

Virginia Mall Media Opportunity

UNIVERSAL MEDIA
ADVERTISING IS UNIVERSAL

Shopping Center Advertising

oohmediausa
media that turns heads!

Reaching people when it matters most!

The Shopping Center is one of the most dynamic environments anywhere and often the most frequently visited destinations in communities. Universal Media gives advertisers the perfect opportunity to “Catch shoppers when they have their credit cards in their hands”. Shopping Center advertising allows retailers and retail products to reach out to the mass audience in the common areas of the shopping center.



Universal Media has the unique set of resources to match the strategic marketing needs of the shopping center - and the shopping center advertisers.



The Mall Phenomenon

Overview¹

- There are 114,846 shopping centers in the United States.
- 2,690 shopping centers are over 400,000 square feet.
- 502 shopping centers are over 1 million square feet.
- US shopping centers retail sales have increased from \$3.63 trillion in 2009 to \$4.35 trillion in 2012

Shopping Habits

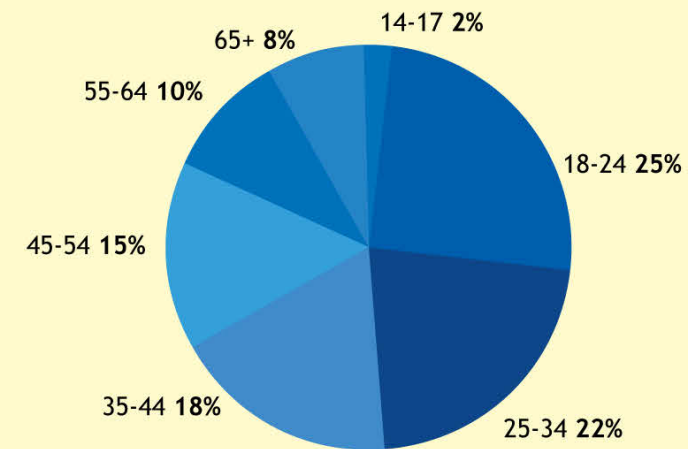
- The mall continues to be the central gathering place in almost every community.¹
- 75% of all Americans visit a mall at least once a month.²
- Shopping malls have become the third most frequented location for Americans, after home and work.²
- Shopping at the mall is a social experience: 81% of Americans shop with someone else.⁴
- On average, shoppers visit 3.4 times per month and stay 1 hour and 24 minutes.¹
- Mallgoers enter approximately 2 stores per trip and make purchases in at least 1 store.⁴
- Impulse purchases are made primarily in mall shops.¹

The Mall vs. Online Shopping³

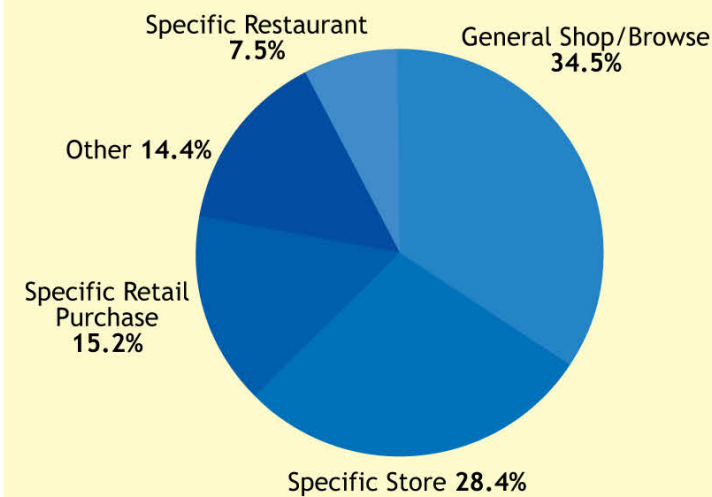
- Online shopping continues to grow but cannot compete with malls: only 20% of Americans shop exclusively online.
- Primary reasons for shopping at the mall: the ability to try on clothes and accessories (74%), the shopping experience (55%), and store variety (49%).
- Shoppers appreciate the ability to buy it and wear it today.

Shopper Characteristics

Percent Total Mall Shoppers by Age¹



Primary Purpose of Mall Visit⁴



The Mall Phenomenon

Average Time Spent Shopping¹

Ages 14-17:	95 minutes
Ages 18-24:	81 minutes
Ages 25-34:	79 minutes
Ages 35-44:	86 minutes
Ages 45-54:	88 minutes
Ages 55-64:	87 minutes
Ages 65+:	89 minutes

Average Money Spent Per Visit⁴

Speciality Stores	\$109.91
Anchor Stores	\$92.80

Monthly Shopping Frequency by Age⁴

Ages 12-17:	3.7 times
Ages 18-24:	3.2 times
Ages 25-34:	3.0 times
Ages 35-44:	2.9 times
Ages 45-54:	2.9 times
Ages 55-64:	3.0 times
Ages 65+:	3.6 times

