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MALL D6 PLANNING GUIDE

Northern Ireland



Mall D6 network



**20 high definition
digital screens**

**5 major malls
across NI**

Located inside, and on the main mall concourse, Mall D6s deliver results due to their proximity to the point of purchase and ability to reach audiences when they are in an active shopping mindset. Whether targeting grocery shoppers visiting supermarket anchor tenants or leisure shoppers, digital advertising in shopping malls can meet your needs.



Why advertise on Mall D6s?

Congregate, connect, engage.

Consumers want to visit malls because they crave a physical place to congregate, connect, and engage with other people. Malls fulfil a large part of this need.



Part of the social fabric

Malls have become highly integrated into the social fabric of the communities they serve and have become central gathering places for consumers across Northern Ireland.



Your customers are in the mall

Malls are more than places to shop. Malls are destinations where people go to shop, eat and be entertained. Even if your business isn't in the mall, your customers are.



Flexibility like no other

Make the most of digital advertising's creative flexibility through use of multi-file creatives to broadcast different designs or messages by loop change, time of day, day of week and location.



Bloomfield Shopping Centre, Bangor

Located only 14 miles from Belfast, Bangor is the fourth largest town in Northern Ireland, home to a population of circa 76,500. In addition to this, Bangor has a wider catchment area of 200,000 people within a 20 minute drive time.

