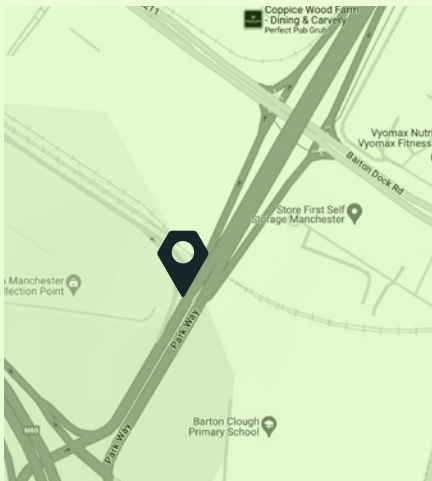




Trafford Centre (D48)

Location

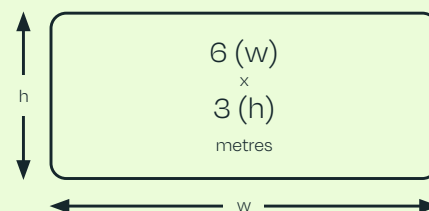
M41 7BQ



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 D48 screen offers brands the opportunity to reach a large number of shoppers to the mall each day, targeting an ABC1 percentage of 66 and male and female demographics of 49% & 51%

Dimensions



Audience



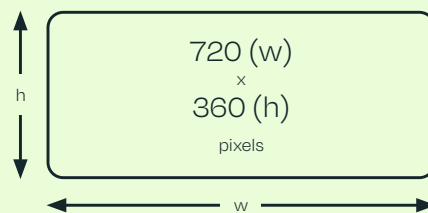
Trafford Centre (D48)

Digital Production Specifications

Applicable Format



Dimensions



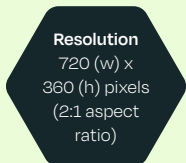
Delivery and Production

Email: 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

- All files should begin with client name and end with the abbreviated site name, **'TRAD'**
- Use only letters and numbers, no punctuation.