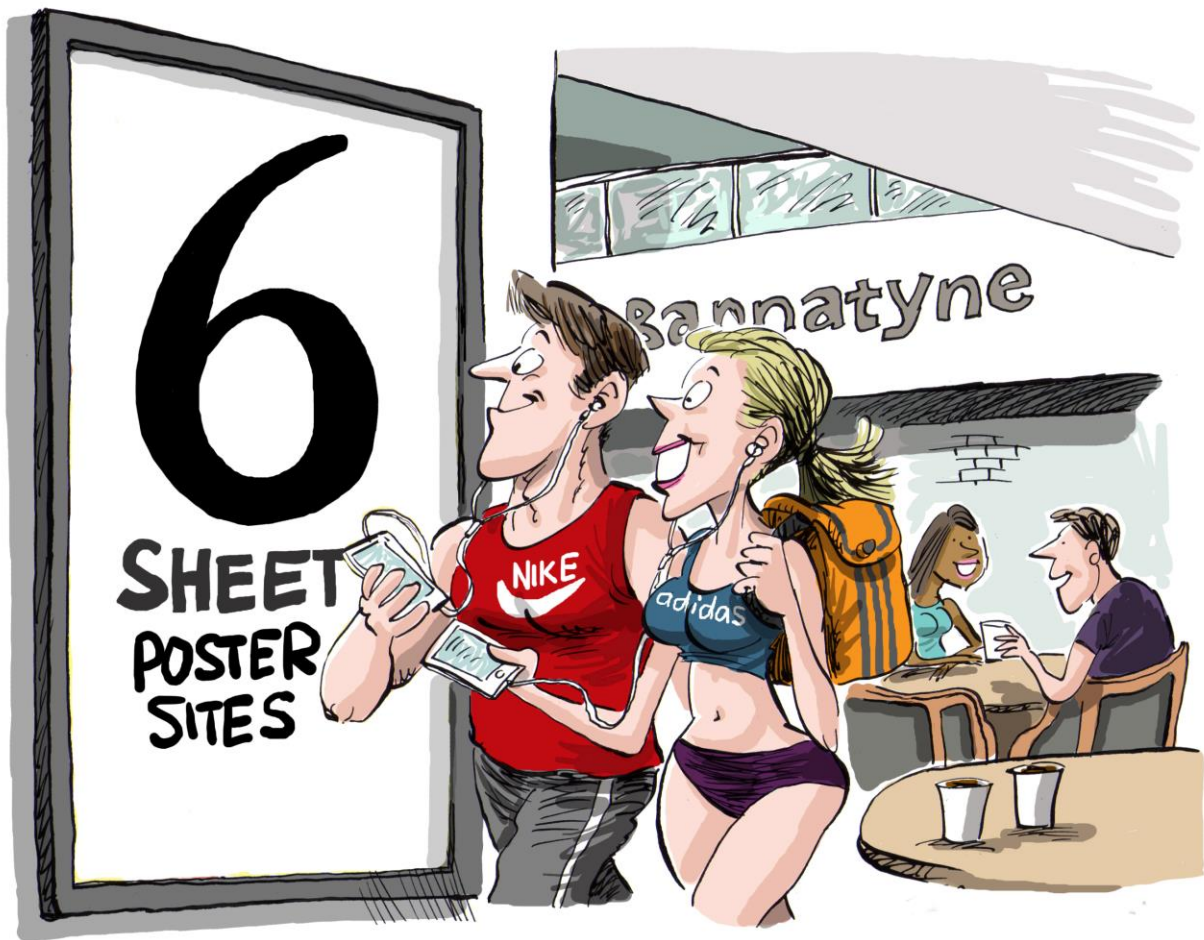


Bannatyne

Health Club & Spa



Bannatyne Health Club Six Sheet Poster Sites by Positive Media Marketing

... effective media in the best gyms in the U.K.!

Introduction

When deciding where to advertise, please consider our 'effective and affordable' poster sites in the Bannatyne Health clubs for these three reasons;-

1. We have 'proof' that our media in strategically positioned in high dwell areas works
2. You'll spend less money reaching more people because as a small company we charge less and give you more
3. You can have 'exclusive rights' to help beat your competition

...you can now reach your target audience with our effective media in the below Health Club network

Bannatyne Health Clubs

- > Market leading gym provider with Clubs from Aberdeen to York
- > State-of-the-art gym equipment, extensive selection of exercise classes & luxurious swimming pools and spa facilities
- > Open 7 days a week/ 364 days a year

Media

- > Traditional Six sheet poster sites (1800 mm x 1200mm)
- > Strategically placed located in entrances, receptions & In-side the gym areas so you can target your audience at key times throughout their visit.
- > Full colour posters displayed at eye level for maximum impact

Demographics

- > Social Class: ABC1 65% (higher than the national average)
- > Average Age: 43 years
- > Gender: Male 51%, Women 49%. Members visit on average three times per week with an average dwell time of 80 minutes.

Audience

- > 60% light tv viewers
 - > 79% heavy internet users
 - > 33% heavy cinema goers
- And
- > 36% more likely to purchase products they've seen advertised
 - > 72% take pride in their homes
 - > 45% enjoy spending evenings at the pub

Member Reviews



Bannatyne



✔ Verified order

From day one, I have been impressed.....

From day 1 I have been impressed with Bannatyne -Newport. The staff are friendly, approachable and professional. All the facilities are immaculate, including the changing facilities, which are exceptionally clean and tidy. The fitness equipment is top notch and there is a good variety of fitness equipment & classes. The overall atmosphere is a relaxed, positive, friendly place to work-out. The steam room and sauna are superb and really add to the positive well-being experience!!

