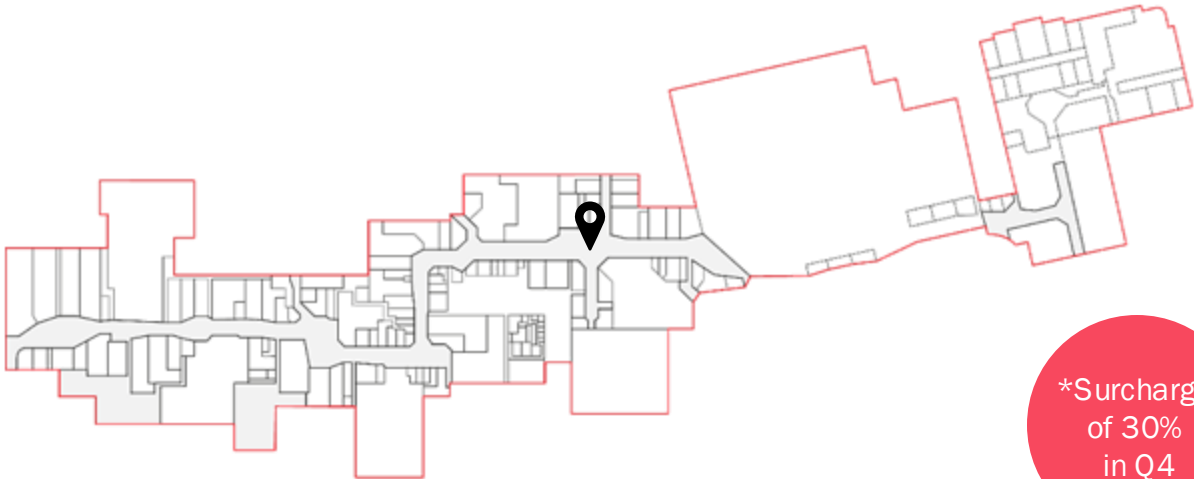
ESCALATOR BRANDING



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH
<p>5 POSSIBLE LOCATIONS IN THE MALL</p> <p>Escalator branding in the center (glass area possible to put a sticker on)</p> <p>Locations: New Yorker, Garden Plaza, Humanic, Water Plaza</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>3.900 €* *Surcharge of 30% in Q4</p>

*(excl. VAT and Marketing Fee (5%))

KAKEMONOS WATER PLAZA

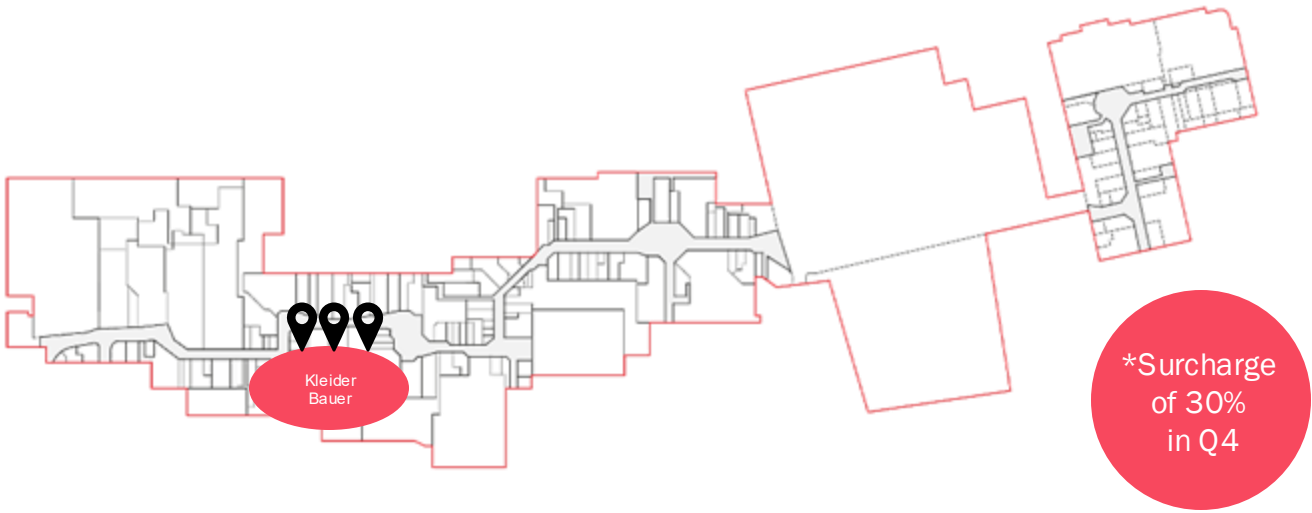
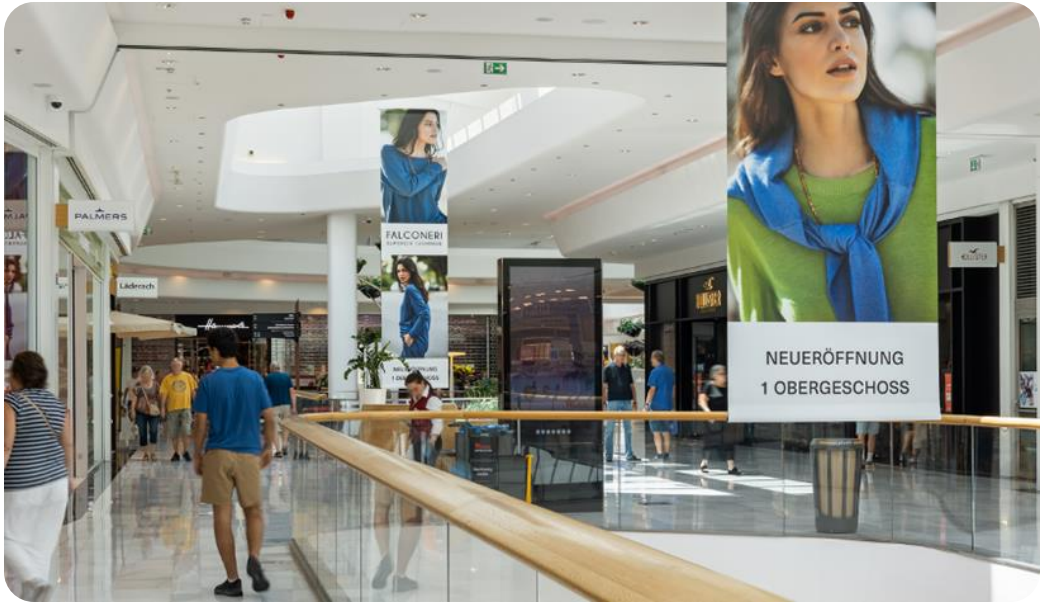


