

The higher income group in Estonia includes 168,000 people. 43% of this target group lives in Tallinn and 19% commute to work in Tallinn every day from nearby suburbs. Therefore, a campaign in Tallinn alone will reach 62% of the wealthiest residents in Estonia. Two-thirds of the target group work as managers or specialists. When choosing the locations for the Business Package, we have considered the locations of their homes and jobs, as well as their trajectories, and therefore posters are planned for the vicinity of commercial buildings and main roads. The Business Package also provides an opportunity to reach the hard-to-reach wealthy male target group, because 61% of this target group is comprised of males. [The sample campaign](#) includes 50 locations, which are located near 65 commercial buildings and Tallinn's main roads.



Additional information:

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2
weeks

TIME PERIOD



50

FACES



95%

REACH



20

FREQUENCY



5.55M

CONTACTS