

airside advertising



Airport Logistics

moving  
media,  
closer

 Simply MarComms

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*Truck Advertising at Heathrow Airport 2007 - Media Pack*

## A new and revolutionary form of advertising at Heathrow Airport



Outdoor advertising is all around us, we are constantly bombarded with messages via roadside and inner city static billboards, bus shelters, blimps and plinths; taxis and buses. But what happens when your desired area of reach is simply out of reach?

Airside Advertising is a brand new advertising medium at London Heathrow Airport aimed specifically at companies and organizations who wish to target international and domestic business/consumer travellers. The company operates a fleet of (48 sheet size poster equivalent) trucks that service well over 20 airlines at Heathrow, the trucks are the catering high-loading vehicles that provide in flight meals and refreshments for the airlines.

### What are we selling?

Put simply, advertising space at Heathrow Airport.

A brand new form of outdoor advertising. Airside Advertising can offer a truly unique mobile advertising solution that can be flexible to suit your customers' needs.

### The trucks

Approximate size for advertisement: approximately 20 feet x 10 feet which is a standard 48 sheet poster size. This is particularly useful as existing artwork from a static advertising campaign may be used, keeping your artwork and creative costs to a minimum. Terminals serviced: 1,2,3 and 4. Routes: Via all major routes around the area and specifically the M4 airport main in-route.

The trucks are visible from a multitude of places within the airport and surrounding in-roads, M4, M25 between the hours of 4am and 1am. Visibility is excellent, from

both arrival and departure lounges when they reach to aircraft to load or off load.

### The opportunities

Advertisers can purchase the media space on the trucks in either block bookings or using the flexible nature of the new medium for more tactical campaigns.

The opportunities to see by the passengers is excellent, with competitive rates with the static sites available at the airport, the Airside Advertising concept is a very strong and accessible form of outdoor media for both the B2B and consumer markets.



Example of type of truck

### Vitals

Heathrow is the busiest international airport in the world. Each year 67.7 million people fly from the airport. It reaches a highly educated audience from the UK who are frequent fliers, and key purchase decision makers for home and business alike.

### Costs and availability

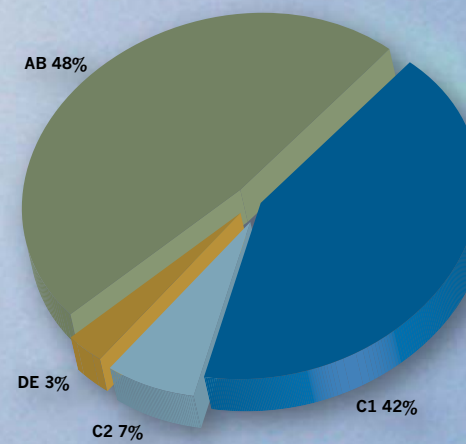
We operate in a similar manner to the more traditional static outdoor media companies.

Each truck (media space) is purchased for a minimum of 2 weeks.

2 weeks media space      £2,800.00

Print and production of  
2 x vinyl 48 sheet posters      £1,100.00

### Socio-Economic Group



(Source BAA 2005)

### Contacts & how to book

Airside Advertising is managed by Simply Marcomms Limited who will be acting as the Media Agent.

Please call us on 0870 199 4044 or email [info@airside-advertising.co.uk](mailto:info@airside-advertising.co.uk) where we'll be happy to provide you with detailed information on availability and production processes.

*Marketing campaigns and strategies need to be carefully planned, defining your target audience is key, but deciding how to reach them is critical. Airside Advertising, moving media, closer.*

### Market penetrations

Chairmen, MDs, CEOs, and Directors of British Businesses

38% have flown on business from Heathrow in the last 12 months

UK Board Directors

39% have flown on business from Heathrow in the last 12 months

(Source BAA 2005)

media pack