

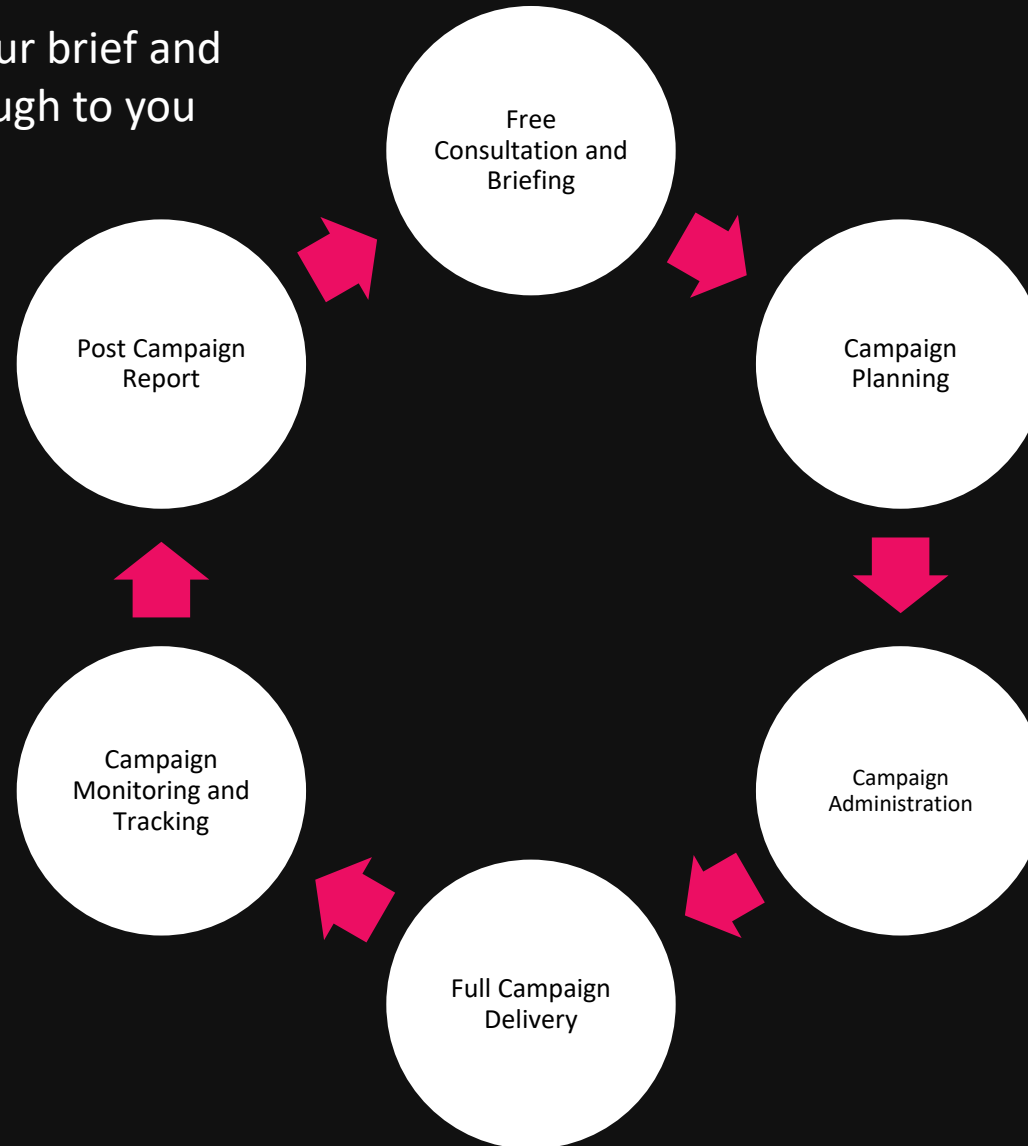


CARDIFF

ROUTE

OUR PROCESS.

We tailor each campaign to suit your brief and will assist you from start right through to you 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, The 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.

Cardiff bay is also home to the Welsh parliament building, the Senedd, and the Wales Millennium Centre; a culture and arts venue.



CULVERHOUSE CROSS

Located at one of Cardiff's busiest gateways, our two D48 digital screens are positioned on either side of the Culverhouse Cross roundabout, delivering maximum visibility to traffic travelling in both directions.

