

BRAND EXPERIENCES

RATE CARD

TRAFFORD CENTRE
MANCHESTER



EXPERIENCE THE TRAFFORD CENTRE DIFFERENCE



Welcome to the Trafford Centre, a world-renowned shopping & leisure destination, where you'll always find must have brands, high street favourites, delicious food and exciting leisure, all under one spectacular roof.

The ultimate playground for consumers, retailers and brands!

Create remarkable moments & push your brand out to our extensive annual audience.
Benefit from made to measure marketing support and onsite content creation

Experiential Brand Promotions - Mall Retail - Events - Centre Take Overs
Brand domination - Sponsorship - Media

GET OUT OF TOWN
GET OUT OF TOWN
GET OUT OF TOWN

BRAND PARTNERSHIP OPPORTUNITIES

Trafford Centre is redefining the mall experience with an intentional presence for experiential brand opportunities. In our unique and iconic setting, you are free to push the boundaries and engage your audience in creative ways within our premium spaces.

Drive trial and engagement - Create brand awareness - Enhance shopper experience

Surprise and delight guests - Drive footfall - Fun and unique experiences

Increase future spend - Increase social reach - Escape the ordinary

Bring your brand to life, just ask us what's possible, we are happy to colour outside the lines

Supporting you to create a 360-degree Brand Experience

Website inclusion

Ecrm to in-house data base

Social media support

Content creation

PR support

Press release inclusion

Event sponsorship

Centre dominations

Digital media add ons

Flown media add ons



OVERVIEW OF RATES

Level	Site Name	Site Dimensions	Daily Weekday Rate Monday-Thursday (per day)	Daily Weekend Rate Friday-Sunday (per day)	Weekend Rate (Friday - Sunday)	Weekly Rate (Full Week)
Lower Mall	<u>LMC5</u>	5M X 3M	£2,550	£3,550	£6,050	£9,600
Lower Mall	<u>LMP3</u>	5M X 5M	£2,550	£3,550	£6,050	£9,600
Lower Mall	<u>LMP4</u>	5M X 5M	£3,050	£5,050	£8,550	£11,600
Lower Mall	<u>LMP5</u>	13M X 5M	£4,050	£6,050	£10,050	£15,100
External	<u>LMP10 A & B</u>	10M X 10M *	£2,550	£3,550	£5,550	£6,600
Lower Mall	<u>LMP11</u>	8M X 5M	£4,050	£6,050	£10,050	£15,100
Lower Orient	<u>LMP12</u>	12M x 18M **	£5,050	£6,050	£10,050	£15,100
Upper Mall	<u>UMP01</u>	7.5M x 7.5M	£4,050	£6,050	£10,050	£15,100

*Extended footprint options available upon request depending on Fire loading. Heights are 2m (please speak with us if you have a higher spec)