*Surcharge
of 30%
in Q4

KAKEMONOS WATER PLAZA	DETAILS	2 WEEKS	1 MONTH
<p>GROUP OF 2 THREE-SIDED BANNERS OVER WATER PLAZA</p> <p>Over the main promotional space</p> <p>Kakemono = three-sided banner of 5 x 1.2 m</p> <p>Not only a great complement for your promotion on Water Plaza</p>	Costs for production, installation and removal borne by the tenant	N/A	4.000 €* for 1 7.500 €* for 2

*(excl. VAT and Marketing Fee (5%))

FLAGS LOCATION #1

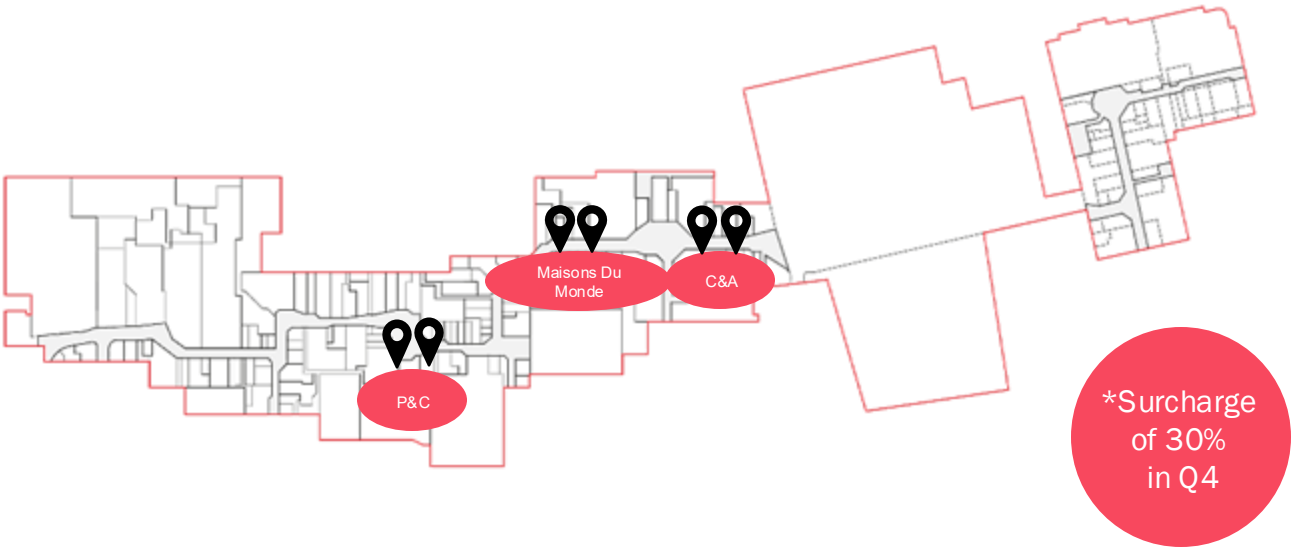
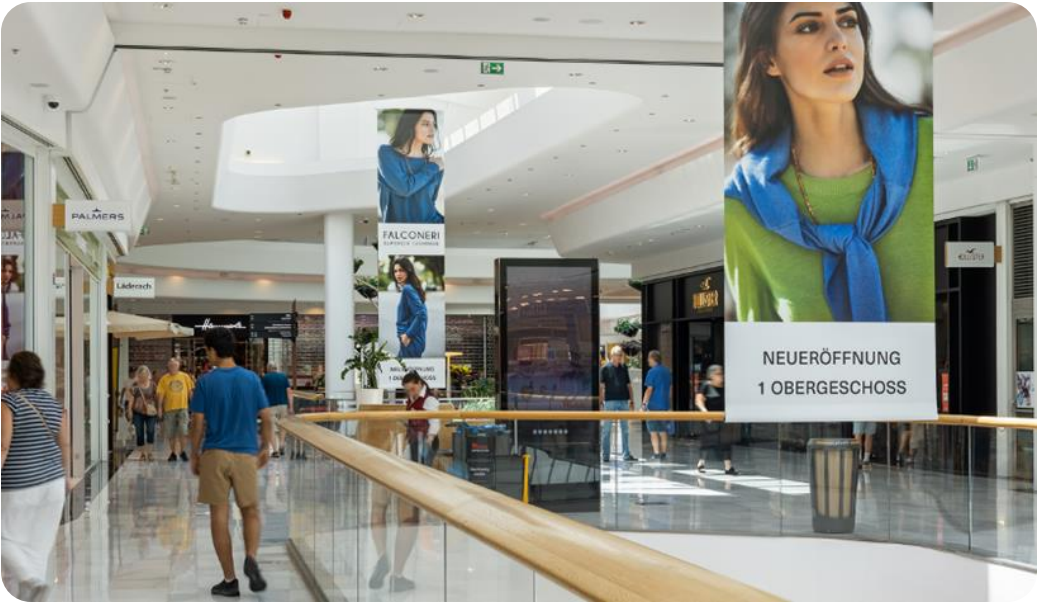


