



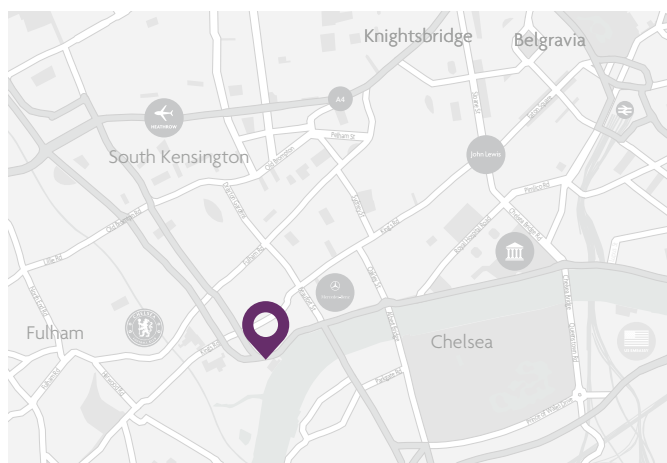
# CHEYNE WALK

## CHELSEA

Located on London's exclusive Cheyne Walk in the Royal Borough of Kensington & Chelsea. This state of the art screen delivers head-on impact & absolute brand stand-out in a slow moving traffic hot spot.

Core target audiences for this iconic screen include a 63% ABC1 business traffic travelling out of Central London, as well as the highly affluent Kensington & Chelsea residential audience. Cheyne Walk also targets travellers en-route to Heathrow via the Cromwell Road delivering over 326,000 impacts every two weeks (with a 37% AB bias).

Property here now attracts considerable (international) attention & is viewed as a "Global Ultra Prime Residential Area". Key attractions include The Kings Road shopping mecca inc. Peter Jones & the Duke of Yorks Square; Sloane Square; Chelsea Harbour Club; Chelsea F.C. at Stamford Bridge and the nearby Fulham; Chelsea Royal Hospital; the Saatchi Gallery and the annual Chelsea Flower Show.



### SPECIFICATION



**SLOT DURATION**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1200 X 288 PIXELS



**FILE FORMAT**  
JPEG



**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND  
DYNAMIC DIGITAL

### DEMOGRAPHICS

FORTNIGHTLY IMPACTS **326,852**

**48/50%**  
MALE/FEMALE  
(INDEX 102)

**37%**  
AB

**63%**  
ABC1

**32%**  
HIGH INCOME  
(INDEX 249)

**27%**  
HIGH-MIDDLE  
INCOME  
(INDEX 112)

**14%**  
EMERGING  
INFLUENCERS  
(INDEX 114)

**24%**  
ASPIRING  
URBANITIES  
(INDEX 155)

**11%**  
MODERN  
FAMILIES  
(INDEX 105)

**17%**  
SYMBOLS OF  
SUCCESS  
(INDEX 215)

### COLOUR MODE

RGB ( true black = RO,GO,BO) - CMYK not accepted.  
It is preferable to use bold and contrasting colours with full shades as they look better on LED displays.  
Large and legible fonts – minimum pixel height for text 5 pixels No gradients

### FILE NAME

Please label file with campaign name and panel name: BRANDNAME\_CHEYNEWALK.file format

### DELIVERY OF ARTWORK

Email Digitalcreative@outdoorplus.co.uk (at least four working days prior to in-charge)

### CONTACT

For all enquires please contact:  
marketing@outdoorplus.co.uk