

# Brent Cross, London

Where London happens



Annual Footfall

**13m**

Brent Cross is a celebration of the past, present and future in North West London, anchored by Fenwick and John Lewis. Housing 2,000 leading and designer brands, the extension and redevelopment over the next five years will strengthen it as a dominant London retail venue.

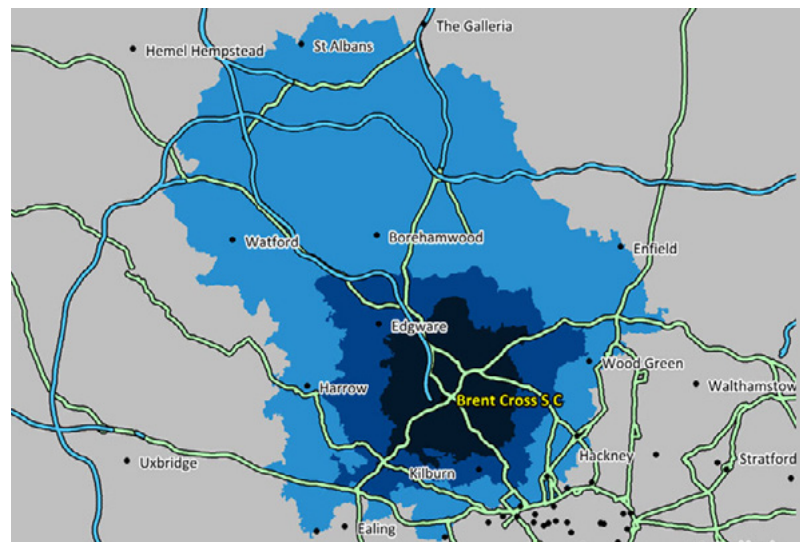
Average Dwell Time

**89mins**

## Catchment area

Demographics ABC1

**80%**



- Located at the junction of the M1 motorway and the London North Circular
- Brent Cross serves around 2 million people within its core catchment area
- Approximately £9.9 billion spend on non-grocery items
- UK's largest and most affluent catchment

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## Spaces to engage

Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Sat-Sun)
<b>Site A:</b> External Various sizes Power: N/A	Site A at Brent Cross is a large outdoor space located next to the patio and John Lewis car park. This open space is best suited for outside catering kiosks, car displays, bike demonstrations and bigger events such as food festivals and fetes. The external location puts your activity right in front of shoppers as they arrive at the centre with high footfall and great levels of interaction.	£600	£1,450	£850
<b>Site B:</b> West Mall 3m x 3m Power: 32amp single phase	Test the water at Brent Cross with a 3m x 3m space located in the central concourse of the centre. This open site is visible from both levels of the centre which gives it the ability to draw high footfall and interest. Shops within close proximity include Victoria's Secret, H&M and Hollister, so this is a great location to target a similar audience.	£950	£4,450	£2,950
<b>Site C:</b> Centre Court 8m x 8m Power: 5x16amp	As the name suggests, this space is located in the heart of the centre. The large open space is visible from the upper and lower levels and is particularly suited to car promotions, live demonstrations and fashion shows. Surrounded by M&S, Tesla and Ernest Jones, this is a higher profile space for the centre which attracts larger audiences.	£1,750	£7,700	£4,950

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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## Media engagement - Third Party

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Digital 6 Sheet</b>	18 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
<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 arc 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
<b>M-Vision® Screens</b>	A large format LED digital screen above the Experiential area. Available via JCDecaux in 5%, 10% and 15% shares of Airtime over the display period. Portrait size is W720 x H1280. QuickTime 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

## Media engagement - Direct

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Escalator Vinyls</b>	Our escalators are situated in two locations within the centre. Transporting people to between levels. We have 3 sets of escalators with 2 x located at the Focal Space 1 x outside Fenwick.	£2,000	£7,200	P.O.A
<b>Hanging Banner Option 1</b>	Large portrait banner is available to hang in the dome above the escalator to our food court. The banner is 3 meters x 5 meters. This opportunity is sold direct from Brent Cross.	£1,200	£3,600	£650
<b>Hanging Banner Option 2</b>	Large portrait banner is available to hang in the dome above the escalator outside our Fenwick Store. The banner is 3 meters x 5 meters. This opportunity is sold direct from Brent Cross.	£1,200	£3,600	£650
<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 Brent Cross.	P.O.A	P.O.A	P.O.A
<b>Lift Exterior Vinyl</b>	Multiple lifts banks available taking visitors to all retail levels. Price is for a bank of 2 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.	£1,200	£3,600	£750
<b>Lift Interior Vinyl</b>	Creative opportunity to use the lift exterior AND interior as a blank canvas. A capsule environment to completely surround the visitor, enabling them to experience your brand. Memorable and tailored to your brand and key messaging. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make and introduction for you.	£1,100	£3,300	£450

## Car Park Opportunity

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Car Park Individual Banner</b>	Designated car ramp banner opportunities, across 8 locations within the Brent Cross multi-story car park. Size 5 meters by 0.7 meters. This opportunity is sold direct via the Brent Cross team.	£180	£540	P.O.A.

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

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## Lower Mall



**Hammerson**

### Talk to us

General enquiries  
Portfolio opportunities

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