



Metrocentre Media.

**METRO
CENTRE**



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01. Opportunities.

From digital dominations to pop-up shops, create exceptional customer experiences with a commercial partnership. Showcase your brand with a range of tailored advertising solutions.

Brands we have worked with:





02.

The preferred choice for leading brands.

Not only are we the second largest, but we are also ranked as one of the best shopping centres in the UK. We are proud to house over 270 leading brands including the only Zara and H Beauty and Stradivarius in the region.

We work tirelessly with our retailers to provide an exceptional shopping, dining, and leisure experience for our visitors to enjoy all year-round. As testament to this, we have seen over 1 million square feet of new, refurbished, or upsized space committed to since Q4 2020.

As a regional powerhouse, we employ over 5,000 people and contribute approximately £800 million each year to the local and national economy.

03.

A big centre with even bigger numbers.

16m

2025 Footfall

134mins

Dwell Time

£170

Average Retail Spend

91%

Average Retail
Conversion Rate

£23

Average F&B
Transaction Spend

52%

Average F&B
Conversion Rate

Sources: CACI 2025



04.

Five curated malls.

Our defined malls create a complementary retailing environment so your brand can thrive.

Red Mall

Fashion & International Brands

URBAN OUTFITTERS MANGO

ZARA

SPORTS DIRECT

Superdrug



STRADIVARIUS



Green Mall

Highstreet Favourites

M&S
EST. 1884

NEXT

SØSTRENE GRENE

Boots

KENJI
ケンジ

|| beauty



Platinum Mall

Aspirational & Lifestyle



SEPHORA

RITUALS...

Ω OMEGA

rowen+

KUONI

Blue Mall

Value & Variety

PRIMARK

T.K.maxx

GO
Outdoors



hmv

PANDORA



Yellow Mall

Leisure & Entertainment

wagamama

Nando's

ODEON

ACTIVATE



MAKI & RAMEN



M

05.

2.5 million people with a total retail spend of £13.2 billion live within a 60 minute drive time.

Customers can easily reach us from across the region, thanks to our highly accessible location.

A1

Direct access north and southbound

Free

Car parking all day

Trains

Every 10 minutes

Buses

Up to 100 per hour

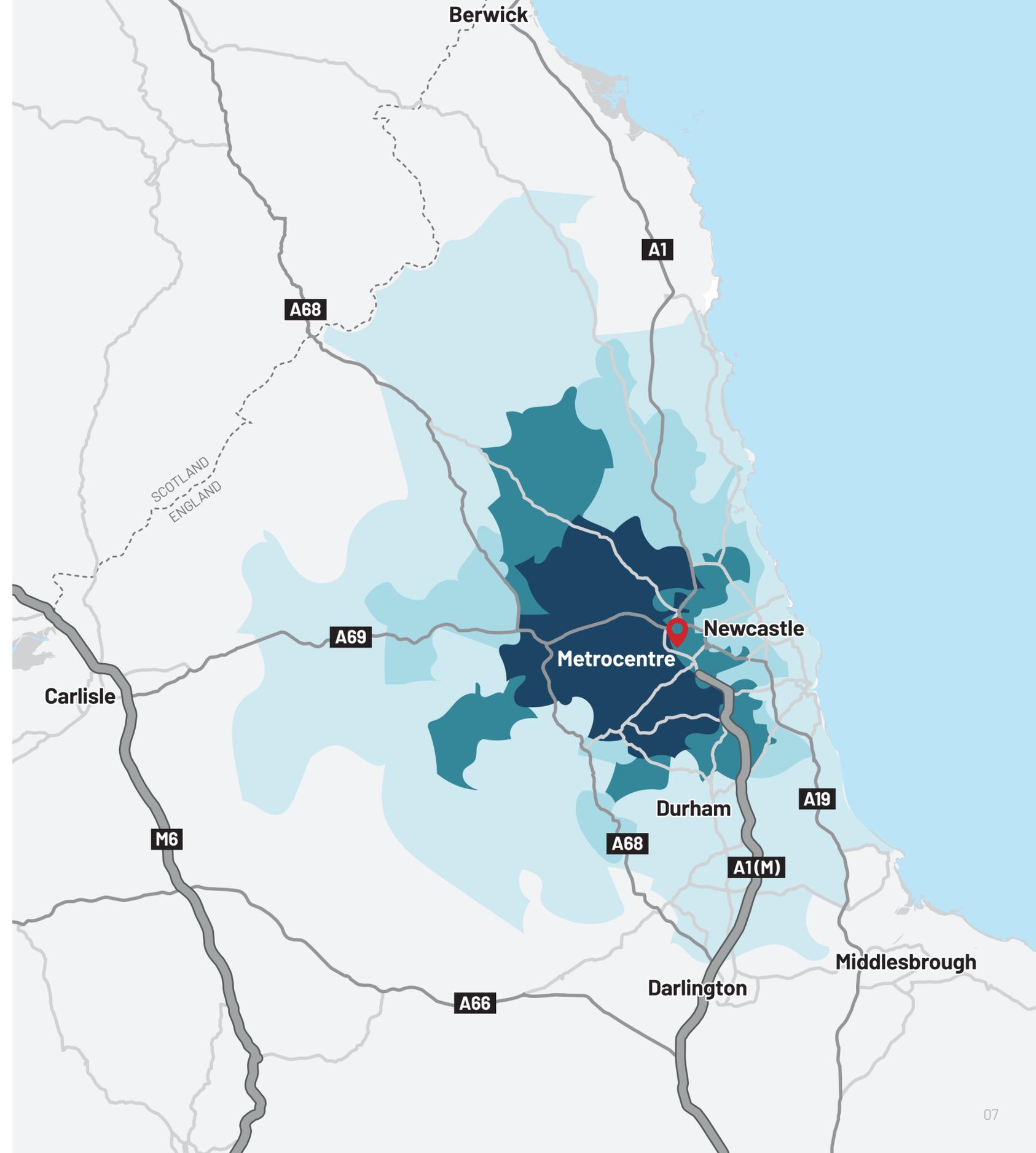
Catchment population

311,346
Primary

387,142
Secondary

415,270
Tertiary

830,656
Quaternary



06.

