



Friary  
House  
CARDIFF

**Stones**  
NoFilter  
Jeep



15/ Jun/ 2018  
+ Elbow  
**CARDIFF**  
PRINCIPALITY  
STADIUM

tiger tiger  
CARDIFF



# Cardiff Millennium

## 800,000 impacts - 80sqm

### Maximus Maximise

**Our new Cardiff city centre Mega Banner reaches a youthful audience in a well known and renown area of bars and clubs.**

The site is moments from Cardiff University, several shopping centres, Cardiff Queen Street train station and less than half mile from the mighty Millennium Stadium, the home of Welsh Rugby.

Reaching a young vibrant pedestrian audience alongside a steady flow of traffic, this is a great opportunity for an advertiser to showcase a bold presence in the Welsh capital.

### Behind the scenes

Cardiff is the capital and largest city in Wales, as well as being the tenth largest city in the United Kingdom. The city is the country's chief commercial centre, the base for most national cultural and sporting institutions, the Welsh national media, and the seat of the National Assembly for Wales.

Cardiff is a significant tourist centre and the most popular visitor destination in Wales with 18.3 million visitors in 2010. In 2011, Cardiff was ranked sixth in the world in National Geographic's alternative tourist destinations.

Sporting venues in the city include the Millennium Stadium, SWALEC Stadium, Cardiff City Stadium, and many more. As such, the city was awarded with the European City of Sport in 2009 due to its role in hosting major international sporting events, and again Cardiff was the European City of Sport in 2014.

In addition to the above, Cardiff boasts a dazzling array of restaurants and nightlife, a world class university and an enviable range of shopping destinations, making this an exciting opportunity in one of the UK's top 10 cities.

### Greyfriars Rd, Cardiff CF10 3AE



# MAXIMUS

- IMPACTS: **800,000 per 14 days**
- SIZE: **8m wide x 10m high**
- MAXIMUS FACTOR: **8.9**
- VISIBILITY: **150 meters**
- TARGET GROUPS: **youth, social hub**
- DWELL TIMES: **extended due to social hub**

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