

RATECARD 2025

Brand Experience & Media
Austria & Germany

Westfield
RIISE

01

Introduction

Overview

01

[Westfield Centro](#)

02

[Westfield
Hamburg-Überseequartier](#)

03

[Westfield Ruhr Park](#)

04

[Minto](#)

05

[Höfe am Brühl](#)

06

[Paunsdorf Center](#)

07

[Palais Vest](#)

08

[Westfield Donau
Zentrum](#)

09

[Westfield Shopping
City Süd](#)

Our Shopping Centres

In Germany & Austria



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](#)

09
SHOPPING CENTERS

MILLION
ANNUAL VISITS

Westfield Rise x lo:live

Check out our booking platform:

westfieldrise.locationlive.com

The screenshot displays a web interface for searching and booking event spaces. At the top, there are navigation tabs for 'new search' and 'saved searches'. Below this is a search bar with filters for 'Select location*' (set to Germany), 'Select dates (optional)', 'Use of space', 'Space size (optional)', and 'Space type (optional)'. On the left side, there are 'Advanced filters' including 'Space requirements' (Power available, Vehicles permitted, Retail permitted, Alcohol sampling permitted, Alcohol retailing permitted) and 'Budget range' (Price per day from € 366 to € 7,320). Below these are 'Target audience' filters for 'Weekly footfall' (111,538 to +250,000) and 'Avg. spend/visit'. The main content area shows '13 Locations' with a 'Sort by Avg. cost: High to Low' dropdown. A grid of six location cards is visible, each with a photo, name, location, footfall, ABC percentage, duration, and price range. The locations shown are Oberhausen (Westfield Centro), Munich (Pasing Arcaden), Bochum (Ruhr Park), Düsseldorf, Munich, and Berlin.

Location	Footfall	ABC %	Duration	Price Range	Spaces Match
Oberhausen (Westfield Centro)	261,538	18%	178 mins	€3,299 - €8,797/day	7 spaces match
Munich (Pasing Arcaden)	173,076	61%	118 mins	€2,749 - €5,498/day	3 spaces match
Bochum (Ruhr Park)	194,230	60%	150 mins	€4,199/day	1 space match
Düsseldorf					
Munich					
Berlin					

02

Centres &
Rates

02.1

Germany

Westfield Centro

Oberhausen, Germany



CENTRE PROFILE



13.6 MN

Visitors per annum



178 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



205
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



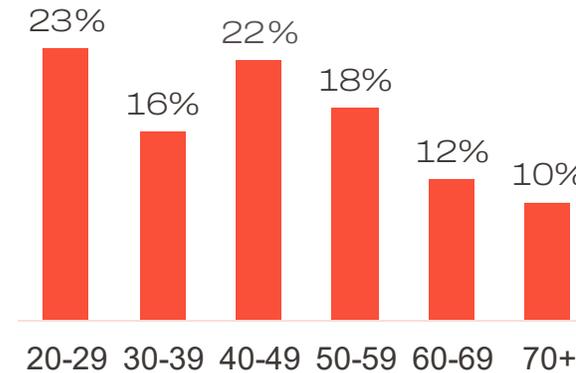
51% Female
49% Male⁽²⁾

65%
Residents⁽²⁾

1%
Workers⁽²⁾

6%
Tourists⁽²⁾

Age Group⁽²⁾ (Years)



45%
Affluent profiles⁽³⁾

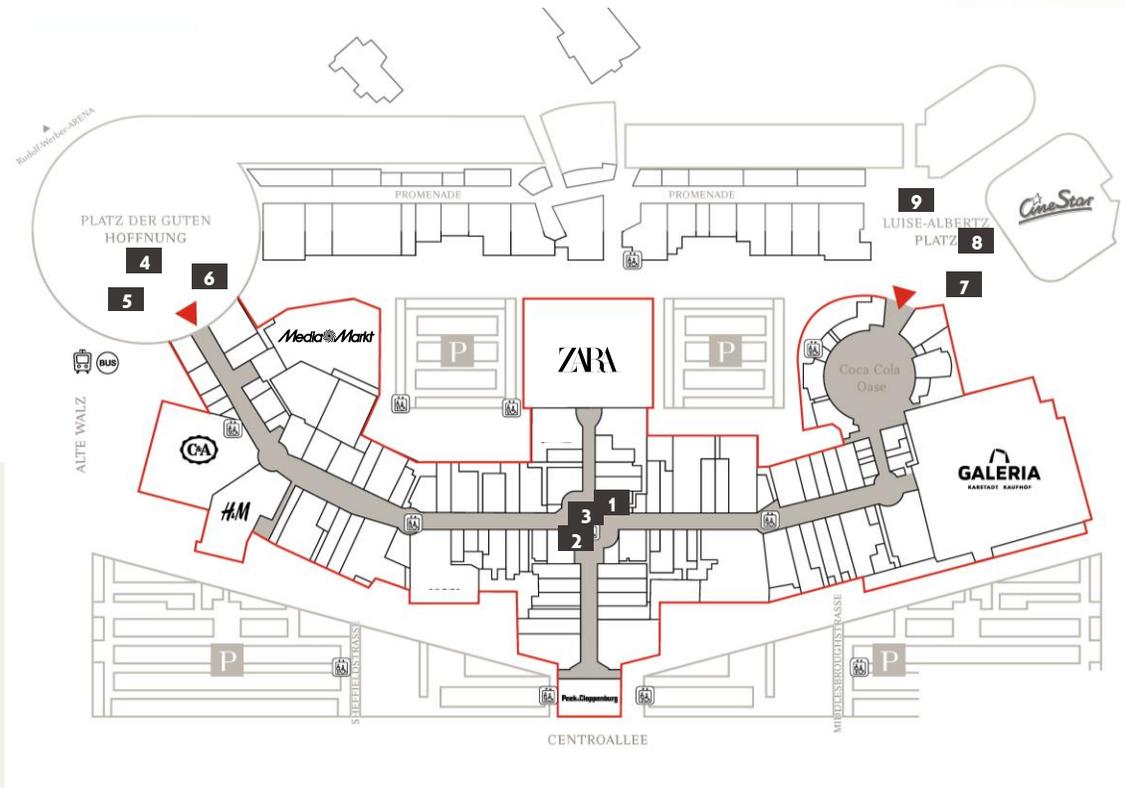
€87 k
Purchasing Power⁽⁴⁾

- 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
1 MITTELDOM A	6m x 12m	4.384 €	10.227 €	19.610 €*
2 MITTELDOM B	5m x 6m	3.812 €	8.894 €	17.705 €*
3 MITTELDOM TOTAL	Up to 200 m ²	7.560 €	17.640 €	30.200 €*
4 PLATZ DER GUTEN HOFFNUNG A	120 m ²	3.594 €	8.386 €	11.979 €
5 PLATZ DER GUTEN HOFFNUNG B	500 m ²	5.198 €	12.128 €	17.325 €
6 PLATZ DER GUTEN HOFFNUNG TOTAL	Up to 5.000 m ²	8.316 €	19.404 €	27.720 €
7 LUISE-ALBERTZ-PLATZ A	Up to 120 m ²	4.782 €	11.158 €	15.939 €
8 LUISE-ALBERTZ-PLATZ B	Up to 500 m ²	6.930 €	16.170 €	23.100 €
9 LUISE-ALBERTZ-PLATZ TOTAL	Up to 3.500 m ²	11.088 €	25.872 €	36.960 €

* Incl. post campaign Data report

Mitteldom A



*Surcharge of 30% in Q4

MITTELDOM A	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
<p>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.</p>	6m x 12m	4.384 €	10.227 €	19.610 €*

* Incl. post campaign Data report

Terms and conditions apply, please see [Considerations](#) for further details.

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 €*

* Incl. post campaign Data report

Terms and conditions apply, please see [Considerations](#) for further details.

Mitteldom (total area)



*Surcharge of 30% in Q4

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 m ²	7.560 €	17.640 €	30.200 €*

* Incl. post campaign Data report

Terms and conditions apply, please see [Considerations](#) for further details.

Platz der Guten Hoffnung A



*Surcharge
of 30% in
Q4

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 m ²	3.594 €	8.386 €	11.979 €

Terms and conditions apply, please see [Considerations](#) for further details.

Platz der Guten Hoffnung B



*Surcharge of 30% in Q4

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 m ²	5.198 €	12.128 €	17.325 €

Terms and conditions apply, please see [Considerations](#) for further details.

Platz der Guten Hoffnung (total area)



*Surcharge of 30% in Q4

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 €

Terms and conditions apply, please see Considerations for further details.

Luise-Albertz-Platz A



*Surcharge of 30% in Q4

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 m ²	4.782 €	11.158 €	15.939 €

Terms and conditions apply, please see [Considerations](#) for further details.

Luise-Albertz-Platz B



*Surcharge of 30% in Q4

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 m ²	6.930 €	16.170 €	23.100 €

Terms and conditions apply, please see [Considerations](#) for further details.

Luise-Albertz-Platz (total area)



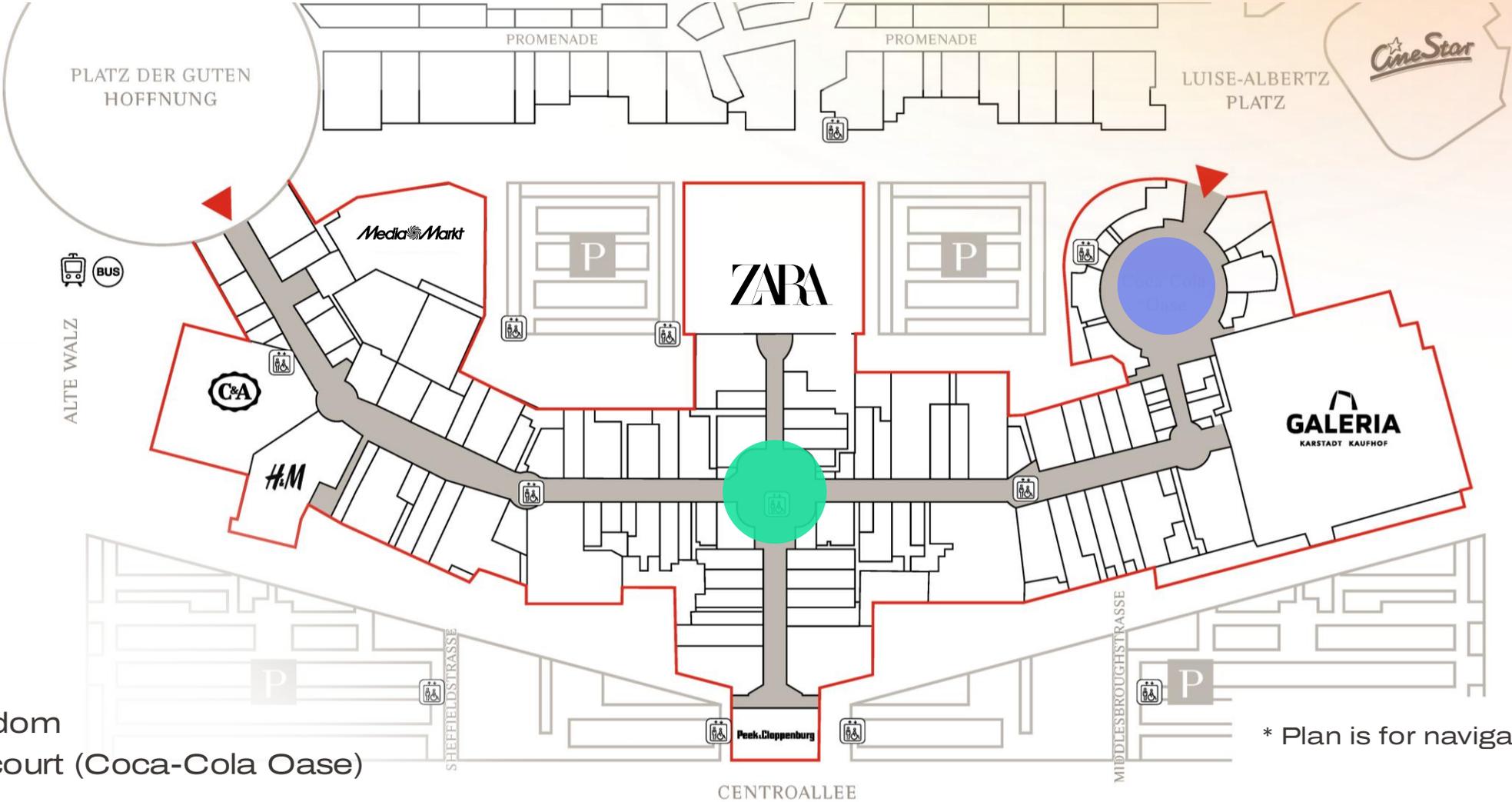
*Surcharge of 30% in Q4

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 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media

Overview Westfield Centro

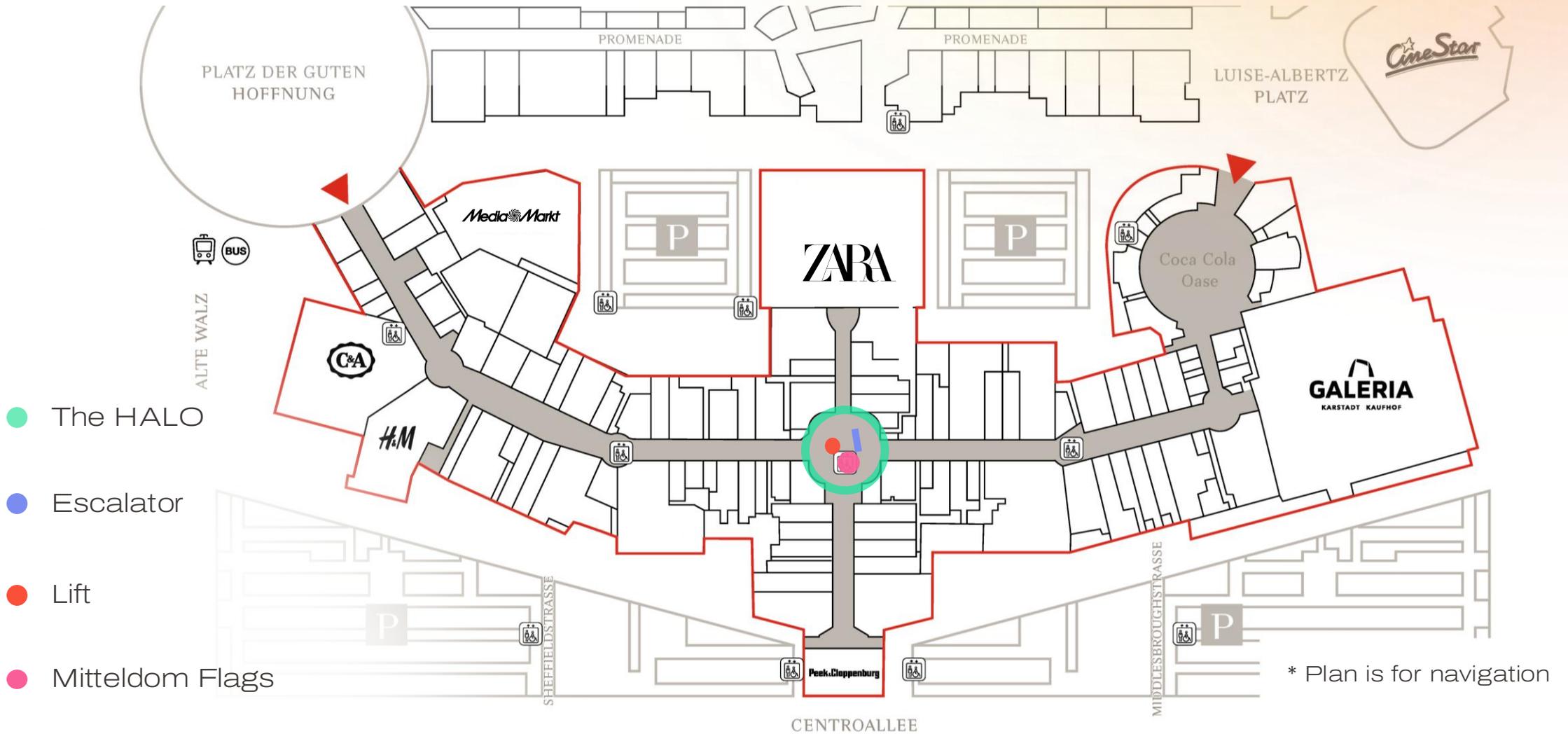


- Mitteldom
- Foodcourt (Coca-Cola Oase)

* Plan is for navigation

Mitteldom

Mitteldom



The HALO



*Surcharge
of 30% in
Q4

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	PRODUCTION + DE-/INSTALLATION
<p>A group of 3 flags in the middle of Mitteldom is a real attention magnet. A perfect complement to The HALO.</p>	<p>3 flags, 10 x 3m each</p>	<p>13.200€</p>	<p>22.044€</p>	

Escalator Branding Mitteldom



*Surcharge of 30% in Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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	PRODUCTION + DE-/INSTALLATION
Stickers on the lift shaft (outside) + cabin branding inside	17 m2 + 23 m2	6.000€	10.020€	

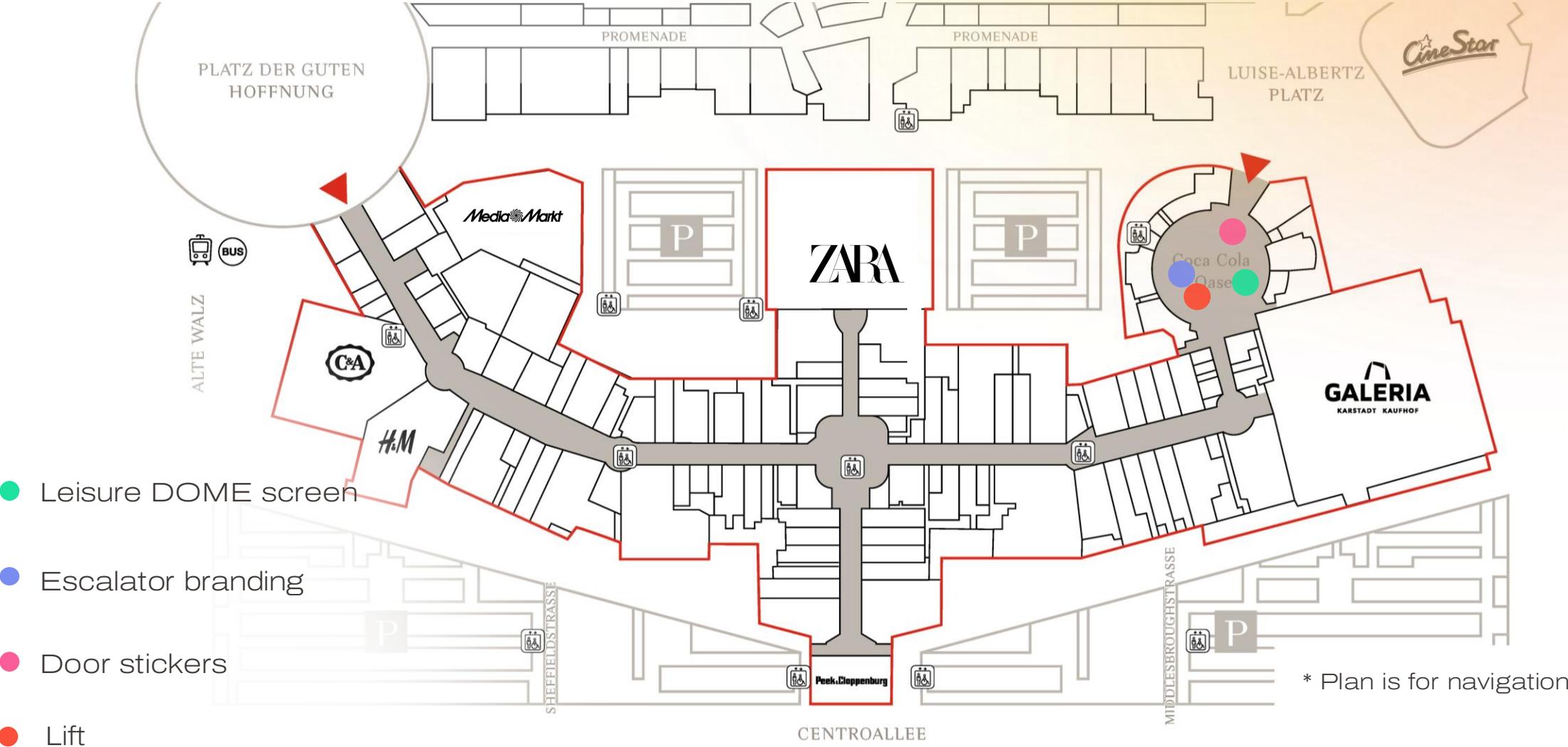
Pillar Branding Mitteldom



PILLAR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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 Oases



Leisure DOME



*Surcharge
of 30% in
Q4

LEISURE DOME SCREEN

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.

DETAILS

25 m²,
Sales Partner Ocean Outdoor
hello@oceanoutdoor.de

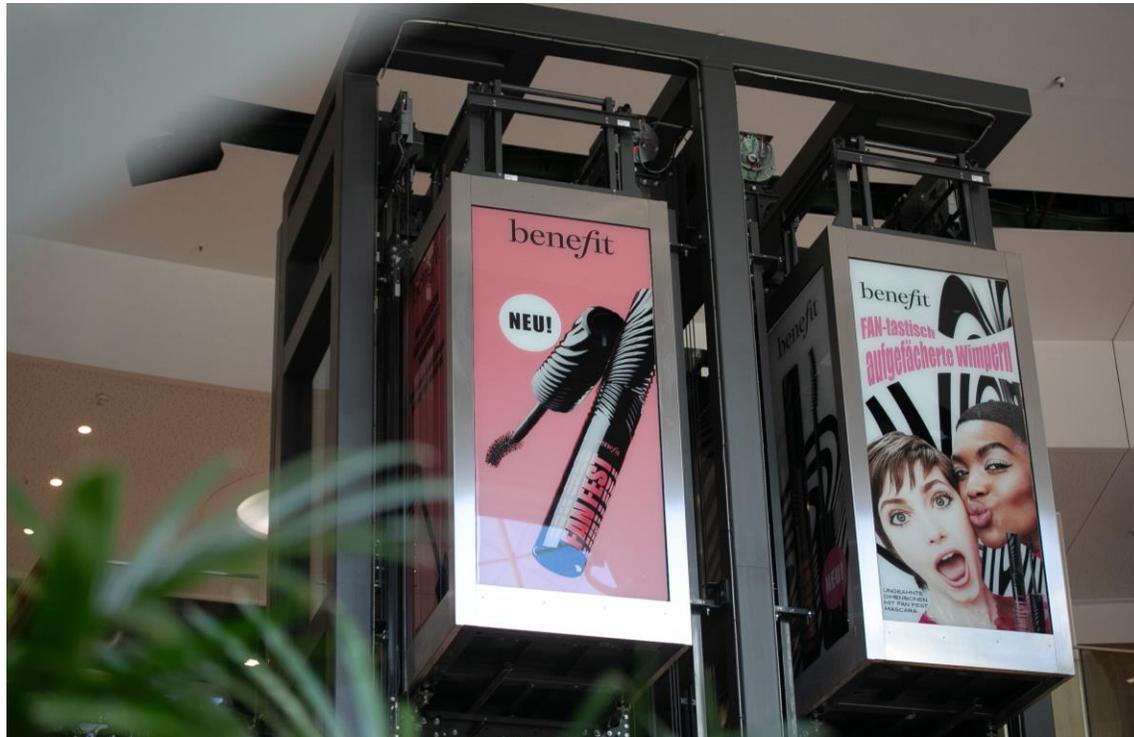
Escalator Branding Coca Cola Ose



*Surcharge of 30% in Q4

ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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</p>	<p>9.000 x 600 mm</p>	<p>7.000€</p>	<p>11.690€</p>	

Lift Branding Coca Cola Oase



*Surcharge of 30% in Q4

LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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</p>	<p>27 m²</p>	<p>6.000€</p>	<p>10.020€</p>	

Mall



Pillar & Escalator Branding



*Surcharge of 30% in Q4

PILLAR & ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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.</p>	<p>Escalator: 2x 14.600 x 10.300 mm Columns: 5.000 x 1.570 mm</p>	<p>N/A</p>	<p>7.000€</p>	

