



# OUT OF HOME TUBE: 48 SHEET SPLASH

**CATCH THE ATTENTION OF LONDON WITH 48 SHEETS  
ACROSS-TRACK, HIGH IMPACT ADVERTISING**

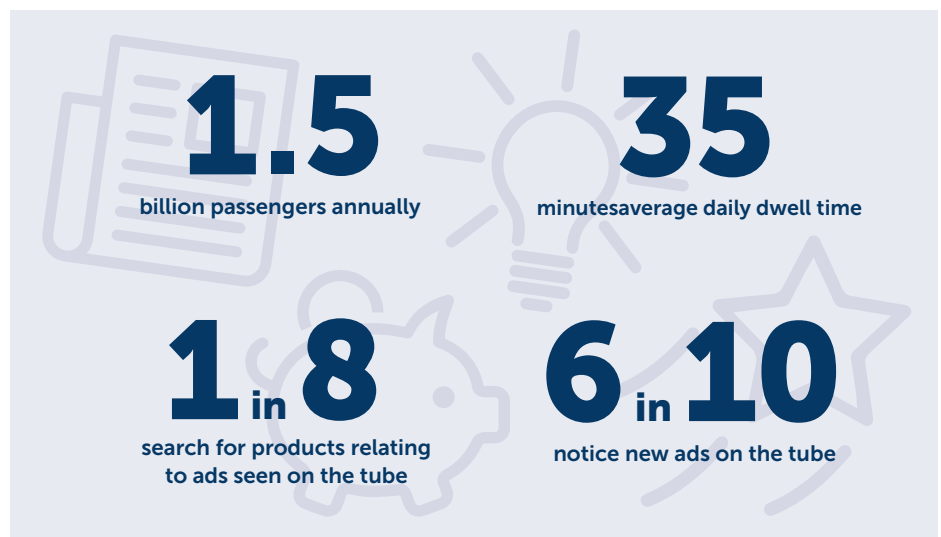
Reach an affluent and outgoing audience with advertising that cannot be missed on the London Underground. These large 48-sheet advertising spaces face passengers across the track as they wait for their train, putting your brand or product in their direct line of vision.

The London Underground is one of the most heavily used public transport systems in the world, with over 1.5 billion passengers annually. 48 sheet splashes reach a diverse range of demographics that include commuters, residents and tourists.

There's a high dwell time, with tube users waiting on average for 3 to 7 minutes on the platform, providing maximum opportunity for views and engagement. 6 out of 10 tube passengers notice new ads on the tube, while 65% of commuters find advertising here less intrusive than other advertising methods.

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.

48 sheets-across-track campaigns are ideal for those wanting to promote their products and services in an immediately visible space where the ad is the focal point of a platform.

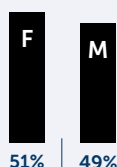


## LONDON DEMOGRAPHICS

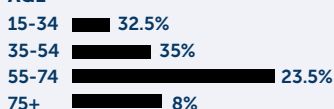
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## PACKAGES AVAILABLE STARTING FROM

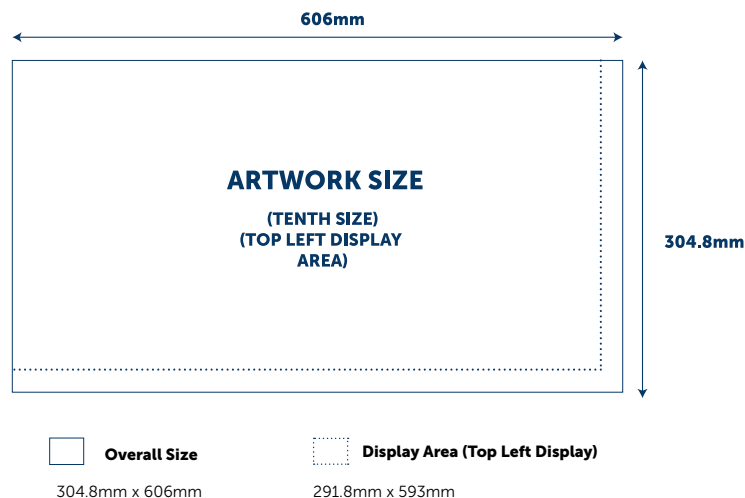
- 25 panels across the Underground network over a two week period
- This would deliver:
- 317,000 adult London reach = 3.7% coverage of adults in London (but ABC1 25-45 biased)
- 4.9 average frequency
- 1,542 million impact
- Price on application

## ARTWORK SPECIFICATIONS

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|                         |  |
|-------------------------|--|
| <b>Display Area</b>     | 2,918mm x 5,930mm<br>(Full size)                               |
| <b>Overall Size</b>     | 3,048mm x 6,060mm<br>(Full size)                               |
| <b>Bleed</b>            | 2mm all around   |
| <b>File Format</b>      | High Resolution CMYK PDF<br><br>Embed/outline images and fonts |
| <b>File Size</b>        | Up to 25MB   |
| <b>File Name Images</b> | SiteType_CampaignName_<br>LiveDate                             |
| <b>DPI</b>              | 300 dpi minimum  |

### ARTWORK SIZE



## 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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto: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](mailto: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  
Company number: 08375910 VAT number: 161866882

All bookings are made subject to our Terms & Conditions of advertising, which are available here: [hurstmediacompany.co.uk/hurst-media-advertising-terms](https://hurstmediacompany.co.uk/hurst-media-advertising-terms)

### MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018  
[sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPARTMENT

Tel: 0203 770 4024  
[production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)



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