



WATERCREST *Mall* **2026**

Advertising & Marketing Opportunities

THE WATERCREST SHOPPER

Demographics

- Attracts 6,500,000 shoppers annually.
- 66% of shoppers show weekly support.
- LSM: 1 - 4: 4.38%
5-7: 25.37%
8-10: 70.25%
- Female 52%, Male 48%
- Age: 38%= 15-34
43%= 35-64
19%= 65+
- Race: 58% = White
35% = Black
6% = Asian
1% = Coloured

The Watercrest Mall attracts an affluent market who are image conscious, looking for high end and unique brands. Shoppers are mainly LSM 8-10+. The Watercrest shopper is family orientated and community focused.



COURTS & RATES

Watercrest Mall Exhibition Courts (prices excl Vat)

Court	Power Supply	Stand Size	Foot Traffic	1 Day Rate	3 Day Rate	7 Day Rate
Banking Court 1 (Shawarma)	Yes	4m x 3m	Medium	R3,000	R5,850	R12,600
Banking Court 2 (Capitec)	Yes	4m x 3m	Medium	R3,000	R5,850	R12,600
Banking Court 3 (Pep)	Yes	4m x 3m	Medium	R3,000	R5,850	R12,600
Entrance 1 (Superspar)	No	2m x 2m	High	R3,000	R5,850	R12,600
Entrance 3 (Vida e Caffè)	No	2m x 2m	High	R3,000	R5,850	R12,600
Entrance 4 (Food Court)	Yes	2m x 2m	High	R3,000	R5,850	R12,600
Entrance 5 (Shoprite)	Yes	2m x 2m	High	R3,000	R5,850	R12,600
Food Court 1 (Spur)	Yes	4m x 5m	High	R3000	R5,850	R12,600
Food Court 2 (Jam Clothing)	Yes	4m x 5m	High	R3000	R5,850	R12,600
Shoprite Court	Yes	4m x 3m	High	R5000	R9,750	R21,000
Truworths Carpet Court	Yes	5m x 6m	Medium	R3,000	R5,850	R12,600
Woolworths Court	Yes	2m x 2m	High	R3,000	R5,850	R12,600