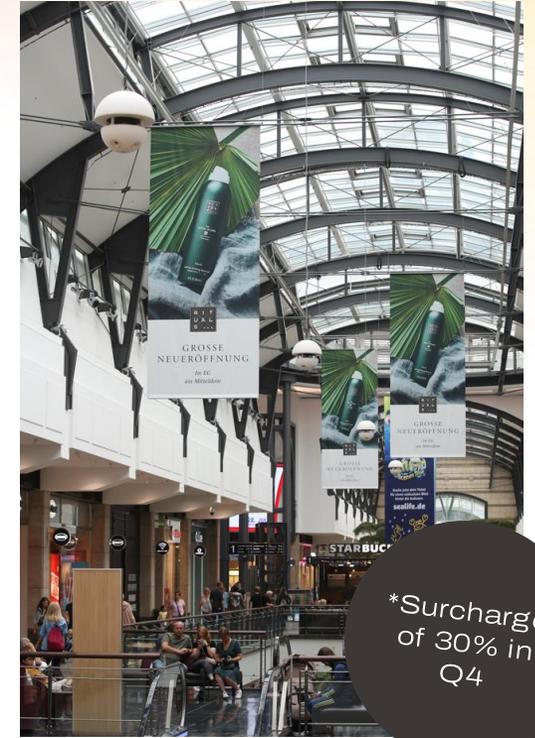
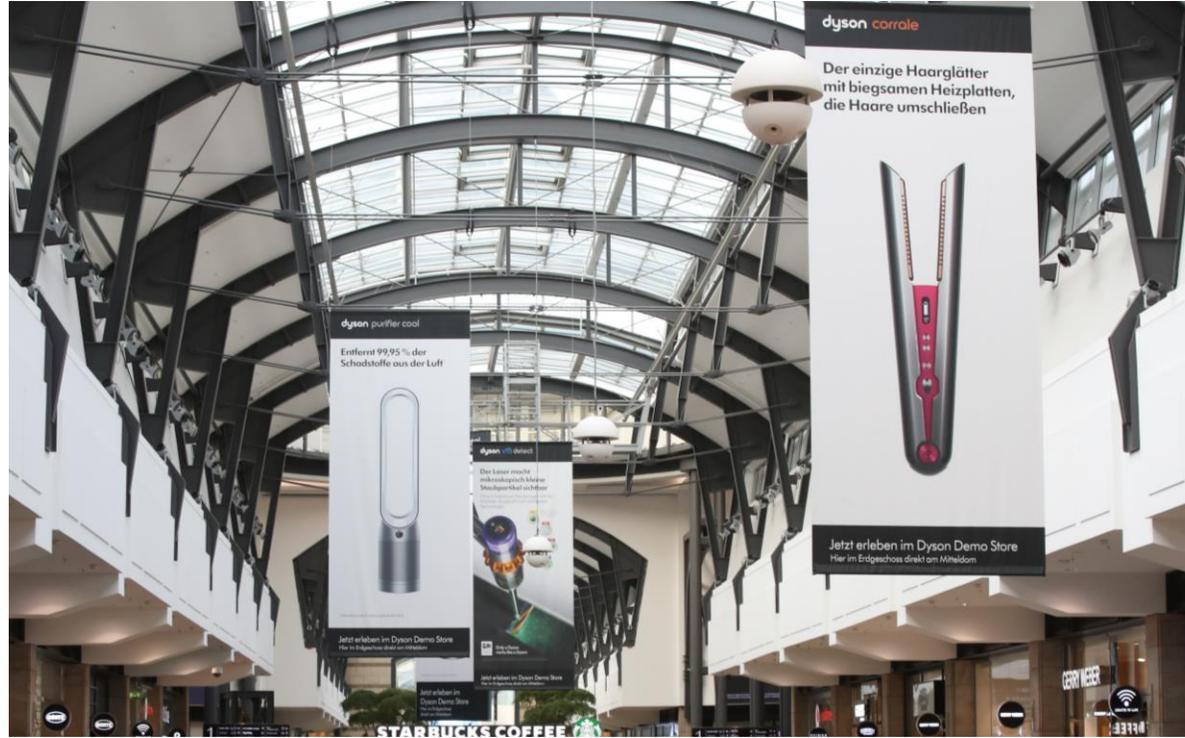
Escalator Branding



*Surcharge of 30% in Q4

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

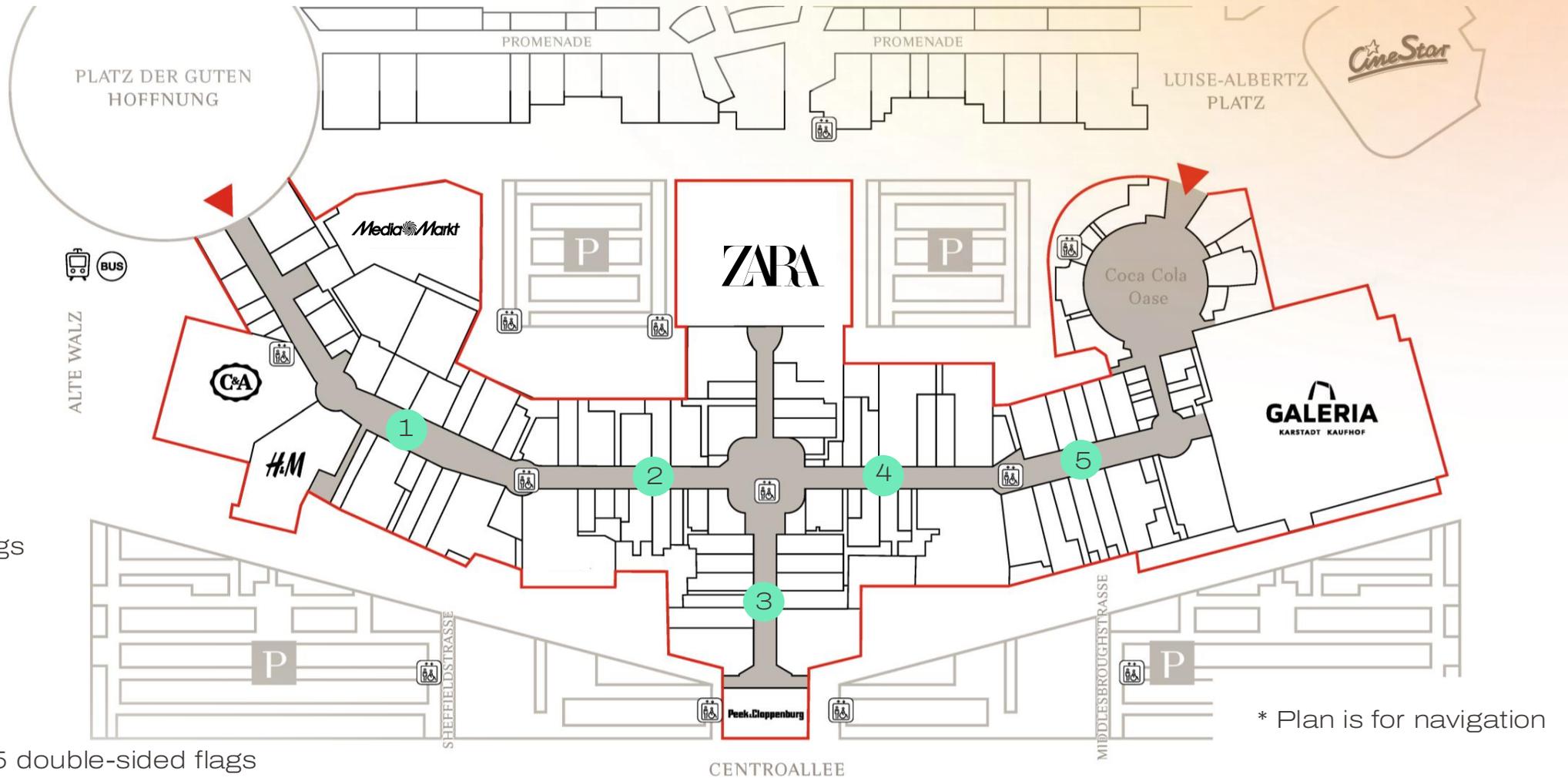
Mall Flags



*Surcharge of 30% in Q4

MALL FLAGS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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

* Plan is for navigation

Plant Pots



PLANT POTS BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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



*Surcharge of 30% in Q4

<i>POSTER – PUBLIC TRANSPORT ENTRANCE</i>	<i>DETAILS</i>	<i>2 WEEKS</i>	<i>1 MONTH</i>	<i>PRODUCTION + DE-/INSTALLATION</i>
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	PRODUCTION + DE-/INSTALLATION
<p>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)</p>	28 m ²	N/A	12.000€	

Entrance Branding (Overhead) - interior



*Surcharge of 30% in Q4

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

Entrance Branding (Overhead) - small



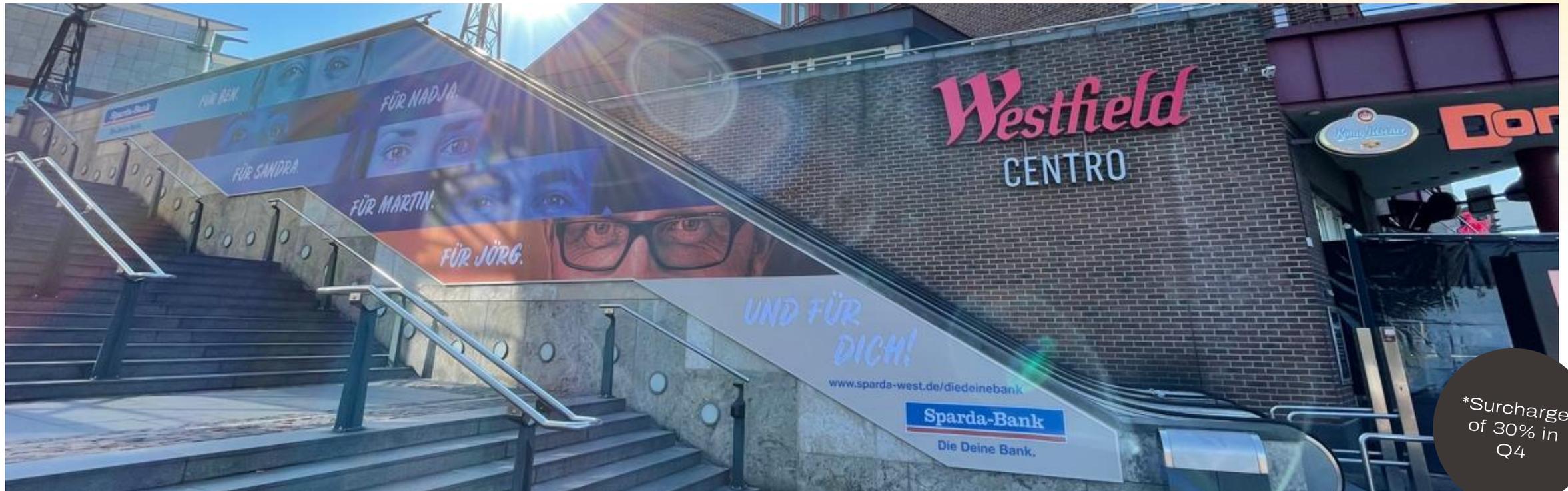
ENTRANCE BRANDING (OVERHEAD) - SMALL	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>Medium sized stickers on the entrances from the car park areas are sold in groups of 2 and can be combined with standard door stickers (30 cm diameter)</p>	<p>Exterior and interior door</p>	<p>N/A</p>	<p>4.500€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

Door Stickers



DOOR STICKERS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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	PRODUCTION + DE-/INSTALLATION
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 Flags



*Surcharge of 30% in Q4

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

Poster - Car Park 6 Entrance

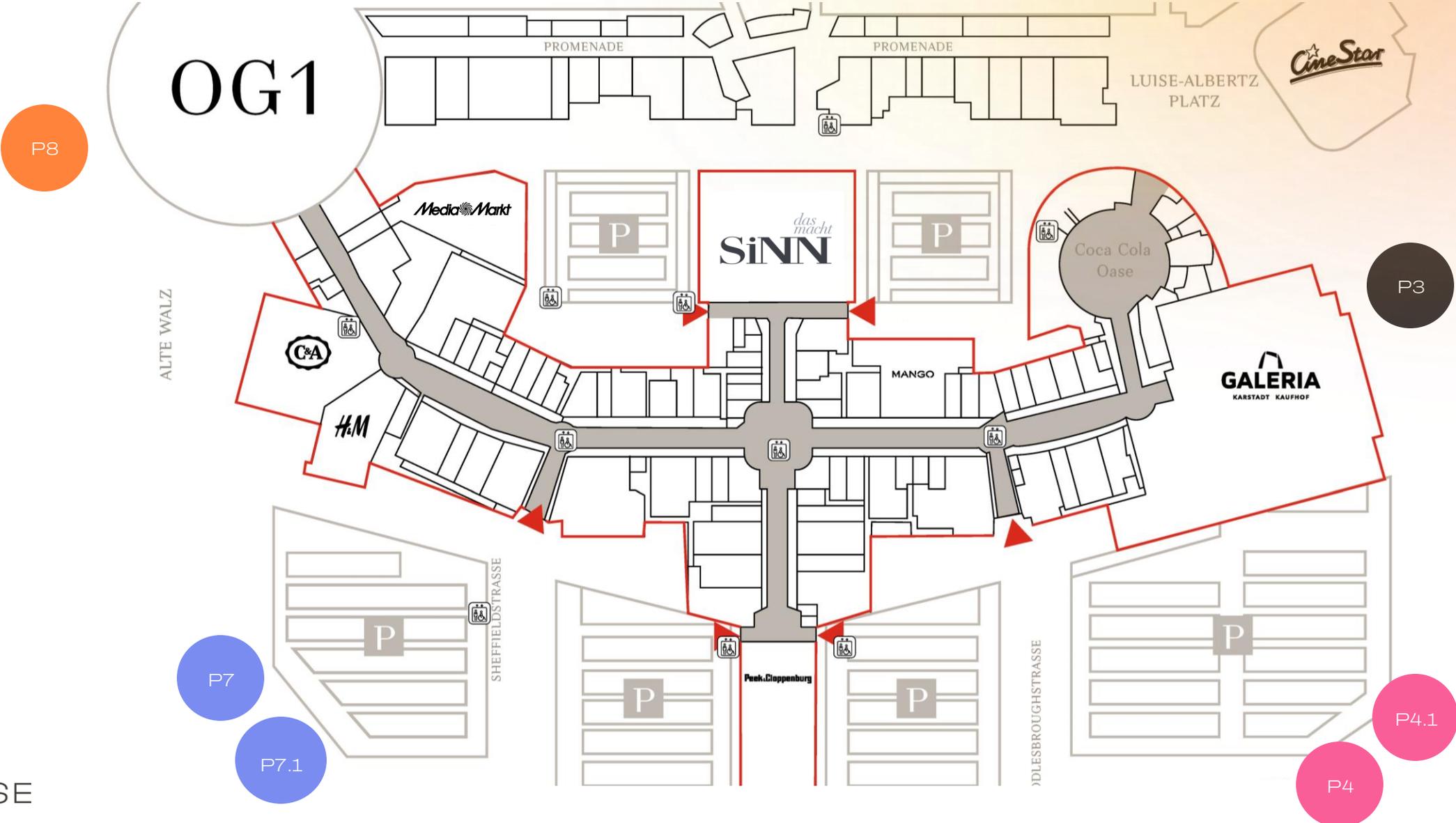


*Surcharge of 30% in Q4

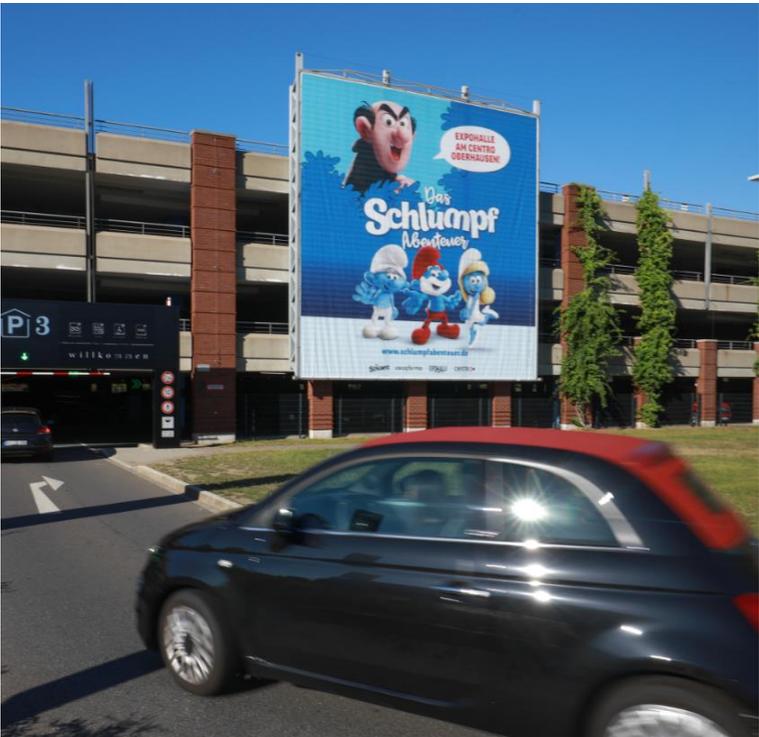
POSTER – CAR PARK 6 ENTRANCE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
Big frames with posters are placed at the entrances to the mall from the car park area.	5000x2800 mm	N/A	3500€/1 poster 6000€/ 2 posters	

Car Park Giant Posters

Car Park Giant posters



Car Park Giant posters



*Surcharge of 30% in Q4

CAR PARK GIANT POSTER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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

SIZE

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.

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

The Double



THE DOUBLE

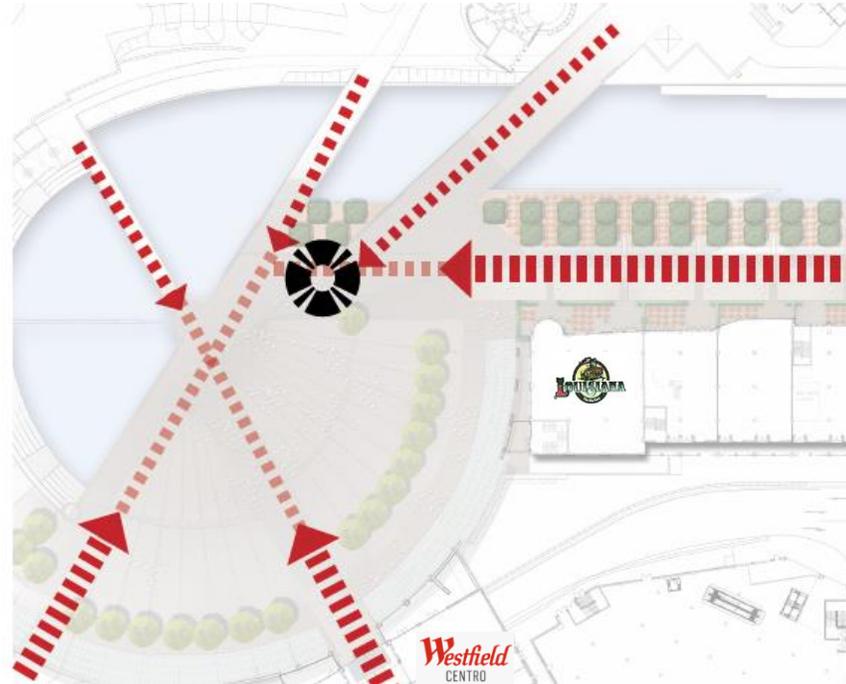
With our innovative double-sided Super totem, your Brand can command attention like never before! Strategically positioned to maximize visibility, The Double allows you to connect with a wide range of potential customers, making sure your advertising reaches them at the right moment.

SIZE

2x14 m², 10 sec. spot

Sales Partner Ocean Outdoor
hello@oceanoutdoor.de

The Green Double



THE GREEN DOUBLE

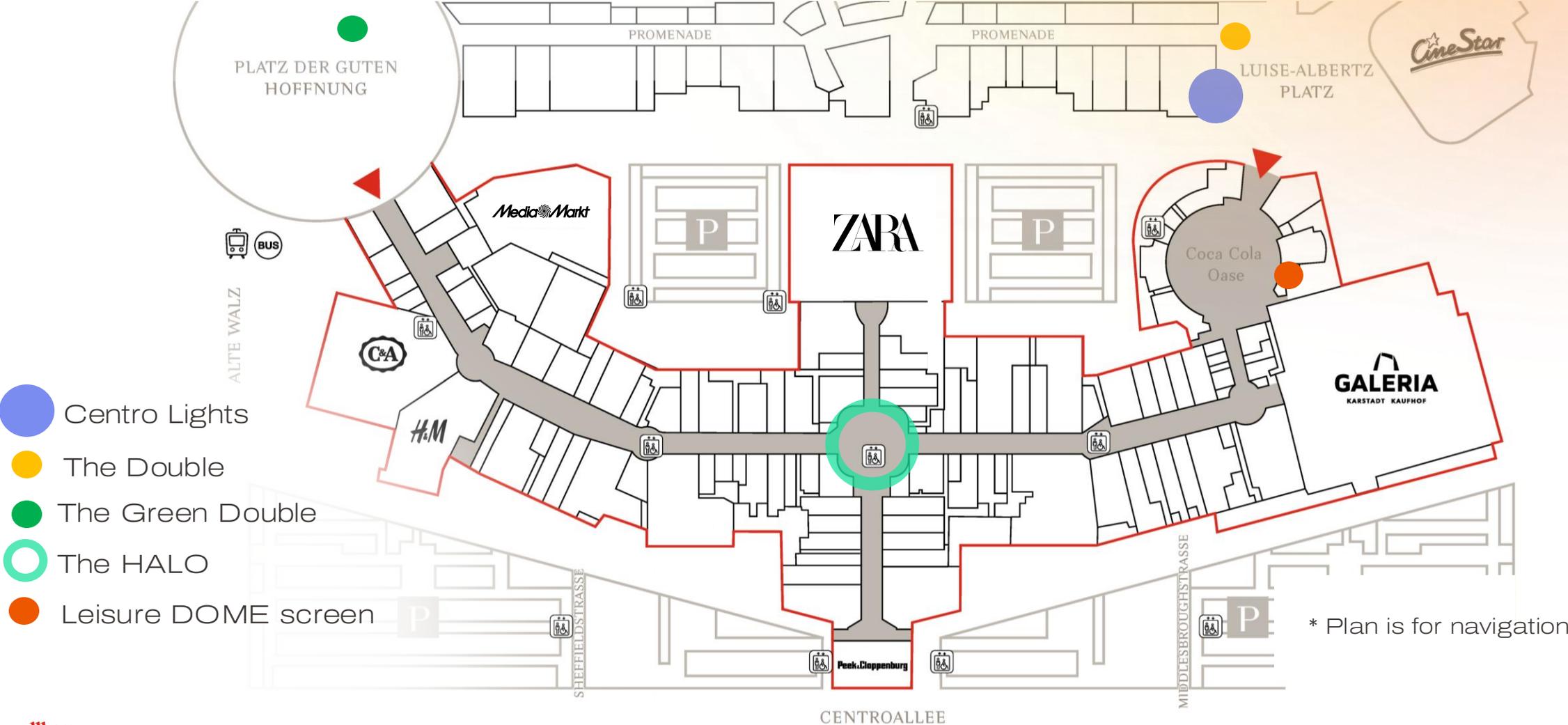
Positioned at the prominent end of the Promenade, The Green Double super combines two high-impact digital screens with a lush green wall, creating an unbeatable advertising opportunity. Visible from all angles, this unique structure ensures your message stands out to visitors and diners. Perfect for combining digital campaigns with experiential activity

SIZE

2x14 m², 10 sec. spot

Sales Partner Ocean Outdoor
hello@oceanoutdoor.de

Large format screens



Digital totems

Digital Totems



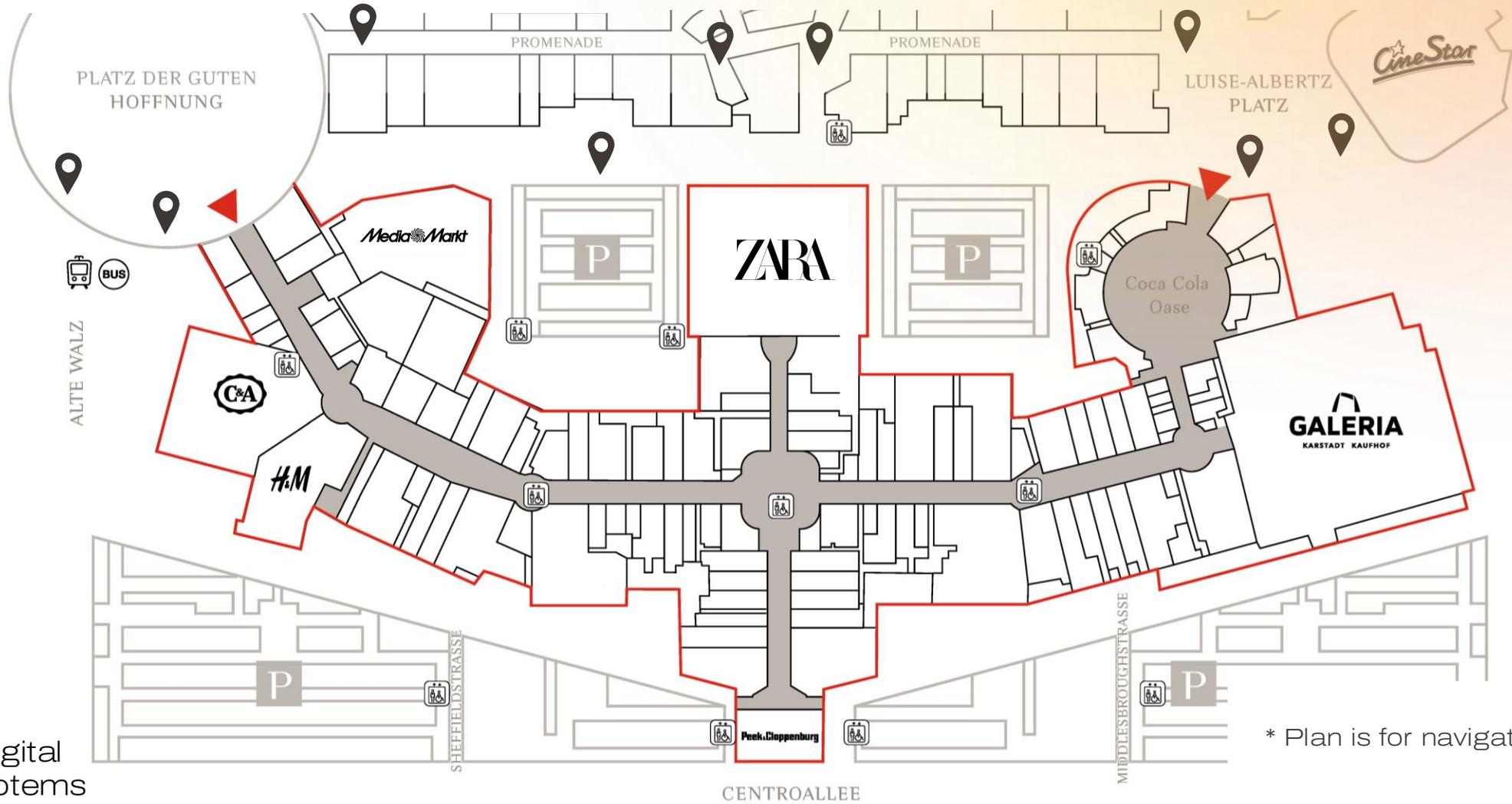
DIGITAL TOTEMS

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

SIZE

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

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

Westfield Hamburg-Überseequartier

Hamburg, Germany

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.



