



ELONEX™

roadchef

NATIONWIDE MOTORWAY SERVICE AREA
ADVERTISING NETWORK

D48

Full
Motion

D6

Connect with a 52 Million Footfall & 38.5 Million Car Turn Ins Every Year

Reach big audiences and achieve unrivalled brand visibility on the UK's most powerful Motorway Service Area (MSA) Digital Advertising Network

Located in a unique environment, the Elonex MSA advertising network features external Digital 48 sheet screens, and internal Digital 6 sheet screens.

So, with over a third of all UK traffic on motorways at any one time, with MSA's playing a crucial role in all journey types, and with audience profiles **clearly defined** by time of day and final destination - book the Elonex MSA advertising network as an instant national campaign or alternatively to target specific geographical areas, and position your brand where fully engaged consumers can't fail to see.



100%
Full Motion

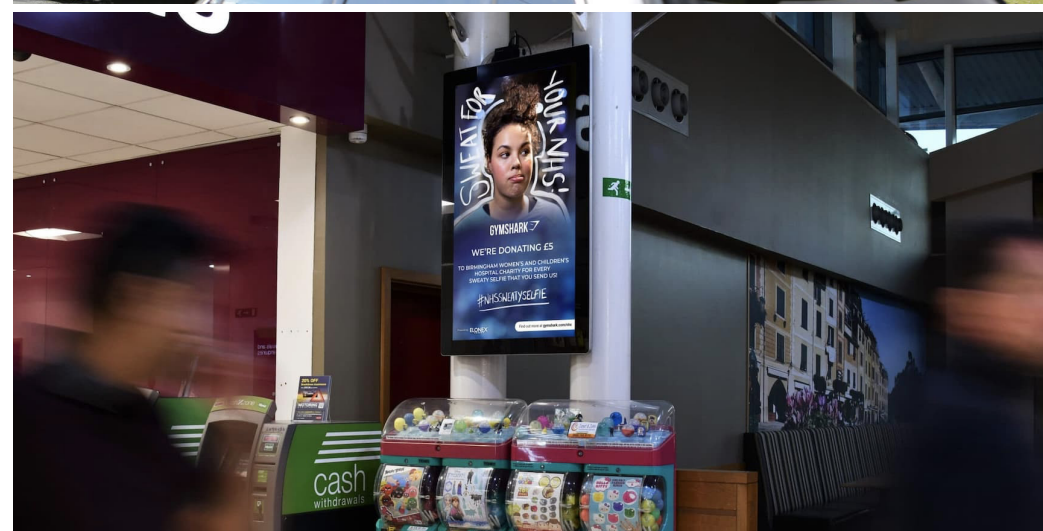


Precise
Targeting



30 sites
across the UK

ELONEX™





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the Roadchef story

Roadchef is one of Britain's leading roadside service area businesses, operating at 30 Motorway and Major Trunk Road Service Area locations covering the length and breadth of the country. Roadchef has been serving the needs of the travelling public for over 40 years, during which time it has been at the forefront innovation in its sector.

Roadchef operate an impressive portfolio of leading high street catering, retail and hospitality brands including McDonald's, Costa Coffee, LEON, WHSmith, SPAR and Days Inn, as well as in-house catering brand Fresh Food Café.

Famously, Roadchef is the proud owner and operator of Roadchef Watford Gap, the first and most iconic MSA in the UK, which opened its doors on 2nd November 1959.

