



go **big**, go out of home

Own the moment with Open Banners

With 10 banner sites strategically positioned in iconic locations, near to some of the UK's biggest sports venues such as Anfield and Wembley Stadium, Open Media's banner network offers brands the perfect opportunity to connect with passionate sports audiences and more. Open Banners present the chance for your brand to be seen, be understood, and be part of the fan journey.

Presenting eye-catching designs that go beyond the conventional, our banners are crafted to leave a lasting impression. Tailored for maximum impact, our Banners ensure your brand dominates the landscape, during key events and moments. Whether during the match day build-up or wider cultural events, this network guarantees brands full domination, without competition for space.

This is the opportunity you can't miss. Go big, go out of home, go Open Banners.

10
Banners

3
Cities



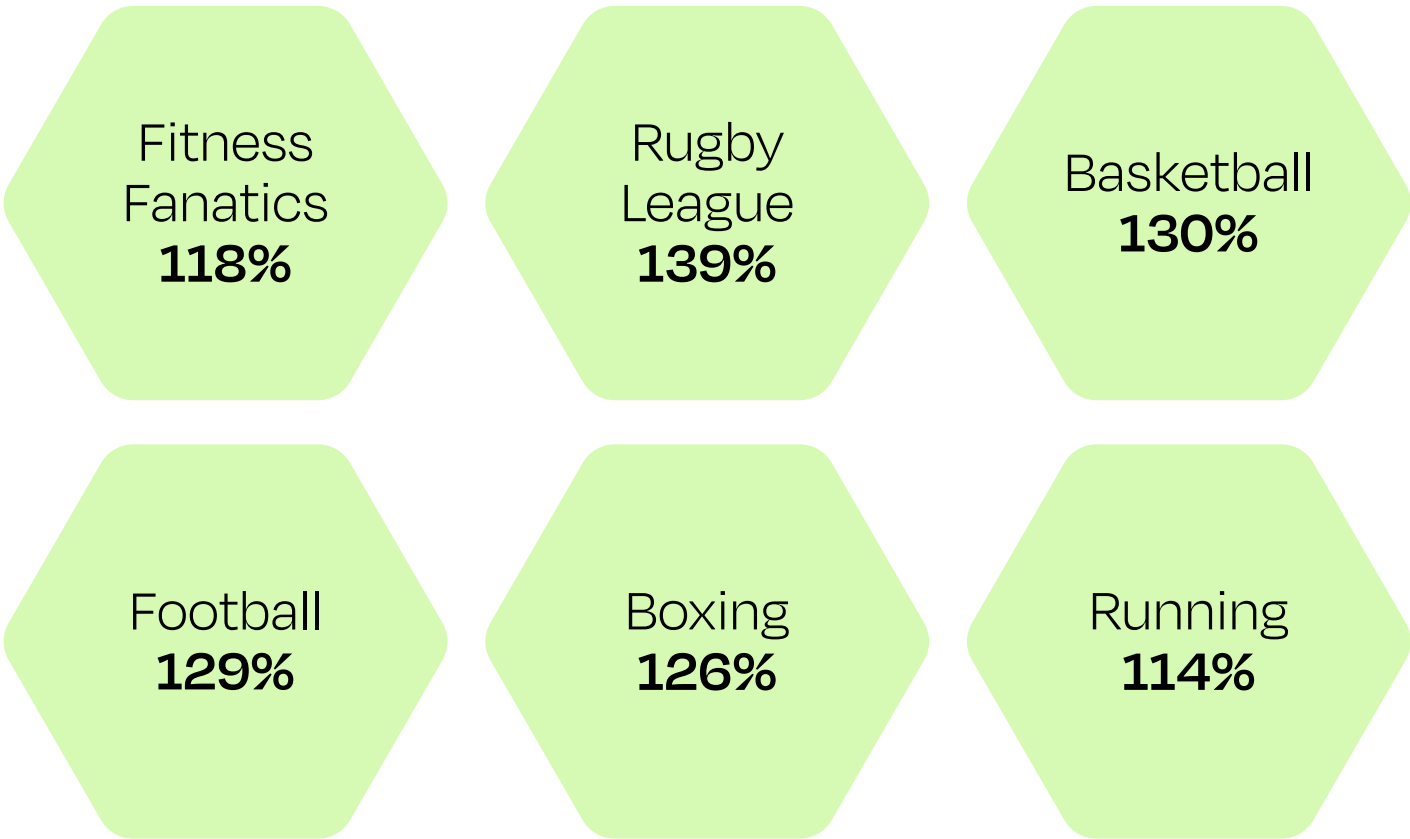
Manchester

Hotel Football M16 OSZ

The Hotel Football banner offers a unique opportunity for brands to dominate the entire facade of the building, with a spectacular vinyl banner. A true show-stopper, this is a perfect way to reach the 75,000 fans attending Old Trafford on match days, as well as vehicular traffic from the busy road situated just outside the hotel.

Tap into a rich sports and fitness-loving audience with our Hotel Football banner, to reach an audience unmet by other Manchester-based sites.

