



# ROUTE

**RAIL - TRANSPORT FOR WALES**

# 249 STATIONS ACROSS WALES AND BORDERS



HOLYHEAD

RHYL

BANGOR

CHESTER

WREXHAM

NEWTOWN

ABERYSTWYTH

FISHGUARD

CARMARTHEN

HAVERFORDWEST

SWANSEA

NEWPORT

VALLEYS

BRIDGEN

CARDIFF

VALE

## WHY USE RAIL ADVERTISING?



7-13 minute  
dwell time



63% of rail audience  
travel for business



20% of people make  
purchases while commuting



30% of people eat or drink  
while at the station

# WHY USE RAIL ADVERTISING?

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Rail advertising is an effective environment for reaching a range of different audiences, depending on the locations and formats you select.

Our Sales and Campaigns team can help recommend the best stations for your campaign, for example, looking to reach tourists? Take a look at our formats in Cardiff Bay, Barry Island and Tenby. Want to reach commuters? Head for Cardiff, Newport, and Bridgend. Our advertising formats at rail stations across Wales enables you to reach local audiences across the country and borders.

Rail advertising offers an audience with dwell time. With passengers spending an average of **7-13 minutes** at their respective station. This dwell time gives your audience the chance to digest advertising, and then the opportunity to act on it during their onwards journey.

Often rail stations are home to additional food and beverage outlets, providing you an opportunity to influence your audiences' next purchase. **30% of people eat or drink something in the train station.** Pairing this with experiential activity is an effective way to get your brand directly into people's hands.

With **63% of rail audiences travelling for business**, advertising formats in rail environments gives you access to an audience with time (and money) to spare. **20% of people make purchases while commuting**, with these purchases making up 14% of total UK online sales and an average commuter spending £86 per week.

We always encourage our clients to be creative, and the formats available at rail stations are built for this. From bespoke builds to ticket gates, surface stickers to vinyl wraps, our team are on hand to craft creative solutions specifically for your audience.

📍 **7-13-minute dwell time**

📍 **30% of people eat or drink something in the train station**

📍 **63% of rail audiences travel for businesses**

📍 **Average commuter spends £86 per week**

## 4 SHEETS.

Our most populous asset format across the network, build reach and frequency across your campaigns with our static 4-sheets, 100% SOV for your campaign.



# 6 SHEETS.

Looking for more impact than a 4-sheet? Our static 6 sheets are in high footfall or dwell areas of stations.

**ROUTE**

# LEARNING

for Life

# DYSGU

am Oes

LIFE IS ALL ABOUT LEARNING  
DYSGU GYDOL OES

Meet new people / Cwrdd â phobl newydd

Learn a new skill or hobby / Dysgu sgil neu hobi newydd

COURSES STARTING /  
CYRSIAU YN DECHRAU  
IN SEPTEMBER /  
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ADULT LEARNING

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VO MUSIC MANAGEMENT

VENUE 2024  
LEEDS  
DIRECT ARENA

VENUE 2024  
GLASGOW  
OVO HYDRO

VENUE 2024  
NOTTINGHAM  
MOTORPOINT ARENA

VENUE 2024  
BELFAST  
SENIOR ARENA

TEK @UB40OFFICIAL

## **DIGITAL 6 SHEETS.**

Our network of digital 6-sheets covers some of the busiest stations across the network. Located in high footfall locations such as ticket halls and concourses, these screens can also accommodate full motion copy, proven to be 2.5x more impactful than static sites.



## 12 SHEETS.

Our 12-sheets are located in areas of high footfall in the stations and allow your campaign to stand out amongst the smaller sized campaigns.





## 16 SHEETS.

The eye-catching 16-sheet is always a popular choice for shows and musicals, the portrait orientation makes it easy to adapt social media or print copy and is guaranteed to stand out.