about Roadchef

The world's
biggest
COSTA
concession

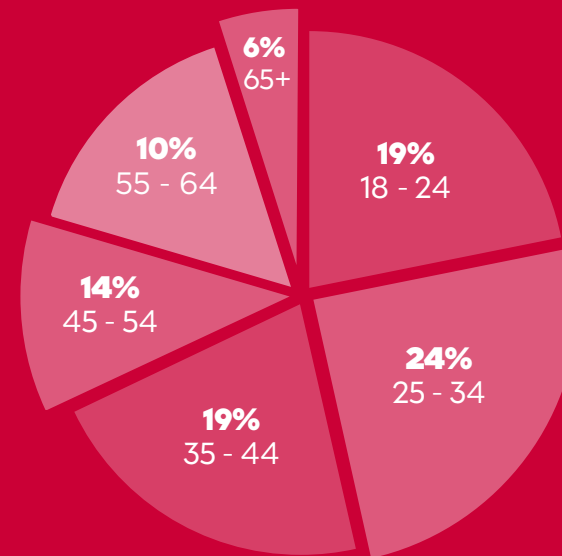
695 Hotel
Rooms



EV charging
points **across**
all sites



98,210 sqft of Catering
40,924 sqft of Retail
14,800 sqft of Grocery



63% male
footfall

37% female
footfall



footfall of
52 million
each year



38.5 million
car turn ins
every year



HGV / Haulier
Overnight Parking
Consistently Full



The **only corporate**
franchise partner for
McDonald's in the UK

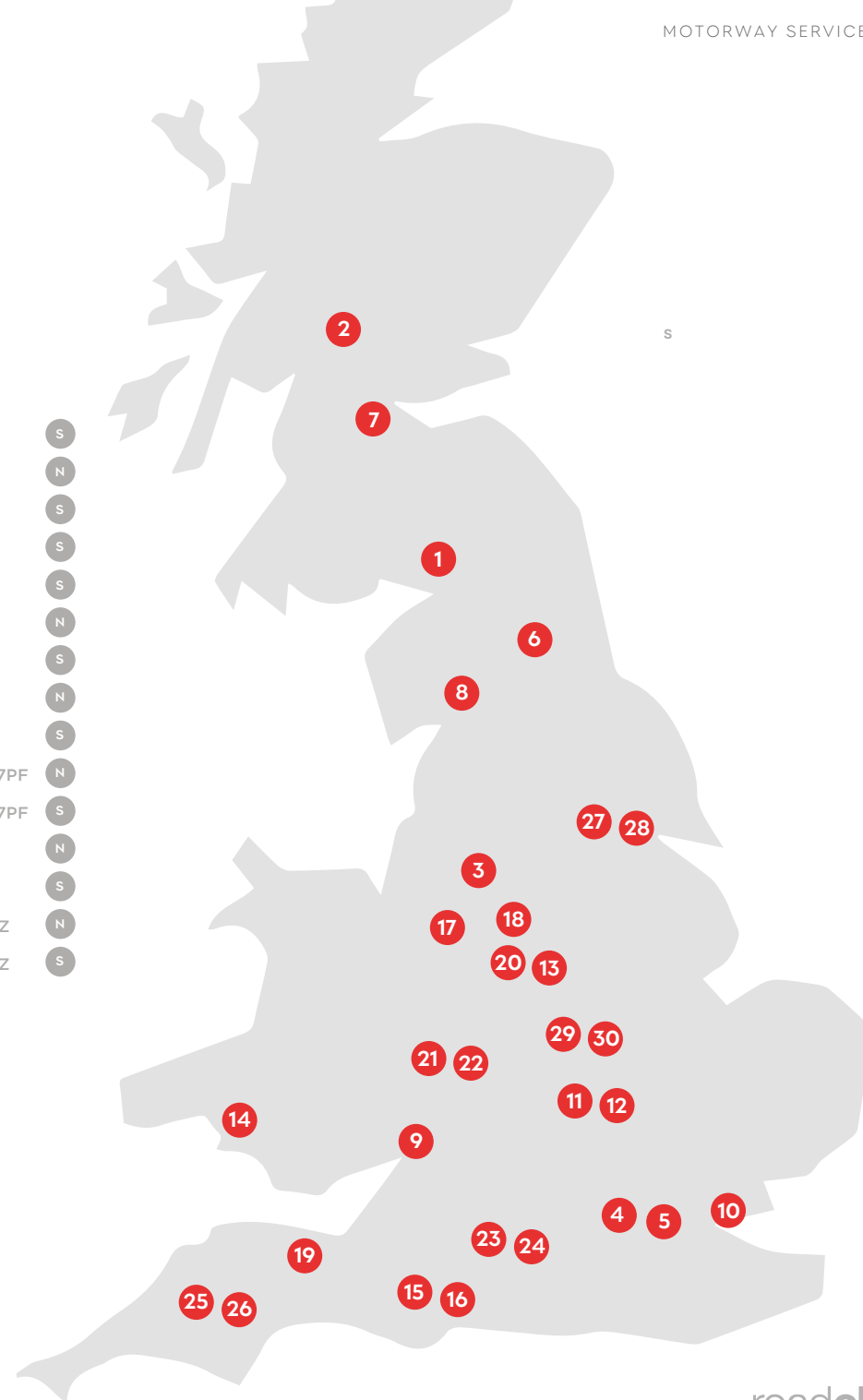
all mapped out

1 Annadale Water A74 (M)(J16) DG11 1HD	N/S	16 Rownhams M27 (J7/8) SO16 8AP	S
2 Bothwell M74 (J4/5) G71 8BG	S	17 Sandbach M6 (J16/17) CW11 2FZ	N
3 Chester M56 (J14) CH2 4QZ	S	18 Sandbach M6 (J16/17) CW11 2FZ	S
4 Clacket Lane M25 (J5/6) TN16 2ER	N	19 Sedgemoor M5 (J21/22) BS26 2UF	S
5 Clacket Lane M25 (J5/6) TN16 2ER	S	20 Stafford M6 (J14/15) ST15 0XE	S
6 Durham A1 (M)(J61/A177) DH6 5NP	N/S	21 Strensham M5 (J7/8) WR8 0BZ	N
7 Hamilton M74 (J6/5) ML3 6JW	N	22 Strensham M5 (J7/8) WR8 0BZ	S
8 Killington Lake M6 (J36/37) LA8 0NW	S	23 Sutton Scotney A34 SO21 3JY	N
9 Magor M4 (J23A) NP26 3YL	N/S	24 Sutton Scotney A34 SO21 3JY	S
10 Maidstone M20 (J8) ME17 1SS	N/S	25 Taunton Deane M5 (J25/26) TA3 7PF	N
11 Northampton M1 (J15A) NN4 9QY	N	26 Taunton Deane M5 (J25/26) TA3 7PF	S
12 Northampton M1 (J15A) NN4 9QY	S	27 Tibshelf M1 (J28/29) DE55 5TZ	N
13 Norton Canes M6 Toll (J6/7) WS11 9UX	N/S	28 Tibshelf M1 (J28/29) DE55 5TZ	S
14 Pont Abraham M6 Toll (J6/7) SA4 0FU	N/S	29 Watford Gaps M1 (J16/17) NN6 7UZ	N
15 Rownhams M27 (J7/8) SO16 8AP	N	30 Watford Gaps M1 (J16/17) NN6 7UZ	S

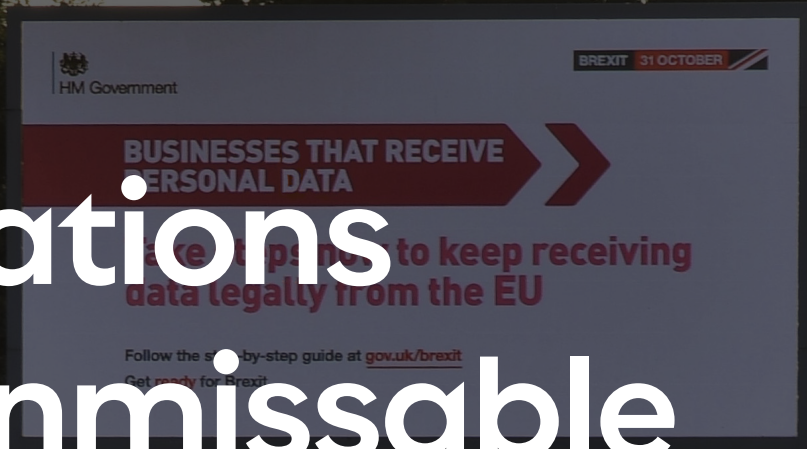
N/S Northbound & Southbound

N Northbound

S Southbound



30 locations featuring unmissable multi-format digital advertising screens



home to big brands

COSTA Drive Thru's prove extremely popular, especially with commuters who may not utilise main building services



UK MOTORWAY SERVICE AREAS

