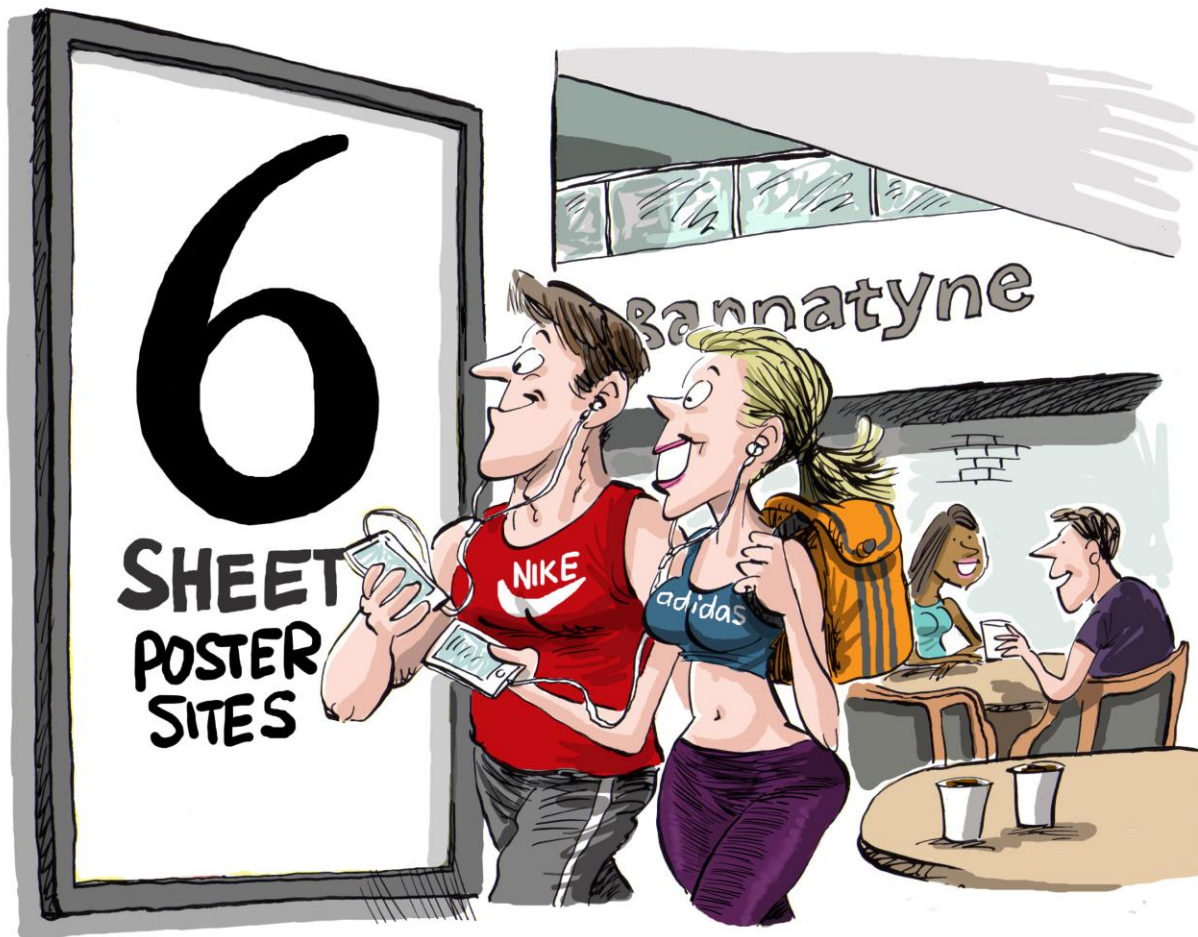


# Bannatyne

Health Club & Spa

## Bannatyne Health Club Large Six Sheet Poster Sites by Positive Media Marketing

*... effective media in the best gyms in the U.K.!*



## **Introduction**

*When deciding where to advertise, please consider our 'effective and affordable' poster sites in the Bannatyne Health clubs for these three reasons;-*

1. We have 'proof' that our media in strategically positioned in high dwell areas works
2. You'll spend less money reaching more people because as a small company we charge less and give you more
3. You can have 'exclusive rights' to help beat your competition

***...you can now reach your target audience with our effective media in the below Health Club network***

## **Bannatyne Health Clubs**

- > Market leading gym provider with Clubs in England, Scotland & Wales
- > State-of-the-art gym equipment, extensive selection of exercise classes & luxurious swimming pools and spa facilities
- > Open 7 days a week/ 364 days a year

## **Media**

- > Traditional Six sheet poster sites (1800 mm x 1200mm)
- > Strategically placed located in entrances, receptions & In-side the gym areas so you can target your audience at key times throughout their visit.
- > Full colour posters displayed at eye level for maximum impact

## **Demographics**

- > Social Class: ABC1 65% (higher than the national average)
- > Average Age: 43 years
- > Gender: Male 51%, Women 49%.
- > Members visit on average three times per week with an average dwell time of 80 minutes.

