



THE AVENUES 2024

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ABOUT THE AVENUES

Located in Al Rai Area, The Avenues is considered to be one of the largest malls in the world and an iconic landmark of Kuwait. A complete destination in itself.



The biggest mall in Kuwait, and one of the largest in the region.



A family-friendly destination with over 48mn annual visitors (925,000 per week). The most visited mall of Kuwait.



The largest GLA in the country with more than 1,000 stores across 12 districts.

Avg. Footfall / Week

925,000

Avg. Footfall / Weekend

450,000

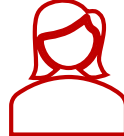
VISITORS PROFILE

SOURCE: Ipsos



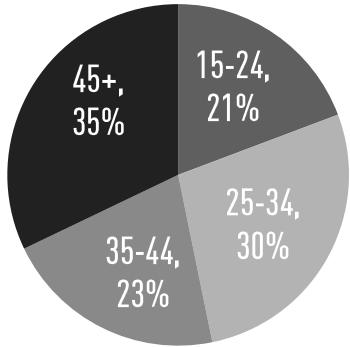
MALES

59%



FEMALES

41%



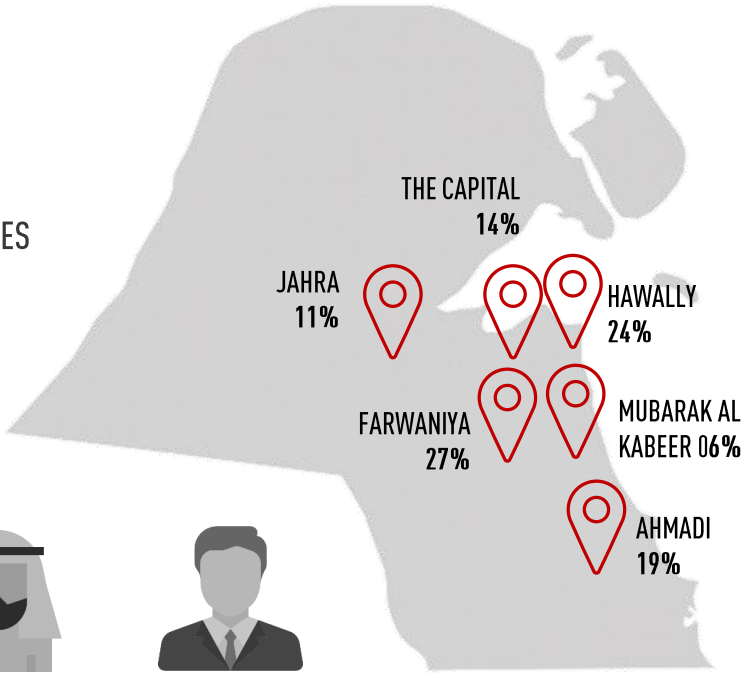
KUWAITIS

50%



NON-KUWAITIS

50%



PARKING MEGACOM

600 Faces | 15 Circuits

Locations

400 Faces in 10 Circuits in Basement Parking Phase I-III
(40 Faces per circuit)
200 Faces in 5 Circuits in Basement Parking Phase IV
(40 Faces per circuit)

Specs

Get in touch for the specs

Due to the large number of circuits, Megacoms provides visibility of repetitive visuals for impactful branding throughout the various options of circuits available throughout the largest parking space available in a mall.

1 Circuit	Rate
Rental - 2 weeks	KWD 5,000
Rental - 4 weeks	KWD 8,000
Production	KWD 900



ENTRANCES & EXITS

4 Entrance & Exit Points

Locations

- Entrance 1: near IKEA leading to Dome 1
- Entrance 2: near Carrefour leading to Dome 2
- Entrance 3: near Dean & Deluca leading to Dome 3
- Entrance 4: Grand Avenue Entrance

Branding will be located on the Five main Entrances and Exits located on the Fifth Ring Road. Having an impact on a massive number of individuals entering and exiting The Avenues.

1 Unit	Rate
Rental - 4 weeks	KWD 2,000
Production (Entrance 1,2,4)	KWD 3,000
Production (Entrance 3)	KWD 1,000



ENTRANCE LIGHT BOXES

2 Lightboxes

Locations

Total of 2 light boxes covering the 4 entrances of Phase 3:

- Nasser Sports Entrances

The light boxes are very powerful elements since they are backlit and due to the huge size they capture any car entering the parking.

1 Lightbox	Rate
Rental - 4 weeks	KWD 1,000
Production	KWD 750



ESCALATOR ARCHES

16 Arches

Locations

Basement entrance glass lobby. Phases I-IV

These unique branding opportunities are unmissable while entering the mall from the parking.

