

WOODSTOCK ONTARIO

Fast Facts¹

POP: 47,584

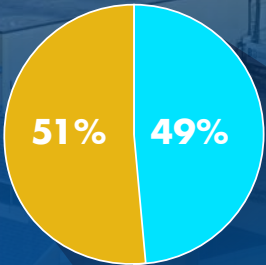
AVERAGE
HHI
\$96,465



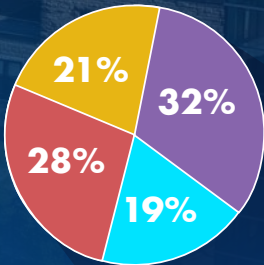
Reach tourists and locals in Woodstock, ON!

Commonly known as “The Friendly City”, Woodstock is home to many cultural and artistic exhibits, summer festivals, hockey games and more. Woodstock is at the head of Thames River, and has rich history and culture, along with its bustling downtown area filled with retail shops, restaurants and excitement! With complete and comprehensive Out-of-Home coverage across the city, PATTISON gives advertisers the opportunity to reach consumers in a diverse and vibrant market, such as Woodstock.

Audience Profile¹



- Male
- Female



- Boomers (A55+)
- Gen. X (A40-54)
- Millennials (A25-39)
- Gen. Z & Younger (A25 & Under)

On The Road



44% travel to work by car as a driver or passenger¹

1 in 8

used public transit in the past week²

55%

travelled over 50 km in the past week²

¹Environics Analytics, DemoStats 2021

²Environics Analytics, Optiks Vividata 2021

ADVERTISING OPTIONS



CLASSIC

- Capture the attention of consumers across busy streets and national highways
- Reach a broad audience and speak to the masses with this cost-effective and high frequency format
- Add custom embellishments, such as lighting and/or extensions to capture audience attention
- Large, impactful and eye-catching displays for immediate engagement



In the past week,
47%
have noticed **classic billboard** advertising²

STREET LEVEL

- Influence buying behaviour by positioning your message close to the point-of-purchase
- Capture the attention of pedestrians, transit riders and drivers alike in hard-to-reach residential areas at eye-level



