

Bullring & Grand Central Birmingham

24

Standout
Digital
Screens

Advertise at one of the UK's most successful
shopping & leisure destinations

ELONEXTM
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CONNECT WITH **39 MILLION** SHOPPERS EACH YEAR

Bullring is one of the UK's most successful retail destinations and the prime shopping location in Birmingham, the UK's second largest city.

Bullring dominates Birmingham city centre and attracts a huge 39 million annual footfall.

Located within one of the largest retail catchments in the UK, and with its unique architecture creating an iconic landmark, Bullring is home to an impressive mix of high profile retailers and leisure outlets at the heart of city centre that generates an annual retail spend of over £1 billion.

ANNUAL FOOTFALL **39,000,000**



6x PanVision Screens

18x Walkway Screens

BULLRING & GRAND CENTRAL

160 Shops and Restaurants

Named **Europe's best established** shopping centres in the UK.

One of the best performing shopping centres in the UK.

Bullring retailers perform **55% better** than their national average.

Largest social media following for a retail destination outside London, with 278,000 followers across Facebook, Instagram and Twitter.

Dwell time **77 minutes** in the centre.

Did you know?

The bull bronze statue is the third most photographed landmark in Britain, just after the Houses of Parliament and the London Eye.

swatch

Superdry

LINKS
LONDON

BOSE
Better sound through research

Dune
LONDON

ALLSAINTS

Disney

FOREVER 21

G-STAR RAW

JD

pandora

NEW
LOOK

TED BAKER
LONDON

next

MK
MICHAEL KORS

H&M

OFFICE

RIVER ISLAND

LIPSY
LONDON

scotts

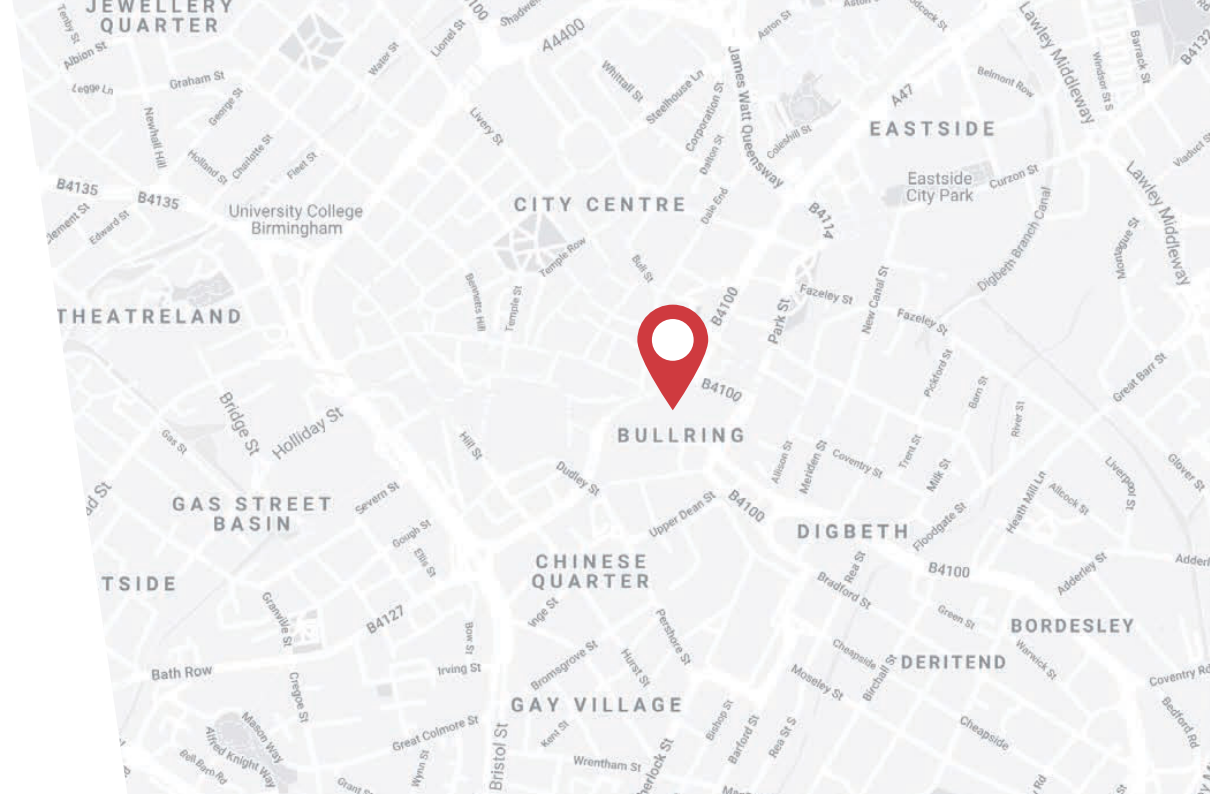
DEBENHAMS
BRITAIN'S FAVOURITE DEPARTMENT STORE

Boots

SELFRIDGES & CO

SKECHERS

LOCATION B5 4BU

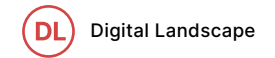




Digital audiences are up 256% in the last 5 years.

