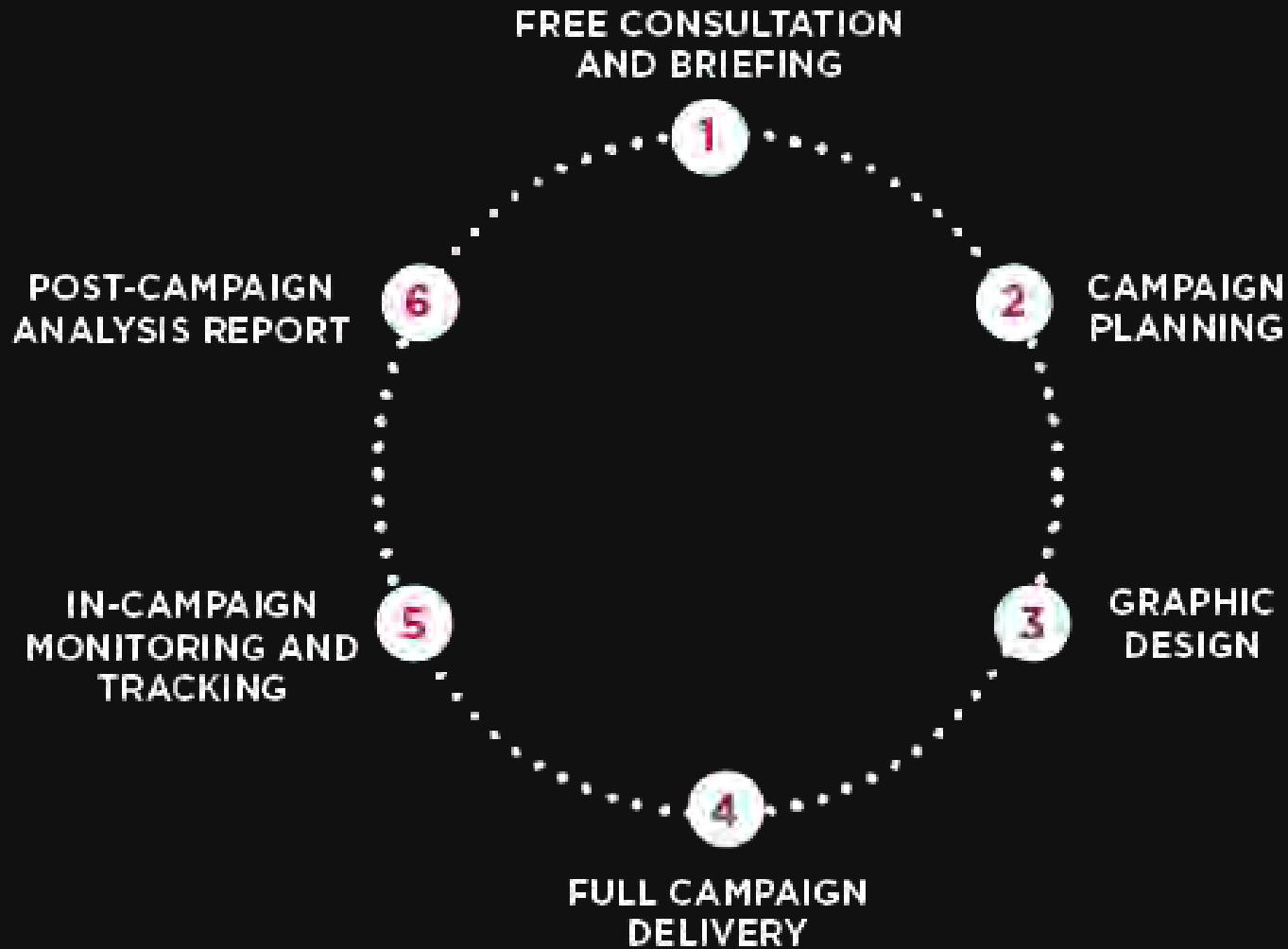


CARDIFF

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 298,368 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.



WESTGATE STREET.

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 189,978 people per week.

