

Frankfurt Christmas Market  
Exclusive Advertising



# Frankfurt Christmas Market New Street Market Entrance

The gateway to all city centre attractions

-  2 x D48 screens
-  full motion creative
-  54 days festive advertising

Close to Bullring & Grand Central, New Street features a super structure containing a giant, double sided Elonex digital screen as its focal point, to form a main entrance to the world famous Birmingham Frankfurt Christmas Market.

Spanning the width of this pedestrianised area, the structure must be passed when entering the Frankfurt Christmas Market and also to access many key city centre locations from New Street, and makes the giant Elonex digital screens unmissable to millions on their way to work, to shop, to socialise and to enjoy all of Birmingham's festive attractions.

- High pedestrian footfall, high dwell times
- 5.5 million visitors to the Frankfurt Christmas Market
- 1 in 8 SOV
- 1<sup>st</sup> November - 24<sup>th</sup> December 2024 (54 days)

**£3,800** per 14 days, per screen

**£9,500** per 52 days, per screen

