



## **Your Dedicated DOOH Partner**

Supporting Iconic Brands to plan and execute exceptional campaigns.

# Unlock the power of Programmatic Digital Out-Of-Home Advertising

Programmatic DOOH combines the impact of digital outdoor ads with precise, efficient programmatic buying. Our technology lets you:

**Target Precisely:** Reach the right audience at the right time with data-driven insights.

**Adjust in Real-Time:** Optimize campaigns on the go for the best results.

**Maximize ROI:** Reduce waste and pay only for the most valuable impressions.

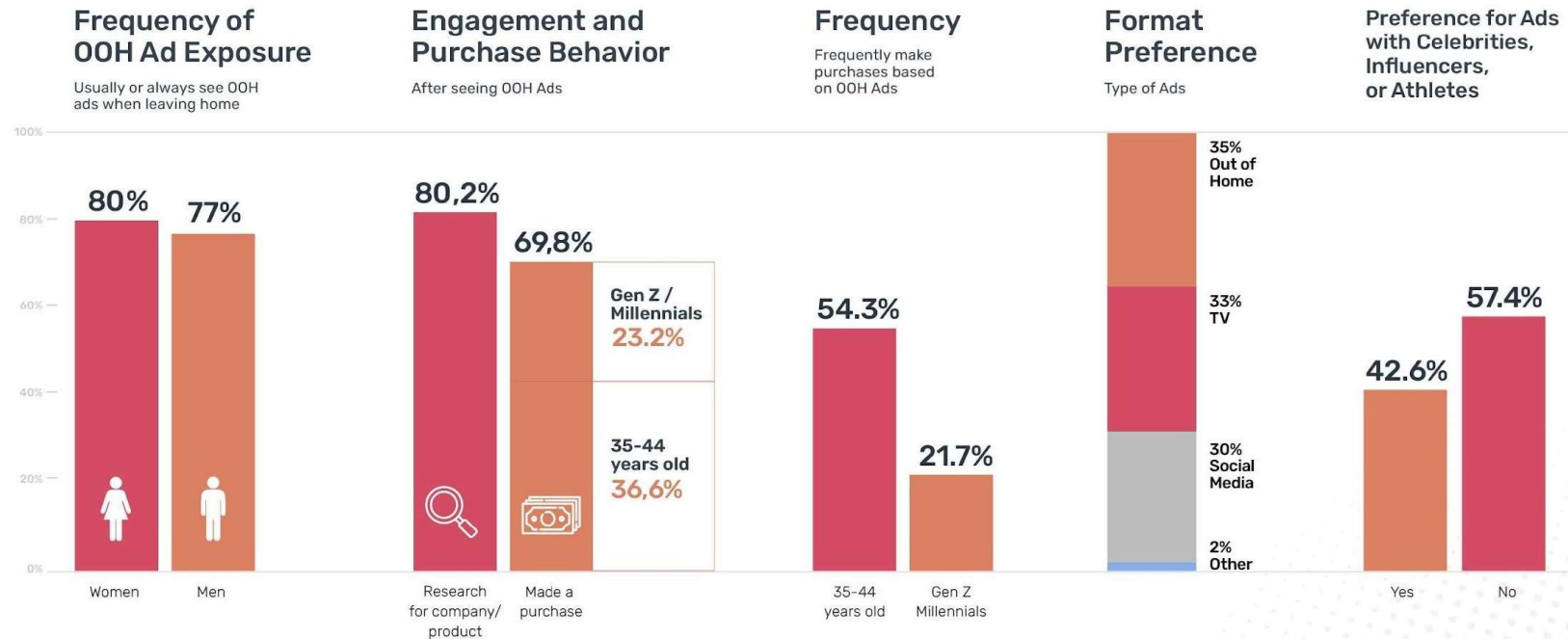






Premium Formats  
**High-Quality**  
Devices

# New Study Unveils the **Influential Role of DOOH** in Shaping Consumer Purchasing Behavior



Survey conducted by Beeyond Media in the US, featuring respondents aged 16 to 54, including both men and women. October 2023. [www.beyondmedia.com](http://www.beyondmedia.com)







# +1.5M

Premium Devices

- Billboards
- Bus Shelters
- Street Furniture
- Urban Panels
- LED Trucks & Boats
- Airports/FBO
- Transit & Transportation
- Shopping Malls
- Gas Stations/Pumps
- Retail Stores



