

COMMERCIALISATION OPPORTUNITIES



OUR: PORTFOLIO



INTRO- DUCTION

WELCOME

Welcome to an exclusive insight into the advertising opportunities available in the historic city of Gloucester, a bustling hub in the heart of the UK. With a population of 132,000 as of the last census, Gloucester presents a unique opportunity for brands and retailers to establish a strong marketing presence. Our media advertising pack offers a comprehensive overview of the various retail and entertainment venues across the city that sit under the Colliers portfolio, each providing a distinct platform for high impact advertising.

STRATEGIC LOCATION AND ACCESSIBILITY

Gloucester's strategic location makes it an ideal destination for advertisers targeting a diverse audience. Situated less than two hours from London, the city boasts excellent connectivity, with a main line train station providing easy access to all major UK cities. The proximity to the M5 motorway further enhances our appeal, ensuring a steady influx of visitors and shoppers. Additionally, Gloucester's thriving sporting community and its location mere minutes away from rural Gloucestershire add to the city's vibrant and dynamic character.

EASTGATE AND KINGS WALK SHOPPING CENTRES

At the heart of Gloucester's retail landscape are the Eastgate and Kings Walk Shopping Centres, both bustling with activity and a constant flow of shoppers. These centres offer a variety of advertising spaces, ideal for high-impact visual campaigns and interactive displays. With a wide range of stores and services, these shopping centres attract a diverse audience, providing an excellent platform for brands to engage with potential customers.

