

# Dundrum Town Centre, Dublin

Where Dublin happens



Annual Footfall

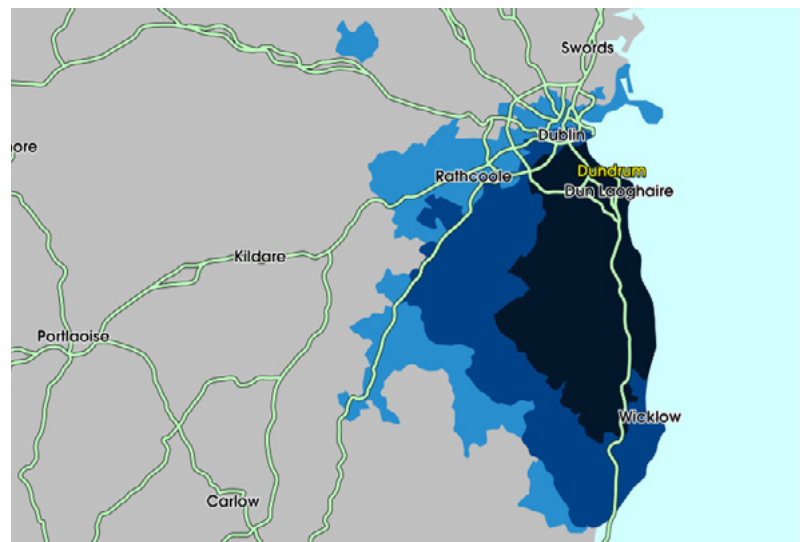
**18m**

Dundrum is Ireland’s top performing shopping centre on the south side of Dublin. Anchored by House of Fraser, Marks & Spencer, Penneys and Tesco; it also has the strongest aspirational brands in the country, including Harvey Nichols and Hamleys. With 35 restaurants, a leading cinema complex and award-winning Theatre, there’s plenty to see and do.

## Catchment area

Average Dwell Time

**94mins**



Average Fashion Spend

**€160**

- Dundrum has the most aspirational mix of retailers in Ireland
- Country’s third largest retail venue
- Customers spend on average 2 hours enjoying all the centre has to offer
- Named Most Family Friendly Shopping centre three years in a row

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## Spaces to engage

Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Sat-Sun)
<b>N1:</b> North Mall 1	Near the main pedestrian entrance in a high footfall area – in front of House of Fraser.	€ 885.3	€ 3,541.22	€ 2,213.26
<b>N2:</b> North Mall 2	Located on Level 2, near House of Fraser. Widest space on the mall, suitable for car promotions.	€ 1,770.61	€ 5,754.48	€ 4,426.52
<b>N3:</b> North Mall 3	Located on Level 3, near the food court. Prime space for family focused promotions surrounded by H&M Kids, Mamas & Papas and Build-a-Bear Workshop.	€ 1,000	€ 4,000	€ 2,500
<b>PQ:</b> Pembroke District	Large external area ideal for events, attractions and experiential activity. Close to Harvey Nichols, Wagamama, Zizi and Jamie's Italian. Size and weight restrictions apply.	€ 1,771	€ 5,754	€ 4,427
<b>S3:</b> South Mall 3	Located at the surface car park entrance on Level 3, close to Tesco. Ideal space for sampling and grab and go offers.	€ 1,770.61	€ 5,754.48	€ 4,426.52
<b>TQ1:</b> Town Square 1	Busy location outside the main pedestrian entrance at House of Fraser and suitable for car promotions. Size and weight restrictions apply.	€ 1,770.61	€ 5,754.48	€ 4,426.52
<b>TQ2:</b> Town Square 2	Busy location adjacent to the cinema entrance and suitable for car promotions. Size and weight restrictions apply.	€ 1,771	€ 5,754	€ 4,427

All rates are exclusive of VAT. Rates are subject to seasonal increase in Nov/Dec.

## Bespoke options

- Sponsorship and long term brand partnerships
- Prominent internal promotional sites
- Large external event sites
- Mall retailing and kiosks
- Car park opportunities
- Digital advertising, banners, posters and floor media
- Pop up shops and temporary retail
- Seasonal commercial events



Hammerson

### Talk to us

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