



“ We saw an amazing response to our advertising, with over 350 visits to our open day, by far the busiest yet ”

Carrie Hall, Communications & Marketing Officer, Policy, Wealden District Council

Call **now!** 01603 394959

MEDIA PACK

Increase your sales with our...

Large poster sites in the
best gyms in the U.K!

In partnership with

Bannatyne
Health Club & Spa



“...the posters are working well with our other marketing activity”

Karen Montague, Marketing Manager for Alban Arena

Call **now!** 01603 394959

Introduction

Established since 1996 and based in Norwich, we are passionate, honest poster advertising experts!

Being a small company, we charge less and give you more!

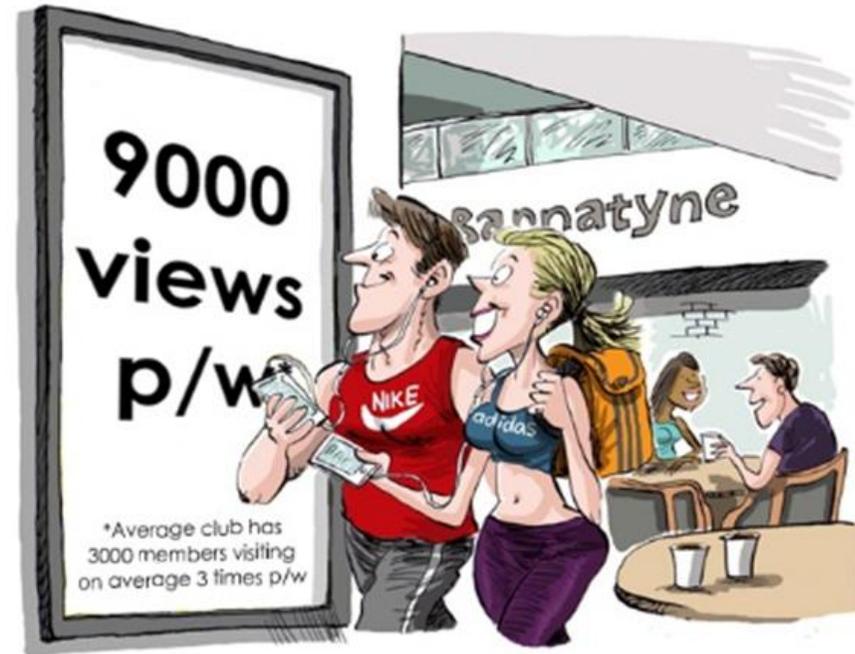
We also give you:-

- 1/ Better returns (R.O.I.):** This is a very POWERFUL WAY to advertise because your message will be repeatedly viewed by members every week ...some go x 7 a week to get best value from their membership fee!
- 2/ Better value:** Fact; our 'cost per thousand' is better than our competition so you get more for your money!
- 3/ Better service:** For proof of how efficient and friendly we are, please see our case studies and testimonial pages on our website gymadvertising.co.uk



Media

- Large format six sheet poster sites (approx. 4ft x 6ft)...*unmissable!*
- Strategically placed located in entrances, receptions & inside the gym ...*repeatedly seen!*
- Full colour posters displayed at eye level ...*maximum impact!*



OUR 'X' FACTOR

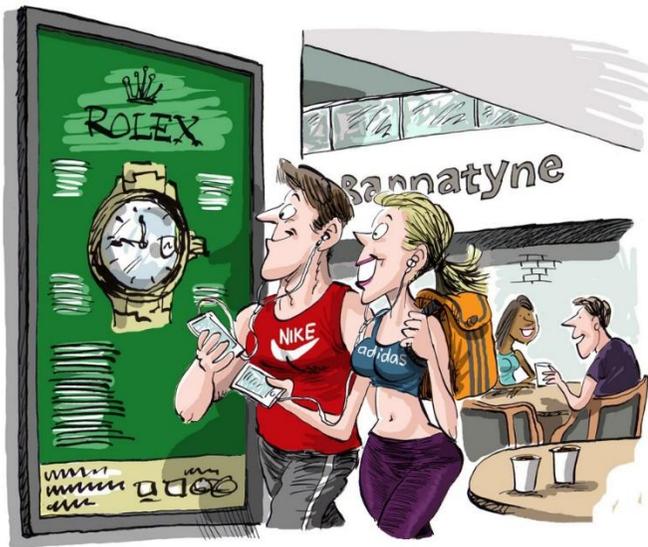
This is a very POWERFUL WAY to advertise because your message will be repeatedly viewed ...*some members go x 7 a week to get best value from their membership fee!*