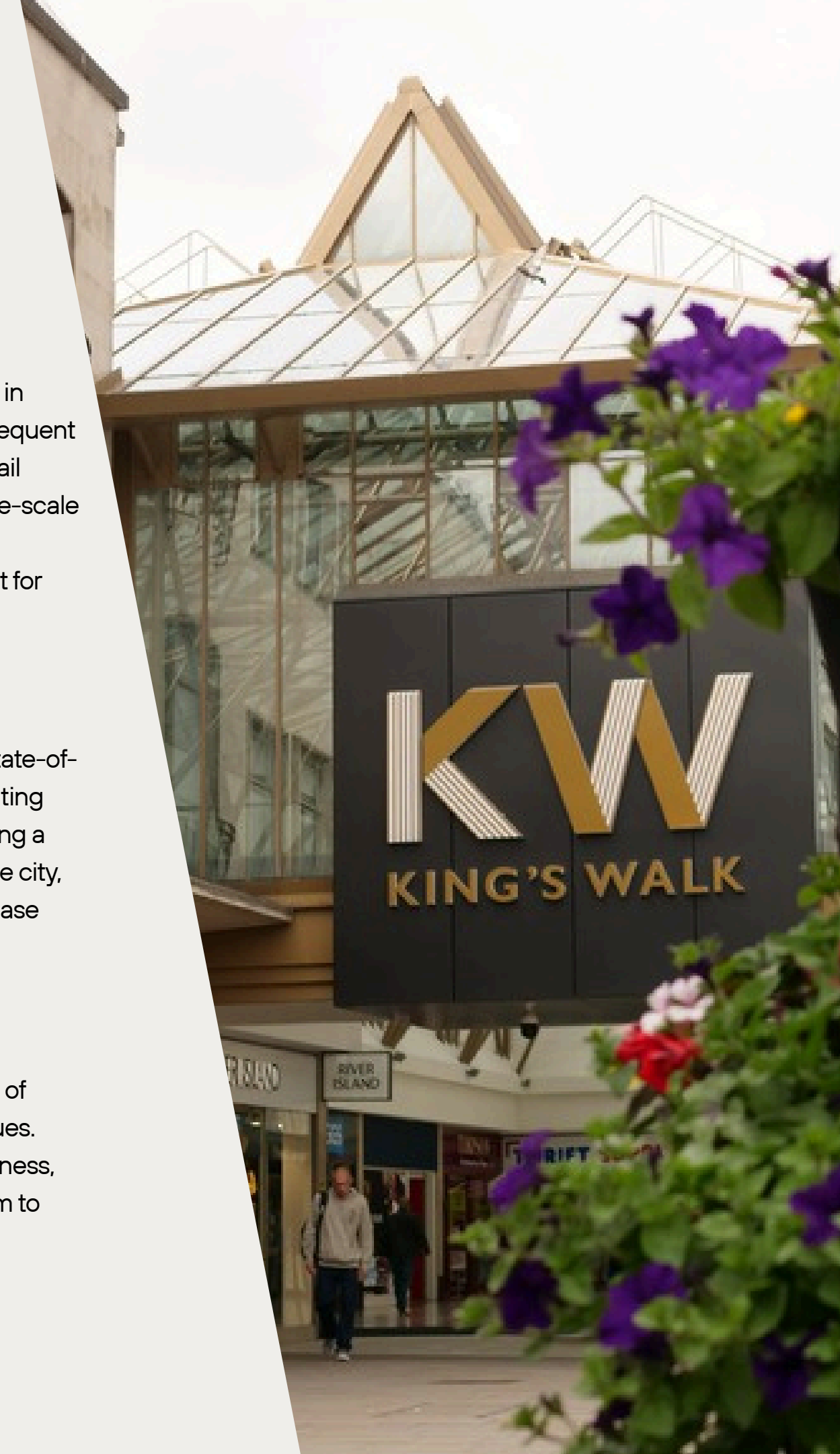
KINGS SQUARE AND ST OSWALDS RETAIL PARK

Kings Square and St Oswalds Retail Park are two additional key locations in Gloucester's retail scene. Kings Square, known for its open spaces and frequent events, offers a unique outdoor advertising environment. St Oswalds Retail Park, with its array of popular retail outlets, presents opportunities for large-scale outdoor adverts and promotions. Both venues are frequented by a broad spectrum of the local population, ensuring high visibility and engagement for your advertising campaigns.

THE FORUM: A NEW ERA OF RETAIL AND MIXED-USE SPACE

Looking to the future, Gloucester has recently welcomed The Forum, a state-of-the-art retail and mixed-use development, that opened in 2025. This exciting new addition includes retail spaces, offices, a hotel, and food areas, offering a multitude of advertising possibilities. The Forum is a major attraction in the city, providing brands and retailers with an unparalleled opportunity to showcase themselves in a modern, vibrant environment.

This media advertising pack is designed to guide you through the wealth of opportunities available across Gloucester's retail and entertainment venues. Whether you are looking to launch a new product, increase brand awareness, or engage with a specific audience, Gloucester offers the perfect platform to achieve your marketing goals.



THE COMMUNITIES ACROSS OUR PORTFOLIO

Gloucester is a historic cathedral city in the South West of England, near the Cotswolds and the River Severn. Known for its stunning medieval cathedral, the city also boasts Roman origins and strong links to the English Civil War. Today, Gloucester blends heritage with modern life through its redeveloped inner-city shopping areas, and vibrant cultural scene.



Socio-Demographics

Gloucester has a diverse socio-economic profile, with a mix of affluent suburbs and areas facing higher levels of deprivation.

The economy is driven by retail, services, manufacturing, and a growing tech sector, alongside a young and multicultural population.

City Overview*

Gloucester is a young and growing city, with a population of around 134,000 and a median age of 39. The city is more diverse than much of the South West, with 15% of residents identifying as Asian, Black, or Mixed heritage. Home ownership sits at just under two-thirds, with strong private and social rental markets offering additional reach.

Employment is high at nearly 88%, with unemployment at around 4%, though self-employment is lower than national averages.

Gloucester is a city of contrasts: 18 neighbourhoods are in the most deprived 20% nationally, while 19 sit in the least deprived 20%. This creates a wide advertising catchment, spanning affluent professionals and family households alongside value-driven, high-street shoppers.