Bannatyne



✔ Verified order

Excellent

Excellent service at Bannatyne. Changing rooms are clean. The floor isn't soaked. It doesn't smell. The staff are respectful. The machines are clean. It is fully air-conned also.

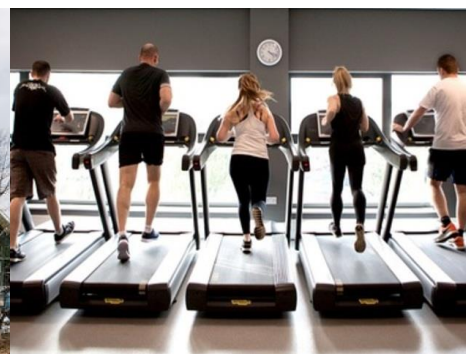
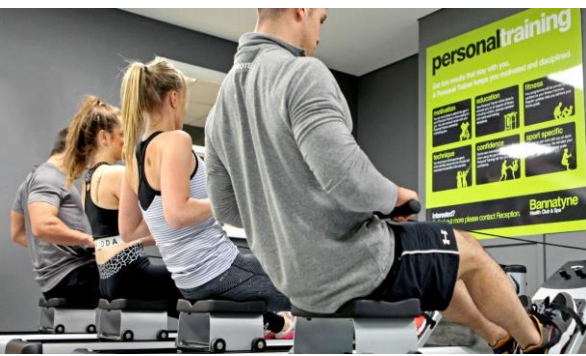
Bannatyne



✔ Verified order

Friendly local gym

Friendly local gym, always people handy to help. Always clean . Good pool facilities and lots of classes available. The café is good with friendly staff.



Rate Card

> We offer price breaks and discounts for longer term campaigns plus special introductory offers, please call or [email me](mailto:simon.grant@positivemediamarketing.co.uk) for details. Space is sold on a two weekly basis (see calendar) and is limited by the number of frames, so it is subject to availability.

Installation

> Installation are £75 per venue plus vat. Price includes campaign photographs and a completion pack.

Production

> Prints are £30 each downwards plus vat (or you can supply)

Specification

- > Size: Six Sheet Portrait 1800 mm (High) x 1200 mm (Wide)
- > Safe Copy Area: 1760mm x 1160mm (All copy must be bled to the edges)
- > Paper weight: 170gsm (recommended) >Quantity: Campaign plus spare(s)
- > Artwork Format: 300 dpi, cmyk in pdf or jpeg (Please provide posters without print trim lines)
- > Delivery: Positive Media Marketing offices, ten working days before the campaign start date

2018 Posting Calendar

January 2018							February 2018							March 2018							April 2018										
N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S
1		1	2	3	4	5	6	5					1	2	3	9					1	2	3	14	1	2	3	4	5	6	7
2	7	8	9	10	11	12	13	6	4	5	6	7	8	9	10	10	4	5	6	7	8	9	10	15	8	9	10	11	12	13	14
3	14	15	16	17	18	19	20	7	11	12	13	14	15	16	17	11	11	12	13	14	15	16	17	16	15	16	17	18	19	20	21
4	21	22	23	24	25	26	27	8	18	19	20	21	22	23	24	12	18	19	20	21	22	23	24	17	22	23	24	25	26	27	28
5	28	29	30	31				9	25	26	27	28				13	25	26	27	28	29	30	31	18	29	30					
May 2018							June 2018							July 2018							August 2018										
N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S
18			1	2	3	4	5	22					1	2	27	1	2	3	4	5	6	7	31			1	2	3	4		
19	6	7	8	9	10	11	12	23	3	4	5	6	7	8	9	28	8	9	10	11	12	13	14	32	5	6	7	8	9	10	11
20	13	14	15	16	17	18	19	24	10	11	12	13	14	15	16	29	15	16	17	18	19	20	21	33	12	13	14	15	16	17	18
21	20	21	22	23	24	25	26	25	17	18	19	20	21	22	23	30	22	23	24	25	26	27	28	34	19	20	21	22	23	24	25
22	27	28	29	30	31			26	24	25	26	27	28	29	30	31	29	30	31					35	26	27	28	29	30	31	
September 2018							October 2018							November 2018							December 2018										
N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S	N°	S	M	T	W	T	F	S
35							1	40		1	2	3	4	5	6	44					1	2	3	48							1
36	2	3	4	5	6	7	8	41	7	8	9	10	11	12	13	45	4	5	6	7	8	9	10	49	2	3	4	5	6	7	8
37	9	10	11	12	13	14	15	42	14	15	16	17	18	19	20	46	11	12	13	14	15	16	17	50	9	10	11	12	13	14	15
38	16	17	18	19	20	21	22	43	21	22	23	24	25	26	27	47	18	19	20	21	22	23	24	51	16	17	18	19	20	21	22
39	23	24	25	26	27	28	29	44	28	29	30	31				48	25	26	27	28	29	30	52	23	24	25	26	27	28	29	
40	30																							1	30	31					

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Clients we have worked with...



Who uses this Media?

- Attractions
- Car Dealers
- Charities
- Cosmetics & Toiletries
- Finance
- Government
- Primary Care Trust
- Private hospitals
- Property
- Retailers
- Travel
- & too many others to list!

Summary

These poster sites are effective and affordable because they are:-

1. We have 'proof' that our media in strategically positioned in high dwell areas works
2. You'll spend less money reaching more people because as a small company we charge less and give you more
3. You can have 'exclusive rights' to help beat your competition

Interested?

Mr. Positive, Simon Grant on 07803 850300 or one of his team on:- **Free Phone (0800) 915 4444**
or email simon.grant@positivemediamarketing.co.uk
www.positivemediamarketing.co.uk/