“ ...poster advertising at Bannatyne Health Club Eastbourne has been great!
Andrew Bradbury, New Car Sales Manager, Eastbourne Audi ”

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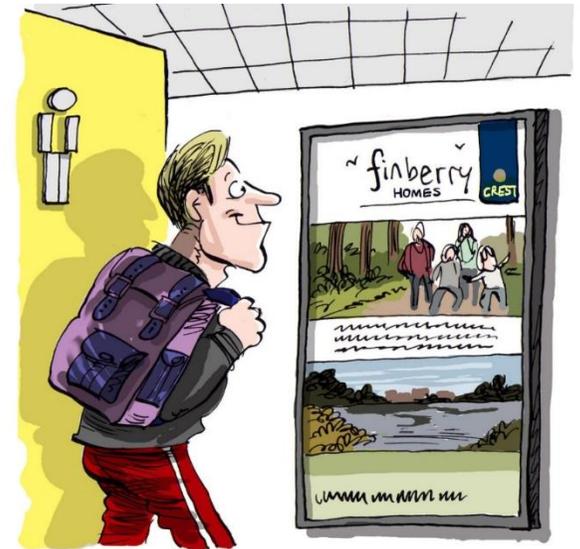
Frame Locations



Reception/Café
...high traffic area!



Inside the gym
...captive spots!



Outside the changing rooms
...for repeated viewing!



“...we are so pleased with the results of the posters”
Mehmet Suavi, Director, Hamilton Chase Estate Agents

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Over 70 Health Club Locations

Bannatyne Health Clubs is the market leading gym provider with over 200,000 plus members and over 70 clubs in the U.K. With State-of-the-art gym equipment, an extensive selection of exercise classes & luxurious swimming pools and spa facilities. Open 7 days a week/364 days a year

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

- Aberdeen
- Ashford
- Ayr
- Banbury
- Barnsley
- Belfast
- Birmingham - Brindleyplace
- Blackpool
- Braintree
- Bristol
- Broadstairs
- Burton on Trent
- Bury St Edmunds
- Cardiff
- Carlisle
- Chafford Hundred
- Charlton House
- Chester-le-Street
- Chingford, London
- Colchester
- Colchester - Kingsford Park
- Cookridge Hall
- Coulby Newham
- Crewe
- Darlington
- Dumfries
- Dunfermline - Fife
- Durham
- Eastbourne
- Edinburgh - City Centre
- Edinburgh - Newcraighall Rd
- Fairfield
- Falkirk
- Folkestone
- Grove Park, London
- Hastings
- Humberston - Grimsby
- Ingleby Barwick
- Inverness
- Leicester
- Livingston - West Lothian
- Lowestoft
- Luton
- Maida Vale, London
- Manchester - Chepstow St
- Manchester - Quay St
- Manchester - Whitworth St
- Mansfield
- Millbank, London
- Milton Keynes
- Newport
- Norwich
- Norwich West
- Orpington
- Perth
- Peterborough
- Rotherham
- Shrewsbury
- Skelmersdale
- Solihull
- Stepps
- Sutton Coldfield
- Tamworth
- Tower 42, London
- Wakefield
- Wellingborough
- Weybridge
- Wildmoor
- Workop
- York





“...very happy with the poster displays”

Chris Wilkie B.A. ACIM, MA Marketing Manager, Mercedes-Benz of Edinburgh and Coldstream

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Bannatyne Gym Membership Demographics