King's Walk | Kings Square | Eastgate Shopping Centre | St Oswalds | The Forum



*SOURCE: <https://www.ons.gov.uk/visualisations/censusareachanges/E07000081/>

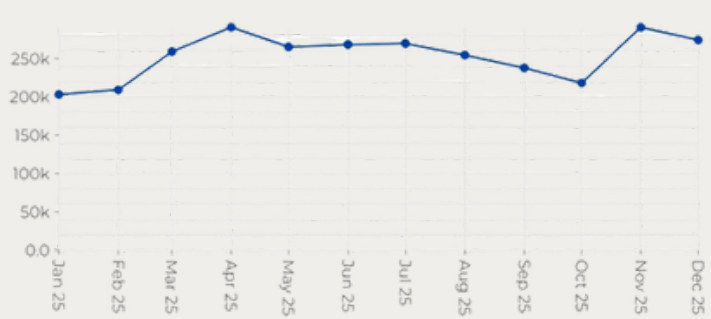


THE FOOTFALL ACROSS OUR PORTFOLIO*



2025

In the graph below, the overall footfall pattern can be seen:

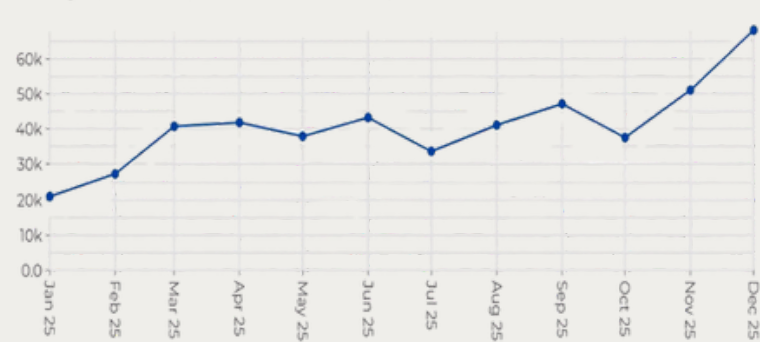


Date	Centre Visits
January	202611
February	208769
March	258791
April	290453
May	265384
June	268285
July	269649
August	255143
September	237366
October	217590
November	290994
December	274170

KINGS SQUARE
GLOUCESTER

2025

In the graph below, the overall footfall pattern can be seen:

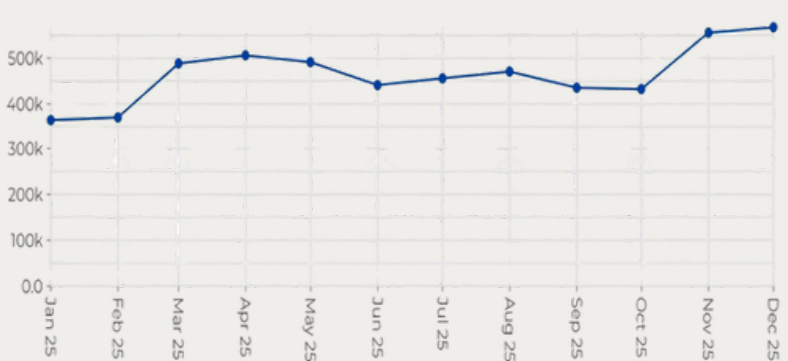


Date	Visits
January	21085
February	27158
March	40689
April	41989
May	37839
June	43101
July	33582
August	41016
September	47070
October	37646
November	51140
December	68106



2025

In the graph below, the overall footfall pattern can be seen:



Date	Visits
January	364554
February	370206
March	487771
April	504898
May	491456
June	439512
July	456135
August	470311
September	435497
October	431698
November	555906
December	567477

