

# Promotional Rate Card



# Queensgate

PETERBOROUGH

# Shopping in the HEART OF PETERBOROUGH

Queensgate shopping centre, located in Peterborough, is one of East Anglia's most comprehensive retail offerings and home to over 90 stores and 15 places to eat. Anchored by Marks and Spencer, Primark and TK Maxx, Queensgate attracts over 15 million visitors a year. Peterborough is the UK's first gigabit city with the second fastest growing city by population in the UK and is transforming quickly with a £1 billion regeneration programme already underway. Peterborough is ideally located being only 45 minutes from London King's Cross by train.

## Key Facts:

The catchment has a total population of over 960,000 with a market potential of over £265m

61%

61% of all visitors are ABC1

26

Average drive time  
26 minutes

102

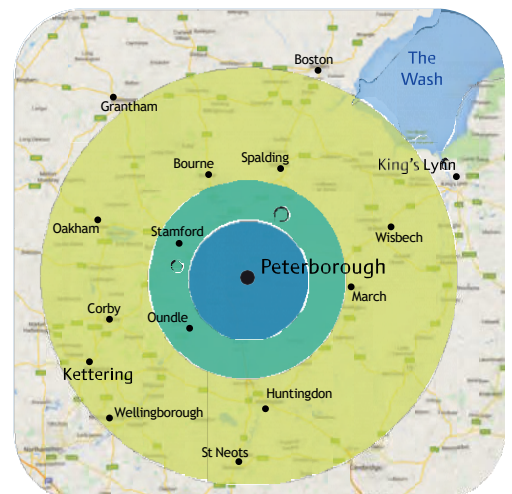
Average dwell time  
102 minutes

£74

Retail spend per  
visit £74



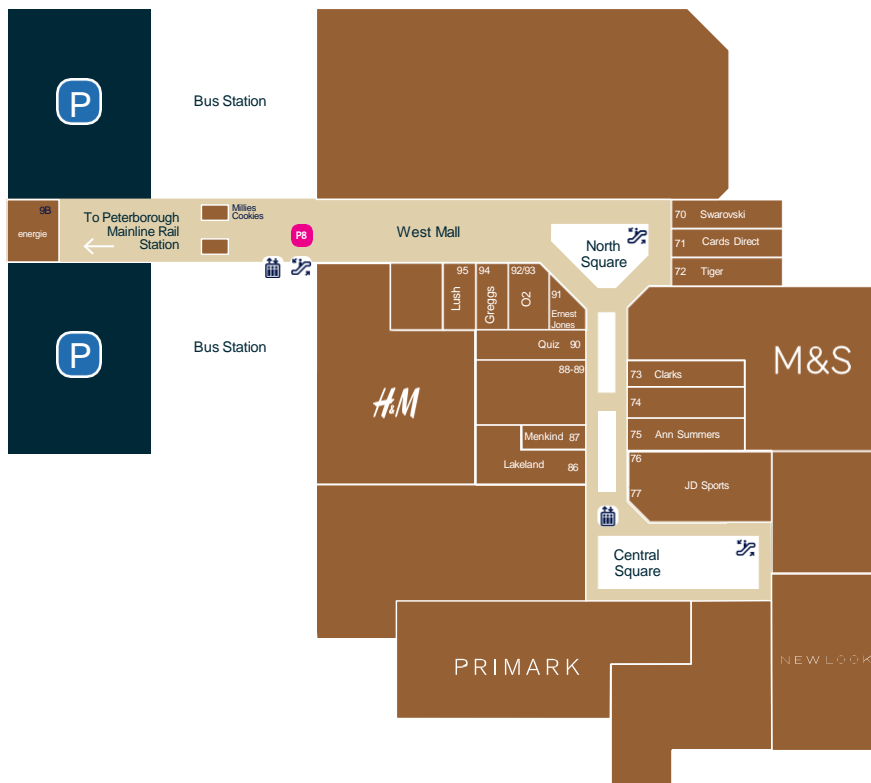
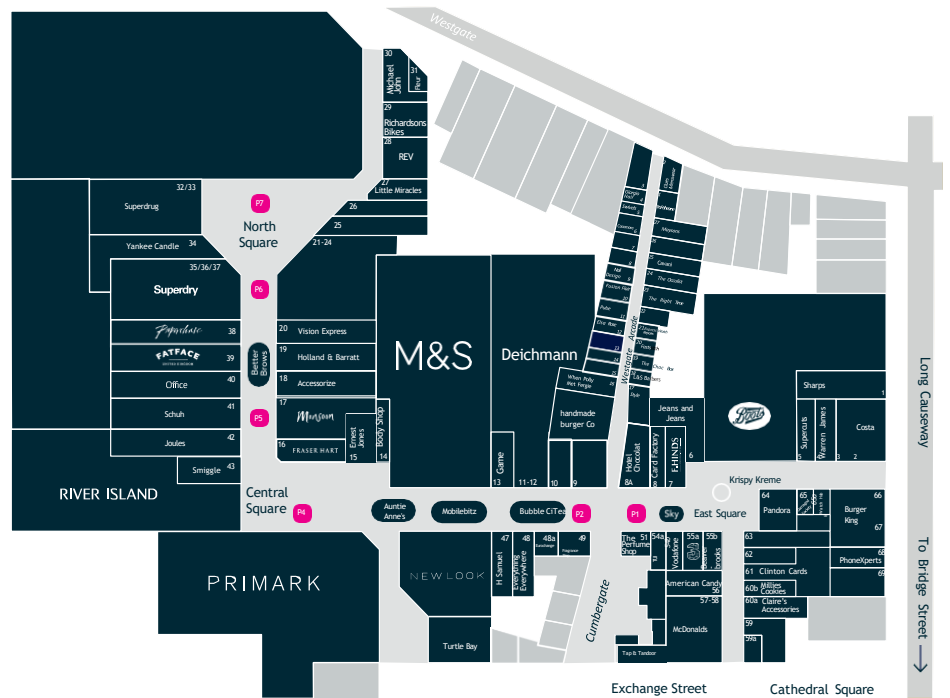
## Catchment Area



