



King's Road

1.1 million impacts - 77sqm

Maximus Maximise

Located a stones throw from Parsons Green and Fulham Broadway, Maximus are incredibly proud to launch this iconic location on the boundary of two of London's most prestigious Boroughs Kensington & Chelsea and Hammersmith & Fulham.

This one-off site will be one of the most desirable banners in London for the limited time it is available. The Boroughs are well known for a scarcity of outdoor advertising, this being the first permission granted for sometime.

The area is one of London's most affluent; world famous for style and fashion. The Hand & Flower is a landmark public house with the advertising site being totally stand-alone within a charming commercial part of the area creating the perfect environment for a banner of this nature, not over dominant but perfect to own the areas audience. There is no advertising anywhere in sight or nearby. The site will stand out in the streetscape due to factors such as the angle and width of the road, the height in comparison the rest of the street and the traffic lights.

This particular part of the King's road is one of London's key arteries, renowned for its heavy vehicular traffic creating long dwell times all day in addition to a large number of pedestrians visiting the many cafes and shops. At night the area comes to life as locals and visitors come to the area to enjoy the nightlife of fantastic bars and restaurants that line the street.

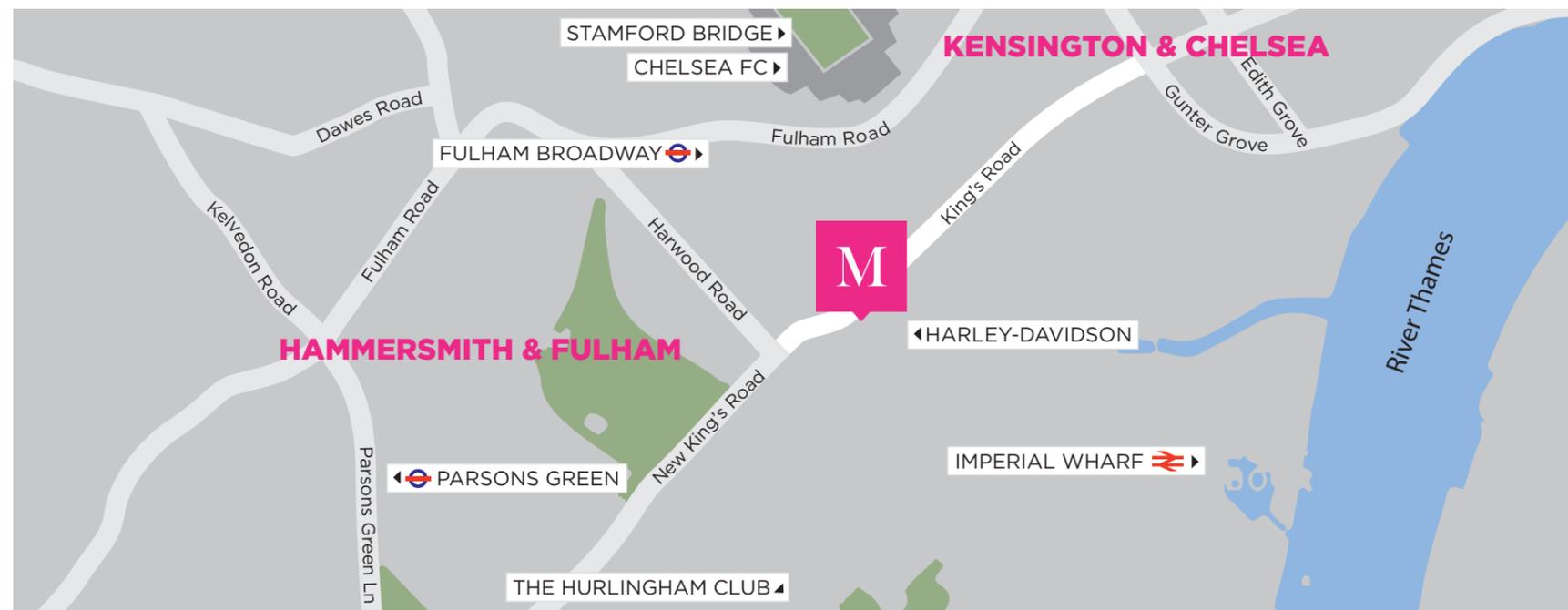
Behind the scenes

It was named the King's Road as it was originally a private road used by King Charles II to travel to Kew. Located at 617 Kings Road at the junction with Edith Row, this is a busy main road linking Chelsea and Fulham.

This area is one of the wealthiest in London with an affluent and desirable audience. The King's Road, serving as Chelsea and Fulham's high street, is a hot bed for the latest fashions and brings desirable consumers not just from London or the affluent South East of England, but from around the World.

Influence the influential.

617 King's Rd, London SW6 2ES



MAXIMUS

IMPACTS	1.1 million per 14 days
SIZE	12m wide x 6.4m high
MAXIMUS FACTOR	8.6
VISIBILITY	100 meters
TARGET GROUPS	Up market, affluent fashionistas
DWELL TIMES	extended with traffic lights

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