King's Walk | Kings Square | Eastgate Shopping Centre | St Oswalds | The Forum

***Based on mobile phone data and transactional information**



Advertising Opportunities

Print Based

A0 – x3  One of these is on the 1st floor

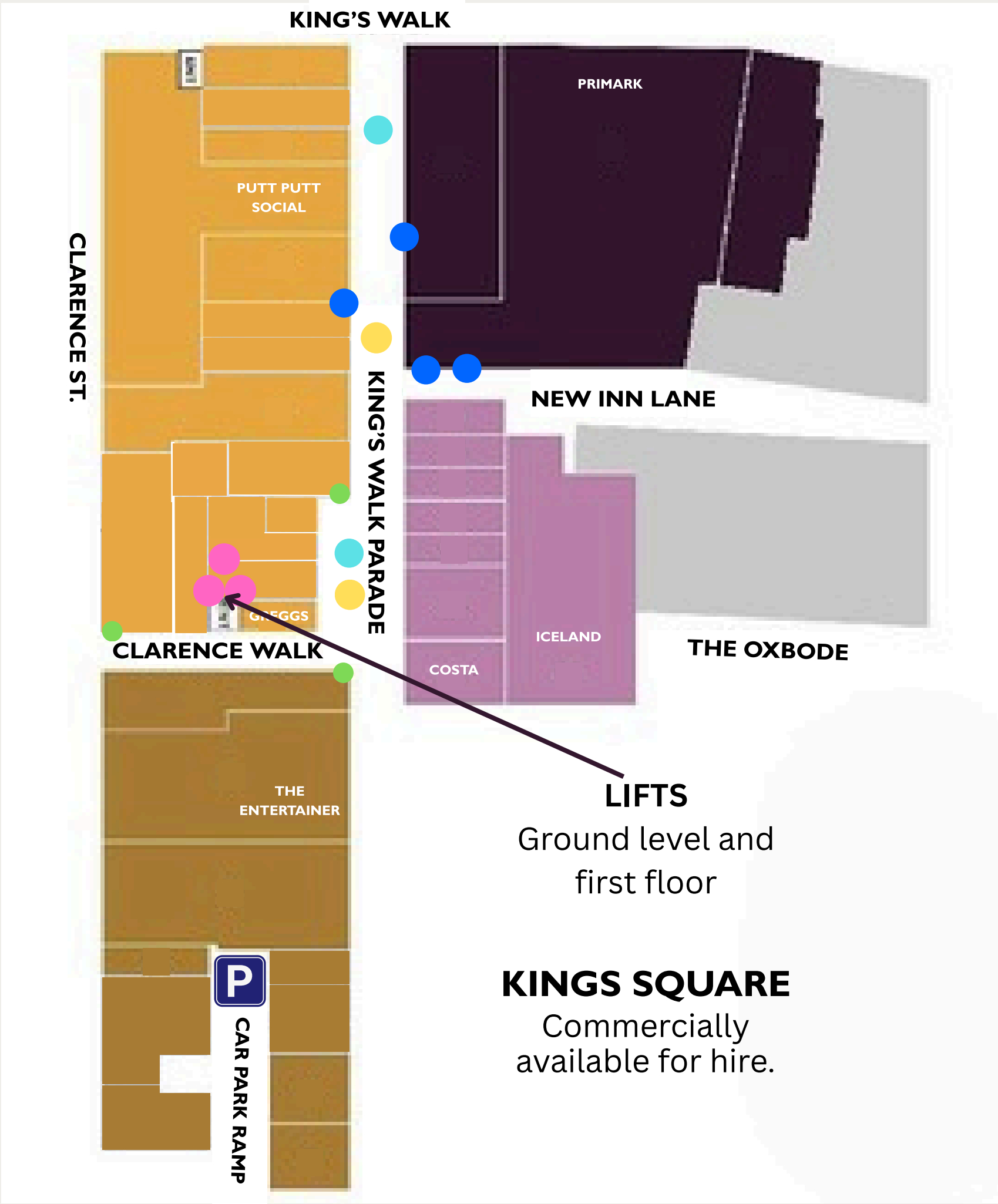
A1 – x4 

A2 – x3 

Digital Based

We have an opportunity to place two digital screens across King’s Walk.

Mid Mall Promo Space 



S/S 2026

Kings Square

Kings Square is Gloucester’s premier activation and entertainment space, available to hire for events, promotions, and brand experiences.

Renowned names like Shein, Costa and The Entertainer have staged eye-catching campaigns here. The Square has also hosted live music, entertainment events, and big-screen film screenings, drawing large crowds.

It is worth noting that the new University of Gloucestershire, City Campus is now open and overlooks Kings Square.



