

Bullring, Birmingham

Where Birmingham happens

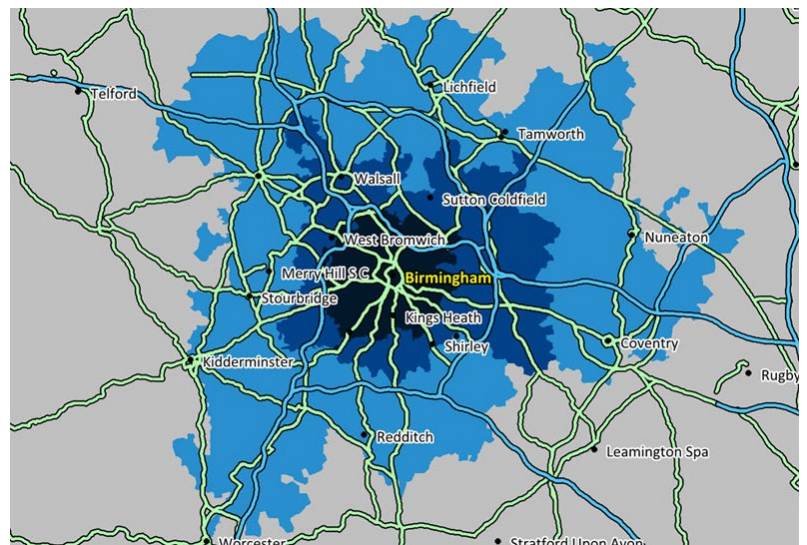


Annual Footfall
36m

Bullring, Birmingham is the most exciting destination outside of London for international brands. With the guardian bronze bull as the third most photographed landmark in Britain, it is one of the UK's most successful regeneration projects. Bullring has the highest annual footfall of any retail destination in the Midlands.

Catchment area

Average Dwell Time
83mins



Average Spend
£77

- Over 7.2 million people live within an hour's drive of Birmingham city
- 4.3 million consumers in Bullring's 45 minute catchment area
- Largest professional / financial sector outside London, employing over 100,000 people with an annual output of over £2.5 billion
- 61% of visitors are 18-34 years

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Spaces to engage

Site	Description	Daily (Mon-Thur)	Weekend (Fri -Sun)	Weekend (Daily)
Site A: Upper Mall West 7m x 3m	Upper west mall along the internal route from New Street Station. Next to Debenhams and Goldsmiths	£1,500	£8,500	£3,000
Site B: Central Street 5m x 5m	External site linking east and west malls with high footfall	£1,750	£8,000	£2,500
Site C: Rotunda Square 10m x 12m	External site linking the 3 main entrances to the city centre. Home of iconic Bull statue	£2,000	£9,500	£3,800
Site D: St Martin's Square 15m x 10m	Our largest external site, surrounded by eateries offering high footfall throughout the day and night	£1,500	£8,500	£3,000
Site E: Lower Mall West 12m x 7m	Our largest and prime internal event space which can be viewed from all 3 mall levels. Near Disney and Debenhams	£2,000	£10,500	£3,950
Site I: Selfridge Circle 8m diameter	Located on the premium lower east mall opposite Selfridges	£1,950	£9,500	£3,500
Site J: Upper Mall East 7m x 5m	Located on the premium upper east mall surrounded by high end stores Selfridges and Hugo Boss	£1,250	£7,000	£2,750
Site K: Upper Mall East 7m x 5m	Located on the premium upper east mall surrounded by high end stores Selfridges and All Saints	£1,250	£7,000	£2,750
Site L: St. Martin's Balcony 7m x 7m	External site adjacent to the stairs leading to St Martin's Square.	£1,000	£4,000	£1,500

All rates are exclusive of VAT. Rates subject to increase in Nov/Dec.

Bespoke options

- Sponsorship and long term brand partnerships
- Prominent internal promotional sites
- Large external event sites
- Mall retailing and kiosks
- Car park opportunities
- Digital advertising, banners, posters and floor media
- Branding of the iconic Bull sculpture
- Pop up shops and temporary retail
- Seasonal commercial events

Talk to us

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Portfolio opportunities

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