FLAGS KLEIDERBAUER	DETAILS	2 WEEKS	1 MONTH
<p>GROUP OF 3 DOUBLE-SIDED FLAGS IN ONE LOCATIONS</p> <p>1 group = 3 x 2 banner sides of 5 x 1.2 m</p>	Costs for production, installation and removal borne by the tenant	N/A	2.900 €* for 1 5.400 €* for 3

*(excl. VAT and Marketing Fee (5%))



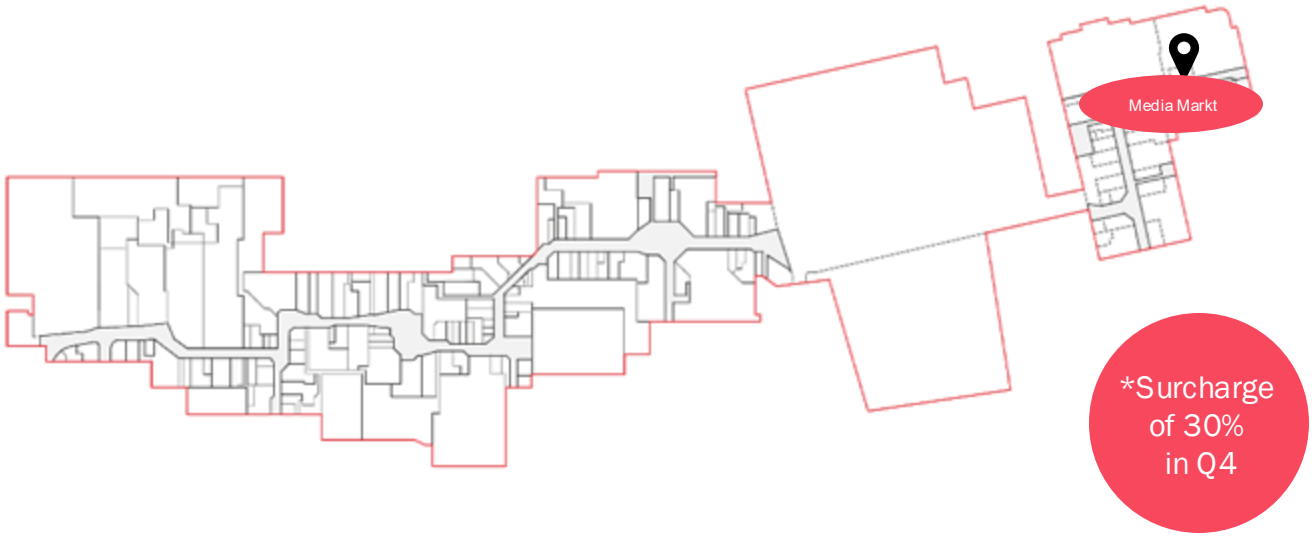
FLAGS ADDITIONAL



FLAGS ADDITIONAL	DETAILS	2 WEEKS	1 MONTH
<p>GROUP OF 2 DOUBLE-SIDED FLAGS IN THREE LOCATIONS</p> <p>1 group = 2 x 2 banner sides of 6 x 2 m</p>	Costs for production, installation and removal borne by the tenant	N/A	2.900 €* for 1 4.200 €* for 2

*(excl. VAT and Marketing Fee (5%))

BRIDGE BANNER MUX

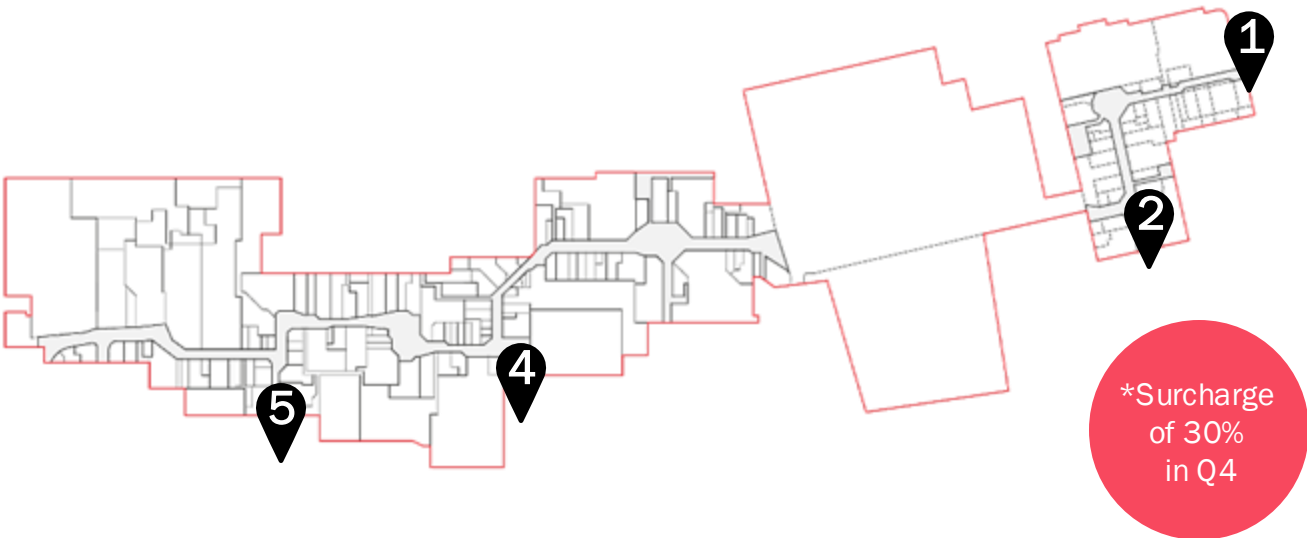


BRIDGE BANNER MUX	DETAILS	2 WEEKS	1 MONTH
BRIDGE BANNER NEAR THE MUX ENTRY Banner with dimensions of 6,8m x 4,5m	Costs for production, installation and removal borne by the tenant	N/A	4.000€*