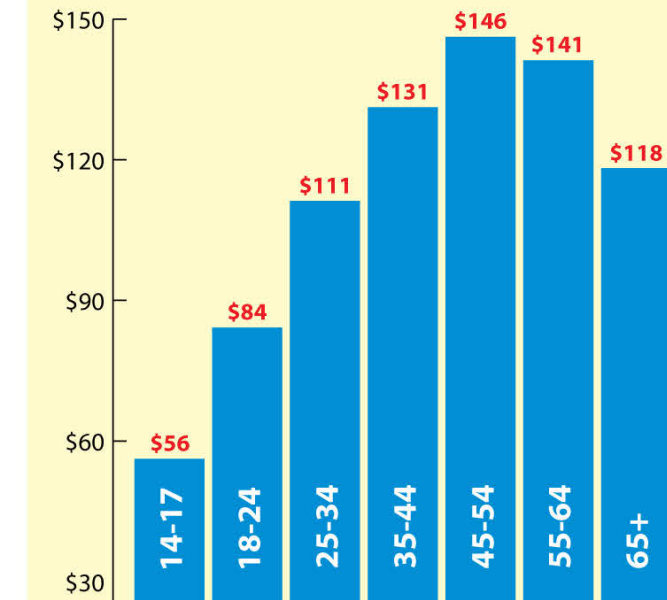
Shopping Center Buying Patterns

- Shopper spending at malls per month increased from \$316.80 in 2010 to \$330.82 in 2012.¹
- On average, shoppers spend \$105.11 per visit and average \$3,910 in annual expenditure at a mall.⁴
- 81% of shoppers make at least 1 purchase per mall trip.⁴
- 27% of shoppers have HHI in excess of \$100K and they spend about \$155 per visit.¹
- Browsers spend \$112.09 per visit.⁴
- Destinations purchasers spend \$128.36 per visit.⁴
- Female shoppers spend slightly more than male shoppers per month: \$344.25 vs. \$321.84.¹

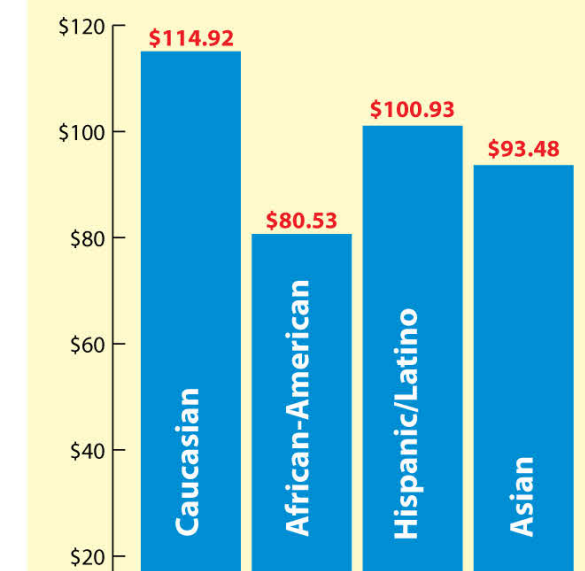


Shopper Characteristics

Average Expenditure per Trip by Age¹



Average Expenditure per Trip by Race/Ethnicity⁴





Regency Square

Richmond, VA

Anchor Stores

Macy's, Sears, and JCPenney

Major Stores

This outstanding shopping mall features a mix of highly popular tenants including Aeropostale, Aldo, American Eagle Outfitters, Foot Locker, Godiva Chocolatier, Sephora, The Body Shop, Victoria's Secret, XO Forever etc. This mall also offers many dining, entertainment and service venues.



Location

This enclosed, two-level mall, the premier retail destination in the greater Richmond area, is located off I-64 at Parham and Quince Orchard Roads in the west end of Richmond, VA. Regency Square, central to Richmond's prestigious West End residential neighborhoods, is located strategically in the heart of the market's most prosperous growth corridor. This center is the fashion headquarters for such prosperous communities as Wyndham, Wellesley, River Road, Foxshire and Salisbury. Regency Square is only 15 minutes from downtown or from Richmond's south side, and 20 minutes from Richmond International Airport.

Fast Facts

Average visits per month	416,672
Trade area population	842,173
Number of stores	100
Size in sq.ft.	820,000
Total number of ad faces	48
Shopper Average HH	\$68,436
DMA Average HH	\$72,361



Regency Square

Demographic Information¹

	Trade Area 2012	Richmond CBSA 2012
Population	842,173	1,271,966
Households	329,235	491,738
Average HH Income	\$76,766*	\$76,037

*2012 National Average HH \$69,881

General Information

Mall Type: Super Regional Mall
 Mall Owner: The Taubman Company
 Opening Date: 1975
 Renovation Date: 1987
 DMA: Richmond-Petersburg #57
 Address: 1420 Parham Road, Richmond, VA 23229

