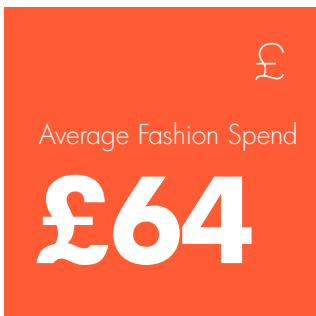


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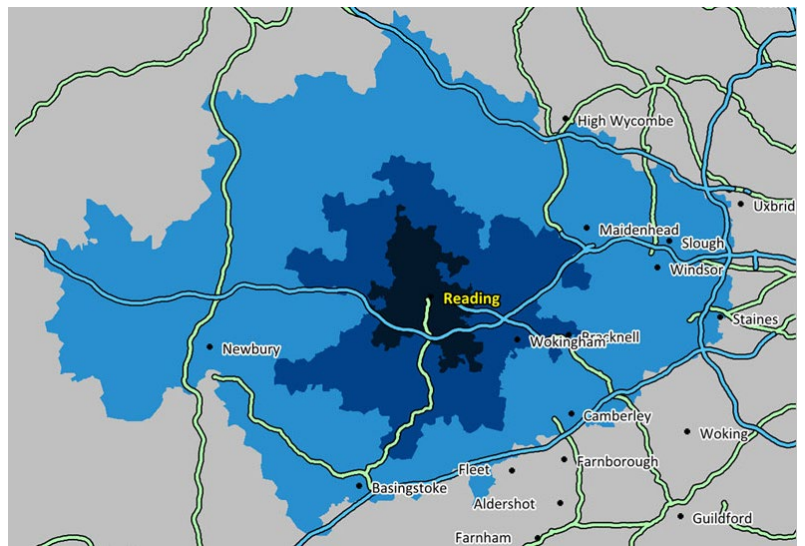
# The Oracle, Reading

Where Reading happens



The Oracle is an award-winning shopping destination in the Thames Valley region, just 25 minutes from London. Uniquely designed with the River Kennet running through the heart of the centre, the retail mix is a perfect blend of luxury and more affordable brands.

## Catchment area



- One of the busiest rail hubs in Britain
- Used by nearly 20m passengers a year
- 74% of The Oracle shoppers are in the top 3 highest spending acorn categories

# The Oracle, Reading

Where Reading happens

## Spaces to engage

Site	Description	Daily (Mon-Fri)	Weekly (Mon-Sun)	Weekend (Sat-Sun)
<b>External focal Space on Riverside</b> 12m x 12m	Busy external space on the south side of our award winning Riverside opposite the main entrance to The Riverside car park and close to an array of restaurants. Ideal for sampling, road shows and suitable for large buses & trucks.	£1,260	£2,050	£1,890
<b>K5: Upper Mall</b> 6m x 6m	Large space near Victoria's Secret, Debenhams and Apple.	£1,575	£4,200	£3,150
<b>K13: Lower Mall</b> 4m x 3m	Busy location near Debenhams, Superdry and Hollister.	£1,000	£2,625	£1,890
<b>L1: Lower Mall Focal Space</b> 5m x 6m 2 x 13 amp	Focal space with excellent visibility from the upper balcony. Near to John Lewis, House of Fraser and the River Side entrance. Ideal for vehicle promotions.	£1,050	£4,200	£3,150
<b>U4: Upper Mall</b> 3m x 2m	Busy locations near the high street, Debenhams, Swarovski and Kiko.	£1,000	£2,625	£1,890

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

# The Oracle, Reading

Where Reading happens

## Upper Mall



## Lower Mall



# The Oracle, Reading

Where Reading happens

## Media engagement - Third Party

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Digital 6 Sheet</b>	22 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</b>	Landscape large format banner opportunity, located at the main Broad Street entrance 5 Metres (W) x 3 Metres (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.	£2,500 (4 weeks from £1,500)	P.O.A	Excluded
<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 a 3rd party - JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A
<b>Lift Exterior Vinyl</b>	Multiple lift banks available taking visitors to the other levels including the main floors and car park. Price is for bank of 3, same level. This opportunity is provided by a 3rd party - Limited Space Ltd and we are happy to make an introduction for you	£1,350	£5,850	Included
<b>M-Vision® Screens</b>	A large format LED digital screen as customers walk in through the Broad Street Mall entrance. 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>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 Oracle team.	P.O.A	P.O.A	P.O.A

## Car Park Opportunity

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
<b>Car Park Individual Ramp Banner</b>	The Oracle ramp banner opportunities are located on the exit of the multi-story car park which serves 1,697 parking spaces. This opportunity is sold directly via The Oracle team.	£180 - £540	P.O.A	P.O.A

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



# The Oracle, Reading

Where Reading happens

## Riverside



**Hammerson**

### Talk to us

General enquiries  
Portfolio opportunities

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

### Find us

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Reading RG1 2AG  
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