1 Arch	Rate
Rental - 1 day	KWD 100
Rental - 1 week	KWD 350
Rental - 4 weeks	KWD 1,250
Production	KWD 890



SLIDING DOORS

128 Sliding Doors

Locations

Parking Glass Rooms

PI-PII: 32 Doors | PIII: 61 Doors | PIV: 35 Doors

These unique branding opportunities are unmissable while entering the mall from the parking.

1 Door	Rate
Rental - 4 weeks	KWD 400
Production	KWD 95



ELEVATOR POSTERS – HALF ELEVATOR

6 Elevator Stickers

Locations

HALF POSTER LOCATIONS (6) – PI-II

Facing Cinema

Dome 1

Dome 2

Between Giordano and BHS

Dome 3 –Facing the Dome

Between Adolfo Dominguez & Jimmy Choo

Located in each Dome, the elevator posters are considered a prime location to be seen from every angle.

Visible from both the ground & upper level.

1 Elevator	Rate
Rental - 1 week	KWD 500
Rental - 4 weeks	KWD 1,500
Production	KWD 425



ELEVATOR POSTERS – FULL ELEVATOR

5 Elevator Stickers

Locations

FULL POSTER LOCATIONS (5) – PI-II

Between IKEA and Cinema

Dome 1

Dome 2

Facing Baroue

Dome 3 – Facing Food World

Located in each Dome, the elevator posters are considered a prime location to be seen from every angle.

Visible from both the ground & upper level.

1 Elevator	Rate
Rental - 1 week	KWD 750
Rental - 4 weeks	KWD 2,250
Production	KWD 1,350



BRIDGES PHASE I & II

9 Bridges

Locations

Distributed all around Phase 1 & 2

It's considered the largest visible media tool for all walking shoppers.
 Due to its size and proportional dimensions the advertiser benefits from an impact.

1 Bridge	Rate
Rental - 1 week	KWD 750
Rental - 4 weeks	KWD 2,250
Production	KWD 1,350



BRIDGES PHASE III

14 Bridges

Locations

Distributed all around Phase 3 (The Mall, SoKu)

It's considered the largest visible media tool for all walking shoppers.

Due to its size and proportional dimensions the advertiser benefits from an impact.



1 Bridge	Rate
Rental - 1 week	KWD 300
Rental - 4 weeks	KWD 900
Production	KWD 650
Production (Opp. Nasser Sports Entrance)	KWD 1,200

WALL BRANDING

2 Wall Brandings

Locations 1

Near Carrefour

A huge branding opportunity near Carrefour. Due to its size and proportional dimensions the advertiser benefits from an impact.

Location 2

Souk Entrance Wall

A huge branding opportunity at the Souk Entrance Wall. Due to its size and proportional dimensions the advertiser benefits from an impact.

1 Wall Branding	Rate
Rental - 4 weeks	KWD 1,500
Production	KWD 1,500



GRAND SIGNAGES

4 Signages

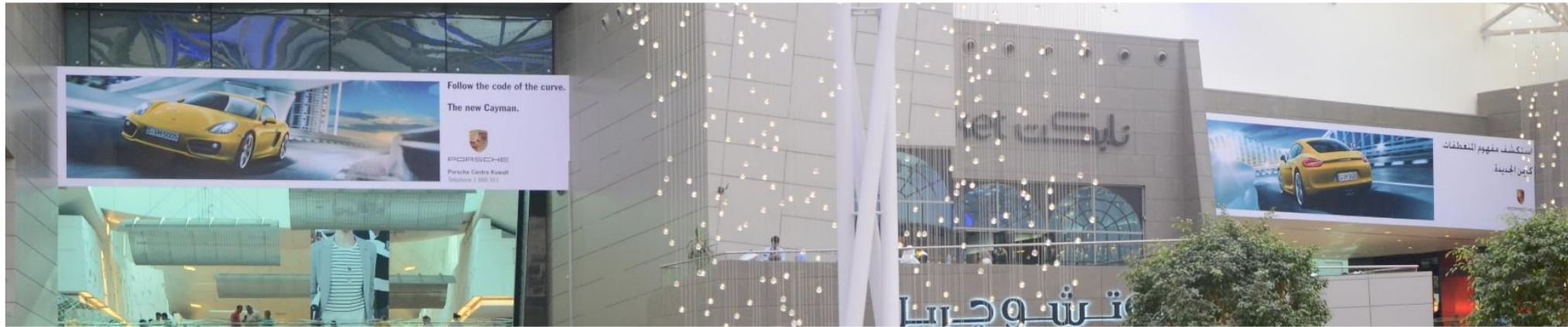
Locations

Situated in the Grand Avenue, they target all the traffic going from Phase 3 towards Dean & Deluca

These signages comprise a very prime and excellent location for branding.



