



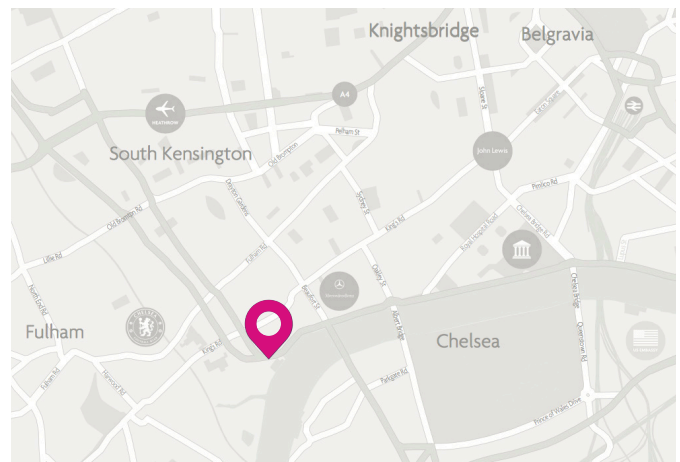
Cheyne Walk

Chelsea

Located on London's exclusive Cheyne Walk in the Royal Borough of Kensington & Chelsea. This state of the art screen delivers head-on impact & absolute brand stand-out in a slow moving traffic hot spot.

Core target audiences for this iconic screen include a 63% ABC1 business traffic travelling out of Central London, as well as the highly affluent Kensington & Chelsea residential audience. Cheyne Walk also targets travellers en-route to Heathrow via the Cromwell Road delivering over 326,000 impacts every two weeks (with a 37% AB bias).

Property here now attracts considerable (international) attention & is viewed as a "Global Ultra Prime Residential Area". Key attractions include The Kings Road shopping mecca inc. Peter Jones & the Duke of Yorks Square; Sloane Square; Chelsea Harbour Club; Chelsea F.C. at Stamford Bridge and the nearby Fulham; Chelsea Royal Hospital; the Saatchi Gallery and the annual Chelsea Flower Show.



SPECIFICATION



SPOT LENGTH
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1200 X 288 PIXELS



FILE FORMAT
JPEG



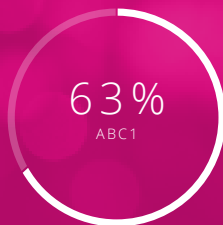
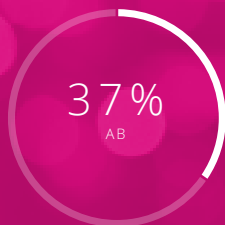
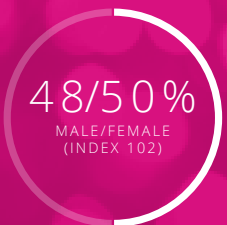
ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **326,852**



32%
HIGH INCOME
(INDEX 249)

27%
HIGH-MIDDLE
INCOME
(INDEX 112)

14%
EMERGING
INFLUENCERS
(INDEX 114)

24%
ASPIRING
URBANITIES
(INDEX 155)

11%
MODERN
FAMILIES
(INDEX 105)

17%
SYMBOLS OF
SUCCESS
(INDEX 215)

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_CHEYNEWALK.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