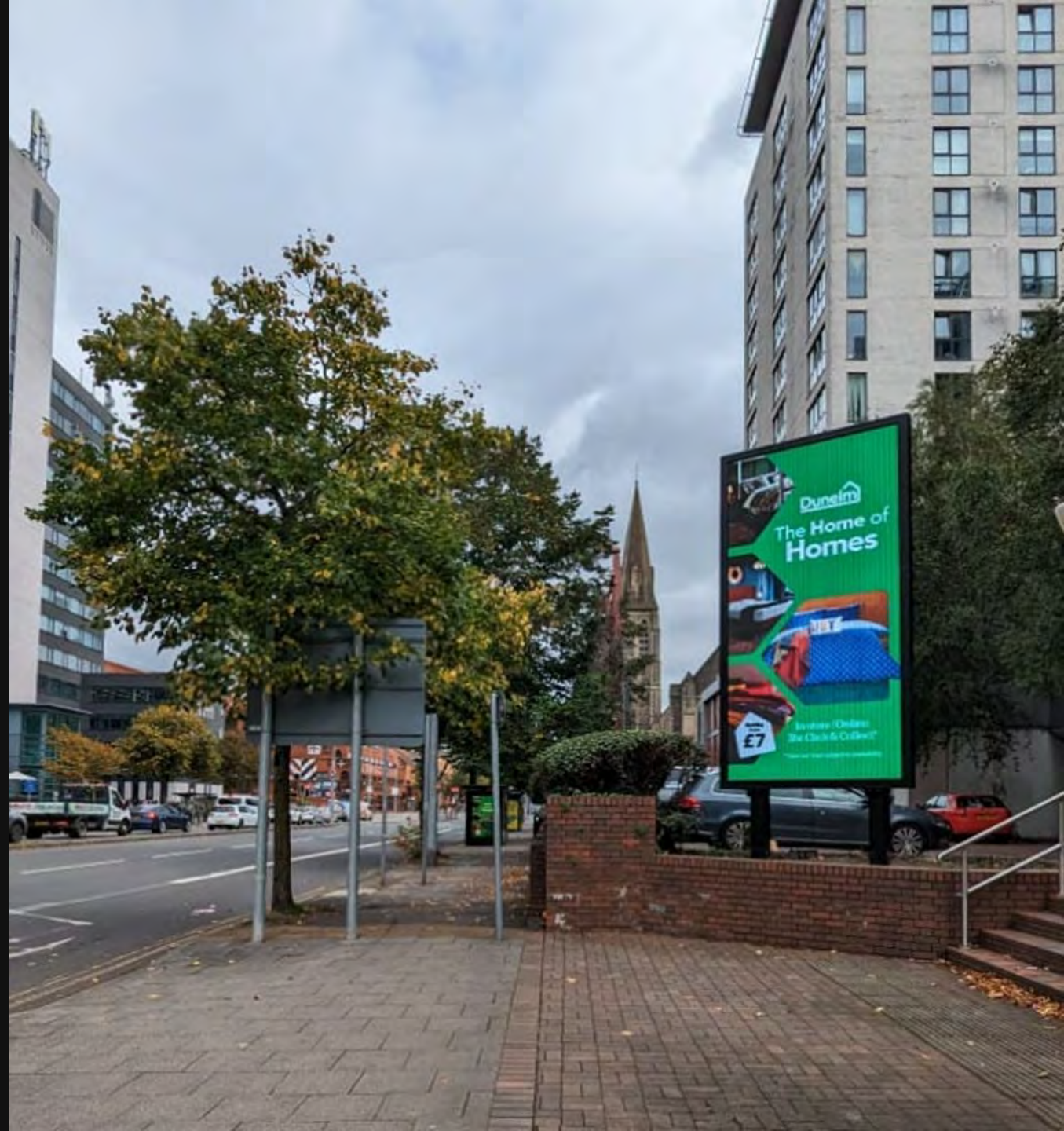
Westgate Street is pedestrianised on event days at the Principality Stadium and becomes a major thoroughfare for visitors entering and exiting the stadium, increasing this figure significantly. Westgate Street also reaches residents and commuters travelling down Castle Street and Cowbridge Road.



NEWPORT ROAD.

Our Newport Road portrait Mega 6 is in a prime location for commuters and Cardiff locals. Newport Road is a key commuter route in and out of Cardiff for people travelling eastbound towards Newport and Bristol.