COURT LOCATIONS

Watercrest Mall Exhibition Courts



Banking Courts 1, 2 & 3



Shoprite Court



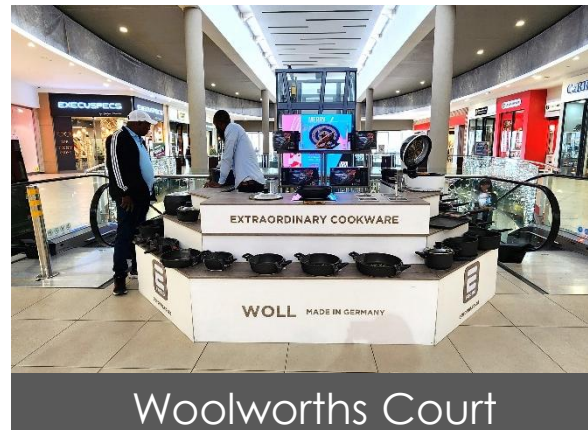
Food Courts 1 & 2



Superspar Court



Vida Entrance Court



Woolworths Court

COURT RULES & INFORMATION

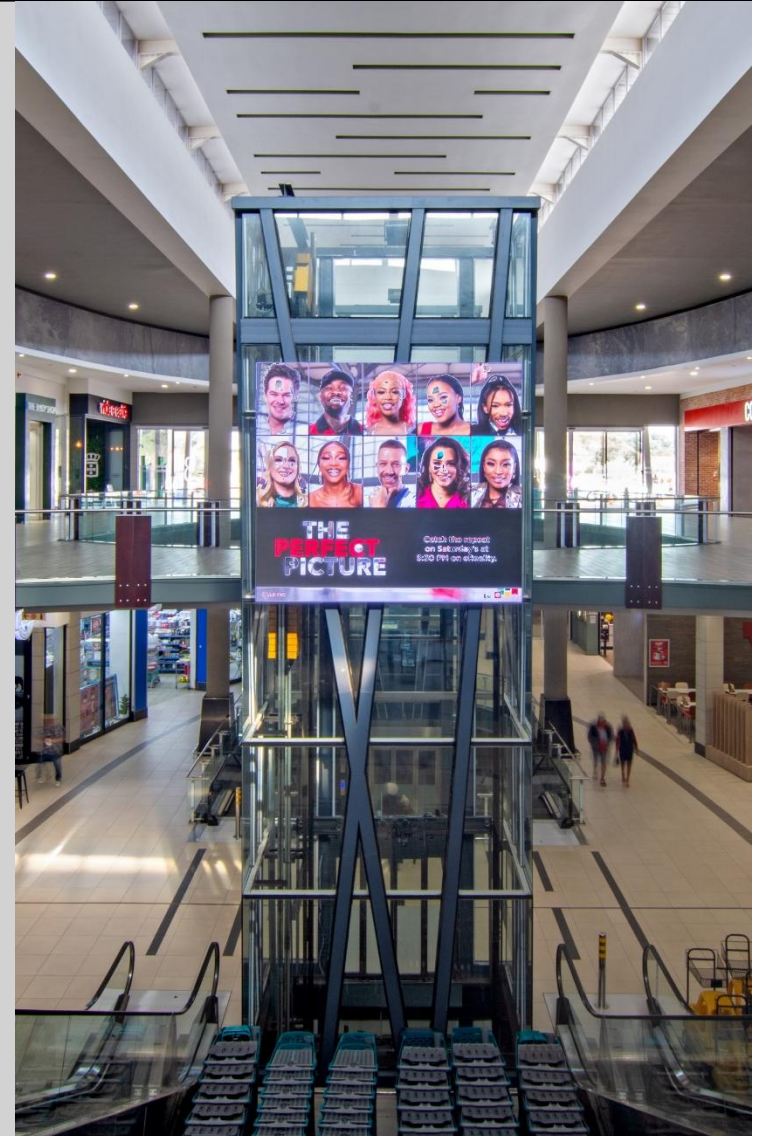
PLEASE NOTE

- A Trestle table, black tablecloth and chair will be provided.
- Exhibitors are welcome to bring their own furniture.
- Height restriction of 1.2m.
- Pull up banners, pop up banners welcome.
- No gazebos/ umbrellas will be permitted.
- Watercrest Mall does not offer, nor require flooring.
- Setup must be completed before 08:30am on the first day of exhibition.
- Breakdown must be on the last day of exhibition after trading hours (see below)
- Vehicles to enter via entrance 5 (Shoprite).
- Vehicles to be on reserve fuel tanks.
- No loud music or disruptive sounds on premises.
- Badgering shoppers is strictly prohibited.
- Exhibitors must man the stand during trading hours.

Mon-Sat (9am – 6pm)

Sun & Public Holidays (9am -5pm).

- Exhibition staff to stay on demarcated court.
- Bookings are only confirmed once proof of payment is received.



ADVERTISING OPPORTUNITIES

Internal

Element	Location	Contact
A1 Posters	Wall Mounted & Standing Frames	reception@watercrestmall.co.za
A4 Posters	Bathroom Branding	chantell@tlc-media.co.za / 010 300 5353
Digital Screen	Lift near to Checkers/ Woolworths	dianeg@relativgroup.co.za
Escalators/ Lifts	Throughout Mall	carmel@kradle.co.za / 087 093 6694
Digital iPoint	Digital Information Screens x 5	charnel@ipoint.co.za
Digital POP Vault	Locker at Entrance 4	joel@vgmedia.co.za / 011 530 7002



ADVERTISING OPPORTUNITIES

External

Element	Location	Contact Person
Outdoor Billboards	Upper Level Parking	carmel@kradle.co.za / 087 093 6694
Underground Billboards	Lower level Parking / Taxi Rank Signage	carmel@kradle.co.za / 087 093 6694
Pave Ads	Upper Level Parking	carmel@kradle.co.za / 087 093 6694
Pillar Wraps	Underground Parking	carmel@kradle.co.za / 087 093 6694
Street Pole Posters	Upper Level Parking	carmel@kradle.co.za / 087 093 6694



POSTERS

Freestanding Frames and Bathroom Corridors (prices excl Vat)

Size	Quantity	Rate (1 Month)	Rate (3 Months)
A1 Portrait	10 Posters	R3,000 (excl)	R6,000 (excl)

To Book:

- Digital artwork to be sent to tmp_tdavies@growthpoint.co.za for approval.
- All printing costs are for your own account.
- Posters to then be sent to Centre Management one week prior to installation.
- Posters are distributed throughout the mall, on both freestanding & wall mounted units.



TENANT ADVERTISING OPPORTUNITIES

Social Media / Digital

Element	Cost	Comment	Visit
Facebook	Free	Any size advert, hi-res Jpeg	@WatercrestMallKZN
Instagram	Free	Repost current IG artwork	@WatercrestMallKZN
TikTok	Free	Supply your reel	@WatercrestMallKZN
Website	Free	Store listing	www.watercrestmall.co.za

*This offering is for Watercrest Mall tenants only.



WATERCREST *Hall*

031 763 1551
reception@watercrestmall.co.za
www.watercrestmall.co.za
141 Inanda Road, Waterfall, KZN



@watercrestmallKZN