In the past week,
36%
have noticed **Transit Shelter** advertising²

TRANSIT

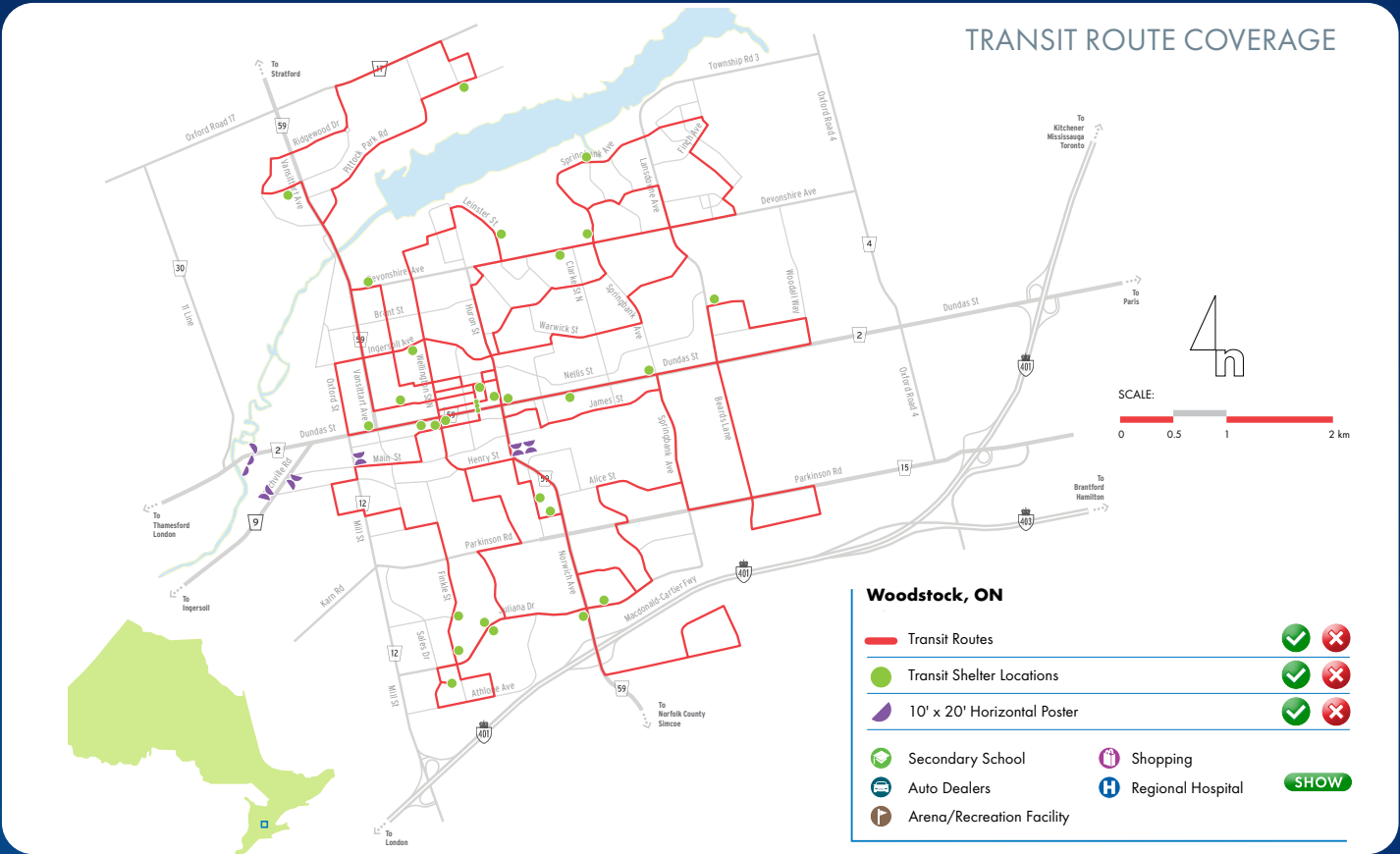
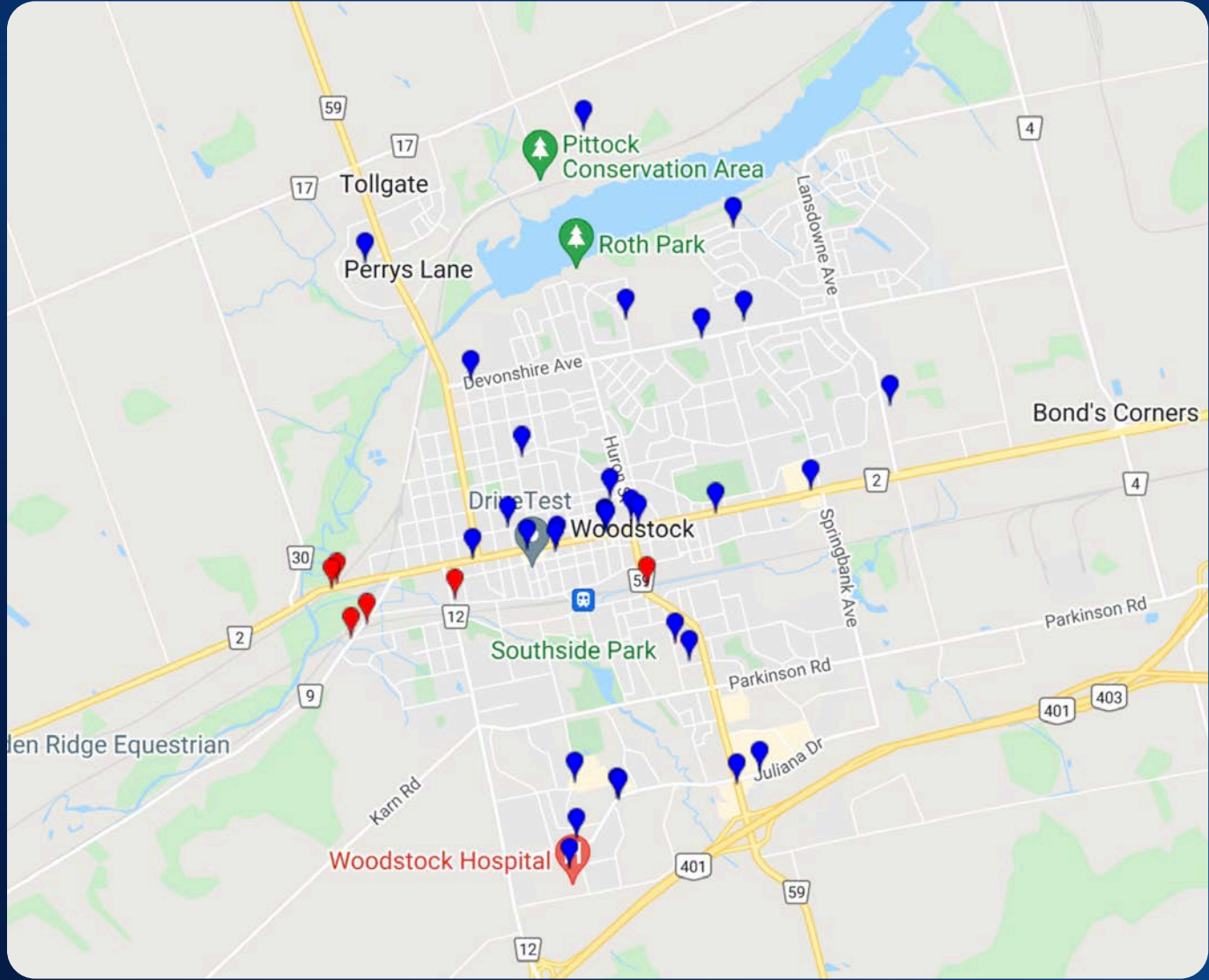
- PATTISON offers a variety of exterior and interior advertising products to ensure your message will reach consumers throughout the city
- Products include: a variety of bus wrap option and Interior Cards
- Reach commuters on their way to work, shopping and entertainment venues





In the past week,
31%
have noticed **Interior/Exterior Transit** advertising²

²Environics Analytics, Optiks Vividata 2021

PRODUCT INVENTORY



 Horizontal Posters

 Street Level

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