



REAL SPACES
REAL OPPORTUNITIES
REAL BRANDS



BRANDING POTENTIAL

Ensure maximum exposure, reach and returns for your brand with dynamic indoor, outdoor and digital media advertising opportunities.



1. Background

Bloem Plaza is situated in the heart of Bloemfontein's CBD. The shopping centre, formerly known as Sanlam Plaza was developed in 1973 – a grand old dame with beautiful brass and marble finishes – and is subsequently the oldest shopping centre in Bloemfontein.

The centre comprises of retail and office space, plus the Bon Hotel which forms part of the centre.

With a wide demographic profile creating a melting pot of cultures; the centre's location and fashion variety, combined with convenience, makes it a well-supported roleplayer in the CBD.

2. Fast Facts

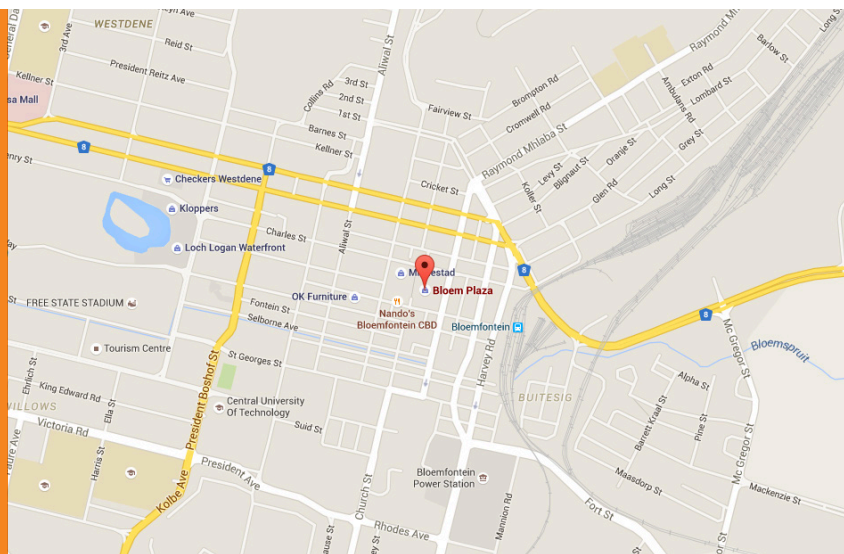
- Size of mall (GLA): 43 771 m²
- Anchor tenants:
 - Jet
 - Ackermans
 - Fashion World
 - Pep Stores
 - Pick n Pay
- Number of stores: 92
- Average foot count per month: Approximately 719 000
- Dwell time: 124 minutes

3. Shopper Demographics

- LSM: 1 – 8
- Gender
 - Female: 60%
 - Male: 40%
- Race
 - Black: 60%
 - Coloured: 20%
 - White: 10%
 - Asian: 10%
- Language
 - Sotho
 - Tswana
 - English
 - Xhosa

4. Location

Bloem Plaza is located on the corner of Oos Burger and Charlotte Maxeke Streets. It's close to the railway station as well as the taxi and minibus terminus.





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5. Grow your brand with lucrative advertising opportunities

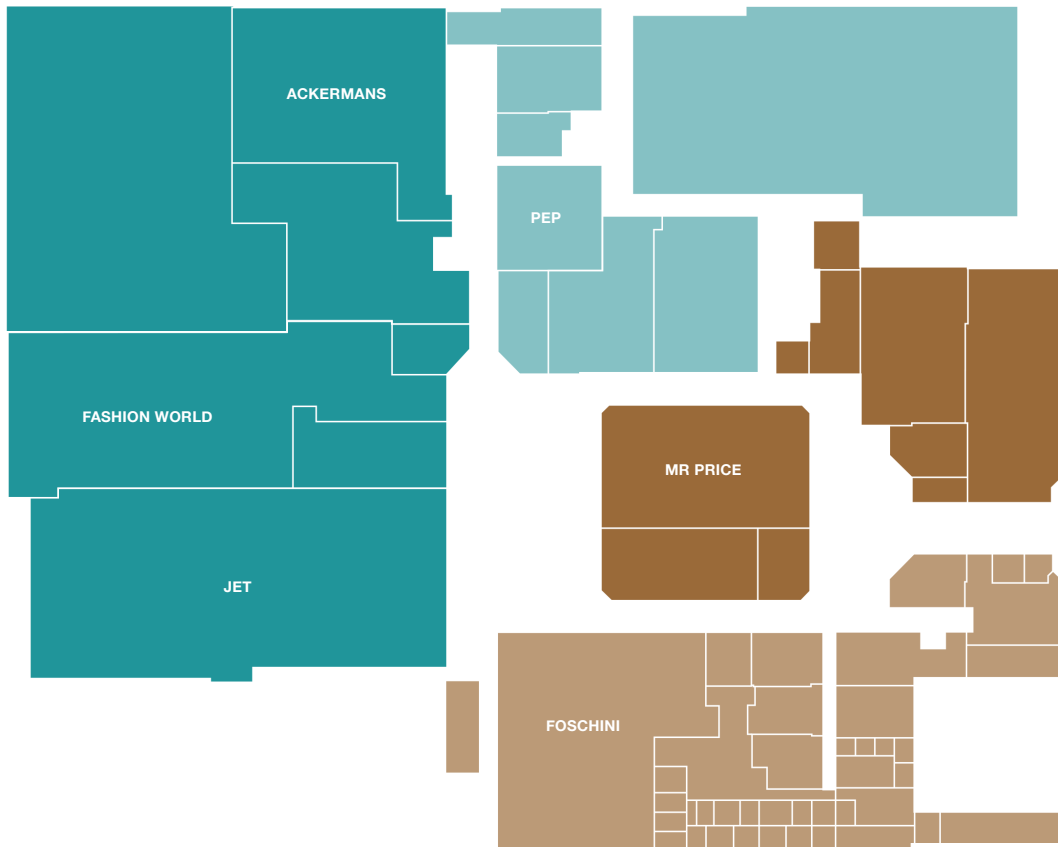
- Exhibition Court Spaces
- Static In-centre Media
- Outdoor / Billboards
- Social Media

6. Exhibition Rate

RATES (Local Exhibitors)				
Monthly	Daily	(Fri – Sun)	(Mon – Sun)	(Mon – Thurs)
R18 000	R 750	R2 250	R5 250	R3 000

RATES (National Exhibitors)				
Monthly	Daily	(Fri – Sun)	(Mon – Sun)	(Mon – Thurs)
R36 000	R1 500	R4 500	R10 500	R6 000

7. Mall Map



8. Contact Details

FOR FURTHER INFORMATION KINDLY CONTACT:

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