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



~ 170
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



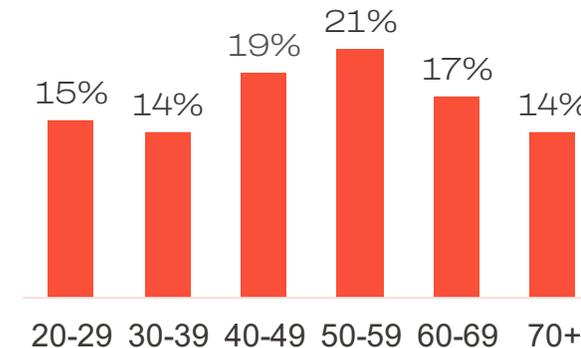
xx% Female
xx% Male⁽²⁾

61%
Residents⁽²⁾

11%
Workers⁽²⁾

28%
Tourists⁽²⁾

Age Group⁽²⁾ (Years)



xx%
Affluent profiles⁽³⁾

€xx k
Purchasing Power⁽⁴⁾

Experiential Spaces

Overview

Ground Floor



-  Entrance from Parking
-  Escalator
-  Elevator

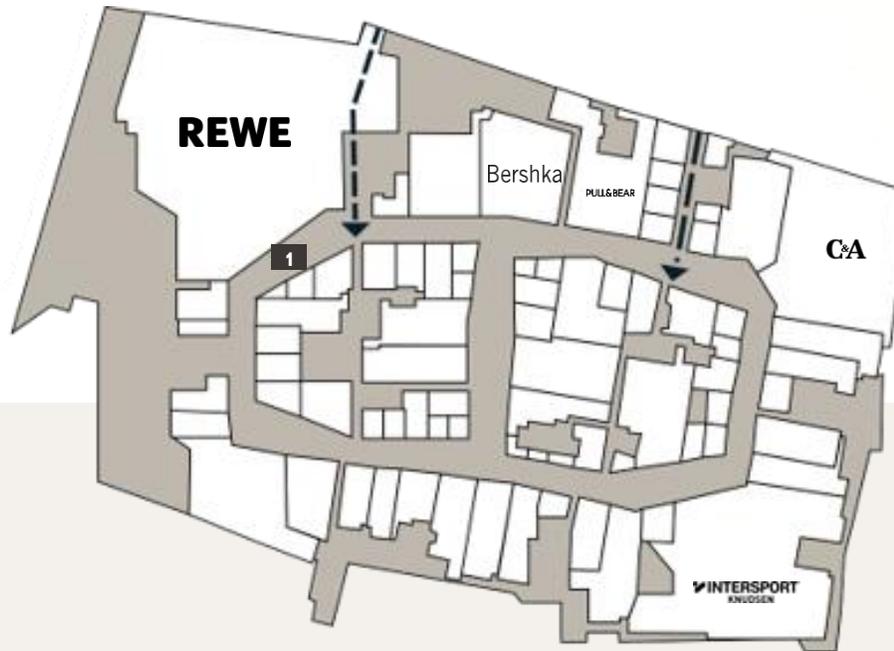
- 1** BALTIMORE-STRASSE NORD
- 2** BALTIMORE-STRASSE SÜD
- 3** ÜBERSEE-BOULEVARD
- 4** ÜBERSEE-PLATZ (gesamt)
- 4A** ÜBERSEE-PLATZ (Bereich A)
- 4B** ÜBERSEE-PLATZ (Bereich B)
- 5** SAMPLING ALSTER

	SURFACE	1 DAY	3 DAYS	1 WEEK
1	11m x 5m	4.568 €	10.657 €	15.225 €
2	13m x 21m	6.825 €	15.925 €	22.750 €
3	10m x 17m	4.725 €	11.025 €	15.750 €
4	39m x 8m	9.975 €	23.275 €	33.250 €
4A	18m x 8m	5.250 €	12.250 €	17.500 €
4B	18m x 8m	5.250 €	12.250 €	17.500 €
5	Up to 16 m ²	1.950€	4.550€	6.500 €

Experiential Spaces

Overview

Lower Ground Floor



1 SAMPLING ELBE

<i>SURFACE</i>	<i>1 DAY</i>	<i>3 DAYS</i>	<i>1 WEEK</i>
Up to 17 m ²	1.950€	4.550€	6.500 €

 Entrance from Parking

 Escalator

 Elevator

Baltimorestraße Nord

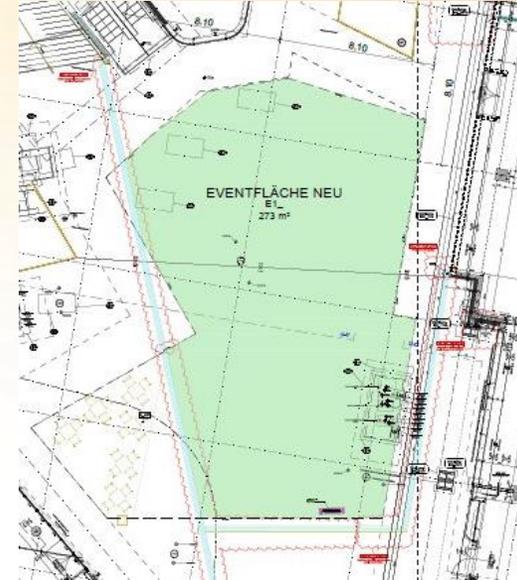


*Surcharge of 30% in Q4

BALTIMORESTRASSE 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 €

Terms and conditions apply, please see Considerations for further details.

Baltimorestraße Süd

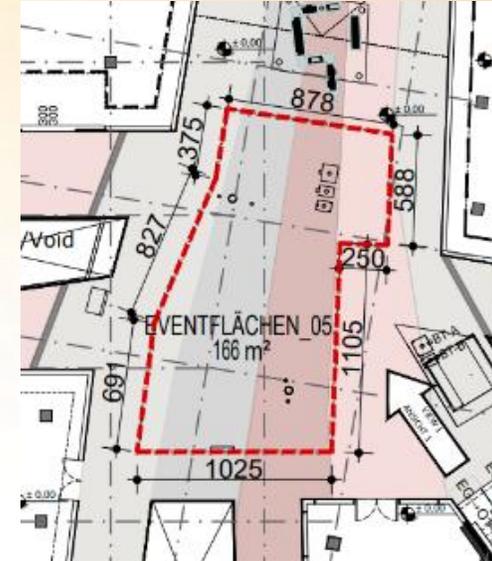


*Surcharge
of 30% in
Q4

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 €

Terms and conditions apply, please see [Considerations](#) for further details.

Überseeboulevard

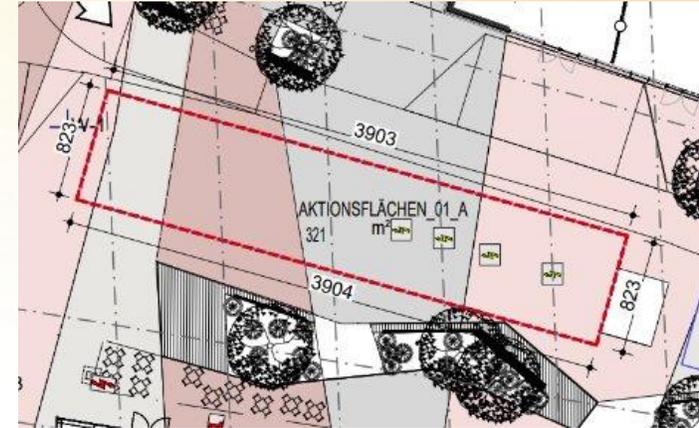


*Surcharge
of 30% in
Q4

ÜBERSEBOULEVARD	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 €

Terms and conditions apply, please see [Considerations](#) for further details.

Überseeplatz



*Surcharge
of 30% in
Q4

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 €

Terms and conditions apply, please see [Considerations](#) for further details.

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 16m ²	1.950 €	4.550 €	6.500 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media

The ENTRANCE



*Surcharge
of 30% in
Q4

LARGE LED SCREEN „THE ENTRANCE“

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.

DETAILS

Sales Partner
Ocean Outdoor
(hello@oceanoutdoor.de)

The GATEWAY



*Surcharge
of 30% in
Q4

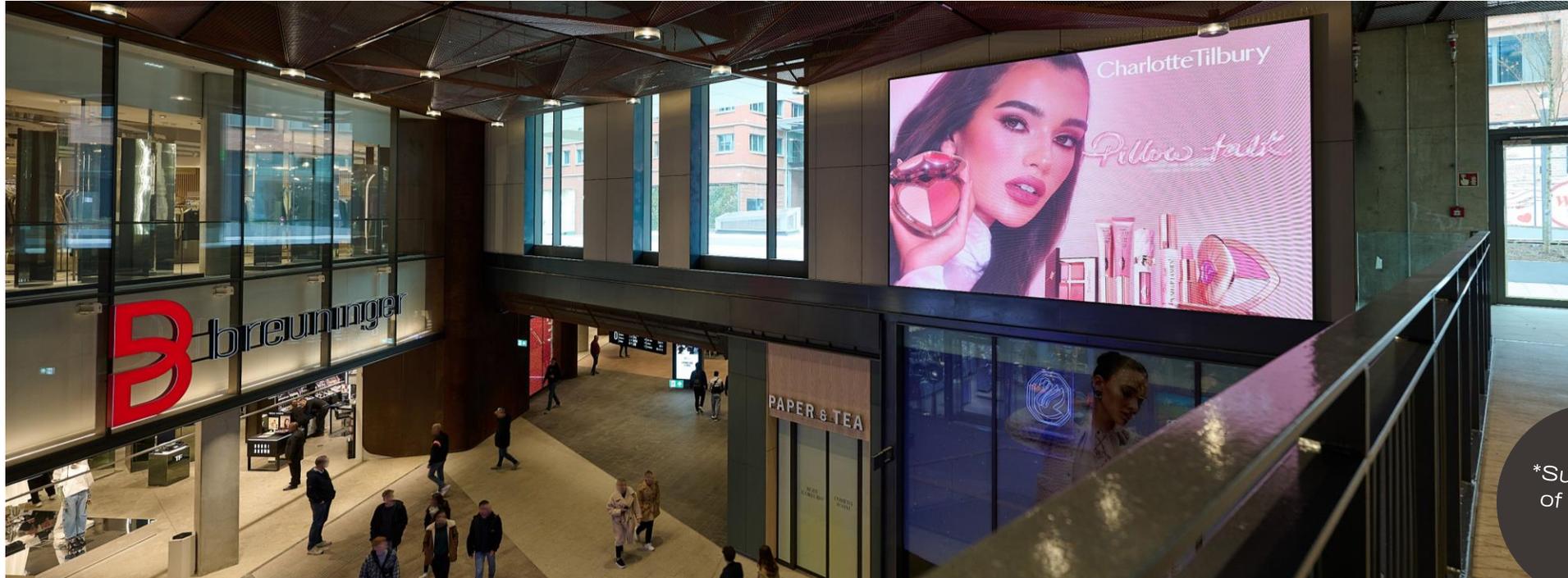
LARGE LED SCREEN „THE GATEWAY“

This 25m² screen is located right at the entrance leading from the metro (U3) to the mall on the lower ground floor.

DETAILS

Sales Partner
Ocean Outdoor
(hello@oceanoutdoor.de)

The BRIDGE



LED SCREEN „THE BRIDGE“

This 20m² landscape screen is located in the “Premium Loop” of the mall, right next to the anchor “Breuninger” department store.

DETAILS

Sales Partner
Ocean Outdoor
(hello@oceanoutdoor.de)

The ANCHOR



*Surcharge
of 30% in
Q4

PORTRAIT LED SCREEN „THE ANCHOR“

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

DETAILS

Sales Partner
Ocean Outdoor
(hello@oceanoutdoor.de)

The BEACON



*Surcharge
of 30% in
Q4

SUPER TOTEM „THE BEACON“

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

DETAILS

Sales Partner
Ocean Outdoor
(hello@oceanoutdoor.de)

Digital Totems



*Surcharge
of 30% in
Q4

DIGITAL TOTEMS

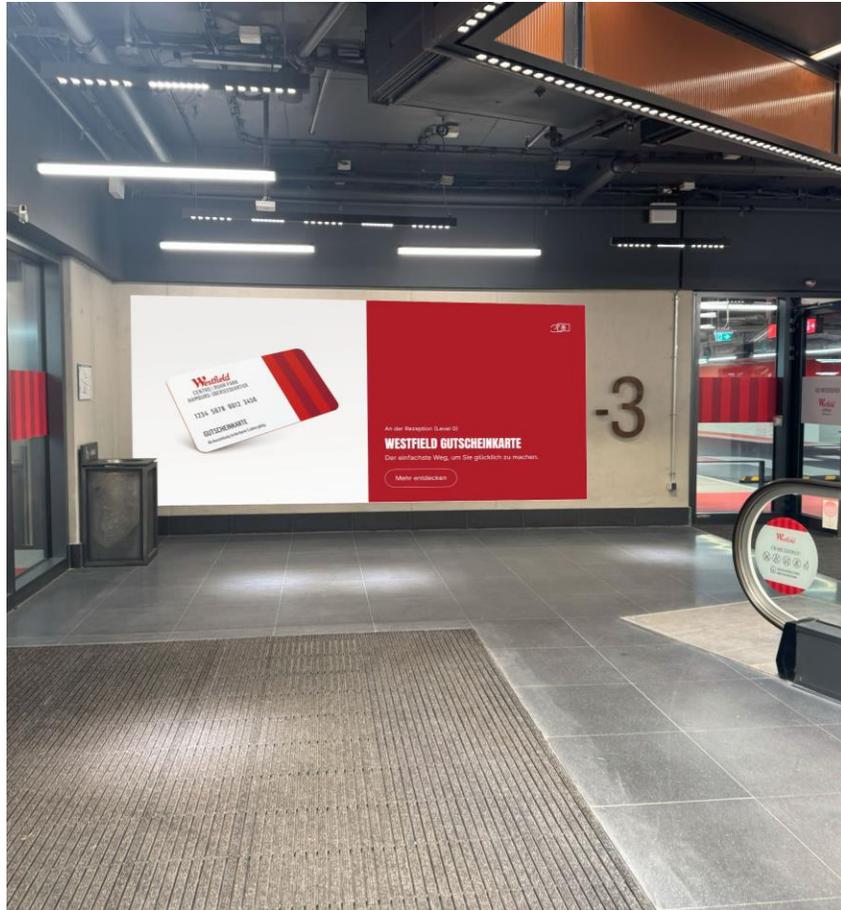
32 double-sided digital totems meet the requirements of discerning advertisers. Digital totems in portrait format and high-resolution quality - common formats.

DETAILS

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

Sales Partner Eisbach
(operations@eisbach.media)

Lightboxes



Westfield
HAMBURG
ÜBERSEEQUARTIER

Eight illuminated boxes in various sizes deliver maximum brand impact.

Premium lightboxes in striking formats ensure high visibility and vibrant color reproduction. Positioned strategically along the customer journey, these assets capture attention where it matters most.

Lightbox (4M X 2M)

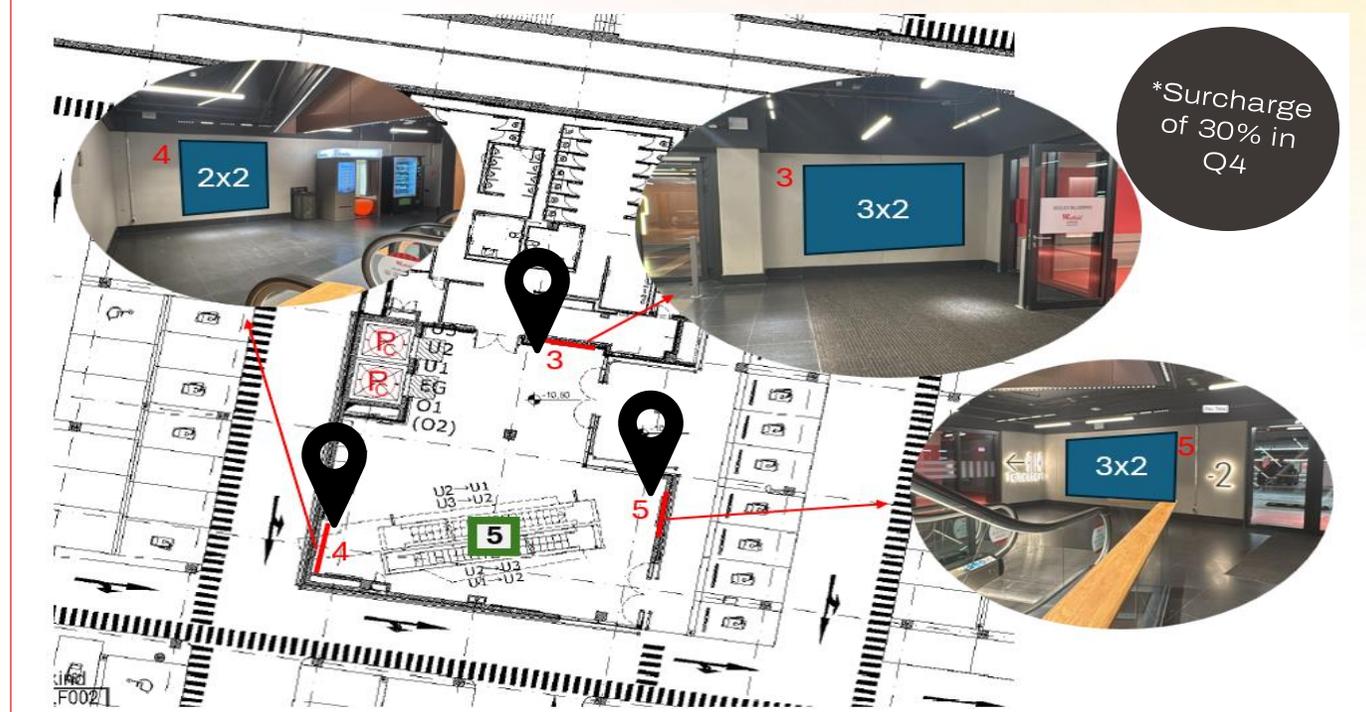


*Surcharge of 30% in Q4

LIGHTBOX (4M X 2M)	DETAILS	6 MONTHS	12 MONTHS	PRODUCTION + DE-/INSTALLATION
<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>	

*Price indicated is the monthly rate
 Terms and conditions apply, please see Considerations for further details.

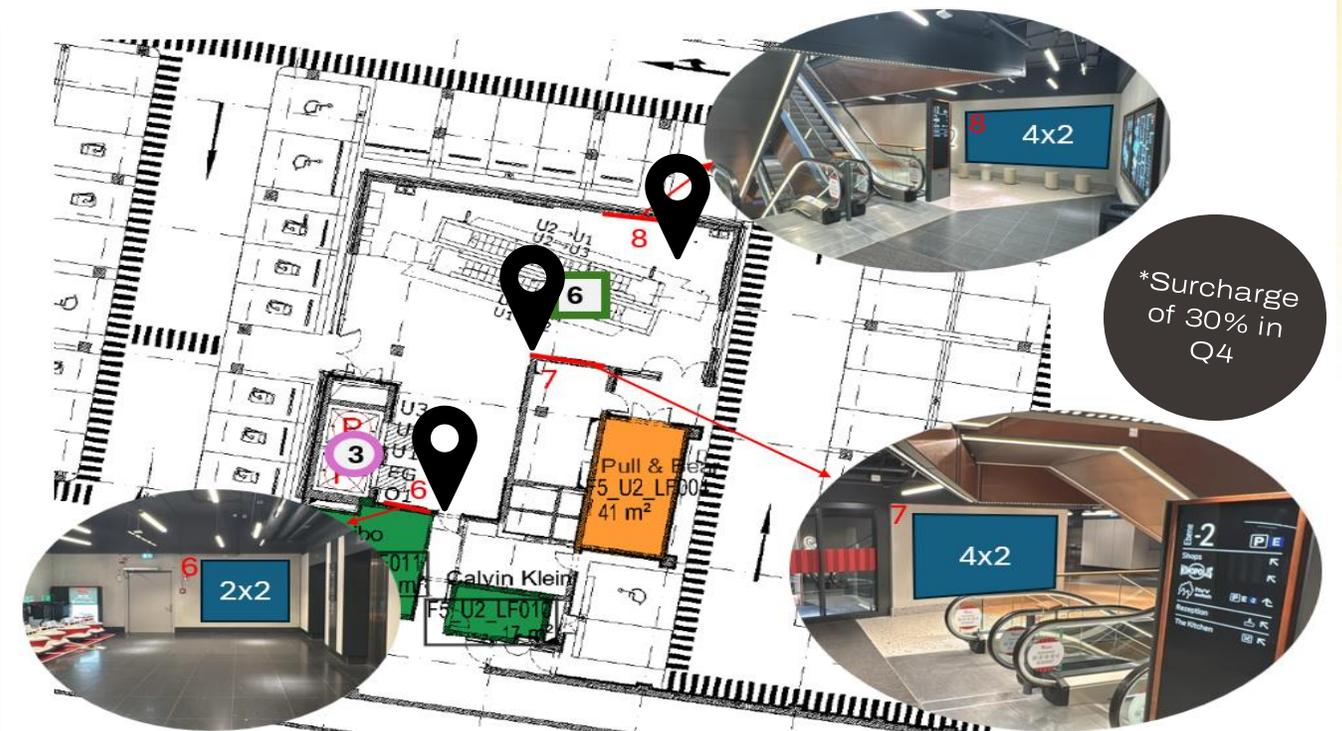
Lightbox (3M X 2M)



LIGHTBOX (3M X 2M)	DETAILS	6 MONTHS	12 MONTHS	PRODUCTION + DE-/INSTALLATION
<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>	

*Price indicated is the monthly rate
 Terms and conditions apply, please see [Considerations](#) for further details.

Lightbox (2M X 2M)



LIGHTBOX (2M X 2M)	DETAILS	6 MONTHS	12 MONTHS	PRODUCTION + DE-/INSTALLATION
<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>	

*Price indicated is the monthly rate
 Terms and conditions apply, please see Considerations for further details.

„The Kitchen“ Domination



*Surcharge of 30% in Q4

„THE KITCHEN“ DOMINATION	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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.</p>	TBD	N/A	32.000€	

Elevator Branding



*Surcharge of 30% in Q4

ELEVATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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€	

Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

Westfield Ruhr Park

Bochum, Germany



CENTRE PROFILE



10.1 MN

Visitors per annum



150 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



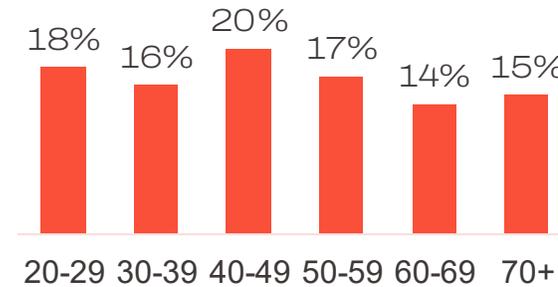
52% Female
48% Male⁽²⁾

70%
Residents⁽²⁾

1%
Workers⁽²⁾

5%
Tourists⁽²⁾

Age Group⁽²⁾ (Years)



48%
Affluent profiles⁽³⁾

€93 k
Purchasing Power⁽⁴⁾



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

154
Stores

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

118.584 sqm
GLA

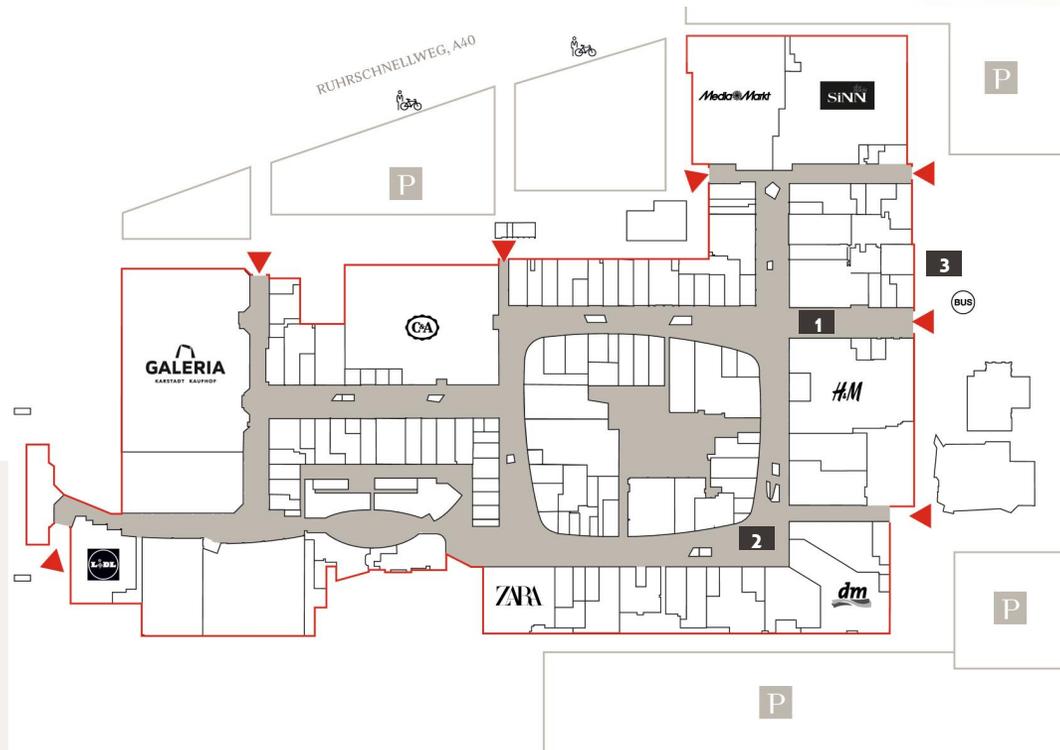
Monday – Saturday
10:00 - 20:00

- 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 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 €

▲ Entrance from Parking

Terms and conditions apply, please see [Considerations](#) for further details.