Experiential Locations.

Partner **SPACE & PEOPLE**



By presenting brand activations at our highest footfall locations, strategically positioned adjacent to our anchor tenants, we ensure you reach visitors where they frequent most.

Promote in audience-targeted mid-mall spaces, where you can effectively drive customer acquisition, facilitate product sampling, and support new product launches or information campaigns.

Consider launching a short-term pop-up and establishing a seasonal presence as a mid-mall retailer. This approach allows you to capitalise on the busy mid-mall footfall, maximising visibility and engagement with your target audience.

07. Digital OOH Screens.

Dynamic content captures shoppers' attention, enhancing loyalty retention and engagement. Positioned in high-traffic areas, brands can effectively reach and influence an engaged shopping audience before the point of purchase.



Digital 6-sheets

A network of 47 portrait screens, delivering 9.6m weekly viewed impressions and located in highly visible walkways and close to store entrances, keeps your brand front of mind with shoppers who are ready to spend and open to impulse purchases. Six-second spots build impact and frequency for stronger message recall throughout the shopping centre visit.

Source: Route 57; figures based on 15% share of time (SOT)

Partner

JCDecaux



M-Vision | Town Square

Positioned in a high-footfall, premium location adjacent to the H beauty anchor store, this wraparound large-format LED screen delivers 1.5m weekly viewed impressions, transforming digital campaign assets into an immersive portrait canvas with 3D capabilities for standout storytelling.

Source: Route 57; figures based on 15% share of time (SOT)

Partner

JCDecaux



External Digital OOH

Elevate your brand's presence with captivating 3D and audio content showcased on screens strategically located at the entrances of red and yellow malls. Connect with your target audience.

For advertisers, it is a strategic move to capitalise on the high visibility at our most frequented entrances. This ensures your messaging resonates with visitors in a shopping mindset, thereby effectively influencing their purchasing decisions.

Partner **open media** 

TV OOH | Exhibition Square

Broadcast-quality digital advertising in the heart of Metrocentre.

Reaching 20+ million pairs of eyes annually, our large-format, audio-enabled screen delivers high-impact brand visibility in a premium, high-dwell-time environment where purchase decisions are made.

Ideal for integrated campaigns and event amplification.

Partner **screens** 

Orbit DOOH | Platinum Mall

Prominently positioned within the mall and anchored by leading retailers JD Sports and Sephora, this recently upgraded large-format screen combines a state-of-the-art ultra- HD landscape display with integrated audio and advanced interactive capabilities, including touch, gesture and motion triggers.

Campaigns can run on a spot-based rotation or secure full ownership of the screen with 100% share of voice and a bespoke artwork surround wrap.

Partner **limitedspace** 

08. Ambient Media.

Connect with an engaged audience through high-impact OOH placements positioned in premium, high-footfall locations where dwell time is maximised. Our versatile formats deliver multi-level visibility across both upper and lower mall environments, ensuring your brand is seen from every angle.

Looking for something distinctive? We offer bespoke, creatively curated solutions that transform walls, floors, and even aerial spaces – across both our internal and external environments – bringing your brand to life in bold, memorable ways.



AdLift

Created to benefit from an actively consumed medium, these classic brand-building panels are perfectly positioned to frequently target the wider mall audience as well as lift users themselves.

The nature of the lift door movement itself offers creative opportunities to bring movement to an ownership medium, as well as lift interior wraps, sound & scent, and lift surround branding.

Partner **limitedspace**



Hanging Banners

Measuring 3m x 5m, the size, elevation and location of our double-sided hanging Banner sites ensure campaigns take centre stage in the eyeline of our mall audiences from every direction.

These sites can be used in either portrait or landscape to suit any creative. The atrium spaces offered provide the ideal platform for standout creative executions - be it 3D special builds, box banners, branding extensions or bespoke solutions.

Partner **limitedspace**

Panoramic Lifts

Our panoramic format measures up to 2,000 sq. ft in size and is ideal for creating brand fame and talkability. Located in the busiest location with longer and wider lines of sight, offering greater opportunity to be seen.

Whether it's mirrored, glittered or breakout vinyls, our special production techniques can deliver that extra element of impact that takes a campaign beyond the expected and make your creative completely unmissable.

Partner **limitedspace**



Escalator, Pillar and Balustrade Wraps

A fantastic opportunity to transform a high footfall area, immersing shoppers in your brand as they move between floors and pause. Ideal for high-attention, fame-building campaigns.

Partner **JCDecaux**





Create Impact Together.

Our partners work as one team creating engaging, relevant and meaningful advertising experiences for brands who wish to monetise the Metrocentre Audience.

Let's build a campaign that captures attention and delivers results.

**METRO
CENTRE**

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Digital 6-sheets | M-Vision | Ambient Opportunities

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**SPACE &
PEOPLE**

Experiential Locations

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**METRO
CENTRE**