

MARKET PROFILE

VICTORIA BRITISH COLUMBIA

Fast Facts

Population of
86,792²

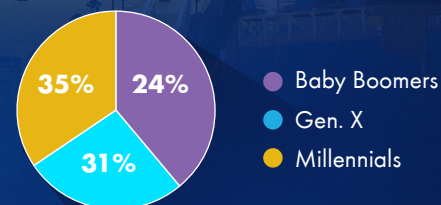
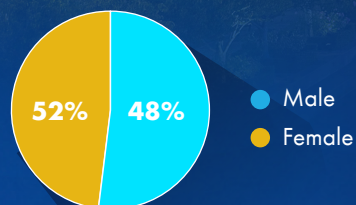
AVERAGE
HHI
\$84K¹



Engage Your Consumers in British Columbia's Vibrant Capital.

Among Canada's top destinations for travel and leisure, this picturesque area boasts exceptional advertising opportunities with a population nearing 85,792². Fueled by the industries of tourism, technology and government, Victoria has a rich cosmopolitan mix of residents, business owners, students and tourists – reach them in exclusive settings like Victoria's International Airport, along B.C. Ferry routes, and at numerous Street Level and OOH Poster locations across the market!

Audience Profile¹



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

On the Road¹

4 Hours average time drivers spend commuting by car in a given week

45% are regular drivers, commuting **75km** a week

¹ Vividata, Fall 2018. Victoria CMA.

² Statistics Canada, 2016 Census of Population.

ADVERTISING OPTIONS



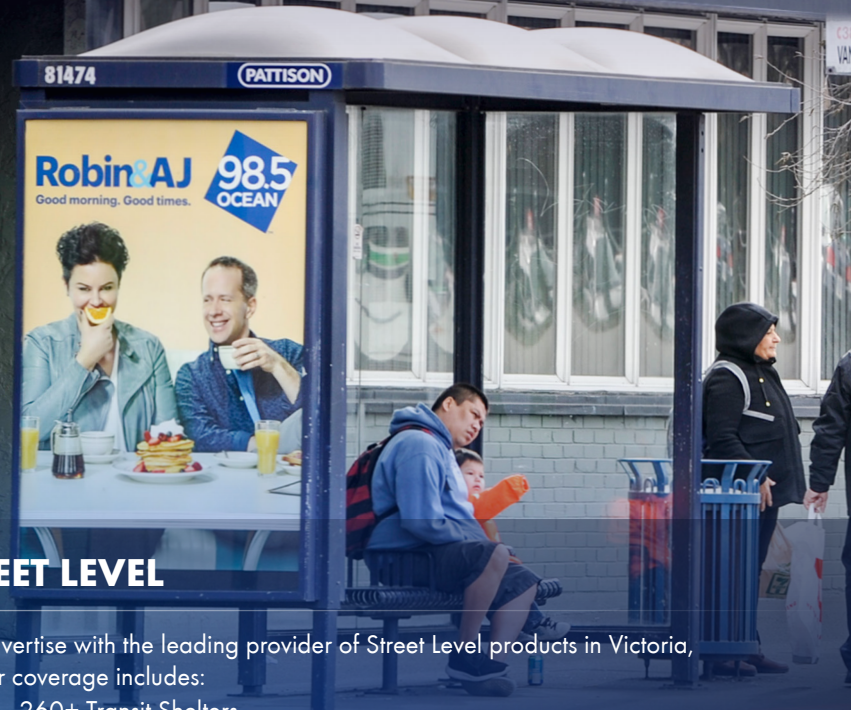
AIRPORT

- Explore our range of exclusive branding opportunities available at the Victoria International Airport (YYJ), which welcomed nearly 2 million travellers in 2017³
- Highly visible products connect your brand with a desirable and receptive audience
- Reach affluent travellers and business decision-makers where they spend ample amounts of time waiting to board
- Western Canada's leader in Airport advertising can take your campaign to new heights



In 2017, YYJ welcomed
1.9 million travellers³

³ Victoria Airport Authority, 2018



STREET LEVEL

- Advertise with the leading provider of Street Level products in Victoria, our coverage includes:
 - 260+ Transit Shelters
 - 2 Supershelters
 - 6 Kiosks
- Our vast inventory enables advertising for mass reach, and the freedom to target an audience close to the point-of-purchase
- Street Level formats connect with consumers at eye level; choose from locations all over the city



In the past week,

61%

have noticed any
bus stop/shelter ads⁴

⁴ Vividata, Fall 2018. Victoria CMA

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

pattisonoutdoor.com

ADVERTISING OPTIONS



CLASSIC & DIGITAL POSTERS

- Our Classic & Digital Billboards are located along major high traffic routes in Victoria and include:
 - Classic Posters
 - Digital Horizontal Posters
 - Superboards & Spectaculars
 - Digital Superboards
- Add custom embellishments to Classic Posters and Large Format pieces for high-impact
- Create contextual and dynamic campaigns with smartAD®, available on all Digital LED displays
- Digital offers flexible messaging to suit advertising needs as they change across a campaign