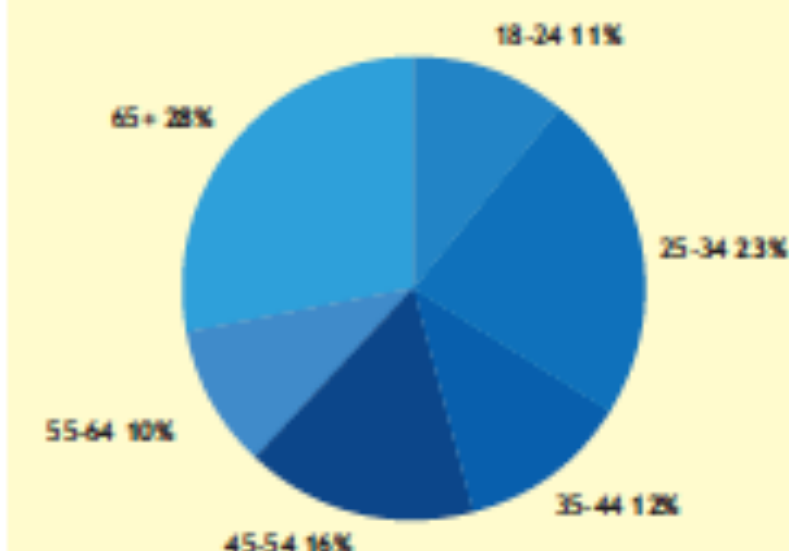


Shopper Characteristics²

Regency Square has a diverse customer base of affluent families and singles. 55% of shoppers are married and 90% have children under 18 at home. They are 78% more likely to have a household income in excess of \$100,000 a year than the average adult in the Richmond DMA.