Social Class
ABC1 65%



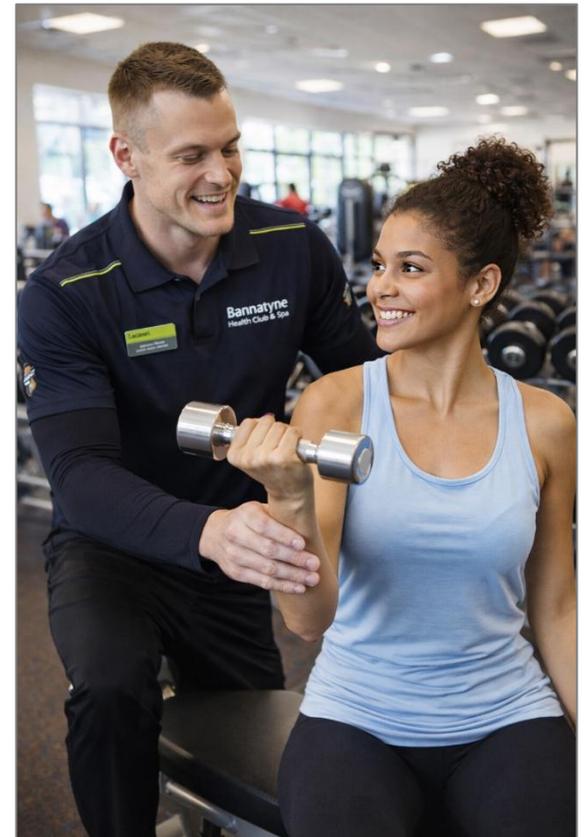
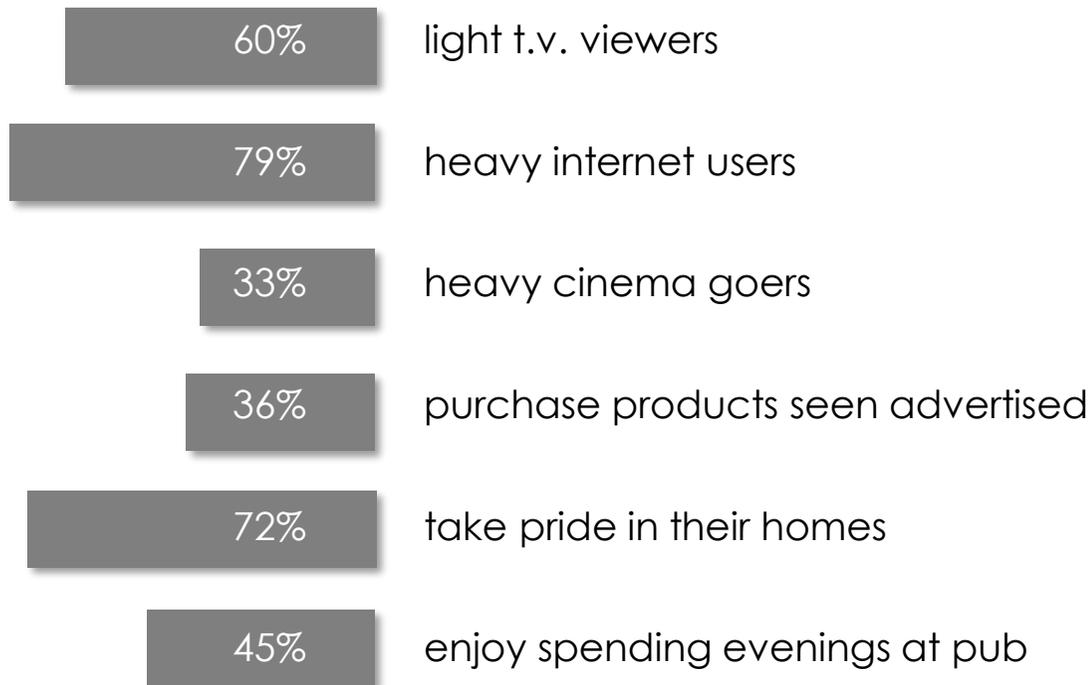
Average Age
43 years



Gender
Male 51%,
Women 49%



Bannatyne Gym Audience





“...planning to keep this as a regular component of our bi-yearly campaigns from now on”
James Dennett, Marketing Manager, Battle Abbey School

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Member Reviews

✔ TRUSTPILOT



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.



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.



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!!



Specification

- Size: Six Sheet Portrait 1200mm x 1800mm (width by height)
- Safe copy area: 1160mm x 1760mm (All copy must be bleed 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





“ ...increasing public awareness of our offering and bringing new customers ”

Dr Adam Nulty BChD MJDF RCS Eng PGCert MSc (Dist.) Implant Dental Surgeon, Dentist On The Rock

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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!



“...they strive to get the best possible return for my clients”
Lauren Gale, Client Services Specialist, Client Services Team, Space & Time

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Interested?



Please call Mr. Positive, Simon Grant on **07803 850300**

simon.grant@positivemediamarketing.co.uk

Positive Media Marketing Limited, Media House, 63 Thorpe Rd, Norwich NR1 1UD

www.gymadvertising.co.uk

The 30-Day Results Promise: If within 30 days of this proven advertising, you believe you haven't increased your sales, awareness or enquiries massively, simply let us know and we will work with you on a new concept and compile new design FREE OF CHARGE.



“Looks great! ..I’ve already had a call from someone that saw it!”
Kiran Chaggar Smith, Home Admissions Advisor

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*Keep your mind positive at all times...
Interpret things in a positive way!*



Positive Media Marketing Limited, Media House, Thorpe Road, Norwich NR1 1UD
www.positivemediamarketing.co.uk

