

Driving Results

The complete Traffic & Travel package

primesight
MAKE AN IMPRESSION



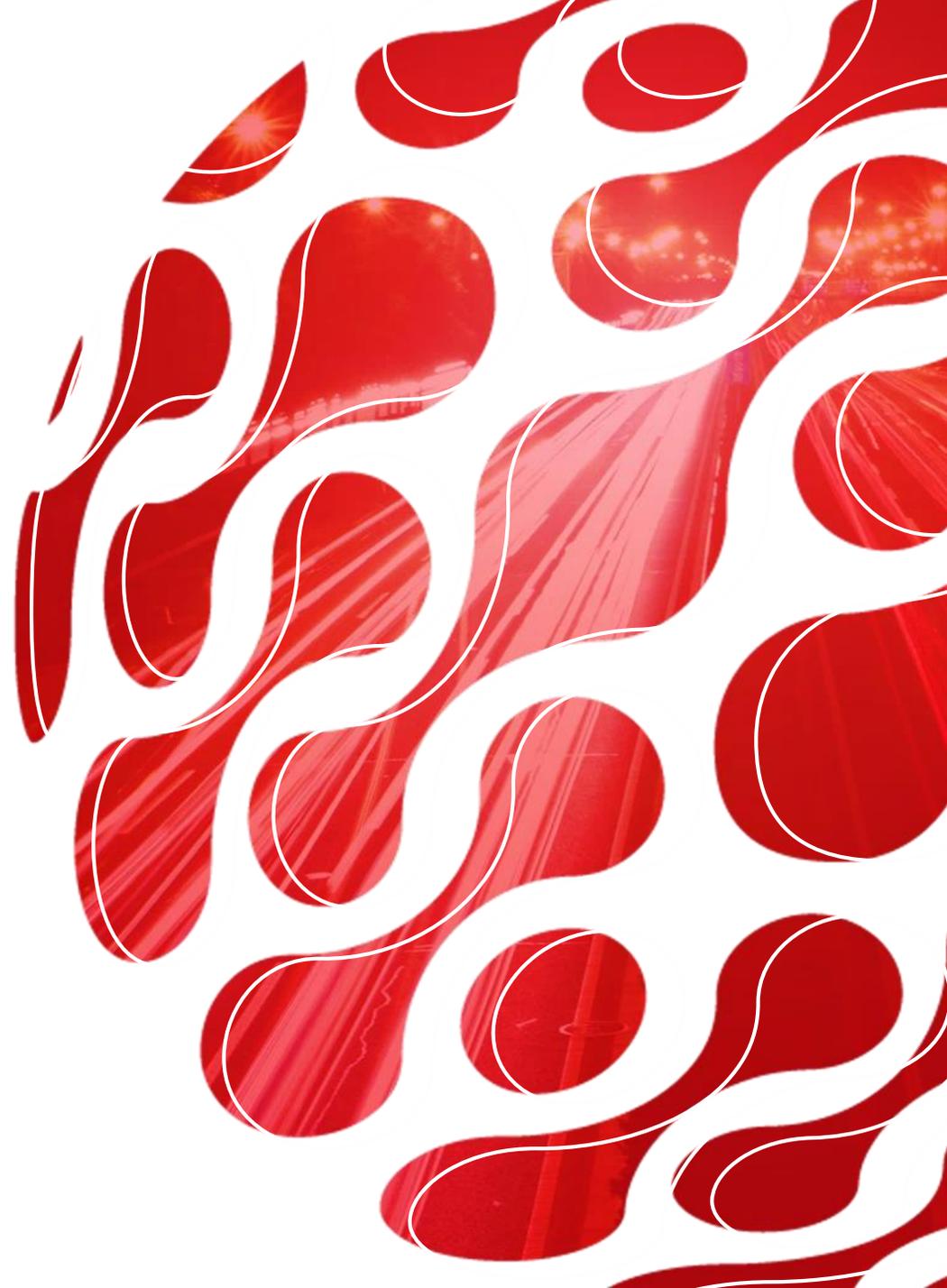
THE OPPORTUNITY

The award winning cross media partnership of Primesight and GTN are working together again to bring you the opportunity to own your consumer's journey.

Traffic and Travel content is now available on both radio and digital roadside 48 & 96 sheets. Up to the minute data is updated on air and on screen allowing you to bring content to consumers across the UK.

With 91% of adults getting their traffic and travel information from the radio when they're in the car and 68% of all adults commuting to work by car...

This is the perfect partnership.



GTN

- ✓ 240 stations
- ✓ Monday to Sunday
- ✓ Throughout the day only – no overnights or natural delivery
- ✓ Reaching **28 million adults** each week (616 ratings)
- ✓ 79% of commercial radio's weekly listeners
- ✓ Independent Research shows that **ad recall is 48% higher** in our solus breaks than in a standard ad break



**NETWORK
DRIVE**

Ad recall is up to
48% higher



PRIMESIGHT

- ✓ Dynamic feed shows traffic status for motorway nearest to frame
- ✓ Gives drivers useful content for their ongoing journey.
- ✓ Alert shows approximate status of nearest motorway junction with estimated time of delay.
- ✓ Updated dynamically in real time.
- ✓ Across 80 x D48s and 14 x D96s nationally.

Contact us today
to be a
Media Leader.



GTN

UNITED KINGDOM