

OUT OF HOME PHARMACIES



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

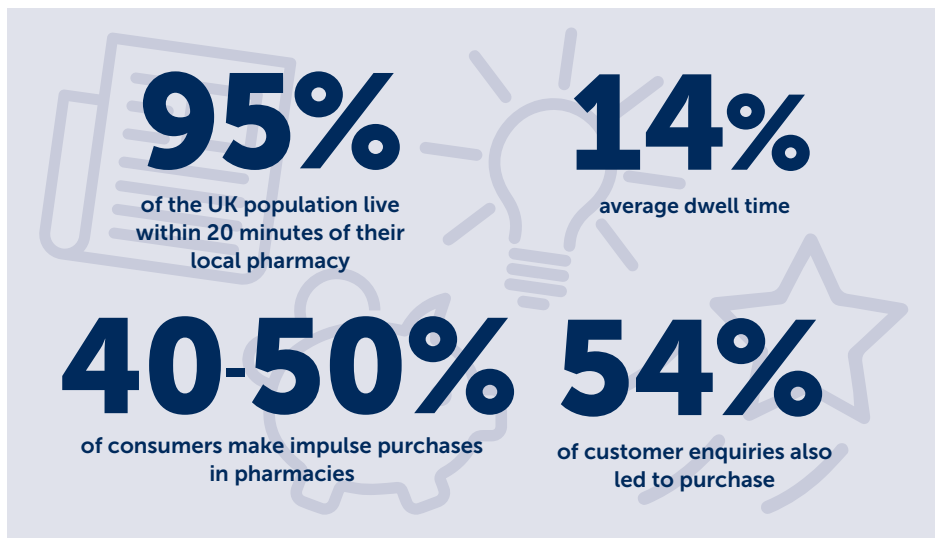
Screens in high street pharmacies offer a great opportunity to advertise to a broad, high footfall audience.

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 1.76m. 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.

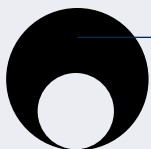
Pharmacy TV is particularly effective for categories such as everyday essentials, travel, cold and flu remedies, financial services, private health and wellbeing, dental care, beauty, mother and baby, and vitamins and supplements. With 40-50% of shoppers making impulse purchases, especially in health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



GENDER



AGE



PACKAGES AVAILABLE STARTING FROM:

462 screens across 363 locations for four weeks

This would deliver:



- 1,759,724 reach
- 1.8 frequency
- 3.167m impacts over four weeks

Price on application

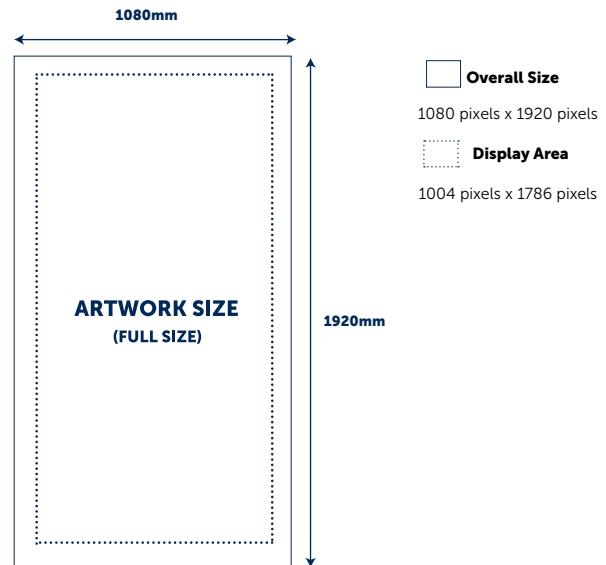
ARTWORK SPECIFICATIONS



LANDSCAPE



 Overall Size	 Display Area
1920 pixels x 1080 pixels	1786 pixels x 1004 pixels

PORTRAIT



 Overall Size	1080 pixels x 1920 pixels
 Display Area	1004 pixels x 1786 pixels

ARTWORK SPECIFICATIONS

Display Area	1786 pixels x 1004 pixels	FPS	25 fps
Overall Size	1920 pixels x 1080 pixels	File Name	SiteType_CampaignName_LiveDate
File Format	H264 (8Mbs CBR, 12 Mbs VBR), Audio AAC MP3 320 Kbs Stereo, WMV or MPEG 4		

ARTWORK SPECIFICATIONS

Display Area	1786 pixels x 1004 pixels	FPS	25 fps
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File Format	H264 (8Mbs CBR, 12 Mbs VBR), Audio AAC MP3 320 Kbs Stereo, WMV or MPEG 4		

SUPPLYING CONTENT

- All images to be supplied at Artwork size, in line with the template,
- All videos are full HD
- We do not accept uncompressed video formats or Apple ProRes 4:2:0 / 4:2:2 / 4:4:4.
- Hurst Media are not responsible if specs are not adhered to and artwork is set up incorrectly

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service wetransfer.com. Please clarify in your message your company name, publication, theme and on sale date as per your booking.

ARTWORK DELIVERY

- Please ensure artwork is sent into the relevant email address below, a minimum of 14 days before the campaign live date:
production@hurstmediacompany.co.uk

COPY REFERRALS

- Copy referral can take up to 5 days. If artwork is provided on t-17 and it requires referral, then the approved copy would in effect be delivered on T-12 and be considered late, and delivery of the campaign may be affected.

COMPLIANCE AND APPROVALS

- All artwork is subject to approval. We strongly recommend you review these fully before commencing production.
- Failure to comply with these deadlines, means that the campaign will be non-compliant and at risk of being under delivered in part or full.

CONTACT DETAILS

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All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms



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