

## SHOPPING CENTRES

WE DELIVER OVER  
**440<sup>+</sup>** MILLION  
VISITORS ANNUALLY!

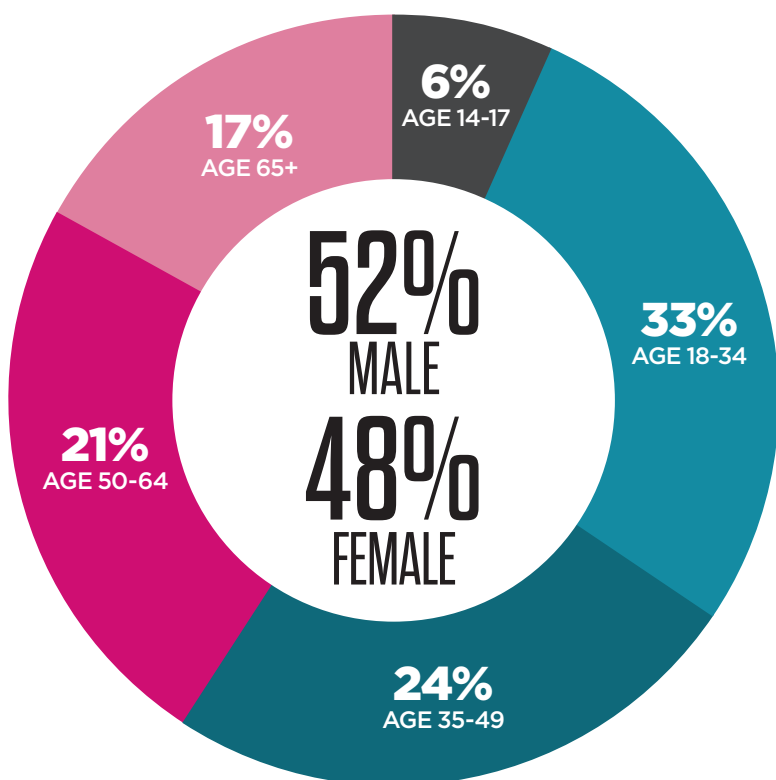


# LET'S GO SHOPPING!

Mall visitors are in the Shopping state of mind. Our 53 Shopping Malls, located coast to coast, deliver a huge opportunity to talk to your consumers within moments of their purchase decision. There's no better way to get your ads closer to the point of purchase and reach receptive consumers.

With eye catching Digital Posters and massive stop-in-your-tracks Digital Hero Walls, our Digital Shopping Network offers the flexibility, impact and measurability. Looking to make a splash? We offer custom high-impact solutions ranging from larger-than-life banners to escalator wraps and experiential pop-ups.

## Composition of Shopping Centre Visitors by Age Group



**37%** of Canadians recalled seeing OOH Advertising in Shopping Malls in the past week.

**55%** of Cineplex Media Mall visitors recalled seeing OOH Advertising in Shopping Malls in the past week.

Source: Vividata Fall 2020, Total Canada; Reach for 41 Cineplex Media represented malls available in Vividata

## CINEPLEX MEDIA REPRESENTS:

**5 OF THE 10** BUSIEST MALLS IN CANADA  
Retail Council of Canada Canadian Shopping Centre Study, 2019



**53** SHOPPING DESTINATIONS

**7.6** MILLION

CANADIANS\* VISIT CINEPLEX SHOPPING MALLS EVERY 4 WEEKS  
\*UNDULICATED/UNIQUE VISITORS

**47%** REACH OF TOTAL CANADIAN POPULATION EACH YEAR

Source: Vividata Fall 2020, Total Canada; Reach for 41 Cineplex Media represented malls available in Vividata