E1_AF001



*Surcharge of 30% in Q4

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 €

Terms and conditions apply, please see [Considerations](#) for further details.

E1_AF006



*Surcharge
of 30% in
Q4

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 €

Terms and conditions apply, please see [Considerations](#) for further details.

E1_SP001



*Surcharge of 30% in Q4

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 123m ²	4.851 €	11.319 €	16.170 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media

Digital Totems



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

Non-digital



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.

Banner P1



*Surcharge of 30% in Q4

BANNER P1	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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.</p>	<p>391x 266 cm</p>	<p>N/A</p>	<p>4.500€</p>	

Banner P6

NEW



*Surcharge of 30% in Q4

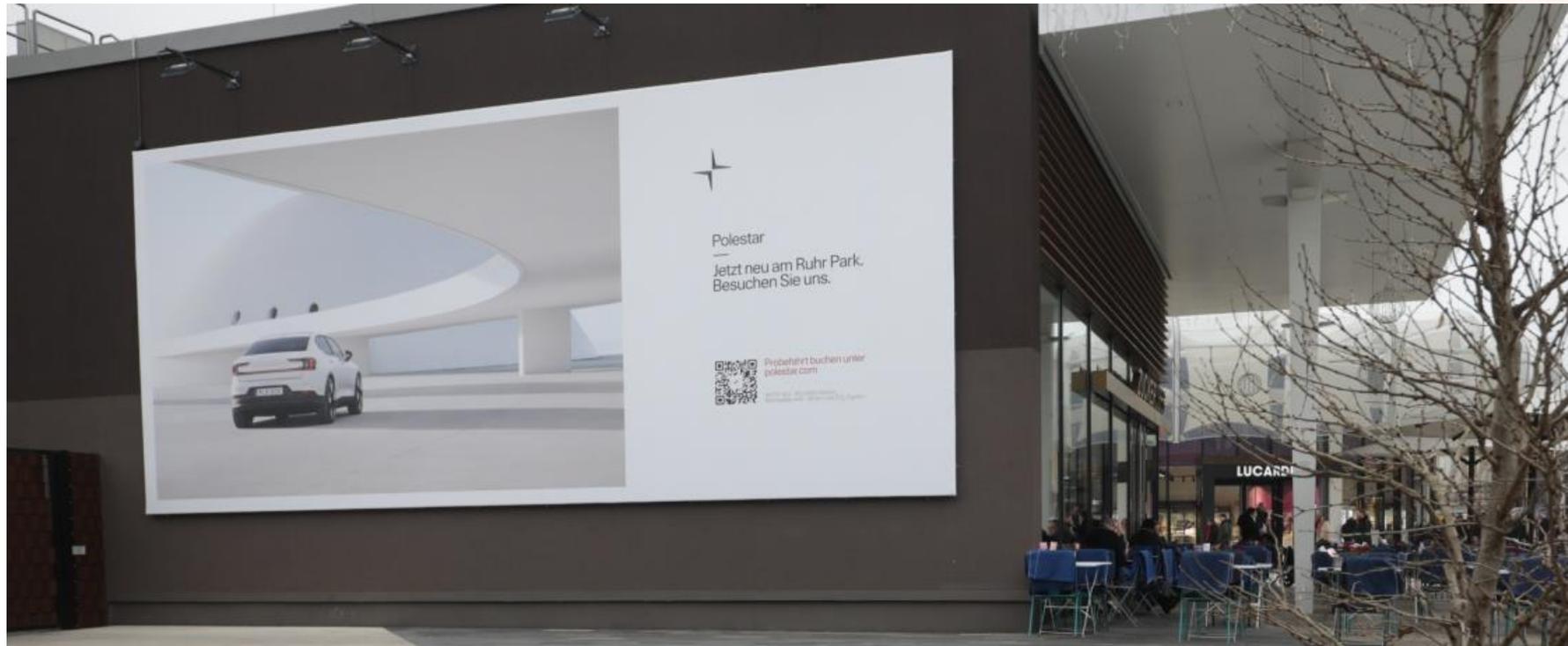
BANNER P6	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
2 individually bookable giant banners The booking is long-term (10+ months)	P6 garage 4.000x8.000 mm, 2 banners	N/A	4.500€	

Banner Ring Road



BANNER RING ROAD	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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

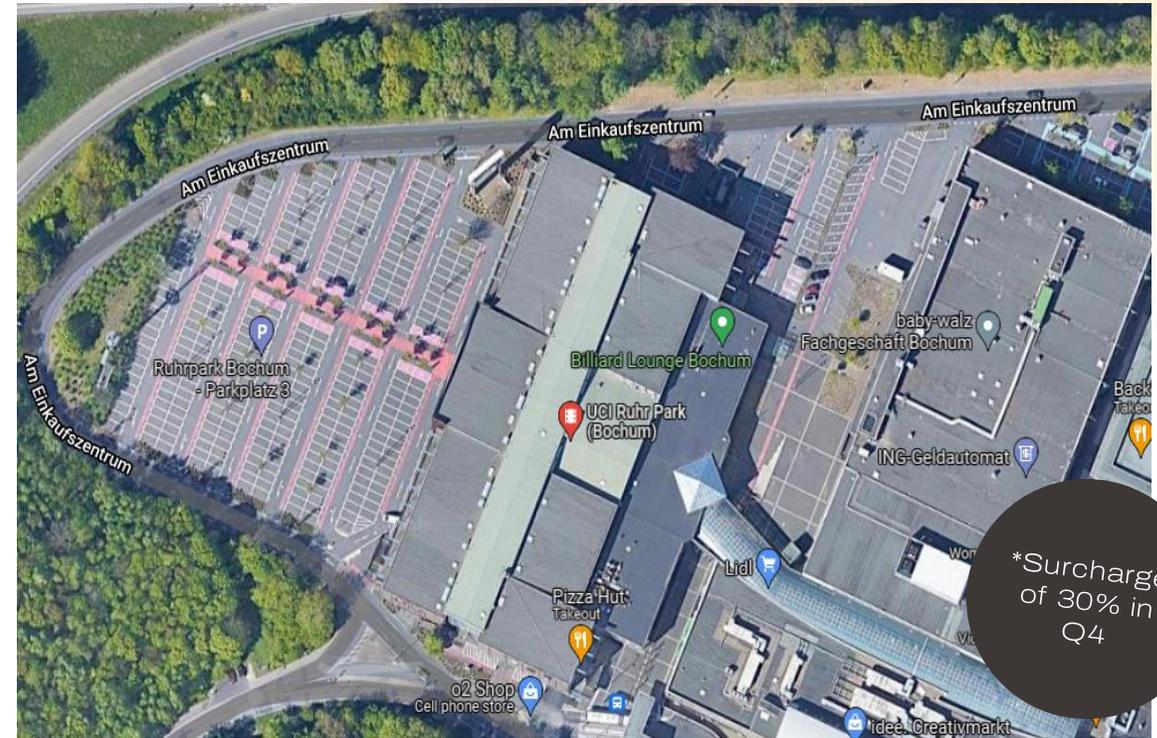


2

*Surcharge of 30% in Q4

FOODCOURT BANNER 1	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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	PRODUCTION + DE-/INSTALLATION
Large sticker at the entrance of the UCI cinema, from the bus stop location.	16 panels	N/A	2.500€	

Door Sticker



DOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>Double-sided door stickers can be applied to various doors within the mall.</p>	<p>Upon request</p>	<p>N/A</p>	<p>Upon request</p>	

Dust Protection Wall



DUST PROTECTION WALL	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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

Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

Höfe am Brühl

Leipzig, Germany



CENTRE PROFILE



11.9 MN

Visitors per annum



83 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



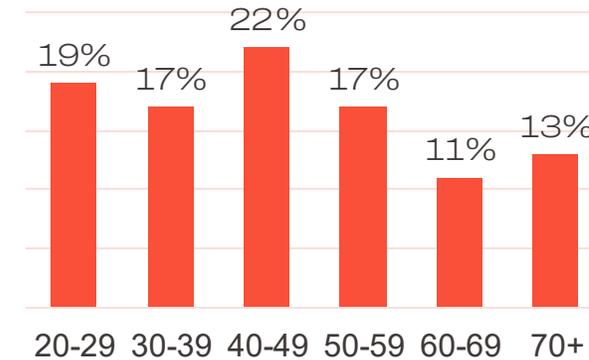
54% Female
46% Male⁽²⁾

56%
Residents⁽²⁾

2%
Workers⁽²⁾

21%
Tourists⁽²⁾

Age Group⁽²⁾ (Years)



47%
Affluent profiles⁽³⁾

€88 k
Purchasing Power⁽⁴⁾



104
Stores

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

50.697 sqm
GLA

Monday – Saturday
10.00 - 20:00

- 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_SP001

2 E1_SP005.1

3 VORPLATZ
PLAUENSCH
E 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 €

▲ Entrance from Parking

Escalator

Elevator

Terms and conditions apply, please see [Considerations](#) for further details.

E1_SP001



*Surcharge of 30% in Q4

E1_SP001	SURFACE	1 DAY (VAT excl.)	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
<p>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.</p>	6m x 15m	2.048 €	4.778 €	6.825 €

Terms and conditions apply, please see [Considerations](#) for further details.

E1_SP005.1



*Surcharge of 30% in Q4

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 €

Terms and conditions apply, please see [Considerations](#) for further details.

Vorplatz Plaunsche Gasse



*Surcharge
of 30% in
Q4

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 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media

Digital

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

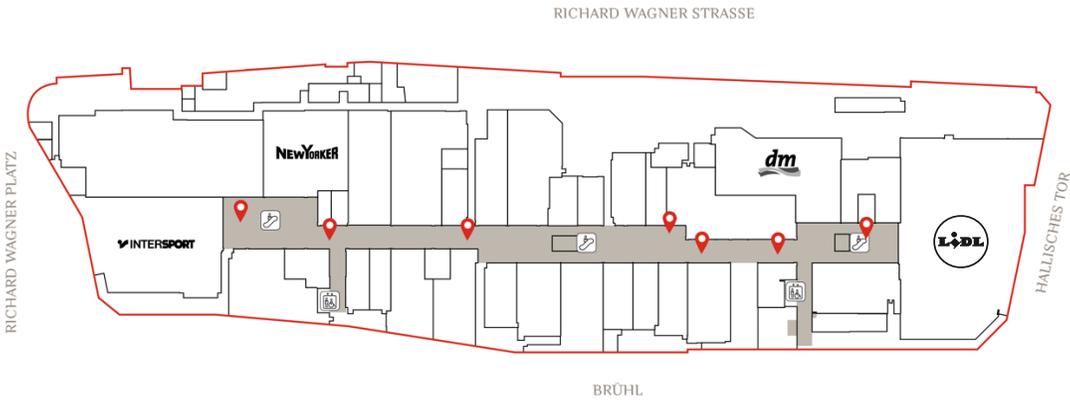
Package offer for double-sided digital steles and large LED screen | High resolution quality | Common formats | Spot length 10 seconds

DETAILS

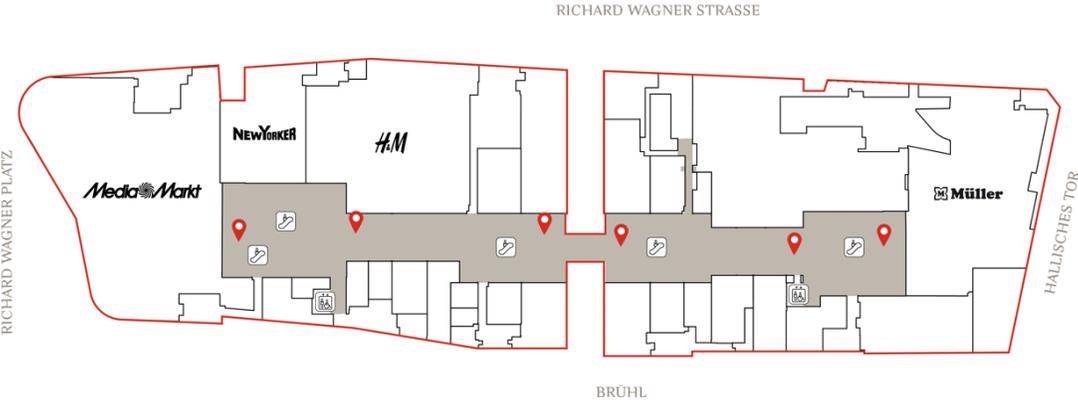
UPON REQUEST
23 digital totems
(46 Screens)
1 Video wall

Floor plan

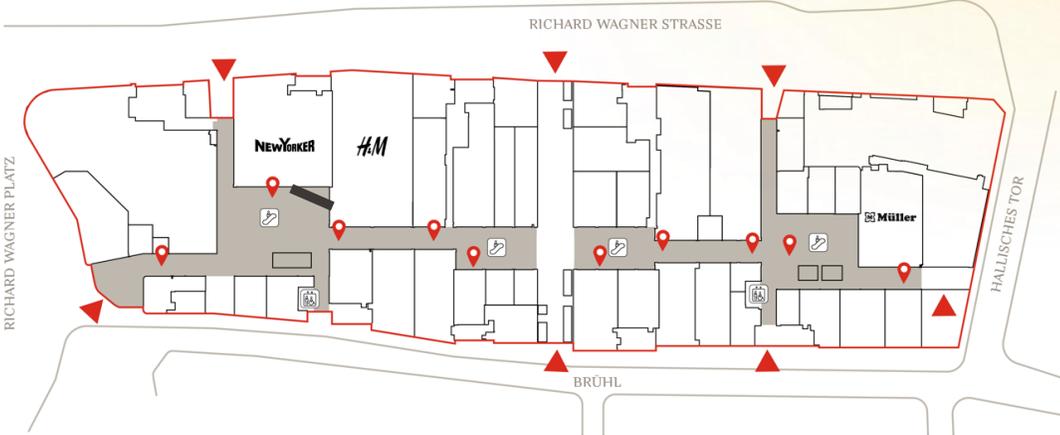
Basement



1 Floor



Ground Floor



-  Digital Totems
-  Videowall

Non-digital



HÖFE AM BRÜHL 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.

Facade Banner



FACADE BANNER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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</p>	<p>1 poster (10 x 6 m)</p>	<p>N/A</p>	<p>5.500€</p>	

Door Stickers



DOOR STICKERS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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	PRODUCTION + DE-/INSTALLATION
<p>A group of 4 large hanging flags in the atrium guarantees high visibility and brand dominance.</p>	<p>Quantity: 4 Size: 1.500 x 7.000 mm</p>	<p>800€ Price per flag</p>	<p>1.336€ Price per flag</p>	

Escalator Branding



<i>ESCALATOR BRANDING</i>	<i>DETAILS</i>	<i>2 WEEKS</i>	<i>1 MONTH</i>	<i>PRODUCTION + DE-/INSTALLATION</i>
<p>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</p>	<p>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</p>	<p>600€ Per 1 escalator (2 sides)</p>	<p>1.002€ Per 1 escalator (2 sides)</p>	

Inner Decking on Escalators



<i>INNER DECKING ON ESCALATORS</i>	<i>DETAILS</i>	<i>2 WEEKS</i>	<i>1 MONTH</i>	<i>PRODUCTION + DE-/INSTALLATION</i>
<p>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</p>	<p>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</p>	<p>N/A</p>	<p>1.050€ Per 2 sides</p>	

Print Totems



PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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.</p>	<p>5 doublesided totems 628 x 1.828 mm</p>	<p>800€ Per package of 5</p>	<p>1.336€ Per package of 5</p>	

Poster (size A1)



<i>POSTER (SIZE A1)</i>	<i>DETAILS</i>	<i>2 WEEKS</i>	<i>1 MONTH</i>	<i>PRODUCTION + DE-/INSTALLATION</i>
<p>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.</p>	<p>32 doublesided totems Size: DIN A1</p>	<p>N/A</p>	<p>2.000€ Price for a group of 10</p>	

Lift branding - exterior



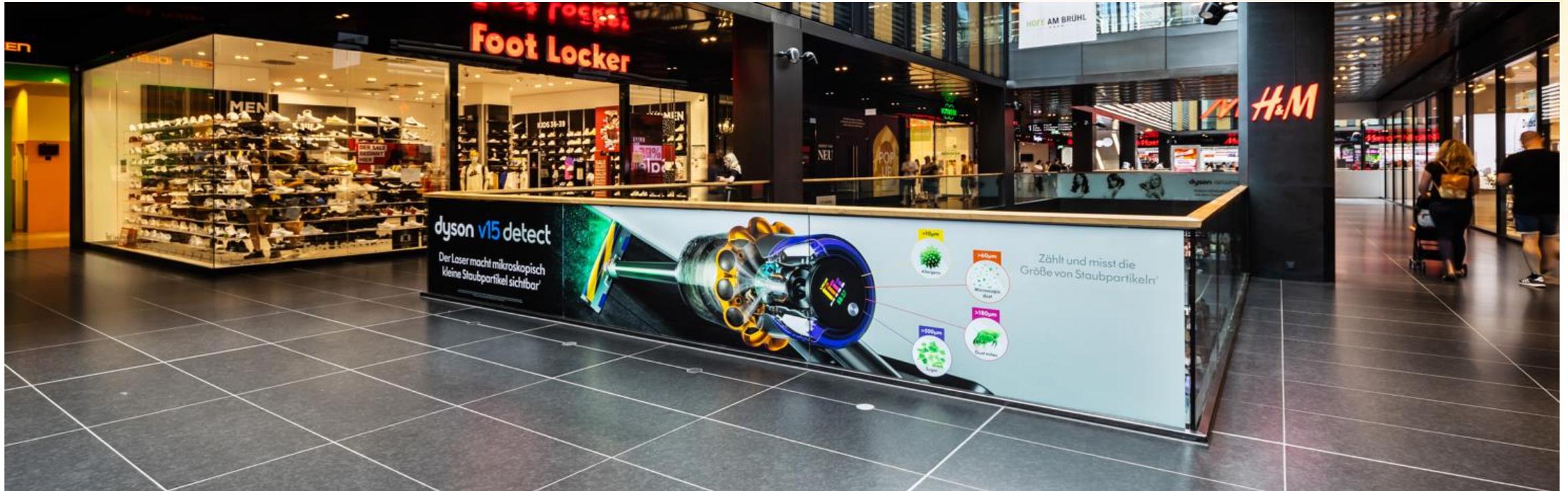
LIFT BRANDING -EXTERIOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>The stickers on the lift doors are an effective way of branding to reach your desired target group. So your brand can, for example, target young parents who use the elevators to transport strollers.</p>	<p>Doors outside: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

Lift branding – interior



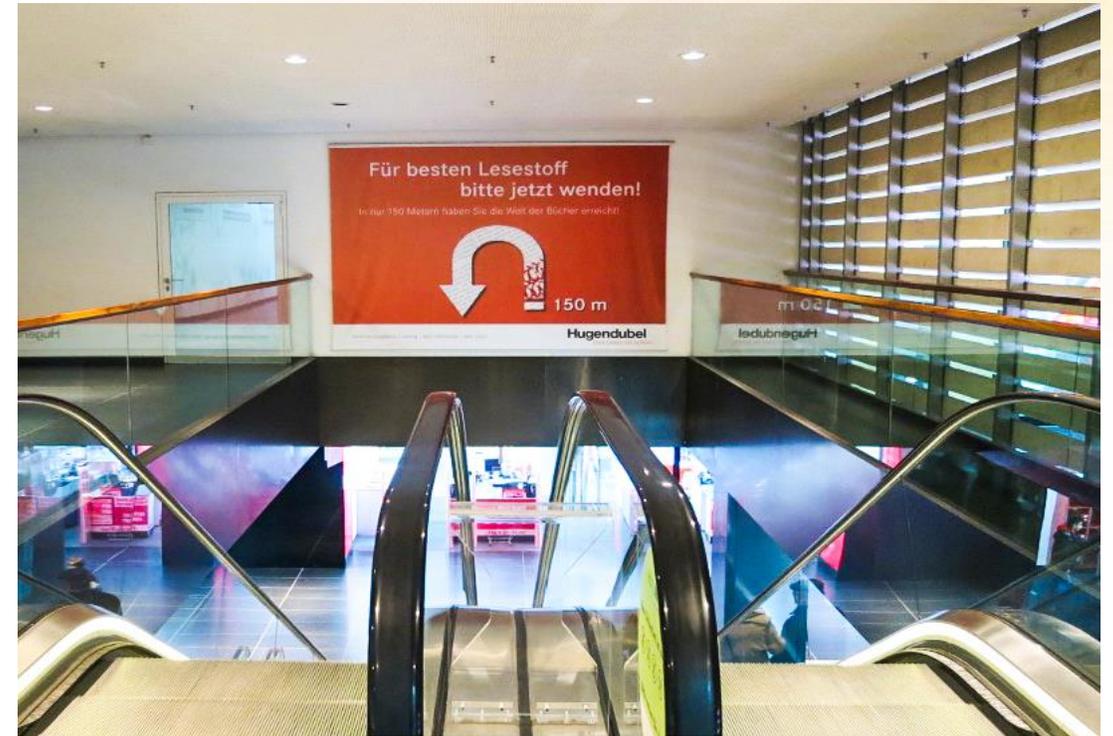
LIFT BRANDING - INTERIOR	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>The stickers on the lift doors are an effective way of branding to reach your desired target group. So your brand can, for example, target young parents who use the elevators to transport strollers.</p>	<p>Doors inside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

Balustrade



BALUSTRAD	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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.</p>	<p>Price per running meter</p>	<p>N/A</p>	<p>500€</p>	

Balustrades and Poster – above Escalator



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

Poster from Car Park to Mall & Poster Car Park



WALL POSTER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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 Poster from Car Park to Mall: 230 x 110 cm	400€ 300€	668€ 501€	

Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

Minto

Mönchengladbach, Germany



104
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

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.

CENTRE PROFILE



7.5 MN

Visitors per
annum



93 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



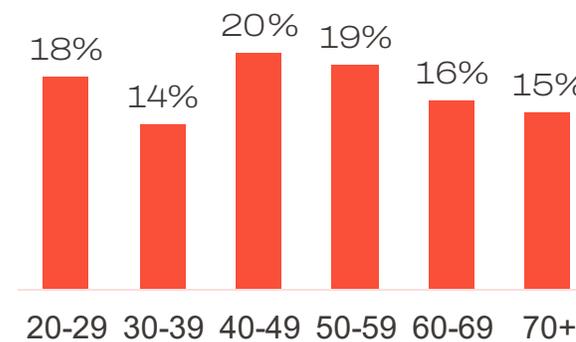
55% Female
45% Male ⁽²⁾

71%
Residents ⁽²⁾

1%
Workers ⁽²⁾

6%
Tourists ⁽²⁾

Age Group ⁽²⁾ (Years)



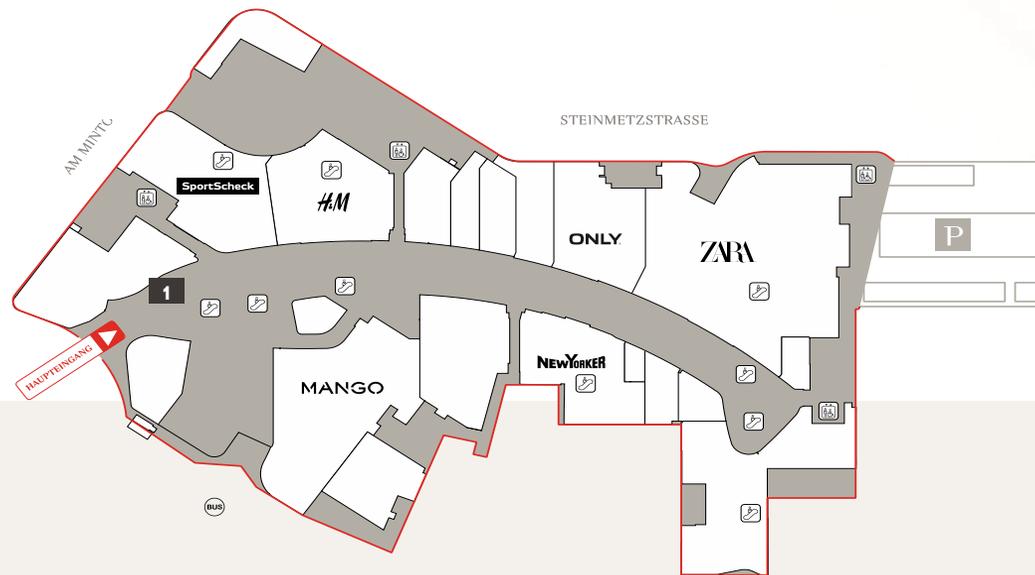
40%
Affluent profiles ⁽³⁾

€92 k
Purchasing Power ⁽⁴⁾

Experiential Spaces

Overview

1 Floor



▲ Entrance from Parking

Escalator

Elevator

1 E3_AF001

	SURFACE	1 DAY	3 DAYS	1 WEEK
1 E3_AF001	24m ²	1.386 €	3.234 €	4.620 €

Terms and conditions apply, please see [Considerations](#) for further details.

E3_AF001



*Surcharge of 30% in Q4

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.	24m ²	1.386 €	3.234 €	4.620 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media

Digital



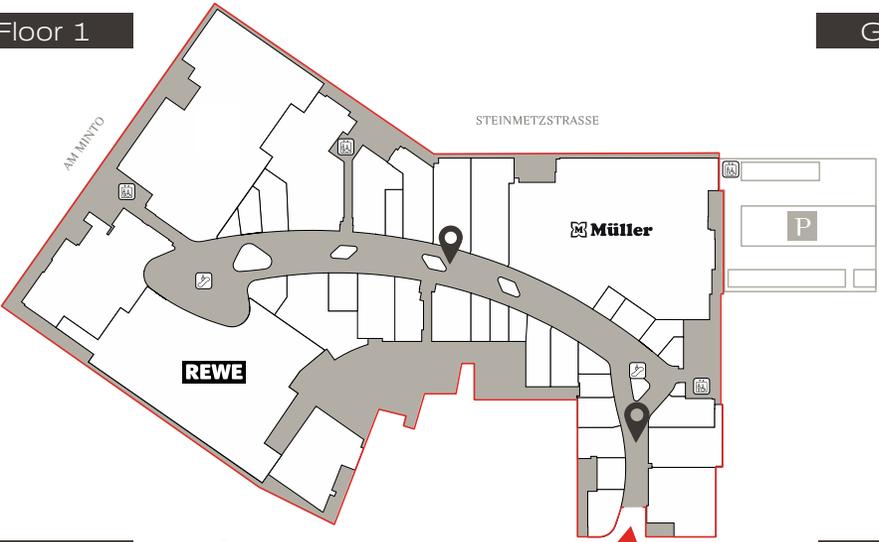
8 double-sided digital totems meet the needs of the most demanding advertisers.

