

Highcross, Leicester

Where Leicester happens



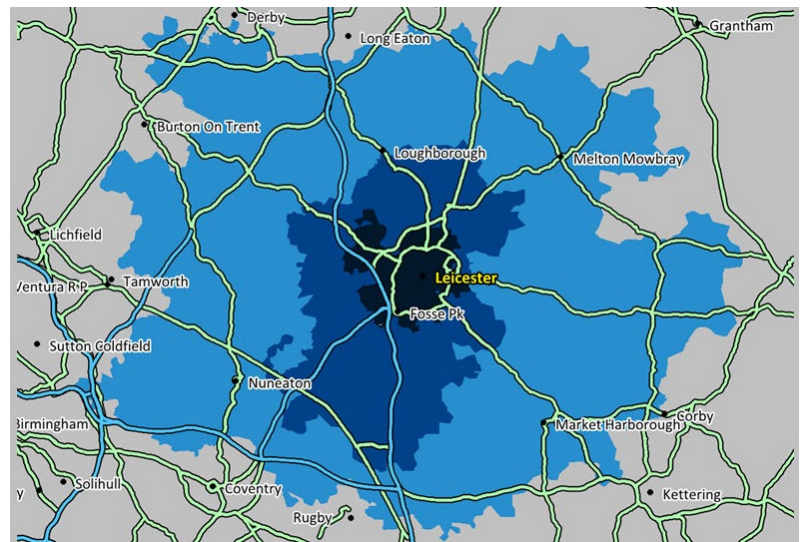
Annual Footfall
18m

Average Dwell Time
84mins

Average Spend
£92

Highcross has two major department stores: Debenhams and a flagship John Lewis, all spread over external street spaces and a spectacular covered mall. Dominating the retail and leisure landscape in Leicester city centre, the centre boasts over 40 delicious cafes and restaurants and a 12 screen Cinema de Lux with XPLUS screen.

Catchment area



- Leicester is the largest city in the East Midlands
- Located at the centre of the motorway network and just one hour by train from London
- City centre buzzing with new developments, plus 40,000 students and a growing business population
- Offers a critical mass of the best of both UK and international fashion and dining brands

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Spaces to engage

| Site | Description | Daily (Mon-Thurs) | Weekly (Mon - Sun) | Weekend (Fri - Sun) |
|---|---|-------------------|--------------------|---------------------|
| Site 1: East Square 10m x 8m | Focal space with excellent viewing from the upper mall. Opposite Debenhams and Game | £3,000 | £7,000 | £5,750 |
| Site 2: Lower East Mall 4m x 4m | Central mall location near Schuh, Trespass and Build-A-Bear | £900 | £1,875 | £1,600 |
| Site 3: Lower West Mall 4m x 2m | Central mall location near Lacoste, Ernest Jones and H&M | £900 | £1,875 | £1,600 |
| Site 4: St Peter's Square 10m x 10m | Large external space in vibrant leisure area. John Lewis, Cinema de Lux, Carluccio's and Coast 2 Coast surround the space | £1,500 | | £3,500 |
| Site 7: Lower East Mall 4m x 4m | Located adjacent to escalators and interchange between east and west malls. Excellent location for car brands | £650 | £1,500 | £1,000 |

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
- Pop up shops and temporary retail
- Seasonal commercial events



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Talk to us

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Portfolio opportunities

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Media engagement

| Site | Description | 1 Month | 2 Months | Quarterly |
|--|---|---------|----------|-----------|
| Car Park Banners 2m x 1m | Media platform within the busy Multi-Storey Car Park, strategically located for high impact in car park entrances and exits. Rooftop and John Lewis locations available. (Rate is per site) | £2,800 | £3,920 | £5,100 |
| Hanging Banner 6m x 1.5m | Located in prime, central mall locations with 360 visibility. Three sites available (Rate is per site). Package deals available for all three. | £2,500 | £3,500 | £4,500 |
| Escalator Branding | Use of escalator site offering high impact advertising. Weekly pricing available - sold per pair. Rate excludes production costs. | £4,000 | £5,600 | £7,200 |
| A1 Posters | Located strategically throughout the centre. Rates are per poster sites. | £500 | £950 | £1,350 |
| Full Media Take-over All Sites Above | Opportunity to dominate the mall with a media take-over. Choose a package deal for maximum exposure. | £6,000 | £11,500 | £15,750 |
| Lift Door Advertising | Creative and clever lift advertising. Campaign duration can vary to your specifications. | POA | POA | POA |
| Digital Advertising | Range of digital six sheets and large M-Vision screens throughout the centre. Book through our partner JC Decaux on 020 7298 8000. Campaign duration can vary to your specifications. | POA | POA | POA |

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