200k

Catchment
Population

67k

Weekly
footfall

53

Stores
& Eateries

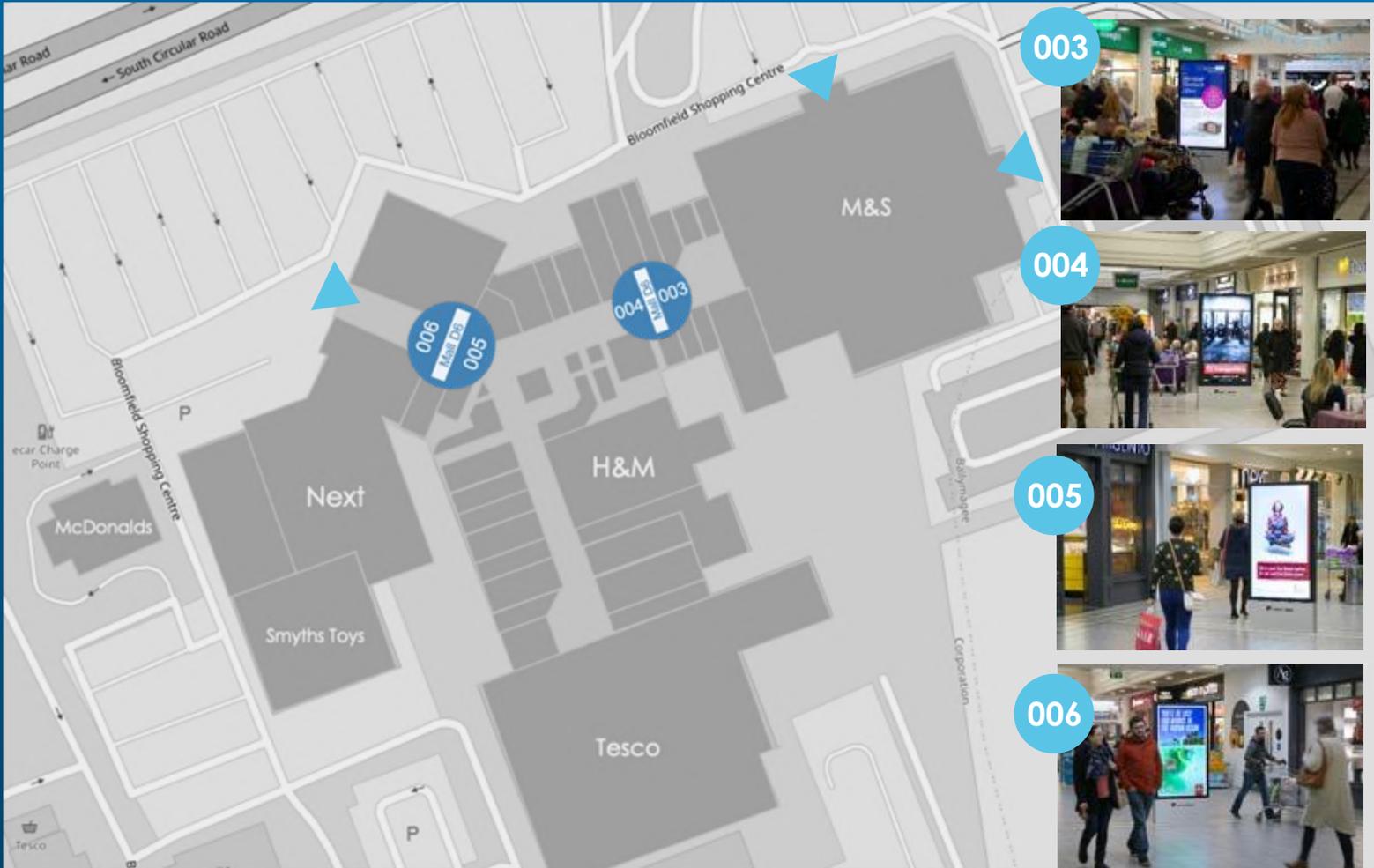
2.2k

Parking
Spaces



Bloomfield Shopping Centre, Bangor

ZAR O03 003 / 004 / 005 / 006



Location:

Mall concourse

Audience type:

Pedestrian / Shopper

Screen references:

ZAR O03 003/004/005/006

Content supported:

Full motion

Centre opening hours:

Day	Centre	Tesco & M&S
Monday	09.00 – 21.00	08.00 – 22.00
Tuesday	09.00 – 21.00	08.00 – 22.00
Wednesday	09.00 – 21.00	08.00 – 22.00
Thursday	09.00 – 21.00	08.00 – 22.00
Friday	09.00 – 21.00	08.00 – 22.00
Saturday	09.00 – 20.00	08.00 – 21.00
Sunday	13.00 – 18.00	13.00 – 18.00



Kennedy Centre, Belfast

Kennedy Centre is a retail and leisure development in a largely built-up residential area in west Belfast. In addition to shopping and a food court, Kennedy Centre also boasts an 8-screen digital cinema operated by Omniplex. The centre benefits from a catchment 487,889 people and attracts on average 75,000 shoppers per week.