# SHOPPING CENTRES



Hero Wall



Activation Zone



Digital Poster

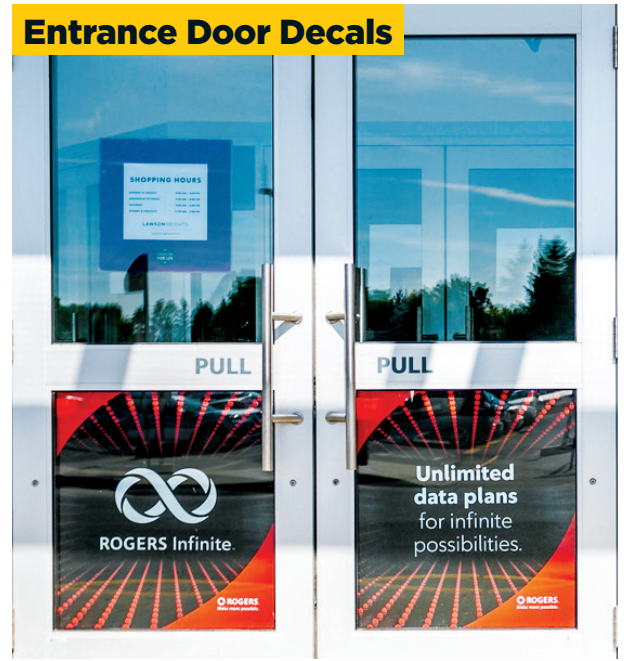


Hanging Banner





**Valet Area**



**Entrance Door Decals**



**Interior Vehicle Display**



**Media Banner**



**Wall Banner**



**Escalator Wrap**



**Elevator Wrap**

# SHOPPING CENTRES OVERVIEW

## BRITISH COLUMBIA

	<b>Guildford Town Centre (Surrey)</b>	<b>Mayfair Shopping Centre (Victoria)</b>	<b>Metropolis at Metrotown (Burnaby)</b>	<b>The Bay Centre (Victoria)</b>	<b>Tsawwassen Mills (Delta)</b>
ANNUAL TRAFFIC	14.6M	4.5M	28.2M	7M	4.4M
NO. OF RETAILERS	205	112	330	93	189
ANCHOR STORES	Hudson's Bay H&M Walmart Sport Chek	Toys R Us Bed Bath & Beyond Hudson's Bay Indigo Sport Chek	Hudson's Bay Sport Chek Zara Silver City Walmart	Passport Canada Hudson's Bay Sport Chek Urban Planet	H&M Marshalls Sport Chek Saks Off 5th DSW

## ALBERTA

	<b>CrossIron Mills (Rocky View)</b>	<b>Kingsway Mall (Edmonton)</b>	<b>Southcentre Mall (Calgary)</b>	<b>Southgate Centre (Edmonton)</b>	<b>Outlet Collection Edmonton (Edmonton)</b>
ANNUAL TRAFFIC	9.4M	8M	7M	8.3M	2.1M
NO. OF RETAILERS	191	174	143	158	101
ANCHOR STORES	Bed Bath & Beyond Bass Pro Shops Saks Off 5th Sport Chek	Hudson's Bay H&M Sephora	Hudson's Bay Crate & Barrel Sporting Life Roots	Crate & Barrel Hudson's Bay Safeway Apple	H&M Nike Factory Outlet Old Navy DSW

## ONTARIO

	<b>Bayshore Shopping Centre (Ottawa)</b>	<b>Conestoga Mall (Waterloo)</b>	<b>Hillcrest Mall (Richmond Hill)</b>	<b>Mapleview Shopping Centre (Burlington)</b>	<b>Oshawa Centre (Oshawa)</b>
ANNUAL TRAFFIC	7.7M	6.6M	5M	4.5M	10M
NO. OF RETAILERS	181	132	118	149	215
ANCHOR STORE	Zara H&M Winners Hudson's Bay Walmart	Apple H&M Hudson's Bay Indigo Sport Chek	Hudson's Bay Sport Chek Sporting Life H&M	Zara Hudson's Bay H&M Apple	H&M Indigo Sport Chek Roots
	<b>Bramalea City Centre (Brampton)</b>	<b>Cambridge Centre (Cambridge)</b>	<b>Centerpoint Mall (North York)</b>	<b>East York Town Centre (Toronto)</b>	<b>Holt Renfrew Centre (Toronto)</b>
ANNUAL TRAFFIC	16M	6.4M	7.4M	4.1M	7.2M
NO. OF RETAILERS	323	137	141	108	37
ANCHOR STORE	Hudson's Bay Metro Saks Off Fifth Best Buy Sport Chek	Hudson's Bay H&M Marshalls Sport Chek Galaxy Cinemas	Hudson's Bay No Frills Canadian Tire	Food Basics Shoppers Drug Mart LCBO	Holt Renfrew Zara



