



KEILOR CENTRAL

# CASUAL MALL LEASING

20km west of the Melbourne CBD, Keilor Central is a convenience and service based sub-regional shopping centre that services a total catchment area of 169,129 people. The Average household income is \$89,000 and the average age is 38.

The primary catchment includes Keilor Downs, Keilor, Kealba, St Albans North, Keilor Lodge, Delahey and Taylors Lakes. In this catchment 74% of residents either own or are paying off their home with the average household sleeping 2.8 persons.

Keilor Central has a GLA of 19,811sqm and a MAT of approximately \$146m.

**Keilor Central Shopping Centre**  
80 Taylors Rd, Keilor Downs VIC 3038

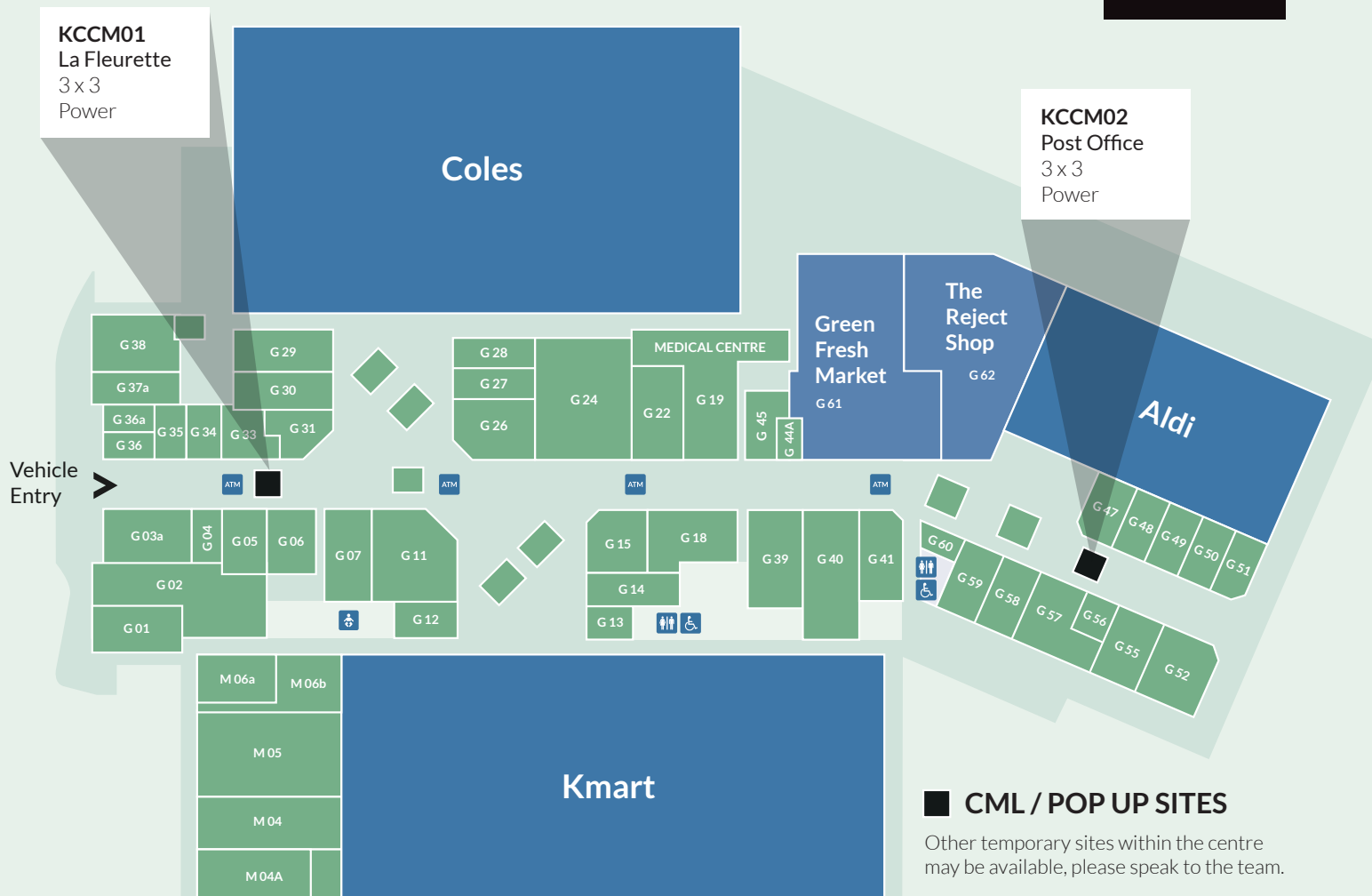
 [KeilorCentral.com.au](http://KeilorCentral.com.au)

 [Facebook.com/KeilorCentral](https://Facebook.com/KeilorCentral)

 [Instagram.com/keilorcentral](https://Instagram.com/keilorcentral)

## CENTRE SNAPSHOT

|              |                                      |
|--------------|--------------------------------------|
| Majors:      | Coles, ALDI, Kmart, MyCar            |
| Mini Majors: | The Reject Shop, Green Fresh Markets |
| PAD Sites:   | KFC, Hungry Jacks                    |
| Shops:       | Over 60 retailers                    |
| MAT:         | \$146m approx                        |
| Traffic:     | 3.6m approx                          |
| Sales PSM:   | \$7,256 approx                       |
| Total GLA:   | 19,811sqm                            |
| Catchment:   | 169,129 residents                    |



## Rate Card 2023

| CML Locations       | POP UP                  |             |            |
|---------------------|-------------------------|-------------|------------|
|                     | Monthly rate            | Weekly rate | Daily rate |
| Retail Space (3x3m) | \$3500 +GST             | \$1250 +GST | \$250 +GST |
| Pop Up Shop         | Subject to availability |             |            |
| Roaming (one table) | N/A                     | N/A         | \$450 +GST |

## CONTACT

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## In-Centre Advertising

| # | AD TYPE & LOCATION        | DIMENSIONS                       | QTY | RATE (EX GST) |
|---|---------------------------|----------------------------------|-----|---------------|
| 1 | Entry Decals              | 875mm W x 2430mm H               | 2   | \$3,200       |
| 2 | D/S Hanging Banner        | Double Sided 2000mm W x 3000mm H | 2   | \$2,500       |
| 3 | Amenities Signage         | A4                               | 8   | \$1,100       |
| 4 | North Entrance Lightboxes | 1540mm W x 1040mm H              | 6   | \$2,500       |
| 5 | Bathroom Mirror Decals    | Custom*                          | 8   | \$2,500       |
| 6 | In-centre Displays        | 762mm W x 1016mm H (30x40)       | UR* | \$1,200       |
| 7 | Car Park Sign             | 1950mm W x 1080mm H              | 2   | \$2,500       |
| † | External Banners          | Custom*                          | 3   | UR*           |
| † | Floor Decal               | Custom*                          | UR* | \$1,200       |

\*Custom floor, window, bathroom decals are available upon request. All pricing excludes print and installation.

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