

Woking Shopping

MEDIA SHEET

Woking, Surrey GU21 6GH.

Woking is approximately 24 minutes from Waterloo station at the southwestern edge of the Greater London Urban Area.

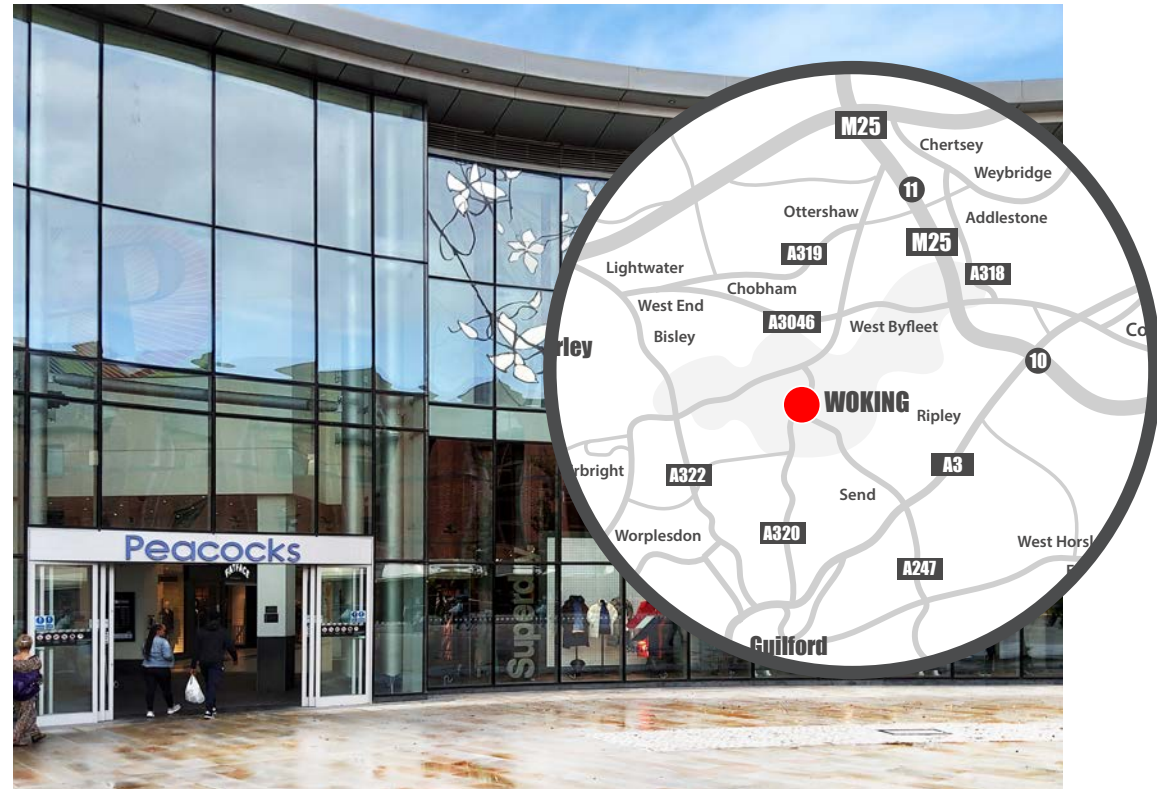
The town has one of the most affluent catchment areas in the UK with ABC1 population significantly above the national average at 70%. A 50/50 male/female population split across 315,000 households. 23% of these are in the Prestige Position Mosaic group.

Woking is undergoing a major transformation with over £500m committed over a five year period. This ambitious regeneration together with the town's fantastic connectivity to central London makes it a prestigious location.

Woking Shopping encompasses The Peacocks and Wolsey Place offering prominent internal locations while Market Walk and Commercial Way offer busy external placements a comprehensive covered and external shopping experience under one umbrella.

Woking Shopping is Surrey's largest covered shopping destination offering 170 shops and restaurants as well as a 6 screen cinema, a theatre and 3,700 car parking spaces.

Anchored by Boots, Primark, H&M, TK Maxx, Pandora, Superdry, Boots, Sainsbury's, and JD Sports it delivers a comprehensive retail offering. Pret A Manger, Café Rouge, Starbucks, Patisserie Valerie, Costa and many independents compliment its retail with an excellent mix of food & beverage options.