Source: Route - Digital OOH Growth September 2019

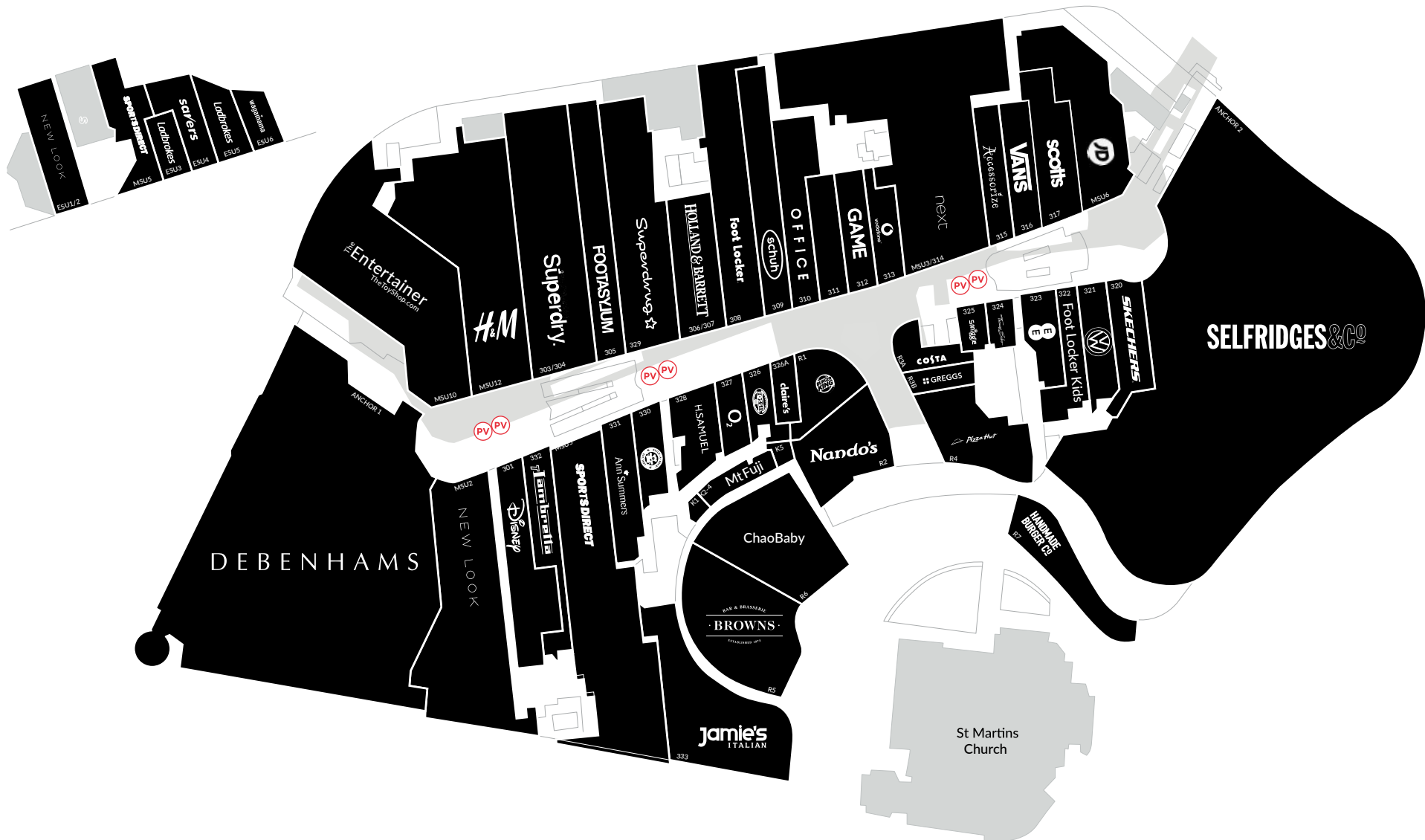
BULLRING ESTATE



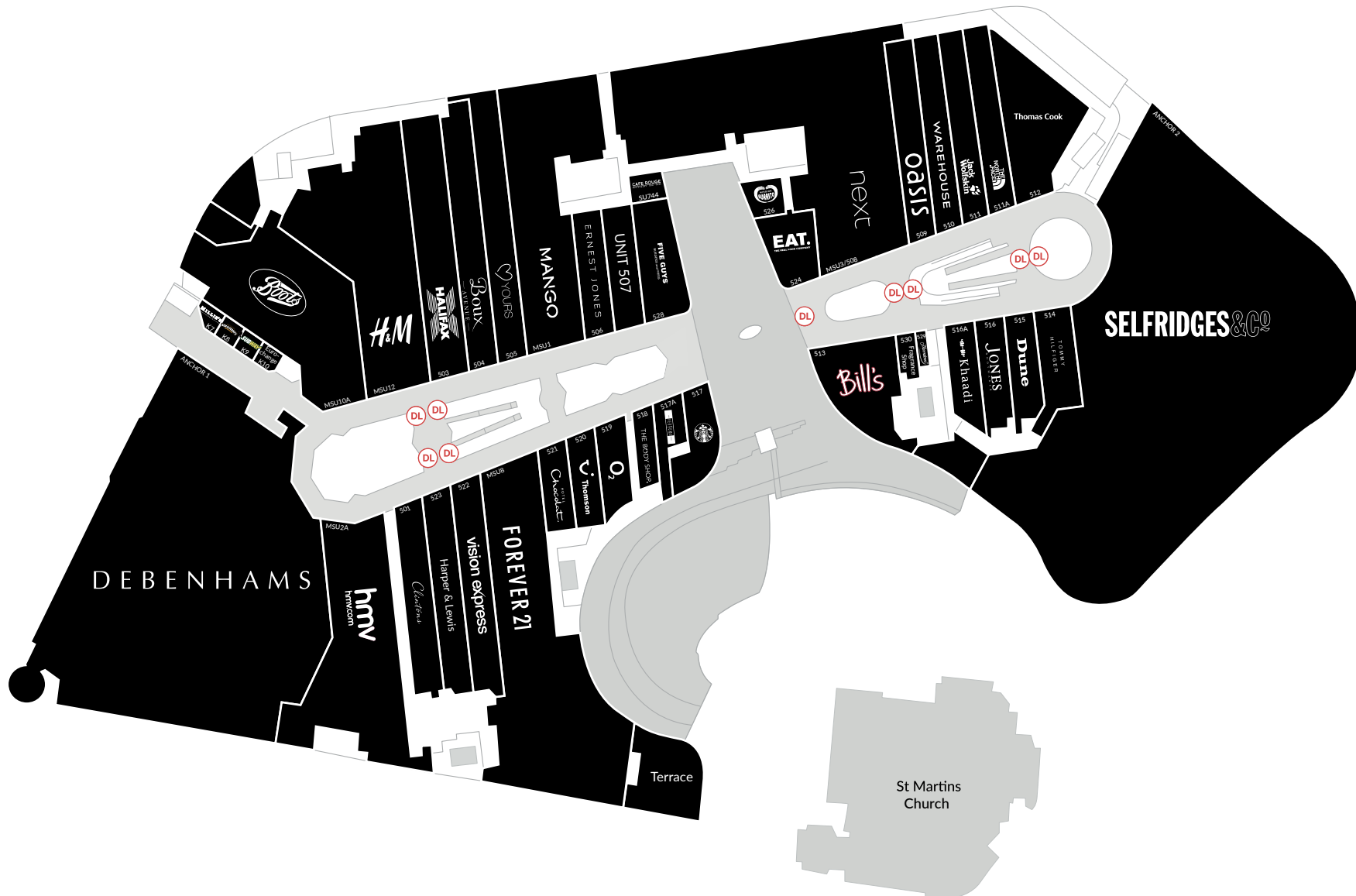
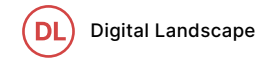
LOWER LEVEL

DL Digital Landscape

PV PanVision Screens



MIDDLE LEVEL





PANVISION SCREEN SPECIFICATIONS

-  **SCREEN SIZE:** 6m x 1.5m
-  **DIMENSIONS:** 2304 x 576 pixels
-  **FILE FORMAT:** JPEG | PNG | MP4
-  **DURATION:** 10 seconds
-  **DISPLAY TYPE:** Full animation, 25FPS
-  **FILE COMPRESSION FORMAT:** .zip

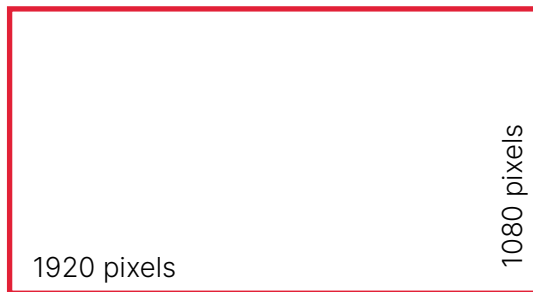
2304 pixels

576 pixels



DIGITAL LANDSCAPE SCREEN SPECIFICATIONS

-  **SCREEN SIZE:** 9:16 aspect ratio
-  **DIMENSIONS:** 1920 x 1080 pixels
-  **FILE FORMAT:** JPEG | PNG | MP4
-  **DURATION:** 10 seconds
-  **DISPLAY TYPE:** Full animation, 25FPS
-  **FILE COMPRESSION FORMAT:** .zip





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