



OUT OF HOME LONDON BUSES: SUPERSIDES

**CATCH THE ATTENTION OF 45% OF LONDON'S POPULATION WITH
HIGH IMPACT, ICONIC ADVERTISING ON LONDON BUSES**

Reach an affluent and outgoing audience with bus side posters, facing both road and pavement.

Advertising panels on the sides of buses are a particularly iconic and credible medium of displaying your brand or product. Over 48 million adults are reached over a two-week period with bus advertising, making it one of the highest-reaching forms of marketing options available.

With 75% of people visiting the high street every week and 85% of Londoners preferring buses with ads, supersides have a high impact and are a particularly great opportunity to reach light TV viewers (aged 15 to 34).

Out of Home (OOH) advertising is an impactful way of reaching a diverse and vast audience, with 98% of the UK population encountering OOH advertising every week. UK adults spend on average three hours out the house every day. With 40% of shoppers seeing an OOH advertisement in the 30 minutes prior to purchase, supersides prompt buyers in the right place at the right time.



8,700

buses in London

48

million adults reached over two weeks

85%

of Londoners prefer buses with ads

80%

of people exposed to bus ads take action

LONDON DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



ABC1 - 64%

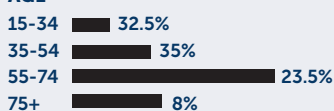
GENDER



51%

49%

AGE



PACKAGES AVAILABLE STARTING FROM

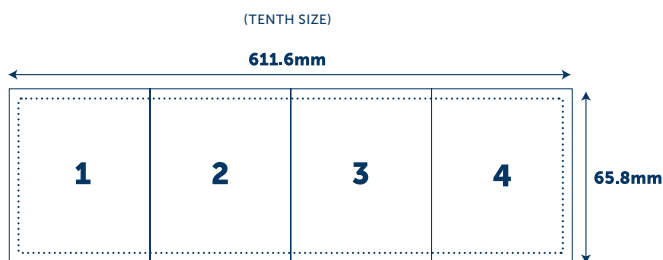
- 200 panels across the London Bus network over a period of two weeks

This would deliver:

- 4.009 million adult London reach = 49% coverage of London adults
- 1.1 average frequency
- 4.44 million impacts

ARTWORK SPECIFICATIONS

ARTWORK SIZE



Overall Size

65.8mm x 611.6mm
Sections 1, 2, 3 and 4
measure 65.8mm deep,
152.9mm

Display Area

60.1mm x 605.6mm

ARTWORK SPECIFICATIONS

Display Area	601mm x 6,056mm (Full size)	File Name Images	SiteType_CampaignName_LiveDate
Overall Size	658mm x 6,116mm (Full size)	DPI	300 dpi minimum
Bleed	3mm all around	Barcodes	To be adapted by our printer
File Format			

SUPPLYING CONTENT

- All images to be supplied at Artwork size, in line with the template, and recommended no lower than 300dpi
- All images are high resolution (at least 300dpi).
- Do not supply spot colours or RGB images or text, they will be converted on import
- If spot colours are required, then please contact a member of the production team: our prices are based on 4 colour CMYK
- Objects and text should be checked if they need to knock out or overprint. Hurst Media are not responsible if specs are not adhered to and artwork is set up incorrectly
- Do not use a scale factor on export
- Export the template as a PDF with an ICC profile of FOGRA39L
- Export applying the document bleed settings
- PDF version should be 1.6

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

ARTWORK DELIVERY

- Please ensure artwork is sent into the relevant email address below, a minimum of 14 days before the campaign live date:

production@hurstmediacompany.co.uk

COPY REFERRALS

- Copy referral can take up to 5 days. If artwork is provided on t-17 and it requires referral, then the approved copy would in effect be delivered on T-12 and be considered late, and delivery of the campaign may be affected.

COMPLIANCE AND APPROVALS

- All artwork is subject to approval. We strongly recommend you review these fully before commencing production.
- Failure to comply with these deadlines, means that the campaign will be non-compliant and at risk of being under delivered in part or full.

CONTACT DETAILS

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS
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