*(excl. VAT and Marketing Fee (5%))

OUTDOOR MEDIA





*(excl. VAT and Marketing Fee (5%))



*(excl. VAT and Marketing Fee (5%))



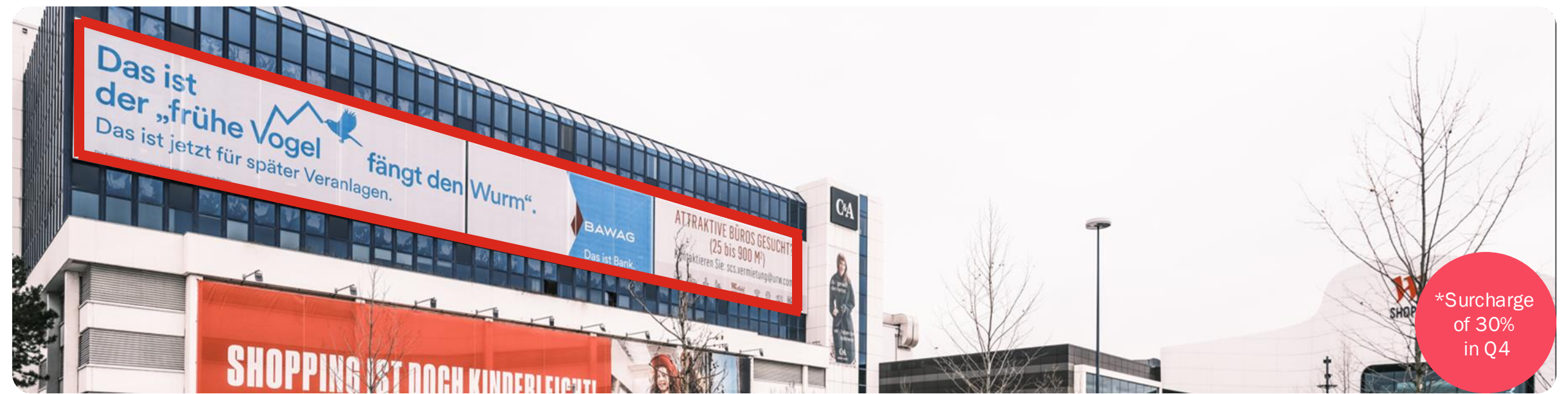
BILLBOARD 1 – OFFICE BUILDING



BILLBOARD 1 – OFFICE BUILDING	DETAILS	2 WEEKS	1 MONTH
Amazing opportunity for a mega billboard with a size of 291m ² (38.80 x 7.50 m) Located next to the main entrance to IKEA (EG3) with footfall of 125,000 per mont Great visibility also from: Westring & Triester Straße with 23.000 cars a day Badner Bahn (56.000 passengers/week) 380.000 contacts/week	Costs for production, installation and removal borne by the tenant	4.990€*	8.990€*

*(excl. VAT and Marketing Fee (5%))

BILLBOARD 1.2 – OFFICE BUILDING



BILLBOARD 1.2 – OFFICE BUILDING	DETAILS	2 WEEKS	1 MONTH
Capture attention like never before with our enormous 151m² outside banner, strategically placed on the facade for maximum impact. With unrivaled visibility from the highway, your message will reach a vast audience, leaving a lasting impression that drives results	Costs for production, installation and removal borne by the tenant	4.390€*	8.390€*

*(excl. VAT and Marketing Fee (5%))

BILLBOARD 2 – EAST FACADE



BILLBOARD 2 – EAST FACADE	DETAILS	2 WEEKS	1 MONTH
<p>VISIBLE FROM HIGHWAY A2</p> <p>An already existing illuminated advertising space of 170 m² (20 x 8.5 m)</p> <p>High visibility from the highway A2 with 150.000 cars/day passing by</p> <p>Great potential for a long term advertising</p> <p>1.827.000 contacts/week</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>6.510€*</p>	<p>10.949€*</p>

*(excl. VAT and Marketing Fee (5%))

BILLBOARD 3 – ENTRANCE 9



*Surcharge
of 30%
in Q4

BILLBOARD 3	DETAILS	2 WEEKS	1 MONTH
An illuminated advertising space of 121 m ² (11 x 11m) on top of Entrance 9 Great visibility from the highway A2 Great potential for a long term advertising (entrance branding) 1.000.000 contacts/week	Costs for production, installation and removal borne by the tenant	4.990€*	8.990€*

*(excl. VAT and Marketing Fee (5%))

BILLBOARD 4 – „VAN GRAAF“



BILLBOARD 4 – „VAN GRAAF“	DETAILS	2 WEEKS	1 MONTH
<p>VISIBLE FROM HIGHWAY A2</p> <p>An already existing illuminated advertising space of 112 m² (14 x 8 m) Great visibility from the highway A2 Great potential for car, electronic and fashion brands as well as FMCG 1.000.000 contacts/week</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>4.990€*</p>	<p>8.990€*</p>

