

# EDMONTON ALBERTA

## Fun Facts

Population of  
**1.3 million+**<sup>1</sup>

AVERAGE  
**HHI**  
\$121,620+<sup>2</sup>



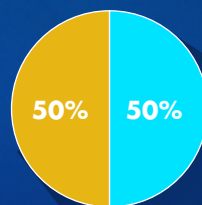
## Reach Your Desired Audience in Alberta's Capital City

An ever-changing city, Edmonton is alive with energy and boundless opportunities. A large percentage of the increasing population is made up of people in their prime working and consumer spending years<sup>3</sup> providing a wealth of advertising potential. The Edmonton Transit System (ETS) continues to grow with over 200 routes circulating throughout the city and the Edmonton International Airport (EIA) is the fifth busiest airport in Canada by passenger traffic<sup>4</sup>.

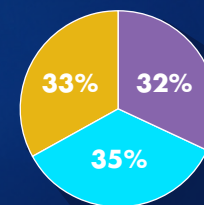
PATTISON's extensive coverage in this region gives advertisers the ability to connect with their target on multiple platforms, reaching Edmontonians where they live, work and play.

## Audience Profile

- Edmonton has grown by **14.8%**, making it the fastest growing major city in Canada<sup>5</sup>.
- Edmonton is home to one of the youngest populations in the country with **31%** of its population under the age of **25**<sup>5</sup>.



● Male  
● Female



● Baby Boomers  
● Gen. X  
● Millennials

PIE CHART SOURCE: Numeris RTS Spring 2018 Edmonton CMA 18+

<sup>1</sup> 2016 Statistics Canada, Population of census metropolitan areas

<sup>2</sup> 2016 Statistics Canada, Median Total income, by family type, by census metropolitan area

<sup>3</sup> Edmonton.ca, Edmonton indicators, 2011 national population census by age and gender

<sup>4</sup> EIA.com, Public Report, December 2017



# ADVERTISING OPTIONS

## CLASSIC & DIGITAL

- We dominate the competition with 67% market share in Billboards in the Edmonton market<sup>6</sup>
- Options include Classic Billboards, 10' x 20' Digital Billboards and Digital Superboards
- Digital Billboards have the ability to be easily updated with new creative throughout the duration of your campaign
- Large Format Superboards are situated in high-traffic locations and provide maximum visual impact

<sup>6</sup> COMMB Data Report, summer 2018 (July)

<sup>7</sup> City of Edmonton, About Us, 2018

<sup>8</sup> COMMB Summer 2018 (July)

## TRANSIT & STREET LEVEL

- Edmonton Transit Service (ETS) provides over 80 million rides each year<sup>7</sup>
- With a fleet size of close to 1,000 vehicles which include LRT and buses offer a wide variety of products to advertise on<sup>7</sup>
- Target pedestrians and drivers alike with 90+ Street Level units<sup>8</sup> throughout Edmonton
- Your message can travel throughout the city reaching the masses

For more information, **contact your PATTISON Account Executive today.**



# ADVERTISING OPTIONS

## AIRPORT

- Edmonton International Airport is the fastest growing major airport in Canada<sup>9</sup>
- The Edmonton International Airport welcomed over 7.8 million passengers in 2017<sup>10</sup>
- Products are located in exclusive locations on the main airport roads providing excellent exposure to business travellers

## VENUES

- The Ice District is Canada's largest mixed-use sports and entertainment complex
- Impressive Digital Spectaculars and Digital Street Level displays are placed in high-traffic locations throughout the Edmonton Ice District
- **81%** of Edmontonians intend to visit the ICE District more than once within the next year<sup>11</sup>

## DIGITAL NETWORKS

- Reach your target on their commute with LRT TV
- Connect with your audience during work hours, with our Digital Office Network
- Global News provides real-time News, Weather, Sports, Financial and Traffic updates, keeping Onestop audiences entertained and informed
- SmartAD<sup>®</sup>, allows advertisers to switch up creative and update promotions based on environmental conditions

