

# streetskins

windows of opportunity

**Illuminated Shop Shutter Advertising**  
**Advertise on the shutters of 350 of the Largest, Independent Newsagent's shutters accross the UK**



## Rate Card:

350 sites	12 Months	per site /month
Rate	£380,000	£90
Production	£42,000	£120

## Advantages for Advertisers:

- Martin's are the largest independent, neighbourhood newsagent chain in the UK.
- Ideal for FMCG brands (but not limited to those brands) to target customers in an evening environment, across UK neighbourhoods.
- Cost equates to £3 / day / site.
- On average 31% per cent of all traffic passes the locations when the media is visible (derived from the annual London Travel Report).
- No restriction on the number of media changes, each change would incur the production charge stated above.
- Can be as little as 10% the cost of a normal billboard when calculated on the cost per square metre per hour the media is visible.
- LED illuminated, 60% more energy efficient.
- Large scale advertising at eye-level is highly effective
- All existing sites benefit from high levels of vehicle and pedestrian traffic, and high customer dwell times
- Recurring views on a daily basis, reinforcement is key to advertising effectiveness
- Many traditional outdoor formats struggle to reach the heart of UK neighbourhoods.
- Between 500% and 1200% larger than a 6-sheet.
- Below is an indication of the locations please contact us for a complete site list:



## Testimonials

- Streetskins is fantastic. Since installing the skin on our grey boring shutters, we have noted that more people are aware we are here and an increase in the number of people walking through our doors. The service was brilliant and installation was quick and clean. Streetskins is a very sound investment! Shakeel Hirani, Director of Specsavers
- Streetskins entrepreneurial outlook melded well with our need to be flexible and pioneering in how we market ourselves! We look forward to a long lasting and successful business association, which is evident that we have renewed our advertising contract for a further 2 years - Ash Mohammed – Owner of Bob (hairdressing chain).
- Streetskins are an impactful and potentially very targeted new outdoor medium. Ambient Media provided an excellent service on this campaign - both in sourcing and clearing suitable locations and delivering a great finished product as per the requirements of the campaign creative." Marketing Manager - Communications and Consultation -London Borough of Hackney
- It has been several months since we installed the Streetskin on our office front, and from day one it has generated much interest. Clearly the frontage now has an immediate impact due to the picture used and draws attention from both passersby and motorist, We are pleased with our investment and know in the long term it will pay for itself, but also adds a different striking image to our business. Rajan Amin – Director Coversure Insurance
- We used Streetskins as form of advertising for our print business, it was a cost effective alternative to other forms of outdoor media and we were very happy with the quantity of enquiries we received from the campaign. Distinct Visuals – Gary Willoughby
- We booked a pack of Streetskins sites on behalf of a Computer Game producer as they were looking for a new way to advertise their product in a crowded market where innovation and cut through are essential. The service from Streetskins was excellent, from the booking procedure through to prompt posting of sites and excellent photo reports to follow - delivering the kind of accountability we expect. We continue to include Streetskins in any appropriate briefs we are working on and we will use them again in the future"

**Please visit us at [www.streetskins.co.uk](http://www.streetskins.co.uk) or call Andrew Field on 020 8123 2373 or 079 6399 3285 for further information**