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

External Partner: Eisbach
operations@eisbach.media

Overview

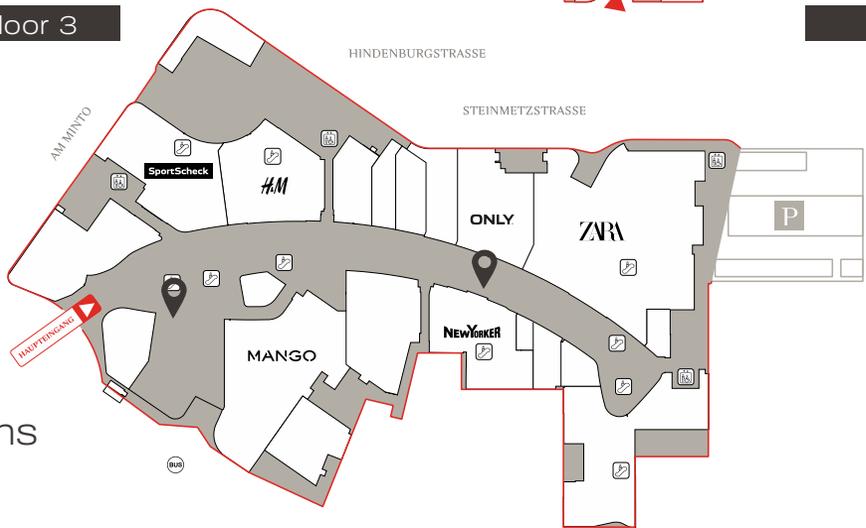
Ground Floor 1



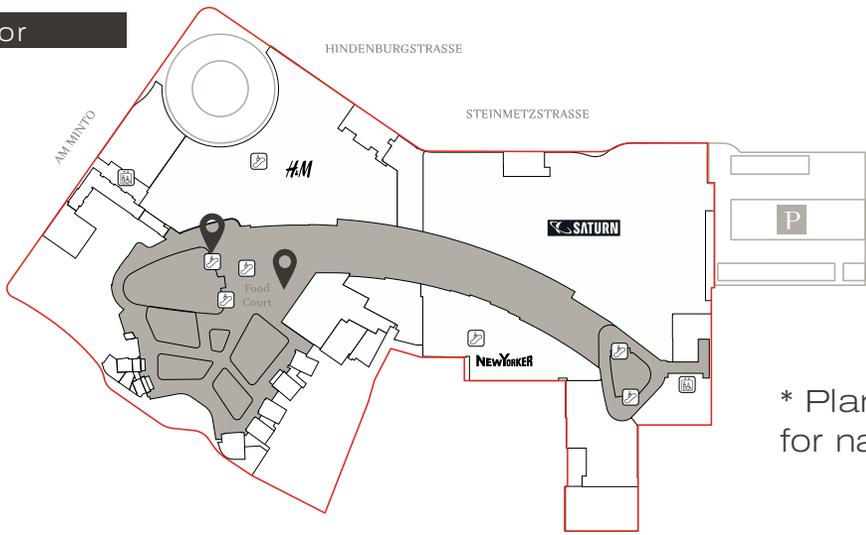
Ground Floor 2



Ground Floor 3



1 Floor



-  Entrance
-  Escalator
-  Digital Totems

* Plans are for navigation

Non-digital



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



*Surcharge of 30% in Q4

BILLBOARD	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>Large Billboards that are clearly visible on busy streets are a great advertising opportunity that guaranties large amount of contacts.</p>	<p>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</p> <p>1.400-2.100€/month</p>			

Print Totems



*Surcharge of 30% in Q4

PRINT TOTEMS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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	PRODUCTION + DE-/INSTALLATION
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	PRODUCTION + DE-/INSTALLATION
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	PRODUCTION + DE-/INSTALLATION
<p>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.</p>	<p>816 cm x 67 cm</p>	<p>600€</p>	<p>1.002€</p>	

Balustrade



BALUSTRADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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.</p>	167cm x 112cm	N/A	1.500€	

Parking Tickets



PARKING TICKETS	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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€	

Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

Paunsdorf Center

Leipzig, Germany



CENTRE PROFILE



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.

CUSTOMER PROFILE



143
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



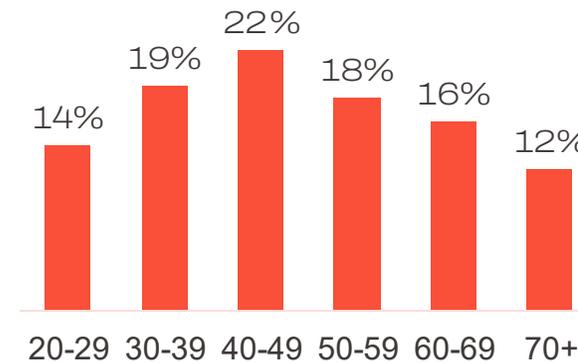
51% Female
49% Male ⁽²⁾

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⁾

Experiential Spaces

Overview

Ground Floor



-  Entrance from Parking
-  Escalator
-  Elevator

- 1** EVENTS_1
- 2** EVENTS_2
- 3** VORPLATZ
- 4** E1_SP020
- SEVERAL SPOTS IN THE CENTRE**

	SURFACE	1 DAY	3 DAYS	1 WEEK
1	Up to 240m ²	3.675 €	8.575 €	12.250 €
2	Up to 240m ²	3.675 €	8.575 €	12.250 €
3	10m x 3m	2.888 €	6.738 €	9.625 €
4	Up to 200m ²	2.678 €	6.248 €	8.925 €
SEVERAL SPOTS IN THE CENTRE	From 20m ² to 100m ²	upon request	-	-

Terms and conditions apply, please see [Considerations](#) for further details.

Events_1 & Events_2



*Surcharge
of 30% in
Q4

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 240m ²	3.675 €	8.575 €	12.250 €

Terms and conditions apply, please see [Considerations](#) for further details.

Vorplatz



*Surcharge
of 30% in
Q4

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 €

Terms and conditions apply, please see [Considerations](#) for further details.

E1_SP020



*Surcharge
of 30% in
Q4

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 200m ²	2.678 €	6.248 €	8.925 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media

Digital



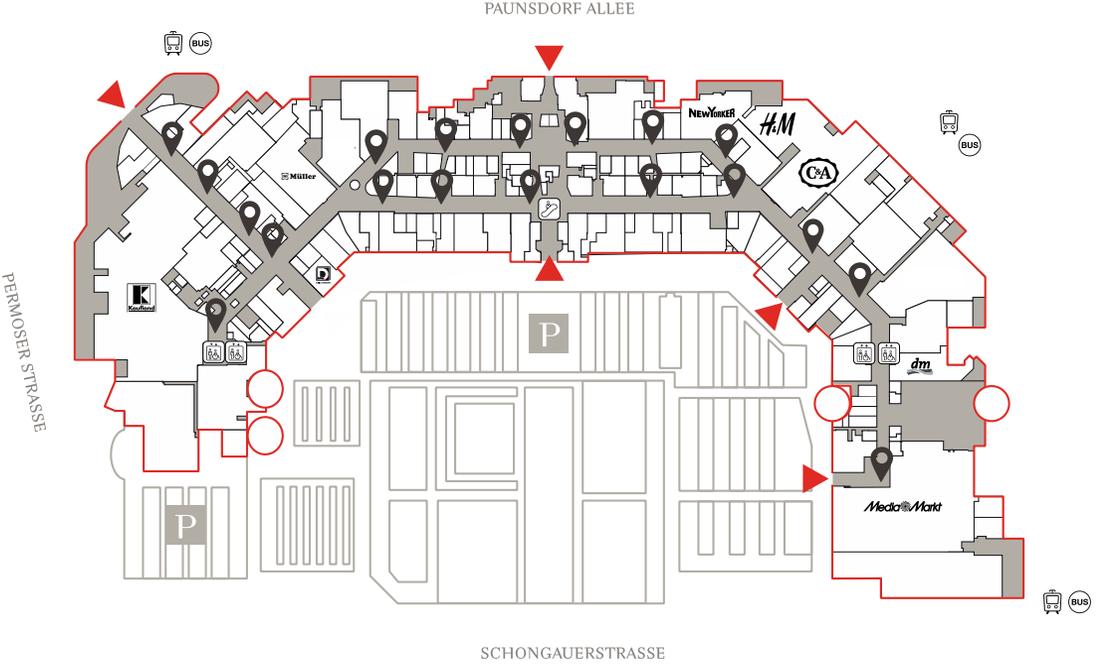
20 double-sided digital totems meet the needs of the most demanding advertisers.

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

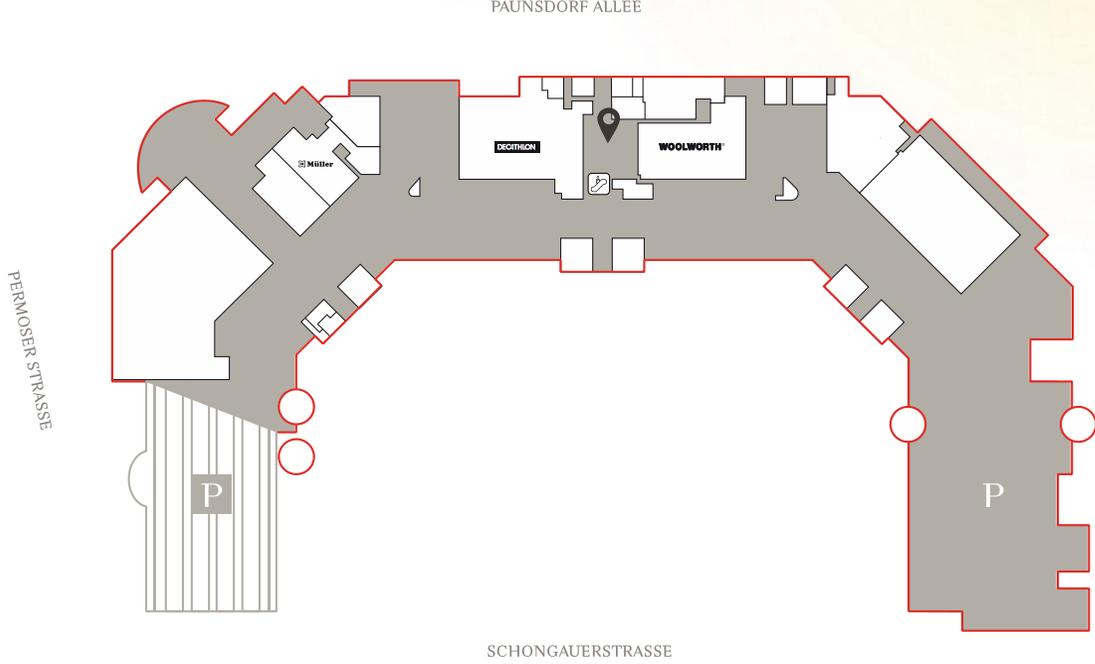
External Partner: Eisbach
operations@eisbach.media

Overview

Ground Floor



1 Floor



- ▲ Entrance
- Escalator
- 📍 Digital Totems

* Plan is for navigation

Non-digital



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



*Surcharge of 30% in Q4

ROOFTOP BANNER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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.</p>	<p>Quantity: UPON REQUEST Größe: 14 x 3,5 m</p>	<p>N/A</p>	<p>2.004€</p>	

Big Indoor Banner



BIG INDOOR BANNER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<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 Size: 9,3 x 2,4m</p>	<p>N/A</p>	<p>1.670€</p>	

Flags



*Surcharge of 30% in Q4

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

Lift Branding – outside & inside poster



*Surcharge of 30% in Q4

LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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



*Surcharge of 30% in Q4

DOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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



<i>BALUSTRAD</i>	<i>DETAILS</i>	<i>2 WEEKS</i>	<i>1 MONTH</i>	<i>PRODUCTION + DE-/ INSTALLATION</i>
Balustrade branding can be done in multiple locations in the mall to improve visibility and navigation.	UPON REQUEST	N/A	1.500€	

Floor Sticker

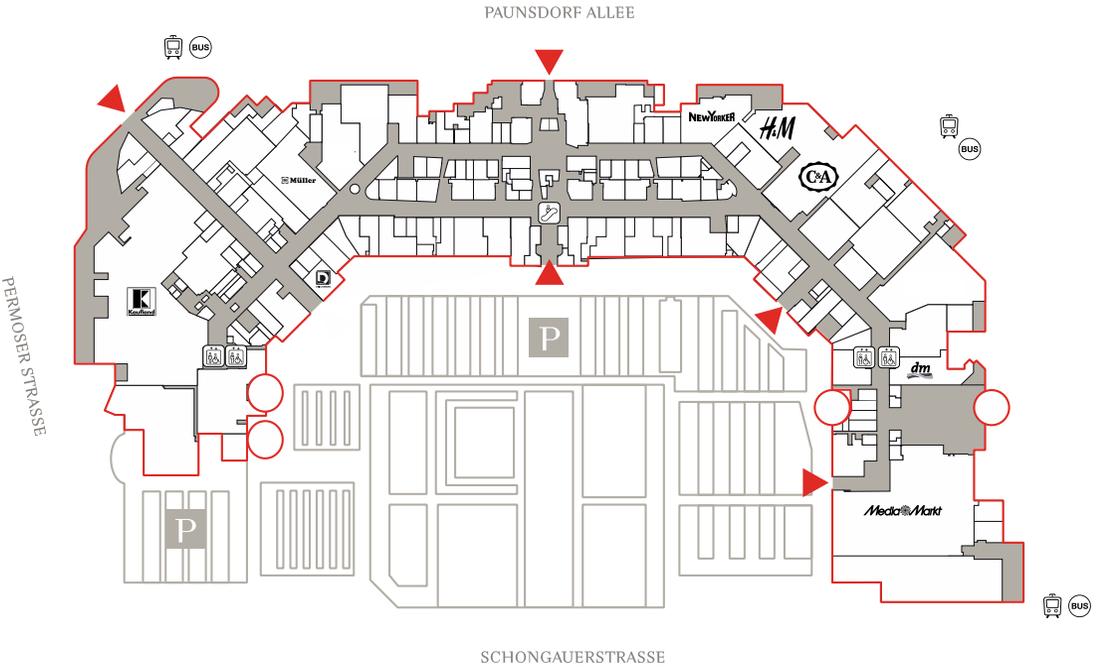


*Surcharge of 30% in Q4

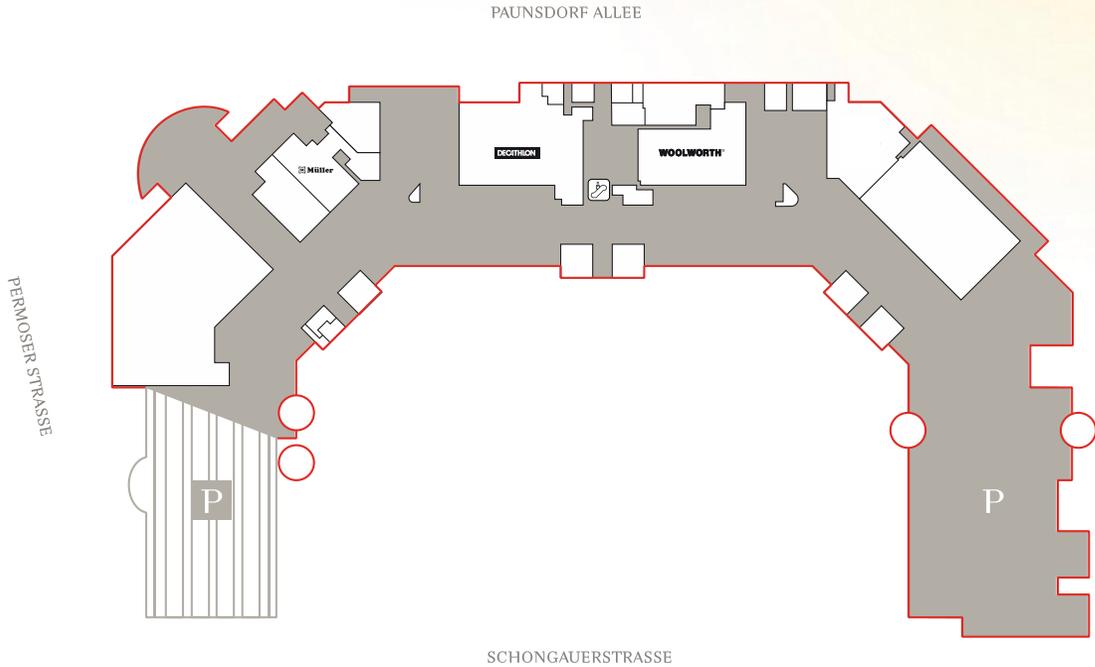
FLOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>Floor sticker are a great way to communicate your special offer or to navigate visitors to your store right from the main entrance.</p>	<p>Quantity: 20 stickers inside the center Max. size: 2 m diameter (round)</p>	<p>N/A</p>	<p>2.004€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

Overview

Ground Floor



1 Floor



▲ Entrance

Escalator

Lift

* Plan is for navigation

Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

Palais Vest

Recklinghausen, Germany



90
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

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.

CENTRE PROFILE



7.8 MN

Visitors per
annum



100 mins

Average
Dwell Time⁽¹⁾



69 euros

Average
Spending Basket⁽¹⁾



970

Parking
Spaces

56%
By Car or Motorbike⁽¹⁾

20%
By Public Transport⁽¹⁾

22%
On Foot or by Bike⁽¹⁾

CUSTOMER PROFILE



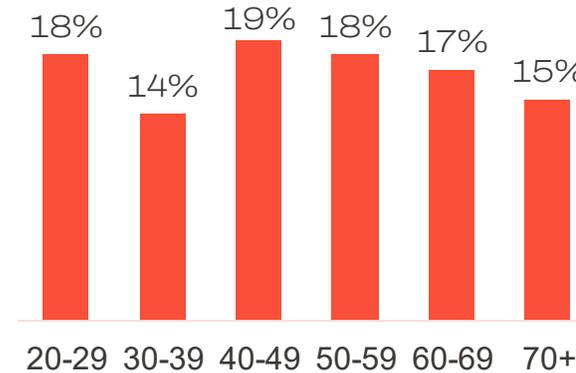
52% Female
48% Male⁽²⁾

78%
Residents⁽²⁾

1%
Workers⁽²⁾

7%
Tourists⁽²⁾

Age Group⁽²⁾ (Years)



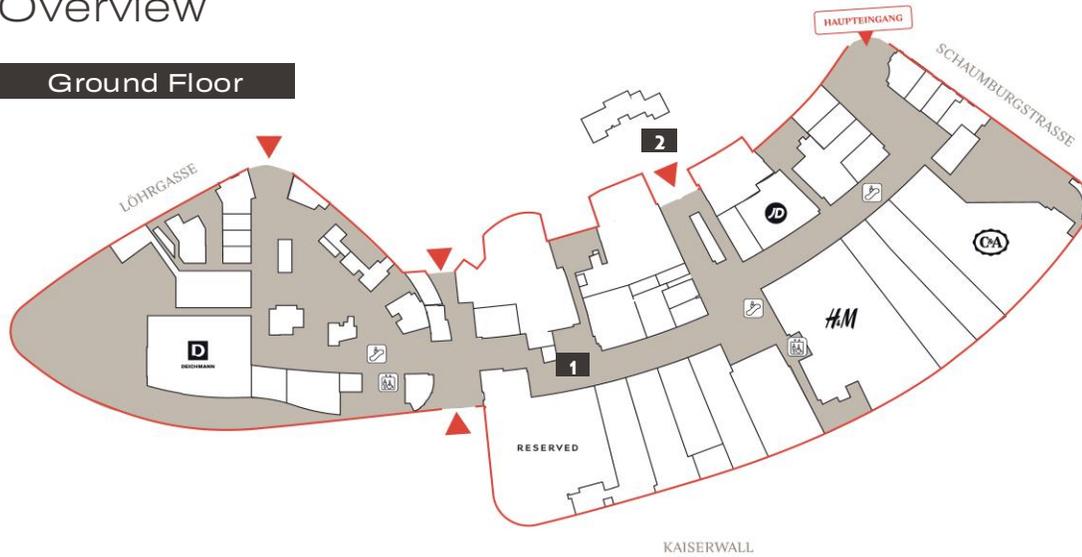
46%
Affluent profiles⁽³⁾

€94 k
Purchasing Power⁽⁴⁾

Experiential Spaces

Overview

Ground Floor



1 E1_AF001

2 LÖHRHOF
(E1_FA004)

	SURFACE	1 DAY	3 DAYS	1 WEEK
1	7m x 3.5m	1.278 €	2.982 €	4.620 €
2	Up to 300m ²	2.888 €	6.738 €	9.625 €

-  Main Entrance
-  Entrance from Parking
-  Escalator
-  Elevator

Terms and conditions apply, please see [Considerations](#) for further details.

E1_AF001



*Surcharge
of 30% in
Q4

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 €

Terms and conditions apply, please see [Considerations](#) for further details.

Löhrhof (E1_FA004)



*Surcharge of 30% in Q4

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 300m ²	2.888 €	6.738 €	9.625 €

Terms and conditions apply, please see [Considerations](#) for further details.

Media

Digital



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)

Non-digital



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	PRODUCTION + DE-/INSTALLATION
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	PRODUCTION + DE-/INSTALLATION
<p>The stickers on the lift doors are an effective way of branding to reach your desired target group.</p> <p>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.</p>	<p>Doors outside: 15 (5 lifts, 3 floors), 2m x 2.3m</p> <p>Doors inside: 5 lifts; 2m x 2.3m</p>	<p>400 € (inside)</p> <p>800 € (outside)</p>	<p>668 € (inside)</p> <p>1.336 € (outside)</p>	

Door Sticker



DOOR STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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



*Surcharge of 30% in Q4

BALUSTRADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>Balustrade branding can be done in multiple places in the mall The minimum duration for the placement is 6 months.</p>		<p>5.000 €</p>	<p>8.350 €</p>	

Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

Westfield Donau Zentrum

Vienna, Austria

1) Tableau interna URW Tool



CENTRE PROFILE



18.8 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⁾

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.

CUSTOMER PROFILE



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

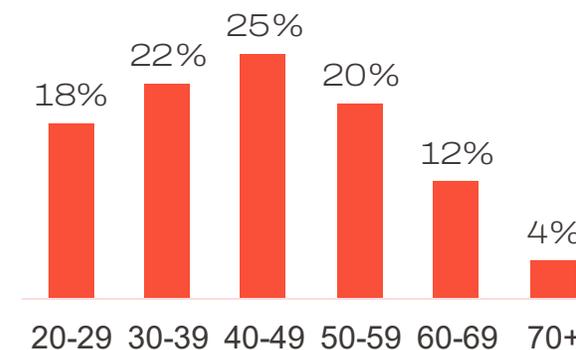
Mon. – Wed. 09h – 19h
Thu – Fri: 09h – 20h
Sat. 09h – 18h



53% Female

47% Male⁽¹⁾

Age⁽¹⁾ (Years)



85%
Affluent Profiles in
Catchment Area⁽¹⁾

Experiential Spaces

Overview

Ground Floor



- 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

- Main Entrance
- Entrance from Parking
- Escalator
- Elevator

Terms and conditions apply, please see [Considerations](#) for further details.

Arena Plaza



*Surcharge of 30% in Q4

ARENA PLAZA	SURFACE	1 DAY	3 DAYS	1 WEEK
Main promotion area of WDZ Located in a high frequented iconic area of WDZ Electricity V 230 / V 400 available	240 m ²	2.415 €* 2.415 €**	7.830 €**	9.900 €**

** Incl. post campaign Data report

*(excl. VAT and Marketing Fee (5%))
Terms and conditions apply, please see Considerations for further details.

Panorama



*Surcharge
of 30% in
Q4

PANORAMA	SURFACE	1 DAY	3 DAYS	1 WEEK
Located in a high frequented iconic area of WDZ Electricity V 230 (16 A)	50 m ²	1.715 €*	6.430 €**	7.900 €**

** Incl. post campaign Data report

*(excl. VAT and Marketing Fee (5%))
Terms and conditions apply, please see Considerations for further details.

VKFF 21



*Surcharge
of 30% in
Q4

VKFF 21	SURFACE	1 DAY	3 DAYS	1 WEEK
Close to Interspar supermarket Electricity: 1 x 230 V Water Supply: No Ground Floor	25 m ²	1.500 €* 1.500 €**	5.100 €**	6.000 €**

** Incl. post campaign Data report

*(excl. VAT and Marketing Fee (5%))
Terms and conditions apply, please see Considerations for further details.

VKFF 30



*Surcharge of 30% in Q4

VKFF 30	SURFACE	1 DAY	3 DAYS	1 WEEK
Large Space close to an important entrance of the center, available for experiential events	40 m ²	1.925 €*	6.850 €**	8.500 €**

** Incl. post campaign Data report

*(excl. VAT and Marketing Fee (5%))
 Terms and conditions apply, please see Considerations for further details.

