

SOUTHSIDE 48

PERSHORE ST, BIRMINGHAM B5 6UU

A brand new Digital 48-sheet advertising screen located at the heart of Birmingham City Centre's vibrant and diverse Southside district, home to Chinatown, Theatreland, the Gay Village and the city's Creative Quarter.

Situated on Pershore Street, Southside 48 targets visitors arriving in the City Centre, heavy traffic heading out of the City Centre and high footfall leisure goers accessing all city attractions; to deliver a powerful new Digital Out of Home proposition for brands looking to target mass audience in Birmingham

✂ **SCREEN SIZE:** D48

📺 **FORMAT:** Digital, Full Motion

DELIVERING AN AUDIENCE OF **163,000**
PER FORTNIGHT