<sup>9</sup> 2015 FlyEIA.com, EIA Fact Sheet

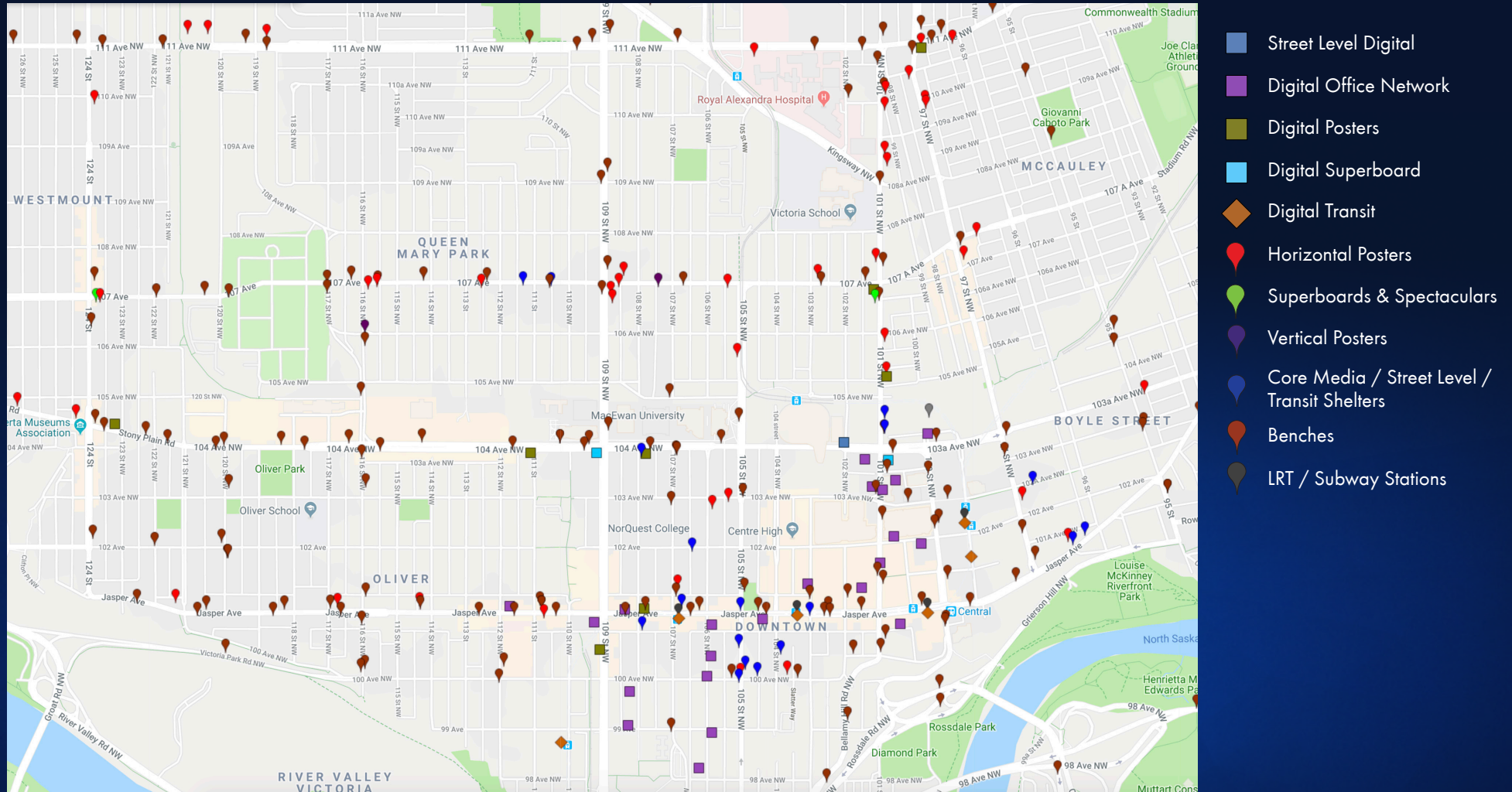
<sup>10</sup> flyEIA.com, Public Report, December 2017

<sup>11</sup> Research Now, Edmonton Study, n=400 interviews conducted among the Edmonton CMA population in August, 2017 via Research Now online panel.

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# PRODUCT INVENTORY



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