Kitchen Plaza



*Surcharge
of 30% in
Q4

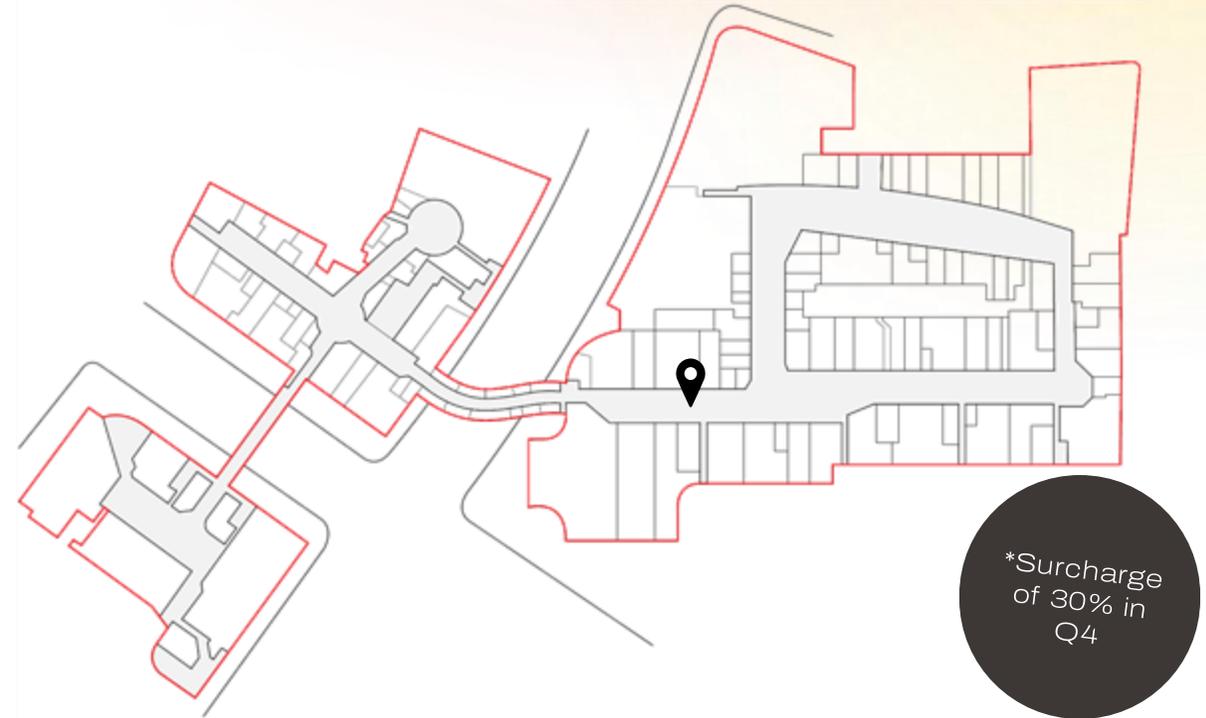
KITCHEN PLAZA	SURFACE	1 DAY	3 DAYS	1 WEEK
Promotion space with ca. 56 m ² (7 x 8 m) Located in a high frequented iconic area of DZ near the food court and cinema Electricity V 230	56 m ²	1.715 €*	6.430 €**	7.900 €**

** Incl. post campaign Data report

*(excl. VAT and Marketing Fee (5%))
 Terms and conditions apply, please see Considerations for further details.

Media

LED Megascreen



LED MEGASCREEN

ICONIC AREA OF DONAU ZENTRUM

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.

DETAILS

Final price and availability to be checked
with partner agency

marcus.zinn@goldbach.com

Digital Totems



CONTACT

Heike Fischer
Shopping Center
Advertising Manager

heike.fischer@gewista.at
Tel: +43 676 5698031



DIGITAL TOTEMS

AT DIFFERENT LOCATIONS IN THE MALL

30 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

Kakemonos

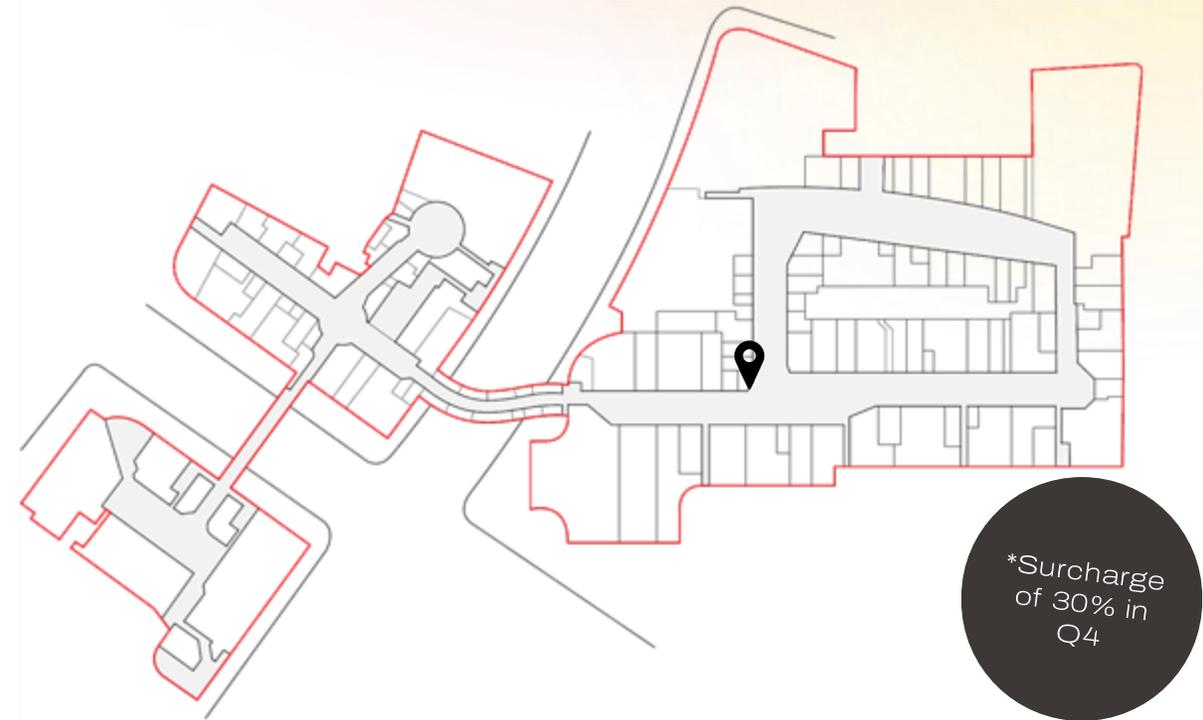


*Surcharge of 30% in Q4

KAKEMONOS ARENA PLAZA	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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.</p>	<p>3x 7,2m² per Kakemono Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>4.000€* for 1 7.500€* for 3</p>	

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

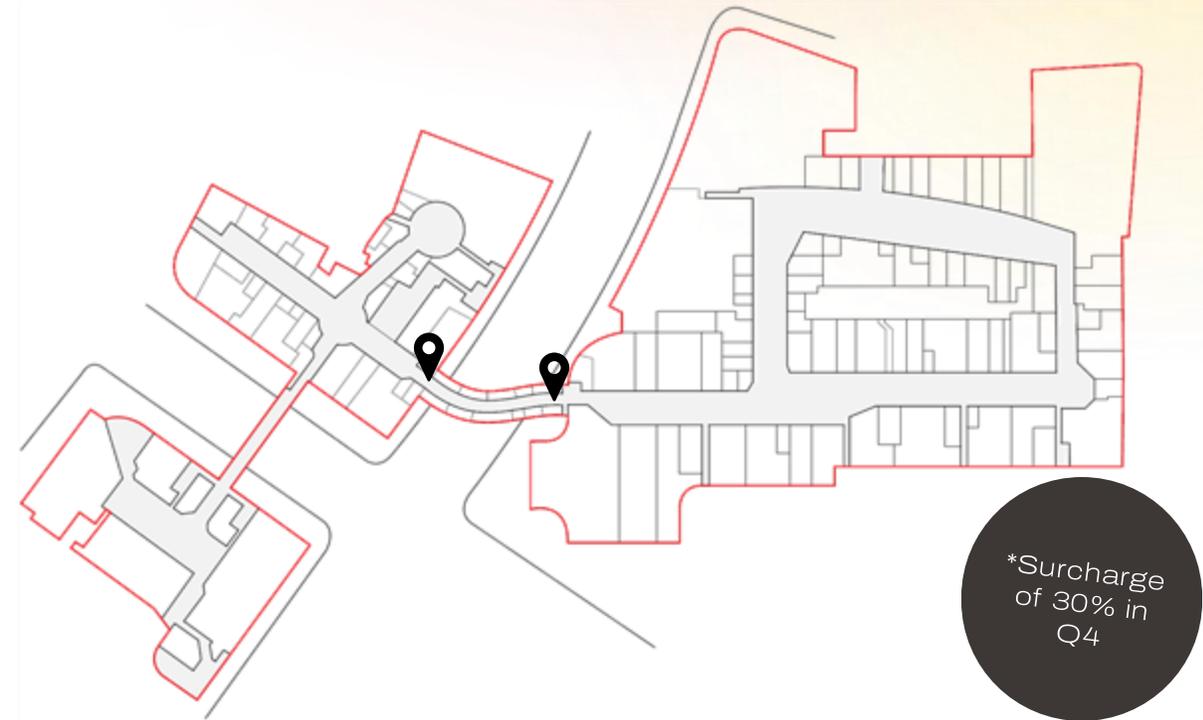
Billboard - Swarovski



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

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

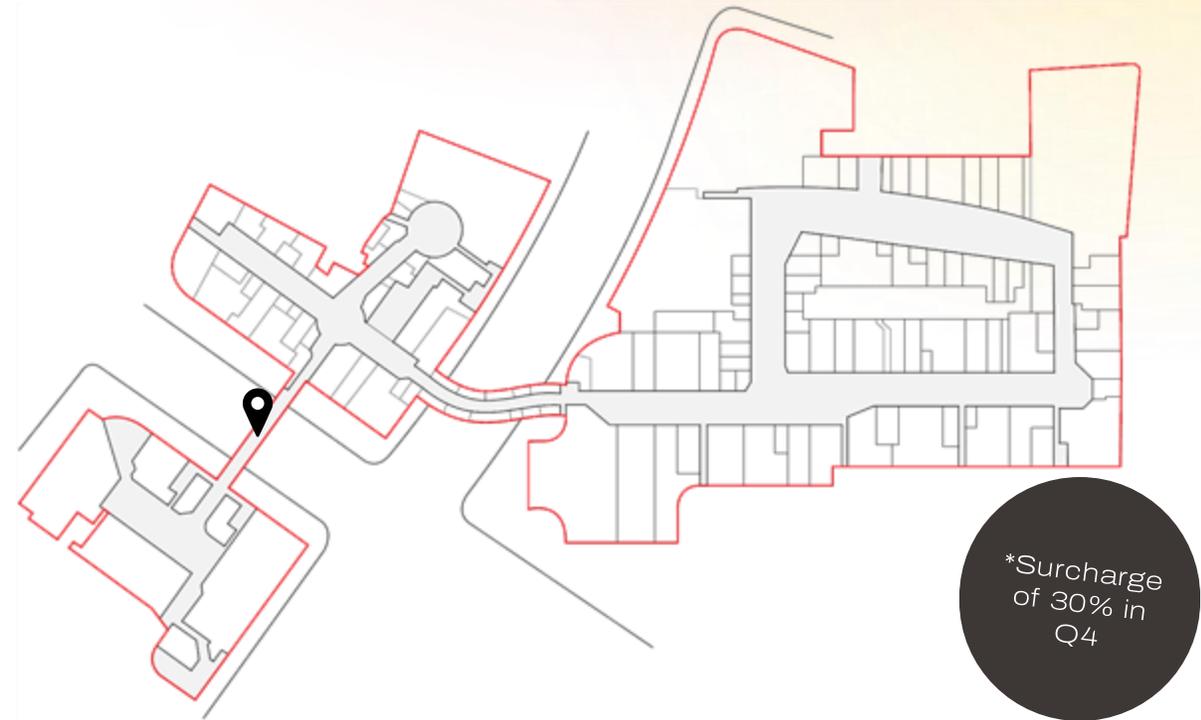
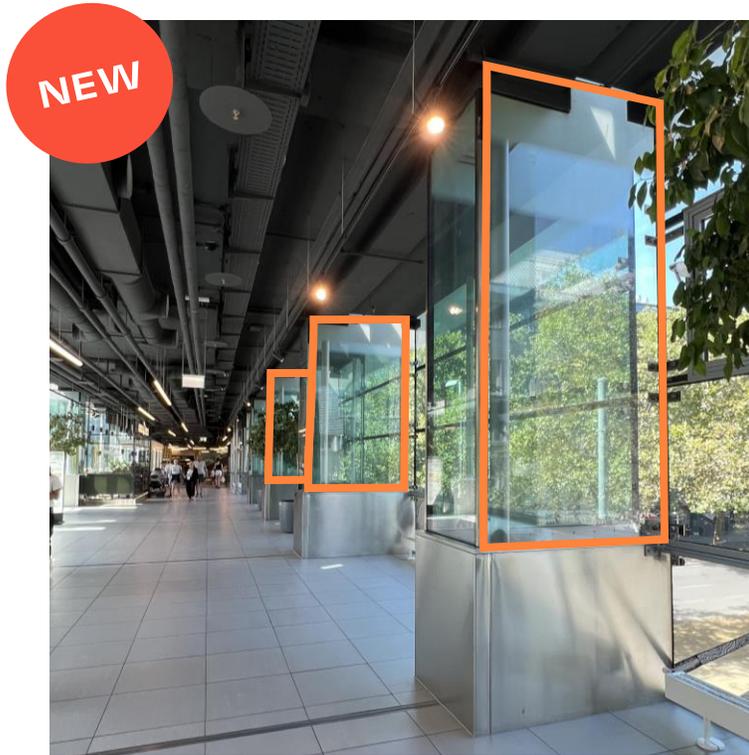
Billboard – Bridge 1 & 2



BILLBOARD – BRIDGE 1 & 2	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<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



BRIDGE STICKER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p><i>BRIDGE TO DINING & ENTERTAINING PART "THE KITCHEN"</i></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	PRODUCTION + DE-/INSTALLATION
<p>PANORAMA PROMOTIONAL AREA CLOSE TO MAIN ENTRANCE</p> <p>Panorama Glass Ring - Stickers 360° (about 40 m²). 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	PRODUCTION + DE-/INSTALLATION
<p>9 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>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>3.900€*</p>	

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

Escalator Branding



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>9 POSSIBLE LOCATIONS IN THE MALL Locations: Starbucks, H&M, Interspar, Cineplexx</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>3.400€*</p>	

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

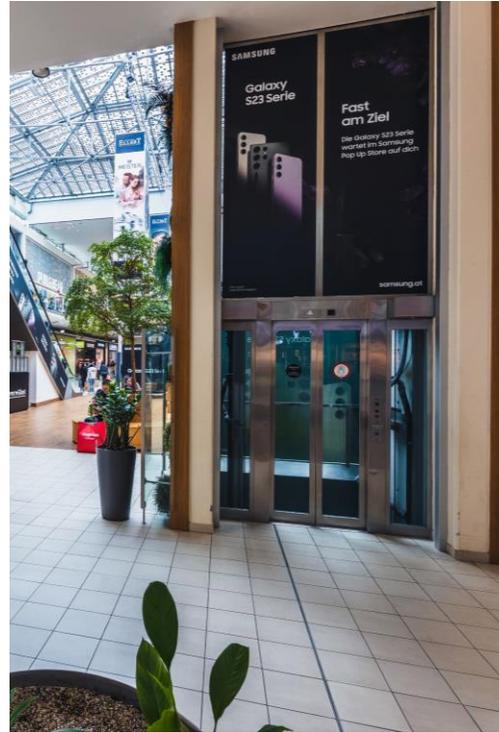
Escalator Branding



ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>9 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%))

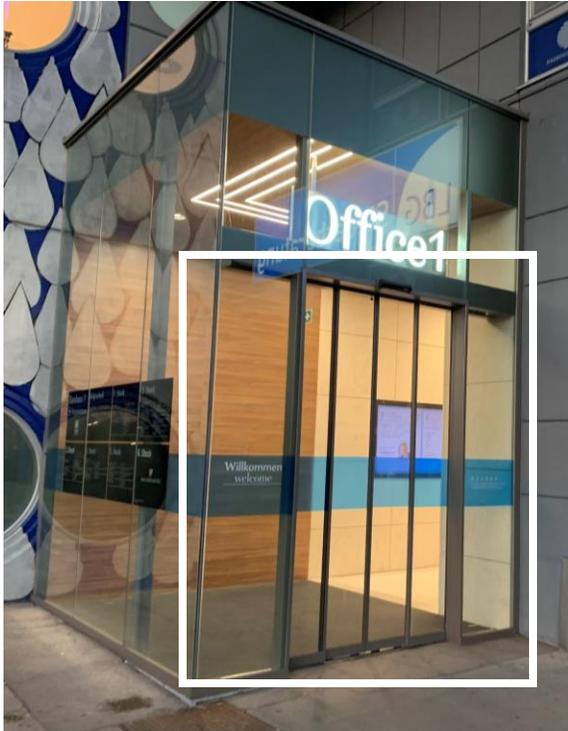
Lift Branding - Arena Plaza



LIFT BRANDING - Arena Plaza	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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



*Surcharge of 30% in Q4

ENTRANCE BRANDING MEDICAL CENTER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<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



LIFT BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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

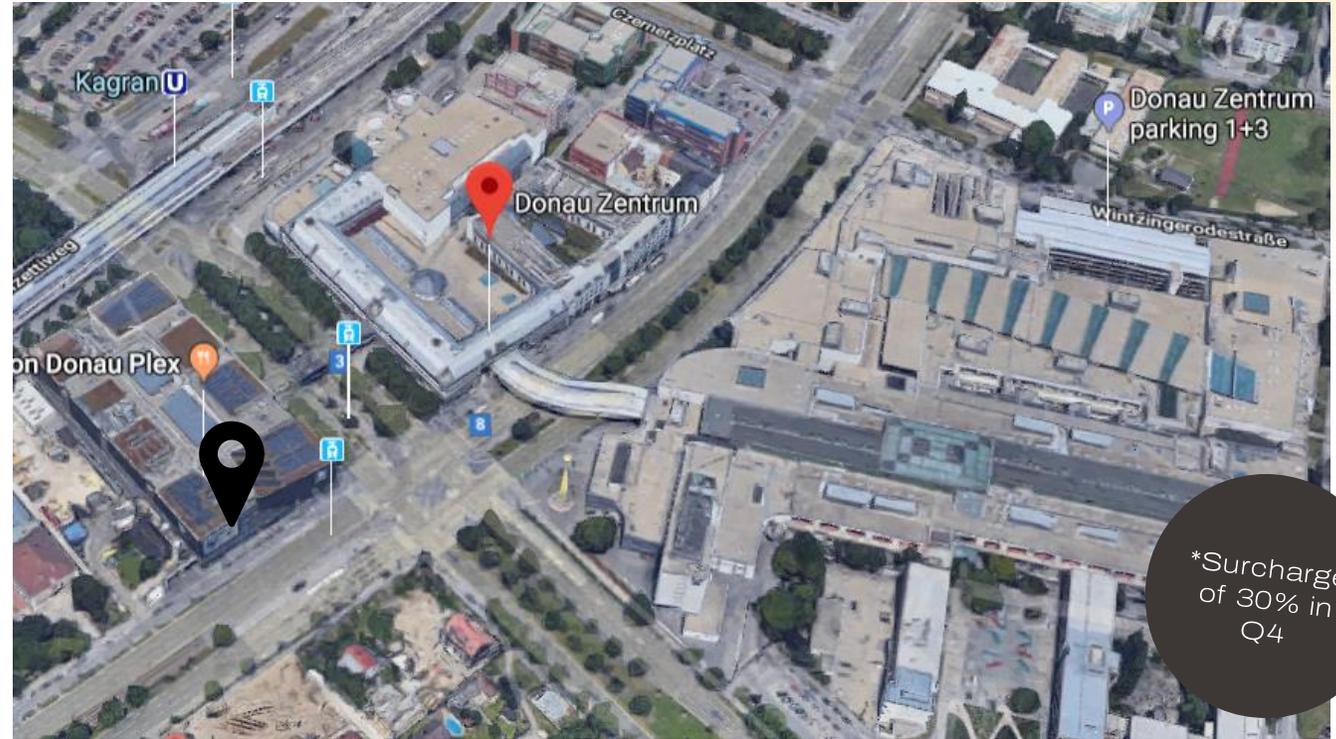
*Surcharge of 30% in Q4

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

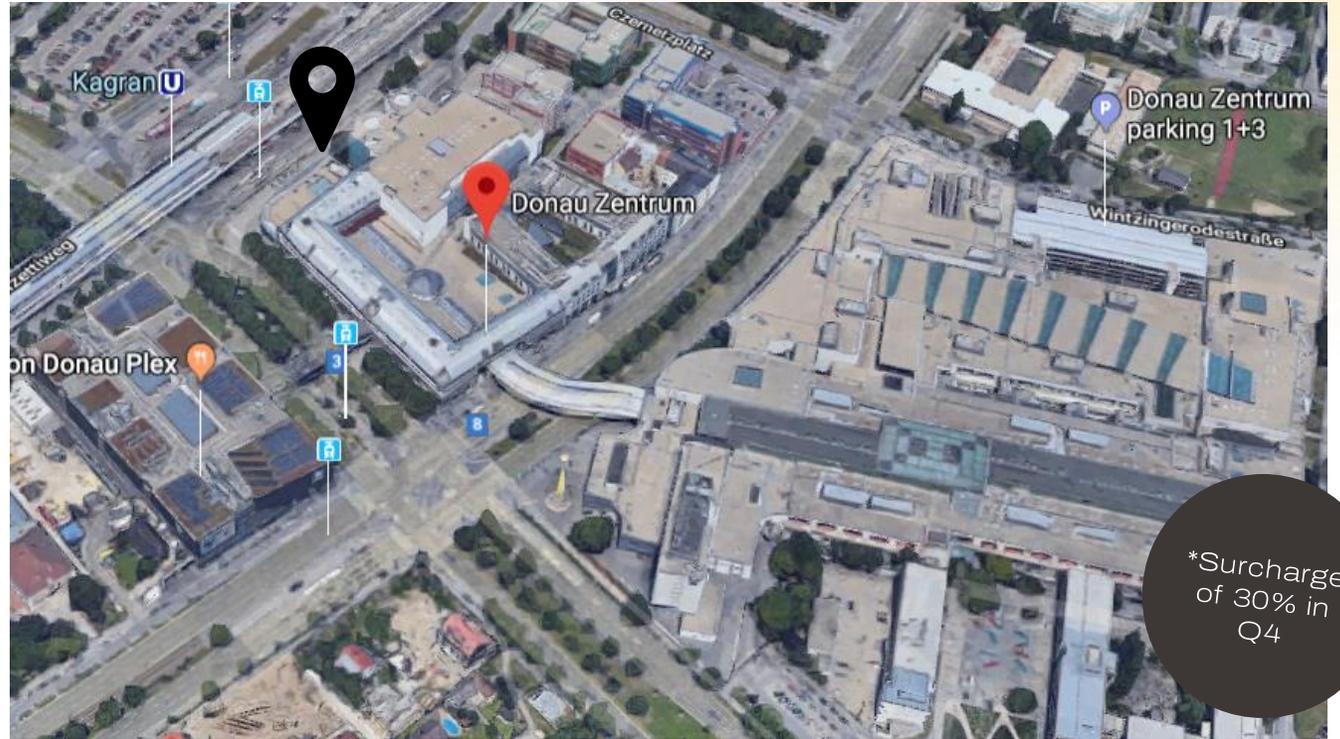
Billboard - Kitchen Facade



BILLBOARD - KITCHEN FACADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<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>Upon request</p>	

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

Billboard - Subway Station

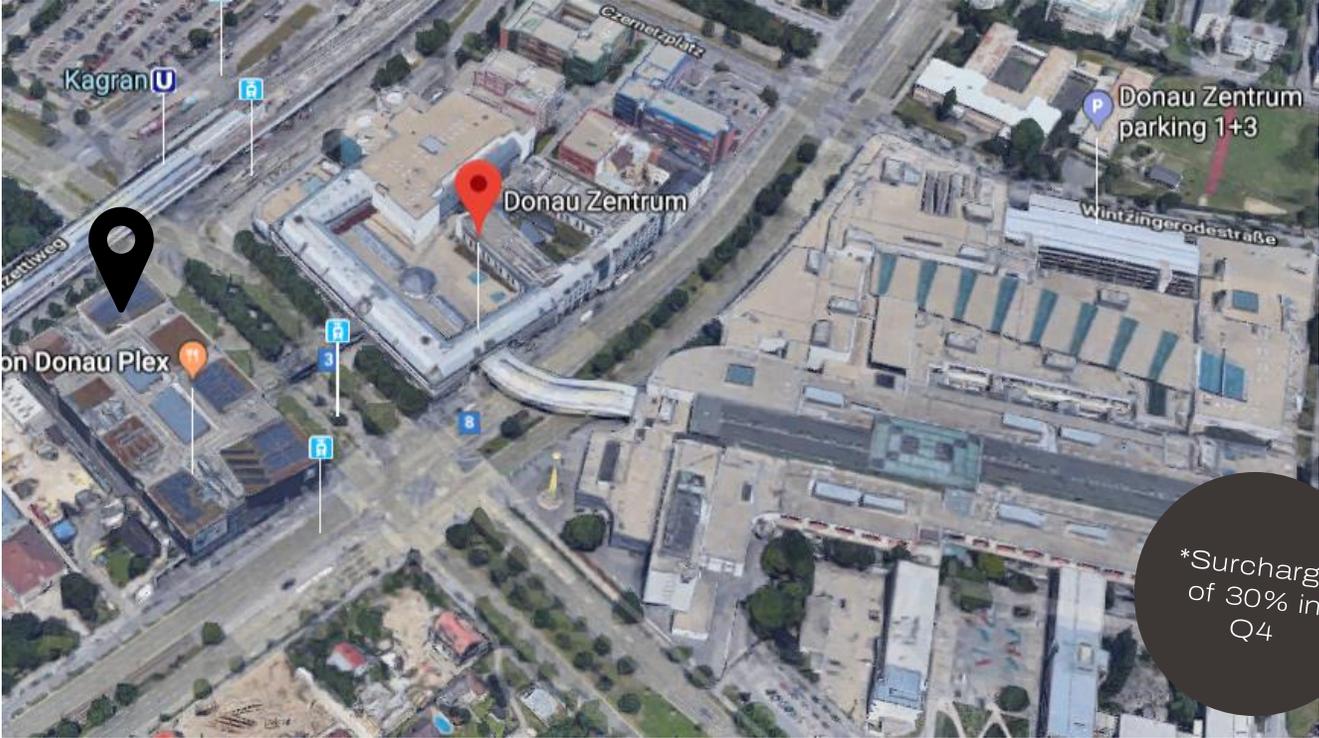


*Surcharge of 30% in Q4

BILLBOARD – SUBWAY STATION	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>Great opportunity with an amazing location right next to the main entrance to Donau Zentrum with the size of 2 x 117 m² (13 x 9 m) (= 234 m²). Good visibility from U1 metro station Kagran.</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>5.530 €* </p>	<p>Upon request</p>	

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

Cinema Stairs Branding



*Surcharge of 30% in Q4

CINEMA STAIRS BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
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%))

Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

Westfield Shopping City Süd

Vienna, Austria

1) Tableau interna URW Tool



CENTRE PROFILE



24.7 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⁾

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.