*(excl. VAT and Marketing Fee (5%))

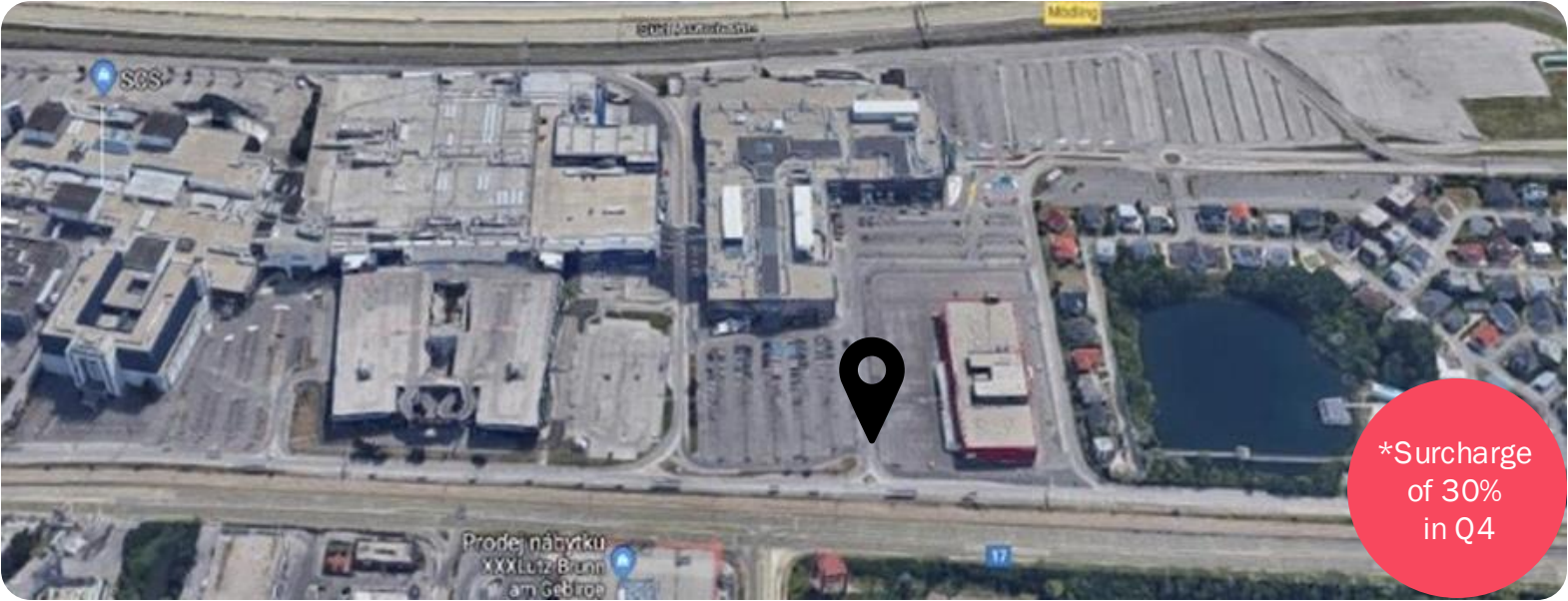
BILLBOARD 5 – AT PRIMARK



BILLBOARD 5 – AT PRIMARK	DETAILS	2 WEEKS	1 MONTH
<p>VISIBLE FROM HIGHWAY A2</p> <p>An already existing advertising space with the size of 88 m² (11 x 8 m) Great visibility from the highway A2 with 150.000 cars / day passing by Great potential for a long term advertising (entrance branding) 1.827.000 contacts/week</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>4.990€*</p>	<p>8.990€*</p>

*(excl. VAT and Marketing Fee (5%))

