THE VILLAGE AT MERIDIAN

IDAHO DMA

THE VILLAGE AT MERIDIAN IS THE PERFECT GATHERING PLACE FOR FRIENDS AND FAMILY.

The perfect gathering place for friends and family, The Village at Meridian features upscale apparel and specialty retail, restaurants and cafes, Village Cinemas, and luxury office space. Designed with Euro- pean style architecture, the buildings and tree lined village streets surround a park setting complete with a children's play area and world class show fountain with hourly shows choreographed to lights and music. Located in the heart of Idaho's Treasure Valley, The Village at Meridian is a unique and unexpected destination you have to experience for yourself.

KEY TENANTS

MARSHALL'S, GAP, NIKE, ANN TAYLOR LOFT, TOYS R US / BABIES R US, PETCO, AXIOM FITNESS, YARD HOUSE, TOBY KEITH'S I LOVE THIS BAR AND GRILL

DEMOGRAPHICS

RETAIL GLA , 500,000+ SQUARE FEET

- Average Household Income – $77,000
- Primary Market Population – 435,456
- Number of Stores – 40 +
- Median Age 25-44
- Average monthly Shoppers 900,000
- Food Court – No
- Movie Theatre – Yes (CINEMA WEST – VILLAGE CINEMA)

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,

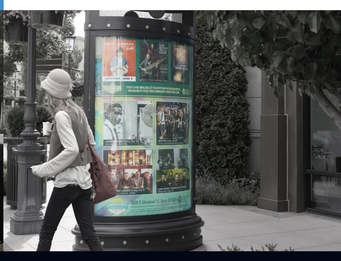
visited a mall on average 4.8 times in the past three months.*

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

UNIVERSAL MEDIA

ADVERTISING IS UNIVERSAL