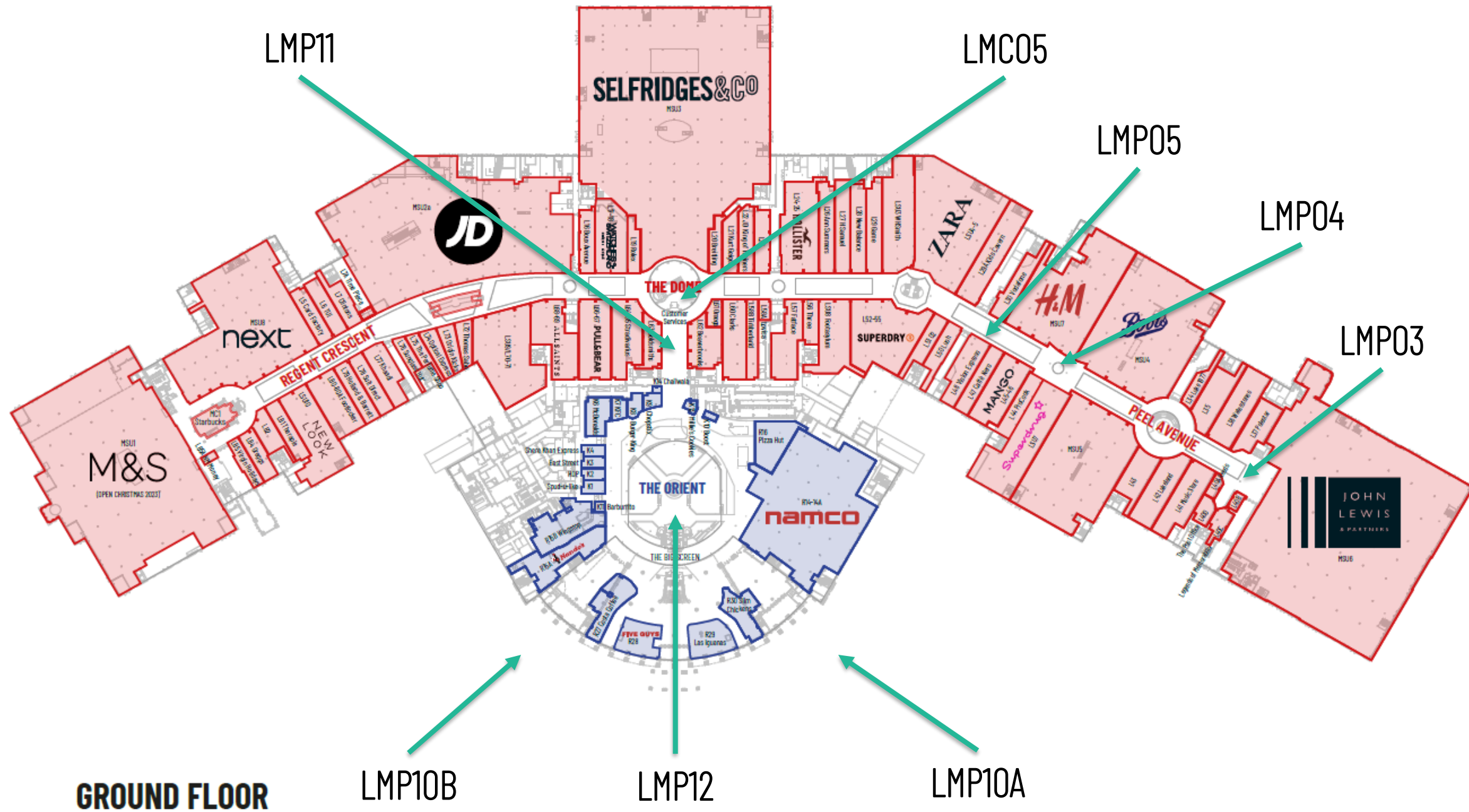
** 12M X 18M (Front of Stage Area) and additional 8M X 6M (Stage Area) can be included.