# 50

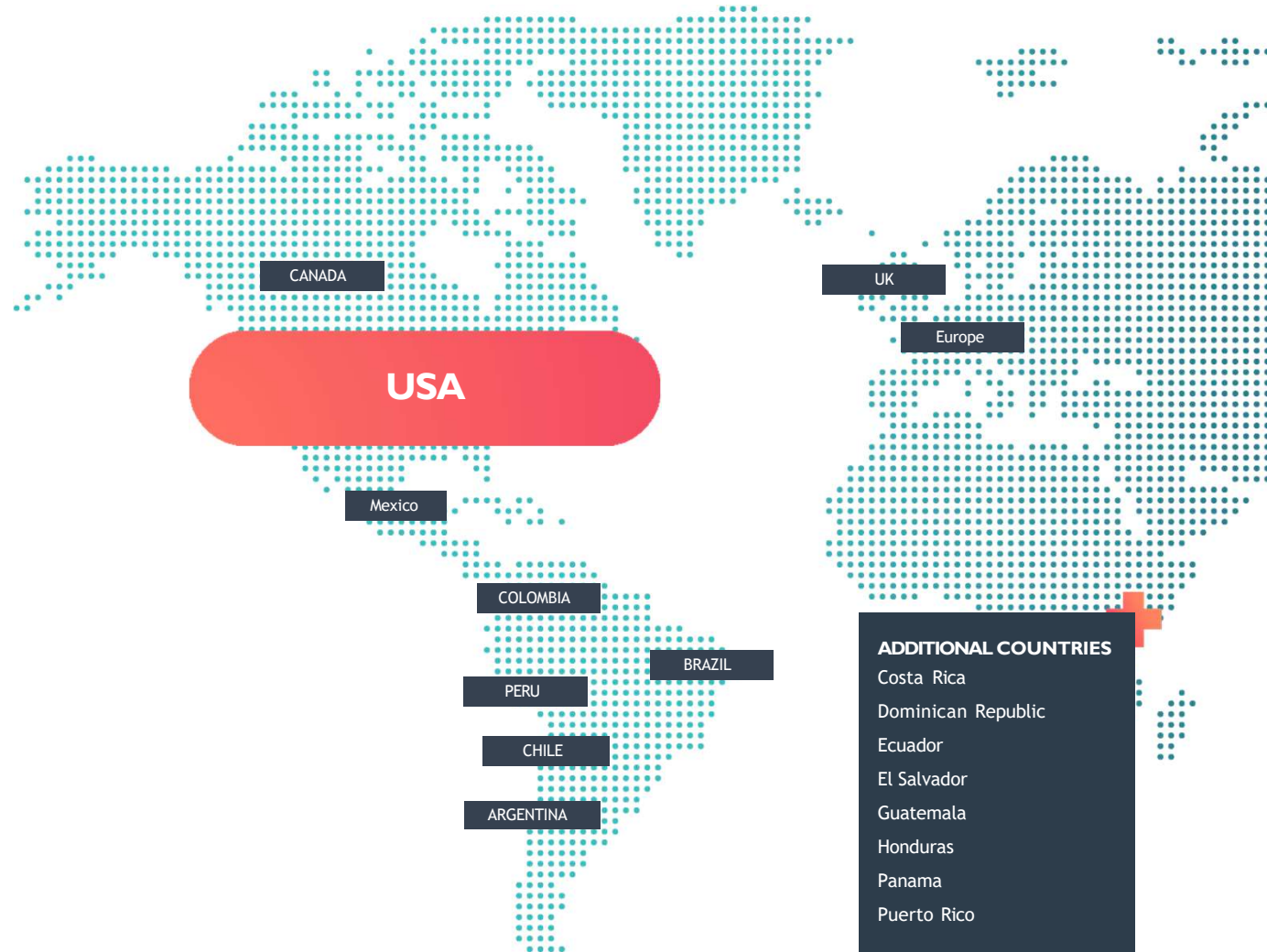
US States

# 21

Countries

# #1

DOOH Platform in  
Latin America



# Your campaigns.

As your dedicated partner, Beverly Hills Magazine supports you with a comprehensive campaign strategy, carefully selected effective devices, and full management from execution to optimization. We continuously refine and optimize for maximum impact, providing detailed reports to help you deliver outstanding results to your clients.

