

# Al Ain Mall العين مول



## LOCATION

Othman Bin Affan Street, Kuwaitat, Al Ain



## OPENING

September 2001 & Expansion Phase-1 in Nov 2011



## POSITIONING

Regional shopping Centre  
Al Ain Mall is largest range of fashion, lifestyle, retail, Entertainment all under one roof



## GROSS LEASABLE AREA

Approx. 1,000,000 square feet



## NUMBER OF STORES

More than 350 retail outlets



## ANNUAL FOOTFALL 2019

Slightly more than 12 Million visitors



## PARKING

3,000 parking spaces spread over 3 levels of basement



## ADVERTISING OPPORTUNITIES 2021

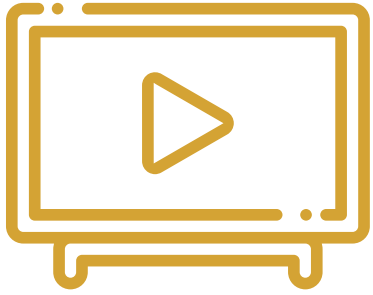
### In-Mall Advertisement.

- LCD / LED Screens
- Hanging Banners
- Ice Rink Brandings
- Escalator Arch
- Mall Escalators
- Entrance Glass Stickers
- Basement Entrance Sliding Door Stickers
- Pillar Branding
- Standing Lightboxes
- Wall Mounted Lightbox
- Table Top Ads
- Restroom Frame Ads
- Parking Lightboxes

### Outside Advertisement.

- Facade Branding
- Cinema Facade
- Outdoor Window Glass Stickers





## LCD/LED SCREENS

- All materials should be strictly in widescreen aspect ratio 16:9 and not 4:3.  
1920(w) x 1080(h)
- Starting from 10 Seconds up to 50 Seconds.
- Footage will be rotating once in 10 minutes from 9 AM to 11 PM.
- Small Screens (QTY: 49)
- Standing Screens (QTY: 5)
- Large Screen (QTY: 1)





## HANGING BANNERS [Option 1]

- Lateral pillars application around the atrium void
- Size: W100 cm x H 280 cm  
[Leave empty space 10cm on top & bottom]
- Material: PVC, double sided digitally printed
- Locations: Ice Rink Dome (FF) / near Salam Store (FF) / near Abdul Samaq Al Qurashi (SF)





## HANGING BANNERS [Option 2]

- Hallway Banners
- Size: W 75cm x H 160cm  
[Leave empty space 10cm on top & bottom]
- Material: PVC, double sided digitally printed
- Locations: Mall Corridors FF & SF





## HANGING BANNERS [Option 3]

- Heritage Lampposts
- Size: W 60cm x H 120cm  
[Leave empty space 7cm on top & bottom]
- Material: Fine Polyester, Fabric Matte Double Side
- Location: Mall Corridor Extension GF





## ICE RINK BRANDING

Hand Rail Surrounding Ice-Rink

- Material: Duratrance
- Quantity: 43 lightbox
- Location: Mall Main entrance

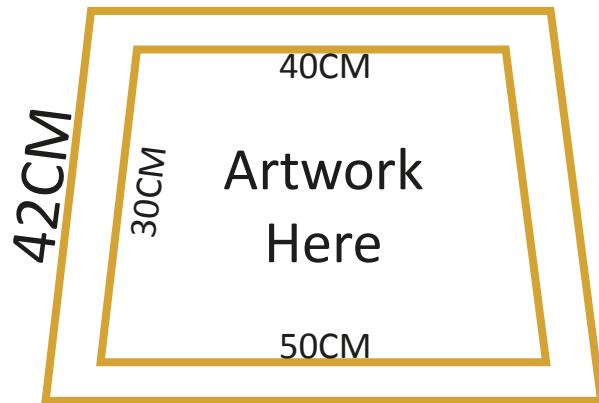




## ICE RINK BRANDING

- Ice-Rink Cradle Support
- Material: Vinyl Sticker on Forex Sheet

• Size: 57CM

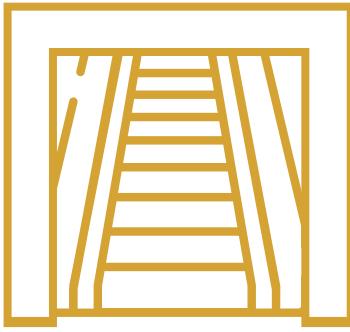


62CM

• QTY - 15



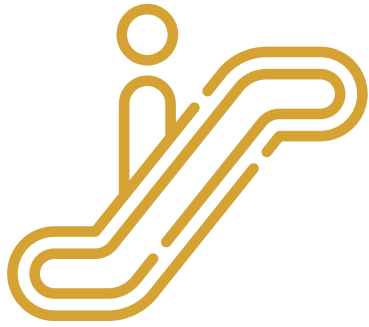




## ESCALATOR ARCH

- FF - Front of Sharaf DG.
- SF - Food court Area.
- SF - Front of Abdul Samad Al Qurashi.
- Size: 8[50cm X 208cm] + 3[430cm X 50cm] + 2[50cm X 50cm] + [330cm X 50cm]
- Material: Duratrance