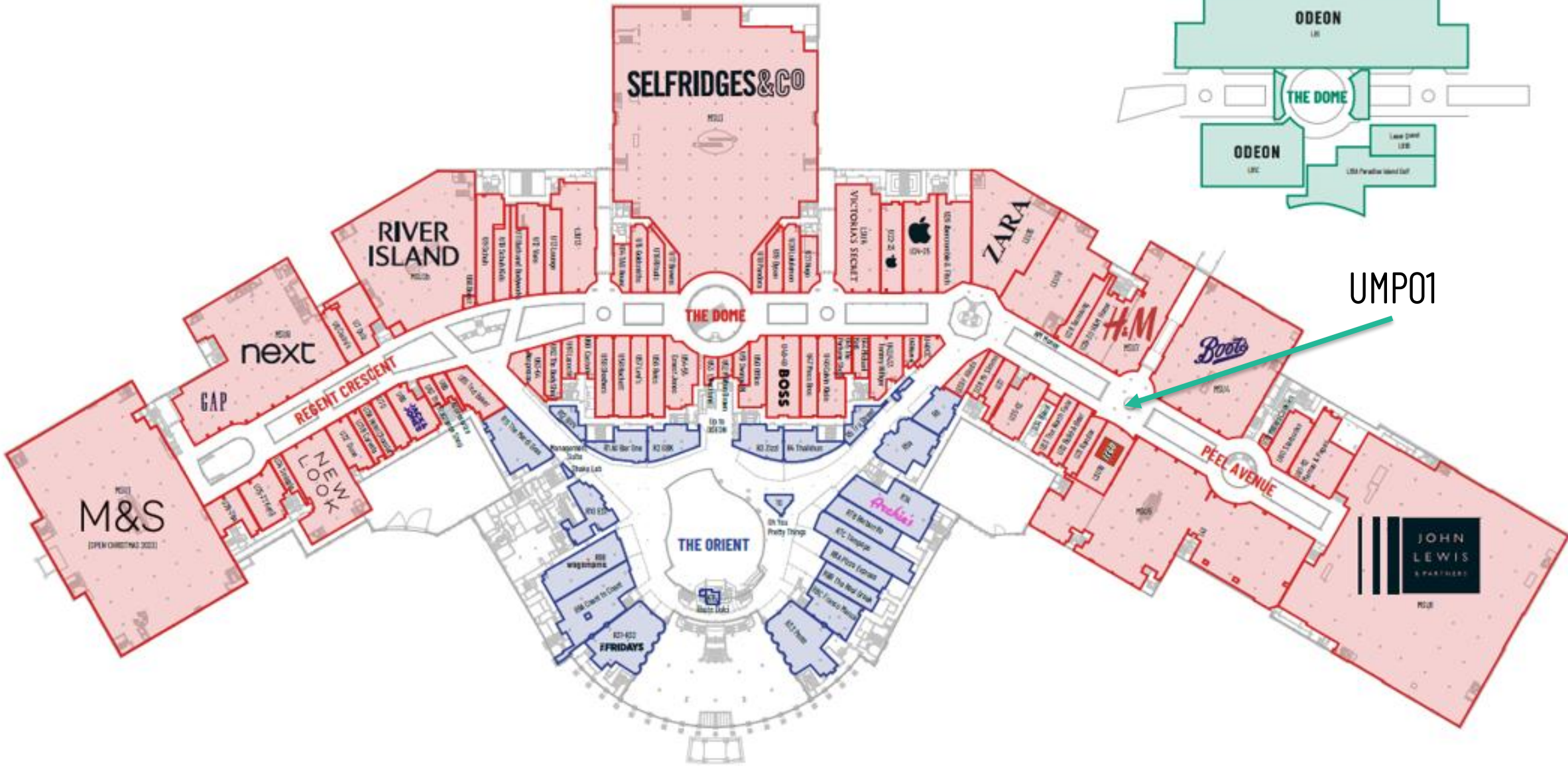
Please note all prices exclude VAT and an additional 20% seasonal uplift applies to the above rates from 21st July – 31st Aug & 1 Nov – 31 Dec for all mall activations.

Minimum spend £5000 +VAT

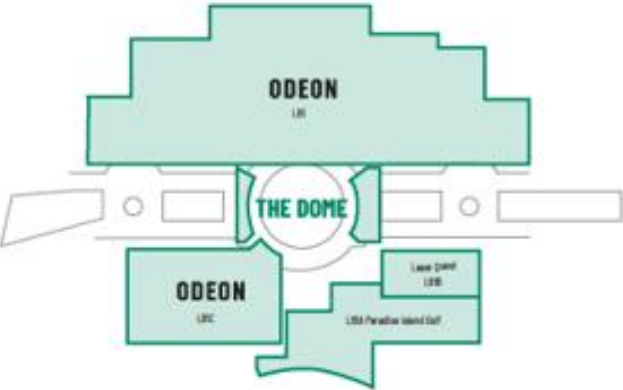
Inclusive of Electricity charges

See page 14 for T&Cs





SECOND FLOOR



UMP01

LMC5

Positioned at the heart of the Main Dome, this prime activation site sits between the striking escalators and ornate lift—directly engaging upscale foot traffic from Selfridges, Beaverbrooks, Hublot, Cartier and more.

The towering digital screen above amplifies brand visibility, offering a striking canvas for premium campaigns in a truly iconic setting.



Dimensions
5m x 3m

Daily Weekday Rate
(Mon - Thurs)
£2,550

Daily Weekend Rate
(Fri - Sun)
£3,550

Weekend Rate
(Fri - Sun)
£6,050

Weekly Rate
(Full Week)
£9,600

LMP3

LMP3 offers a versatile Ground Floor presence immediately outside John Lewis, enjoying prominent visibility from the main southern and western entrances.

