

GALERIES DES PRINCES

ADVERTISING OPPORTUNITY

Also known as the Royal Saint-Hubert Galleries, they are divided into three sections: the Queen's Gallery, the King's Gallery, and the Princes' Gallery.

A great sense of tranquility reigns inside the galleries. Visitors can discover dozens of subtly decorated shop windows, including those of BelAir Fine Arts Gallery, Ligne interior decoration, bookstore Tropismes, the Royal Gallery's Theatre, Schwilden & L'Atelier de l'Affiche, restaurant de l'Ogenblick.

During the renovation works of the glass roof of the Prince's Gallery (December 2025 – October 2026), the Gallery will become a high-impact communication space designed to capture maximum attention.



Property Details



Address

Galeries des Princes 1, 1000 Bruxelles



Advertisement Surface

14 cubes each of 3 faces of 0,4 x 2m

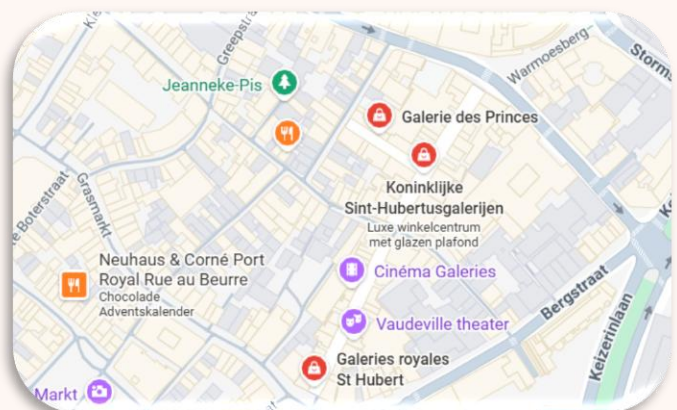


Advertising Period

December 2025-October 2026

MAP OVERVIEW OF THE LOCATION

High-visibility location in a prestigious covered Gallery also known as the Royal Saint-Hubert Galleries.



TARGET GROUPS



Urban



Shopping



Tourist



Students



Business

Explore the Location in Google Street View



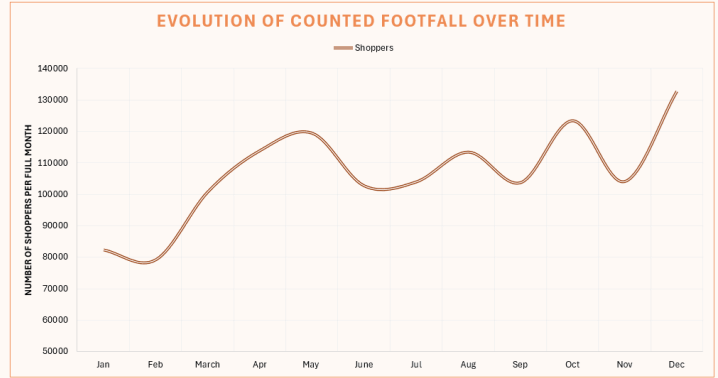
Scan the QR code to view a 360° interactive image of the property and its surroundings via Google Street View.

Perfect for advertisers seeking real-world context and visibility potential.

SHOPPER'S FOOTFALL DATA



SHOPPER'S FOOTFALL OVER TIME



Measured number of Shoppers

- Max. Total Monthly Footfall: **132,785 people**
- Daily Average: **3,180**
- Measurement Period: **Oct 2024 – Nov 2025** (ongoing)
- 5,93 million pedestrians passing in adjacent Royal Gallery
- Source: Data collected using Axis Store Reporter & counting devices
- AXIS Store Reporter is a web-based tool that gathers data from supported Axis people counting applications

ELEVATE YOUR BRAND IN A LEGENDARY LANDMARK

During the renovation of the glass roof of the Prince's Gallery (December 2025 – October 2026), the Gallery will become a high-impact communication space designed to capture maximum attention.

A captivating exhibition will bring the Gallery's story to life — highlighting its history, construction, architecture and its iconic theatre with the painted ceiling by René Magritte. This immersive content will be displayed on striking **vertical cubes**, strategically positioned throughout the Prince's Gallery.

At the same time, **emerging young artists** will be given the opportunity to showcase their work, creating a vibrant, creative and inspiring atmosphere.

Your brand in the spotlight

Your advertising message will be featured on **5, 9 or 14 cubes (100% Share of Time)**, ensuring premium visibility with no competing messages. You will find the exact cube locations on the plan below.

This is a unique opportunity to reach your target audience at the very moment they are strolling, shopping and experiencing the city — while actively supporting the preservation of one of Brussels' most iconic heritage landmarks.



MOBISCORE

Galleries des Princes 1, 1000 Bruxelles

9,8 / 10 Locaties 5km rondom scoren gemiddeld slechter	Openbaar vervoer Uitstekend aanbod 	Onderwijs Zeer goed bereikbaar te voet of met de fiets 	Winkels & diensten Zeer goed bereikbaar te voet of met de fiets 	Ontspanning, sport & cultuur Zeer goed bereikbaar te voet of met de fiets 	Gezondheid & zorg Goed bereikbaar te voet of met de fiets
	Milieu impact			Meer info	





CUBE LOCATION & ADVERTISING BUDGETS

Tariefkaart

Atl. Kubussen	Kost Advertentie (maand)	Taksen	Prod. kosten	Budget Ttl. 1 maand	Welke kubussen?
14 cubes	€ 6.400,00	€ 1.752,41	€ 1.725,00	€ 9.877,41	1 tem 14
9 cubes	€ 3.900,00	€ 1.126,55	€ 1.110,00	€ 6.136,55	6 tem 14
5 cubes	€ 3.000,00	€ 625,86	€ 615,00	€ 4.240,86	1 tem 5

Tarifs

Nbr. de Cubes	Coût Publicité (mois)	Taxes	Coûts Prod.	Budget Ttl. 1 mois	Quels cubes?
14 cubes	€ 6.400,00	€ 1.752,41	€ 1.725,00	€ 9.877,41	1 tem 14
9 cubes	€ 3.900,00	€ 1.126,55	€ 1.110,00	€ 6.136,55	6 tem 14
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CUBE LOCATION & ENTRY FROM ROYAL GALLERY

