

Matalan Stores

MEDIA SHEET

With 220 stores across the UK, Matalan is a well-established and widely cherished retail brand. Proudly standing for good quality and good value for money, Matalan are a trusted destination for shoppers, offering an excellent opportunity for promoters to connect with targeted audiences on a national, regional, or local scale.

Attracting 11 million loyal shoppers every year, Matalan delivers the significant footfall that many promoters and traders seek to engage with.

Matalan Shopping Profile:

- 64% of their target is 45+
- 70% of Matalan shoppers are women
- 53% have kids & 37% have grandkids
- Family orientated circle of shoppers

Their stores provide an ideal setting for a variety of targeted promotional activities, including product placement, pop-up events, sampling initiatives, and brand awareness campaigns.



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

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Matalan, depending on the store, can provide opportunities for all types of activity:

Internal spaces from 1m to 2m ideal for pop-up activity, sampling or brand awareness.

External space on a concourse or in the car park for larger branding campaigns, mobile traders and car dealerships and promoters.

Each store is different and the team at Access Point can help you decide on the best store and location for your activities.

If you would like to find out more about your nearest Matalan store, please call Access Point for a full store listing.



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