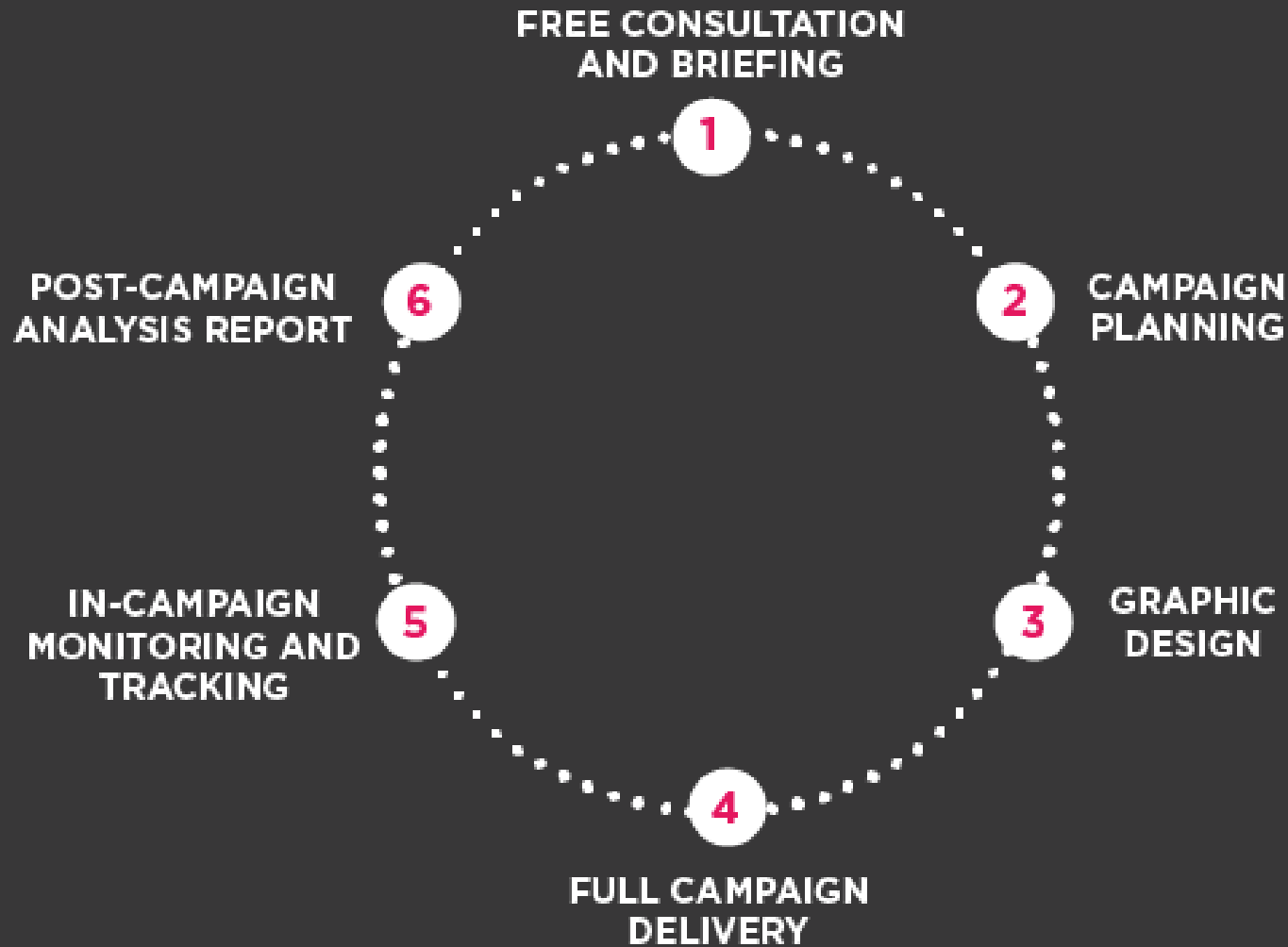




NORTH WALES NETWORK

THE PLANNING PROCESS.

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



ROUTE

HOLYHEAD

BANGOR

COLWYN

LLANDUDNO

RHYL

WREXHAM

NORTH WALES NETWORK.

Our North Wales network now covers several static and digital formats from small to large scale across the region.

