

# Highcross, Leicester

Where Leicester happens



Annual Footfall

**18m**

Highcross has two major department stores: Debenhams and a flagship John Lewis, all spread over external street spaces and a spectacular covered mall. Dominating the retail and leisure landscape in Leicester city centre, the centre boasts over 40 delicious cafes and restaurants and a 12 screen Cinema de Lux with XPLUS screen.

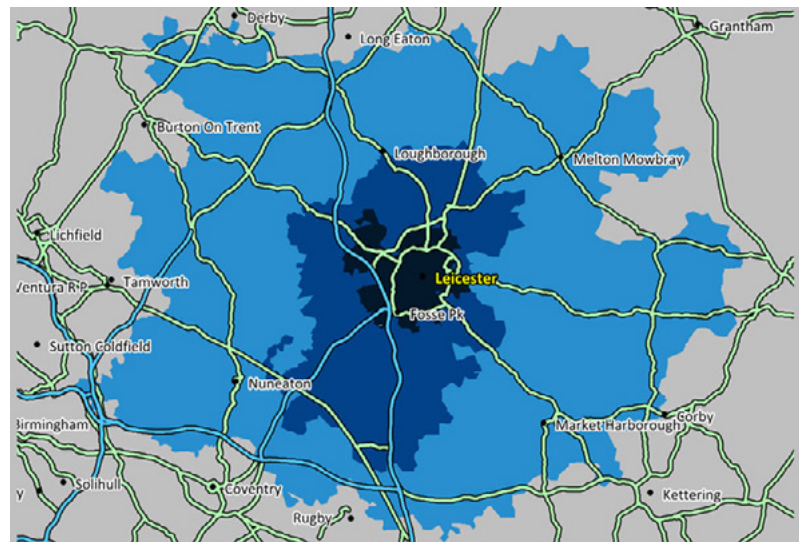
Average Dwell Time

**90mins**

## Catchment area

Average Fashion Spend

**£73**



- Leicester is the largest city in the East Midlands.
- Located at the centre of the motorway network and just one hour by train from London.
- In the heart of Leicester city centre, just 20 minutes from the M1, Highcross is truly accessible for everyone.
- The biggest names all under one roof, shoppers spend more time enjoying both the retail offering as well as the entertainment and dining experience.

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## Spaces to engage

Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Sat-Sun)
<b>Site 1:</b> East Square 10m x 8m	Leicester City Centre's largest internal focal space with excellent viewing from the Upper Mall. Located outside Debenhams and Game and below Boots.	£3,500	£6,500	£5,750
<b>Site 3:</b> Lower West Mall 4m x 2m	Central mall location near Disney, Lacoste, Ernest Jones and H&M.	£950	£1,950	£1,650
<b>Site 4:</b> St Peter's Square 10m x 10m	Large external space in vibrant leisure area. John Lewis, Cinema de Lux, Carluccio's and Coast 2 Coast surround the space.	£1,500	P.O.A	£3,500

All rates are exclusive of VAT. Rates subject to 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



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### Talk to us

General enquiries  
Portfolio opportunities

[highcross@hammersonengage.com](mailto:highcross@hammersonengage.com)  
[enquiries@hammersonengage.com](mailto:enquiries@hammersonengage.com)

### Find us

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Leicester LE1 4AN  
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## Media engagement - Third Party

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Digital 6 Sheet</b>	23 Digital Advertising screens in prime walkway locations. Available in 5%, 10% and 15% Shares of Airtime over the display period. Portrait size is W1080 x H1920 pixels. Quick Time and MOV files accepted. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A
<b>Hanging Banner Option 1</b> 5m x 3m	A large format portrait banner opportunity, located within the centre of the scheme - a second location similar is also available. Size 5 Meters (W) x 3 Meters (H). Due to Christmas decorations the banner is unavailable November / December. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make an introduction for you.	£2,000	£8,000	£450
<b>Hanging Banner Option 2</b> 5m x 3m	A large format portrait banner opportunity, located within the centre of the scheme - an alternative location is also available (see Option 1). Size 5 Meters (W) x 3 Meters (H). Due to Christmas decorations the banner is unavailable November / December. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make an introduction for you.	P.O.A	P.O.A	Included
<b>Innovation Stations</b>	Engaging interactive D6 advertising screens designed bespoke for your campaign. Case studies include screens that spray perfume, allow AR interaction or are fully themed. This opportunity is provided by JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A
<b>Internal Hanging Banner</b>	Large format portrait banner opportunity, located within the centre of the scheme -1 location available. Size 5 Meters (W) x 3 Meters (H). Due to Christmas decorations the banner is unavailable November / December. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make an introduction for you.	P.O.A	N/A	Included
<b>Lift Exterior Vinyl</b>	Multiple lifts banks available taking visitors to all retail levels. Comprising of a bank of 3 near Zara and a tower bank of 2 in the centre. Price is for 2 lifts on the same level. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make and introduction for you.	£1,300	£3,900	Included

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Continued



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<b>Lift Interior Vinyl</b>	23 Digital Advertising screens in prime walkway locations. Available in 5%, 10% and 15% Shares of Airtime over the display period. Portrait size is W1080 x H1920 pixels. Quick Time and MOV files accepted. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	Included
<b>Lift Panoramic</b>	A large format artwork opportunity prominently positioned on the lift shaft to grab visitor attention. The location of this structure is visible from both levels. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make an introduction for you.	P.O.A	P.O.A	Included
<b>M-Vision® Screens</b>	A large format LED digital screen situated on the atrium opposite John Lewis. Visible from both floors this digital screen is prominently seen by visitors entering the scheme via the John Lewis car park. Available via JCDecaux in 5%, 10% and 15% shares of Airtime over the display period. Portrait size is W720 x H1280. QuickTime and MOV files accepted. This opportunity is provided by a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A

## Media engagement – Direct

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Escalator Vinyls</b>	A branding opportunity across 8 sets of escalators covering all floors over both East and West malls. Price per month. The opportunity is sold directly via the Highcross team.	£8,000	P.O.A	Included
<b>Hoarding Opportunities</b>	Hoarding opportunities to vinyl shop fronts is possible. Size and dimensions vary according to the timing of the enquiry and are subject to availability. This opportunity is sold directly via the Highcross team.	P.O.A	P.O.A	P.O.A

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## Car Park Opportunity

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Car Park Columns</b>	Advertising space to promote your brand within the multi-story car park. We recommend a suite of 15 pillars on one car park level. This opportunity is sold directly by Highcross.	P.O.A	P.O.A	P.O.A
<b>Car Park Exit Wall</b>	Advertising space to promote your brand within the multi-story car park as they leave the building. Prominent banner the dimensions are 2meters (W) by 1 Meter (H). This opportunity is sold directly by Highcross.	P.O.A	P.O.A	P.O.A
<b>Car Park Individual Banner</b>	Advertising space to promote your brand within the multi-story car park. Banner dimensions are 2 meters (W) by 1 Meter (H). This opportunity is sold directly by Highcross.	P.O.A	P.O.A	P.O.A

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