Advertising Opportunities

Print Based

Custom (circa A0) - x 2



A1 - x 13



A2 - x 4



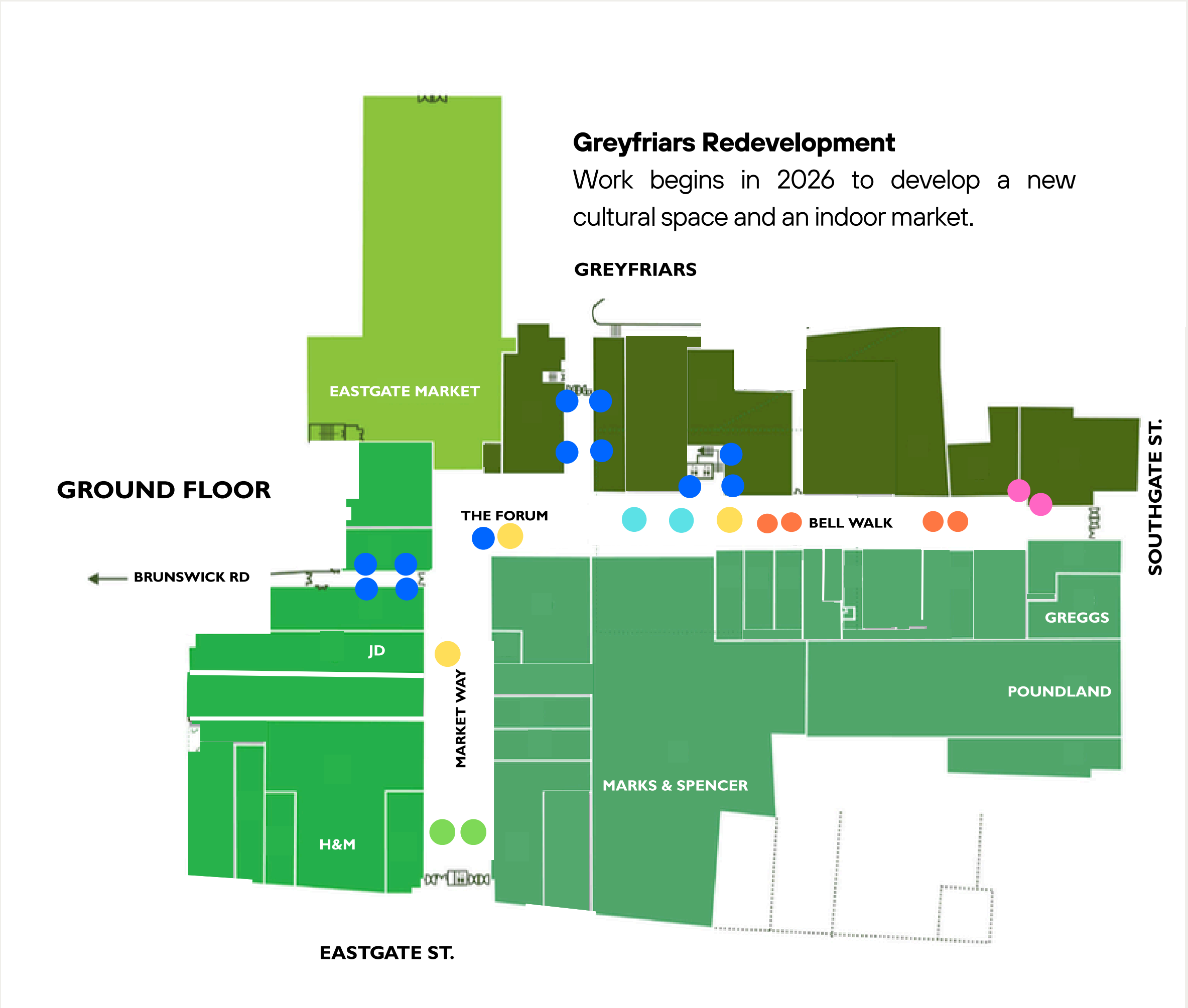
A3 x 2



Digital Screen x 2



Mid Mall Promo Space





Advertising Opportunities

Exhibition space ●

Men’s toilet
A3 x 4
A4 x 3

Women’s toilet
A4 x 6

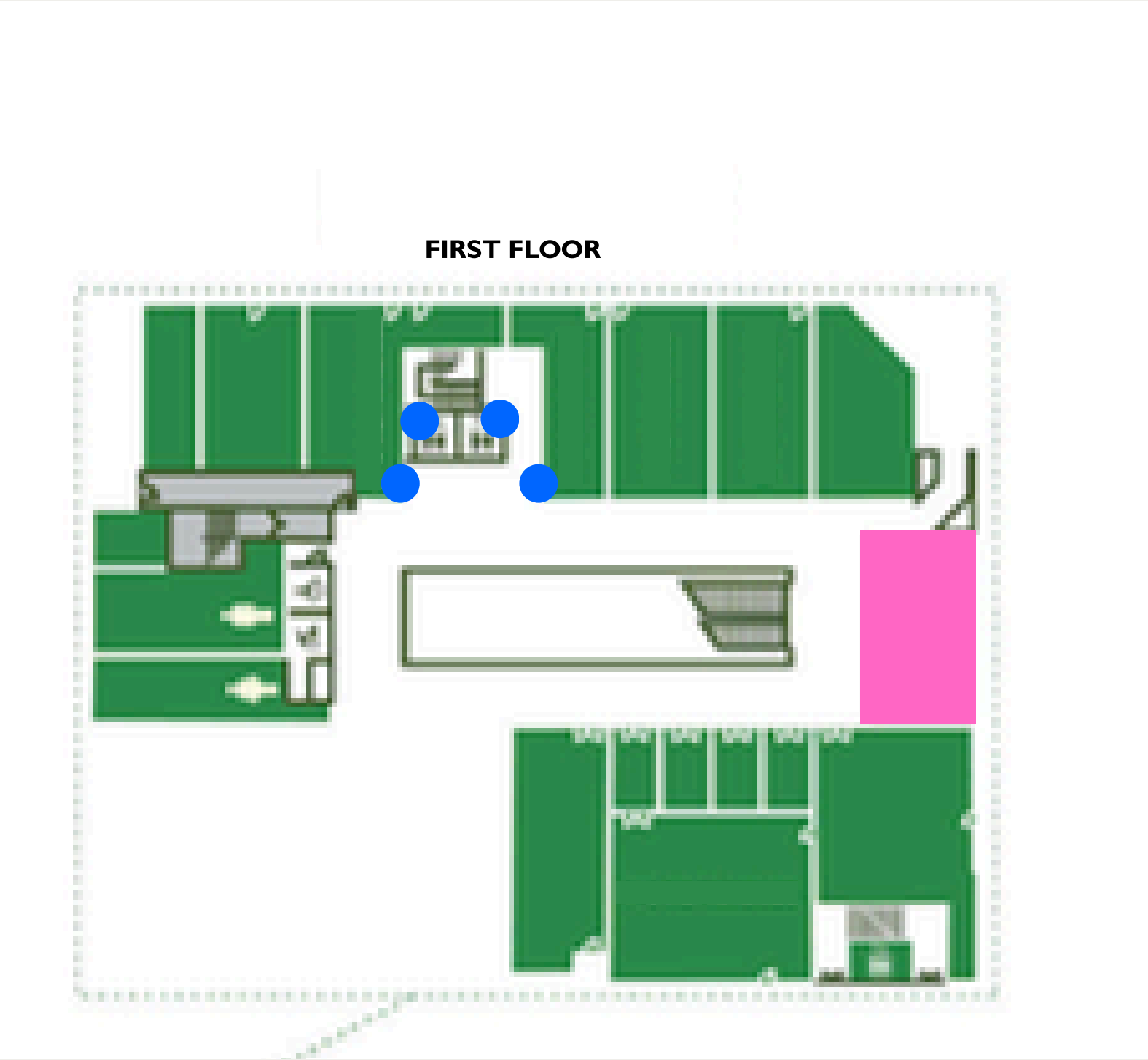
Print A1 x 4 ●

Exhibition Space

The first floor of Eastgate Shopping Centre offers a versatile exhibition and activation space, ideal for eye-catching brand showcases. Perfect for displays and commercial presentations, it provides a prime location to engage shoppers directly.

Second floor lift corridor & associated stairs

We have a further 10 A1 print advertising opportunities. These link The Eastgate to the car park entrance.



PROMO SPACE RATE CARD

This relates to the promotional floor spaces across Eastgate and King’s Walk shopping centres.
All advertising costs displayed are negotiable, the below is a guide rate for our commercial terms. Contact the centre management team for further information.

