

CINEMA GOES FULL STEAM AHEAD FOR BOOK LOVERS IN OCTOBER

There are big things ahead for book lovers in October as a host of familiar literary titles make the leap from page to screen and it's all driven by *The Girl on the Train*'s much-anticipated release.

There's also the return of a much-loved maverick, a third film from one of the best book series of all time and a new movie from one of the most distinctive A-list directors around laying the track for an exciting month ahead for the upmarket, ABC1 audience.



The Girl on the Train

Release date: 5 October 2016

Everything points to *The Girl on the Train* being this year's *Gone Girl*, but with the potential to be an even bigger smash. The book is a literary phenomenon, with over two million copies sold in the UK, and a copy is reportedly sold every 20 seconds. The always great Emily Blunt is in the lead as Rachel Watson, who witnesses something shocking on her daily commute.

We're forecasting 2.2m DCM admissions and for 58%* of the audience to be female and 65%* ABC1, presenting a terrific opportunity for any brands looking to target an upmarket female audience in Q4. Did Rachel Watson have something to do with the disappearance of Megan Hipwell? Finding out will be one of the year's biggest cinematic pleasures. This is unmissable entertainment.

Est. DCM Admissions: 2.2 million

Available Premium Spots: Silver

*Source: TGI GB 2016 Q3. Target: All Cinemagoers who have bought/read books.

FURTHER READING ON THE BOOK-BUYING AUDIENCE

49%

Of female book-reading cinemagoers use perfume or eau de toilette
(Index: 116.8)

£165

Spent by book-reading cinemagoers on womenswear in the last 12 months
(vs. £146 for All Adults)

£163

Spent by book-reading cinemagoers on footwear/accessories in the last 12 months
(vs. £143 for All Adults)

Source: TGI GB 2016 Q3 (April 2015 – March 2016). Target: All Cinemagoers who have bought/read books.)

MORE BOOKMARKS FOR YOUR MEDIA CALENDAR

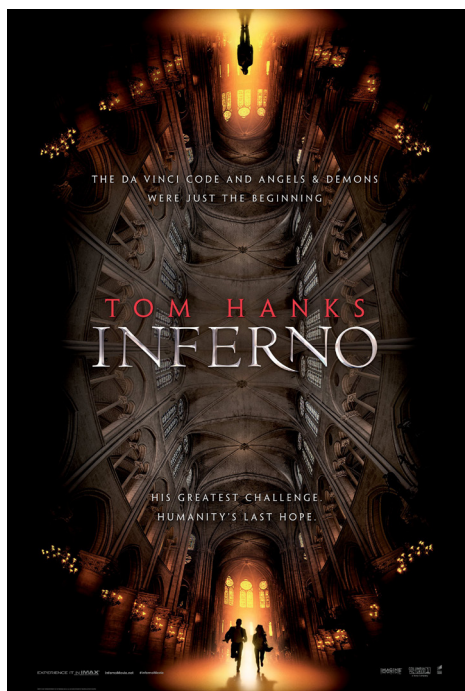


Miss Peregrine's Home for Peculiar Children

Release date:
30 September 2016

Est. DCM Admissions:
1 million

Available Premium Spots:
Silver and Content



Inferno

Release date:
14 October 2016

Est. DCM Admissions:
1.6 million

Available Premium Spots:
Gold



Jack Reacher: Never Go Back

Release date:
21 October 2016

Est. DCM Admissions:
1 million

Available Premium Spots:
Silver