CUSTOMER PROFILE



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.

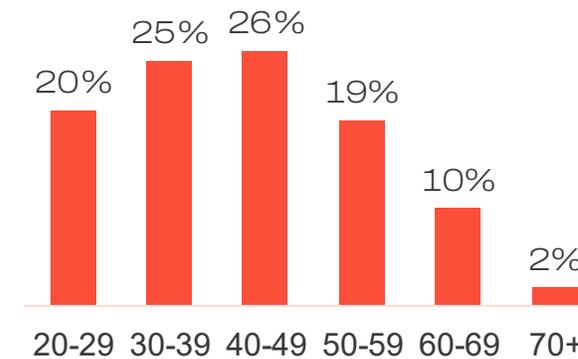
200.000 sqm
GLA

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



52% Female
48% Male⁽¹⁾

Age⁽¹⁾ (Years)



75%
Affluent Profiles in
Catchment Area⁽¹⁾

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
1	90m ²	2.415 €	7.830 €*	9.900 €*
2	30-40m ²	1.715 €	6.430 €*	7.900 €*
3	90m ²	3.115 €	6.230 €	8.900 €
4	20m ²	1.330 €	2.660 €	3.800 €

* Incl. post campaign Data report

- Main Entrance
- Entrance from Parking
- Escalator
- Elevator

Terms and conditions apply, please see [Considerations](#) for further details.

Water Plaza



*Surcharge
of 30% in
Q4

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 m ²	2.415 €*	7.830 €**	9.900 €**

** Incl. post campaign Data report

*(excl. VAT and Marketing Fee (5%))
 Terms and conditions apply, please see Considerations for further details.

New Yorker Plaza



*Surcharge of 30% in Q4

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 m ²	1.715 €*	6.430 €**	7.900 €**

** Incl. post campaign Data report

*(excl. VAT and Marketing Fee (5%))
Terms and conditions apply, please see Considerations for further details.

Outdoor Space #1 Entrance 5



*Surcharge of 30% in Q4

OUTDOOR SPACE #1 ENTRANCE 5	SURFACE	1 DAY	3 DAYS	1 WEEK
Promotion space located near the most frequented entrance of Westfield Shopping City Süd Electricity V 230 available	up to 90 m ²	3.115 €*	6.230 €*	8.900 €*

*(excl. VAT and Marketing Fee (5%))
 Terms and conditions apply, please see Considerations for further details.

Outdoor Space #2 Entrance 5



*Surcharge of 30% in Q4

OUTDOOR SPACE #2 ENTRANCE 5	SURFACE	1 DAY	3 DAYS	1 WEEK
Promotion space located near the most frequented entrance of Westfield Shopping City Süd Electricity V 230 available	up to 20 m ²	1.330 €*	2.660 €*	3.800 €*

*(excl. VAT and Marketing Fee (5%))
 Terms and conditions apply, please see Considerations for further details.

Outdoor Space at Multiplex



*Surcharge
of 30% in
Q4

OUTDOOR SPACE AT MULTIPLEX	SURFACE	1 DAY	3 DAYS	1 WEEK
<p>HIGHLY FREQUENTED AREA NEAR THE MULTIPLEX</p> <p>Outdoor promotion area of WSCS Electricity 1x16 A CEE available Cable channel for security reasons necessary</p>	<p>with up to 1.000 m²</p>	<p>N/A</p>	<p>N/A</p>	<p>15.000 €*</p>

*(excl. VAT and Marketing Fee (5%))
Terms and conditions apply, please see Considerations for further details.

Media



LED Megascreen



LED MEGASCREEN

BIGGEST DOUBLE-SIDED TRANSPARENT DIGITAL SCREEN IN THE WORLD

Excellent location in the middle of the mall right next to Water Plaza, the main promotional space of WSCS

Standard Format 16:9 with the size of 2 x 18 m²

DETAILS

Final price and availability to be checked with partner agency

marcus.zinn@goldbach.com

Outdoor Screen



Outdoor Screen

DIGITAL SCREEN AT THE HIGHLY FREQUENTED ENTRANCE 5

Excellent location at the highly frequented entrance 5 next to the main outdoor promotional space of WSCS

DETAILS

Final price and availability to be checked with partner agency

marcus.zinn@goldbach.com

Digital Totems



CONTACT

Heike Fischer
Shopping Center
Advertising Manager

heike.fischer@gewista.at
Tel: +43 676 5698031



DIGITAL TOTEMS

AT DIFFERENT LOCATIONS IN THE MALL

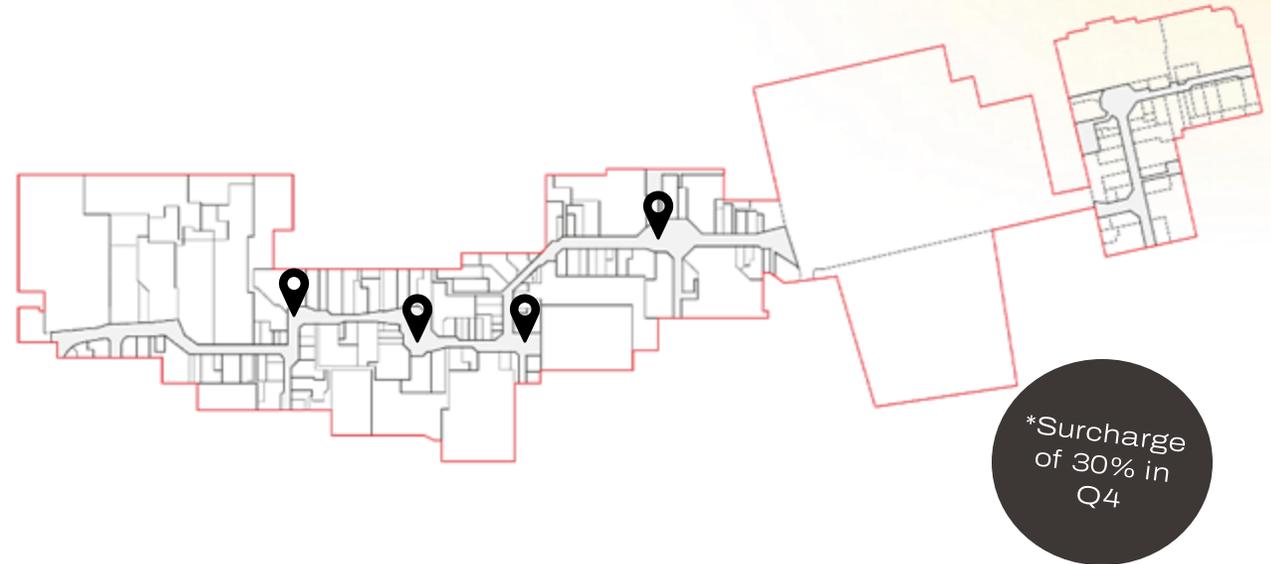
28 screens on our digital totems all over the mall.

DETAILS

Format: 1.080 x 1.920 pixels

Rent: upon request at our partner agency
Gewista

Escalator Branding

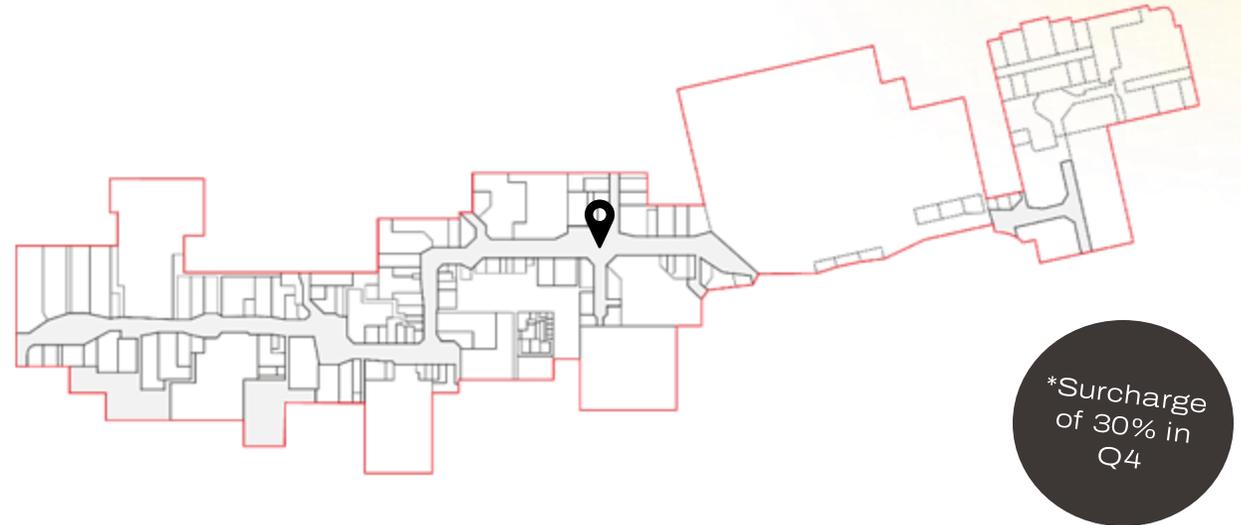


ESCALATOR BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>5 POSSIBLE LOCATIONS IN THE MALL Escalator branding in the center (glass area possible to put a sticker on) Locations: New Yorker, Garden Plaza, Humanic, Water Plaza</p>	<p>Costs for production, installation and removal borne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

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

Terms and conditions apply, please see Considerations for further details.

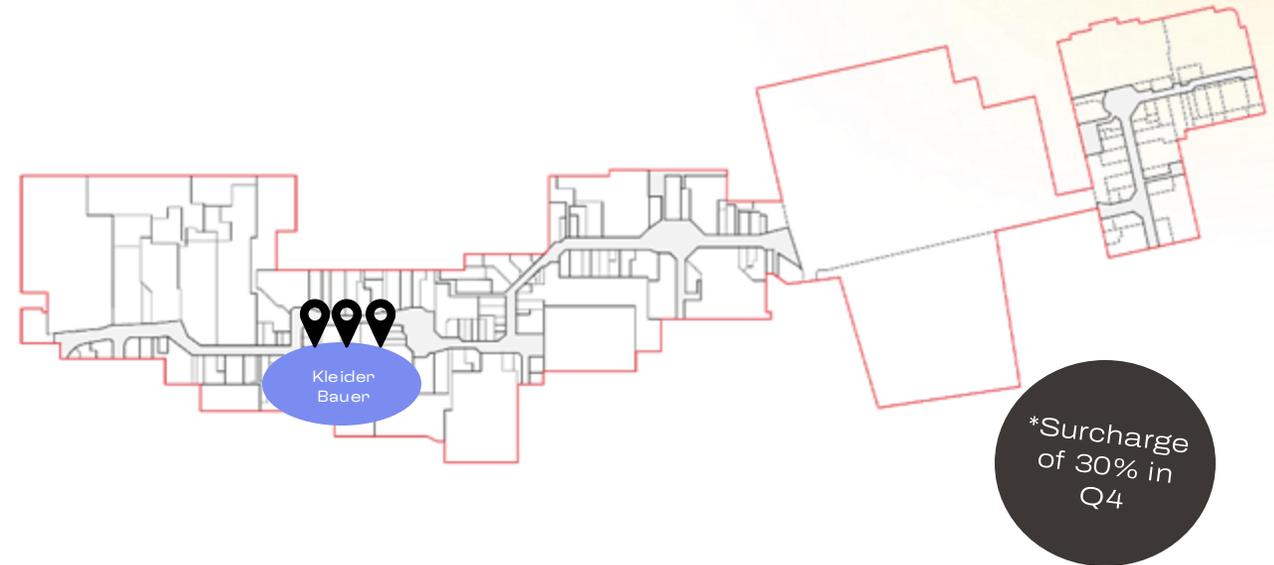
Kakemonos Water Plaza



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

*(excl. VAT and Marketing Fee (5%))
 Terms and conditions apply, please see Considerations for further details.

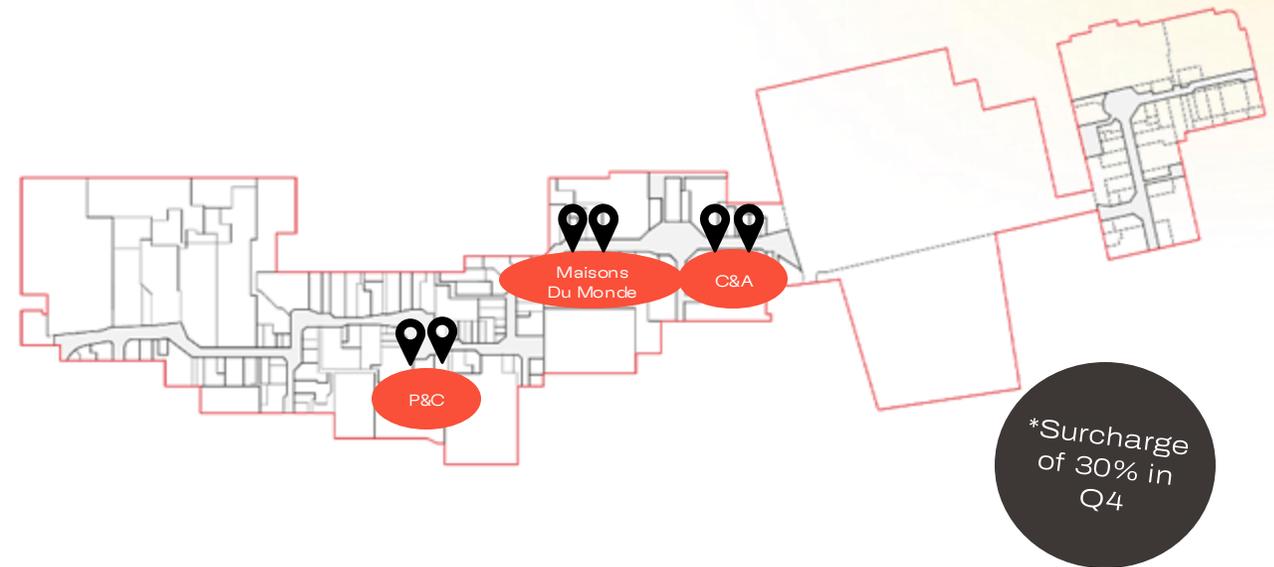
Flags Location #1



FLAGS KLEIDERBAUER	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<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>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>2.900 €* for 1 5.400 €* for 3</p>	

*(excl. VAT and Marketing Fee (5%))
 Terms and conditions apply, please see Considerations for further details.

Flags Additional



FLAGS ADDITIONAL	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<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>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>2.900 €* for 1 4.200 €* for 2</p>	

*(excl. VAT and Marketing Fee (5%))
 Terms and conditions apply, please see Considerations for further details.

Bridge Banner MUX



BRIDGE BANNER MUX	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>BRIDGE BANNER NEAR THE MUX ENTRY</p> <p>Banner with dimensions of 6,8m x 4,5m</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%))
 Terms and conditions apply, please see Considerations for further details.

Outdoor Media

Entrance Branding



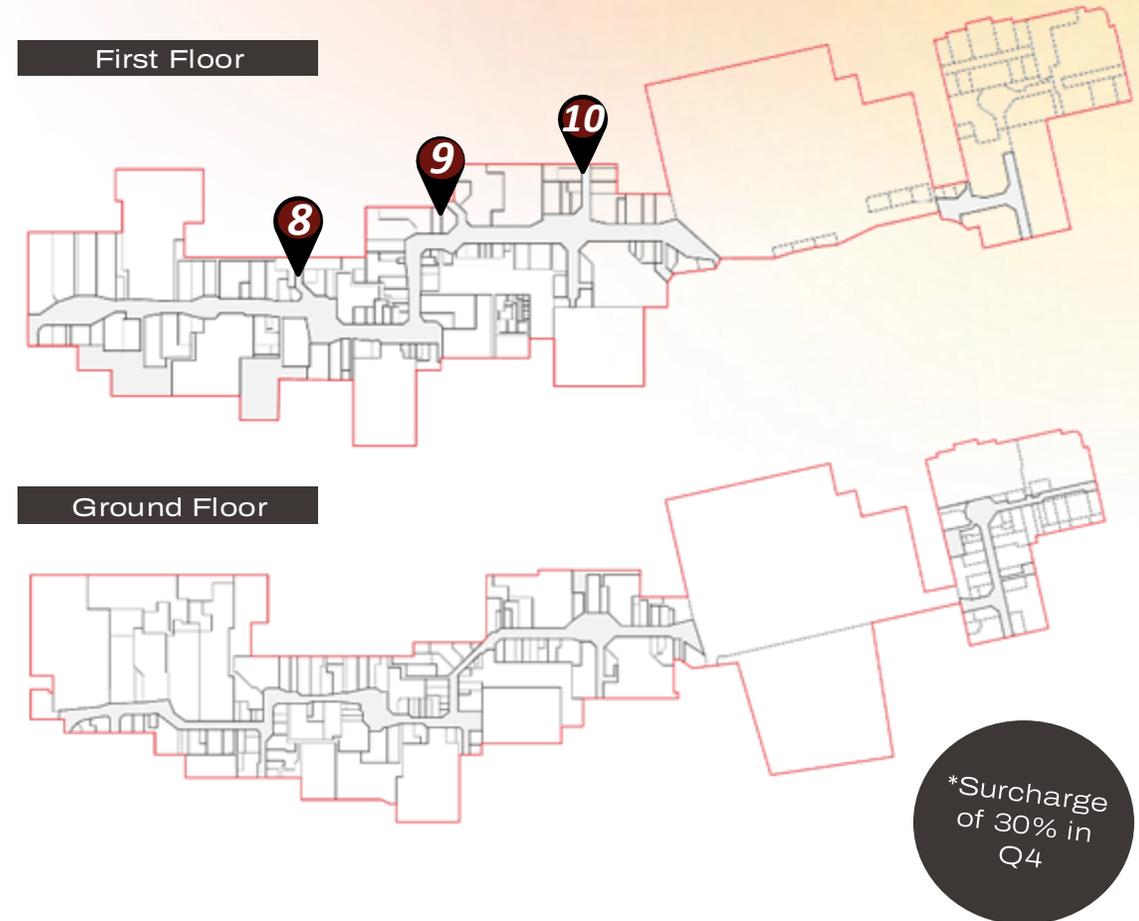
ENTRANCE BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>7 POSSIBLE LOCATIONS IN SCS</p> <p>Entrance branding on 7 possible locations in the center</p> <p>High frequented entrances: #1, #2, #4 and #5</p> <p>Entrance Branding can be done double sided to maximize impact</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>4.500 €*</p>	

*Surcharge of 30% in Q4

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

Terms and conditions apply, please see Considerations for further details.

Entrance Branding



*Surcharge of 30% in Q4

ENTRANCE BRANDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>7 POSSIBLE LOCATIONS IN SCS</p> <p>Entrance branding on 7 possible locations in the center</p> <p>Entrance: first floor: #8/#9/#10</p> <p>Entrance Branding can be done double sided to maximize impact</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>N/A</p>	<p>3.800 €* </p>	

*(excl. VAT and Marketing Fee (5%))
 Terms and conditions apply, please see Considerations for further details.

Billboard 1 – Office Building



BILLBOARD 1 – OFFICE BUILDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>Amazing opportunity for a mega billboard with a size of 291 m² (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</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>4.970 €*</p>	<p>Upon request</p>	

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

Billboard 1.2 – Office Building

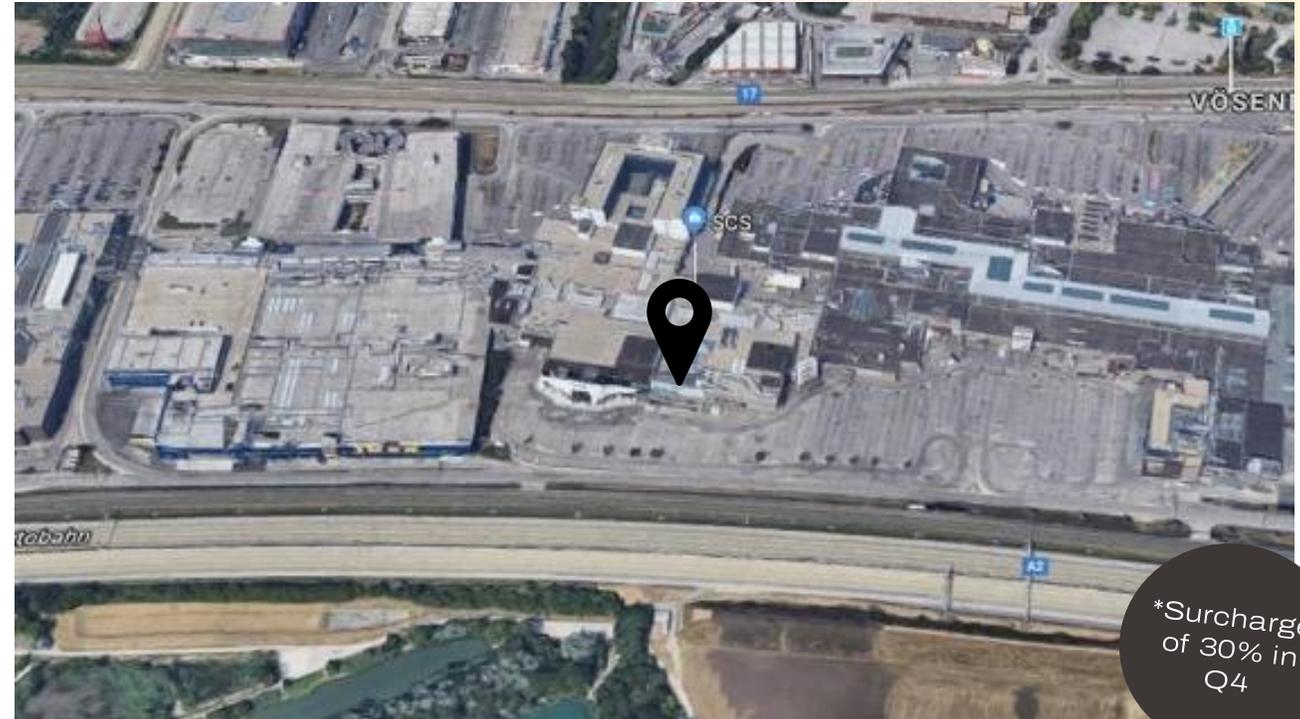


*Surcharge of 30% in Q4

BILLBOARD 1.2 – OFFICE BUILDING	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>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</p>	<p>Costs for production, installation and removal borne by the tenant</p>		<p>3.500 €* Min renting period is 6 months</p>	

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

Billboard 2 – East Facade



BILLBOARD 2 – EAST FACADE	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<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>Upon request</p>	

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

Billboard 3 – Entrance 9

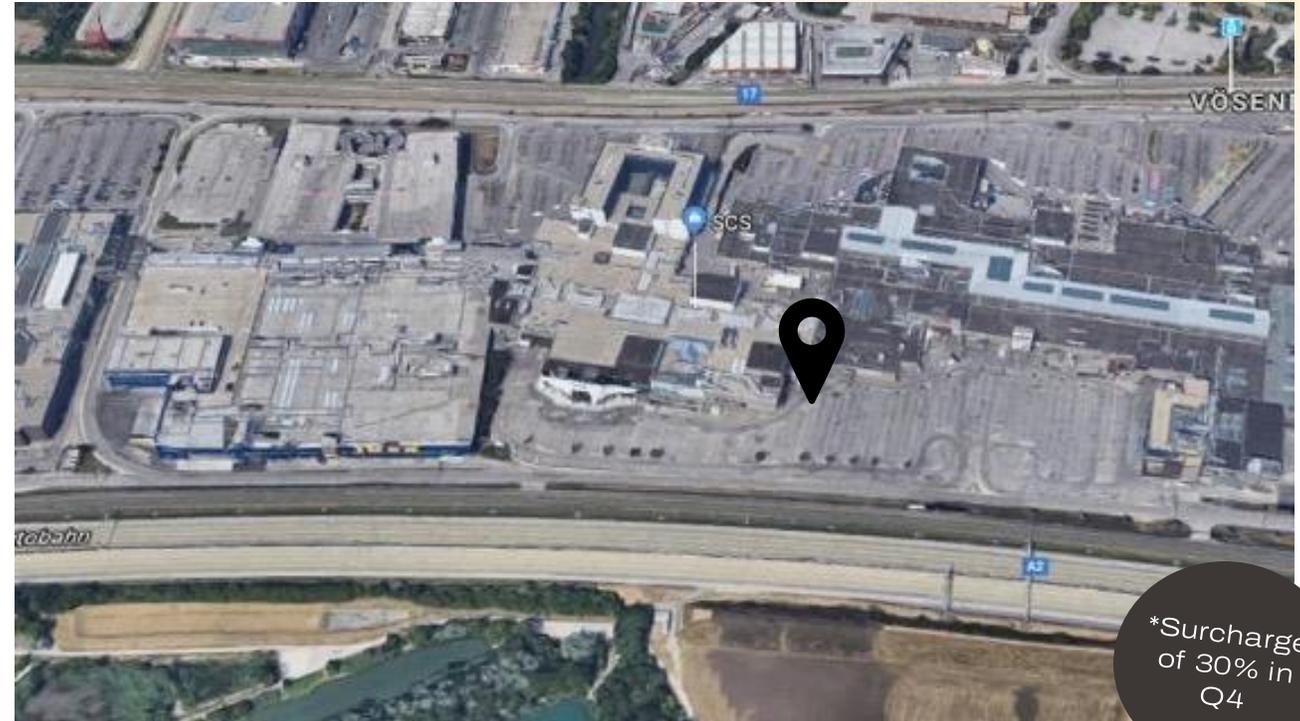


*Surcharge of 30% in Q4

BILLBOARD 3	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>An illuminated advertising space of 121 m² (11 x 11m) on top of entrance 9</p> <p>Great visibility from the highway A2</p> <p>Great potential for a long term advertising (entrance branding)</p> <p>1.000.000 contacts/week</p>	<p>Costs for production, installation and removal borne by the tenant</p>	<p>4.970€*</p>	<p>Upon request</p>	

