



OUT OF HOME TUBE: TUBE CAR PANELS

CATCH THE ATTENTION OF OVER A QUARTER OF LONDON'S POPULATION WITH HIGH IMPACT ADVERTISING ON THE TUBE

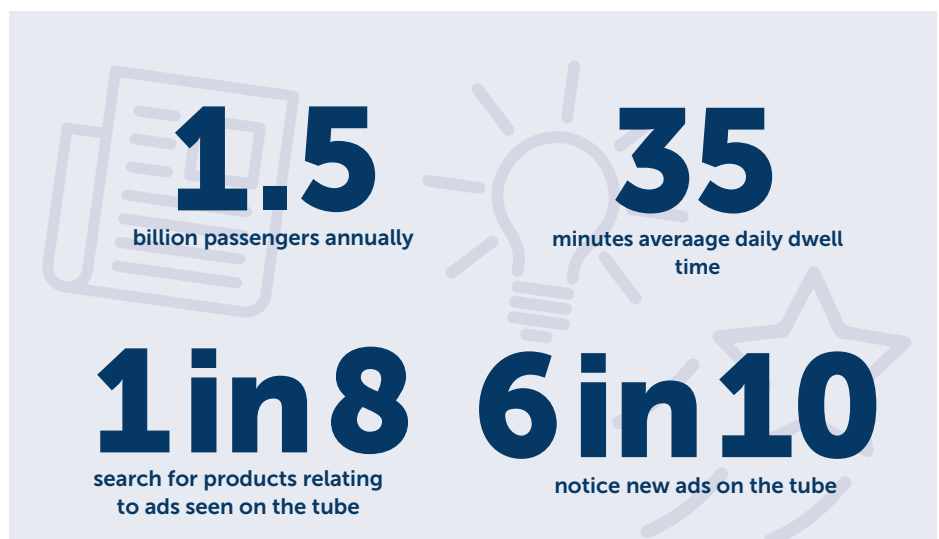
Reach an affluent and captive audience with Tube Car Panels (TCPs) advertising.

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

The TCPs audience has high dwell time, with tube users spending an average of 35 minutes in a carriage each day, 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.

TCPs are one of the most cost-effective forms of OOH advertising, ideal for those wanting to promote their products and services in a high frequency and engaging environment.

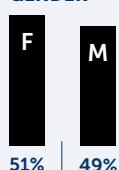


LONDON DEMOGRAPHICS

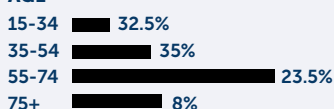
SOCIAL DEMOGRAPHIC



GENDER



AGE



PACKAGES AVAILABLE STARTING FROM

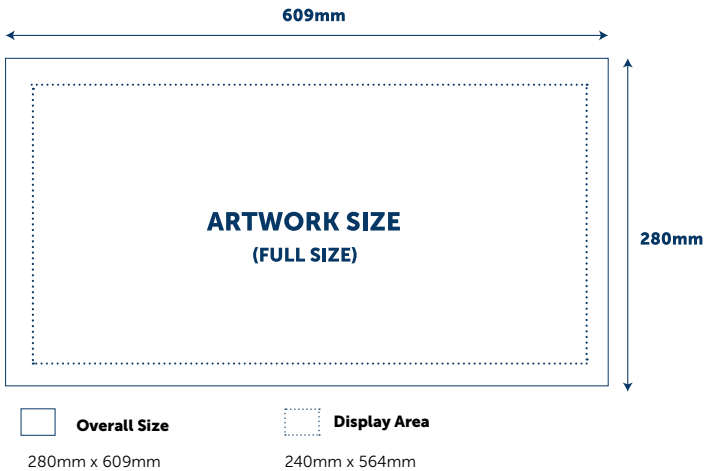
- 2,200 panels across the Underground network over a two week period

This would deliver:

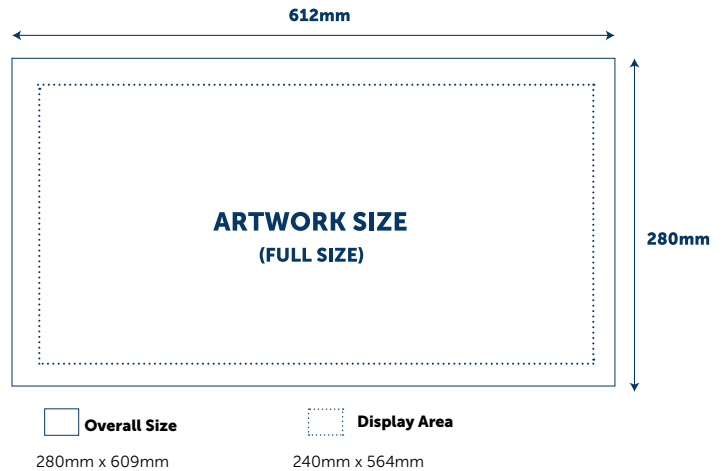
- 2.43 million adult London reach = 26% of coverage of London adults (but ABC1 25-49 bias)
- 3.8 average frequency
- 9.28 million impacts
- Price on application

ARTWORK SPECIFICATIONS

LONDON TUBE PANELS AND TRAMLINK INTERIORS



WATERLOO & CITY LINE



ARTWORK SPECIFICATIONS

Display Area	266mm x 598mm (Full size)	File Size	Up to 25MB
Overall Size	280mm x 609mm (Full size)	File Name	SiteType_CampaignName_LiveDate
Bleed	10mm all around	DPI	300 dpi minimum
File Format	High Resolution CMYK PDF	Barcodes	To be adapted by our printer
	Embed/outline images and fonts		

ARTWORK SPECIFICATIONS

Display Area	240mm x 564mm (Full size)	File Size	Up to 25MB
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File Format	High Resolution CMYK PDF	Barcodes	To be adapted by our printer
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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
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

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