## **Audience**

- > 60% light tv viewers
  - > 79% heavy internet users
  - > 33% heavy cinema goers
- And
- > 36% more likely to purchase products they've seen advertised
  - > 72% take pride in their homes
  - > 45% enjoy spending evenings at the pub

## Member Reviews



Bannatyne



✔ Verified order

### **From day one, I have been impressed.....**

From day 1 I have been impressed with Bannatyne -Newport. The staff are friendly, approachable and professional. All the facilities are immaculate, including the changing facilities, which are exceptionally clean and tidy. The fitness equipment is top notch and there is a good variety of fitness equipment & classes. The overall atmosphere is a relaxed, positive, friendly place to work-out. The steam room and sauna are superb and really add to the positive well-being experience!!

Bannatyne



✔ Verified order

### **Excellent**

Excellent service at Bannatyne. Changing rooms are clean. The floor isn't soaked. It doesn't smell. The staff are respectful. The machines are clean. It is fully air-conned also.

Bannatyne



✔ Verified order

### **Friendly local gym**

Friendly local gym, always people handy to help. Always clean. Good pool facilities and lots of classes available. The café is good with friendly staff.



## Six Sheet Ad Rate

> £300 per poster/per month plus vat

## Discounted Ad Rates

6 Sheet poster sites	2 Months				4 Months - 25% Discount			
	Monthly unit price	Total*	Month	Week	Monthly unit price	Total*	Month	Week
1	£300	£600	£300	£69	£225	£900	£225	£52
2	£275	£1,100	£550	£127	£206	£1,650	£413	£95
3	£250	£1,500	£750	£173	£188	£2,250	£563	£130

6 Sheet poster sites	6 Months-30% Discount				12 Months-50% Discount			
	Monthly unit price	Total*	Month	Week	Monthly Unit price	Total*	Month	Week
1	£210	£1,260	£210	£48	£150	£1,800	£150	£35
2	£193	£2,310	£385	£89	£138	£3,300	£275	£63
3	£175	£3,150	£525	£121	£125	£4,500	£375	£87

## Installation/Re-posts

> Installation and re-posts are £75 per venue plus vat as posters can be changed during your campaign.  
Price includes campaign photographs and a completion pack.

## Production

> Prints are £30 each plus vat (or you can supply)

## Specification

- > Size: Six Sheet Portrait 1800mm x 1200mm (height by width)
- > Safe copy area: 1760mm x 1160mm (All copy must be bled to the edges)
- > Paper weight: 170gsm (blue backed paper recommended)
- > Quantity: Campaign plus spare(s)
- > Artwork Format: 300 dpi, cmyk in pdf or jpeg (Please provide posters without print trim lines)
- > Delivery: Positive Media Marketing offices, ten working days before the campaign start date

## Important note

> Space is sold per calendar month basis with installs on 1st of the month and is limited by the number of frames, so it is subject to availability.

## Who uses this Media?

- Attractions
- Car Dealers
- Charities
- Cosmetics & Toiletries
- Finance
- Government
- Primary Care Trust
- Private hospitals
- Property
- Retailers
- Travel
- & too many others to list!

## Summary

These poster sites are effective and affordable because they are:-

1. We have 'proof' that our media in strategically positioned in high dwell areas works
2. You'll spend less money reaching more people because as a small company we charge less and give you more
3. You can have 'exclusive rights' to help beat your competition

## Interested?

Mr. Positive, Simon Grant on 07803 850300 or one of his team on:- **Free Phone (0800) 915 4444**

or email [simon.grant@positivemediamarketing.co.uk](mailto:simon.grant@positivemediamarketing.co.uk) [www.gymadvertising.co.uk](http://www.gymadvertising.co.uk)

### Clients we have worked with...



Positive Media Marketing Ltd, Media House, 63B Thorpe Road, Norwich NR1 1UD

Telephone: 01603 394959 [simon.grant@positivemediamarketing.co.uk](mailto:simon.grant@positivemediamarketing.co.uk)

[www.A1postersites.co.uk](http://www.A1postersites.co.uk) [www.washroomadvertising.co.uk](http://www.washroomadvertising.co.uk) [www.gymadvertising.co.uk](http://www.gymadvertising.co.uk)