


# HUMBERSTONE 48

## HUMBERSTONE RD, LEICESTER LE5 3AP

Humberstone Road is a main arterial route into Leicester City Centre and is notorious for its heavy traffic flow. Humberstone 48 sits on the final approach to all city centre retail and business districts and visitor attractions, and targets huge 24/7 audiences. Leicester is a vibrant and diverse city, bursting with heritage and culture, and combines the finest English traditions with multicultural activities and the cosmopolitan buzz of city life.

Humberstone 48 sits close to the heart of this modern city, which is rich in arts, culture, sports and heritage, offers a first class retail offering and boasts an energetic student population, to deliver a powerful new Digital Out of Home proposition for brands looking to target mass audiences in Leicester.

 **SCREEN SIZE:** D48

 **FORMAT:** Digital, Static

DELIVERING AN AUDIENCE OF **3.9 MILLION** PER FORTNIGHT

