



OUT OF HOME LONDON TAXIS: ELECTRIC

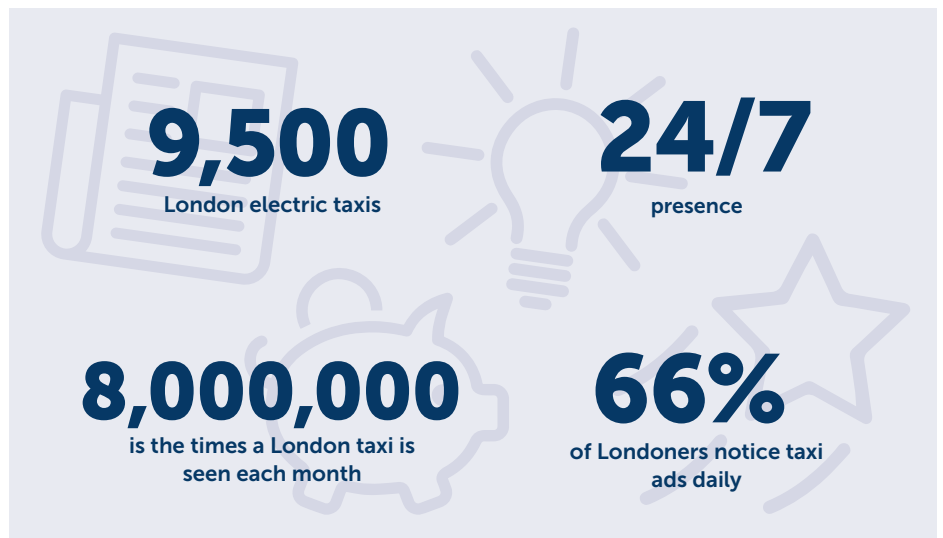
CATCH THE ATTENTION OF LONDON'S POPULATION WITH HIGH IMPACT, ICONIC ADVERTISING ON LONDON TAXIS

Reach an affluent and outgoing audience with taxi supersides, with excellent visibility positioned at eye level, reaching pedestrians, drivers and passengers. Taxi supersides include the tip-up seats inside as added advertising space.

Advertising panels on the sides of taxis are a particularly iconic and credible way of displaying your brand or product, reaching a large audience with a huge impact. 9,500 electric taxis are helping London become a less polluted city, with supersides featuring 24/7 on bolder and cleaner vehicles.

With 75% of people visiting the high street every week and mobile advertising having a larger geographical coverage than static formats, supersides have a high impact that's iconic and credible.

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.

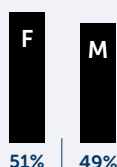


LONDON DEMOGRAPHICS

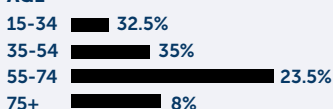
SOCIAL DEMOGRAPHIC



GENDER



AGE



PACKAGES AVAILABLE STARTING FROM

- 75 taxis = 150 Supersides across London over a four week period

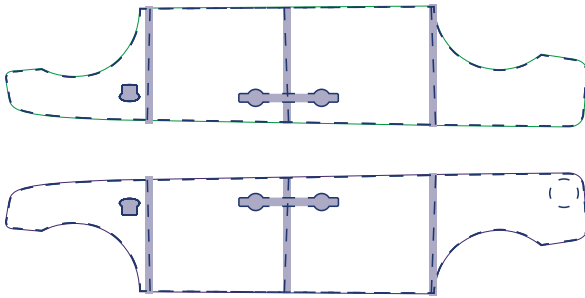
This would deliver:

- 1,094,260 adult London reach
- 3.2 average frequency
- 3,490,689 million impacts
- Price on application

ARTWORK SPECIFICATIONS

SUPERSIDES

(TENTH SIZE)



Removed

Areas of the artwork removed during fitting i.e. windows and handles. Do not place any important information on these areas.

Cut Line

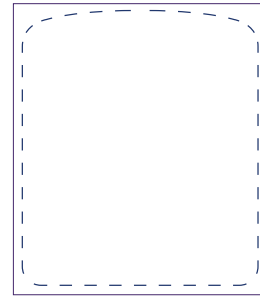
Cut line illustrates where your artwork will be cut when being printed and fitted. Avoid placing important information on the dotted line.

Bleed Line

Artwork must run to bleed line. The bleed line is for guide purposes only and must not be used as a clipping mask.

TIP SEATS

(TENTH SIZE)



Cut Line

Cut line illustrates where your artwork will be cut when being printed and fitted. Avoid placing important information on the dotted line.

Bleed Line

Artwork must run to bleed line. The bleed line is for guide purposes only and must not be used as a clipping mask.

KEY COMPLIANCE REQUIREMENTS

COMPLIANCE AND APPROVALS

- All taxi advertisements must be approved by TfL before being displayed. This is to ensure content is legal, decent, non-offensive, and does not compromise vehicle safety.
- Submit ads via the TfL Taxi Advertising Approval Process.
- Most media agencies or printers will handle submission on your behalf.
- Ads must comply with:
 - ASA (Advertising Standards Authority) rules
 - CAP Code (non-broadcast advertising code)
- Turnaround: Typically 2–5 working days for TfL approval.

DESIGN & PLACEMENT RESTRICTIONS

- No obstruction of windows (except rear window if using approved one-way vision vinyl).
- Must not obscure taxi signage, license plates, or lights.
- Only approved formats are allowed: full wraps, supersides, tip seats, etc.

MATERIALS & INSTALLATION

- Must use materials that are safe and weather-resistant.
- Installation must be done by TfL-approved applicators.
- Improper application can result in fines or vehicle suspension.

LICENSING & PERMISSIONS

- You do not need to license the ad campaign separately from the TfL approval.
- The taxi operators/fleet owners typically hold contracts with advertisers or agencies.

ARTWORK DELIVERY

- Please ensure artwork is sent into the relevant email address below, a minimum of 15 working days before due to be printed:

production@hurstmediacompany.co.uk

WHAT'S NOT ALLOWED

- Political ads
- Alcohol ads (restricted but not banned)
- Ads for services/products illegal in the UK
- Sexual or offensive content
- Ads that mimic taxi signage or road signs

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

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



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