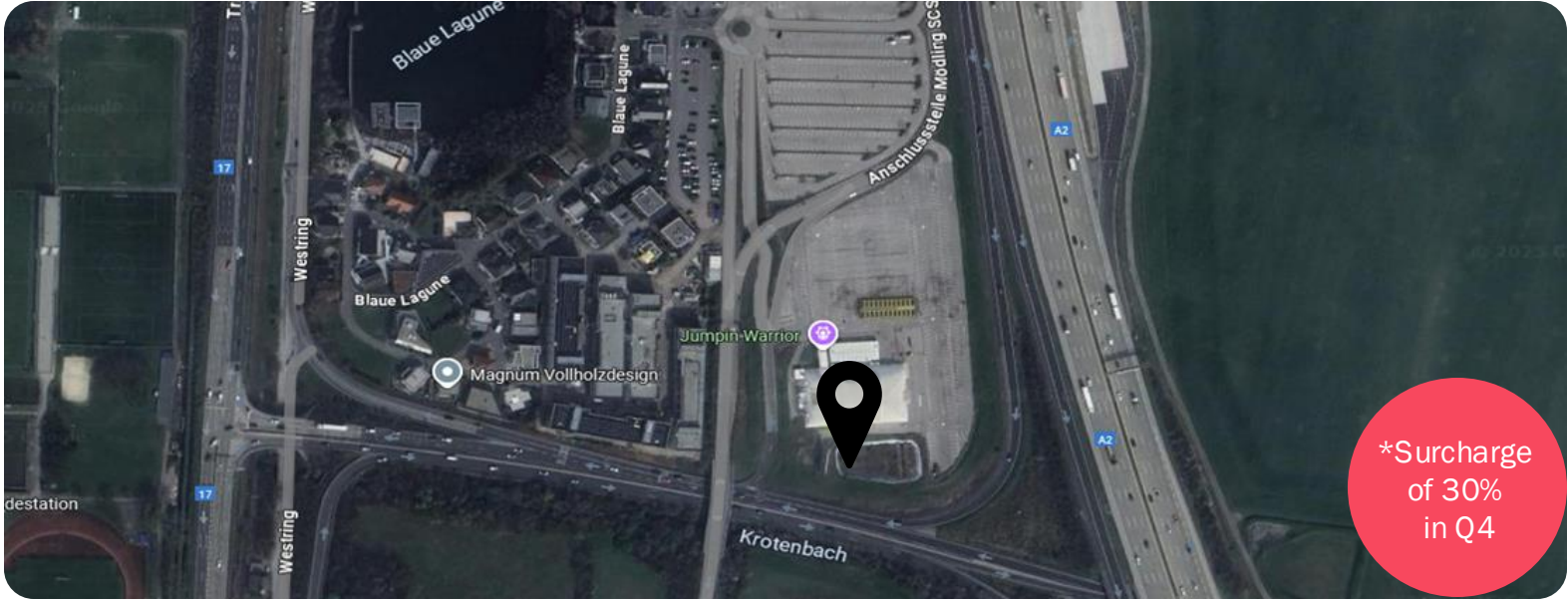
BILLBOARD 6 – MULTIPLEX



BILLBOARD 6 – MULTIPLEX	DETAILS	2 WEEKS	1 MONTH
<p>NEXT TO THE DINING & ENTERTAINMENT CENTRE “MULTIPLEX”</p> <p>An already existing illuminated advertising space of an approximate size of 40 m² (8 x 5 m) Great visibility when entering SCS from A2 Best advertising space entering and exiting Multiplex 390.000 contacts/week</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>3.500€*</p>	<p>6.290€*</p>

*(excl. VAT and Marketing Fee (5%))

BILLBOARD 7 – JUMPIN WARRIOR



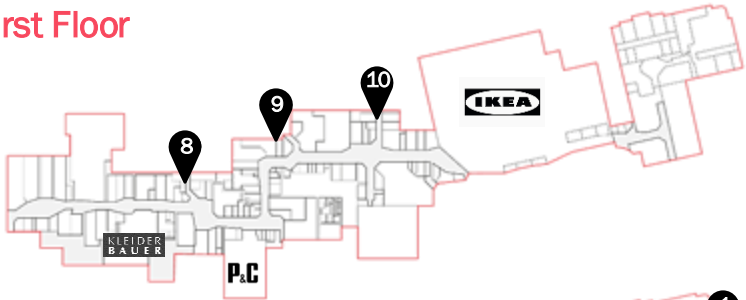
BILLBOARD 7 – Jumpin Warrior	DETAILS	2 WEEKS	1 MONTH
<p>NEXT TO THE ADVENTURE PARK “JUMPIN WARRIOR”</p> <p>An already existing illuminated advertising space of a size of 86m² (14,90m x 5,80m) Great visibility when entering SCS from A2 Best advertising space entering and exiting Jumpin Warrior 150.000 contacts/week</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>2.500€*</p>	<p>4.490€*</p>

*(excl. VAT and Marketing Fee (5%))

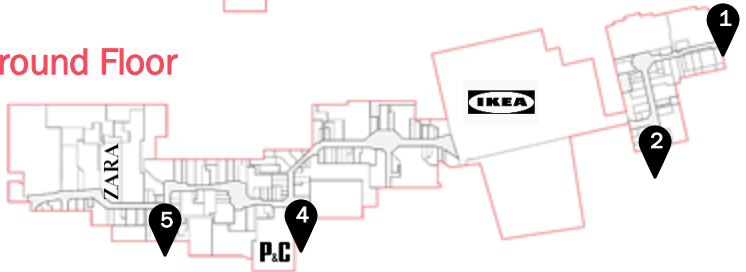
FLYERING / SAMPLING / WALKING ACTS



First Floor



Ground Floor



*Surcharge of 30% in Q4

SAMPLING	DETAILS	FLYERING	SAMPLING	WALKING PROMOTION
7 fixed positions in the center at the entrances	The promotion staff as well as production of the leaflet or samplings is borne by the tenant	250 €* / position/day/person	500 €* / position/day/person	690 €* / position/day/person

*(excl. VAT and Marketing Fee (5%))

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03 **ADDITIONAL OPPORTUNITIES**

SAMPLING

STAFF

- There must be no aggressive/intrusive approach towards customers.
- Valuables and clothes need to be hidden from view.
- Branded uniforms and bins need to be agreed before sampling commences.
- Staff will not be provided by us

SAMPLES

- Samples need to be contained in branded units or bags.
- Stock must be replenished off the mall.
- Giveaways and competition mechanics need to be agreed with SCM before contract commences .
- No sole distribution of flyers, balloons, coupons.
- For alcohol sampling regulations please speak to a Westfield Rise Manager.

LOCATION

- The sampling location needs to be pre agreed with the Westfield Rise Manager (approx. 3m x 2m space).
- Sampling can only happen in your dedicated area.
If staff sample outside of the dedicated area they will be excluded from any future sampling activity.
- Anti slip flooring is mandatory for wet sampling (ex: Ice melting).

FREQUENCY

- Sampling must happen during the shopping center opening hours unless agreed with the Shopping Center Manager.