Male 34% Female 66%

Percentage of Shoppers by Age

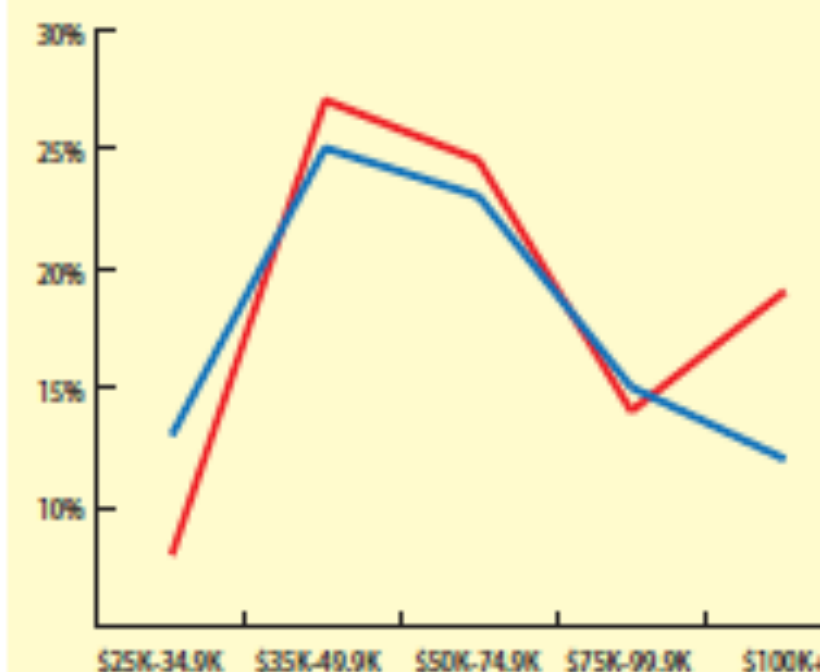


Percentage of Shoppers by Race



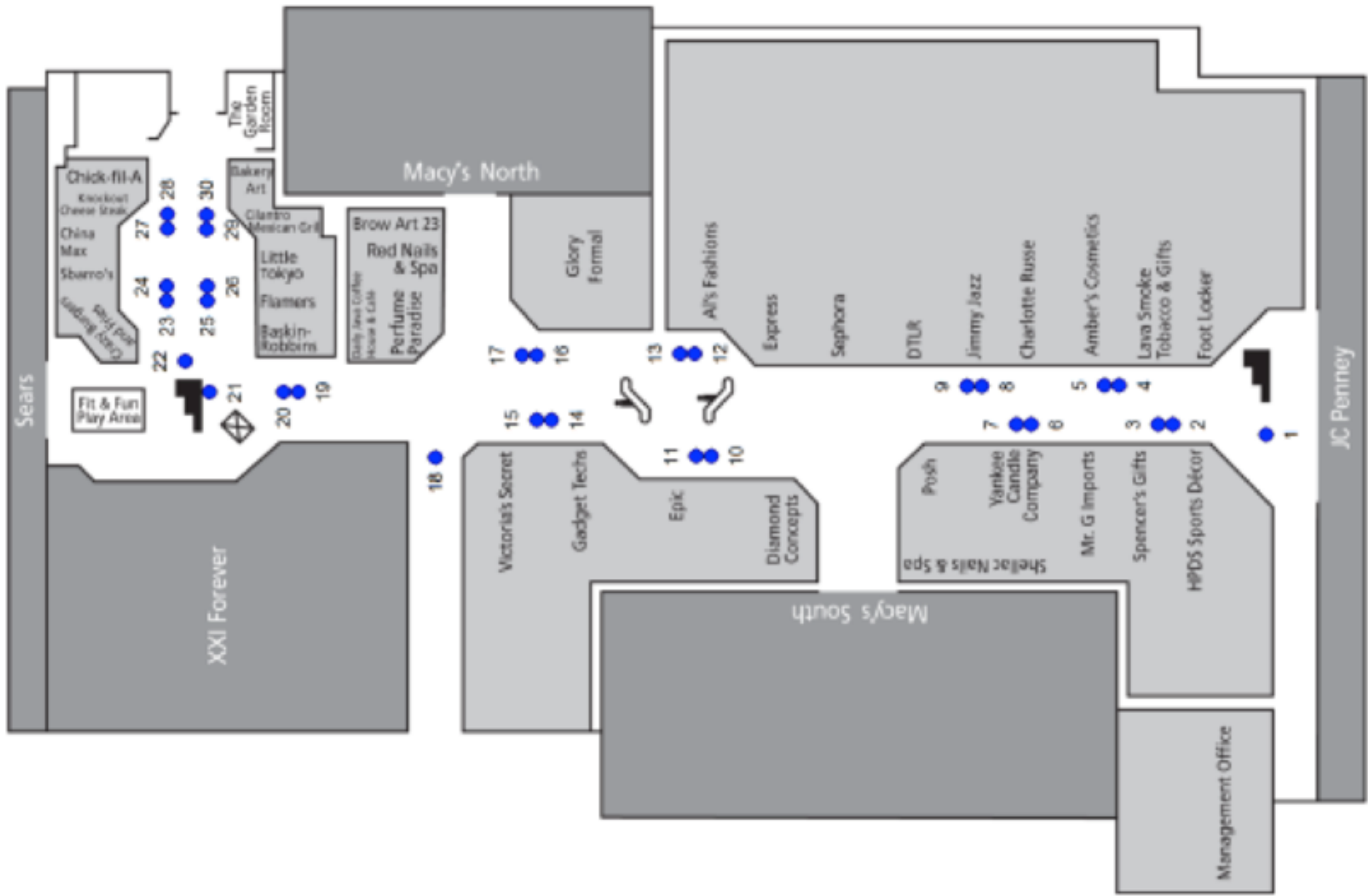
Household Income

Regency Square Shoppers —
Richmond CBSA —



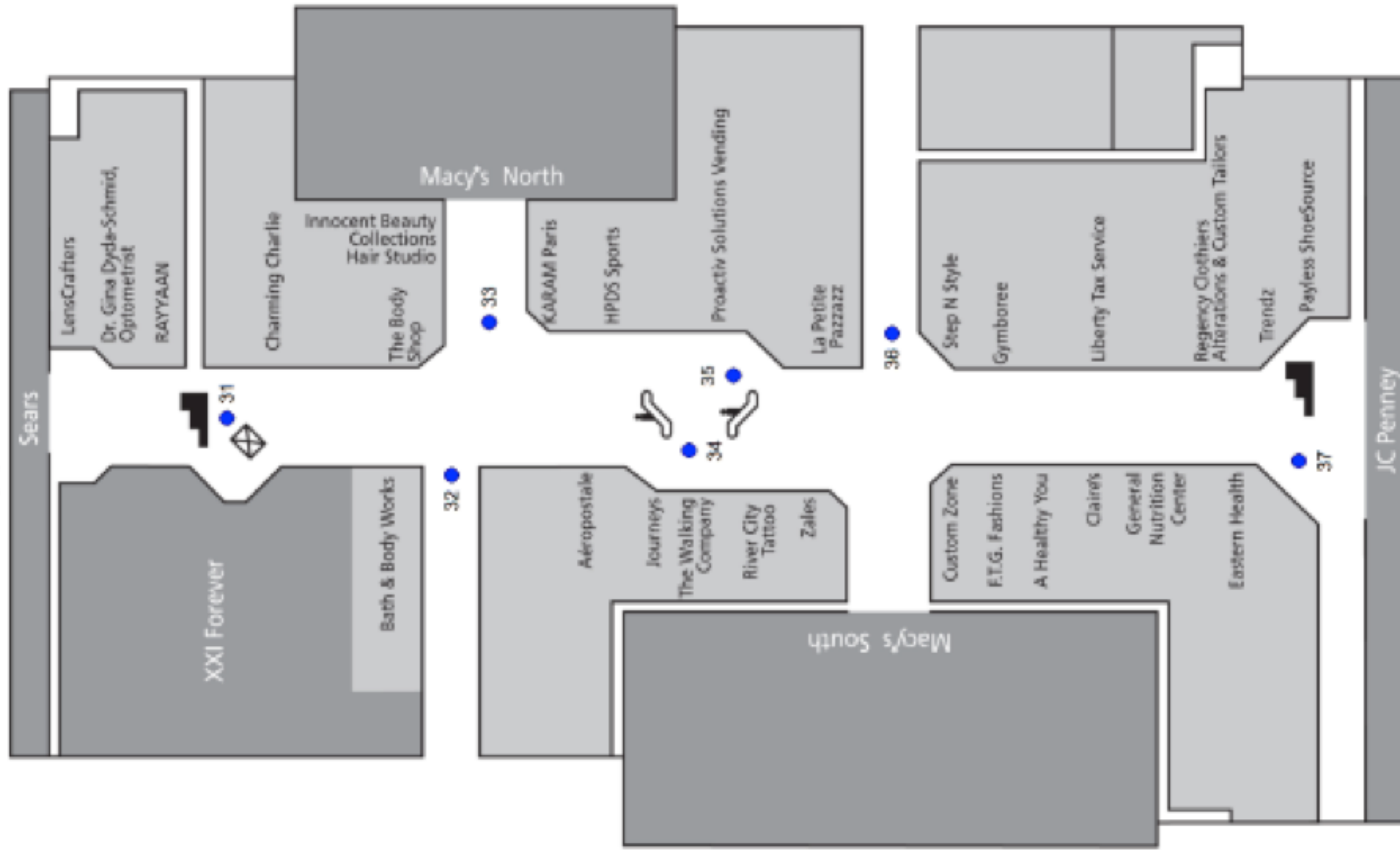


Lower Level





Upper Level





MacArthur Center

Norfolk, VA

Anchor Stores

Nordstrom and the state's largest Dillard's

Major Stores

This world class shopping center offers a large variety of tenants that have a limited presence in the entire state of Virginia including Dillard's Your Salon and Spa, Johnston & Murphy and more. Along with these stores, the mall also features a mix of today's leading retailers such as Abercrombie & Fitch, Aeropostale, Aldo, Apple, Banana Republic, Bebe, Brookstone, Coach, Eddie Bauer, Fossil, Gymboree, H&M, J. Crew, Nine West, Pottery Barn, Radio Shack, Restoration Hardware, Talbots/Talbots Petites, Victoria's Secret and Williams-Sonoma. This mall also offers a 600-seat food court, several restaurants such as California Pizza Kitchen and Kincaid's Fish, Johnny Rockets as well as an 18-screen cinema megaplex.



Location