Audiences & Interests/Statistics



Source: Starcount



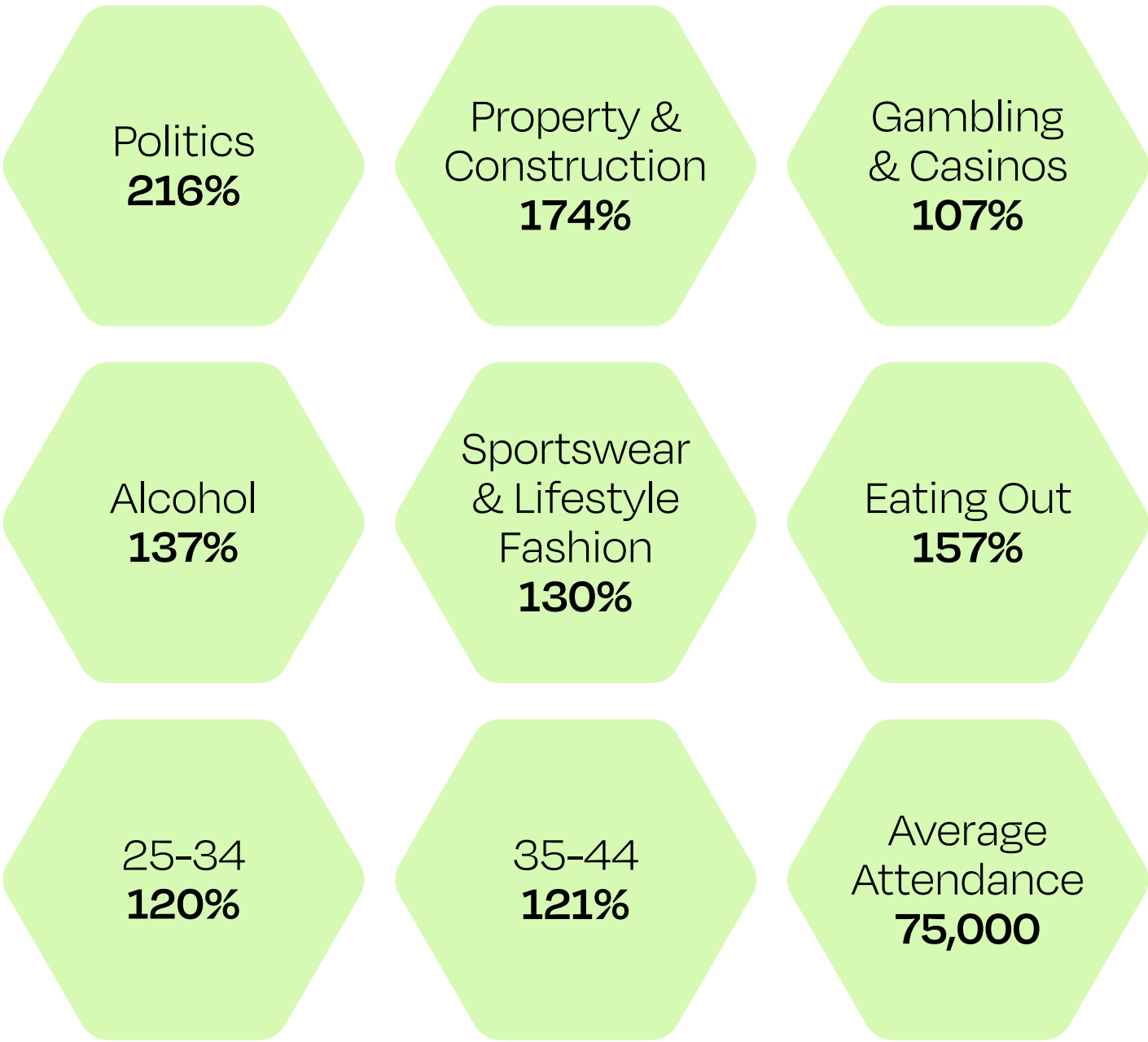
Manchester

Hotel Football M16 OSZ

With our Hotel Football banner site, brands can target a 25-44, millennial audience, likely attending football matches, interested in gambling, alcohol and eating out at restaurants.

As well as a keen sports and fitness audience, this site benefits from many other key audiences for advertisers including:

Audiences & Interests/Statistics



Source: Starcount

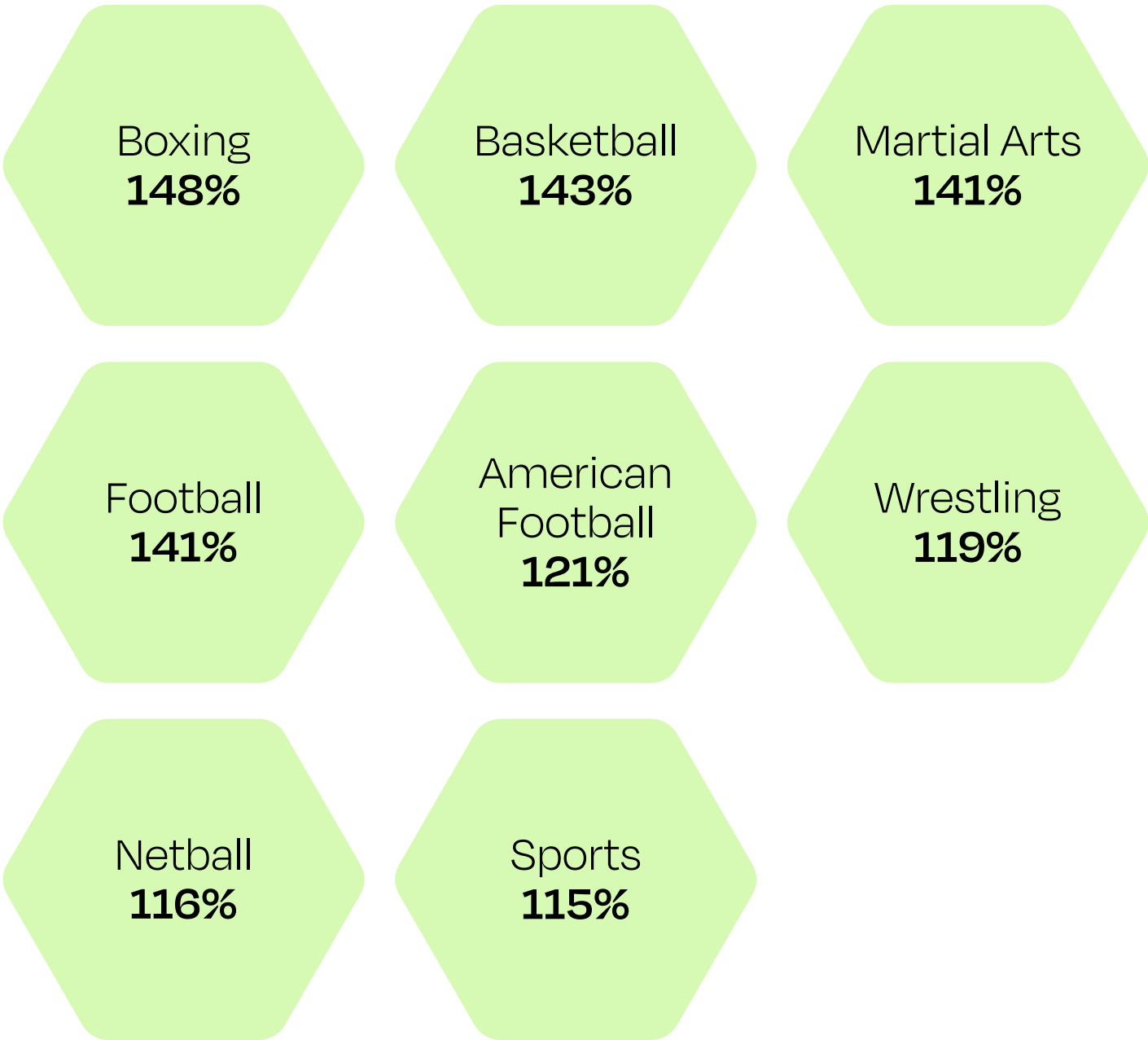


Liverpool BOXPARK L8 5XJ

BOXPARK Liverpool is their first site outside of London. This food, drink and entertainment destination is situated in the buzzing creative area, the Baltic Triangle. Comprising **four internal banners** as well as **two external banners**, our BOPARK Liverpool banner offering presents brands with the potential to dominate the entire space, from the outside in.

Our BOPARK Liverpool banners provide the only sport venue banner opportunity within Liverpool city centre, guaranteed to target sports and fitness lovers as well as the following audiences:

