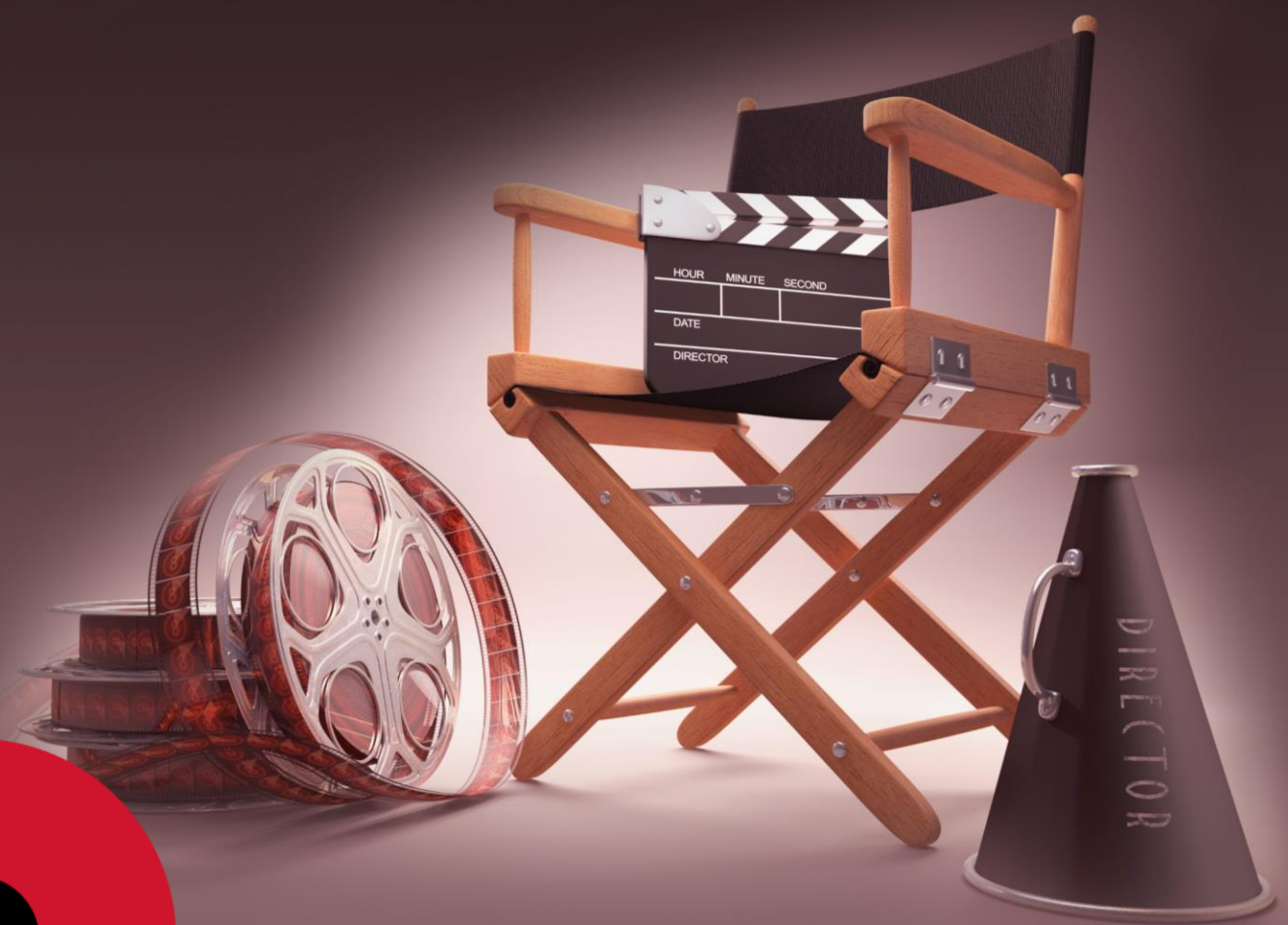




GRAND CINEMAS



PROFILE & ADVERTISING OPPORTUNITIES

visitors have
increased to

65,000

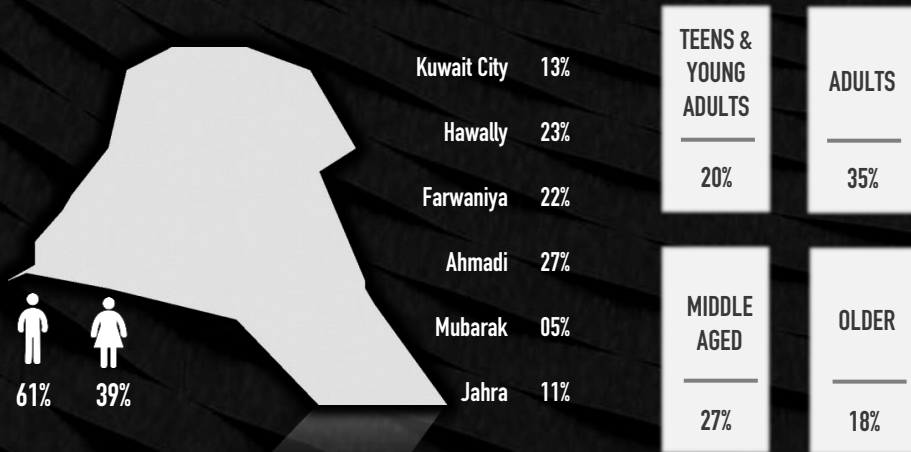
an increase on 130% from 2015

AND ALL OF THEM HAVE VISITED IN THE LAST 30 DAYS

Source: Multiple Sources

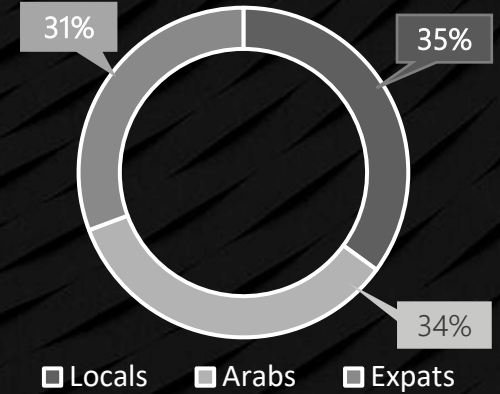
KUWAIT CINEMA VISITORS PROFILE

