

This is a mass media campaign that will dominate the cityscape, and reach the majority of Tallinn residents with great frequency. The outdoor media research data from Outdoor Impact shows that, by the end of this campaign, 80% of Tallinn residents have seen it seven or more times. This package is suitable for advertisers that use outdoor advertising as an independent media or for product launches. The package is characterised by rapid coverage – 68% of the target group will have seen the advertising by the end of the first day. For a national campaign, additional faces are added in Narva (12), Tartu (30), Pärnu (16), Rakvere and Viljandi (8 each). In this case, the campaign will reach approximately half of the Estonian population. [The sample campaign](#) includes 110 locations in Tallinn.



Additional information:

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2
weeks

TIME PERIOD



110

FACES



95%

REACH



34

FREQUENCY



10.15M

CONTACTS