

tailored advertising solutions



Train Stations - Rail delivers over 1bn passenger journeys each year; a huge audience that is growing at a rate of 10% per annum (ATOC). The rail audience is affluent and influential with 75% ABC1 and 57% Business Decision Makers.

All Train Operating Companies throughout the UK have advertising opportunities. Additional outdoor digital formats are available with Transvision - huge LED screens at termini stations, which in partnership with Sky, delivers up to the minute news and weather. In addition, other advertising opportunities include 4-sheets, 6-sheets, 48-sheets, banners, floor vinyls as well as innovative formats – all built to maximise audience delivery. This allows for experiential marketing at rail stations and the London Underground; including distribution and exhibition space.

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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