Cinema in Kuwait is one of the few outlets of entertainment available to the population. Despite heavy censorship, many of the latest blockbusters from Hollywood, India and the Arab world are shown here. Kuwait's cinema scene is poised for tremendous growth.

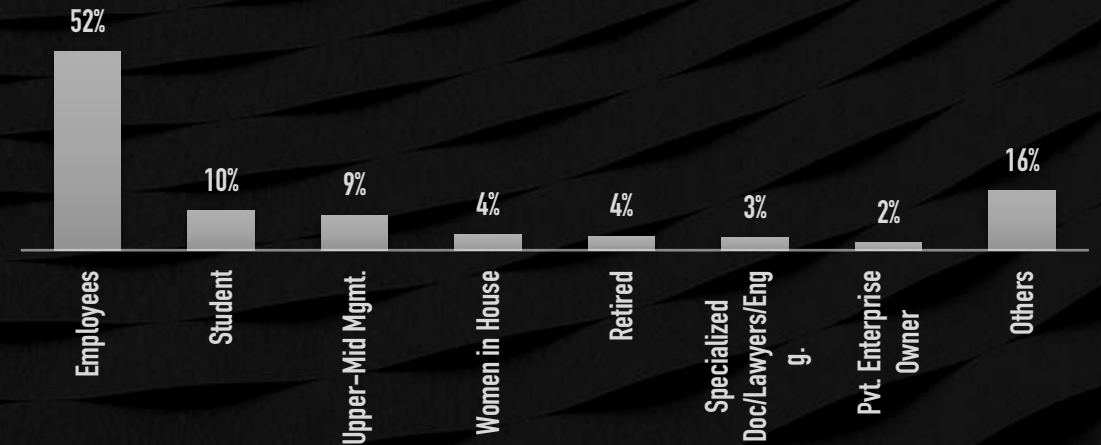
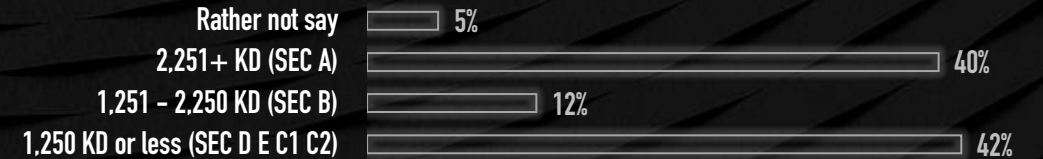


