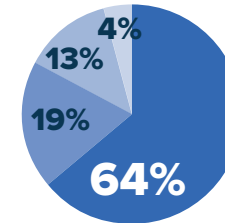


THE HEARTLANDERS

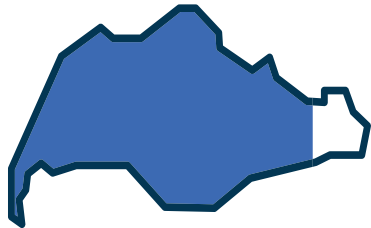


58%
Singaporeans live in a HDB as of 2016¹.

How Often Do People Go To Neighbourhood Malls²



Legend
 once a week or more
 about once a month
 hardly ever
 less than once a month



80%

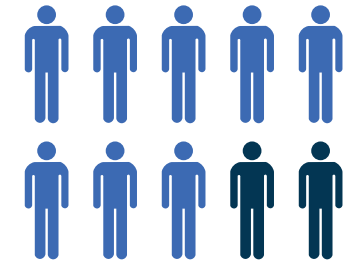
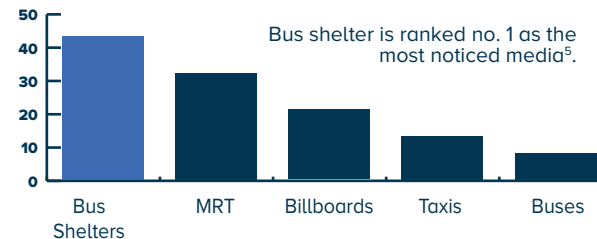
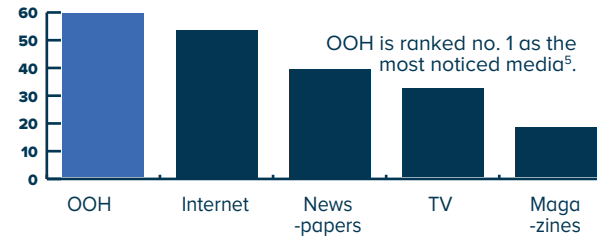
of bus shelter coverage is owned by Clear Channel³.

743

sites located within 1km from malls near heartland neighbourhoods³.



Clear Channel's coverage amongst neighbourhood malls⁴. (locations include Beauty World Centre, Causeway Point, IMM, Jcube, Jem, NEX, Parkway Parade, Queensway Shopping Centre, The Star Vista, Westgate, etc.)



8 OUT OF 10

respondents went to buy the product after seeing the ad⁵.

Neighbourhood ProxPax

Get through to the heartlanders and maximise reach with the **Neighbourhood** pack that has poster sites clustering around the immediate vicinity of the HDB Town Centres – community centres, schools, shophouses, heartland malls, bus interchanges and MRT stations.

Reach & Frequency⁶

76%
1+ Reach

13.3x
Average frequency

LEXI⁷

470,156
footfall

137,015
views

52%
males



48%
females

