

# LED MEDIAPACK 2024



ADVERTISING on the  
**HEADLINE SCREEN**  
at BOURNEMOUTH PIER

EXPAND YOUR REACH



BOURNEMOUTH  
**PIER**  
ESTD  
1880



**11.7 Million Tourists**

**2.7 Million Walked Pier**

**600,000 Air Show Visitors**

**519,000 Residents Walked Seafront**

**57,000 A Day Pass Pier Approach**

**Book Your Slot Today!**

**AUDIENCE**



BOURNEMOUTH  
**PIER**  
SINCE  
1880



**Digital high resolution screen**

**25.57sqm interactive screen**

**8.88m wide x 2.88m tall**



**BIG SCREEN**



BOURNEMOUTH  
**PIER**  
1880



- > **Big headline screen**
- > **Operates 365 days a year**
- > **Advertise your special offers**
- > **Great for raising brand awareness**
- > **Create brand awareness and sales**
- > **\* Operates for 15 hours a day 8am – 11pm**
- > **Your advert will be seen 120 times per day**

\*Winter hours - Sunday-Thursday's 8am until 6pm

# STATISTICS





Only **6** exclusive five-second static slots are available  
Only **10** exclusive twenty-second film slots are available

**20-Second film slots with an interactive screen (only ten slots available)**  
Your film advert will be seen 120 times a day - 43,800 times a year; adverts can be scheduled for different times during the day.

**3 Months**

**£1995 per month**

**6 Months**

**£1750 per month**

**12 Months**

**£1250 per month**

**5-Second static advert slot with interactive screen (six slots available)**

Your static advert will be seen 100 times a day - 36,500 times a year; adverts can be scheduled for different times during the day.

**3 Months**

**£995 per month**

**6 Months**

**£750 per month**

**12 Months**

**£595 per month**

We can offer exclusive one-month slots (one slot available per month) - price on application - advertise your products or services to an audience of 11 million.



**COST**



BOURNEMOUTH  
**PIER**

ESTD  
1880



**ADVERTISE HERE**  
**CALL 01202 237912**

**Openwide International - Bournemouth Pier - Key West - Rock Reef**  
**e: [marketing@thebournemouthpier.com](mailto:marketing@thebournemouthpier.com) w: [thebournemouthpier.com](http://thebournemouthpier.com) t: 01202 237912**