Audiences & Interests/Statistics



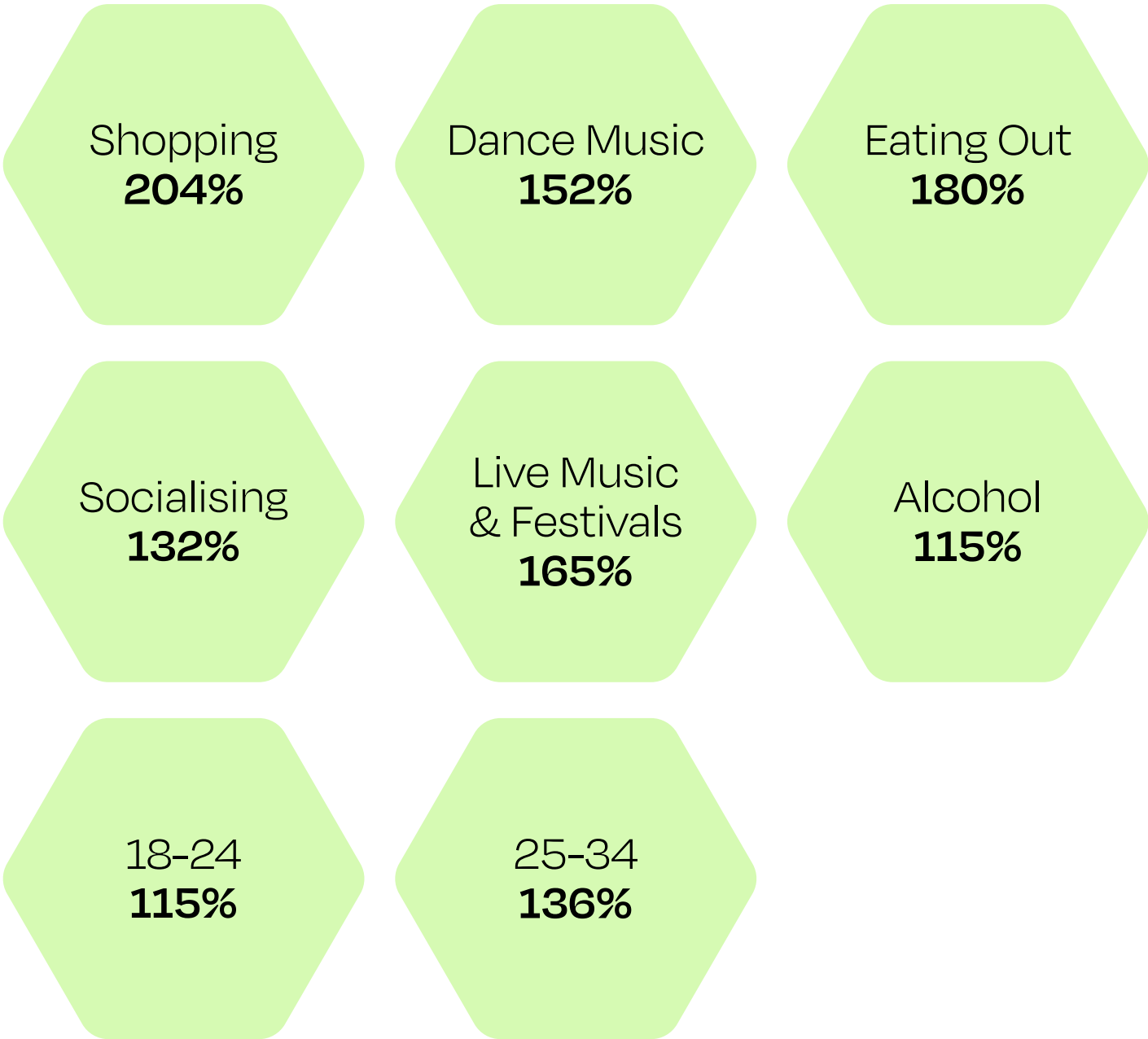
Source: Starcount



Liverpool BOXPARK L8 5XJ

BOXPARK Liverpool allows brands to also target young audiences who are social, love eating out and watching live music/events and enjoy listening to music.

Audiences & Interests/Statistics



Source: Starcount

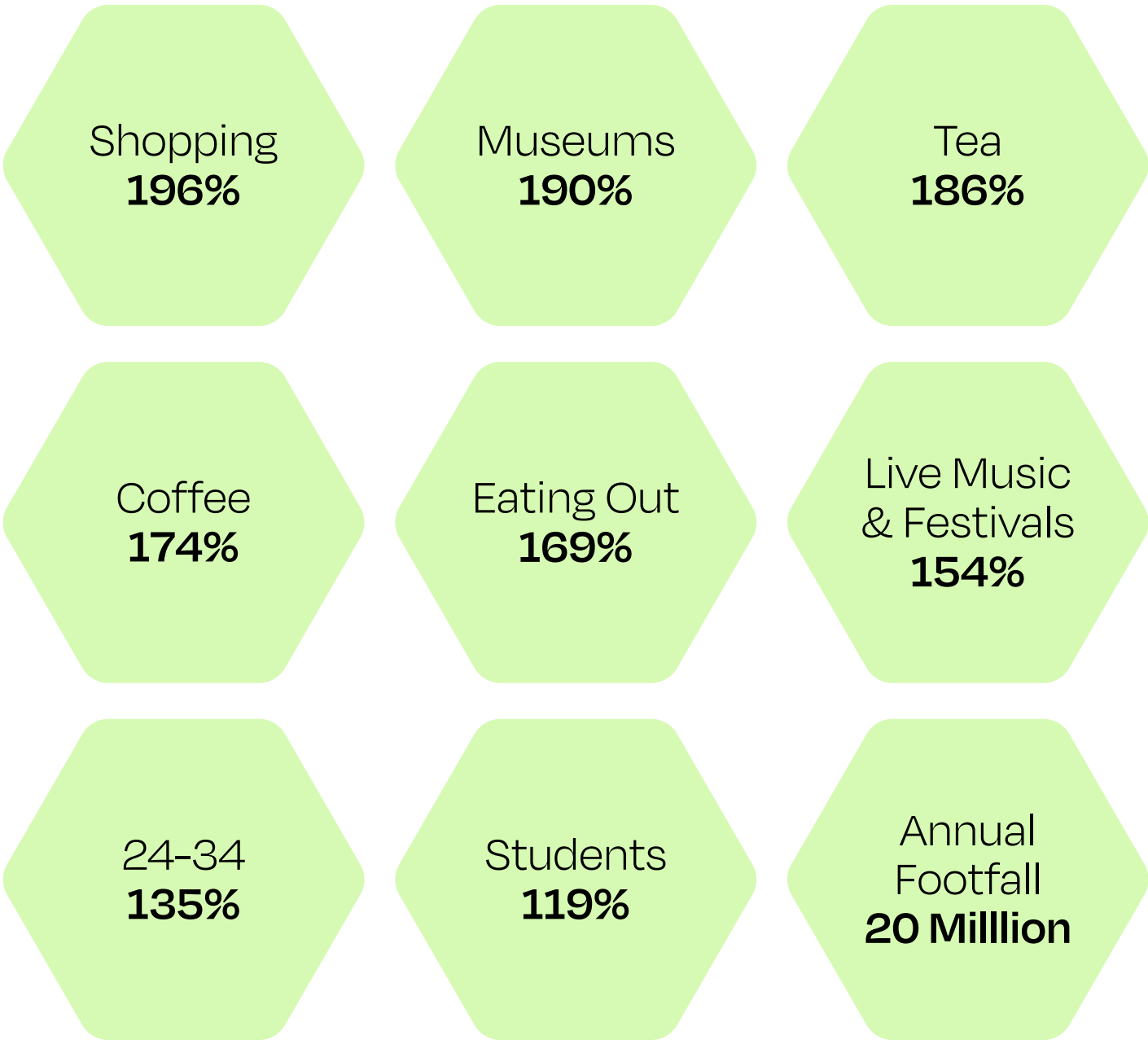


Liverpool ABC Cinema L1 1JQ

Located directly opposite Liverpool Lime Street Station which boasts 16 million visits annually, our ABC site benefits from varied audiences travelling to and from Liverpool. This centrally-situated site lives on one of Liverpool's busiest streets and benefits from long dwell times due to traffic lights and taxi ranks.