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

Billboard 4 – „Van Graaf“

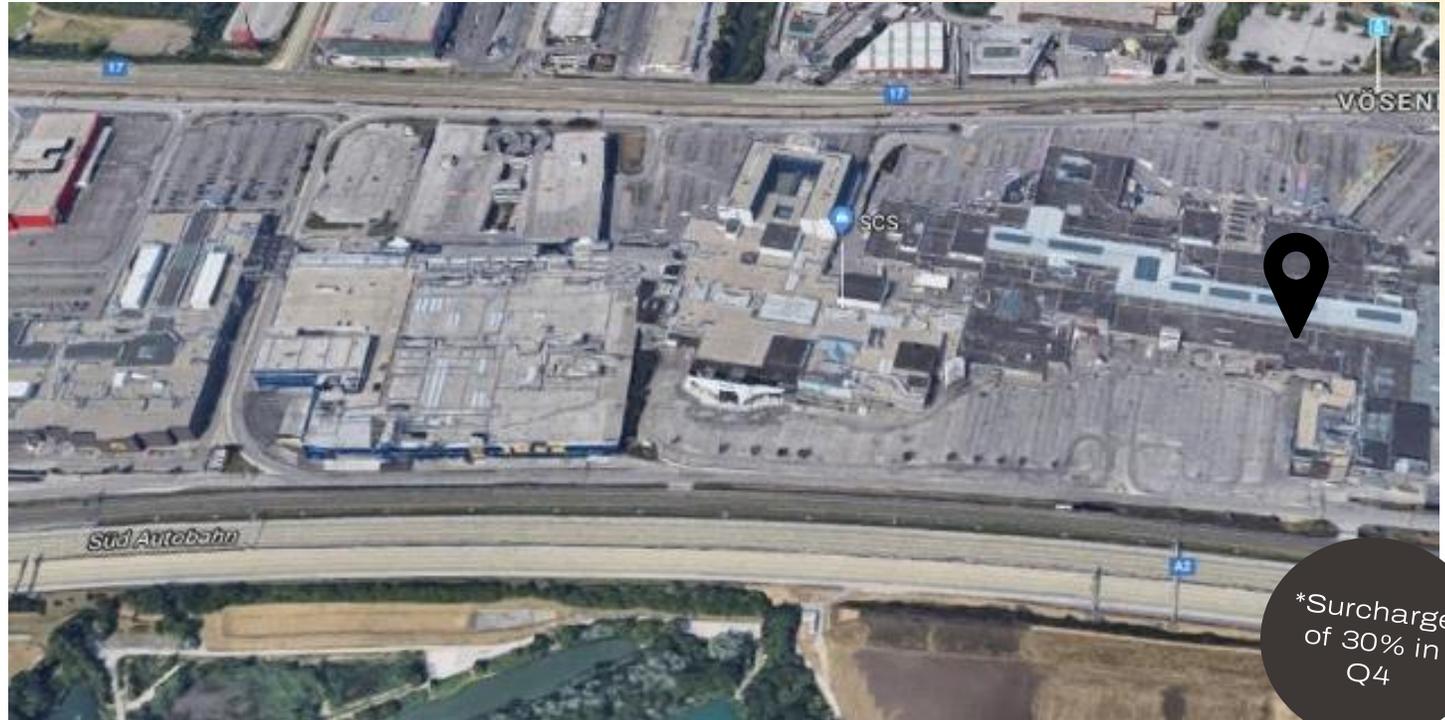


*Surcharge of 30% in Q4

BILLBOARD 4 – „VAN GRAAF“	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>VISIBLE FROM HIGHWAY A2 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>4.970 €*</p>	<p>Upon request</p>	

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

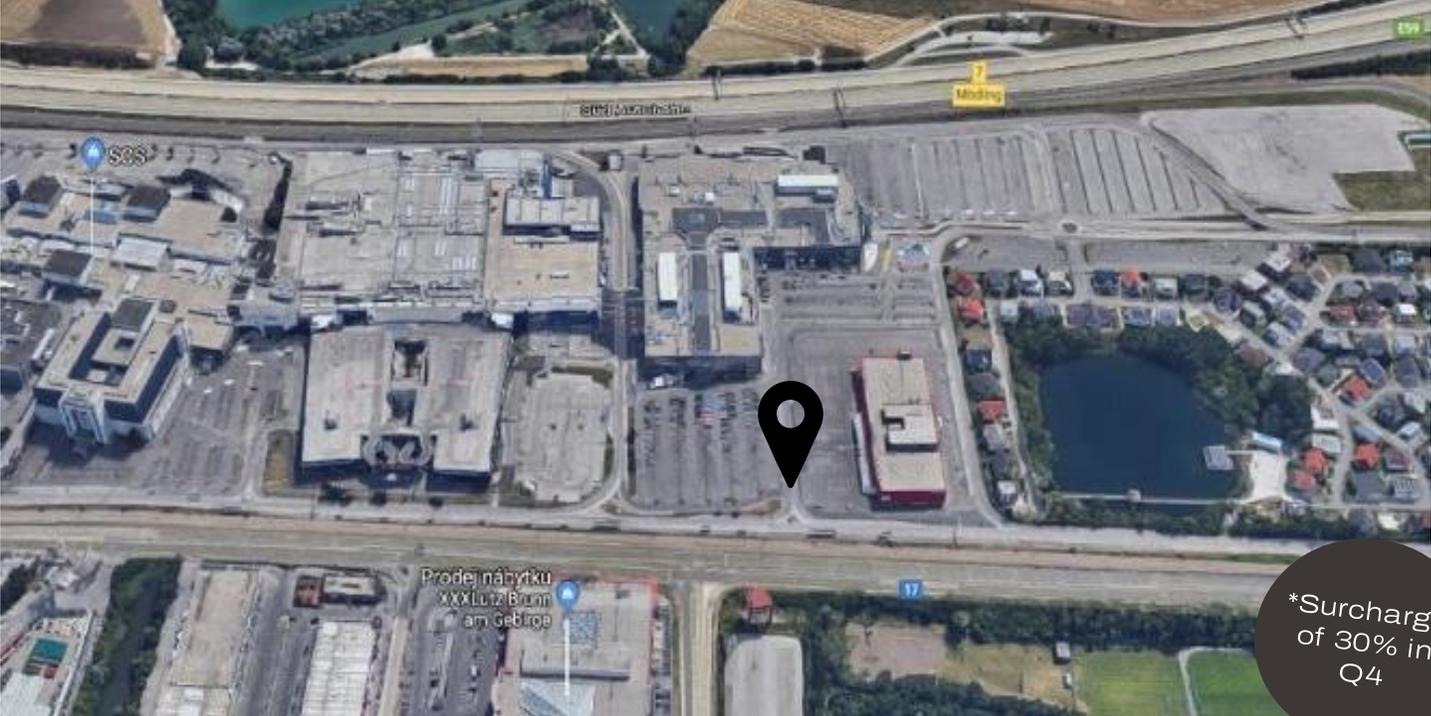
Billboard 5 – at Primark



*Surcharge of 30% in Q4

BILLBOARD 5 – AT PRIMARK	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<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>4.970 €*</p>	<p>Upon request</p>	

Billboard 6 – Multiplex

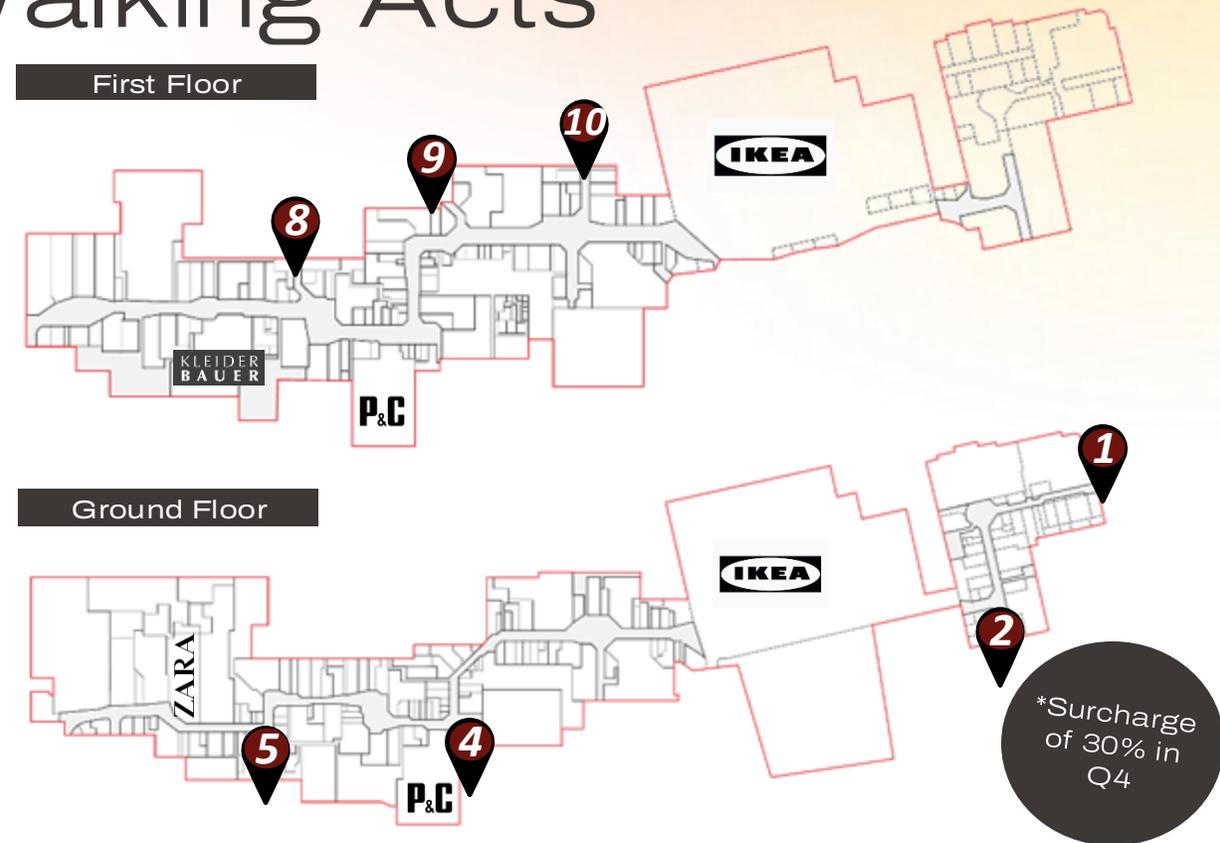


*Surcharge of 30% in Q4

BILLBOARD 6 – MULTIPLEX	DETAILS	2 WEEKS	1 MONTH	PRODUCTION + DE-/INSTALLATION
<p>NEXT TO THE DINING & ENTERTAINMENT CENTRE “MULTIPLEX” An already existing illuminated advertising space of a 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 E*</p>	<p>Upon request</p>	

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

Flyering / Sampling / Walking Acts



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/pers on	500 €/position/day/pers on	690 €/position/day/pers on

*(excl. VAT and Marketing Fee (5%))
 Terms and conditions apply, please see [Considerations](#) for further details.

Disclaimer

This presentation has been prepared by Unibail Rodamco Westfield for general circulation and is circulated for information only. The data that appears in this document is based on internal or external studies, compilations of different studies, or third party declarations. This data, along with all other information contained in this document and particularly visual images, is provided for reference only, is subject to change over time and should not, under any circumstance, be considered to be contractual information. Unibail Rodamco Westfield reserves the right to modify the information in this document at any time without prior warning. Unibail Rodamco Westfield accepts no liability whatsoever for any loss or damage of any kind arising out of the use of all or any part of this presentation.

The facts contained herein and the terms of our discussions are strictly confidential and are not a substitute for a lease or contract nor a promise to lease or contract, nor to any commitment on the part of Unibail Rodamco Westfield and its affiliates. It does not commit Unibail Rodamco Westfield and its affiliates to negotiate exclusively with your company. Unibail Rodamco Westfield and its affiliates reserve at any moment the ability to conclude a lease or contract with third parties, and to terminate the current discussions with your group, without any compensation being able to be claimed on either side. The facts contained herein and the terms of our discussions are not guaranteed in time and are subject to developments and amendment. Only the signature of the lease or contract in its final form and by duly authorized executive will constitute a commitment on the part of Unibail Rodamco Westfield, its subsidiaries or its representatives.

OS

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.

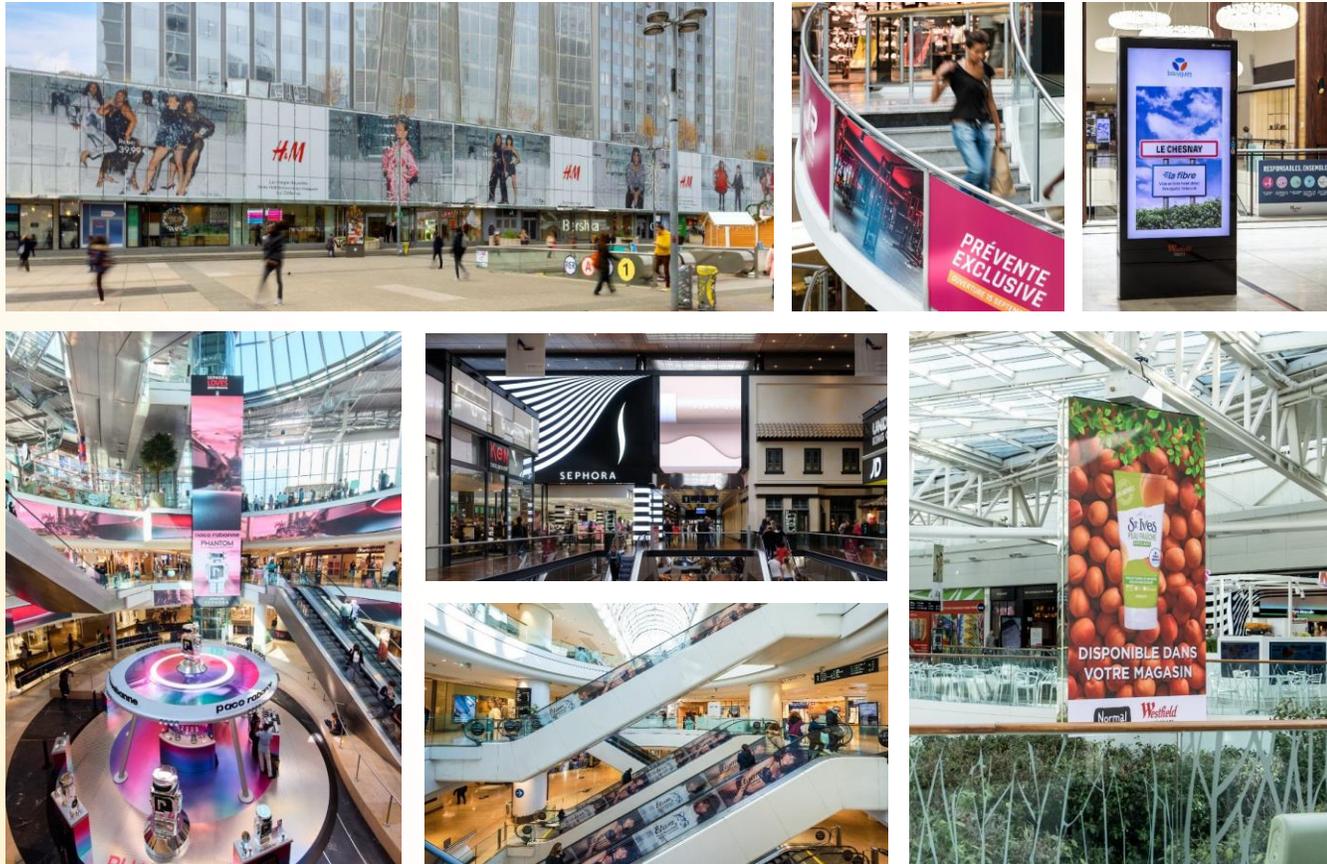


Shopping Center	3 DAYS (VAT excl.)	1 WEEK (VAT excl.)
Westfield Centers → WCentro (GER) – WHamburg-Überseequartier (GER) WRuhr Park (GER) - WShopping City Süd (AT) - WDonau Zentrum (AT)	1.250 €*	2.000 €
All other assets in Germany	1.000 €**	1.600 €

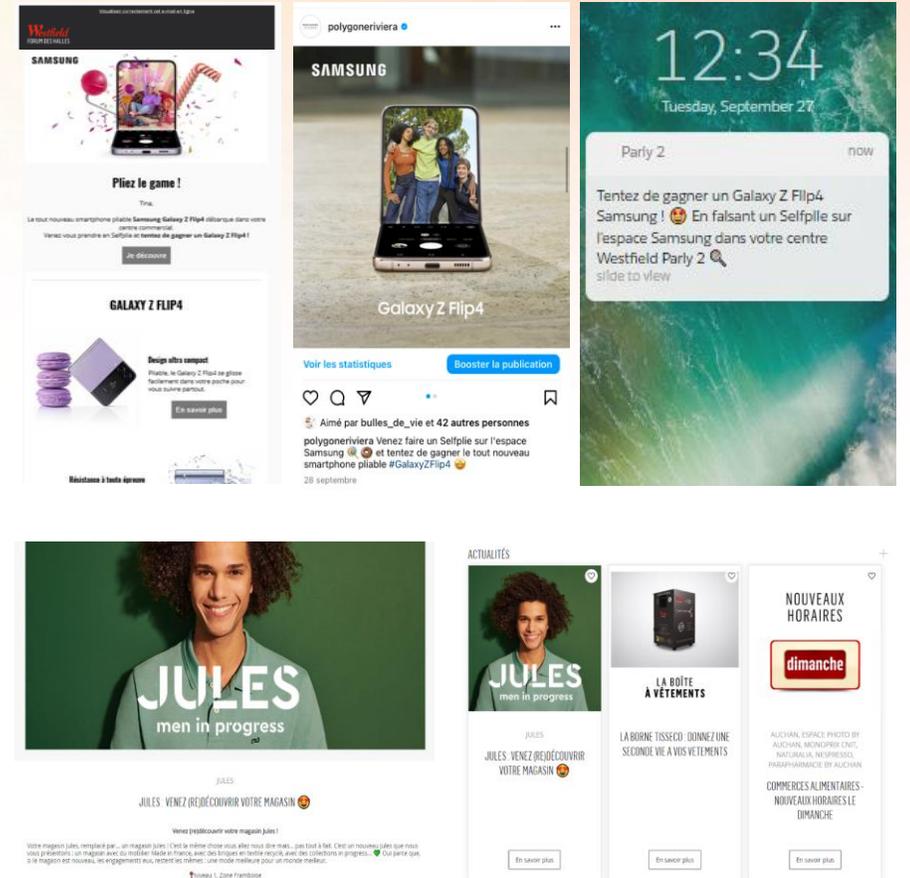
Terms and conditions apply, please see [Considerations](#) for further details.

Media

(D)OOH



ONLINE



Terms and conditions apply, please see Considerations for further details.

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

044

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

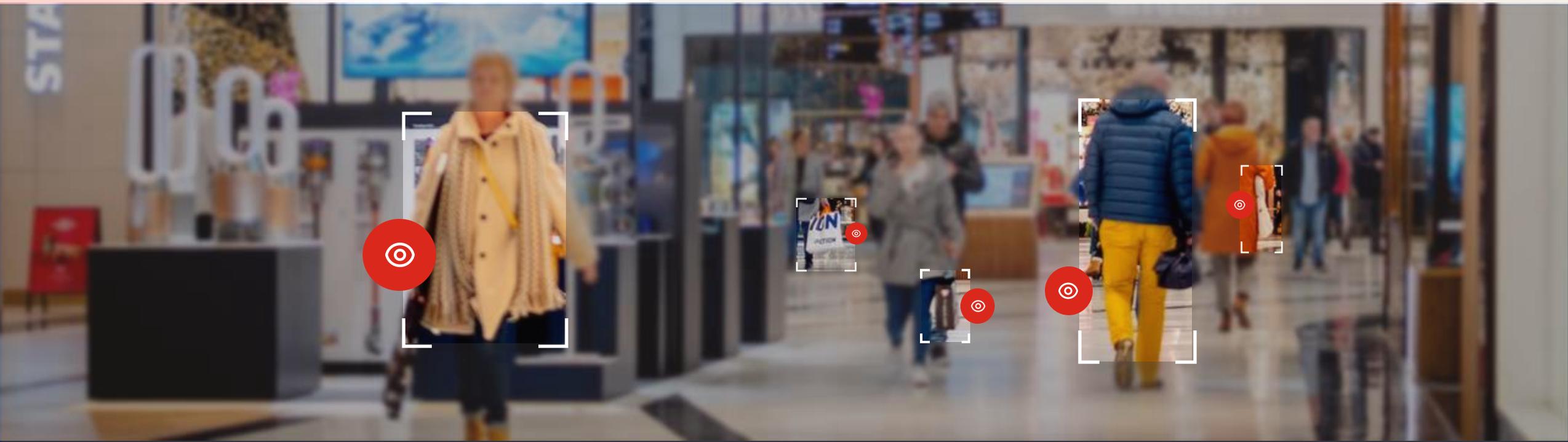
Drive-to-store insight
for direct impact
computation

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 **CNIL**  
-  Near real-time data



Shopping Centers

Data availability



North Rhine-Westphalia

- > [Westfield Centro](#)

Austria

- > [Westfield Donau Zentrum](#)
- > [Westfield Shopping City Süd](#)

Hamburg

- > [Westfield Hamburg-Überseequartier](#)

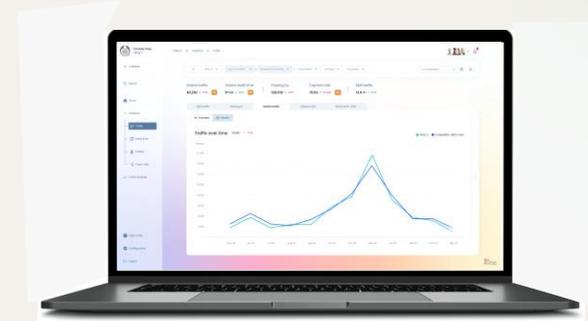
North Rhine-Westphalia

- > [Westfield Ruhr Park](#)

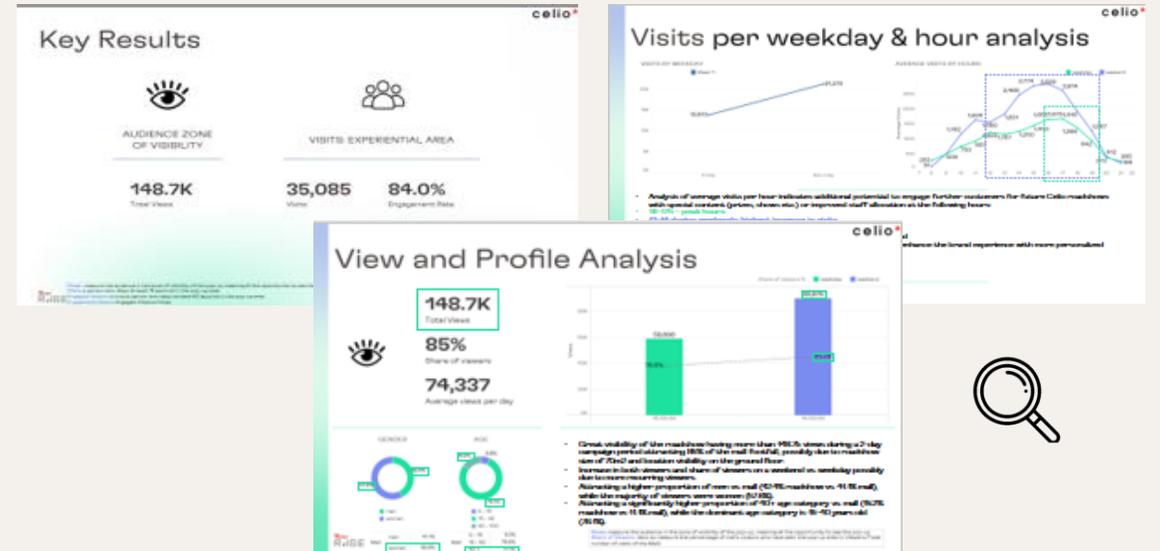
Coming 2026



Powered by **Data**



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



Get in touch

Westfield Rise Team

Austria & Germany

 hello_de@westfieldrise.com

 <http://www.westfieldrise.de>

 <http://www.westfieldrise.com>

Stay in the loop

Newsletter

 <https://www.westfieldrise.de/newsletter>