

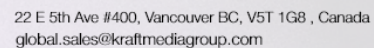


22 E 5th Ave #400, Vancouver BC, V5T 1G8 , Canada
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Region: Global

Point of Care Out of Home Network.





115,311 Available Screens **2.7B** Weekly Impressions **15+** Countries





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Engage Audiences Where Health Meets Decision Making

Kraft Media Group's Point of Care Network delivers meaningful brand engagement in trusted health environments worldwide. With over 94,000 digital screens across hospitals, medical centers, dental clinics, pharmacies, fitness studios, and wellness facilities, our network generates more than 2.7 billion weekly impressions, connecting brands with audiences when attention and receptivity are at their highest.



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Why Point of Care OOH?

Consumers within healthcare environments are proven to have higher ad recall and stronger emotional connection to messaging that aligns with their goals of wellness, prevention, and care. With precise geographic and demographic targeting, Kraft Media Group ensures your brand reaches audiences who are actively engaged in personal betterment.

- **High Dwell Time:** Capture attention in trusted environments where patients spend more time.
- **Credibility Boost:** Align your brand with respected healthcare and wellness settings.
- **Contextual Relevance:** Reach consumers during key health and lifestyle decision moments.
- **AI Precision & Global Reach:** Tap into 94,000+ screens and 2.7B weekly impressions powered by data-driven targeting.

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Placement Venues

Hospitals & Medical Centers: Reach patients, families, and healthcare professionals in high-traffic waiting areas, pharmacies, and reception zones.

Dental Clinics: Deliver precise messaging in a relaxed environment where trust and credibility influence decisions.

Pharmacies: Target health-conscious consumers at the final stage of their wellness journey — the point of purchase.

Physiotherapy & Rehabilitation Centers: Engage active, recovery-focused audiences through educational and lifestyle-oriented content.

Optical, Aesthetic & Dermatology Clinics: Promote innovation, wellness, and premium lifestyle brands in aspirational healthcare spaces.

Fitness & Wellness Studios: Connect with health-minded individuals through dynamic, on-the-go visuals in gyms, yoga studios, and wellness clubs.