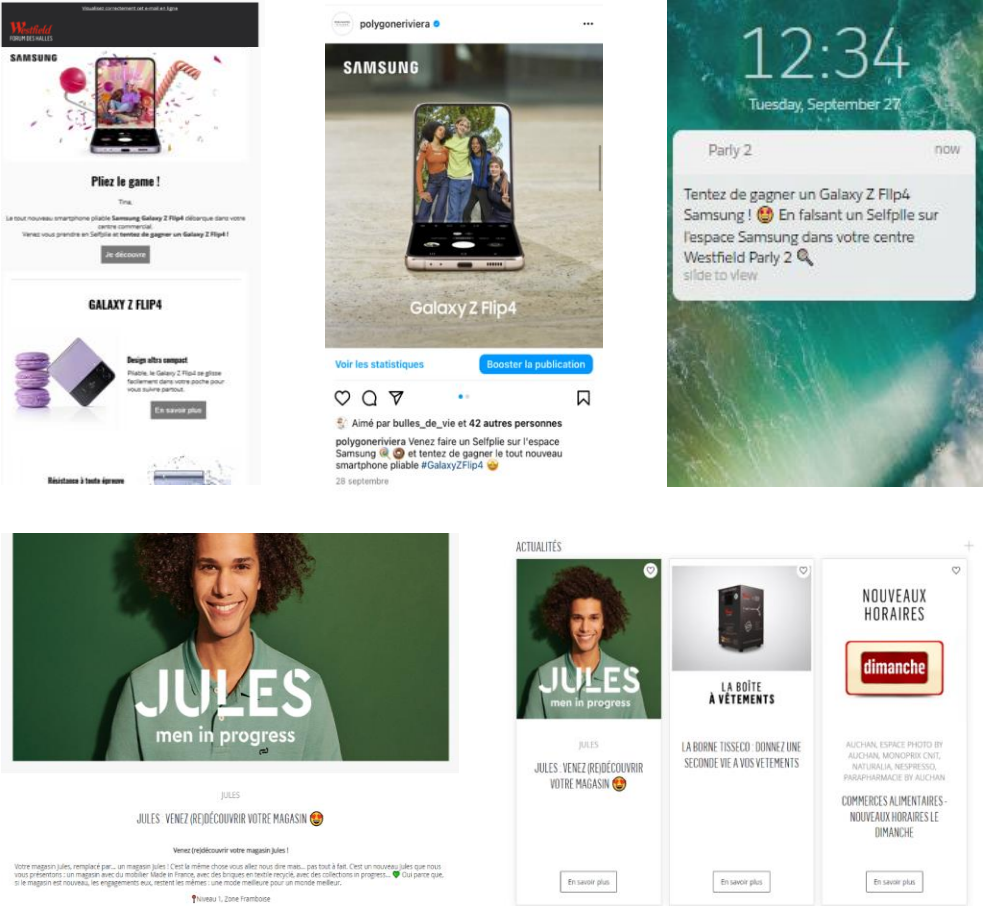
Shopping Center	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Westfield Centers → WCentro (GER) – WHamburg-Überseequartier (GER) WRuhr Park (GER) - WShopping City Süd (AT) - WDonau Zentrum (AT)	1.250 €*	2.000 €
All other assets in Germany	1.000 €**	1.600 €

MEDIA

(D)OOH



ONLINE



CONSIDERATIONS

STAND ACTIVATION & DESIGN

STRUCTURE

- The structure must be modern, simple, attractive and meet the 4-Star Label standard of our Unibail-Rodamco-Westfield shopping centers. Portable pop-up displays are not allowed, and high-quality materials are required.
- Branding and graphic design should be completely integrated into the stand from initial concept. Ambient lighting levels within the mall may vary significantly depend on locations and proximity to skylight areas and should not be relied upon to adequately light your display.
- Each design (plans side and 3D drawings) and material used when designing the stand must be approved by URW

WEIGHT & HEIGHT

- Maximum charge is 500kg/sqm - Particularly important for car roadshows. (It may vary depending on the exhibition space).
- Maximum height is 1,4 meters (4,6 ft) and maximum width for walls, totems and partitions is 2 meters (6,6 ft). The stand must be open enough to leave shops visible.

FLOOR

- The stand and space allocated must be delimited with a technical floor approved by Unibail-Rodamco-Westfield. Carpeting, linoleum and floors too difficult to clean are forbidden.

SIGNS

- Communication tools must be double-sided, steady and integrated to the structure. Flags, banners, kakemonos, stickers, floor markings, helium filled balloons or trestle tables are unacceptable.

LIGHTING AND ELECTRICITY

- Lights and signs must be integrated to the structure. Spotlights located on the floor are forbidden. All power supplies must be hidden in the stand flooring, in the structure or in a wall mounted socket (adhesive tape is prohibited).

STOCK

- Storage facilities are not provided. We advise you to plan storage areas in your stand as storage facilities won't be provided in the shopping center whether it is for personal belongings or products (samples, goodies, materials).

Please refer to the operational pack for each center and the site location documents before agreeing your booking.

TERMS & CONDITIONS

PRICING POLICY

- Seasonal variation of the rental fees
- Possible discount for multiple locations booking
- Possible discount for long lasting bookings

ADDITIONAL INFO ON COSTS

- Fees are only for renting the spaces, they don't comprise production, set-up and break-off.
- Additional costs to be anticipated: control office (mandatory) + eventual security of stand at night.
- Brands are in charge of safety and security.

OPERATIONAL

- The setting-up and de-rigging of stands must be completed at night.
- Timing depends on the center.

All prices are excluding VAT

04 DATA



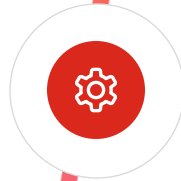
DATA-DRIVEN INSIGHTS

Improve campaign
performance with a data-
based process

Holistic end-to-end approach with every campaign step
based on sophisticated data analysis:



PLANNING



EXECUTION



OPTIMISATION

Target audiences
with greater
precision

Drive-to-store
insight for direct
impact computation

Maximise ROI at
every stage of
the process



UNDERSTANDING POWERED BY REAL-TIME AI-TECH

WHAT IS IT?