Surrounded by major retail destinations and located on the busy A4232/A48 corridor, this premium location reaches commuters, shoppers and visitors travelling between Cardiff city centre, the M4, the Vale of Glamorgan and Cardiff Airport. With an estimated 100,000+ vehicle movements every day through the surrounding road network, Culverhouse Cross offers brands exceptional exposure in one of South Wales's most prominent roadside advertising locations.

The site has an average weekly footfall of **393,400**.



QUEENSGATE, CARDIFF BAY

Located at the gateway to Cardiff Bay, our two D48 digital screens sit on either side of the Queensgate Roundabout, providing advertisers with high-impact visibility from every approach.

Positioned on the A4232, the screens connect Cardiff Bay with the city centre, the Central Enterprise Zone and the wider motorway network, reaching commuters, businesses and visitors throughout the day. With an estimated 90,000+ vehicle movements every day through this key transport corridor, Queensgate is one of Cardiff's most strategically positioned Digital Out of Home advertising opportunities, keeping brands front of mind in a thriving commercial and leisure destination.

The site has an average weekly footfall of **315,000**.



QUEEN STREET.

Showcase your campaign on our Cardiff Super Motion screen and harness the creative potential of full motion. Situated in the heart of Queen Street, one of Cardiff's busiest retail areas, our Super Motion screen strategically targets shoppers from Queen Street, Queens Arcade, St. David's Shopping Centre, and Cardiff Central Market—all within close proximity. The area is bustling with popular restaurants, bars and cafes, meaning your campaign will impact ad-receptive audiences while they are in a spending mindset.

The site has an average weekly footfall of **516,376**.

Size - 7m x 8.57m



CARDIFF - CENTRAL SQUARE.

Our **Large format Digital screen** measures **17m x 6m** and is located at the entrance to Cardiff's Bus Interchange (CBI), reaches thousands passing through one of the city's busiest transport hubs. Strategically positioned in the heart of Cardiff, the screen offers a prime opportunity for brands to engage with a diverse audience, including daily commuters, tourists, and students.

The site has an average weekly footfall of **216,758**.

Spec: 2040 x 724px

Video: up to 10 secs



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 **44,115 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 **digital 48 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 **23,217 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.



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 **42,646 people weekly.**



WESTERN AVENUE.

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

This site reaches and estimated **122,057** vehicles per week.



ELY BRIDGE D48.

Our **D48 screen** at Ely Bridge is located on the A48, a key route into Cardiff City Centre. This site reaches both vehicular and pedestrian traffic, situated near Ninian Park and Cardiff Central Railway stations.