This state-of-the-art, three-level, enclosed shopping mall is located in southeastern Virginia in the heart of downtown Norfolk, just a few blocks from the historic harbor. MacArthur Center is providing now and unprecedented shopping, dining and entertainment opportunities for the nearly 50,000 people working in downtown offices as well as the region's five million tourists. This mall also offers easy access to the attractive communities of Hampton Roads via the excellent regional highway system.

Fast Facts

Average visits per month	761,460
Trade area population	1,181,915
Number of stores	160
Size in sq.ft.	932,000
Total number of ad faces	32
Shopper Average HH	\$84,452
DMA Average HH	\$70,429



MacArthur Center

Demographic Information¹

	Trade Area 2012	Virginia Beach-Norfolk CBSA 2012
Population	1,181,915	1,677,004
Households	447,968	631,527
Average HH Income	\$71,679*	\$75,005

*2012 National Average HH \$69,261

General Information

Mall Type: Urban / Super Regional Mall

Mall Owner: The Taubman Company

Opening Date: 1999

DMA: Norfolk-Virginia Beach-Newport News #44

Address: 300 Monticello Avenue, Norfolk, VA 23510



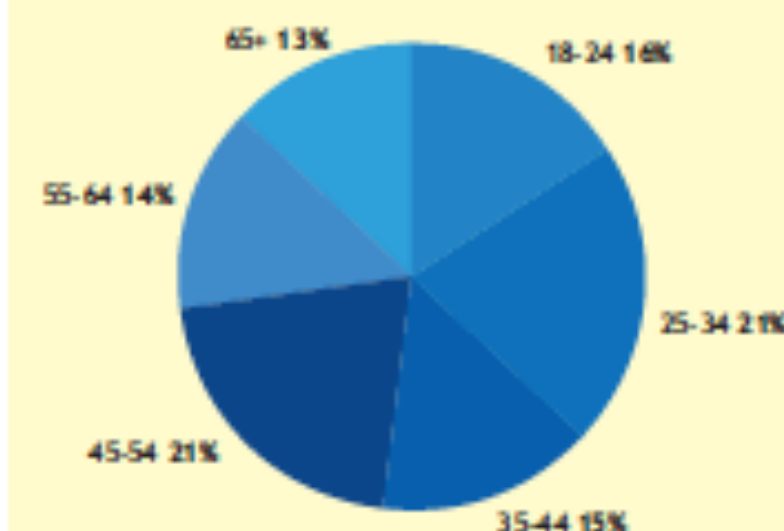
Shopper Characteristics²

58% of shoppers are married and 41% have children under 18 at home. MacArthur Center has wide draw and extremely high penetration among the highest income segments. A burgeoning young, urban professional singles segment is following the redevelopment of downtown Norfolk adjacent to the center.