GDPR-compliant AI video analysis



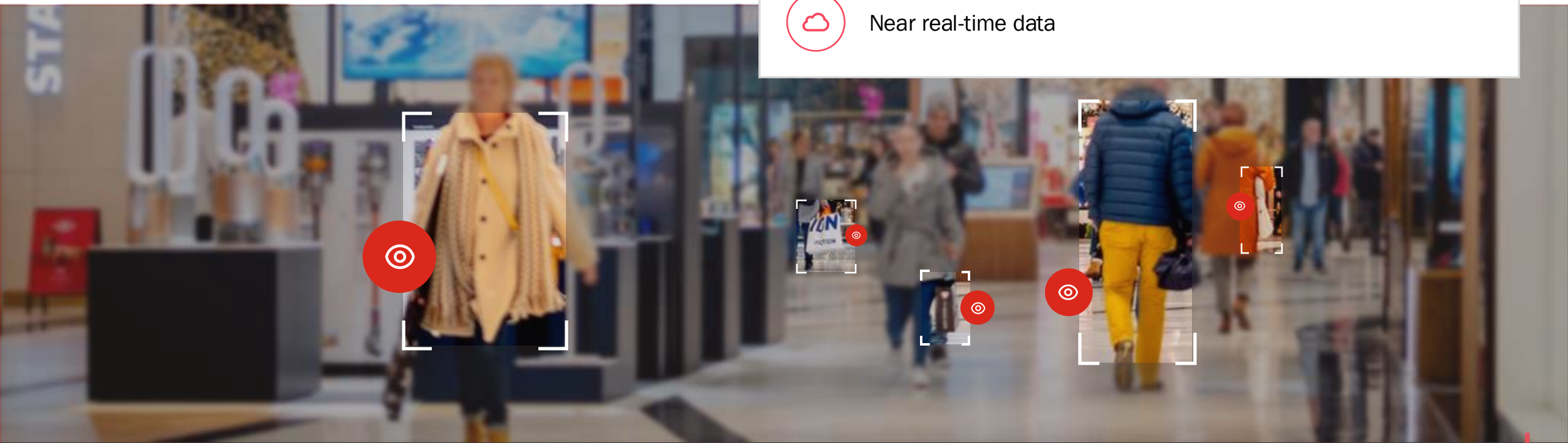
100% of the audience measured



High accuracy and reliability

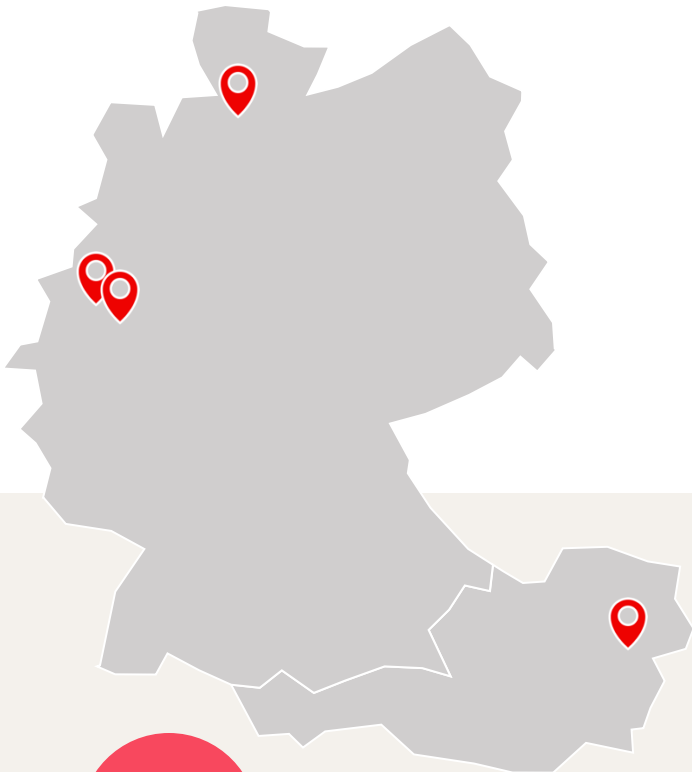


Near real-time data



SHOPPING CENTERS

DATA AVAILABILITY



Coming
2026

North Rhine-Westfalia

- ▶ Westfield Centro

Austria

- ▶ Westfield Donau Zentrum
- ▶ Westfield Shopping City Süd

Hamburg

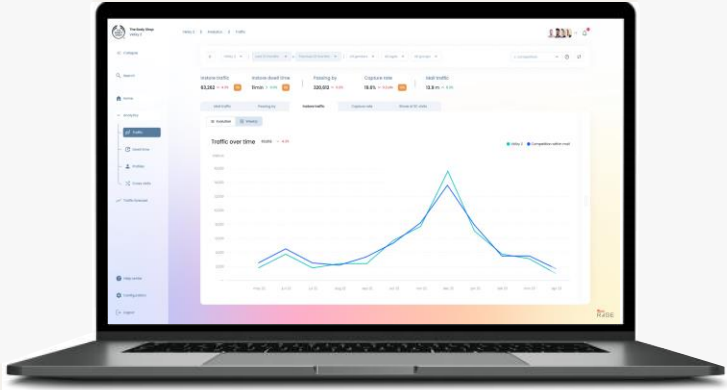
- ▶ Westfield Hamburg-Überseequartier

North Rhine-Westfalia

- ▶ Westfield Ruhr Park



Powered by Data



→ Specific post-campaign reports to analyse your performances after a media activation



GET IN TOUCH

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