Unmissable to departing shoppers and overlooked by the Upper Mall, it commands attention from a refined, older demographic. Positioned beside the UK's only Polestar store beyond London, the space presents a rare opportunity for premium brand engagement.



Dimensions
5m x 5m

Daily Weekday Rate
(Mon - Thurs)
£2,550

Daily Weekend Rate
(Fri - Sun)
£3,550

Weekend Rate
(Fri - Sun)
£6,050

Weekly Rate
(Full Week)
£9,600

LMP4

LMP4 occupies a prime position between Boots and Superdrug, directly outside the newly revamped H&M flagship in one of the centre's busiest zones. With continuous footfall and immediate adjacency to key beauty retailers, the space is especially suited to beauty brands seeking instant conversion and high shopper engagement.

This location would suit most brands, but particularly those Beauty Brands driving immediate purchase into either Boots and/or Superdrug.



Dimensions

5m x 5m

Daily Weekday Rate
(Mon - Thurs)

£3,050

Daily Weekend Rate
(Fri - Sun)

£5,050

Weekend Rate
(Fri - Sun)

£8,550

Weekly Rate
(Full Week)

£11,600



LMP5

LMP5 is the crown jewel of mid-mall activations—our largest, most high-profile site, where innovation meets impact. A magnet for bold brand experiences, it's played host to powerhouse campaigns across tech, automotive, and FMCG.

Nestled on the centre's busiest boulevard, between iconic anchors Selfridges and John Lewis, and flanked by Vodafone, Vision Express, and Caff  Nero, it guarantees premium footfall, prime visibility, and unrivalled dwell time.

This is more than just a space—it's a stage for brands ready to turn heads.



Dimensions

13m x 5m

Daily Weekday Rate
(Mon - Thurs)

£4,050

Daily Weekend Rate
(Fri - Sun)

£6,050

Weekend Rate
(Fri - Sun)

£10,050

Weekly Rate
(Full Week)

£15,100



LMP10 A & B

Set on the iconic steps of the Great Hall, these two external event spaces offer a powerful presence at the gateway to the centre and its new outdoor activation zone.

Previously home to headline campaigns from Sky, Ford, and the Coca-Cola truck, they provide exceptional visibility and versatility.

Larger format options are available on request, unlocking even greater creative scope for standout brand moments.



Dimensions
10m x 10m

Daily Weekday Rate
(Mon - Thurs)
£2,550

Daily Weekend Rate
(Fri - Sun)
£3,550

Weekend Rate
(Fri - Sun)
£5,550

Weekly Rate
(Full Week)
£6,600

LMP11

This expansive Ground Floor space marks the exclusive entryway from the Dome to The Orient Food Court, drawing continuous footfall through one of the centre’s key arteries.

Favoured by premium beauty houses like Marc Jacobs and Viktor & Rolf, it’s perfectly positioned amid a backdrop of luxury with neighbours including Beaverbrooks, Hublot, and Cartier—making it a magnetic setting for prestige activations with instant impact.



Dimensions
8m x 5m

Daily Weekday Rate
(Mon - Thurs)
£4,050

Daily Weekend Rate
(Fri - Sun)
£6,050

Weekend Rate
(Fri - Sun)
£10,050

Weekly Rate
(Full Week)
£15,100

LMP12

LMP12 takes centre stage in The Orient, placing your brand in the vibrant heart of Europe's largest food court. With a 1,600-seat capacity and a dynamic all-day audience, it's the ultimate platform for immersive brand experiences.

The optional use of The Orient's large-format screen amplifies visibility, while the additional 12×18m space in front of the stage offers further creative potential for standout activations.