480k

Catchment
Population

75k

Weekly
footfall

8

Screen cinema
onsite

49

Stores
& Eateries

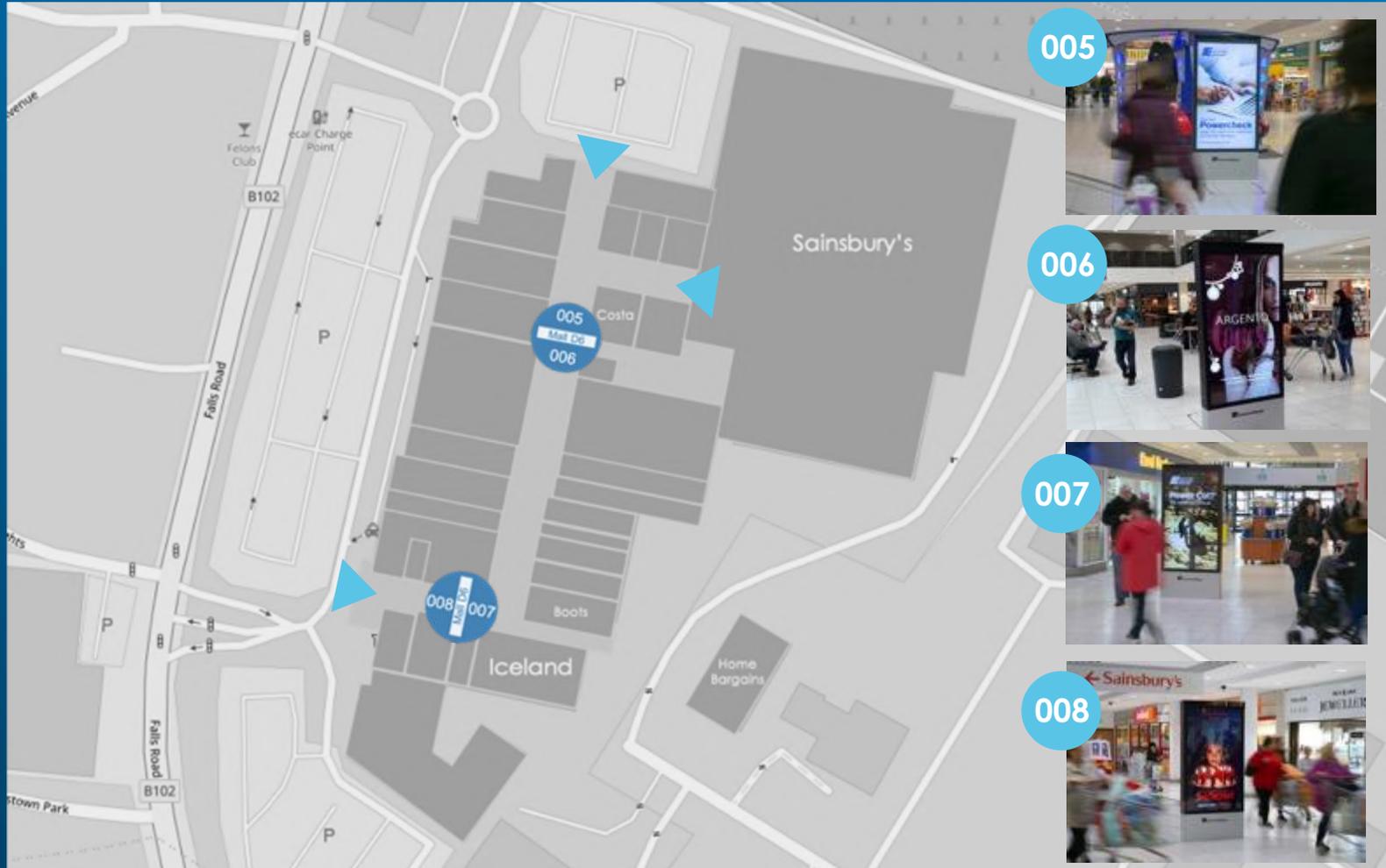
800

Parking
Spaces



Kennedy Centre, West Belfast

ZAJ O08 005 / 006 / 007 / 008



Location:

Mall concourse

Audience type:

Pedestrian / Shopper

Screen references:

ZAJ O08 005/006/007/008

Content supported:

Full motion

Centre opening hours:

Day	Centre	Tesco & M&S
Monday	09.00 - 18.00	08.00 - 22.00
Tuesday	09.00 - 18.00	08.00 - 22.00
Wednesday	09.00 - 21.00	08.00 - 22.00
Thursday	09.00 - 21.00	08.00 - 22.00
Friday	09.00 - 21.00	08.00 - 22.00
Saturday	09.00 - 18.00	08.00 - 22.00
Sunday	13.00 - 18.00	13.00 - 18.00



Rushmere Shopping Centre, Craigavon

Based in Craigavon, Rushmere Shopping Centre provides over 70 shops and eateries for shoppers from Portadown, Lurgan and Craigavon with 57% of shoppers within a 15 minute drive. Excellent road access also attracts shoppers from West of the Province as well as substantial cross border trade.

