



### Typical Shopper Profile

<b>Gender:</b>	Female
<b>Age:</b>	37 years
<b>Size of Household:</b>	3.6
<b>Home Language:</b>	Afrikaans
<b>Household Income:</b>	R33 500
<b>Number of Earners:</b>	2
<b>Living Standards:</b>	LSM 10

**Annual Foot Count: 9,448,600**

### Exhibition Rate Card

#### Tuesday - Monday

Court	Size	Prize excl. VAT	Prize incl. VAT
Ackermans	10m <sup>2</sup>	R 4,000.00	R 4,600.00
Pick n Pay	25m <sup>2</sup>	R 7,000.00	R 8,050.00
Game	50m <sup>2</sup>	R 9,000.00	R 10,350.00
Edgars	40m <sup>2</sup>	R 10,000.00	R 11,500.00
Foschini	30m <sup>2</sup>	R 12,000.00	R 13,800.00
Woolworths	100m <sup>2</sup>	R 14,000.00	R 16,100.00
PNA	9m <sup>2</sup>	R 3,000.00	R 3,450.00
Capitec	12m <sup>2</sup>	R 4,000.00	R 4,600.00
Incredible Connection	9m <sup>2</sup>	R 4,000.00	R 4,600.00

#### Friday - Sunday

Court	Size	Prize excl. VAT	Prize incl. VAT
Ackermans	10m <sup>2</sup>	R 2,500.00	R 2,875.00
Pick n Pay	25m <sup>2</sup>	R 4,000.00	R 4,600.00
Game	50m <sup>2</sup>	R 4,500.00	R 5,175.00
Edgars	40m <sup>2</sup>	R 5,000.00	R 5,750.00
Foschini	30m <sup>2</sup>	R 7,500.00	R 8,525.00
Woolworths	100m <sup>2</sup>	R 8,000.00	R 9,200.00
PNA	9m <sup>2</sup>	R 2,000.00	R 2,300.00
Capitec	12m <sup>2</sup>	R 2,500.00	R 2,875.00
Incredible Connection	9m <sup>2</sup>	R 2,000.00	R 2,300.00

- All prices exclude flooring. Flooring is compulsory.
- Flooring can be hired from Vaal Mall at R20.00 excl. VAT/m<sup>2</sup>.
- Displays & banners have height restrictions of 1.8m.
- Exhibitions must be manned during centre trading hours.

#### Contact person:

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