



# 3,300,000

Fortnightly Impacts



## READING LIGHTS



Reading Lights, Station Approach, Station Road, Reading, RG1 1LZ

Double Sided Full Motion  
Screen

Highest Large Format DOOH  
Impacts in Reading

64m<sup>2</sup> of premium HD coverage

Dynamic creative capabilities

Frame ID's

2000118664

2000118665

Site No.

6058-01

6058-02



READING  
LIGHTS

“

‘I am hugely impressed with the new screen in the plaza; it does much to enhance Reading’s sense of place.’

Tim Smith MBE – Chief Executive

Thames Valley Berkshire Local Enterprise Partnership



# READING LIGHTS



- 5th busiest train station in the UK outside of London, with over 17 million annual entries and exits
- New Elizabeth line opening December 2019 – 55 minutes to Tottenham Court Road and 44 minutes to Heathrow terminals
- 188 direct trains in to London everyday



- 5 minutes to the M4
- 38 minute drive time to Heathrow
- Rail Air Coach every 20 minutes to Heathrow



- Oracle Shopping Centre annual footfall 13.7 million
- 10th largest town in the UK
- Population 158,184
- Reading has the UK's fastest growing economy

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## Elizabeth line



MAYOR OF LONDON



READING  
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Business Headquarters & Offices Located in Reading





READING  
LIGHTS



### Return on Investment

Estimated reach 146,579

550,920 fortnightly impacts

ABC1

75%



4th highest UK weekly workplace earnings



Businesses in the town include SSE, Gillette, Microsoft & Huawei



28% of population are graduates

### Weekly Pedestrian Data Count

	Full Network AM & PM	AM & PM Commuter	AM Commuter 6am - 10pm	PM Commuter 4pm-8pm	Consumer 10am - 4pm	Entertainer 8pm - Midnight
Mon - Sun	381,480	212,202	85,104	127,098	121,026	48,342
Mon - Fri	78,570	180,090	77,100	102,990	86,700	36,120
Weekends	78,570	32,112	8,004	24,108	34,236	12,222



# READING LIGHTS

The screens are fully integrated with dynamic platforms, allowing you to run the following campaigns:



- Weather & Traffic Activation



- Social Media Live Streams – Twitter or Instagram Web Interface – complete control on the text and copy which appears on the screens



- Dynamic Text – showing the latest sporting results, statistics or news updates



- Interruptive – creative can be changed based on sporting events or any set scenario



- Scheduling



- 24 hour scheduling team Multiple creative rotation

be on it. ®