690k

Catchment
Population

95k

Weekly
footfall

62

Stores
& Eateries

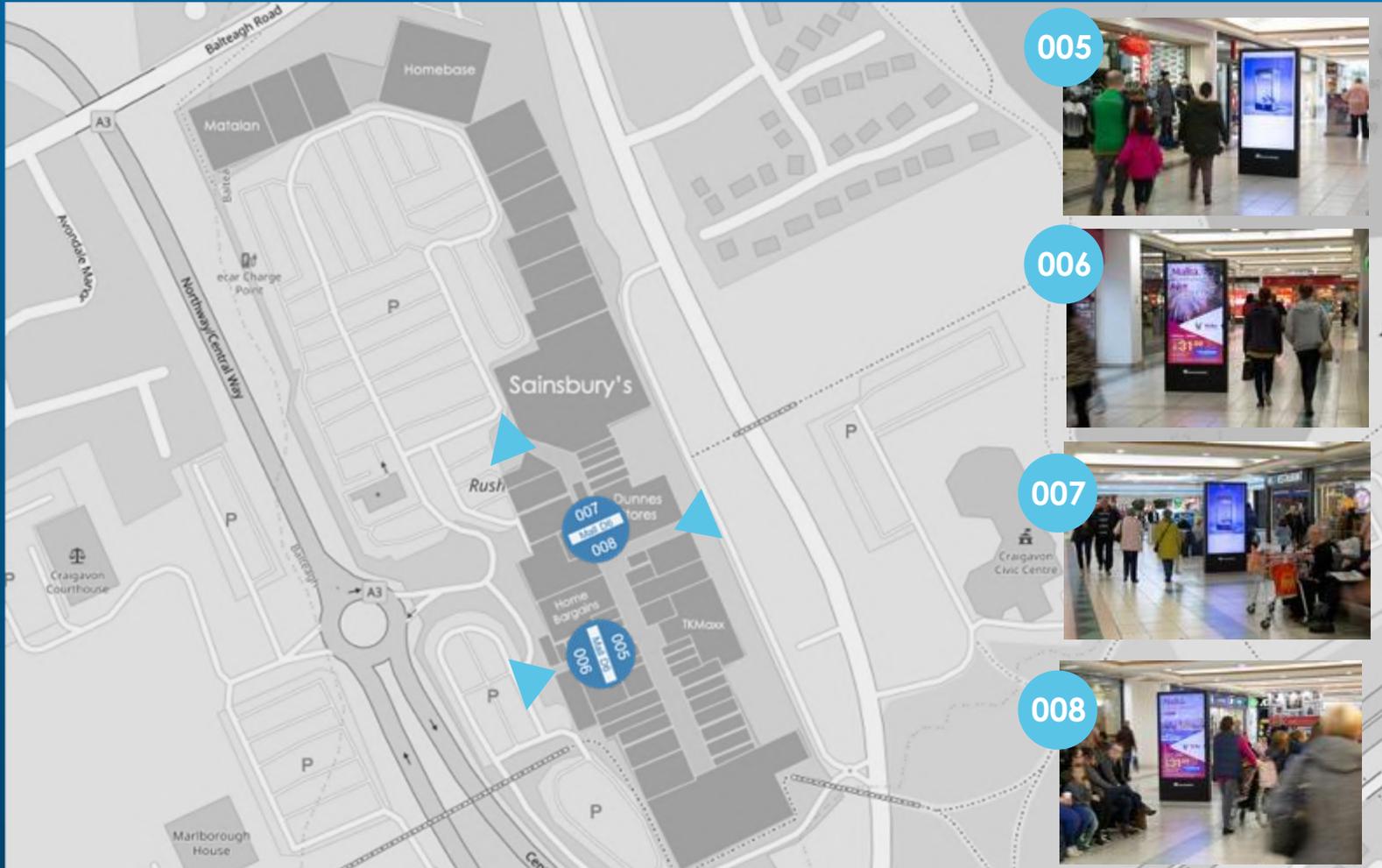
1800

Parking
Spaces



Rushmere Shopping Centre, Craigavon

ZBS 001 005 / 006 / 007 / 008



Location:	Mall concourse
Audience type:	Pedestrian / Shopper
Screen references:	ZBS 001 005/006/007/008
Content supported:	Full motion

Centre opening hours:

Day	Centre	Tesco & M&S
Monday	09.00 – 21.00	09.00 – 20.00
Tuesday	09.00 – 21.00	09.00 – 20.00
Wednesday	09.00 – 21.00	09.00 – 20.00
Thursday	09.00 – 21.00	09.00 – 20.00
Friday	09.00 – 21.00	09.00 – 20.00
Saturday	09.00 – 18.00	09.00 – 18.00
Sunday	13.00 – 18.00	13.00 – 18.00



The Quays, Newry

Located in Newry and perfectly positioned between the capital cities of Belfast & Dublin, The Quays is a shopping and leisure development. It is anchored by Sainsburys with a strong fashion line up including Next, River Island, H&M, Miss Selfridge, Oasis and Monsoon. Additionally there is a 10 screen Omniplex cinema.

