



# OUT OF HOME DIGITAL 6s: GYM PRESENCE

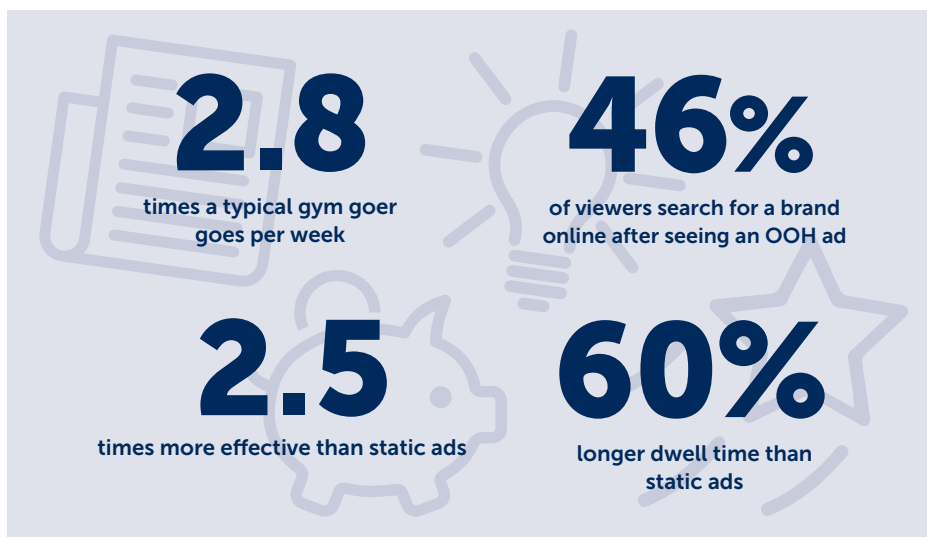
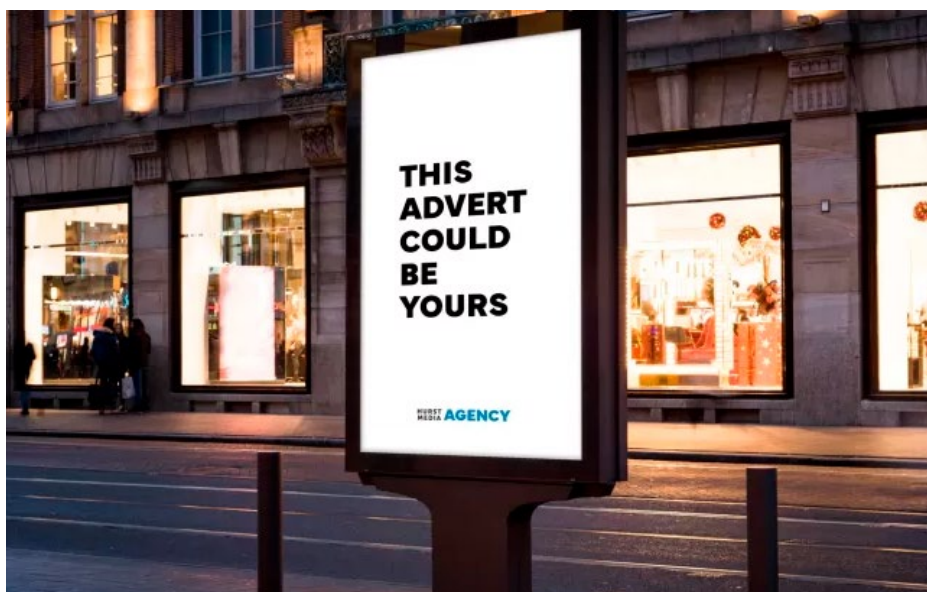
## REACH HEALTH CONSCIOUS AND YOUNGER AUDIENCES IN HIGH-TRAFFIC GYMS

Connect with customers in high-traffic areas at some of London's largest health club chains.

This format can be highly targeted to light TV viewers who are health aware and younger audiences with brands that align with their interests. Ads are displayed in the latest LED technology, with digital six-sheet ads 2.5 times more effective than static formats.

Screens are located in key areas throughout Pure Gym (number one UK health club chain), David Lloyd (number three), Nuffield Health (number four) and Anytime Fitness (number five). As well as targeted messaging, this form of advertising offers enhanced visibility through digital screens with dynamic and engaging content.

Out of Home (OOH) advertising is an impactful way of reaching a diverse and vast audience, with 98% of the UK population encountering OOH advertising every week. UK adults spend on average three hours out the house every day. With six sheet digital forms designed to be at eye level, they're easily noticeable to gym-goers.



### LONDON DEMOGRAPHICS

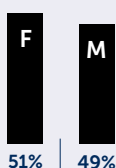
#### SOCIAL DEMOGRAPHIC



#### AGE

25-44 65+%

#### GENDER



### PACKAGES AVAILABLE STARTING FROM:

- 25 panels across the Underground network over a two week period

This would deliver:

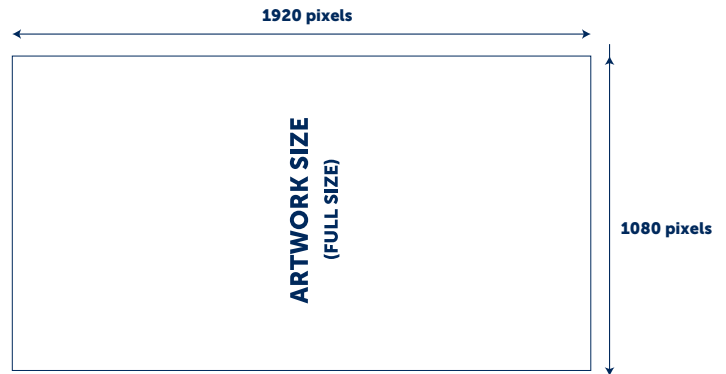
- 601,000 health-conscious, younger audience reach
- 4.3 average frequency
- 2.65 million impacts
- Price on application

## ARTWORK SPECIFICATIONS

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<b>Overall Size</b>	1920 x 1080 pixels - to be supplied at -90 degrees
<b>Bleed</b>	2mm all around
<b>File Format</b>	MP4 or JPEG
<b>File Size</b>	No larger than 2GB
<b>File Name</b>	SiteType_CampaignName_LiveDate
<b>Slot length</b>	5 seconds
<b>Frames per second</b>	25

### ARTWORK SIZE



 **Overall Size**  
1920 x 1080 pixels

## SUPPLYING CONTENT

- All images to be supplied at Artwork size, at -90 degrees, in line with the template, and recommended 1920 x 1080 pixels
- Export applying the document bleed settings
- We cannot guarantee the live date of a campaign if the delivery deadlines are not met

### FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via the free file sharing service [wettransfer.com](http://wettransfer.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](mailto:production@hurstmediacompany.co.uk)**
- Digital site lists are issued between 5 and 7 days before in-charge
- Copy approval can take up to 5 days. All copy for airports has to be approved by the airport.
- Copy must be labelled as follows: SiteType\_CampaignName\_LiveDate

### COPY REFERRALS

- All artwork is subject to approval.
- If your ad contains flashing images, please take the flicker test at: [www.onlineflashtest.com](http://www.onlineflashtest.com)

### 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

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS  
Company number: 08375910 VAT number: 161866882

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

### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4024  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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