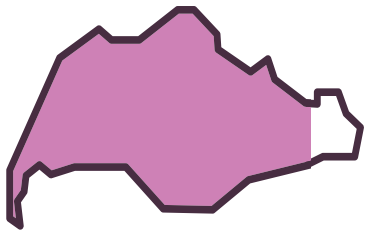


# 6 & THE CITY



**80%**

of bus shelter coverage is owned by Clear Channel<sup>3</sup>.

**100%**

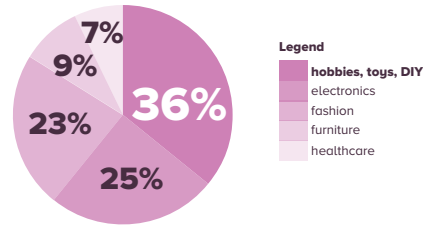
coverage in prime residential business, retail and Entertainment enclaves such as BBB District, Chinatown and The Historic District, Embassy Row, Fort Canning Hill and The Quays, Marina Bay, Marina Centre, Orchard and Scotts Road and The Central District<sup>3</sup>.



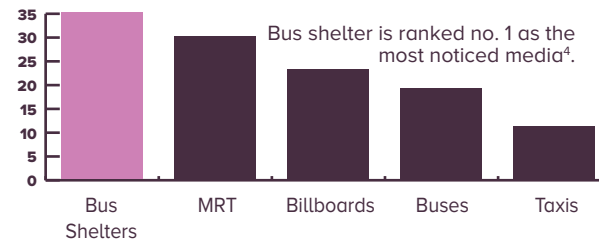
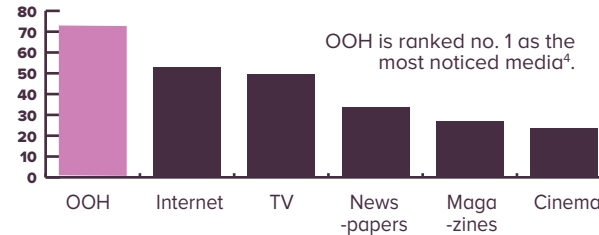
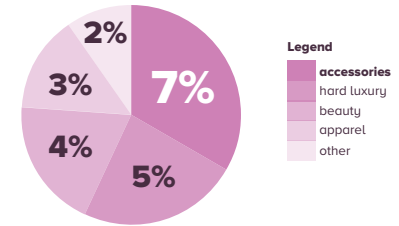
**70%**

Clear Channel's coverage amongst shopping malls in the city. (Locations include 313@Somerset, Bugis Junction, Chinatown Point, Far East Plaza Golden Mile Complex, ION Orchard, Liang Court, Marina Square, Ngee Ann City, Suntec City, etc.)<sup>3</sup>

## Singaporeans' Spending Receipts<sup>1</sup>



## Annual Growth Rate of Luxury Goods (2016-2017)<sup>2</sup>



**7 OUT OF 10**

respondents showed interest after seeing the ad<sup>4</sup>.

## 6 & the City ProxPax

The **6 & The City** Pack that comprises 60 static and digital 6-sheets located in premium locations across the City Centre, is guaranteed to capture the hearts and minds of the high-income consumers who live, work and play in prime residential, business, retail and entertainment enclaves across the City.

## Reach & Frequency<sup>5</sup>

**87.6%**  
1+ Reach

**22.9x**  
Average frequency

## LEXI<sup>6</sup>

**249,208**  
footfall

**95,244**  
views

