

Hammerson

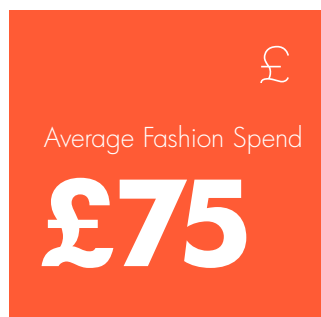
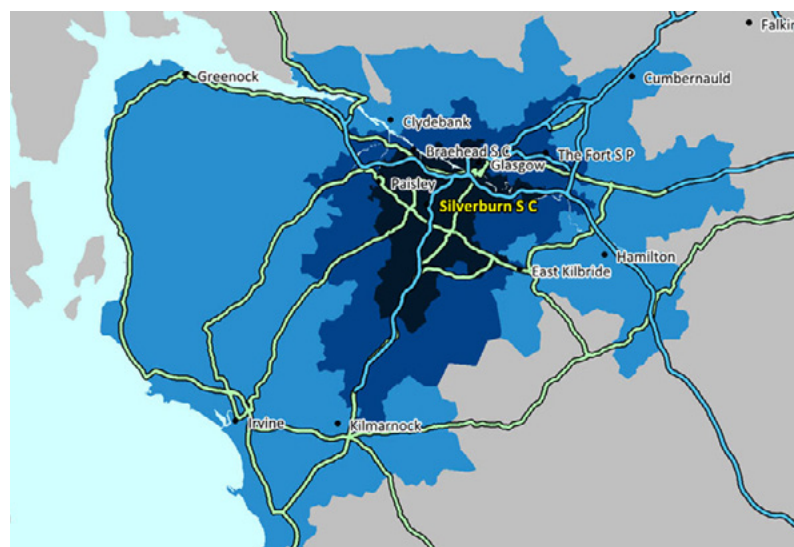
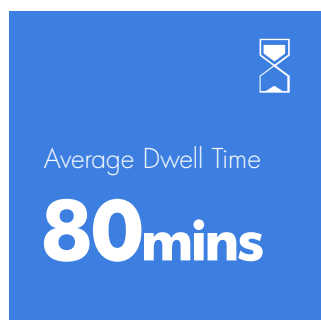
Silverburn, Glasgow

Where Glasgow happens



Silverburn is set in a unique, architecturally inspired glass covered space with the perfect mix of upscale stores, high street brands, fashion favourites, independent boutiques and dining offers. Glasgow's premium shopping destination recently added a 14 screen Cineworld cinema, with the first ever wall to wall Superscreen.

Catchment area



- Silverburn provides Glasgow residents and visitors with an unequalled shopping experience
- The largest city in Scotland
- Glasgow is recognised as the strongest fashion capital outside London
- Anchored by Marks & Spencer, Debenhams and Next
- 15 million locals and tourists visit the shopping centre each year
- Ranked second in the UK retail rankings

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Spaces to engage

Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Sat-Sun)
E1 Site 1 9m x 9m x 2m	External space with vehicle access adjacent to main entrance.	£500	£1,750	£1,300
E1 Site 2 4m x 2m x 2m	External space with vehicle access adjacent to main entrance and located beside a 24 hour Tesco.	£500	£1,750	£1,000
E2 12m x 10m x 2m	Located by entrance to the mall at the Winter Garden and bus terminus. Surrounded by Cineworld, TGI Fridays and Five Guys.	£500	£1,500	£1,000
I2 9m x 6m x 2m	Large promotional space situated outside Debenhams, Yo Sushi and Jack Wills.	£1,750	£4,850	£3,500
I3 5m x 4m x 2m	Large promotional space outside Next with surrounding retailers Tesco, Next, TK Maxx, Nando's and Zara.	£1,300	£4,500	£2,600
I4 3m x 4m	Located in the Winter Garden surrounded by the restaurants & cinema (Carluccios, Handmade Burger, Wagamama & Cineworld).	£500	£1,750	£1,300

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



Hammerson

Talk to us

General enquiries

silverburn@hammersonengage.com

Portfolio opportunities

enquiries@hammersonengage.com

Find us

Silverburn Shopping Centre
Barrhead Road, Glasgow G53 6QR
shopsilverburn.com

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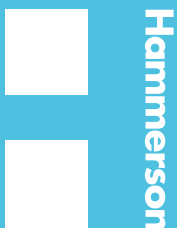
Media engagement - Third Party

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
Digital 6 Sheet	19 Digital Advertising screens in prime walkway locations. Available in 5%, 10% and 15% Shares of Airtime over the display period. Portrait size is W1080 x H1920 pixels. Quick Time and MOV files accepted. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.and we are happy to make an introduction for you.	P.O.A	N/A	N/A
Hanging Banner Options	2 Large format banners available in prime centre locations. The dimensions are 3 Meters (H) x 5 Meters (W). This opportunity is provided by 3rd party Limited Space Ltd and we are happy to make an introduction for you.	£2,500	N/A	Included
Innovation Stations	Engaging interactive D6 advertising screens designed bespoke for your campaign. Case studies include screens that spray perfume, allow AR interaction or are fully themed. This opportunity is provided by JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A
Lift Exterior Vinyl	Silverburn is an out of town shopping centre therefore, despite the shopping centre being on one level the car park lifts are very popular. With lift banks of 3 on the same level. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make an introduction for you.	£1,950	£5,850	Included

Media engagement - Direct

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
External Wall Street Advertising 1	One of two large glazed areas create an impressive façade looking on the entrance to the Silverburn Centre and can be seen from the nearby road. A truly eye catching opportunity to get your brand noticed in 93.64sqm. This opportunity is sold direct by the Silverburn team.	N/A	£4,000	P.O.A
External Wall Street Advertising 2	One of two large glazed areas creating an impressive façade looking onto the entrance to the Silverburn Centre and can be seen from the nearby road. A truly eye catching opportunity to get you brand noticed in 45.84sqm. This opportunity is sold direct by the Silverburn team.	N/A	£4,000	P.O.A
Hoarding Opportunities	Hoarding opportunities to vinyl shop fronts is possible. Size and dimensions vary according to the timing of the enquiry and are subject to availability. This opportunity is sold directly via the Silverburn team.	P.O.A	P.O.A	P.O.A
Interior Light Box	An interior light box. Size is 2.5m x 2.5m. The light box is located close by M&S / entrance to the multi storey car-park.	£1500 + VAT for 1 month	P.O.A	All costs include print and installation.

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



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