

CENTRE ROCKLAND

Montréal, Quebec



DIGITAL DISPLAYS DCA

After more than 50 years of existence, Rockland is recognized as Montréal's top upscale fashion destination. It boasts an impressive lineup of prestigious, fashion-forward retailers, such as Marie Saint Pierre, Michael Kors, Stuart Weitzman, Massimo Dutti and Karen Millen. In all, Rockland is home to nearly 160 prominent stores and boutiques. Featuring a harmonious blend of contemporary design and refined materials, Rockland underwent major renovations in 2004 to revitalize the centre and further strengthen its unique market position. Leveraging its exceptional reputation and unrivalled location, Rockland now offers shoppers an ambience that is more stylish, sophisticated and inviting than ever.



GENERAL INFORMATION

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|---|-------------------------|
| Annual traffic | 4,680,685 |
| Number of stores | 150+ |
| Gross area | 637,000 ft ² |
| Time spent per visit | 75.0 minutes |
| Number of visits per month | 5.6 |
| Average purchase during a visit | \$ 69.36 |
| Market population | 1,547,015 |
| Average household income | \$ 66,149 |
| 660+ HD SCREENS Across Canada | |

PRODUCTS

Digital Displays

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