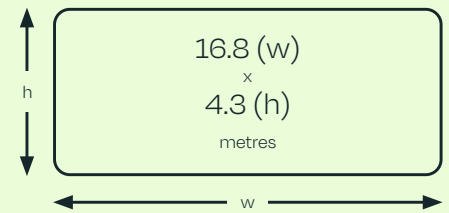




# Trafford Centre

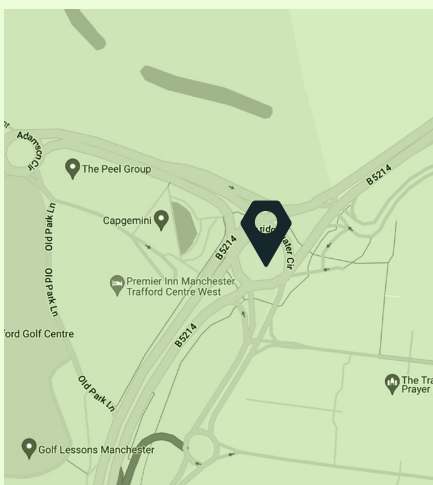
(Landscape)

## Dimensions



## Location

M41 7HA



## Summary

The Trafford Centre welcomes 30 million visitors annually, with a 9.3 million catchment population and 10% of the UK total population living within a 45 minute drive. Our Landscape screens offer brands the opportunity to reach a large number of shoppers to the mall each day.

## Audience

<b>Frame ID</b> 2000202600 / 2000202601	<b>Environment</b> Roadside
<b>Impacts (2 Weeks)</b> 138,750 / 254,450	<b>ABC1</b> 66%
<b>Visits (2 weeks)</b> 1,153,846	<b>Male/Female</b> 49/51

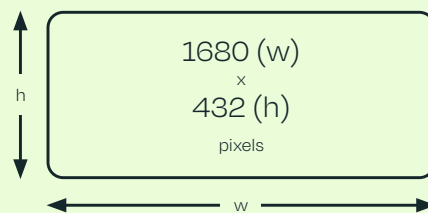
# Trafford Centre (Landscape)

## Digital Production Specifications

### Applicable Format



### Dimensions



(35.9 aspect ratio)

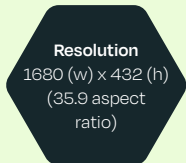
### Delivery and Production

**Email:** [campaigns@openmedia.uk.com](mailto:campaigns@openmedia.uk.com)

**Phone:** 0151 372 0217

- Files under 10MB can be emailed directly.
- Files over 10MB should be WeTransferred.

### Format for Digital static



### File Naming

- The two files should begin with client name and end with the abbreviated site name, 'TRAL'.
- Use only letters and numbers, no punctuation.