Being one of the most impressive banner opportunities in Liverpool, ABC Cinema targets a wide range of audiences including:

Audiences & Interests/Statistics



Source: Starcount



Dimensions: 21.95m x 8.5m

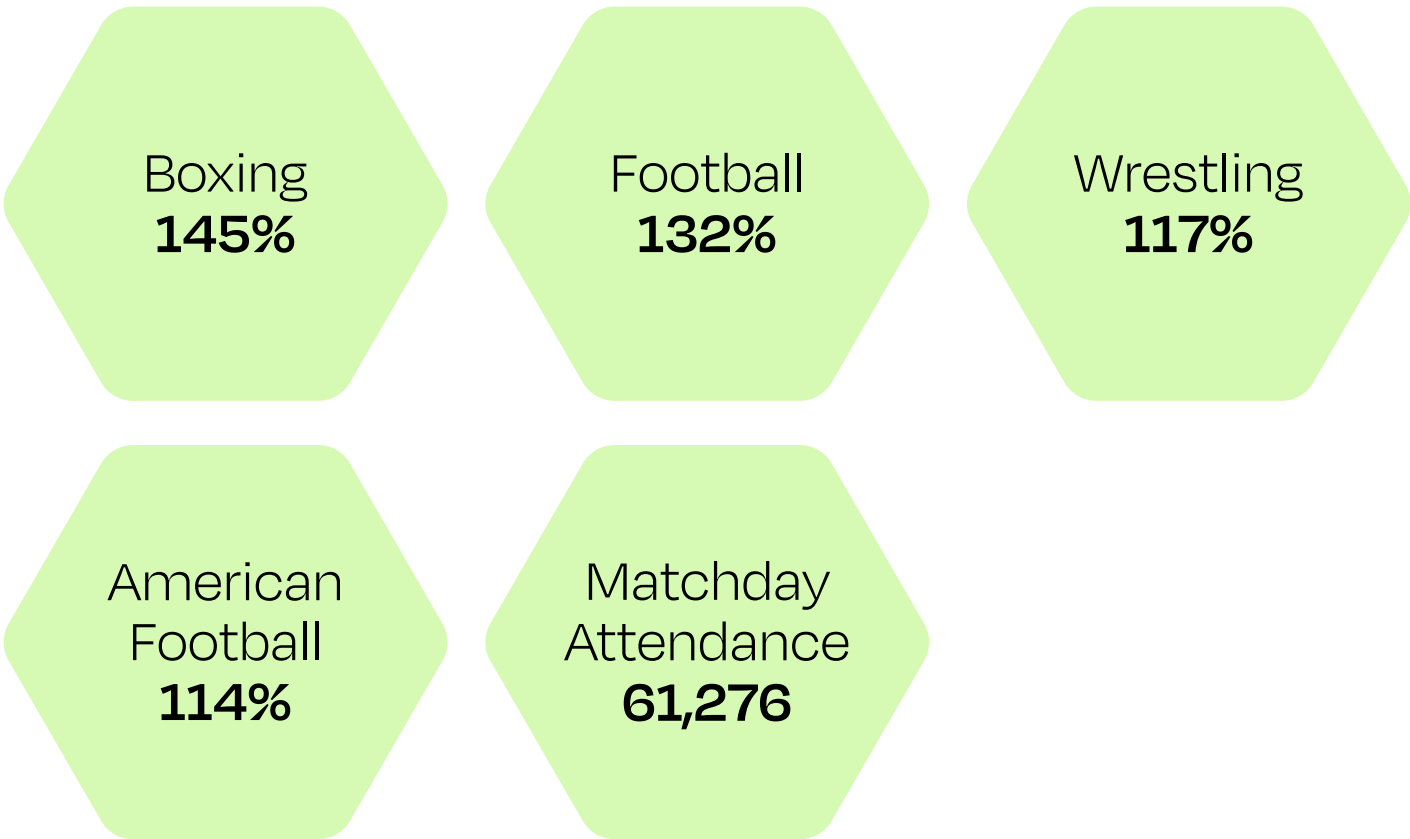


Liverpool

Anfield L4 ORQ

Situated on the doorstep of Anfield Stadium, Open Media's Anfield Banner site is the only banner in the area, delivering an amazing opportunity to perfectly target the thousands of sports fans who visit the stadium on game days. The stadium also welcomes a wide range of live music events and music tours, serving as THE destination in Liverpool for some of the world's biggest music tours, including the recent Taylor Swift tour and Dua Lipa's tour next year.

