



RYAN GOSLING HARRISON FORD
BLADE RUNNER
2049
AT CINEMAS OCTOBER 5
BOX OFFICE OPEN - BOOK YOUR TICKETS NOW

THE BOWER

Company

UNDERGROUND
OLD STREET

Ring road (W)
LA 11
LA 81 A 8000
West End
Westminster
A 001
Highbury
Islington

OLD

Old Street Roundabout

1.8 million impacts - 49sqm

Maximus Maximise

The Old Street area of London sees a collision of the raw East End with the prime residencies of Islington, plus the nearby commercial centre of the City of London alongside the borders of London's prime retail areas, with it's well known round-a-bout marking the centre of this.

What better place to position our Metro Banner, away from the clutter of the central area.

Positioned next to the Shoreditch Grind, this urban canvas benefits from strong vehicular traffic flow in addition to the considerable pedestrian traffic leaving the tube station.

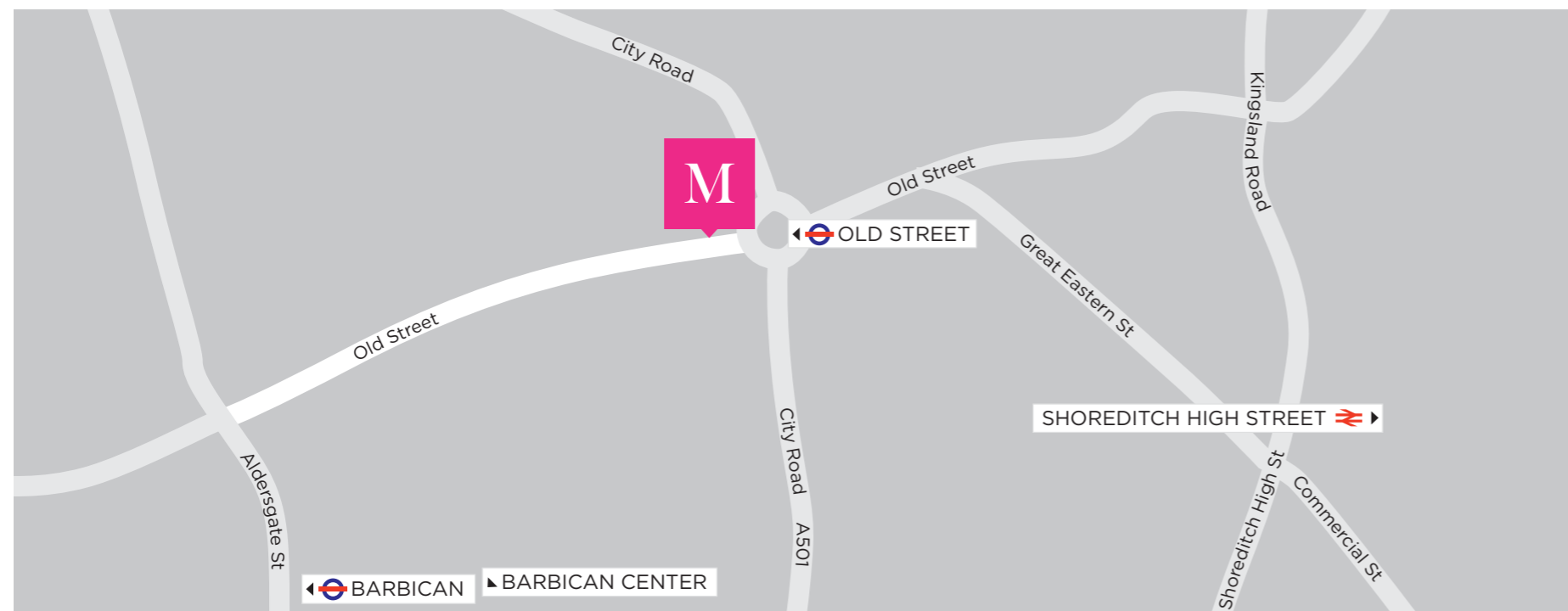
Behind the scenes

The opportunity to deliver an incremental impact across carefully selected parts of London and the UK, where other large format outdoor can't reach, is now available through Maximus Urban Canvas.

Positioned with lower entry points than our Mega banners but without sacrificing our development ethos and high production values.

These areas are lived in and visited by a young, cash-rich, urban demographic. From Hoxton to Notting Hill, Wimbledon to Shoreditch our Urban Canvas can reach your target audience in and amongst the most thriving and up and coming neighbourhoods.

Old Street, London EC1V 2NR



MAXIMUS

IMPACTS	1.8 million per 14 days
SIZE	7m wide x 7m high
MAXIMUS FACTOR	5.4
VISIBILITY	100 meters
TARGET GROUPS	trend setters, city workers, youth
DWELL TIMES	traffic lights up to 3 mins

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