250k

Catchment
Population

96k

Weekly
footfall

10

Screen cinema
onsite

47

Stores
& Eateries

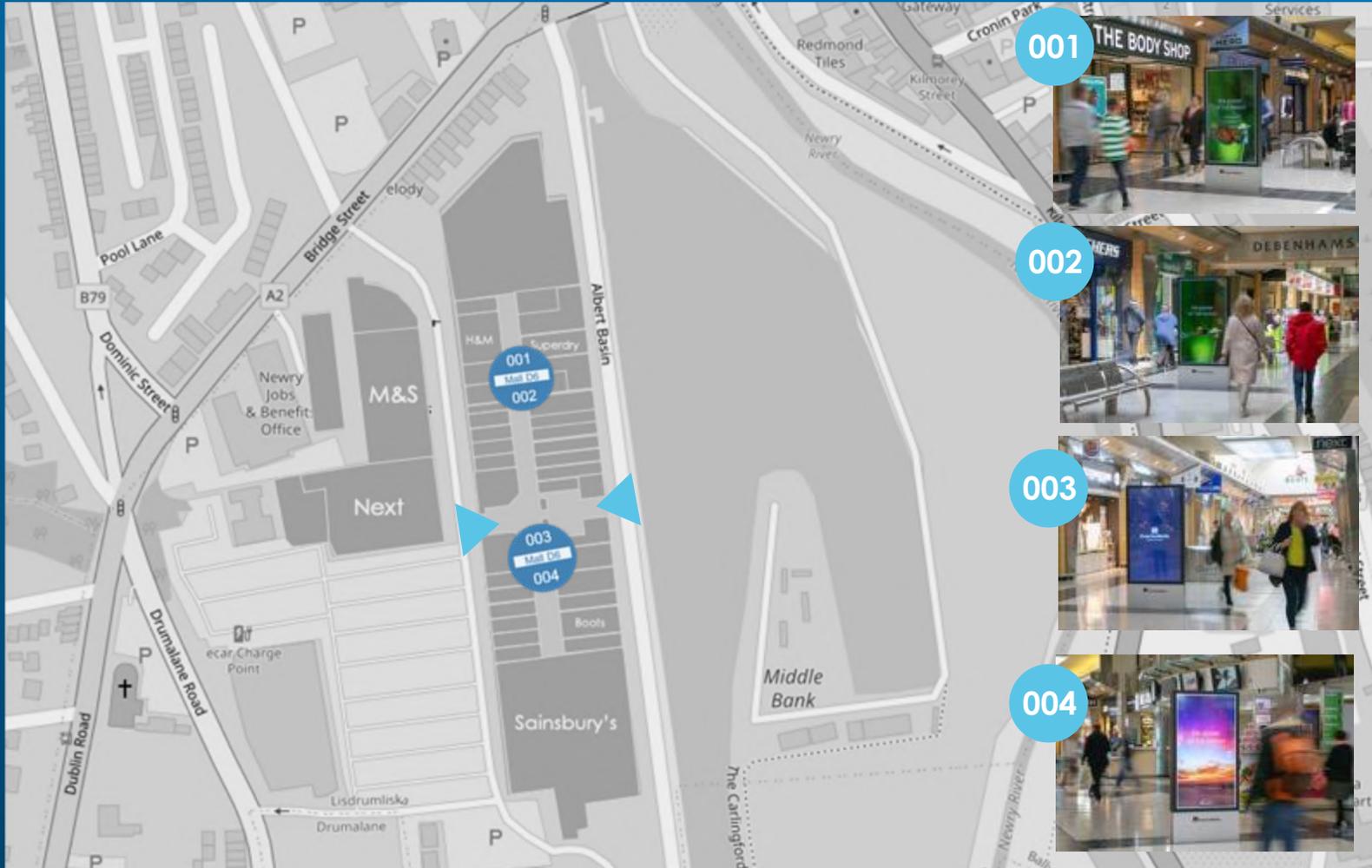
1000

Parking
Spaces



The Quays, Newry

ZBB O06 001 / 002 / 003 / 004



Location:	Mall concourse
Audience type:	Pedestrian / Shopper
Screen references:	ZBB O06 001/002/003/004
Content supported:	Full motion

Centre opening hours:

Day	Centre	Tesco & M&S
Monday	09.00 - 18.00	08.00 - 22.00
Tuesday	09.00 - 18.00	08.00 - 22.00
Wednesday	09.00 - 21.00	08.00 - 22.00
Thursday	09.00 - 21.00	08.00 - 22.00
Friday	09.00 - 21.00	08.00 - 22.00
Saturday	09.00 - 18.00	08.00 - 21.00
Sunday	10.00 - 18.00	10.00 - 18.00



Erneside Shopping Centre, Enniskillen

Erneside Shopping Centre is the dominant shopping centre in Enniskillen and is located 82 miles from Belfast and 12 miles from the border of County Cavan resulting in the centre benefiting from strong cross border trade. The centre is located within the designated town centre and is anchored by Next and Marks & Spencer.