# SHOPPING CENTRES

<b>Woodgrove Centre (Nanaimo)</b>	<b>Pine Centre Mall (Prince George)</b>	<b>Coquitlam Centre (Coquitlam)</b>	<b>Sevenoaks Shopping Centre (Abbotsford)</b>	<b>Park Royal (West Vancouver)</b>	<b>Cottonwood Mall (Chilliwack)</b>
5.7M	3.8M	12M	4.5M	N/A	3.3M
126	111	195	116	213	77
Hudson's Bay Old Navy Winners Sport Chek Walmart	Lowe's Shoppers Drug Mart Sport Chek	H&M Best Buy Sport Chek Hudson's Bay T & T Supermarket	Best Buy Hudson's Bay CIBC Sport Chek	Hudson's Bay Saks OFF 5th Steve Nash Sports Club Loblaws City Market London Drugs	London Drugs Dollarama

<b>Bonnie Doon Centre (Edmonton)</b>	<b>Prairie Mall Shopping Centre (Grand Prairie)</b>	<b>Parkland Mall (Red Deer)</b>	<b>Edmonton City Centre</b>
3.1M	2.3M	2.4M	11M
103	101	101	130
Safeway Shoppers Drug Mart Dollarama Stitches Factory Outlet	Shoppers Drug Mart Dollarama Ardene Marshall's Urban Planet	Staples Goodlife Fitness Walmart The Keg Winners	Hudson's Bay Winners Shoppers Drug Mart Paramount Fine Foods Dollarama

<b>Outlet Collection at Niagara (Niagara-on-the-Lake)</b>	<b>Scarborough Town Centre (Scarborough)</b>	<b>Square One Shopping Centre (Mississauga)</b>	<b>Upper Canada Mall (Newmarket)</b>	<b>Vaughan Mills (Vaughan)</b>	<b>Yorkdale Shopping Centre (Toronto)</b>
5.1M	23M	22.4M	8M	14.6M	18M
109	250	240	210	217	270
Bass Pro Shops Saks Off 5th Polo Ralph Lauren Marshalls	Hudson's Bay Zara Sephora H&M	Hudson's Bay Zara Holt Renfrew Simons Birks	Hudson's Bay Market & Co. H&M Roots ZARA	DSW Bass Pro Shops Saks Off Fifth Nike Factory Legoland H&M	Hudson's Bay Holt Renfrew Nordstrom Harry Rosen Apple

<b>Northgate Shopping Centre (North Bay)</b>	<b>St. Laurent Centre (Ottawa)</b>	<b>New Sudbury Centre (Sudbury)</b>	<b>Intercity Shopping Centre (Thunder Bay)</b>
2.8M	13M	4.2M	4.7M
110	186	117	107
Best Buy Walmart Urban Planet	Hudson's Bay Sport Chek Goodlife Fitness Toys"R"Us	Walmart Shoppers Drug Mart Sport Chek	Sport Chek Marshalls Urban Planet Lowe's

# SHOPPING CENTRES OVERVIEW CONT'D

## QUEBEC

	<b>Galeries de la Capitale (Québec City)</b>	<b>Les Promenades Gatineau (Gatineau)</b>	<b>Place Rosemère (Rosemère)</b>	<b>Place Montréal Trust (Montréal)</b>	<b>Place Ste-Foy (Québec City)</b>
ANNUAL TRAFFIC	10M	9M	7.5	16.9M	8.3M
NO. OF RETAILERS	280	150	193	68	124
ANCHOR STORES	La Baie D'Hudson Sephora Simons H&M	Costco Sports Experts La Baie D'Hudson Simons H&M	Best Buy La Baie D'Hudson Walmart H&M	Indigo Winners Zara Nautilus Plus	Zara Simons Archambault Saks Off 5th Atmosphere

	<b>Laurier Québec (Québec City)</b>	<b>Le Centre Eaton de Montréal (Montréal)</b>
ANNUAL TRAFFIC	10.7M	21.3M
NO. OF RETAILERS	213	129
ANCHOR STORES	Best Buy La Baie D'Hudson Walmart H&M	Decathlon Sephora

## SASKATCHEWAN

	<b>The Centre Mall (Saskatoon)</b>	<b>The Mall at Lawson Heights (Saskatoon)</b>
ANNUAL TRAFFIC	3.5M	2.7M
NO. OF RETAILERS	104	96
ANCHOR STORES	Best Buy Indigo Sport Chek Cineplex	London Drugs Safeway Motion Fitness



