



# OUT OF HOME LONDON TAXIS: TRAD

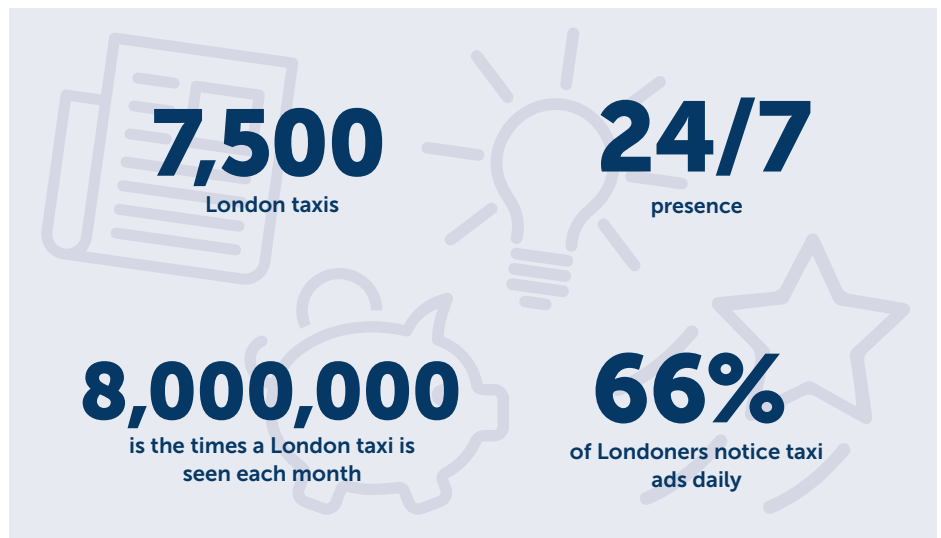
**CATCH THE ATTENTION OF LONDON'S POPULATION WITH HIGH IMPACT, ICONIC ADVERTISING ON LONDON TAXIS**

Reach an affluent and outgoing audience with traditional fleet 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 the 7,500 taxis in London are a particularly iconic and credible medium of displaying your brand or product, reaching a large audience with a huge impression.

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.

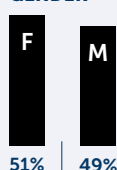


## LONDON DEMOGRAPHICS

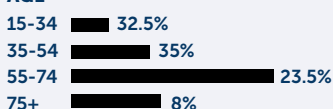
### SOCIAL DEMOGRAPHIC



### GENDER



### AGE



## PACKAGES AVAILABLE STARTING FROM

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

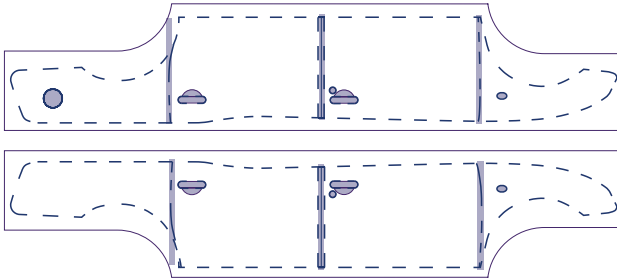
This would deliver:

- 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

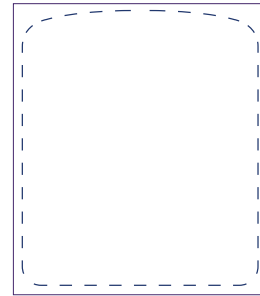
Cut line illustrates where your artwork will be cut when being printed and fitted. Avoid placing important information on the dotted line.

#### 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](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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