

Cornwall CENTRE

ADVERTISING OPPORTUNITIES

SOUTHERN SASKATCHEWAN'S
PREMIER FASHION DESTINATION

2026



Clinton Kleisinger

+1 306 529 3177

CORNWALL CENTRE REGINA, SK

Cornwall Centre is one of Canada's most distinctive retail destinations, combining heritage architecture with a prime downtown Regina location. Its elevated tenant mix attracts a diverse and sophisticated shopper in a market positioned for continued growth.

Surrounded by major provincial offices, crown corporations, and business headquarters, Cornwall Centre functions as a central hub for corporate, entrepreneurial, and daytime traffic. Direct connections to SaskTel and SGI head offices support consistent weekday activity.

The surrounding district has evolved into a cultural hub for festivals, markets, concerts, and seasonal events, with key attractions such as Casino Regina, the Delta Hotel and Conference Centre, and the pedestrian-friendly F.W. Hill Mall steps away.

Located less than 2 km from Mosaic Stadium, home to the Saskatchewan Roughriders, Cornwall Centre also benefits from significant event-driven visitation and increased downtown foot traffic on game days.

As the largest and most diverse shopping destination in southern Saskatchewan, Cornwall Centre offers more than 80 retail stores and services to serve a broad regional trade area.



TRADE AREA OVERVIEW

Location: 2102 11th Ave, Regina, Saskatchewan

Cornwall Centre offers a unique shopping experience in the heart of downtown Regina with exclusive retailers such as H&M, Urban Planet, Sephora, and anchored by Hudson's Bay.

Gross Leasable Space: 574,000 square feet

Major Department Stores: Lululemon, Sephora, H&M & JD Sports

Shops and Services: 80 +

Parking: Covered parkade with 1,200 parking stalls Annual Sales: \$84 million total sales V

Volume Productivity : \$627 per square foot

Annual Traffic: 3.5 million shoppers



CUSTOMER PROFILE

TTRADES FAMILIES — Regina (2025)

- ~26% of the trade area
- Avg. household income around Regina benchmark (~\$106K+)
- Younger to middle-aged, established family households
- Enjoy outdoor recreation, sporting events, concerts, and community activities
- Market spend: Above average on home goods; slightly above average on apparel

WELL-OFF FAMILIES — Regina (2025)

- ~22% of the trade area
- Higher-than-average household incomes (upper/middle income; many dual earners)
- Mature and middle-aged suburban or urban families; many with children at home
- Highly educated, health-focused, and family-oriented
- Market spend: Above average across most retail categories

JUST STARTING OUT — Regina (2025)

- ~18% of the trade area
- Younger singles and families with incomes below the city average (~< \$90K)
- Urban, value-driven consumers with strong digital adoption
- Seek budget-friendly retail and dining; engaged in local arts, sports, and culture
- Market spend: Below average across clothing, food, and recreation



OPPORTUNITIES

MALL MEDIA & ADVERTISING

Vehicle Display

Prominent single-vehicle display positioned in Centre Court.

Large Format Banners

Double-sided, high-visibility banners placed in key traffic zones.

Alcove Banners

Premium sightlines overlooking Centre Court and adjacent escalator traffic.

Hoarding Graphics

Large-scale custom graphics offering impactful brand exposure.

Mall Posters

Single-sided poster placements near Food Court and high-traffic interior areas.

Escalator Wraps

Eye-catching placements that capture attention through movement and vertical sightlines.

Feature Staircase

Strategic advertising along a primary pedestrian corridor.

Seating Lounge Advertising

Brand exposure through promotional materials within seated gathering areas.

Food Court Table Decals

Highly visible surface advertising capturing dwell time and engaged audiences.

Floor Decals

High-impact, unconventional media format positioned along key traffic paths.

Column Wraps

Full or partial wraps ideal for immersive branding and directional messaging.

MALL MEDIA

Double-Sided Banners

Two placements: along the American Eagle corridor leading to the old Hudson's Bay, and at the exterior of the old Hudson's Bay.

Alcove Banner

Single placement: prominent sightline from the escalator with full visibility overlooking Centre Court.



MALL MEDIA

Mall Posters

Upper-level Food Court wall placement (4' x 12') offering strong visibility.

Column Wraps

Available in multiple high-traffic locations throughout the centre.

Vehicle Display

Premium display positioned near Centre Court for maximum audience exposure.



MALL MEDIA

Escalator Wraps

Single installation (20' x 4' per side) on the main Centre Court escalator, offering strong vertical visibility and extended dwell time.

Feature Staircase

Prime staircase placement on the main level near the old Hudson's Bay.

Floor & Tabletop Decals

Available across select high-traffic areas for impactful, close-range brand exposure



RATES

Rates are for a 4 week term.

**Production and installation is the responsibility of the advertiser
All creative is subject to Landlord approval**

Vehicle Display

One (1) vehicle in approved location \$1500

Banners

9' x 12' double sided \$3400

Alcove Banners

93' x 15' single sided \$2000

Hoarding Graphics

One (1) large scale graphic. Location and pricing based on availability

Mall Posters

4' x 12' single sided \$1650

Escalator Wraps

20' x 4' - both sides of escalator \$2400

Feature Staircase

Decal on each rise of the showcase \$2400

Seating Lounge

One (1) common area seating sponsorship \$1500

Food Court Table Decals:

Small tables 2' x 2' - 20 tables - \$1500 Double table - 2' x 4' - 20 tables - \$2000

Floor Decals:

3' x 2' - for a 10 decal campaign \$2000 4' x 6' - for a 5 decal campaign \$2000

Column Wraps:

Advertising wraps around column - 5' in height - 6 columns \$2400

CONTACT:

Clinton Kleisinger

Specialty Leasing Manager

clinton.kleisinger@cushwake.com

Asset Services Canada

Cell: +1 306 529 3177



Cornwall
CENTRE

 CUSHMAN &
WAKEFIELD