Audiences & Interests/Statistics



Source: Starcount



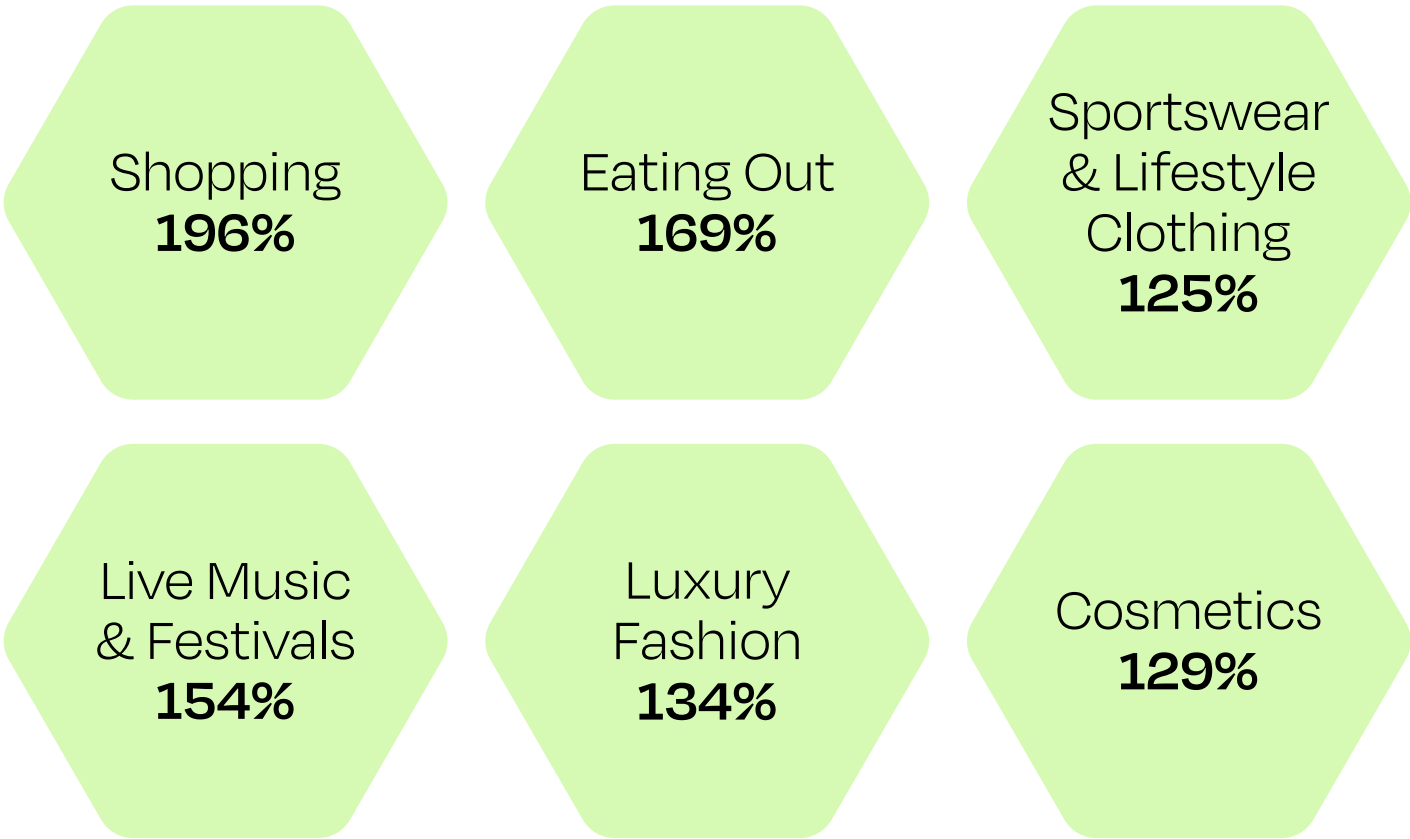
Dimensions: 13m x 4m

Liverpool

Anfield L4 ORQ

Alongside this, our Anfield Banner is a great fit to target outgoing Millennials and Gen Z's, including those who love to take care of themselves and have an interest in luxe clothes and cosmetics.