To book a promotional space at Woking Shopping please get in touch.
Call Access Point on **01704 544999**, email **wokingshopping@apuk.net** or visit **www.apuk.net**

Site Descriptions



Site Jubilee Square 1: CURRENTLY NOT AVAILABLE
 16 amp power available.
 Perfect for showcasing brand launches, interactive experiential and informational campaigns. This is a shared public realm area. Further approval must be obtained for all activity. Surrounded by: Pret A Manger, Superdry, JD Sport and Café Rouge. Power:

Site P2: CURRENTLY NOT AVAILABLE
 Dimensions: 2m x 6m. No power available.
 A great 'brand' experiential location, perfect for vehicles. Surrounded by: Superdry, Fatface & the entrance into Jubilee Square.

Site P4: CURRENTLY NOT AVAILABLE
 Dimensions: 2m x 3m. Power: 13 amp power available.
 Ideal location for a pop up mall trader or service promoter. 360° degree display required. Surrounded by: O2, Auntie Anne's, iStore.

Site P5: CURRENTLY NOT AVAILABLE
 Dimensions: 5m x 3m (narrows to 2.5m). Power: 13 amp power available.
 From data acquisition to brand experiential a prominent location. Overlooking the food court opposite Goldsmiths. 360° degree displays required.

Site P6: CURRENTLY NOT AVAILABLE
 Dimensions: 5m x 3m (narrows to 2.5m). Power: 13 amp power available.
 Suiting seasonal trading, visible from all levels. 360° degree stand required. Surrounded by: H&M and Pandora.

Site P7: CURRENTLY NOT AVAILABLE
 Dimensions: 5m x 3m (narrows to 2.5m). 13 amp power available.
 A great data acquisition location, visible from all levels. 360° degree stand required. Surrounded by: Adjacent to Wilko and Tiger.

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Site Descriptions



Site P8: CURRENTLY NOT AVAILABLE
 Dimensions: 5m x 2m. Power available.
 Located at the end of Bandstand Mall. 360 degree stand essential. Surrounded by Ryman and H.Samuel.



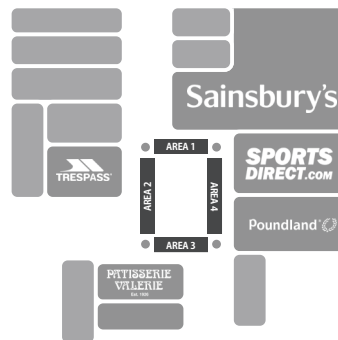
Site P9: CURRENTLY NOT AVAILABLE
 Dimensions: 3m x 3m. No power available.
 Located against the pillar for single sided displays. Surrounded by Boots and the lifts to yellow car park.



Site W1: CURRENTLY NOT AVAILABLE
 Dimensions: Maximum 1.5m/2m x 3m. No power available.
 Perfect for data acquisition promotions, located close to Superdrug. 360 degree stand essential. Surrounded by: Card Factory, WH Smith and Holland & Barret.



Site W3: CURRENTLY NOT AVAILABLE
 Dimensions: Maximum 1.5m/2m x 3m. 13amp. No power available.
 High footfall location for mall trading, sampling and data acquisition In front of the Body Shop, car park entrance and in close proximity to Sainsbury's.



Site W4:
 Dimensions: 12m x12m internal event space.
 Can be booked as one large promotional area or split into four smaller promotional sites incorporated within a high footfall.

- W4 Area 1:** Sainsbury's, power available.
- W4 Area 2:** Trespass, power available.
- W4 Area 3:** Patisserie Valerie, power available.
- W4 Area 4:** Poundland, power available.

Suitable for mall trading, sampling and data acquisition.

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Site W6:

Dimensions: 3m x 2m. Power available.

Located at the entrance of Wolsey in the Mall. Suitable for both single sided and full 360° degree stands or kiosks.



Site W7:

Dimensions: 7m x 4m. Power and water available.

External hard standing pedestrian mall on the commuter route to/from the station. 360° degree display preferred but not essential, ideal for vehicle led promotions. Surrounded by: Carluccio's & Cotes Brasserie.



Site W8:

Dimensions: 7m x 4m. Power: 13 amp power available.

Open hard standing pedestrian walkway with Network Rail screens: 360° degree display essential. Surrounded by: Thomas Cook, Carluccio's and Foxtons.



Site W9:

Dimensions: 9m x 4m. Power: 13 amp power available.

Open hard standing pedestrian walkway with Network Rail screens: 360° degree display essential. A key data acquisition site for a commuter audience.



Site W10:

Dimensions: 4.5m x 4m. Power: 13 amp power available.

External covered pedestrian hard standing for a small street food vehicle offering complimentary food.



Site W11:

Dimensions: 9m x 4m. Power: 13 amp power available.

External covered pedestrian hard standing for a small street food vehicle offering complimentary food.

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