**Fully supported,  
from start to finish.**

Strategic  
**Campaign Development**

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Seamless  
**Campaign Execution**

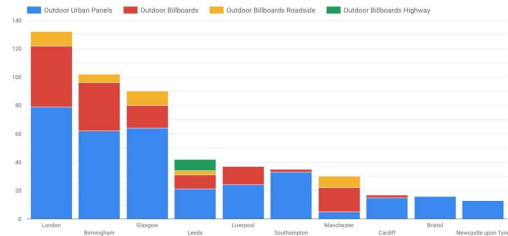
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Comprehensive  
**Performance Reporting**



# Strategic Campaign Development

## Screen Types



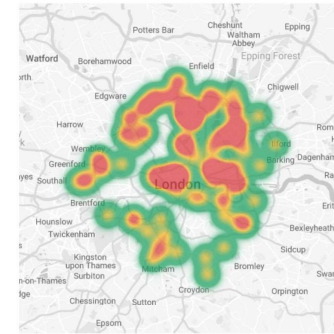
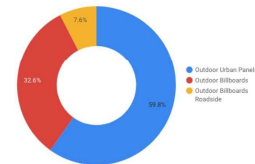
City	Outdoor Urban Panels	Outdoor Billboards	Outdoor Billboards Roadside	Outdoor Billboards Highway
London	76	43	10	-
Birmingham	52	34	5	-
Sheffield	94	16	10	-
Leeds	21	10	3	8
Liverpool	28	13	-	-
Southampton	33	2	-	-
Manchester	5	17	8	-
Cardiff	16	2	-	-
Bristol	16	-	-	-
Newcastle upon Ty.	13	-	-	-
Aberdeen	11	-	-	-
Grand total	343	137	37	8

Confidential - Do not share.

Beyond

## London Distribution

Screens: 130  
Budget: \$42,342  
Reach: 1.4M



Device Type	Budget	Reach
Outdoor Urban Panels	25,400.27	705,943
Outdoor Billboards	13,319.16	429,283
Outdoor Billboards Roadside	3,622.68	185,251

Confidential - Do not share.

Beyond

## Campaign Execution & Reporting

## MEDIA PLANNING

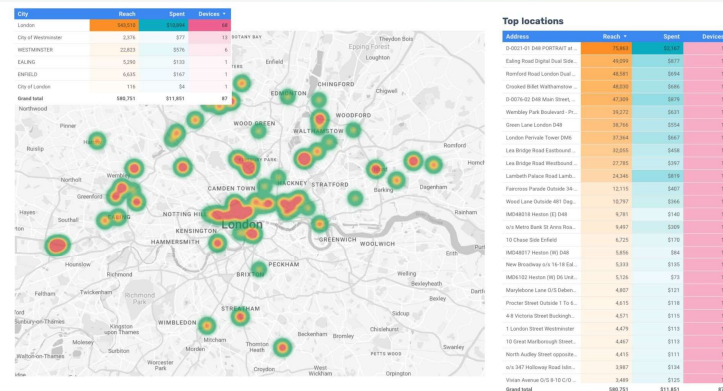
### UNITS

 Billboard

## Beyond

## London Reach Distribution

May 3 - May 31





# Precision Targeting, through Segmentation Intelligence

Beverly Hills Magazine's Segmentation Intelligence offers over 900 targeting options, combining demographics, psychographics, behavior, and geographics. This allows for highly personalized and effective campaigns, ensuring your message reaches the right audience for maximum impact.

