UNIVERSITY PLACE
SALT LAKE CITY DMA

UNIVERSITY PLACE MALL, THE ULTIMATE IN SHOPPING, DINING, AND ENTERTAINMENT.

University Mall delivers the ultimate in shopping, dining, and entertainment experience. University Mall has become the "gathering place" in Utah County since its opening in 2003, bringing together restaurants, retail, entertainment, shopping and dining. University Mall's retail component is comprised of over 1,770,000 square feet of retail space, over 180 stores plus Macy's including the CINEMARK Megaplex 14, P.F. Chang China Bistro and California Pizza Kitchen. The mall is located near Brigham Young University with approximately ~ 45,000 Students, Faculty and Staff and 2 miles from Utah Valley State College with approximately ~ 36,000 students and faculty. Utah County is made up of approx. 526,810 people. University Mall is located in Utah county, which is known as the 'Second Silicon Valley' with Novell, Adobe and Micron Technologies.

KEY TENANTS

MACY'S, H&M, SEPHORA, CALIFORNIA PIZZA KITCHEN, T.J. MAXX AND MORE

DEMOGRAPHICS

RETAIL GLA 1,770,000 SQUARE FEET

- Average Household Income – $82,218
- Primary Market Population – 526,810
- Number of Stores – 180 + MACY'S
- Median Age – 25-30
- Average monthly Shoppers 1,174,000
- Food Court – yes
- Movie Theatre – Yes (CINEMARK Multiplex)

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

13 od 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 mail.

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 mail.

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

UNIVERSAL MEDIA
ADVERTISING IS UNIVERSAL