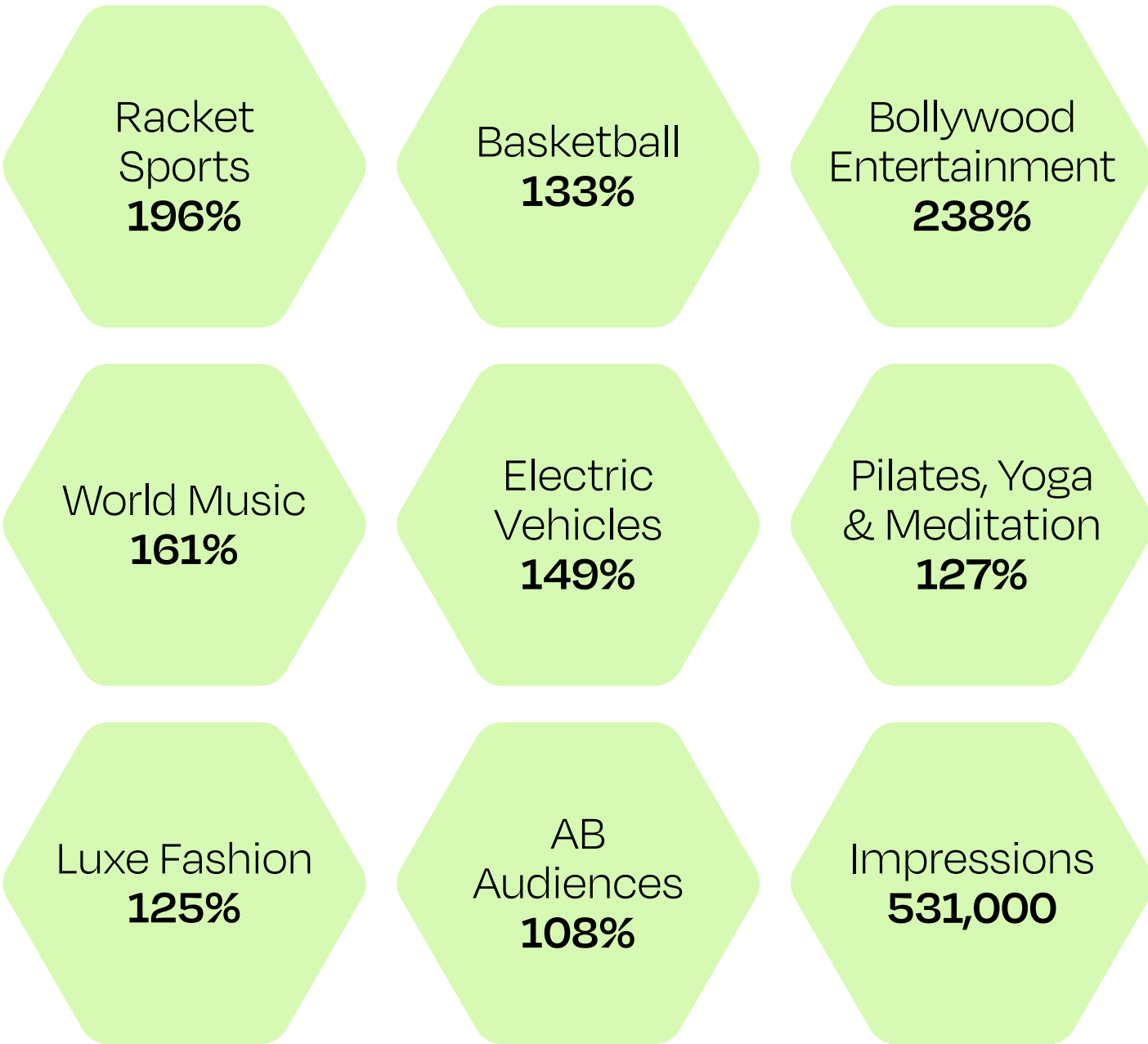
Audiences & Interests/Statistics



London BOXPARK Wembley HA9 OJT

Situated on the doorstep of the iconic Wembley Stadium, our BOXPARK Wembley banner site provides brands with a fantastic 2x banner opportunity that runs parallel to the digital screen. The banners present the perfect addition to our digital screen, offering brands the potential to completely dominate the entire facade. This site is perfect for reaching fans attending events in the nearby vicinity, including those held at Wembley Stadium and the OVO Arena. Next year, Wembley Stadium will play host to some of the year’s most anticipated events, including the Oasis reunion tour and Coldplay’s Wembley Stadium residency.