The digital formats include; digital 6 sheet and our largest formats in Wrexham and digital landscape 48sheet. Our north Wales Network reaches over 700,000 people per week.

A stone's throw from Wrexham AFC and Wrexham University, we have digital 48 sheet (D48), reaching an estimated 100,000 people per week.

Our D6 network covers screens across retail locations in North Wales; Bayview Centre in Colwyn Bay, Deiniol Centre in Bangor and White Rose Shopping Centre Rhyl.

Across our railway inventory we cover Wrexham, Rhyl, Colwyn Bay, Llandudno Junction, Bangor & Holyhead. We also have opportunities for bespoke projects at other stations across the network, including Chester Station.



RHYL.

In Rhyl, we have inventory at the White Rose Shopping Centre, located on the high street in the town, opposite the beach.

The centre has an average footfall of 160,827 per week.

White Rose caters to both residents and visitors, with brands including JD Sport, Boots, Specsavers, Hays Travel, B&M and EE.

Our inventory in the centre includes two digital 6-sheets (D6s). These screens are able to play static and full motion copy.



WREXHAM.

Reach audiences across Wrexham with our digital and static inventory.

Digital 48 Sheet

This site is located on the doorstep of Wrexham University and Wrexham AFC's grounds, reaching 100,000 people per week.

Rail

We have a number of static rail options at Wrexham General station.

Static 48 Sheet

We have a static 48 sheet in the City Centre of Wrexham in close proximity to Wrexham Central station and Eagles Meadow Shopping Centre. This site reaches an estimated 103,250 people per week.



BANGOR.

In Bangor we have inventory at the Deiniol Shopping Centre, located in the city centre. It has a footfall of 41,678 per week.

The Deiniol Centre caters to both residents and visitors, with brands including Specsavers, EE, Subway, Iceland and H.Samuel.

Our inventory in the centre includes a digital 6-sheet (D6) that is able to display static and full motion copy.



COLWYN BAY.

Showcase your message to locals and tourists on our wall mounted D6 screen at the Bay View Shopping Centre in Colwyn Bay, with brands including Morrisons, Holland & Barrett and Superdrug. It's situated at the entrance of the popular and high footfall area.

Estimated footfall 70,000 people per week.



NORTH WALES ACROSS RAIL.

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

We have a network of 4, 6 and 48 static sheets across the North Wales Rail network. Stations include Bangor, Colwyn Bay, Holyhead, Rhyl, Llandudno Junction and Wrexham, plus static and digital options at Chester Station which targets both North Wales and North West commuters.

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.



The advertisement is mounted on a brick wall. At the top, it features the ROUTE logo and logos for partner organizations: Cwm Llandrillo, Cwm Menai, Cwm Metrion Dwyfor, and Busnes@LlandrilloMenai. The main image shows two people in a workshop setting. The headline reads "DECHREUA DY STORI" in large yellow letters, with "START YOUR STORY" in smaller yellow letters to the right. Below this, the text says "I GAEL Y SGILIAU A FYDD YN HELPŪ DY DDYFODOL." and "GET THE SKILLS YOU WANT TO KICK START YOUR FUTURE." The website "GLLM.AC.UK" is prominently displayed. At the bottom, there are social media icons for Facebook, X, Instagram, and TikTok. Two circular logos are also present: one with the text "GWIA GAIS BIAE CYFA GAIS PHEN" and another with "APPLY NOW" repeated twice.

LLANDUDNO.

Llandudno Mega 6 Digital Screen

Situated near the town centre and a popular leisure destination, the screen reaches a wide and diverse audience. Including residents, commuters, and tourists. Llandudno, known as the “Queen of the Welsh Resorts,” attracts around 4 million visitors annually, with a resident population of approximately 20,000. The town’s combination of a bustling promenade, retail hubs, and key transport links ensures significant daily footfall, making this location ideal for high frequency brand exposure.

With premium digital quality and a standout size, the Mega 6 offers advertisers a powerful platform to build brand awareness and deliver memorable messaging in a prime coastal location. Its strategic positioning ensures visibility to both local and tourist audiences, making it a versatile tool for campaigns targeting regional and national markets.

This site has an estimated reach of **287,000 people per week.**





IT'S THE
FROTH
THAT
COUNTS



#RIGHTROUTE

ROUTE