positive media marketing

"We saw an amazing response to our advertising, with over 350 visits to our open day, by far the busiest yet"

Carrie Hall, Communications & Marketing Officer, Policy, Wealden District Council

Call **now!** 01603 394959

MEDIA PACK

Increase your sales with our...

Large poster sites in the best gyms in the U.K!

In partnership with

Bannatyne Health Club & Spa

positive media marketing

"...the posters are working well with our other marketing activity"

Karen Montague, Marketing Manager for Alban Arena

Call **now!** 01603 394959

Introduction

Established since 1996 and based in Norwich, we are passionate, honest poster advertising experts!

Being a small company, we charge less and give you more!

We also give you;-

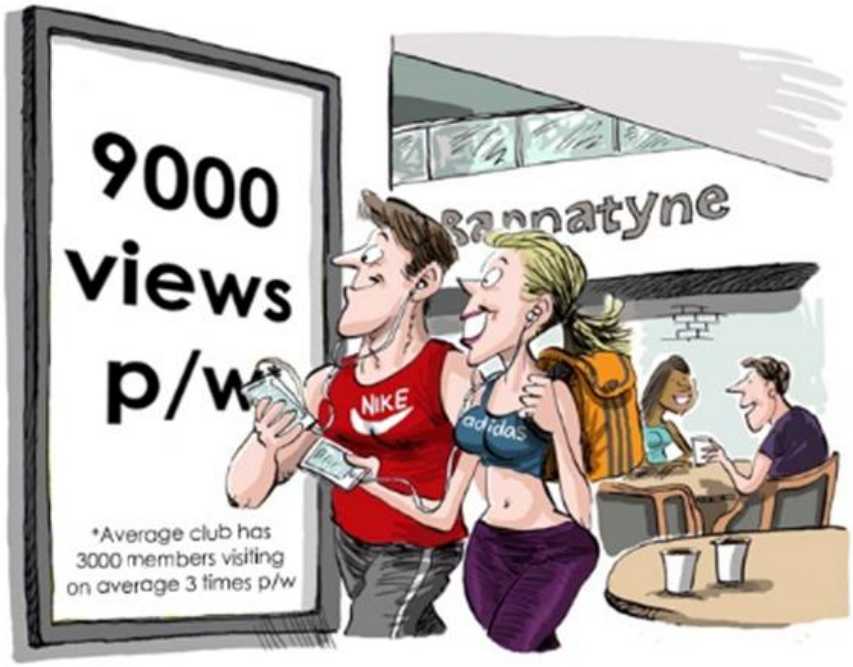
1/ **Better returns (R.O.I.):** This is a very POWERFUL WAY to advertise because your message will be repeatedly viewed by members every week ...*some go x 7 a week to get best value from their membership fee!*

2/ **Better value**: Fact; our 'cost per thousand' is better than our competition so you get more for your money!

3/ **Better service**: For proof of how efficient and friendly we are, *please see our case studies and testimonial pages on our website gymadvertising.co.uk*

Media

- Large format six sheet poster sites (approx. 4ft x 6ft)…*unmissable!*
- Strategically placed located in entrances, receptions & inside the gym …*repeatedly seen!*
- Full colour posters displayed at eye level …*maximum impact!*



OUR 'X' FACTOR

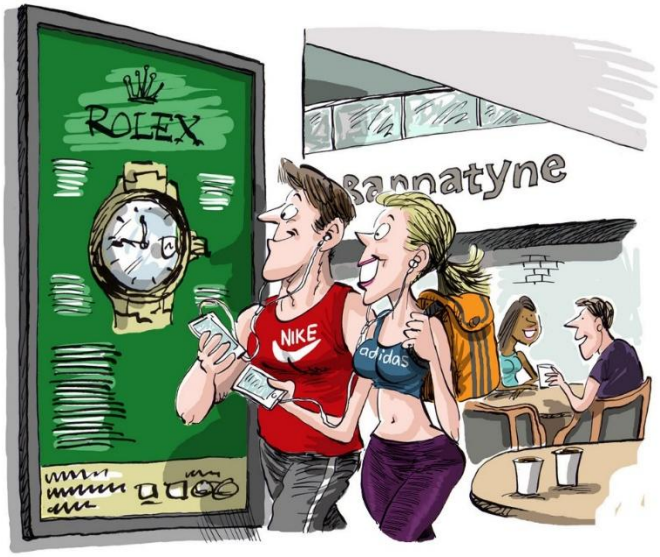
This is a very <u>POWERFUL WAY</u> to advertise because your message will be repeatedly viewed …*some members go x 7 a week to get best value from their membership fee!*

positive media marketing

“ ...poster advertising at Bannatyne Health Club Eastbourne has been great! ”
Andrew Bradbury, New Car Sales Manager, Eastbourne Audi

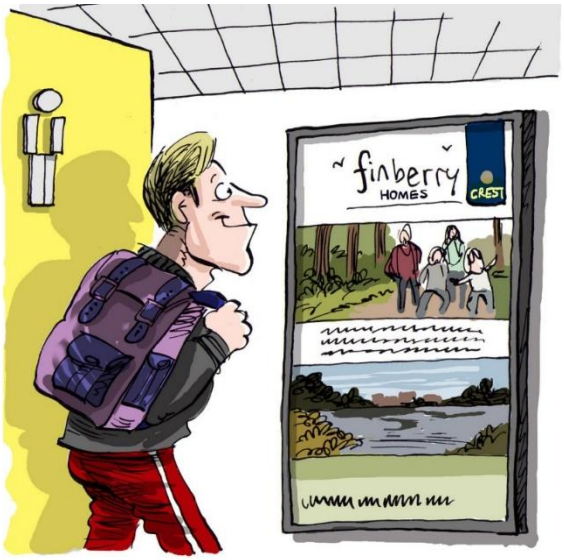
Call **now!** 01603 394959

Frame Locations



Reception/Café
...high traffic area!