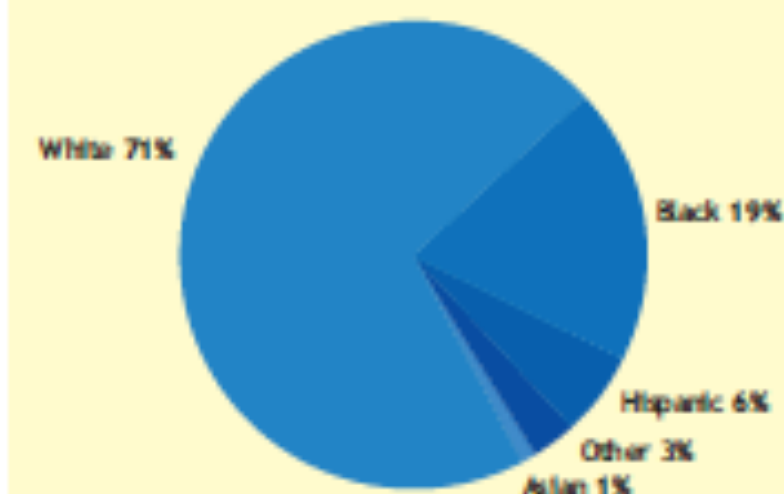
They are 54% more likely to have a household income in excess of \$100,000 than the average adult in the Norfolk/Virginia Beach DMA.

