

OUT OF HOME PHARMACIES



SCREENS IN HIGH STREET PHARMACIES OFFER A BROAD, HIGH FOOTFALL AUDIENCE.

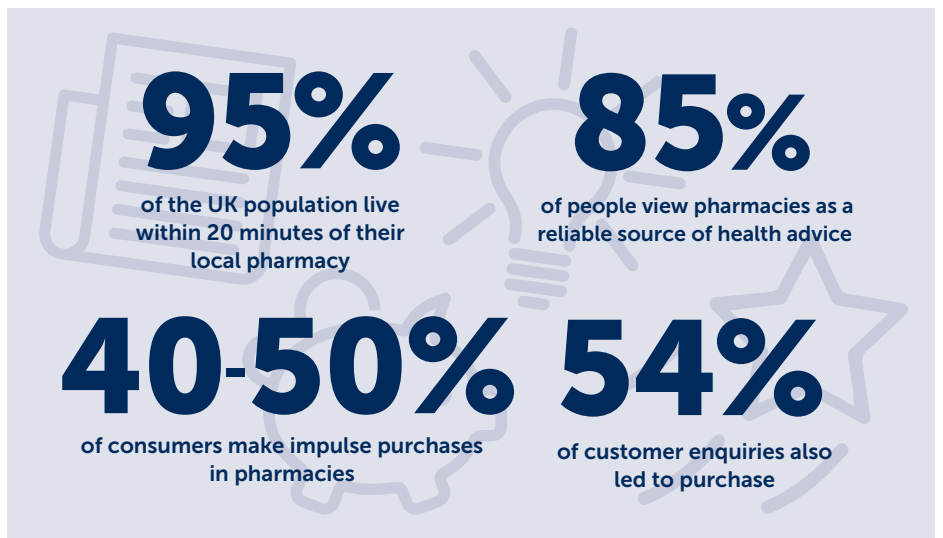
Screens in high street pharmacies offer a great opportunity to advertise to a broad, high footfall audience.

People are relying on their local pharmacies more than ever - not just for prescriptions and vaccinations, but also for essential shopping. Pharmacy TV's nationwide network of high-street pharmacies places digital screens in prime locations: waiting areas, shop fronts, and serving counters. Each screen delivers a powerful opportunity to engage a high-footfall, diverse audience right at the point of purchase.

The network has expanded rapidly, tripling in size in just a year. It now spans 462 retail media-led screens across 343 locations nationwide, with an impressive monthly footfall of 650,000. Most screens are positioned directly at serving counters, ensuring maximum visibility, while select pharmacies also feature additional portrait and roadside-facing displays. Adverts run 10 times per hour in full audio-visual format, with both national campaigns and geo-targeted packages available to suit brand objectives.

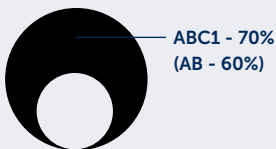
Pharmacy TV is particularly effective for categories such as everyday essentials, travel, cold and flu remedies, financial services, private health and wellbeing, dental care, beauty, mother and baby, and vitamins and supplements. With 40-50% of shoppers making impulse purchases, especially in health and wellness, advertisers can influence decision-making right at the moment of purchase.

Pharmacy TV combines trusted environments, high dwell times, and impulse-driven buying to make it one of the most effective, targeted and impactful retail advertising channels in the UK today.

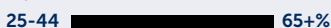


UK DEMOGRAPHICS

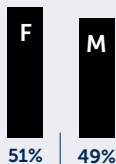
SOCIAL DEMOGRAPHIC



AGE



GENDER



PACKAGES AVAILABLE STARTING FROM:

- Packages available on application