







CHANGING ROOM MEDIA

Retailer	Target Audience	Profile	Panels/Stores
	Female aged 16-30	ABC1	800 poster panels across 106 stores
	Female & Male aged 16-44	BC1C2	6,000 poster panels across 500 stores
DOROTHY PERKINS	Female aged 25-44	ABC1C2	3,500 poster panels across 450 stores
	Female aged 35-54	ABC1	950 poster panels across 150 stores
	Female aged 35-64	AB	255 poster panels across 65 store
	Female & Male aged 25-44	AB	4,000 poster panels across 200 stores
	Female & Male aged 25-45	AB	388 poster panels across 60 stores
TOPMAN	Male aged 16-30	ABC1	900 poster panels across 140 stores
BURTON	Male aged 20-44	BC1C2	1,080 poster panels across 185 stores
OUTFIT	Unisex aged 25-44	ABC1C2	490 poster panels across 26 stores
	Unisex aged 16-34	ABC1	300 poster panels across 40 stores
	Unisex aged 16-30	ABC1	350 poster panels across 76 stores

**FITTING
EXPOSURE**

7th Floor South, Artillery House,
11-19 Artillery Row, London SW1 1RT
Tel: 020 7 227 3700 Web: www.fittingexposure.co.uk
Fitting Exposure is an operating company of the Promotion Space Group


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