## MALL ESCALATORS (LONG)

- **Ice rink - 5 sides**  
W: 2620cm X H: 80CM.
- **Rotunda - (GF - FF) - 8 sides**  
W: 1,660cm = [255+1150+255] X H: 63CM
- **Rotunda - (FF - SF) - 8 sides**  
W: 1,660cm = [255+1150+255] X H: 63CM
- **Nojoom Square - (GF - FF) - 4 Sides**  
W: 1,100cm = [100+900+100] X H: 63CM

Material: Removable Glass Sticker



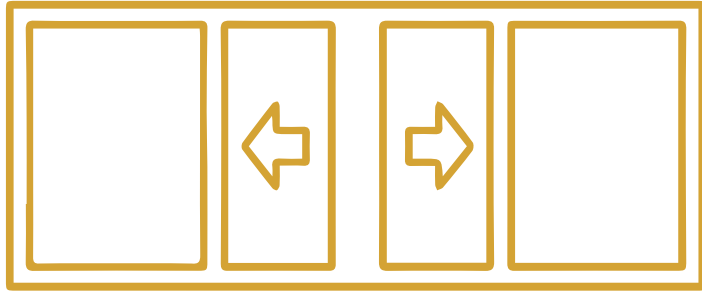


## MALL ESCALATORS (Short)

- **Rotunda - (B1 - GF) - 8 sides**  
W: 890cm = [185+485+220] X H: 63CM
- **Rotunda - (B2 - B1) - 8 sides**
- **Below Leto- (B1 - GF) - 8 sides**  
W: 916cm X H: 67CM

Material: Removable Glass Sticker

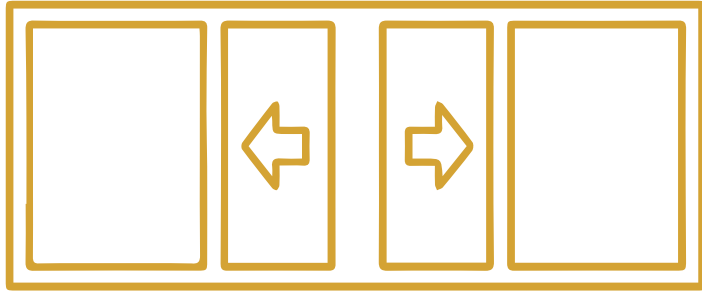




## ENTRANCE DOOR STICKERS

- Material: Vinyl Glass Stickers
- Locations: Main Entrance / Cinema / Shakespeare / Costa Entrance
- Size & Qty: Varies on location





## BASEMENT ENTRANCE STICKERS

Material: Vinyl Glass (One Way Vision) Stickers

- Locations: Basements 1 & 2
- Size & Qty: Varies on location





## PILLARS

- Pillars in the Food Court (SF)
  - Material: Flex Banner
  - Size: W 260cm X H 300cm
- Pillars in front of Starbucks (FF)
  - Material: Vinyl Grey Back
  - Size: W 128cm X H 435cm





## STANDING LIGHTBOXES

- Material: Duratrance - 2 Sided

- Size: W 70cm



H 170cm

- Location: around the mall corridors





## WALL MOUNTED LIGHTBOXES

- Material: Duratrance - 1 Sided
- Size:



H 130cm

- Location: Firsts Floor & Second Floor







## FOODCOURT TABLE TOPS

- Material: 120gsm semi glossy paper
- Size: A3 ( W 29.7 cm x H 42 cm )
- Location: Second Floor





## RESTROOM FRAME ADS

- Material: 120gsm semi glossy paper
- Size: A4 ( W 21 cm x H 29.7 cm )
- Location: First Floor & Second Floor Restrooms





