



Leicester City Domination

ELONEXTM

Dominate Leicester on the Elonex Digital Network

As Leicester's **most powerful** Digital Out of Home network, the Elonex Leicester Big Screens provide the ultimate in City Domination advertising.

Flexible and in real time, the Leicester Big Screens enable fast and effective targeting of huge audiences, make it easy to deliver **high impact brand messaging** and drive integrated marketing campaigns right across the city.

Book the Leicester City Screens now and take your advertising to new heights!

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Humberstone 48

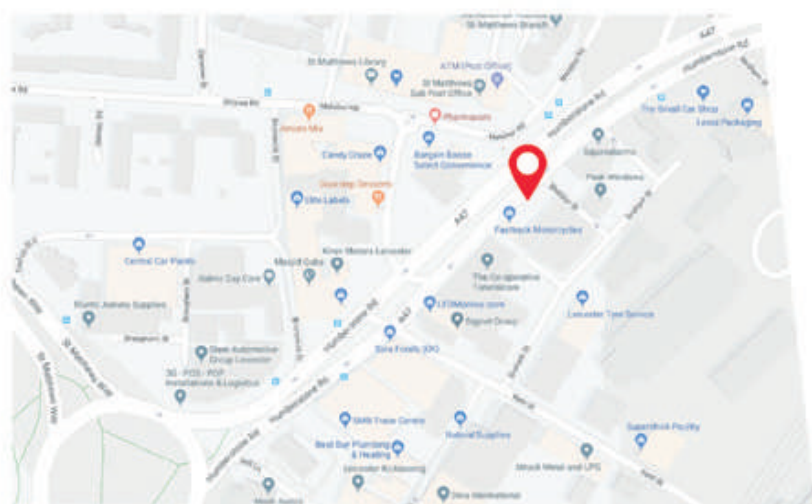
Humberstone Road is a main arterial route into Leicester City Centre and is notorious for its heavy traffic flow. Humberstone 48 sits on the final approach to all city centre retail and business districts and visitor attractions, and targets huge 24/7 audiences. Leicester is a vibrant and diverse city, 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 **980,000**
PER FORTNIGHT



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Highcross Shopping Centre

ANNUAL FOOTFALL OF 18 MILLION

✂ **SCREEN SIZE:** PanVision

📺 **FORMAT:** Digital, Full Motion

The pulsing heart of Leicester's vibrant shopping scene, Highcross brings together some of the biggest names in retail all under one roof. Shoppers come from across the East Midlands and beyond to sample the enchanting mix of retail, entertainment and dining at Highcross.

Annual Footfall: 18 Million

Average Dwell Time: 90 Minutes

Average Retail Spend: £83

Size: 1.6 Million Sq Ft



REISS

NEW
LOOK

ZARA

BOSS
HUGO BOSS

SHOWCASE
CINEMAS

Boots



Fosse Park

THE UK'S NUMBER 1 RETAIL PARK

✂ **SCREEN SIZE:** Digital 6 Sheet

📺 **FORMAT:** Digital, Full Motion

Fosse Park is the number one, ranked shopping park in the UK and it's set to be the largest too, with the addition of a new and an informal 'dawn 'til dusk' dining and shopping experience, which will drive footfall and extend visitor dwell time.

For nearly 30 years, Fosse Park has been the heart and soul of Leicestershire, and as a well-established and much-loved shopping destination it's popularity is set to soar even further after a multi-million pound extension and opening of a brand new food and beverage offering, 'Food Central'.

Outlets: 43

Annual Footfall: 11.5 Million

Average Dwell Time: 81 Minutes

Annual Visits: Up To 27 Per Year

Average Spend: £89 Per Visit

Size: 758,500 sq ft

Parking: 3100 Free Spaces





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