Dimension

**8m x 6m
(Stage Area)
12m x 18m
(Horseshoe Area)**

Daily Weekday Rate
(Mon - Thurs)

£5,050

Daily Weekend Rate
(Fri - Sun)

£6,050

Weekend Rate
(Fri - Sun)

£10,050

Weekly Rate
(Full Week)

£15,100

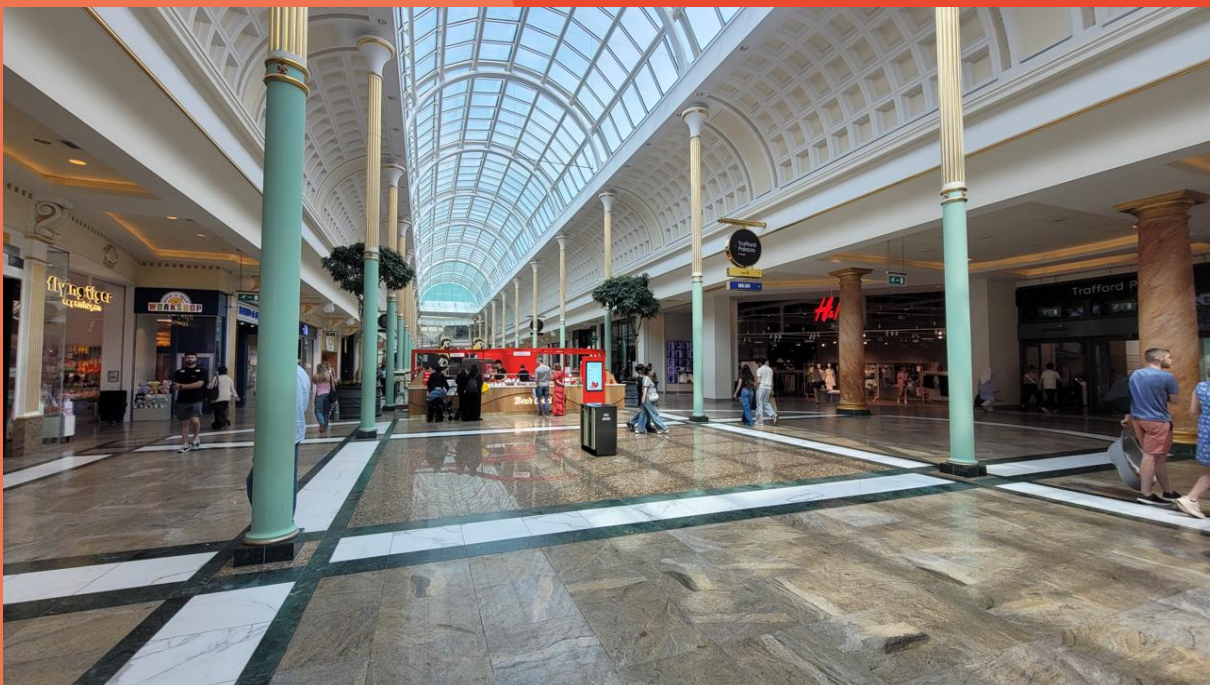
[Ground Floor Plan](#)



UMP01

A rare opportunity has just opened up in one of the busiest retail corridors in the area, adjacent to Boots & H&M

This high-visibility promotional site, previously under long-term booking, is now available for short-term activations, pop-ups, or brand showcases. Ideal for beauty campaigns and sampling.



Dimensions

7.5m x 7.5m

Daily Weekday Rate
(Mon - Thurs)

£4,050

Daily Weekend Rate
(Fri - Sun)

£6,050

Weekend Rate
(Fri - Sun)

£10,050

Weekly Rate
(Full Week)

£15,100



T&C'S



- All rates are gross and do not include staffing, production, installation or removal
- VAT, electricity usage and business rates are not included - a business rate/ electricity contribution may be added to the License / Lease.
- We do not offer exclusivity
- A seasonal rate increase of 20% will apply from 21st July - 31st Aug & 1 Nov - 31 Dec
- Minimum spend is £5,000 + VAT for all promotions
- A minimum of £10 million Public Liability Insurance is required for all activity on site. This may increase depending on the activity
- A permit for access will be required to be submitted
- For shop unit and Mall Retail enquiries please refer to Pradera Lateral Asset team / Mall Retail team to assist.
- Retailers / Tenants will receive a discount on rate card prices.

REACH OUT TO OUR BRAND EXPERIENCE TEAM FOR A SLICE OF NORTHERN HOSPITALITY

PLEASE COMPLETE THE ENQUIRY FORM ON THE WEBSITE AND ONE OF OUR EXPERIENCED TEAM MEMBERS WILL BE IN TOUCH*

* Due to the high volume of requests, we receive, we may not be able to respond to all enquiries

Commercial - Trafford Centre