

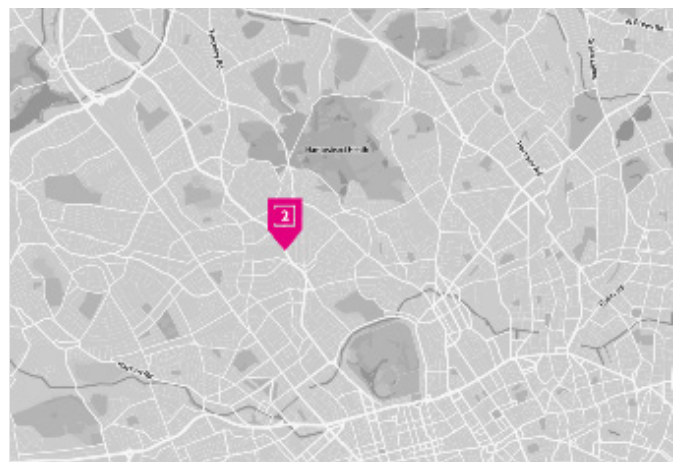


# Finchley Road

## Swiss Cottage

A Central London location, within the borough of Camden, Finchley Road is one of the major thoroughfares of North London. With adjoining neighbourhoods including Hampstead Village, St John's Wood & Belsize Park, this location targets an affluent 30% AB demographic travelling towards Brent Cross and the M1. This location delivers an audience of 459,454 every two weeks.

The London borough of Camden is known for its intellectual, liberal, artistic, musical and literary associations and is host to some of the most expensive housing in the London area. The only digital screen to be seen on this stretch of the road, this is a must have for brands wanting stature and standout.



### SPECIFICATION



**SPOT LENGTH**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
480 X 720 PIXELS



**FILE FORMAT**  
JPEG



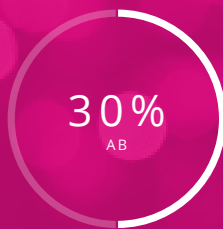
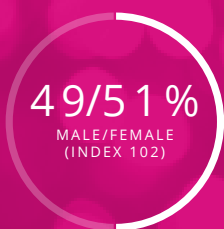
**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND DYNAMIC DIGITAL

### DEMOGRAPHICS

FORTNIGHTLY IMPACTS 459,454



41%  
HIGH INCOME

33%  
HIGH-MIDDLE INCOME

56%  
16-44 YEARS

16%  
ASPIRING URBANITIES  
(INDEX 259)

15%  
EMERGING INFLUENCERS  
(INDEX 288)

10%  
SYMBOLS OF SUCCESS  
(INDEX 141)

### COLOUR MODE

RGB ( true black = RO,GO,BO) - CMYK not accepted. It is preferable to use bold and contrasting colours with full shades as they look better on LED displays. Large and legible fonts – minimum pixel height for text 5 pixels  
No gradients

### FILE NAME

Please label file with campaign name and panel name: BRANDNAME\_FINCHLEYROAD.file format

### DELIVERY OF ARTWORK

Email Digitalcreative@outdoorplus.co.uk (at least four working days prior to in-charge)

### CONTACT

For all enquires please contact: marketing@outdoorplus.co.uk