

## Get 'Impact' for your brand at UK airports

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- ❑ 9 'Next Holiday' displays across Heathrow and Gatwick – 'exclusive' to Take One
- ❑ In new, strategic locations – airside departure lounges, en route to gates
- ❑ People already 'in holiday mode' 'relaxed' and 'open to information'
- ❑ Lots of time to browse – the average dwell time is over 1 hour
- ❑ Also in 31 other locations across Heathrow, Gatwick, Stansted and Manchester
  - Arrivals - baggage halls, near passport control, in walkways from piers and near lounges
  - Landside - viewable by 'meeters and greeters', as well as those travelling



### Technical Information

#### Stand types

- ❑ Large 60-slot
- ❑ Medium 36-slot
- ❑ 'One brand' 24-slot  
(for your own digital & leaflets)

#### 32 inch High Definition LCD TV

- ❑ Full HD quality 1080x1920 pixels
- ❑ MOV files (movie clips)
- ❑ 10 second clips

#### A4 static poster and magazine bin

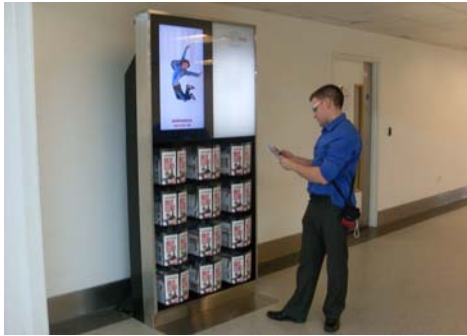
- ❑ Printed 298x210mm

#### Leaflets

- ❑ DL format 99x210mm
- ❑ A5 format 148x210mm



Creating customers for destinations , attractions, theatres and events



'One brand' (36-slot stand)



Heathrow T5

**At airports, over 50% of those taking leaflets go on to visit or intend to visit**

(BDRC Attractions Tracker Research March 2008)



**Key airport stats  
(annual footfall)**

- Heathrow: 67 million
- Gatwick: 34 million
- Stansted: 22 million
- Manchester: 22 million

**Total footfall: Over 145 million**

(Source: [www.takeonemediaairports.co.uk](http://www.takeonemediaairports.co.uk))

**Winner of a Bronze POPAI Award 2010**

These awards recognise excellence in point of sale marketing for the retail and manufacturing industry



**For competitive prices contact our Media Consultants:**

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