Male 48% Female 52%

Percentage of Shoppers by Age

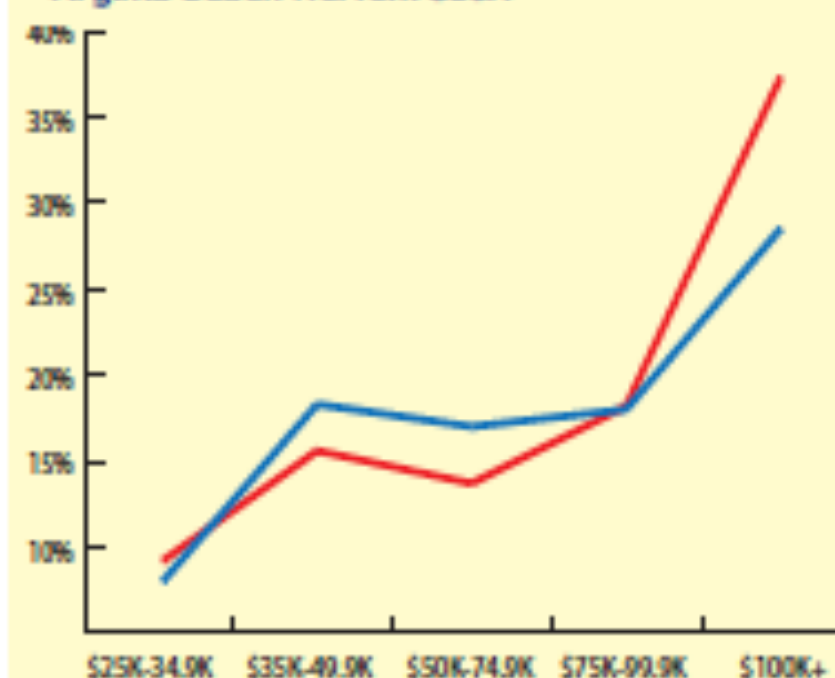


Percentage of Shoppers by Race



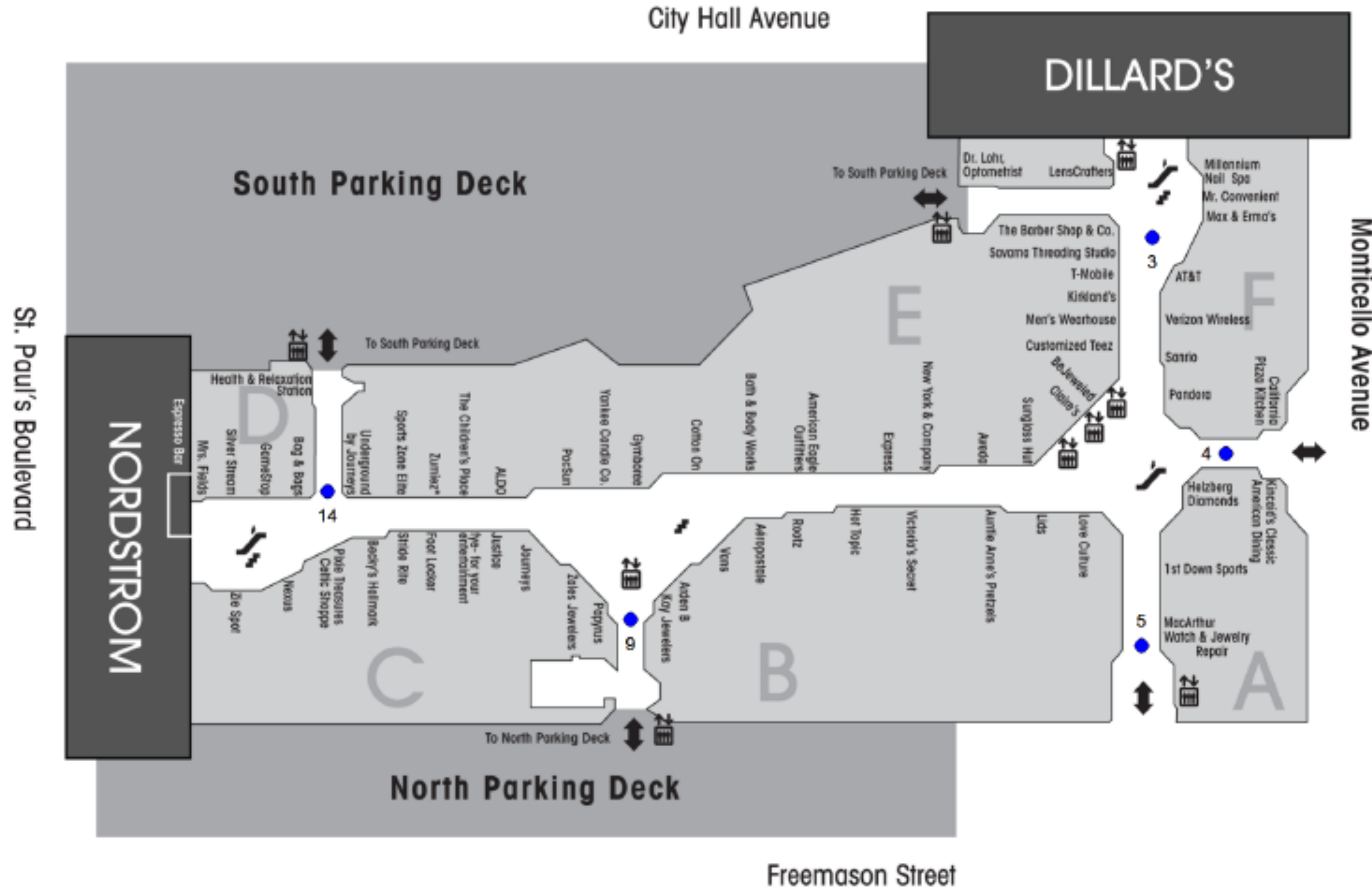
Household Income

MacArthur Center Shoppers —
Virginia Beach-Norfolk CBSA —