Audiences & Interests/Statistics



Source: Starcount





Liverpool



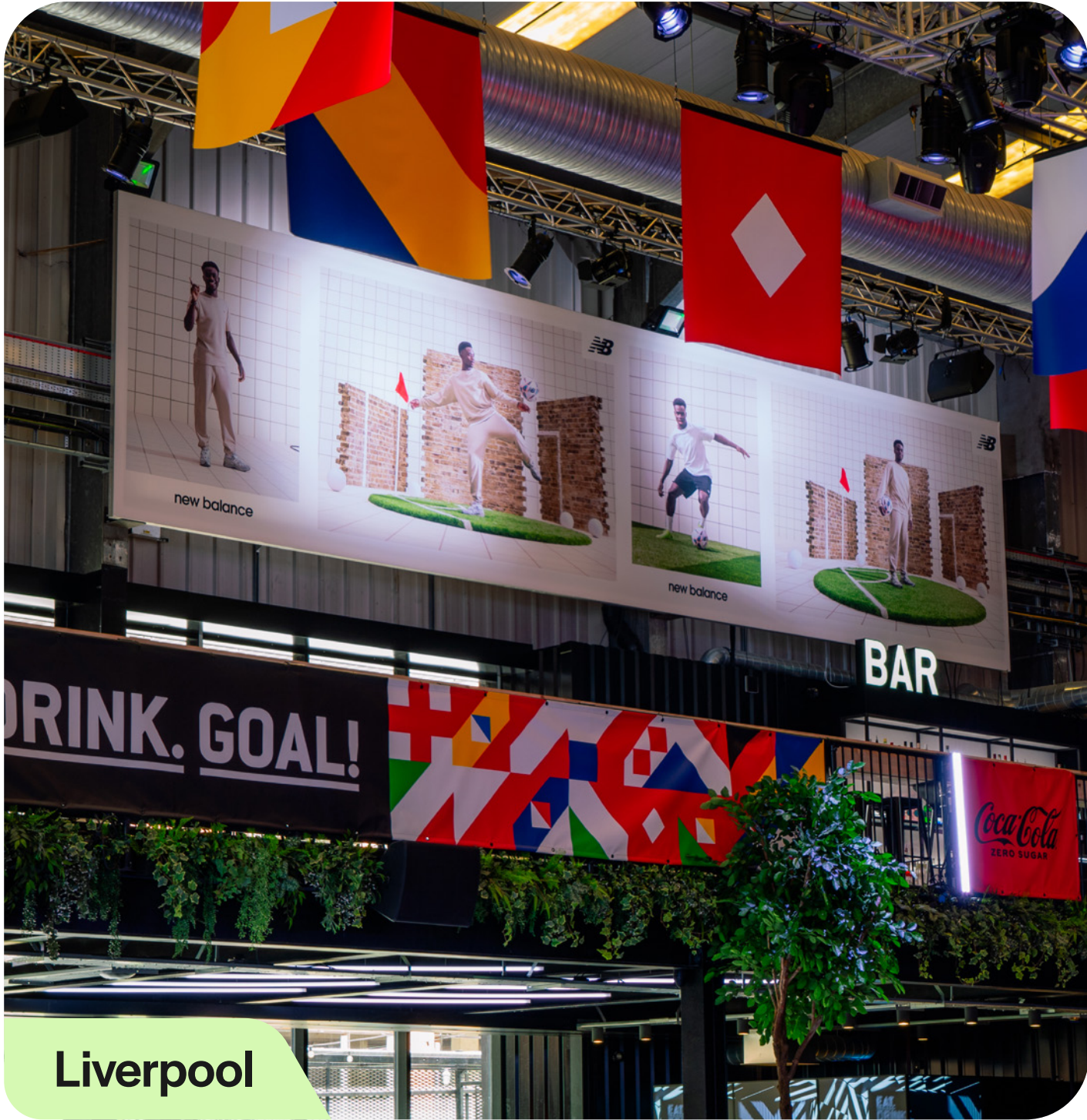
Liverpool



Liverpool



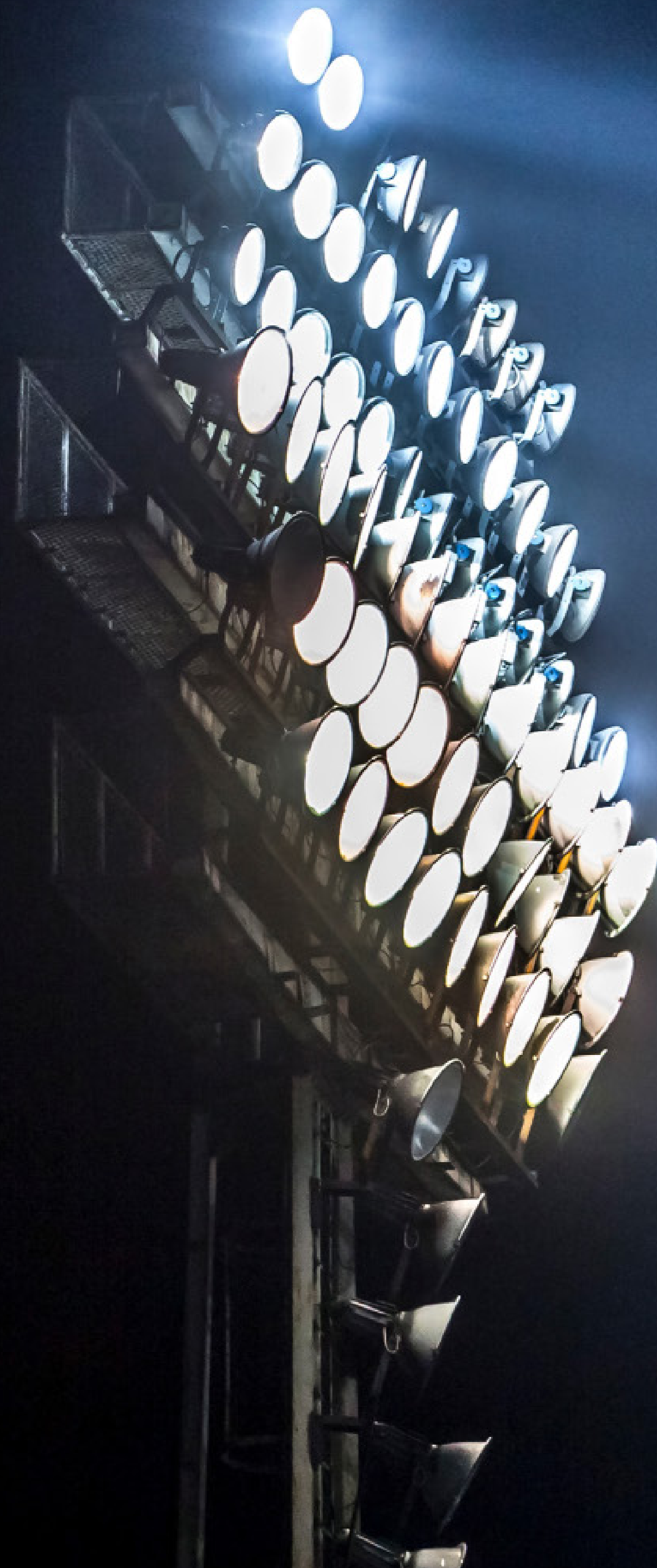
London



Liverpool



Manchester



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Please contact jamie@openmedia.uk.com for more information.

openmedia.uk.com