Key Benefits

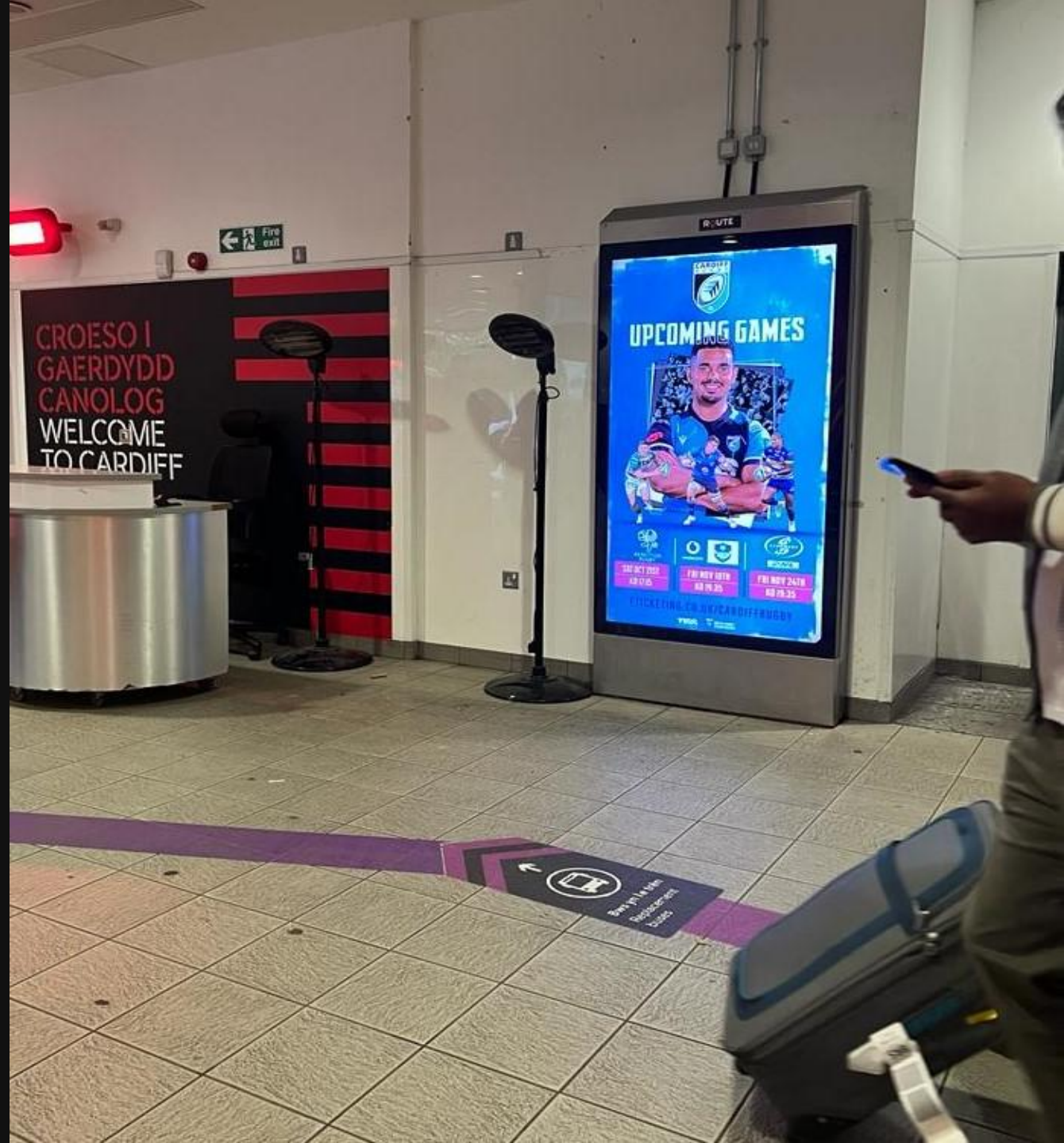
- 📍 Reaches commuters, residents and visitors.
- 📍 Proximity to key railway stations.
- 📍 Extended dwell time due to traffic lights.
- 📍 Estimated weekly reach of **48,617**.



CARDIFF RAIL.

Located at the main entrance of Cardiff Central Railway Station, our **D6** screen offers premium advertising space to engage a diverse audience of commuters.

With an estimated, **weekly reach of 73,080 individuals**, it provides exposure in one of the busiest transportation hubs in Wales.



CARDIFF STATIC.

We have a network of static billboards targeting high footfall and dwell areas across the city. The 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.

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



PENARTH ROAD.

Located on **Penarth Road**, one of the busiest routes into Cardiff city centre, our screen captures a significant volume of daily vehicle traffic travelling between **Cardiff Bay, The City Centre, and the M4 Corridor**.

As a key commuter route used by thousands of drivers each day, the location benefits from consistent traffic flow during peak commuting hours and throughout the day.

The route connects major residential areas with Cardiff's commercial districts, leisure destinations and transport hubs, ensuring repeated exposure to a broad audience of commuters, local residents and visitors travelling into the capital.

The area is also well known as one of Cardiff's key motor trade hubs, home to a number of established car dealerships, vehicle retailers and automotive services along the route. This **strong automotive presence** attracts a steady stream of car buyers, service customers, and industry traffic, making the location particularly relevant for brands targeting motorists and the wider automotive sector.

With premium digital display quality and bold roadside presence, the Penarth Road **Mega 6 screen** offers advertisers a powerful platform to deliver impactful, high frequency messaging. Its strategic positioning ensures maximum visibility to audiences on the move, making it an ideal platform for both regional and national campaigns looking a strong impression in Cardiff.

This site reaches an estimated **109,200 people per week**.



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 **weekly footfall is 38,462.**



#RIGHTROUTE

ROUTE