Costing Structure

Space can be booked by the following variations. Please note that these prices are not inclusive of VAT.

Per day - £100.00

Up to three days - £200.00

One week - £400.00

One Month - £1000.00



KINGS SQUARE RATE CARD

S/S 2026

Kings Square offers a unique opportunity to host dynamic public events and commercial activities in the heart of Gloucester’s city centre. Its open, modern setting provides a vibrant platform for brands, community groups, and organisers to create memorable experiences. Built in water and electricity supplies, including three phase power, support a wide range of activity within this vibrant destination space. There is also a fountain that attracts significant footfall.

New for 2026. The University of Gloucestershire, City Campus redevelopment programme has now completed and the building is open. City Campus is also home to the city centre library. The state-of-the-art Forum development is also now complete.

The full commercial rate card for Kings Square can be found by clicking here: <https://bit.ly/tkq-price-matrix>

Applications for this space needs to be made using the form that can be found by clicking here: <https://bit.ly/TKQ-BOOKING-FORM>

Indicative Costing Structure

Base Hire Matrix (commercial bookings, ex-VAT)					
Space Used	1 Day (per day)	2-3 Days (per day)	4-7 Days (per day)	2 Weeks (per wk)	1 Month (flat)
¼ Square	£450	£395	£350	£1,250	£3,500
½ Square	£800	£720	£650	£2,300	£6,000
Full Square	£1,400	£1,250	£1,150	£4,000	£10,500