Inside the gym
...captive spots!



Outside the changing rooms
...for repeated viewing!

positive media marketing

"...we are so pleased with the results of the posters"
Mehmet Suavi, Director, Hamilton Chase Estate Agents

Call **now!** 01603 394959

Health Club Locations

Bannatyne Health Clubs is the market leading gym provider with over 200,000 plus members and over 65 clubs in the U.K. With State-of-the-art gym equipment, an extensive selection of exercise classes & luxurious swimming pools and spa facilities. Open 7 days a week/364 days a year

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

- Aberdeen
- Ashford
- Ayr
- Banbury
- Barnsley
- Beechdown Park, Basingstoke
- Belfast
- Birmingham - Brindleyplace
- Blackpool
- Braintree
- Bristol
- Broadstairs
- Broadstairs Just Fitness
- Burton on Trent
- Bury St Edmunds
- Cardiff
- Carlisle
- Chafford Hundred
- Chester-le-Street
- Chingford, London
- Colchester
- Colchester - Kingsford Park
- Cookridge Hall
- Coulby Newham
- Crewe
- Darlington
- Dumfries
- Dunfermline - Fife
- Durham
- Eastbourne
- Edinburgh - City Centre
- Edinburgh - Newcraighall Rd
- Fairfield
- Falkirk
- Folkestone
- Grove Park, London
- Hastings
- Humberston - Grimsby
- Ingleby Barwick
- Inverness
- Leeds, Cardigan Fields
- Leicester
- Livingston - West Lothian
- Lowestoft
- Luton
- Maida Vale, London
- Mansfield
- Milton Keynes
- Newport
- Norwich
- Norwich West
- Orpington
- Perth
- Peterborough
- Rotherham
- Shrewsbury
- Skelmersdale
- Solihull
- Stepps
- Sutton Coldfield
- Tamworth
- Wakefield
- Wellingborough
- Weybridge
- Wildmoor
- Worksop
- York

positive media marketing

"...very happy with the poster displays"

Chris Wilkie B.A. ACIM, MA Marketing Manager, Mercedes-Benz of Edinburgh and Coldstream

Call **now!** 01603 394959

Bannatyne Gym Membership Demographics

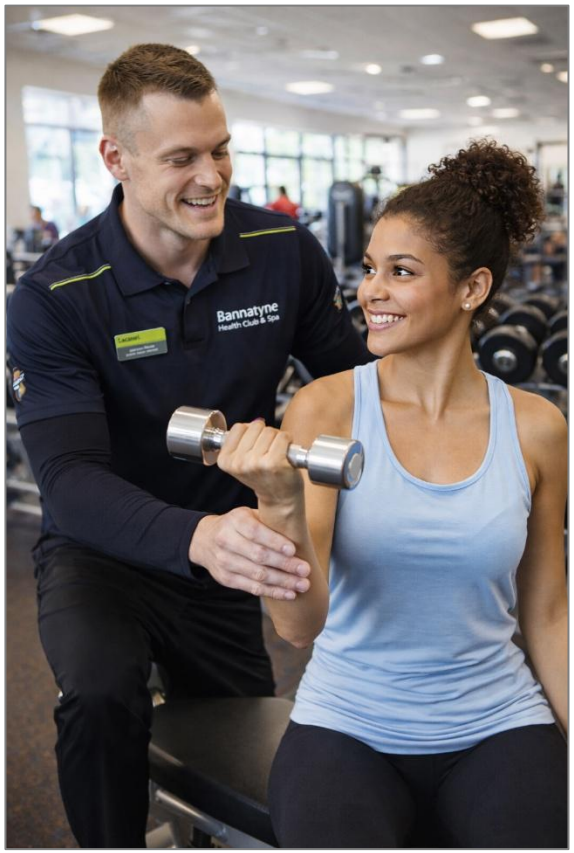
Social Class
ABC1 65%

Average Age
43 years

Gender
Male 51%,
Women 49%

Bannatyne Gym Audience

60%	light t.v. viewers
79%	heavy internet users
33%	heavy cinema goers
36%	purchase products seen advertised
72%	take pride in their homes
45%	enjoy spending evenings at pub



Member Reviews

TRUSTPILOT

★★★★★

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.

★★★★★

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.

★★★★★

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!!

Specification

- Size: Six Sheet Portrait 1200mm x 1800mm (width by height)
- Safe copy area: 1160mm x 1760mm (All copy must be bleed to the edges)
- Paper weight: 170gsm (blue backed paper 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

positive media marketing

> *...increasing public awareness of our offering and bringing new customers*
>
> Dr Adam Nulty BChD MJDF RCS Eng PGCert MSc (Dist.) Implant Dental Surgeon, Dentist On The Rock

Call **now!** 01603 394959

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!

Interested?

Step 1
Please contact me…

Step 2
Please let me know which gym(s) are of interest and when you might want to start…

Step 3
Let me check availability and give you a quote!

Please call Mr. Positive, Simon Grant on ***07803 850300***

simon.grant@positivemediamarketing.co.uk

Positive Media Marketing Limited, Media House, 63 Thorpe Rd, Norwich NR1 1UD

www. positivemediamarketing.co.uk

The 30-Day Results Promise: If within 30 days of this proven advertising, you believe you haven't increased your sales, awareness or enquiries massively, simply let us know and we will work with you on a new concept and compile new design FREE OF CHARGE.

Keep your mind positive at all times…
Interpret things in a positive way!