



Hello,

We would like to take this opportunity to not only thank you for your interest, but to also share some information about our shopping center and how it may fit your target audience and advertising needs.

The Pike Outlets is a 400,000-square-foot, open-air shopping center located in the heart of Long Beach, CA. The Pike Outlets serves several affluent beach communities, including Rancho Palos Verdes, Huntington Beach, and Newport Beach. The center is situated near the Long Beach Convention Center, which draws 1.6 million annual visitors, and adjacent to the Long Beach Aquarium, which draws 1.4 million annual visitors.

The Pike Outlets trade area services over 121,000 households with an average household income of \$69,000.

Due to its diverse shopper base, The Pike Outlets is the perfect place to advertise your business. 30% of The Pike Outlets patrons come from Long Beach, Los Angeles and Lakewood, making our shoppers your target audience.

Our shoppers come from a wide range of backgrounds. Our highest shopper density comes from "Family Union," mid-scale, middle-aged families living in homes supported by solid blue-collar occupations (15%), "Singles and Starters," young singles and starter families in diverse urban communities (10%), and "Power Elite," the wealthiest households in the U.S., living in the most exclusive neighborhoods (4%).

We have a highly engaged, established audience with 15,000 Facebook followers, 25,000 Facebook check-ins and over 15,500 email subscribers for any sponsor to take advantage of.

The Pike Outlets will be hosting numerous events in 2019, including Easter Bunny Photos, Thunder Thursday, Summer Concert Series (3), Summer Movies Series (3), Fall Festival, Holiday Kickoff, Santa Photos and Festival of Trees.

With so many events and advertising opportunities, we believe we can fit your advertising needs. We would love to work with you and your company and to help you better grow your business through sponsorships at our property. Please see our sponsorship proposal attached.

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## AT A GLANCE

**121K**

HOUSEHOLDS

**\$69K**

AVG. HH INCOME

**4%**

POWER ELITE SHOPPERS

**15K**

FACEBOOK FOLLOWERS

**THE PIKE**  
OUTLETS

The Pike Outlets • 95 S Pine Ave, Long Beach, California 90802