

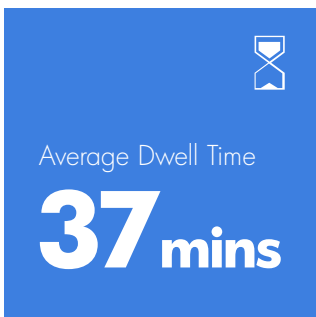
# Victoria, Leeds

Where Leeds happens

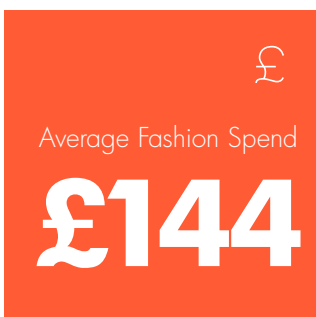
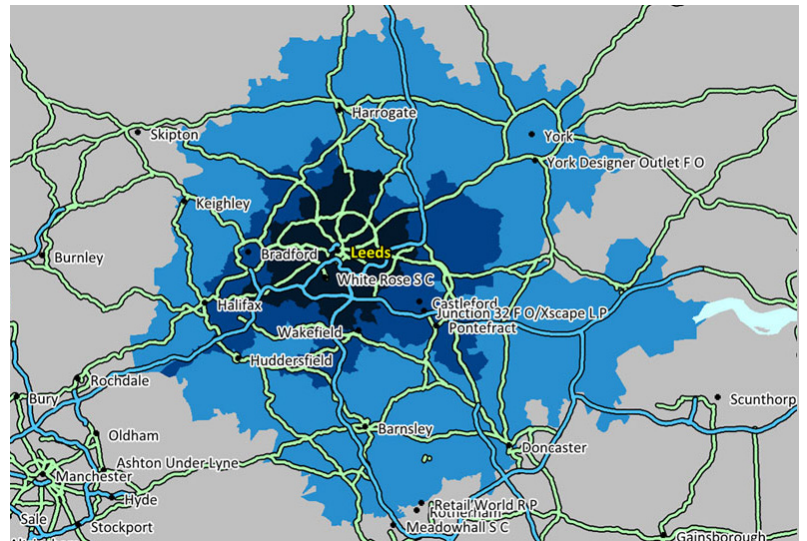


Victoria Leeds brings together Victoria Quarter, home to Harvey Nichols and the recently developed Victoria Gate to deliver the most vibrant shopping scene and destination in Leeds city centre.

Victoria Leeds captures the heritage of Victoria Quarter and its stunning stained glass roof and adds Victoria Gate with a sparkling 24,000m<sup>2</sup> John Lewis flag ship store, around 30 boutiques and restaurants, to offer shoppers the newest and most exciting shops and brands in the region.



## Catchment area



- Estimated 1.9m people living within 30 minutes' drive of the centre
- Leeds ranks second nationally in terms of in-store retail expenditure
- Enhanced by the popularity of Leeds as a tourist destination
- 67% of audience aged between 16 – 34

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Where Leeds happens

## Spaces to engage

Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Fri-Sun)
<b>VG1 West:</b> Victoria Gate 5m x 5m, 13 amp	Near the Harewood Street entrance from the main shopping district. Surrounding retailers include Anthropologie, Tommy Hilfiger and Aspinall of London.	£800	£3,000	£1,900
<b>VG2 North:</b> Victoria Gate 6m x 4m, 63amp (3 phase)	On the north arcade beneath the architecturally stunning light atrium; adjacent to T2 and Le Pain Quotidien.	£600	£2,200	£1,400
<b>VG3 East:</b> Victoria Gate 2.5m x 9m, 63amp (3 phase)	In front of the main John Lewis internal entrance and adjacent to Pret a Manger.	£600	£2,200	£1,400
<b>VQ1 West:</b> Victoria Quarter 3.5m x 4m, 32amp	Nearest promotional space to the Briggate entrance, from the main shopping district, and adjacent to the Harvey Nichols Café.	£800	£3,000	£1,900
<b>VQ2:</b> Victoria Quarter 6m x 4m, 13amp	Promotional space in the prime, most central position between the two fountains.	£800	£2,200	£1,400
<b>Sidney Street</b> 5m x 4m, 32amp	Prime external space linking both Victoria Quarter and Victoria Gate with high footfall. Ideal for sampling.	£800	£3,000	£1,900

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
- 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

[victoria\\_gq@hammersonengage.com](mailto:victoria_gq@hammersonengage.com)

Portfolio opportunities

[enquiries@hammersonengage.com](mailto:enquiries@hammersonengage.com)

### Find us

Victoria, Leeds

George Street, Leeds LS2 7AU

[victorialeeds.co.uk](http://victorialeeds.co.uk)

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## Media engagement - Third Party

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Digital 6 Sheet</b>	16 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.	P.O.A	N/A	N/A
<b>Innovation Stations</b>	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 a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A

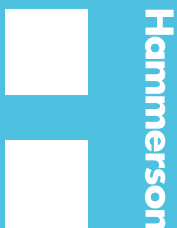
## Media engagement - Direct

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Hoarding Opportunities</b>	Hoarding opportunities to vinyl shop fronts with branding are possible. Size and dimensions vary according to the timing of the enquiry and are subject to availability. This opportunity is sold directly by Victoria Leeds	P.O.A	P.O.A	P.O.A
<b>Lift Experience - Digital Small Screen</b>	Digital screens available within the 3 Lifts to the roof top restaurants/ multi-story car park/ public toilets. Screens are 1280 px (H) x 969 px (W). This opportunity is sold directly by Victoria Leeds.	P.O.A	P.O.A	£275
<b>Lift Interior Vinyl</b>	Whilst the centre shops are on one level, there are lifts taking visitors to the roof top restaurants/ washrooms. Price is for bank of 3, same level. This opportunity is sold directly by Victoria Leeds.	£1,100	£3,300	£450

## Car Park Opportunity

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Car Park Barrier Arms</b>	An opportunity within an award winning car park with 803 bays (including extra wide bays). Leeds Victoria has 2 exit barriers available to brand. This is an opportunity sold by Victoria Leeds.	£175	£900	£125
<b>Car Park Lift</b>	An opportunity within an award winning car park with 803 bays (including extra wide bays). Leeds Victoria has 20 car park lifts (each with 2 doors) available to brand. Dimensions 0.3 Meters (W) x 0.3M (H). This is an opportunity sold by Victoria Leeds.	£1,100	£3,600	£890

All rates are exclusive of VAT.



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