

Washroom Advertising in UK Designer Outlets *...where smart advertisers spend their pennies!*



"...I am delighted with the results and it has really proved to be an excellent medium for our services and we are really pleased that we made this buying decision"

Mary Wilkinson , Joint Commissioning Manager, Southend DAT



Introduction

- > Washroom advertising started in America with daily newspaper sheets placed in wooden boxes
- > Implemented because people like to have something read 'whilst spending a penny'
- > Developed into a popular media concept

Product

- > 100% captive / totally unavoidable
- > Visible seven days a week
- > Gender specific

Format/Positions

- > Full colour posters displayed at eye level
- > A3 size tamper proof frames with a plastic screen to protect your message
- > Positioned on the back of the **ladies cubicle doors, above male urinals and hand dryers**

Designer Outlets

- > Over 20 outlets with a combined total of 2 million shoppers every week
- > Commercially important designer outlets across the UK (see site list)
- > Prefect for reaching 'Brand conscious – value conscious' consumers

Demographics

- > Gender: Women 67%
- > Age: 25-54 67%
- > Social Class: AB 21% /C1 27% /C2 20% /DE 31%

Rate Card*

Discounts

minus 25%

minus 37.5%

minus 50%

Posters	Unit Price	1 Month	3 months/cpm	6 months/cpm	12 months/cpm
1	£50	-	-	-	£300/£25
2	£45	-	-	-	£540/£45
4	£40	-	£360/£120	£600/£100	£960/£80
6	£35	-	£472.50/£157.50	£787.50/£131.25	£1260/£105
8	£30	-	£540/£180	£900/£150	£1440/£120
12	£25	£300	£675/£225	£1125/£187.50	£1800/£150
24	£20	£480	£1080/£360	£1800/£300	£2880/£240

* All rates include 15% agency commission and 5% specialist commission but exclude production and vat. £75 installation charge and minimum orders apply. Space is subject to availability.

Production

- > £2 per poster print
- > £60 per hour artwork
- > Free setup



Site List

Location	Region	Designer Outlet	Weekly Footfall
Ashford	South East	Ashford Designer Outlet (McArthur Glen)	53,000
Bideford	South West	Atlantic Village	57,000
Bishops Stortford	South East	Jackson Square Shopping Centre	57,000
Braintree	Eastern	Freeport Village Braintree	57,000
Brentwood	Eastern	Baytree Centre	115,000
Cardiff	South Wales	Bridgend Designer Outlet (McArthur Glen)	84,000
Castleford	North	Junction 32 Outlet Village	67,000
Clackmannanshire	Scotland	Sterling Mills	24,000
Doncaster	North	Lakeside Village	52,000
Edinburgh	Scotland	Livingston Designer Outlet (McArthur Glen)	115,000
Ellesmere Port	North West	Cheshire Oaks (McArthur Glen)	128,000
Fleetwood	North West	Freeport Fleetwood	33,000
Glasgow	Scotland	St. Enoch	346,000
Ipswich	East	Tower Ramparts	115,000
Mansfield	Midlands	East Midlands Designer Outlet (McArthur Glen)	51,000
Romford	London	Liberty Shopping Centre	423,000
Stoke-on-Trent	Midlands	Freeport Talke	28,000
Street	South West	Clarks Shopping Village	67,000
Swindon	South West	Swindon Designer Outlet (McArthur Glen)	57,000
Thanet	South East	Westwood Cross	95,000
Yeovil	South West	Quedam Shopping Centre	57,000
York	North	York Designer Outlet (McArthur Glen)	51,000
		total footfall	2,132,000

Who uses this Media?

- ✓ Charities
- ✓ Councils
- ✓ Cosmetics & Toiletries
- ✓ Educational Institutions
- ✓ Entertainment & Media
- ✓ Finance
- ✓ Food & Drink
- ✓ Government
- ✓ Health Clubs
- ✓ Hotels
- ✓ Motors
- ✓ Primary Care Trusts
- ✓ Private hospitals
- ✓ Retailers
- ✓ Telecoms
- ✓ Travel
- ✓ ...and too many others to list!

Specification

positivemediamarketing.co.uk Freephone 0800 915 4444



Size: A3 Portrait 420mm (High) x 297mm (Wide)

Safe copy area: 385mm (High) x 262mm (Wide)

Paper weight: 170gsm (recommended)

Quantity: Campaign plus spare(s)

Artwork Format: 300 dpi, cmyk in pdf, eps, jpeg or Tiff . Please provide posters without print trim lines.

Delivery: Positive Media Marketing offices - ten working days before campaign start date

Testimonials

"Thanks very much and we will look forward to the next successful campaign"

Kerry O'Sullivan , Account Manager, Ekay Plc, Advertising Agency

"How often would you stare at a newspaper advert – never! I like washroom advertising because its 100% captive!"

Rick Hans ,Marketing Manager, South East Essex College

"Overall I am delighted with the results and it really has proved to be an excellent medium for recruitment locally. Not only did this method "out-perform" local press but also generated good awareness for us within the community"

Dino Forte, Director of Converso Contact Centres

Summary

Washroom posters are effective and affordable because they are:

- > 100% captive / totally unavoidable
- > Gender specific
- > Surprisingly affordable at just £35 per poster/per two weeks

Interested?

For more information call: Mr. Positive Simon Grant on Freephone **(0800) 915 4444**

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