## 48 SHEET.

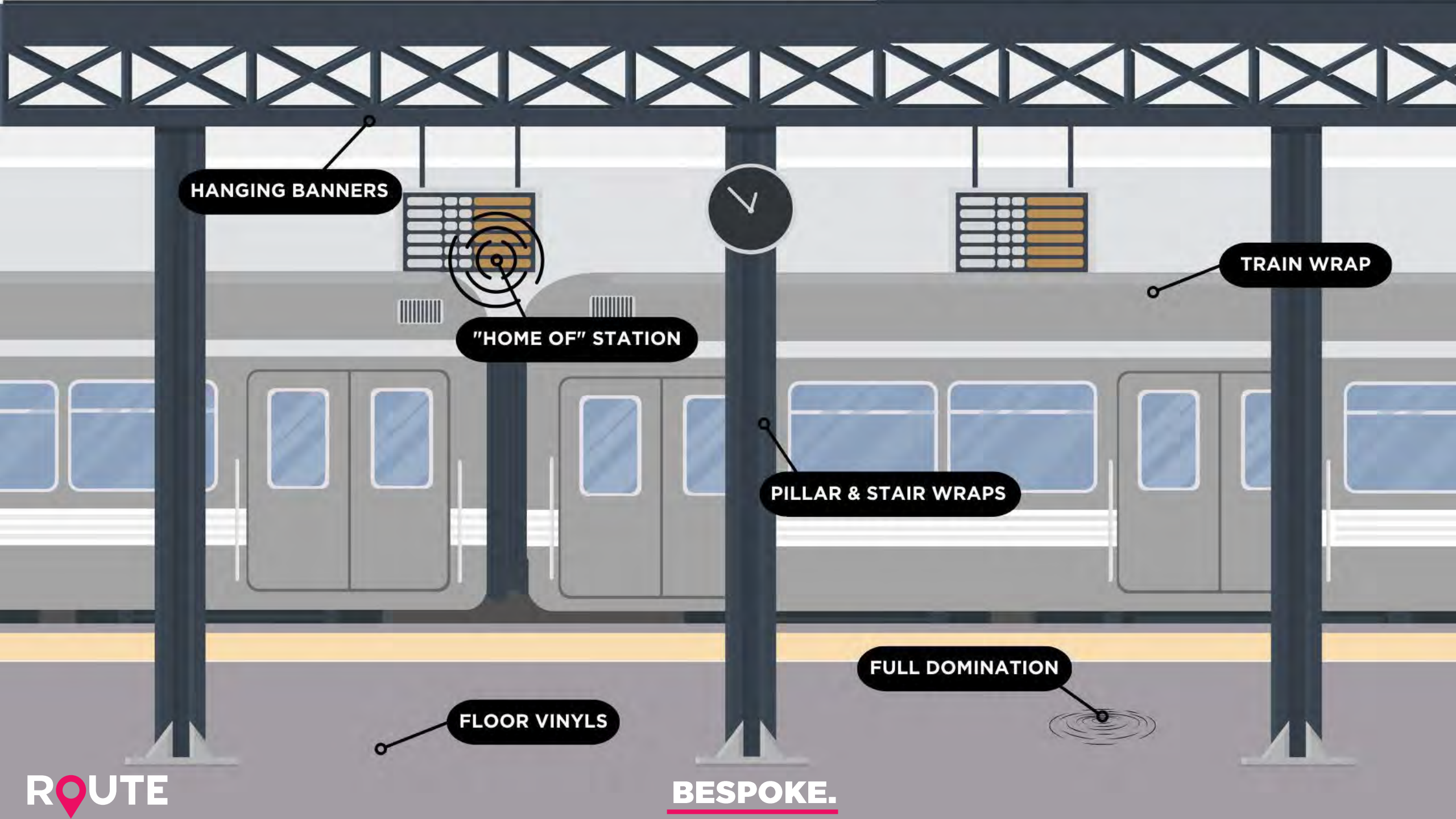
Our rail 48-sheets are located in prominent positions within the stations, often cross-track and visible to a high number of people, with extended dwell time as people wait on platform for their trains.



# TICKET GATES.

Communicate directly with your audience via ticket gates. Ideal for brand impact in conjunction with other formats, they are simply unmissable!





**HANGING BANNERS**

**"HOME OF" STATION**

**TRAIN WRAP**

**PILLAR & STAIR WRAPS**

**FLOOR VINYL**

**FULL DOMINATION**

## 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**