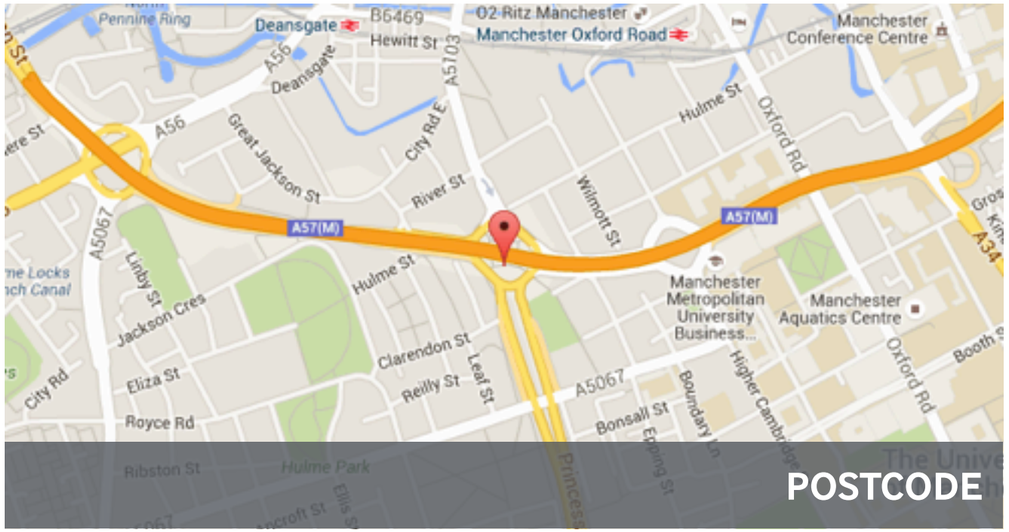
Manchester Digital Tower East & West

Subtle Motion Digital / Manchester





IMPACTS*	SIZE**	LOOP LENGTH
2,410,000	4m x 6m	4 x 10 seconds

NETWORK	FRAME ID
N/A	1235325098 / 1235325099

A large format, double sided portrait location on the busiest road in Manchester – The Mancunian Way.

This high impact solus panel reaches commuters and local business people travelling between the city and surrounding satellites as well as local (particularly younger) residents.

*per fortnight. **width by height

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MALE	AB	ABC1
55%	21%	53%

16-24	25-34	35-44	45-54	55+
11%	18%	20%	26%	25%

TOP CACI ACORN GROUPS		
Affluent Achievers	**Executive Wealth**	**Mature Money**
Index 131 vs. UK Average	Index 114 vs. UK Average	Index 165 vs. UK Average

DID YOU KNOW?

Manchester has a growing economy and as such is ranked as a "beta city" by the Globalization and World Cities Research Network

INSIGHTS

1. High spenders on clothing indexing at 152 versus the UK average
2. Enthusiastic about innovative cars indexing 130 versus the UK average

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