Geographics

Demographics

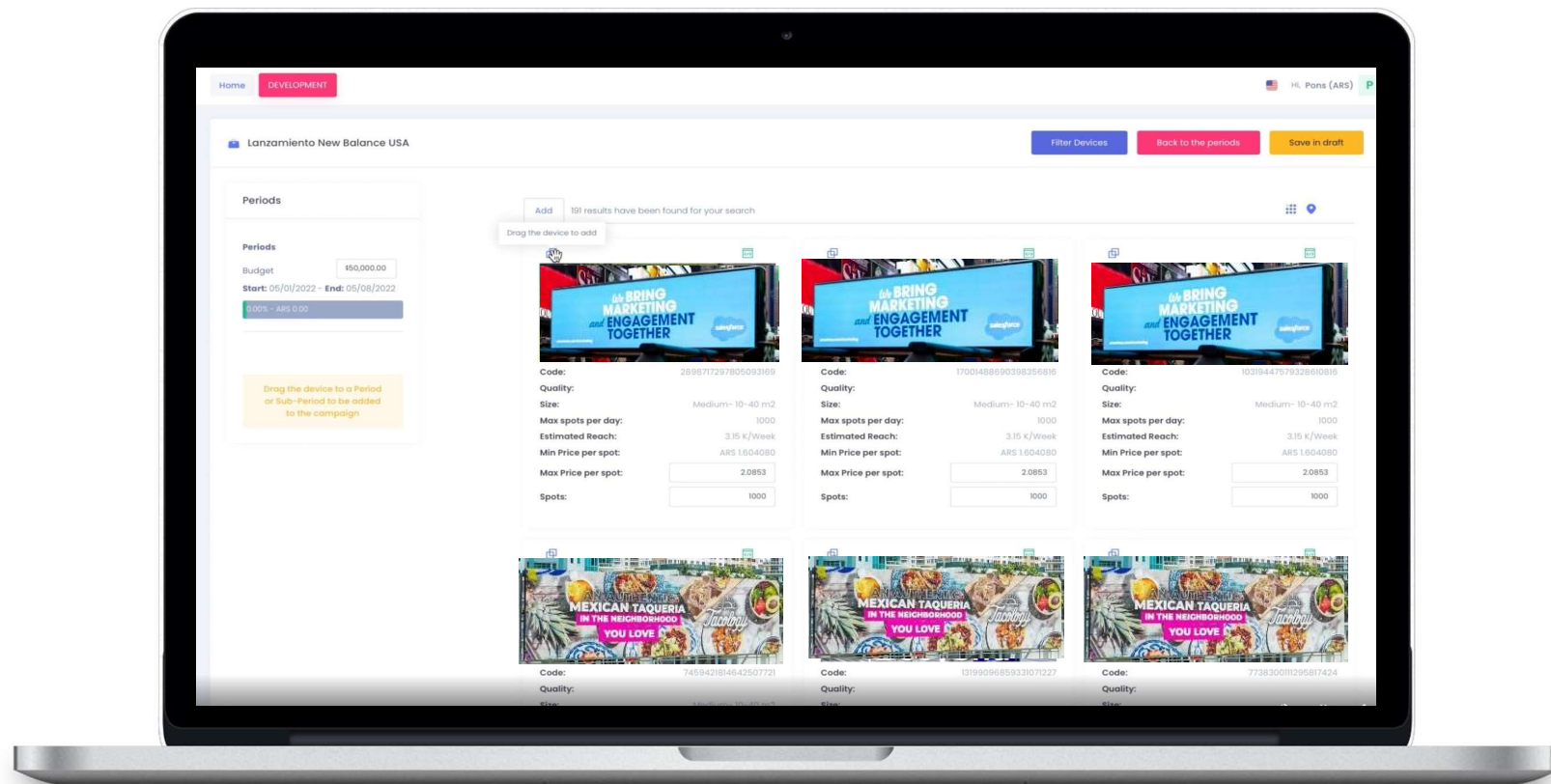
Behavior

Psychographics

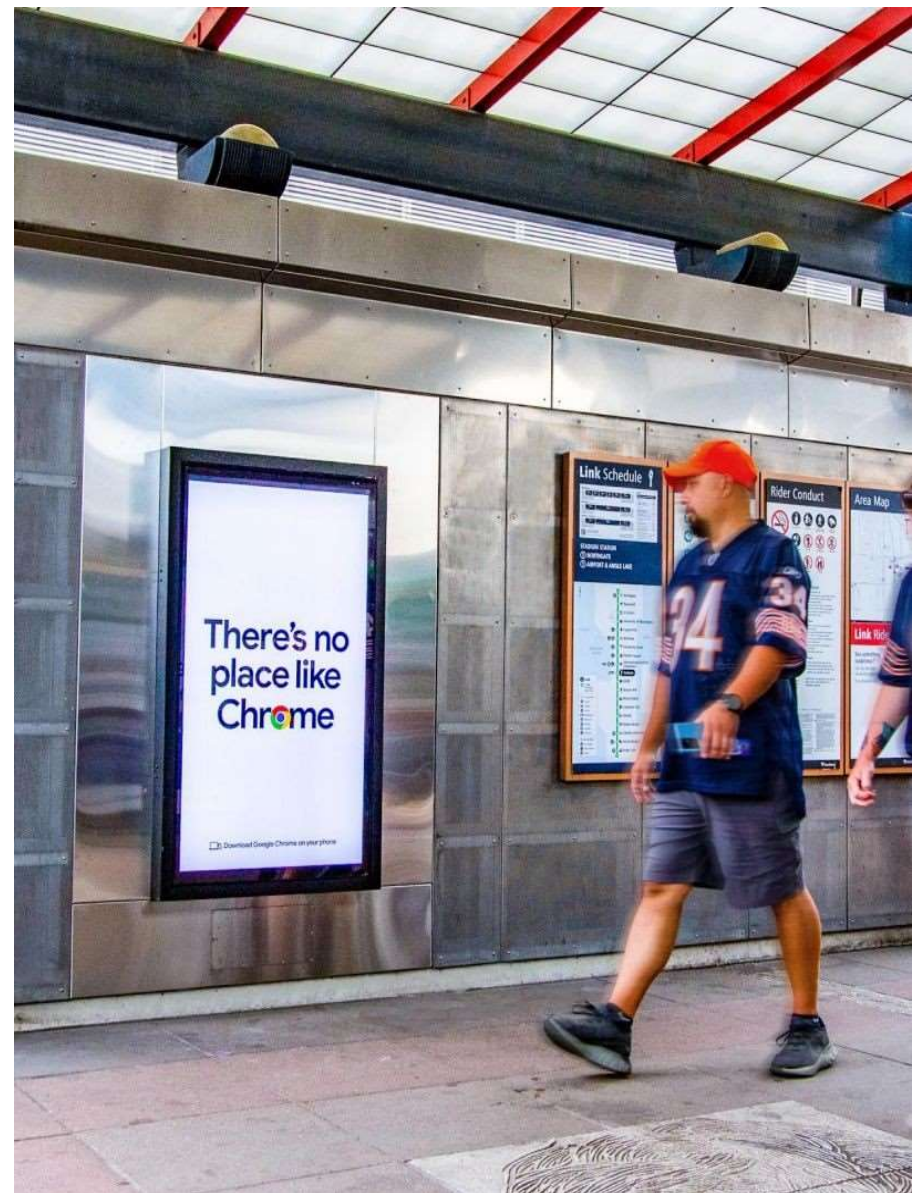
**Example:**

*Target urban commuters  
based on mobile usage and  
media consumption patterns.*

# Award-Winning Platform













# Beeyond's Core Strengths

## Custom Solutions & Premium Inventory

We specialize in delivering tailored DOOH advertising campaigns, aligning each strategy with client goals. With access to over 1.5 million connected devices in the US, LATAM, and Europe, we cherry-pick the best high-quality screens and prime placements to ensure maximum impact.

## Advanced Targeting

Our Segmentation Intelligence offers over 900 targeting options, combining demographics, psychographics, behavior, and geographics. This ensures personalized, highly effective campaigns that reach the right audience.

## Full Service & Team Integration

Beverly Hills Magazine extends your team, offering additional resources and end-to-end support—from strategic planning to daily optimization. We keep your campaigns flexible, adapting to market changes for optimal performance.

## Real-Time Optimization & Transparent Reporting

Our hands-on approach enables real-time adjustments to maximize impressions and ROI. We offer clear insights into campaign performance, ensuring full transparency throughout.

## #1 Platform in Latin America

As the leading DOOH platform in LATAM, we manage campaigns in 14 countries, excelling in Brazil, Mexico, and Colombia. Our local teams ensure deep regional expertise and impactful results.

## Cost-Efficient Campaigns

Beverly Hills Magazine delivers high-value campaigns at a competitive price, outperforming other DSPs with cost-effective strategies and scalable solutions for any market size.

# Delivering Exceptional Results for Iconic Brands



CHANEL



KAVAK

L'ORÉAL  
PARIS



wework



# Let's discuss your next campaign!

Please Contact Your Sales Rep or  
Call Our Main Office at +1-877-773-7331  
[advertising@beverlyhillsmagazine.tv](mailto:advertising@beverlyhillsmagazine.tv)  
[www.BeverlyHillsMagazine.com](http://www.BeverlyHillsMagazine.com)





**“Growing Your Business, Through Ours.”**