

Eye Shop increases its audience to 45 million Shoppers fortnightly

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SYDNEY – EYE ([@EYE_OutofHome](#)) has successfully won the advertising rights to four Lend Lease shopping centres - Erina Fair, McArthur Square, Sunshine Plaza and Greensborough Plaza, increasing Eye Shop's audience to 45 million Shoppers fortnightly.

This win reinforces Eye Shop's position in the largest destination centres, with EYE's offering across internal and external media opportunities growing to over 100 centres, with retail sales in excess of \$34 billion per year.



"EYE is committed to delivering unparalleled reach of the largest destination shopping centres in Australia, and we are very excited to be including these four quality destination centres in our portfolio and adding 1.8 million Shoppers a fortnight to our network. It's a great milestone for the business to be able to deliver over 45 million Shoppers to our advertisers every fortnight across Australia and New Zealand," Mike Tyquin – CEO, EYE Australia & New Zealand commented.

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About EYE

EYE is an international Out-of-Home advertising company specialising in airport, retail, roadside and university media. Connecting leading brands with active consumers, EYE's media reaches large-scale audiences throughout their daily journeys. Eye Corp Pty Ltd is a wholly owned subsidiary of Ten Network Holdings Limited, a publicly listed company which also operates Network Ten, the broadcaster of Australian free-to-air channels ONE, TEN and ELEVEN.

For more information please contact

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