## PARKING LIGHTBOXES IN BASEMENT 1

- Material: Duratrance

- W 120cm x H 180cm

Total QTY available: 5

- W 240cm x H 120cm

Total QTY available: 5

- Material: Flex Light Pass

- W 350cm x H 240cm

Total QTY available: 1

- W 510cm x H 250cm

Total QTY available: 4





## PARKING LIGHTBOXES IN BASEMENT 2

- Material: Duratrance

- W 120cm x H 180cm

Total QTY available: 6

- W 240cm x H 120cm

Total QTY available: 1

- Material: Flex Light Pass

- W 510cm x H 250cm

Total QTY available: 6





## FACADE (Option 1 & 2)

- Material: PVC, Digitally Printed - One sided
- Size: W14m x H 8m





## FACADE (Option 3)

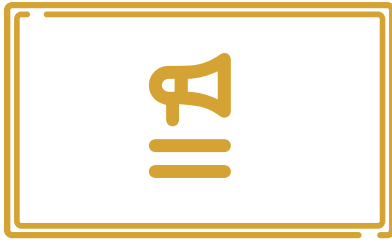
- Traffic Light Intersection
- Size: W 14m x H 5
- Material: PVC, Digitally Printed - One Sided

W14m

H 5m

A photograph of a building facade featuring a large digital print. The print includes the Adidas logo (three stripes) and the word "adidas" in white on a dark background. Below the logo, the text "GROUND FLOOR NEW EXTENSION" is visible. To the right of the text, there is a photograph of a woman in a white hijab and traditional dress walking outdoors. The building has a light-colored facade with a decorative element above the print.

GROUND FLOOR  
NEW EXTENSION



## CINEMA FACADE

- Location: Cinema Side
- Size: upper ( 966cm x 540cm )  
below: ( 966cm x 144cm )
- Material: PVC, Digitally Printed - One Sided

W 966cm



H 540cm

H 144cm





## OUTSIDE WINDOW STICKERS

- Location: around the mall (outdoor)
- Size: Varies per location
- Material: Outdoor Vinyl Grey Back Stickers





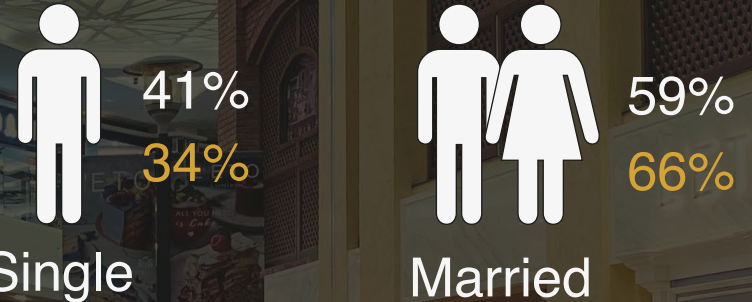
# Al Ain City and Al Ain Mall Demographic Profile

Overall Al Ain City  
Al Ain Mall

## NATIONALITY DISTRIBUTION



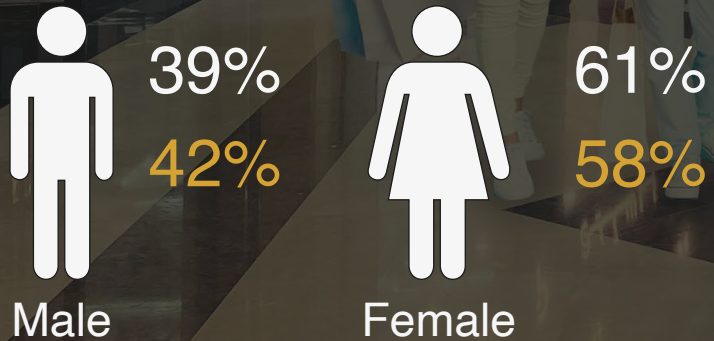
## MARITAL STATUS



## AVERAGE HOUSEHOLD SIZE

## AVERAGE MONTHLY HOUSEHOLD INCOME (AED)

## GENDER



	Emiratis	Westerners	Arabs	South Asians	Other Asians	Others
Average Monthly Household Income (AED)	AED 42,500	AED 25,000	AED 20,300	AED 6,700	AED 5,500	AED 9,000
Average Monthly Household Income (AED)	AED 40,000	AED 24,100	AED 18,100	AED 8,800	AED 6,000	AED 10,000

## For More Information Please Contact:

Marketing Department

Phone : 03-7660333 - Ext. 529

E-mail : [Marketing@alainmall.net](mailto:Marketing@alainmall.net)

Note: Printing, installation and removal of materials will be done by the client. All printed materials will be disposed 48 hours after the end of contract period.

In case of the advertisement duration will be more than 1 month ,the artwork will be required to be replaced with another artwork (New artwork every 45 days).

