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**FORD ECOSPORT**  
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Official fuel consumption figures in litres/100km for the Ford EcoSport (1.6L EcoSport) are 5.5 (city) / 5.5 (combined) / 5.5 (l/100km) CO2 emissions 90 (g/km). The above figures are based on official European procedures. EU 5.5 l/100km and 90 g/km are awarded for some models. For more information visit [www.ford.co.uk](http://www.ford.co.uk) or visit your nearest Ford dealership.

QUEEN'S GATE

BARBERS & HOUS



# Birmingham Queensway

## 1.725 million impacts - 243sqm

### Maximus Maximise

**This location offers the perfect combination of massive “impact” and a huge number of “impacts”.**

The site faces 4 lanes of head-on traffic on Birmingham’s busiest city centre road and is en-route to both New Street station and the Bullring Shopping Centre, which are visited by over 30 million people annually. The entrance to Harvey Nichols and the Mailbox shopping centre, “Birmingham’s most stylish shopping, lifestyle and restaurant destination, with a variety of exclusive stores” are literally at the foot of the site.

Birmingham has long been established as the UK’s second city and Europe’s 9th largest metropolitan area with a thriving economy, 6 universities, a world class entertainment & retail scene plus an increasingly affluent population.

With an incredibly central location, brilliant visibility and massive scale this is one of the best banners in the UK.

### Behind the scenes

Birmingham has long been established as the UK’s second city (a population of over 1 million that rises to 2.5 million including the West Midlands), with a thriving economy, six universities, world class entertainment & retail scene plus an increasingly affluent population, it’s no wonder this city is on the majority of today’s media plans.

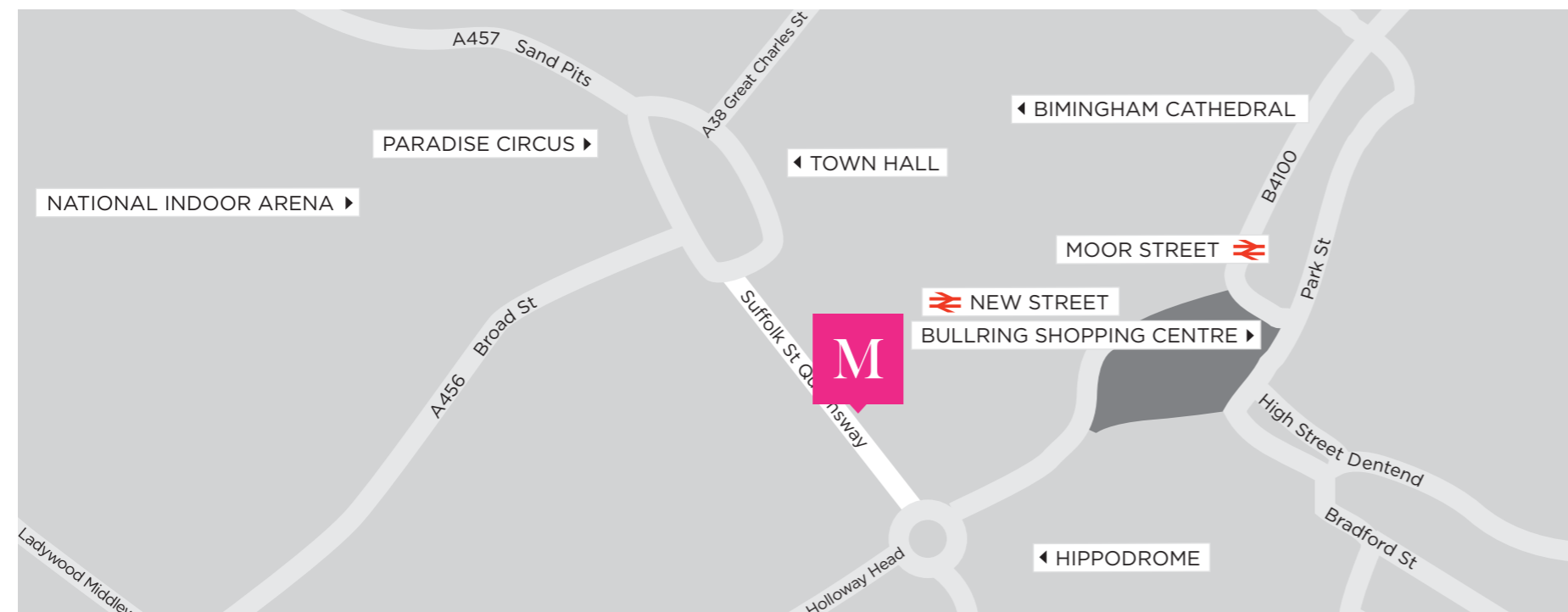
Boasting international sporting venues (including the grounds of three current and recent Premier League football clubs), entertainment and retail offerings, there is something for everyone on every day of the year.

Birmingham is a major international commercial centre, ranked as a ‘Beta World City’ acting as an important transport hub and home to many international events and conferences. A large redevelopment of the city centre is currently underway with the aim of making Birmingham ‘one of the most 20 liveable cities in the world’ within 20 years.

# MAXIMUS

IMPACTS	1.725 million per 14 days
SIZE	12.4m wide x 19.6m high
MAXIMUS FACTOR	27
VISIBILITY	180 meters
TARGET GROUPS	mass market, retail, motors
DWELL TIMES	due to traffic

### 121 Suffolk Street Queensway, Birmingham B1 1LX



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