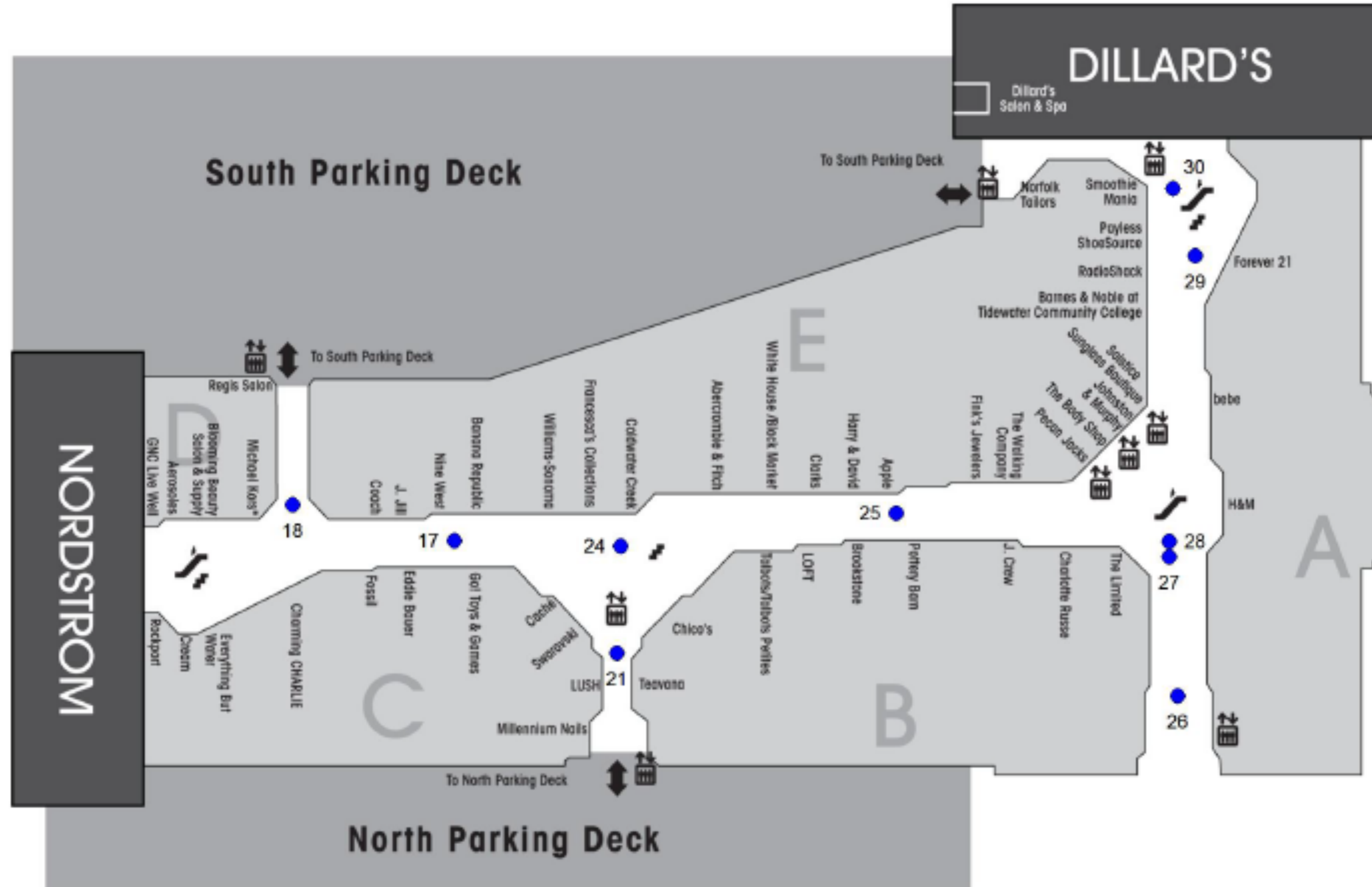


LEVEL 1



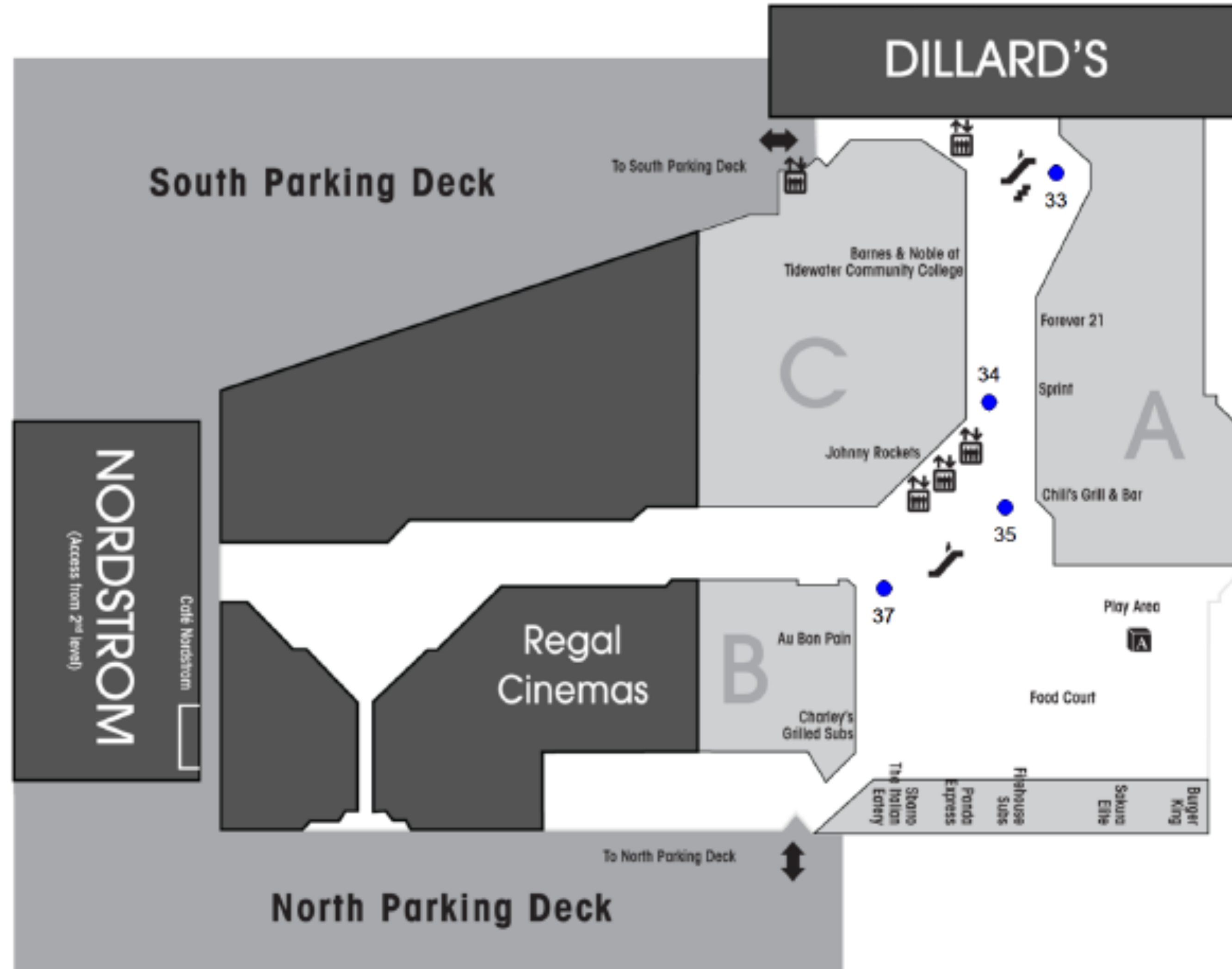


LEVEL 2





LEVEL 3





Mark Miller
Agent Representative for Universal Media

Phone: 561-641-3501
Email: mark@oohmediausa.com