In the past week,

65%

have noticed billboard ads

⁵Vividata, Fall 2018. Victoria CMA



FERRY & TERMINAL

- PATTISON offers exclusive advertising on BC Ferries – one of the largest ferry operators in the world enabling the movement of people, goods & services between coastal communities
- Our coverage extends to the 5 major terminals of:
 - Tsawwassen
 - Departure Bay
 - Swartz Bay
 - Duke Point
- Reach this captive audience on the busiest ferry routes in Western Canada
- Connect with your audience multiple times throughout their passage on surrounding:
 - Tabletop Displays
 - Terminal Posters
 - Street Level Ads

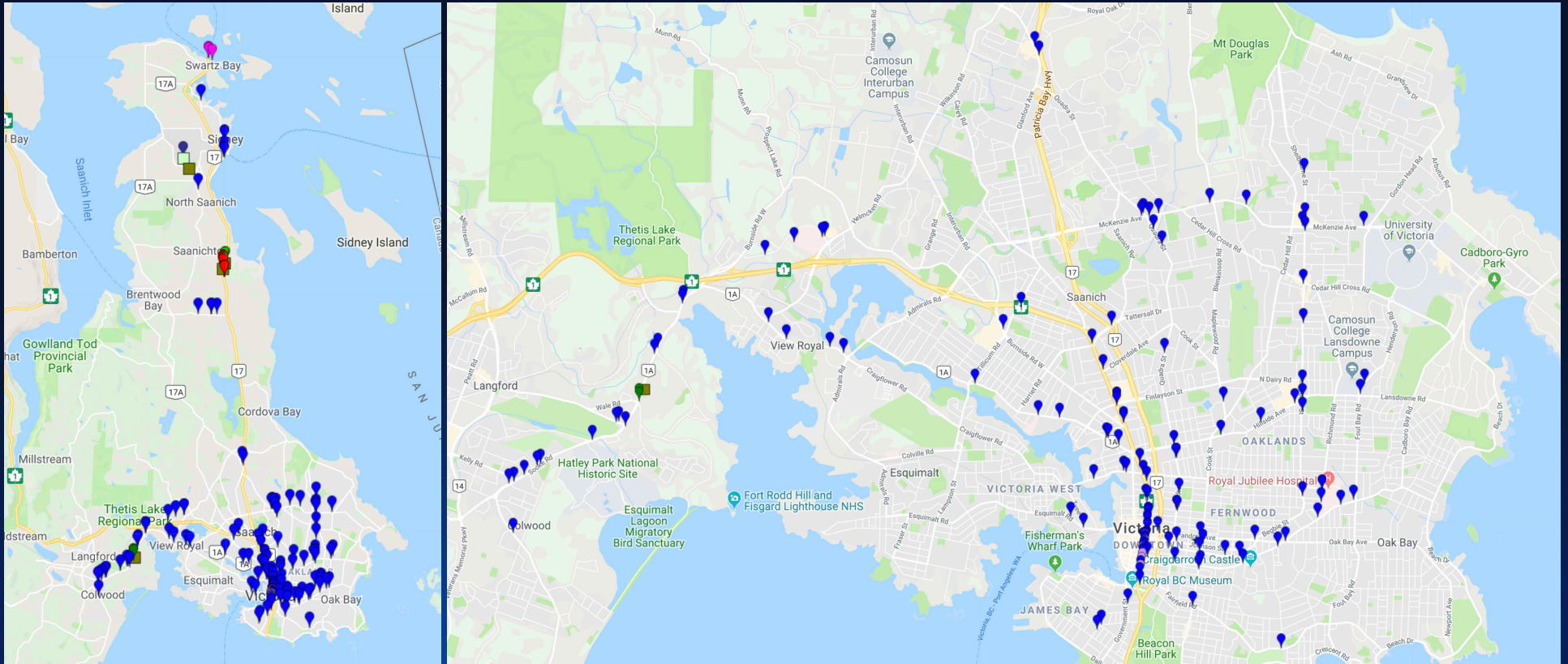


In 2017, BC Ferries served **22+ million** passengers and carried over **8.7+ million** vehicles⁶

⁶British Columbia Ferry Services, Total Vehicle & Passenger Counts by Route, 2018

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

PRODUCT INVENTORY



- Digital Posters
- Horizontal Posters
- Core Media / Street Level / Transit Shelters
- Airport Interior Digital
- Superboards & Spectaculars
- Street Level Super Shelters
- Airport Exterior Product
- Ferries & Terminals

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