

Frankfurt  
Christmas Market  
Exclusive Advertising



# Frankfurt Christmas Market Victoria Square Christmas Tree

The focal point of Christmas in Birmingham



6 x digital  
screens



full motion  
creative



54 days festive  
advertising

Victoria Square plays host to the centre of Birmingham's Frankfurt Christmas Market, and features a giant Christmas tree mounted on an incredible structure featuring unmissable Elonex digital advertising screens as its stunning surround.

This location forms the focal point of Christmas in Birmingham, with the 6 Elonex digital screens broadcasting to millions in the run up to Christmas at the heart of the most heavily populated festive visitor area in the City Centre.

- High pedestrian footfall, high dwell times
- 5.5 million visitors to the Frankfurt Christmas Market
- 1 in 8 SOV
- 1<sup>st</sup> November - 24<sup>th</sup> December 2024 (54 days)

£12,000 per 14 days, 6 screens

£30,000 per 52 days, 6 screens

