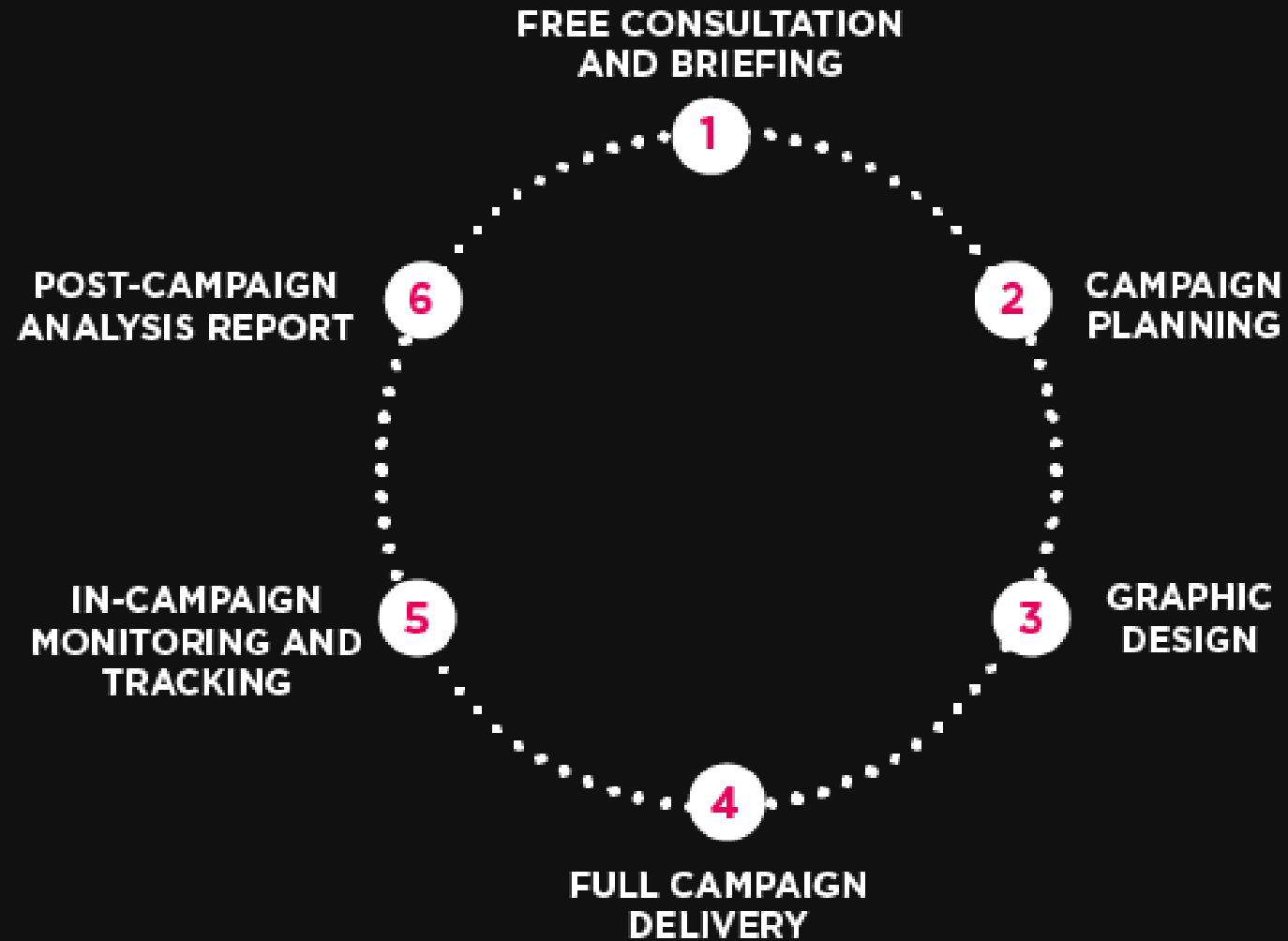




CARDIFF

THE PLANNING PROCESS.

We tailor each campaign to suit your brief, and will assist you from the start, right through to post-campaign analysis.





CARDIFF.