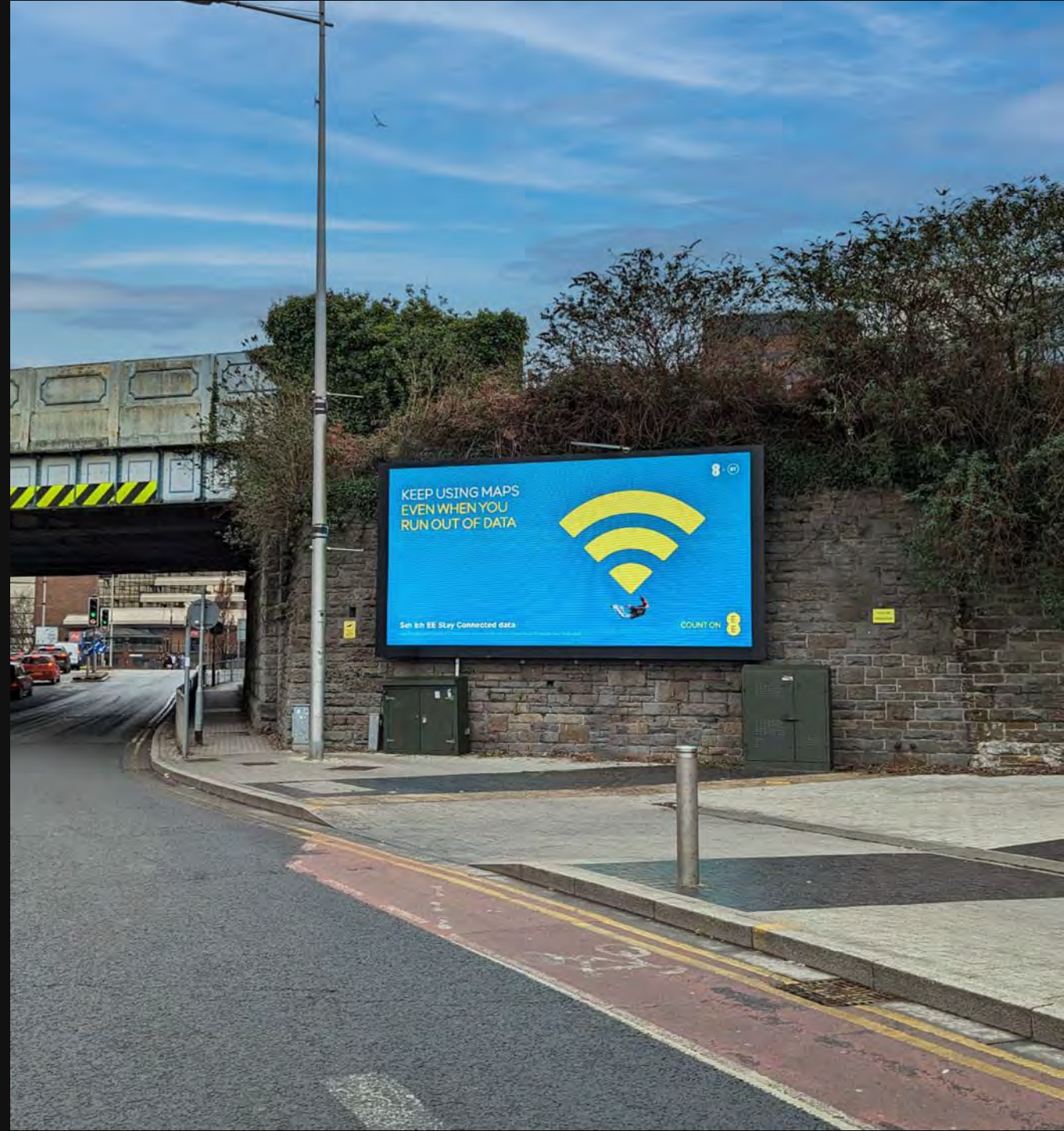
Our portrait Mega 6 targets traffic, as well as pedestrians walking towards the busy areas of Cathays and Adamsdown. This sites reach an estimated 146,000 people per week.



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.

This site reaches an estimated 252,792 people weekly.



WESTERN AVE.

Our backlit D48 on Western Avenue is a great way to attract a large audience of commuters. It's also the primary road heading towards Cardiff Metropolitan University, the second largest university in Cardiff.

This site reaches an estimated 107,611 vehicles per week.



ELY BRIDGE.

Our D48 screen at Ely Bridge is located on the A48, a key route into Cardiff City Centre. Its strategic position captures the attention of 137,500 daily commuters.

This site reaches both vehicular and pedestrian traffic, situated near Ninian Park and Cardiff Central Railway stations.



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.

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.



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 BUS INTERCHANGE.

We have three double sided D6 units in the Cardiff Bus Interchange. The interchange is a brand-new integral part of the integrated transport hub which offers better connections to different transport modes, including bus, rail, cycling and walking.

Estimated annual footfall is 1.9 million people.



#RIGHTROUTE

ROUTE