Kuwait has nearly **2.1 million**

cinema goers (unduplicated).
Who are they?



Monthly Family Income (KD)



Source: Multiple Sources

ABOUT GRAND CINEMAS

Established in 2012 in Hamra Mall and 2015 in The Gate Mall
& 2019 Norma Mall Khiran

Houses

2

CINEMAS

With

18

SCREENS

And more than

2,100

SEATS



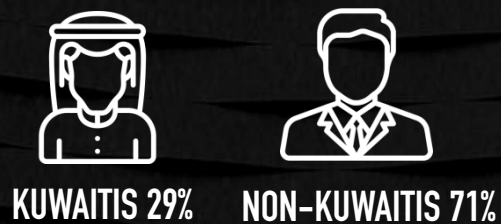
ABOUT GRAND CINEMAS

VISITORS PROFILE

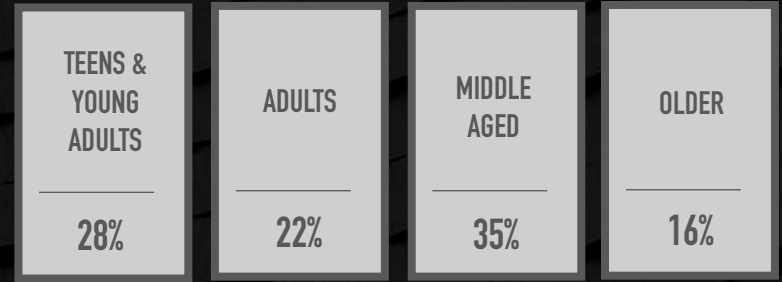
“ 49% of the average Grand Cinema visitor goes to the cinemas 1-3 times a month ”



Kuwait City	15%
Hawally	18%
Farwaniya	05%
Ahmadi	46%
Mubarak	05%
Jahra	11%

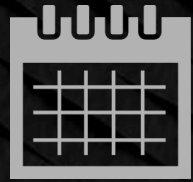


Socio-Economic Class



Source: Multiple Sources

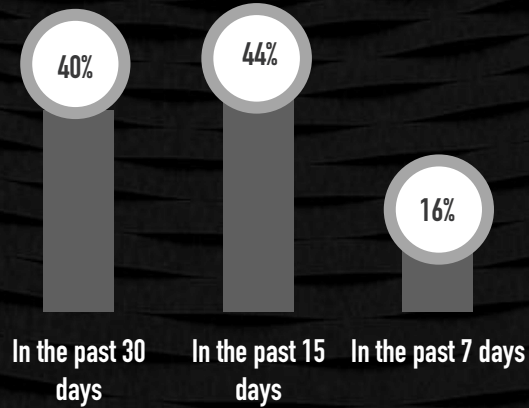
ABOUT GRAND CINEMAS



The average number of times Grand Cinema visitors go to the movies per month is

1.4 times

How recently did they watch a movie?