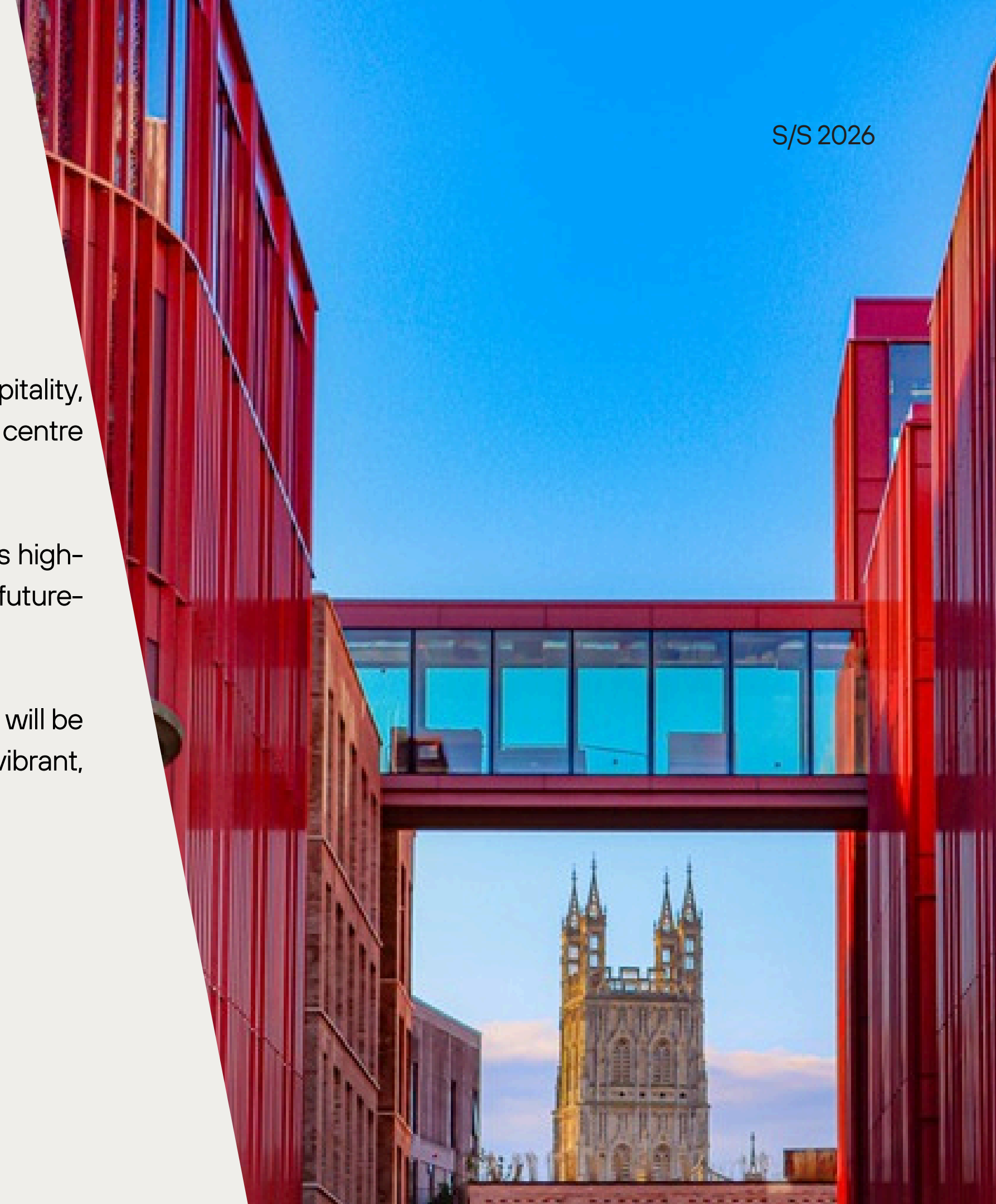
Advertising Opportunities at The Forum

The Forum is Gloucester's new landmark destination, blending modern offices, leisure, hospitality, and vibrant public spaces. Designed as a hub for business and culture, it connects the city centre with exciting new opportunities.

An external media screen, pending approval, will offer dynamic advertising potential in this high-footfall location. This striking development is set to transform Gloucester into a thriving, future-focused city destination.

Advertising and commercialisation spaces across Gloucester's new retail and leisure areas will be available from early 2026. Brands will have the chance to secure premium positions in a vibrant, high-footfall destination.

Further information is available upon request.



VITAL STATISTICS

Our portfolio is backed by strong digital reach, with impressive website traffic, newsletter engagement, and growing social media audiences. These vital statistics highlight the scale and impact of our platforms, offering brands powerful exposure opportunities.



Social Media

Our Meta portfolio boasts a combined social following of 10.7k, delivering a strong and engaged online audience. This reach provides brands with valuable visibility and connection across Gloucester's retail and leisure community.

Web Traffic

Three modern, fresh, and dynamic new websites went live in late 2025. Each site is well optimised and attracts thousands of unique visitors every year.

Newsletter

From late 2025 through 2026, our core focus is expanding a new, fully opted-in newsletter database. We currently have around 500 sign-ups since launching the project, all consenting to receive third-party marketing.





S/S 2026

Colliers is thrilled to offer an exclusive opportunity to advertise across an exciting portfolio of retail, leisure, and entertainment venues throughout the vibrant city of Gloucester, UK. Our approach is friendly and tailored, ensuring that each campaign aligns perfectly with the unique needs and aspirations of your brand or organisation.

By choosing Colliers, you're not just getting space; you're getting a partner dedicated to making your advertisement resonate with your audience.

Understanding that every brand's requirements are unique, we pride ourselves on our flexible pricing model. Costs for advertising with us are determined on a case-by-case basis, allowing us to accommodate the specific demands and budget constraints of your organisation.

This bespoke pricing strategy ensures that you receive the best value for your investment, with solutions that are as unique as your brand.

Moreover, we recognise the importance of targeted advertising in today's competitive market. That's why we offer the option to split your campaign across individual retail or entertainment locations within Gloucester.

Our range of bespoke solutions is designed to meet your needs, whether you're looking to focus on a single venue or multiple sites.

With Colliers, you have the freedom to craft a campaign that truly speaks to your audience, ensuring maximum impact and engagement.

For a detailed costing proposal, please contact will@thekingsquarter.co.uk or call 01452 520023 to discuss further.

ADVERTISING COSTS

DIGITAL SCREENS
FROM £50 PER
SCREEN PER WEEK

PRINT DISPLAY
FROM £25 PER
BOARD PER WEEK

Colliers Gloucester | King's Walk | Kings Square | Eastgate Shopping Centre | St Oswalds | The Forum



LET'S WORK TOGETHER!

