

MACARTHUR CENTER

MACARTHUR CENTER IS A STATE-OF-THE-ART, ENCLOSED SHOPPING CENTER LOCATED IN THE HEART OF DOWNTOWN NORFOLK, VIRGINIA.

MacArthur Center has wide draw and extremely high penetration among the highest income segments. A burgeoning young, urban professional singles segment is following the redevelopment of downtown Norfolk adjacent to the center. 47% of shoppers have children under 18 at home. This state-of-the-art, three-level, enclosed shopping mall is located in southeastern Virginia in the heart of downtown Norfolk, just a few blocks from the historic harbor. MacArthur Center is providing new and unprecedented shopping, dining and entertainment opportunities for the nearly 50,000 people working in downtown offices as well as the region's five million tourists. This mall also offers easy access to the attractive communities of Hampton Roads via the excellent regional highway system.

KEY TENANTS

ABERCROMBIE & FITCH, ALDO, APPLE, ART OF SHAVING, AVEDA, BANANA REPUBLIC, BEBE, BROOKSTONE, EDDIE BAUER, FOSSIL, G BY GUESS, GYMBOREE, H&M, J. CREW, MICHAEL KORS, POTTERY BARN, SEPHORA, TALBOTS, VICTORIA'S SECRET AND WILLIAMS-SONOMA

DEMOGRAPHICS

RETAIL GLA, 934,000+ SQUARE FEET

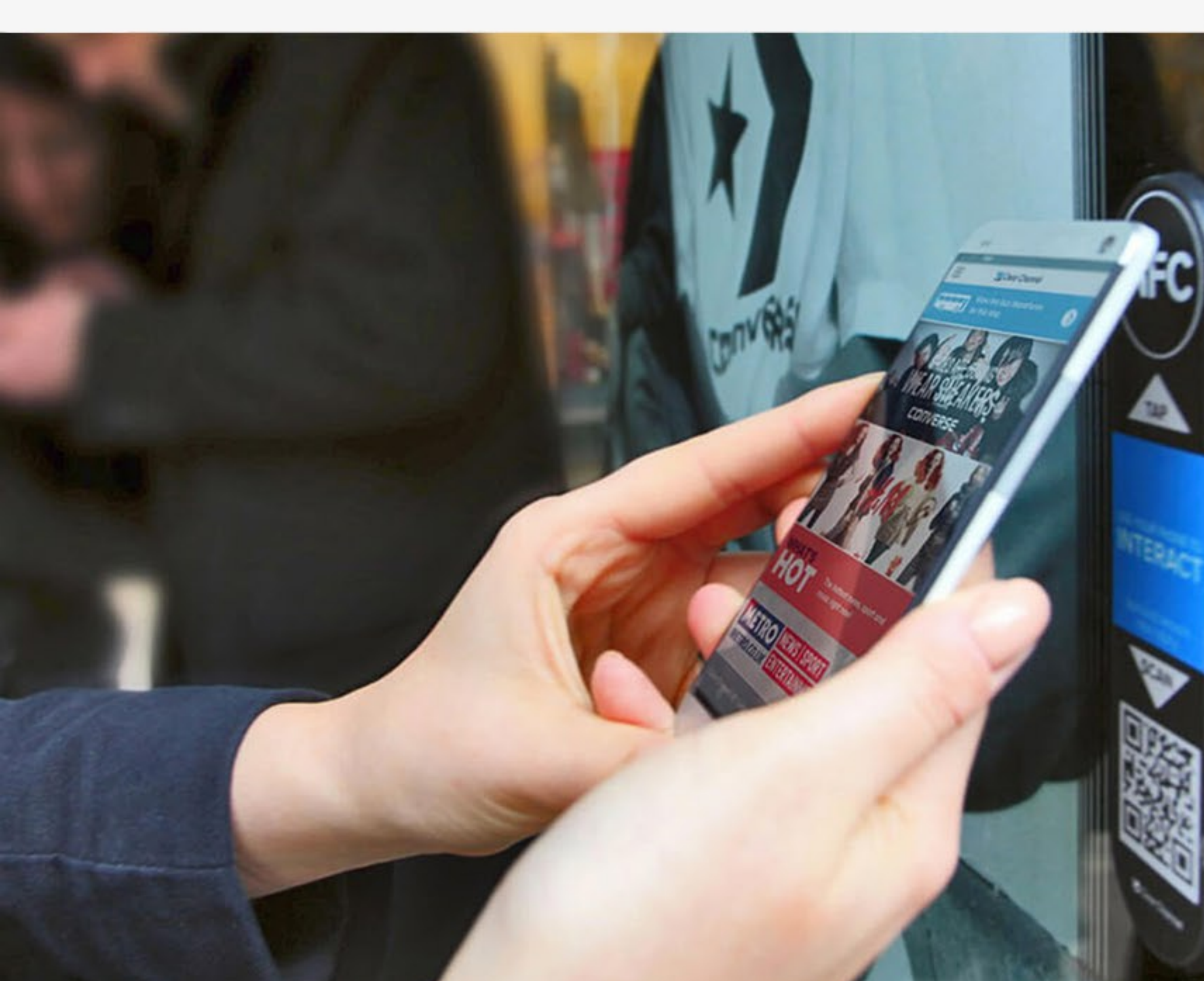
- Average Household Income – \$73,354
- Primary Market Population – 1,212,301
- Number of Stores – 130 Nordstrom and the state's largest Dillard's
- Median Age – 24-35
- Average monthly Shoppers 644,696
- Food Court – Yes
- Movie Theatre – Yes (18-screen Cinema Megaplex)



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

32 ad faces – Standard Size – 68.5”h x 47.5”w
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