## MANITOBA

	<b>Outlet Collection Winnipeg (Winnipeg)</b>	<b>Shoppers Mall (Brandon)</b>
ANNUAL TRAFFIC	5.1M	4.1M
NO. OF RETAILERS	109	101
ANCHOR STORES	Bass Pro Shops Outpost Marshalls Polo Ralph Lauren Saks Off 5th Tommy Hilfiger Outlet	Sport Chek Landmark Cinemas Goodlife Fitness Sobeys Extra Shoppers Drug Mart

## NOVA SCOTIA

<b>Mic Mac Mall (Dartmouth)</b>
5M
124
Hudson's Bay H&M Winners Chapters

# SHOPPING CENTRES LOCATIONS LISTINGS

LOCATION NAME	DIGITAL POSTERS	LARGE FORMAT HERO WALL	FOOD COURT	BANNERS	ELEVATOR WRAPS	ACTIVATIONS	SPECTACULAR DECALS	STANDARD CLINGS	BACKLITS	ENTRANCES	ESCALATOR WRAPS
<b>BRITISH COLUMBIA</b>											
Guildford Town Centre	14	2		4	2	1	1	1		10	3
Mayfair Shopping Centre	6			2	1	1		3		3	
Metropolis at Metrotown	24	3		3	2	5		1		7	7
Park Royal	10	2		6	5	3		4	2	3	2
Tsawwassen Mills	8	1		2		1		1		6	
Woodgrove Centre	6			4		1		2		4	
Coquitlam Centre	10			3	3	1	1	3		6	4
Sevenoaks Shopping Centre	4			6	1	1		2	3	5	
Pine Centre	2										
Cottonwood Mall	4										
The Bay Centre	3		4	1	3	1	2	11	5	4	3

<b>ALBERTA</b>											
CrossIron Mills	8	1		6			4	13		6	
Kingsway Mall	11	4		5	2	2		8	4	7	3
Southcentre Mall	9	2		1		5		3		2	4
Southgate Centre	14	1		6	2			2		5	
Outlet Collection Edmonton	4			4				4		6	
Bonnie Doon Centre	3			3	1			7		5	
Parkland Mall	2				1			2		5	
Prairie Mall	3			1				2		7	
Edmonton City Centre	11	2									

<b>ONTARIO</b>											
Bayshore Shopping Centre	14	1		8	2	1		4		7	6
Conestoga Mall	6			2		1		3		4	
Hillcrest Mall	4	1		1	1	2		3		6	
Mapleview Shopping Centre	8	1		1	1	1		1		6	
Oshawa Centre	6			4	2	1		1		8	1
Outlet Collection at Niagara	2					1		1		2	
Scarborough Town Centre	16	8		3	2	2	2			2	4
Square One Shopping Centre	20	5		5	5	3	5			8	7
Upper Canada Mall	5	2		4	1	3		5		3	3
Vaughan Mills	12	2		4		1		1	12	5	
Yorkdale Shopping Centre	14	3		2	7	4	1	4		4	1
Bramalea City Centre	14				3			2		8	6
Cambridge Centre	5							2		5	
Centerpoint Mall	5				1			3		4	
East York Town Centre	2										
Northgate Shopping Centre	3							2			
St. Laurent Centre	5			1	3	1		7	2	8	3
New Sudbury Centre	3			4	1	1		1		5	
Intercity Shopping Centre	4			1	1	1		4		5	

<b>QUEBEC</b>											
Galeries de la Capitale	10	1		5		4	3	14		5	2
Laurier Québec	4	1		2	3	1					2
Le Centre Eaton de Montréal	13	2			2	1	2	1	3	7	
Les Promenades Gatineau	9	2								8	
Place Montréal Trust	4			2		1	1	3		2	2
Place Ste-Foy	4	1			3						
Place Rosemere	4			4						5	

<b>NOVA SCOTIA</b>											
Mic Mac Mall	4			5	1	1			4	3	

<b>MANITOBA</b>											
Outlet Collection Winnipeg	4			2				2			
Shoppers Mall	4							3			

<b>SASKATCHEWAN</b>											
The Mall at Lawson Heights	2			3				3			
The Centre	4							2			

<b>TOTAL</b>	<b>380</b>	<b>50</b>	<b>4</b>	<b>125</b>	<b>64</b>	<b>56</b>	<b>22</b>	<b>151</b>	<b>35</b>	<b>214</b>	<b>71</b>
--------------	------------	-----------	----------	------------	-----------	-----------	-----------	------------	-----------	------------	-----------