65k

Catchment
Population

54k

Weekly
footfall

33

Stores
& Eateries

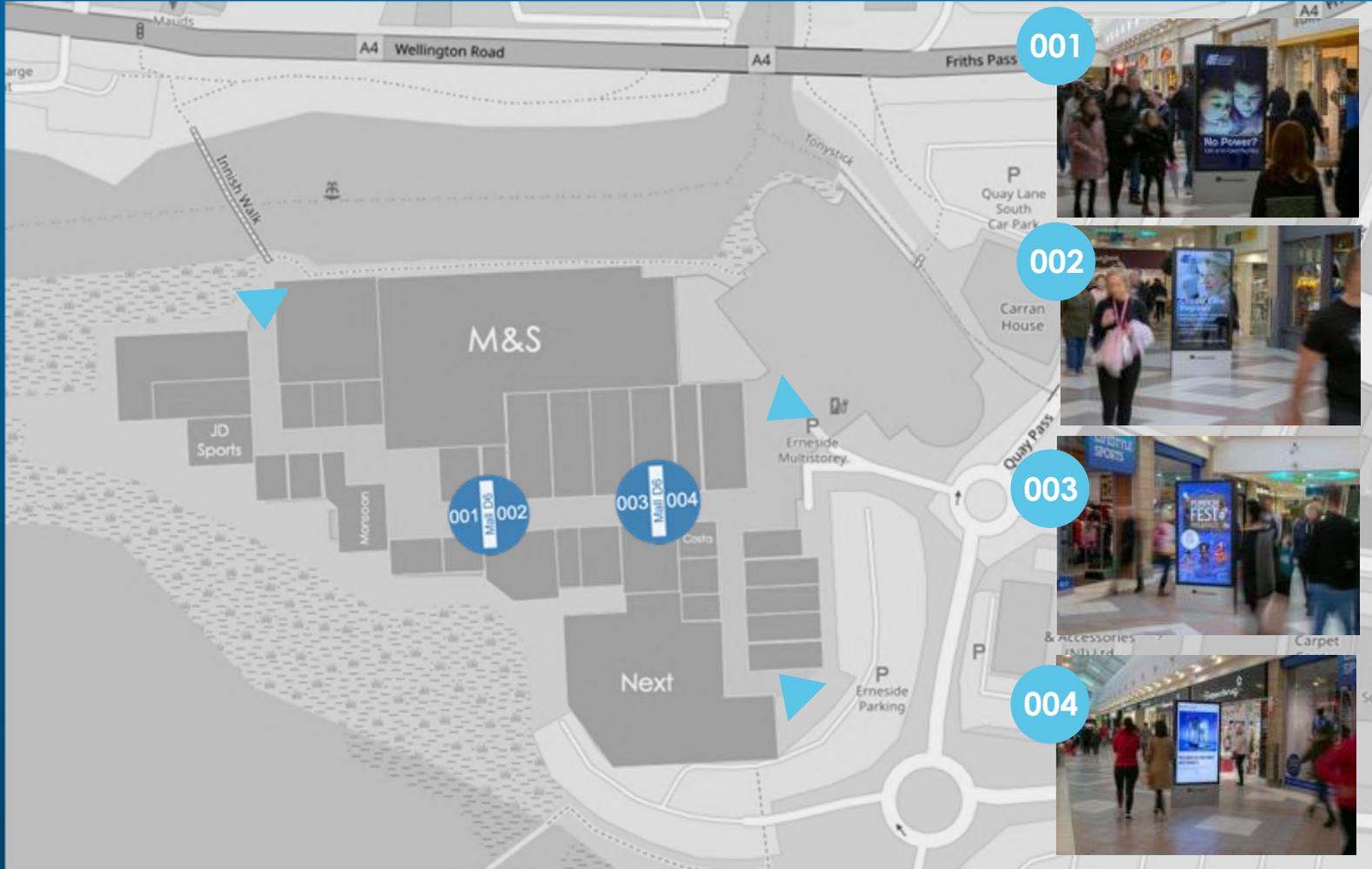
600

Parking
Spaces



Erneside Shopping Centre, Enniskillen

ZBV O04 001 / 002 / 003 / 004



Location:	Mall concourse
Audience type:	Pedestrian / Shopper
Screen references:	ZBV O04 001/002/003/004
Content supported:	Full motion

Centre opening hours:

Day	Centre	Tesco & M&S
Monday	09.00 - 18.00	09.00 - 18.00
Tuesday	09.00 - 18.00	09.00 - 18.00
Wednesday	09.00 - 18.00	09.00 - 18.00
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