



Family
Together
Everyday

**Put your brand in front
of 5 million family visits
a year.**

Big-screen advertising inside 114 of the UK's busiest children's play centres, and counting. No scroll. No skip. Just your brand, on repeat, in front of the families you want to reach.

Attention is the one thing money usually can't buy.

Every other channel is built to be skipped. Feeds get scrolled, pre-rolls get closed, posters get walked past. Inside a play centre it is different. Families arrive, settle in, and stay for up to two hours while their children play.

Your advert runs on the big screen on a loop, in a warm and trusted environment, with nothing else competing for their attention.

2 hours of dwell time.
Zero skip buttons.



THE AUDIENCE

The exact people family brands fight to reach.

5M+

FAMILY VISITS A YEAR

114

PLAY CENTRES & COUNTING

2 hrs

AVERAGE DWELL TIME

130M+

ADVERT VIEWS A YEAR

Parents and young children in a positive, high-frequency environment they come back to again and again, across 114 children's play centres nationwide, and counting.

Nobody skips a screen they're sat in front of.

-
- **Captive attention.** Families are seated and relaxed for up to two hours, not passing by in seconds.
-
- **A trusted environment.** Parents have their guard down in a place built for their kids.
-
- **Seen every five minutes.** With a maximum of 10 advertisers on the loop, your advert plays roughly every 5 minutes, around 24 times per two-hour visit.
-
- **The real decision-makers.** You are in front of the parents who actually do the buying.
-
- **Category exclusivity.** Be the only brand in your category in a venue, available on request.

THE PRODUCT

Your ad, on the big screens.

The core of Loopzter, and the heart of every campaign. Premium digital screens mounted exactly where families sit, relax and wait. Your advert runs on a loop throughout the day, every day of your booking.

- Full-motion or static creative, in prime high-dwell positions
- Runs all day, every day of your campaign
- We handle scheduling and playback, so you get consistent exposure without lifting a finger

Screens are the heart of every Loopzter campaign. Everything else is an optional add-on.



OPTIONAL ADD-ONS

Amplify the screen.

Screens are the hero of every campaign. When you want to go further, wrap these around them, all in the same family environment, all optional.

IN-VENUE

Table talkers

Printed adverts on the café tables where families sit and dwell for the whole visit.

PREMIUM

Booking-confirmation ads

Placement on the booking and e-ticket confirmations families open before they arrive. High intent, high open rate.

DIGITAL

Email & social

A monthly slot in the venue email to its customer database, plus posts on its social channels.

IN-HAND

Product sampling

Your product in the parent's hand as they leave. Managed with full allergen, age and safety checks.

Add-ons complement your screen campaign. They never replace it.

PACKAGES

Built around your goals.

Three simple ways to run, all screens-first. Pricing is tailored to the venues and dates you choose.

Single Venue

Test one location. Ideal for local businesses and first campaigns.

MOST POPULAR

Network

Every venue, maximum reach. The full 5-million-visit audience.

Custom

Multi-month, seasonal bursts, or screen-plus-sampling bundles.

Request the rate card for pricing and the full reach breakdown.

THE LOOPZTER PROMISE



You see exactly what you paid for.

Every campaign comes with a proof-of-play report showing when and how often your advert ran. If we do not deliver the screen time we agreed, we keep your campaign running, free, until we do.

Most media will not show you this. We lead with it.

HOW IT WORKS

Live in four simple steps.

1

Request the rate card.

Tell us your goals and we will send pricing and reach.

2

Pick your venues and dates.

Choose a single venue or the full network.

3

Send your artwork.

To spec, or we will point you in the right direction.

4

Go live and get your report.

Your ad runs, and you get proof of play.

Artwork, made easy

Full HD 1920×1080 · MP4, JPG or PNG · 10 to 30 seconds · delivered five working days before launch.

The things advertisers ask.

How much does it cost?

Pricing depends on the venues and length you choose. Request the rate card for a tailored quote.

Who will actually see my ad?

Parents and young children aged 0 to 10, during long, relaxed visits.

What can I advertise?

Family-appropriate brands and products. We approve all creative before it runs.

Do I have to make the ad myself?

Send artwork to spec, or we will help you get there.

How quickly can I go live?

Usually within days of confirming your artwork and dates.



Let's get your brand on the screens.

Request the rate card and we will send pricing and the full reach
breakdown.

hello@loopzter.com

loopzter.com