



RAIL - TRANSPORT FOR WALES

249 STATIONS ACROSS WALES AND BORDERS



RAIL ADVERTISING.

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

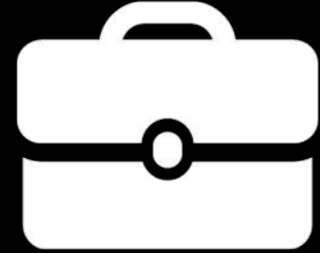
Rail advertising offers an audience with a dwell time of **7-13 minutes** on average. This gives your audience the chance to digest advertising and the opportunity to act on it during their onwards journey.

30% of people eat or drink in the train station, providing the opportunity for you to influence their next purchase. 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 give you access to an audience with time (and money) to spare. 20% of people make purchases while commuting, making up an average commuter spend of £86 per week.



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

4 SHEET.

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 SHEET.

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



DIGITAL 6-SHEET.

Our network of **digital 6-sheets** covers some of the busiest stations across the network. Located in high footfall areas 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 SHEET.

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



16 SHEET.

This 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.

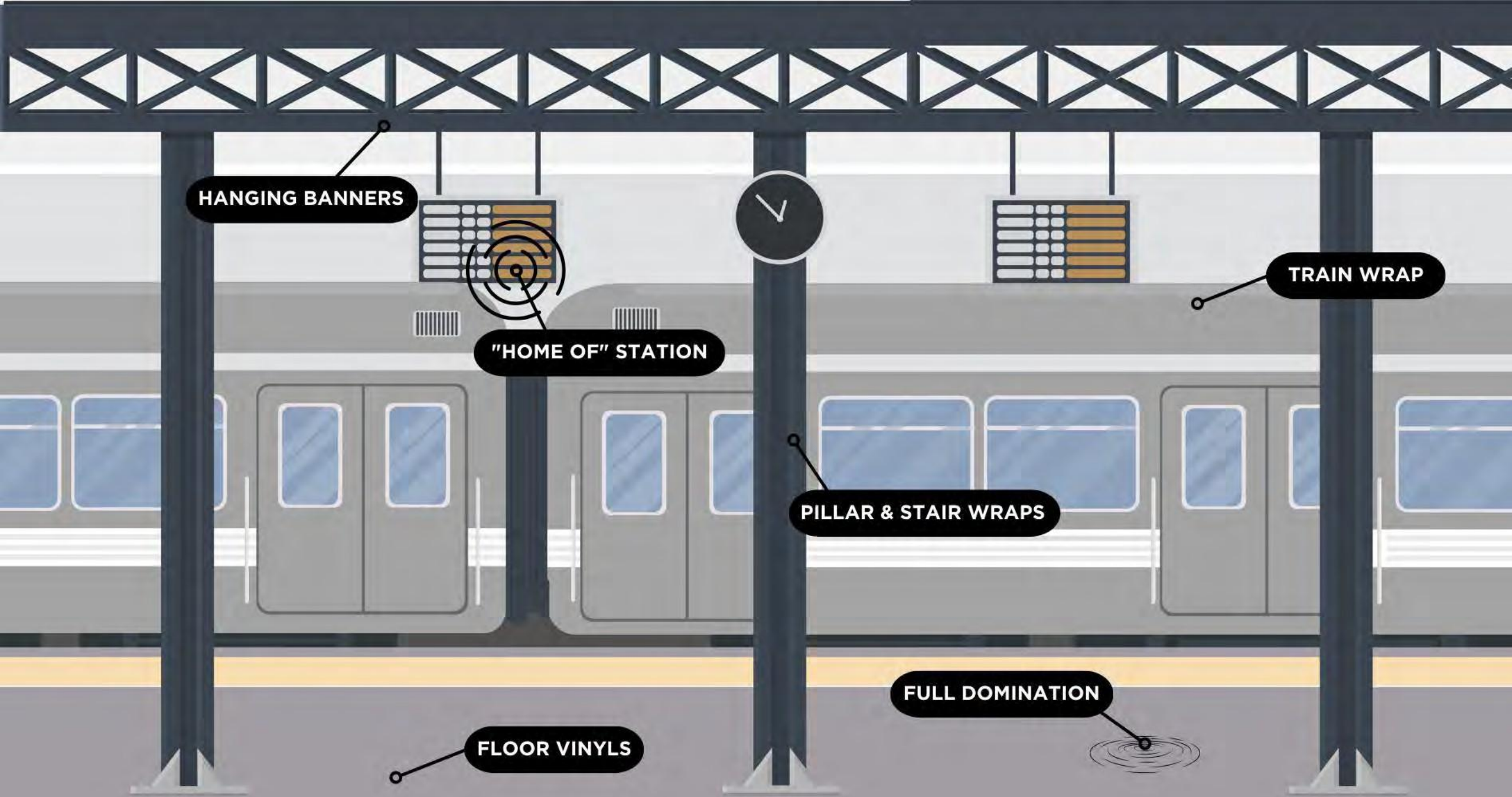
Communicate directly with your audience via **ticket gates**. Ideal for brand impact in conjunction with other formats, this format is simply unmissable!



FLOOR VINYL.

Communicate directly with your audience our high impact
floor vinyl.





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