

3,300,000 Fortnightly Impacts



Double Sided Full Motion Screen

Highest Large Format DOOH Impacts in Reading

64m² of premium HD coverage

Dynamic creative capabilities

Frame ID's	Site No.
2000118664	6058-01
2000118665	6058-02





66

'I am hugely impressed with the new screen in the plaza; it does much to enhance Reading's sense of place.'

Tim Smith MBE – Chief Executive Thames Valley Berkshire Local Enterprise Partnership

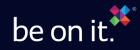






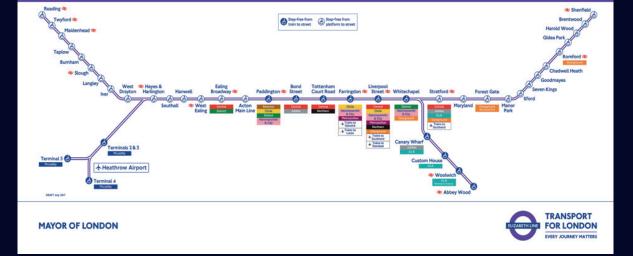
- 5th busiest train station in the UK outside of London, with over 17 million annual entries and exits
- New Elizabeth line opening December 2019 55 minutes to Tottenham Court Road and 44 minutes to Heathrow terminals
- 188 direct trains in to London everyday

- 5 minutes to the M4
- 38 minute drive time to Heathrow
- Rail Air Coach every 20 minutes to Heathrow
- Oracle Shopping Centre annual footfall 13.7 million
- 10th largest town in the UK
- Population 158,184
- Reading has the UK's fastest growing economy









Elizabeth line





Business Headquarters & Offices Located in Reading











Return on Investment Estimated reach 146,579 550,920 fortnightly impacts

	R	71
A	U	U



4th highest UK weekly workplace earnings



Businesses in the town include SSE, Gillette, Microsoft & Huawei

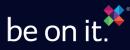


28% of population are graduates

Weekly Pedestrian Data Count

75%

	Full Network AM & PM	AM & PM Commuter	AM Commuter 6am - 10pm	PM Commuter 4pm-8pm	Consumer 10am - 4pm	Entertainer 8pm - Midnight
Mon - Sun	381,480	212,202	85,104	127,098	121,026	48,342
Mon – Fri	78,570	180,090	77,100	102,990	86,700	36,120
Weekends	78,570	32,112	8,004	24,108	34,236	12,222







The screens are fully integrated with dynamic platforms, allowing you to run the following campaigns:



- Weather & Traffic Activation
- Social Media Live Streams Twitter or Instagram
 Web Interface complete control on the text and copy
 which appears on the screens



 Dynamic Text – showing the latest sporting results, statistics or news updates



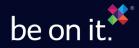
 Interruptive – creative can be changed based on sporting events or any set scenario



- Scheduling



- 24 hour scheduling team Multiple creative rotation







For further information please call: 02380 255 093 or email: team@maxxmedia.co.uk