



Bus Advertising - With bus usage at an all time high and people spending more time out of the home than ever before, it's not surprising that buses are the most seen medium in town. There is little other advertising in town centres, so buses catch the attention of almost 29 million consumers on the move each week whilst they're out and about, on the high street and spending money (TGI 2006). Offering unrivalled national coverage and frequency, bus advertising delivers a truly broadcast medium with 90% of UK adults living within five minutes of a bus route.

For advertisers looking to make a bold, unmissable statement, buses offer a variety of highly creative large format opportunities. From covering a whole bus to wrapping the sides or rear, buses have fantastic scope for eye-catching design as well as the ability to showcase brand messages to consumers on the move across the UK.

Focal Point Advertising have been established since 1987 and can help you reach strategically targeted audiences through traditional and out-of-home advertising opportunities. To find out more call us today, you won't be disappointed.

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