# Promotional Space

Prime mall space dedicated to promotions, allowing you to expose your product or brand to thousands of customers daily. Mall promotions allow you to interact with your customers and offer them an experience, whether your activity is entertainment based, sampling focused or a simple awareness campaign.

## Lower Mall & Westgate Arcade



## Upper Mall

# Central Square

Rates are subject to change during peak times. All rates are exclusive of VAT.

SITE LOCATION	DESCRIPTION	SURROUNDING RETAILERS	FOOTPRINT	SERVICES		
MAP REFERENCE CENTRAL SQ P4	<ul style="list-style-type: none"><li>• Focal space</li><li>• Ground floor in the heart of the centre</li><li>• High visibility from the main traffic areas</li><li>• Max 3 cars</li></ul>	<ul style="list-style-type: none"><li>• Primark</li><li>• Fraser Hart</li><li>• River Island</li><li>• Joules</li></ul>	10m x 10m (max)	3 x 13 amp and 1 x 63 amp 3 phase socket		
	WEEKDAY (DAILY)	SATURDAY (DAILY)	SUNDAY	WEEKEND (2 DAYS)	THURS-SUN (4 DAYS)	WEEK (7 DAYS)
CENTRAL SQ P4	£200	£400	£400	£800	£1200	£1800

# North Square

Rates are subject to change during peak times. All rates are exclusive of VAT.

SITE LOCATION		DESCRIPTION	SURROUNDING RETAILERS	FOOTPRINT	SERVICES		
MAP REFERENCE CENTRAL NQ P7		• Ground floor location Max 2 cars	• Superdry • Superdrug • Yankee Candle • Paperchase	7m x 7m (max)	3 x 13 amp and 1 x 63 amp 3 phase socket		
		WEEKDAY (DAILY)	SATURDAY (DAILY)	SUNDAY	WEEKEND (2 DAYS)	THURS-SUN (4 DAYS)	WEEK (7 DAYS)
NORTH SQ    P7		£150	£300	£300	£600	£900	£1350

SITE LOCATION	DESCRIPTION	SURROUNDING RETAILERS	FOOTPRINT	SERVICES	RATES PER WEEK
<b>EAST MALL</b> P1-P3	<ul style="list-style-type: none"> <li>Lower ground floor</li> <li>High footfall</li> <li>Suitable for RMU</li> </ul>	<ul style="list-style-type: none"> <li>Marks and Spencer</li> <li>Pandora</li> <li>New Look</li> </ul>	4.5m x 2.5m (max)	1 x 13 amp socket	£1,050 - £1,500*
<b>CENTRAL MALL</b> P5-P6	<ul style="list-style-type: none"> <li>Lower ground floor</li> <li>High footfall</li> <li>Suitable for RMU</li> </ul>	<ul style="list-style-type: none"> <li>Schuh</li> <li>Office</li> <li>Fat Face</li> </ul>	4.5m x 2.5m (max)	1 x 13 amp socket	£1,050- £1,500*
<b>WEST MALL</b> P8	<ul style="list-style-type: none"> <li>Situated on our busiest entrance</li> <li>High footfall</li> <li>Upper ground floor</li> </ul>	<ul style="list-style-type: none"> <li>H&amp;M</li> </ul>	1.5m x 2.5m (max)		£750- £910*

\*Rates are January to October - Please contact to discuss November/December dates.

# Media & Advertising

Strategically placed high-impact media opportunities throughout the mall, in high footfall and high dwell time areas. This includes branded vinyls, poster and banner sites.

## Rates

	MEDIA	DESCRIPTION	RATES
A	AI POSTER SITES X5	Available throughout the mall in several locations. Price includes installation and production of poster.	£130 + VAT per week
B	LIFT DOOR ADVERTISING	8 lift door sites available. Price includes production and installation	£200 + VAT per week per lift
C	CAR PARK BANNERS	4 banner sites available. Price includes production, installation and one week's advertising per banner.	£500 + VAT per banner £200 + VAT per additional week
D	6 SHEET POSTER	Available throughout the mall in key locations. Price includes installation and production of poster.	2 posters produced and installed £400 + VAT for 4 weeks
E	FLOOR GRAPHICS	20 Graphics includes production and installation	£1200 + VAT for 4 weeks
F	BUS STATION DOORS	21 Doors. Price includes production and installation	£400 + VAT per week
G	LARGE INTERNAL HANGING BANNERS	2 Large format double-sided hanging banner sites (6m x 2m) available in the main squares, includes production and installation	£700 + VAT per week £200 + VAT per additional week

Terms and conditions: All artwork must be supplied and approved by the Commercialisation team. Advertising space is subject to availability.