Wales' capital city, Cardiff, has a population of 362,400 and is the most populous local authority in Wales. Cardiff is also home to four universities and reports show that students make up 20% of Cardiff's population. The city centre is home to iconic landmarks and destinations such as Cardiff Castle, Principality Stadium, national museum of Wales, Cardiff city hall and St Davids shopping centre. Cardiff Bay is a busy leisure and entertainment hub with restaurants, bars and the Red Dragon entertainment complex. The bay is also home of the Welsh Parliament building, the Senedd, and the Wales Millennium Centre; a culture and arts venue.

NORTH ROAD.

Our digital 48-sheet on North Road reaches people travelling into Cardiff from the M4, A470 and north Cardiff. North Road is a key arterial route into the city, and the site reaches an average of 286,104 people per week. As well as reaching commuters and residents, the screen is in close proximity to seven student halls of residence, making it perfect for reaching the elusive 18-21 year-old audience.

**A HEALTHIER
COMMUNITY
STARTS
WITH BETTER**

Join the movement at
better.org.uk/cardiff

Better is a registered trademark and trading name of Better Community Limited, a wholly owned subsidiary and registered charity under the Companies Act 2006, Cardiff, Wales. Registered in England and Wales No. 1075332. Registered office: 100 Kingsway, London, EC2A 4PU. © 2023 Better Community Limited. All rights reserved.

BETTER

ROUTE

ROUTE



WESTGATE.

Our Westgate Street large format digital screen is located in the heart of Cardiff. Only 2-minutes walk from iconic landmarks Cardiff Castle, Cardiff Arms Park and the Principality Stadium. The site reaches an estimated 177,624 people per week. Westgate Street is pedestrianised on event days at the Principality Stadium, and becomes a major throughfare for visitors entering and exiting the stadium, increasing this figure significantly. Westgate Street also reaches residents and commuters travelling down Castle Street and Cowbridge Road.



COWBRIDGE ROAD.

Our digital 96 sheet is our largest digital format in Cardiff, in a prime location, reaching estimated 137,500 people per week. Sat on the A48 close to Cardiff City Football Stadium and Leckwith Retail Park this site reaches both vehicular and pedestrian traffic from all directions.



TO ADVERTISE HERE
PLEASE GET IN CONTACT
INFO@IQOOH.COM

INTELLIGENT OUT OF HOME



COWBRIDGE ROAD.

Our D48 on Cowbridge Road is in a prime location, reaching an estimated 137,500 people per week. Located just off the A48 close to Cardiff City Football Stadium and Leckwith retail park, this site reaches both vehicular and pedestrian traffic travelling west bound.



ADAM STREET.

Our Adam Street D48 is located on one of the main roads into Cardiff for traffic entering from Cardiff Bay and the vale. The traffic lights provide ample dwell time for reaching audiences on their way to St David's 2 shopping centre and Cardiff International Arena, as well as being placed directly outside the University of South Wales – perfect for reaching students.



CARDIFF PARKING NETWORK.

Route Media have secured the contract for the network of 86 digital car parking units across Cardiff city centre. Located across key city locations these units offer access to commuters, tourists and the huge student population of Cardiff. With over 1 million tickets* issued per year the network offers brands outdoor prominence in high footfall city centre locations, giving advertisers the opportunity to get in front of their potential customers whilst they dwell at a unit. Units can display video and static images offering giving advertisers options for content.





CARDIFF RAIL.

We also manage the advertising across all Transport for Wales stations across the city, including major hubs Cardiff Central and Queen's Street along with commuter stations of Radyr, Whitchurch and Cathays. With static inventory within busy Cardiff stations.

Our digital inventory includes D6s in both Queen Street and Cardiff Central Stations. With a combined weekly impact of 259,531, and the ability to play full motion copy, you can target commuters, visitors and local audiences.

In addition to the rail network, we also manage the advertising at Cardiff Airport.

CARDIFF STATIC.

We have a network of static billboards targeting high footfall and dwell areas across the city. This network is predominantly static 48-sheet billboards although we do have one portrait mega 6-sheet located in Roath. The locations can be viewed via the interactive map available [here](#).

Static allows your campaign to have 100% SOV and there is opportunities for site dominations.





CARDIFF URBAN 6s.

In Cardiff we have a network of 36 urban 6 sheet panels located at high audience level pedestrian and vehicle locations across the city. With a distinct look and feel, these posters are perfect for arts and creative brands.

We have mapped out our locations [here](#), please view the blue pins for our current locations.

#RIGHTROUTE

ROUTE