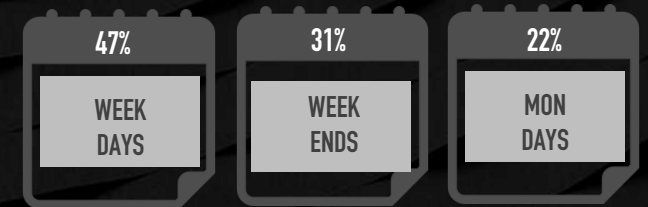


of the last of last visits of the cinema were in groups of three people or more. Pass the popcorn please.

How do they decide on their last movie?



On which day of the week did they see the movie?



Source: Multiple Sources

ABOUT GRAND CINEMAS

What do they do before entering the movie theater?



&

what do they do after leaving the cinema?



Source: Multiple Sources

ABOUT GRAND CINEMAS

89% of the of the people who watched a movie in Grand Cinema claimed they saw all the ADS or part of them.

Most preferred movie genre?

Thriller



33%

Comedy



22%

Action



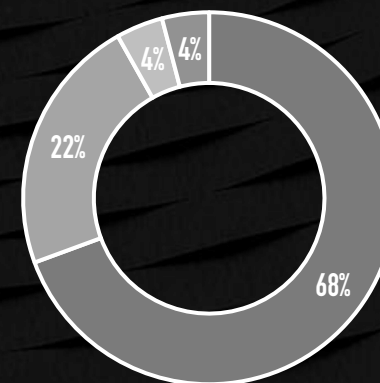
22%

Historical



13%

Which type of movies do they prefer watching?



American

Egyptian

Arabic

European

Source: Multiple Sources




grandcinemas
always entertaining

GRAND CINEMAS RATE CARD

Al Hamra Rate	Capacity	# of show	15"		20"		30"		35"		45"		60"	
			Weekly	Monthly	Weekly	Monthly	Weekly	Monthly	Weekly	Monthly	Weekly	Monthly	Weekly	Monthly
G Hamra 1	176	6	250	850	320	1100	400	1300	470	1600	600	2000	800	2700
G Hamra 2	172	6	250	850	320	1100	400	1300	470	1600	600	2000	800	2700
G Hamra 3	174	6	250	850	320	1100	400	1300	470	1600	600	2000	800	2700
G Hamra 4	174	6	250	850	320	1100	400	1300	470	1600	600	2000	800	2700
G Hamra 5	92	6	210	700	280	950	350	1200	410	1400	525	1750	700	2300
G Hamra 7	125	6	210	700	280	950	350	1200	410	1400	525	1750	700	2300
G Hamra 8	125	6	210	700	280	950	350	1200	410	1400	525	1750	700	2300
Gold Class	36	6	300	1000	400	1300	500	1700	585	1950	750	2500	1000	3300
G Hamra 6	266	6	300	1000	400	1300	500	1700	585	1950	750	2500	1000	3300
Total	1340		2230	7500	2920	9850	3650	12200	4280	14500	5475	18250	7300	24300

The Gate Mall Rate	Capacity	# of show	15"		20"		30"		35"		45"		60"	
			Weekly	Monthly	Weekly	Monthly	Weekly	Monthly	Weekly	Monthly	Weekly	Monthly	Weekly	Monthly
G Gate1	144	6	250	850	320	1100	400	1300	470	1600	600	2000	800	2700
G Gate 2	144	6	250	850	320	1100	400	1300	470	1600	600	2000	800	2700
G Gate 3	84	6	210	700	280	950	350	1200	410	1400	525	1750	700	2300
G Gate 4	80	6	210	700	280	950	350	1200	410	1400	525	1750	700	2300
G Gate 5	107	6	210	700	280	950	350	1200	410	1400	525	1750	700	2300
G Gate 6	60	6	210	700	280	800	350	1200	410	1400	525	1750	700	2300
G Gate 7	94	6	210	700	280	950	350	1200	410	1400	525	1750	700	2300
G Gate 8	52	6	180	700	280	800	350	1200	410	1400	525	1750	700	2300
Gold Class	17	6	300	1000	400	1300	500	1700	585	1950	750	1500	1000	3300
Total	782		2030	6900	2720	8900	3400	11500	3985	13550	5100	16000	6800	22500



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GET IN TOUCH