WEST PALM BEACH DMA

PALM BEACH OUTLETS

WEST PALM BEACH, DMA

PALM BEACH OUTLETS IS THE NEW PREMIER SHOPPING DESTINATION IN WEST PALM BEACH.

Located directly off Interstate 95 on Palm Beach Lakes Boulevard in West Palm Beach, Palm Beach Outlets is the only outlet shopping destination within 55 miles of its site. The location benefits from strong demographics: Palm Beach County is one of the most affluent regions in the country. Over 1.5 million people make this their permanent home, with a seasonal influx of approximately 150,000 wealthy second home owners dramatically increasing this base population for nearly six months of the year. In addition, approximately 6.9 million tourists visit the area to enjoy its beaches, golf courses, resorts, and events.

KEY TENANTS

SAKS FIFTH AVENUE OFF 5TH, ANN TAYLOR FACTORY STORE, BANANA REPUBLIC FACTORY STORE, BROOKS BROTHERS FACTORY STORE, J.CREW | CREWCUTS FACTORY, KENNETH COLE, NIKE FACTORY STORE, TOMMY HILFIGER, UNDER ARMOUR AND VERA BRADLEY.

DEMOGRAPHICS

RETAIL GLA 500,000+ SQUARE FEET

- Average Household Income – $85,000
- Primary Market Population – 1,500,000 + 5 mil yearly tourists
- Number of Stores – 100+ Saks Fith Avenue OFF 5th
- Median Age – 25-30
- Average monthly Shoppers 1,000,000
- Food Court – Yes
- Movie Theatre – NO

WHY MALL ADVERTISING?

THE SHOPPING MALL IS SUCH A VISIBLE PART OF AMERICAN LIFE. IN MOST COMMUNITIES, THE MALL IS BY FAR THE SINGLE MOST VISITED PLACE.

- It's not only a place to shop, it's where we go to obtain services, socialize, play, and even work.
- Shopping malls have become community centers for social and recreational activities, attracting people throughout the entire spectrum of the population.
- Displays are strategically positioned for prime viewing as shoppers move from store to store.
- Your Ads can't be blocked, paused, skipped or fast forwarded.
- 75% of adult Americans, 184 million people went to a mall at least once in the past three months.

83% Of 18–34 year-olds

WHO MADE AT LEAST ONE MALL TRIP,

visited a mall on average 4.8 times in the past three months.*

63%

In the past 30 days alone

63% OF AMERICAN ADULTS WENT TO A MALL,

making on average 2.3 visits during that time.

DISPLAY UNITS

18 ad faces – Standard Size – 48'W X 70'H

Display units are larger than life and strategically placed throughout shopping malls, ensuring that your ads are seen multiple times to reach consumers.

HIGH IMPACT BANNERS

High impact banners demand attention. This large format allows for awesome visual executions that will stay in customers' heads long after they've seen them. Availability may vary by mall.

PROMOTIONAL

The possibility for promotions in shopping malls are infinite. Mall promotions are the perfect activation tool, allowing consumers to see, touch and in many cases share their brand experience on Instagram, snapchat and twitter.

WALLSCAPES

This large format allows for awesome visual executions that will stay in customers' heads long after they've seen them. Availability may vary by mall.

CATCH THEIR ATTENTION, DON'T COMPETE WITH IT!

YOUR AD CAN'T BE BLOCKED, HIDDEN, SKIPPED OR TURNED OFF!

YOUR MESSAGE IN FRONT OF MILLIONS OF SHOPPERS.

75% Of adult Americans

APPROXIMATELY 184 MILLION PEOPLE—WENT TO A REGIONAL/SUPERREGIONAL MALL AT LEAST ONCE IN THE PAST THREE MONTHS.

START DRIVING MORE ENGAGEMENT AND SALES NOW!

Learn more about our new innovative advertising solutions.
Get in touch today!

LET'S TALK!

Call Now: 866-950-3331

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