

The package includes the 50 most frequented transportation stops in Tallinn, where people start their trips, standing and waiting for an average of four to five minutes. This means 150 thousand people waiting daily, or about 720 thousand “long contacts” per week. The package is meant for advertisers who wish to provide more information about their product or service. For example, the Transportation Stop 50 package is ideal for campaigns that require greater attention to the content of the poster, or for advertisements that invite consumers to engage on social media. The target group is people who primarily use public transportation or travel by foot: for example, 75% of women, 66% of non-Estonians, 79% of those aged 15 to 25, and 50% of those over 55 use public transportation. [The sample campaign](#) includes 50 transportation stops in Tallinn.



### Additional information:

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1  
week

TIME PERIOD



50

FACES



79%

REACH



9

FREQUENCY



6.3M

CONTACTS