

Centrale, Croydon

Where Croydon happens



Annual Footfall

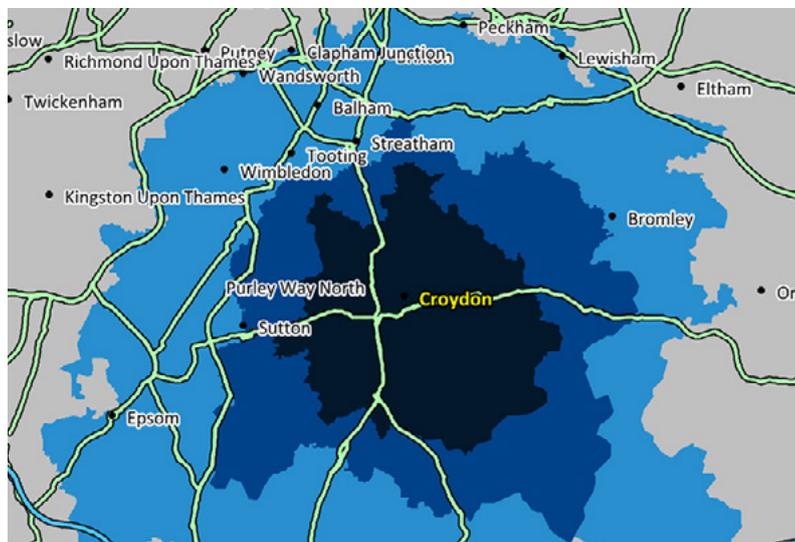
12m

Centrale Shopping Centre is Croydon’s premier shopping destination with many high street stores including House of Fraser, Debenhams, H&M and Next. Ideally positioned between West and East Croydon railway stations, with extensive tram and bus links to London, the centre provides easy access to the South.

Catchment area

Average Dwell Time

95mins



Demographics ABC1

63%

- Over one million people within its catchment
- UK’s 13th largest shopping population
- Close proximity to central London
- Tech hotspot and incubator for digital start-ups, cultural events and foodie heaven

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Spaces to engage

Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Daily)
Site A: North End Mall 4m x 5m 2 x 13amp	Situated to the left of the main focal area, Site A holds all the benefits of the main focal area with a more intimate and smaller footprint. Directly outside Sports Direct and Samsung, this site holds the benefits of high footfall, great lighting and a surrounding of fully let stores. Ideal for: food and beverage, charities and retail.	£500	£1,500	£750
Site D: 4m x 4m 2 x 13amp	One of our most pristine sites in the Centre. A circular site surrounded by House of Fraser, Virgin Media and Rush. A goldmine for footfall as it's situated in the middle of the Centre. Ideal for: retail, food and beverage, experiential, cars.	£800	£2,000	£1,000
Site E: North End Mall 4m x 3m 1 x 13amp	A fantastic location in the Centre, next to House of Fraser in the middle stretch of Centrale. This is perfect to attract passing trade with the luxury of using both sides of the mall. Ideal for: food and beverage, retail.	£500	£1,500	£750
Site F: North Mall 4m x 3m 1 x 13amp	In the same run as Site E, this shares all the same benefits with a little extra width. Ideal for: food and beverage, retail.	£500	£1,500	£750
Site G: North Mall 3m x 2m 32amp 3-phase	Site G is situated in the Centre run. A well-lit, popular destination being located next to a major anchor tenant. A proven successful site. Ideal for: food and beverage, retail.	£500	£1,500	£750
Site G1: 4.2m x 2.5m 2 x 13amp	Site G1 is a fantastic mid mall location boasting a full flow from a narrow walkway where customers have to pass the site. Surrounded by fully let stores, it's great for maintaining high spend and a success for any business.	£350	£1,250	£500
Site G2: 4m x 3m 2 x 13amp	This is a new area which has been purposely built for maximum impact for mid mall promotions. In a very intimate area of the mall and surrounded by a fantastic retail mix, it's a recipe for success.	£350	£1,500	£500
Site G3: 4m x 3m 2 x 13amp	This is a new area which has been purposely built for maximum impact for mid mall promotions. In a very intimate area of the mall and surrounded by a fantastic retail mix, it's a recipe for success.	£350	£1,500	£500
Site H: 4m x 3.5m 2 x 13amp	Next to Site G, this shares all the same positive benefits. We are open to using both sites together also. Ideal for: food and beverage, retail.	£500	£1,500	£750

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

Continued

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Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Daily)
Site I: 8m x 3m 2 x 13amp	A site with amazing potential. The size gives you the opportunity to explore and make use of the whole space. Situated very close to escalators, lifts and an anchor entrance, the footfall is fantastic. Ideal for: experiential, pop-up, food and beverage.	£800	£2,000	£1,000
Site J: 4m x 4.8m 2 x 13amp	Surrounded by Aldo, Next, Ernest Jones and Lyons, this is a fantastic area under an escalator. A creative site with generous space to create your own area. Ideal for: retail.	£500	£1,500	£750
Site K: 8m x 3m 2 x 13amp	Situated directly next to one of our entrance doors, this is fantastic for being the first unit that people see when they enter the mall. A huge advantage in grabbing that first attention of customers. Ideal for: retail, food and beverage, charities.	£800	£2,000	£1,000
SNE External: 1 x 13amp	A unique site facing onto Croydon's extremely busy high street, operators on this site can benefit from multiple footfall streams along with the ability to be extra creative.	£300	£1,800	£500
Focal Site: 9.4m x 9.4m 2 x 13amp	Situated in the heart of the Centre, this huge site can host all activities and promotions. Surrounded by Debenhams, Superdrug, Sports Direct and Samsung, it attracts a wide range of audience. Being next to our main entrance, we see a large amount of footfall through here. This site is ideal for: cars, brand experience, experiential campaigns, shows and sampling.	£800	£3,500	£1,000

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Media engagement - Third Party

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
Digital 6 Sheet	10 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
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	Multiple lifts banks available taking visitors to the other levels including the main floors and car park. Price is for a bank of 3, same level. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make and introduction for you.	P.O.A	P.O.A	P.O.A

Media engagement - Direct

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
Escalator Vinyls	3 pairs of escalators available for branding. Sold as a pair. Located near House of Fraser, taking visitors to the various shopping levels and the multi-story car park. This opportunity is sold directly via the Centrale team.	£2,000	£7,200	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 Centrale team.	P.O.A	P.O.A	P.O.A

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Lower Mall



Hammerson

Talk to us

General enquiries

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Portfolio opportunities

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Find us

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