

The Drivers' Package is directed at people who usually move by car, either as drivers or passengers. The advertising faces chosen for this package are near roads (up to 20 metres from the passenger). The reception of advertising by people travelling by car differs due to the fact that each contact is very short (two to three seconds). Although the observation period is short, people travelling by car cover longer distances and are repeatedly exposed to advertisements. Of Tallinn's 410,000 residents, 34% travel by car daily and 64% of the higher income target group does so. Of the 56,000 people that daily commute to work in Tallinn from the wealthier suburbs, about 91% travel to work in a car. [The sample campaign](#) includes 25 locations in Tallinn (5 Premium; 20 Eurosize).



Additional information:

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3
weeks

TIME PERIOD



25

FACES



95%

REACH



22

FREQUENCY



6.2M

CONTACTS