

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

Hillfox Value Centre is situated in Roodepoort on the West Rand. The centre offers convenience, variety and value – all in a one-stop shopping experience, anchored by Food Lover’s Market, Viva Gym and Adventure Golf.

With a choice of over 30 shops and services, Hillfox Value Centre has all the essentials and more – from fashion and footwear to DIY, groceries, hobbies and services.

Hillfox primarily caters to young families that reside in the immediate catchment area.

2. Fast Facts

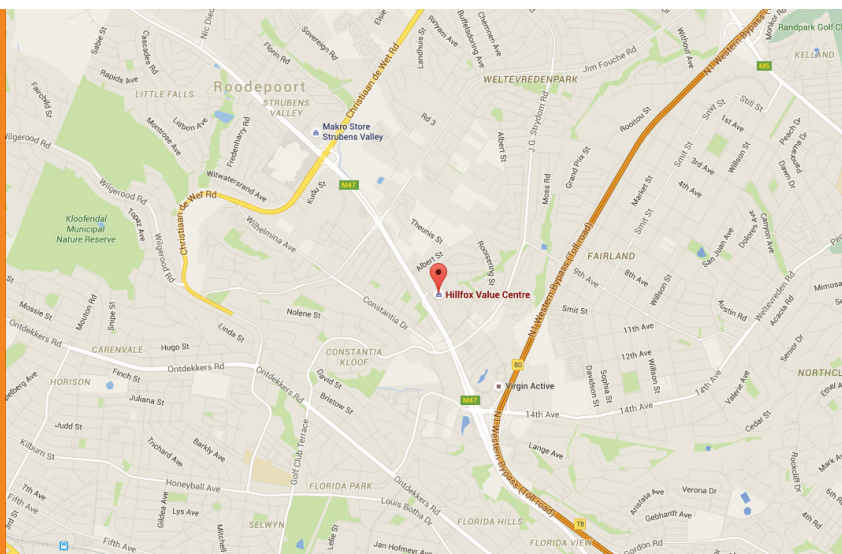
- Size of mall (GLA): 38 245 m²
- Anchor tenants:
 - Food Lover’s Market
 - Viva Gym
 - Adventure Golf
- Number of stores: 34

3. Shopper Demographics

- LSM: 8 – 10
- Gender
 - Female: 65%
 - Male: 35%
- Race
 - White: 75%
 - Coloured: 15%
 - Black: 8%
 - Asian: 2%
- Language
 - Afrikaans: 65%
 - English: 30%
 - Other: 5%

4. Location

The centre is located on the main road of Hendrik Potgieter Drive in Weltevreden Park, close to the N1 highway and 14th Avenue offramp.





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5. Grow your brand with lucrative advertising opportunities

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

6. Exhibition Rate Schedule

COURT	SIZE	RATES PER DAY	FRI - SUN	FRI - SUN
FNB COURT	3 m X 3 m	R700	R2 800	R4 900
FOOD LOVER'S COURT	3 m X 3 m	R1 000	R4 000	R7 000
PARKING BAY	PER BAY	R650	R2 600	R5 250
READER'S WAREHOUSE	6 m X 3 m	R850	R3 400	R5 950
VIVA GYM	6 m X 3 m	R850	R3 400	R5 950

7. Mall Map