the audience



MSAs deliver core audience groups for advertisers



UK MOTORWAY SERVICE AREAS

the facts

- MSAs are a place to relax and recharge
- Average dwell time is **20 minutes** (based on a 90-minute journey time) and longer if EV charging
- MSAs are home to **major retail** and hospitality brands
- Annual non-fuel spend at MSAs is in excess of **£3 billion**
- An AB audience accounts for **a third of all MSA visitors**
- 57% of families visiting MSAs are ABC1
- MSA visitors have 42% **more household disposable income** than average
- EV owners are **8 times more likely** to visit MSAs
- 80% of MSA visitors consume some form of sports media, compared to 67% in the UK
- Total annual UK motorway journeys: **896,000,000**
- Total annual UK motorway miles driven: **68 billion**



UK MOTORWAY SERVICE AREAS







measuring audiences

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- Routes methodology does not capture the MSA audience accurately
- Route is not effective in measuring leisure journeys, which make up 65% of our audience
- Route fails to capture seasonality and peaks during the key long weekends and school holiday periods
- Route does not factor in the dwell time in excess of 20 minutes
- Elonex is working with Route and various third parties, and funding research to fix these problems in order to provide accurate MSA audience figures and impact delivery









D6 screen specifications

-  **SCREEN SIZE:** 9:16 ratio
-  **DIMENSIONS:** 1080 x 1920 pixels
-  **FILE FORMAT:** JPEG / PNG / MP4
-  **DURATION:** 10 seconds
-  **DISPLAY TYPE:** Digital, full animation
-  **FILE COMPRESSION FORMAT:** .zip



D48 screen specifications

-  **SCREEN SIZE:** 6m x 3.2m
-  **DIMENSIONS:** 720 x 384 pixels
-  **FILE FORMAT:** JPEG / PNG / MP4
-  **DURATION:** 10 seconds
-  **DISPLAY TYPE:** Digital, full animation
-  **FILE COMPRESSION FORMAT:** .zip





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