1 Signage	Rate
Rental - 4 weeks	KWD 2,500
Production	KWD 1,500



CEILING BANNERS I – DOME 1,2,3

Locations

Phase I - II

Strategic locations for max visibility at high traffic channels

1 Banner (Dome 1 & 2)	Rate
Rental - 1 week	KWD 1,500
Rental - 2 weeks	KWD 2,500
Rental - 4 weeks	KWD 5,000
Production	KWD 775

1 Banner (Dome 3)	Rate
Rental - 1 week	KWD 2,500
Rental - 2 weeks	KWD 4,500
Rental - 4 weeks	KWD 9,000
Production	KWD 775



CEILING BANNERS II - CORRIDORS

Locations

Phase I - II

Strategic locations for max visibility at high traffic channels

1 Banner	Rate
Rental - 1 week	KWD 750
Rental - 4 weeks	KWD 2,250
Production	KWD 775



CEILING BANNERS III – THE MALL

Locations
Phase III

Strategic locations for max visibility at high traffic channels

1 Banner	Rate
Rental - 1 week	KWD 750
Rental - 4 weeks	KWD 2,250
Production	KWD 775



CEILING BANNERS IV – THE FORUM

Locations

Phase IV

Strategic locations for max visibility at high traffic channels

1 Banner	Rate
Rental - 1 week	KWD 1,500
Rental - 4 weeks	KWD 4,500
Production	KWD 600



FLAG POLES

35 Flags in 2 Circuits

Locations

Grand Avenue PIII (18 Flags) – PIV (17 Flags)

Specs

Size: 1M x 2.6M | Material: Flex
2 Sided stretched by steel cable

A unique branding opportunity that provides repetitive messaging in the heart of the Grand Avenue

1 Circuit	Rate
Rental - 1 day	KWD 1,000
Rental - 1 week	KWD 3,000
Rental - 4 weeks	KWD 8,500
Production	KWD 1,430



TRANSPARENT FLAGS

10 Flags

Locations
Grand Avenue

A digitized version of the flags located in the Grand Avenue that add flair to your campaign

10 Flags	Rate – 10s
1 week	KWD 600



DIGITAL SCREENS

23 Screens | 1 Circuit

Locations
Phase I-II: Basement, Ground & First Floors

Dynamic messaging at high traffic locations means these digital screens can provide the needed exposure to your campaign.

23 Screens	Rate – 10s
1 week	KWD 250
4 weeks	KWD 750



ELECTRA ROTUNDA 360 SCREEN

1 Screen

Locations
Electra

A 'one of a kind' screen that provides a 360 exposure to your message.

1 Screen	Rate – 10s
1 week	KWD 250
4 weeks	KWD 750



ELECTRA OLED FLAG SCREENS

65 Double-sided OLED Screens

Locations

Electra

A unique digital branding opportunity that provides repetitive messaging

65 Screens	Rate – 10s
1 week	KWD 250
4 weeks	KWD 750



ELECTRA WALL BUILT-IN SCREENS

9 Built-in Screens

Locations
Electra

Huge screens in the heart of Electra



9 Screens	Rate – 10s
1 week	KWD 250
4 weeks	KWD 750

INTERNAL EGG SHELL SCREEN

1 Egg Shell Screens

Locations

VOX Internal Egg Shell

Truly unique opportunity that provide a outstanding exposure and eyeballs to your message.

1 Screen	Rate – 10s
1 week	KWD 250
4 weeks	KWD 750



PROMOTIONAL TOOLS

9 Built-in Screens

Locations

M2R Tools: Phase I-II

Promoters: Phase I-IV

FLYERS PI-PII-PIII-PIV, BACKPACK BESIDERS
PI-PII, DIRECTIONAL SIGNAGES:
Unique exposure mediums available to
generate interest and interaction with your
brand / product.



STANDS (PHASE I-IV)

Cost
Get in touch for the cost



CAR DISPLAYS (PHASE I-IV)

Cost
Get in touch for the cost

Each additional car 50%
discount on the first car



EVENTS

Cost
Get in touch for the cost



ABOUT M2R GROUP

We are the experts who bring innovative media and advertising services to Kuwait and the region. Our strong business partnerships rest on diverse innovative minds that drive us all to growing success. Our new ambition, “Media ROI”, is our new way to develop strategies made with innovative creators. Our teams are now shaping the future of our company, and are assisting our partners in shaping theirs too.

Since 2005, we have remained true to our mission “the preferred media partner” to our clients. We delivered the best media solutions that connected our partners with their consumers through efficient media campaigning.

We at M2R have a 360 degree approach to your marketing and communication needs. We can put together a solution that will not only meet your business objectives, but take it to the next level.

DOOH SCREENS • RESIDENTIAL • STATIC • MALLS • CINEMA • RADIO • DIGITAL • BUSES



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