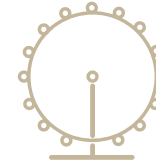


THE SILVER GEN



13.1%
Singaporeans
are aged 65
and above¹.

Places The Silver Gen Like to Visit²



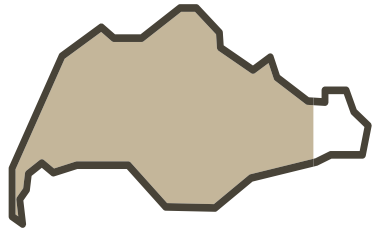
Attractions



Heritage Sites



Museums

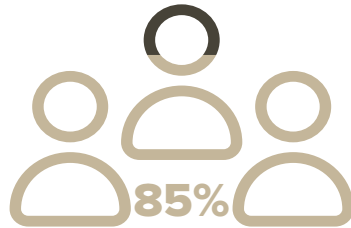


80%

of bus shelter coverage is owned by Clear Channel³.

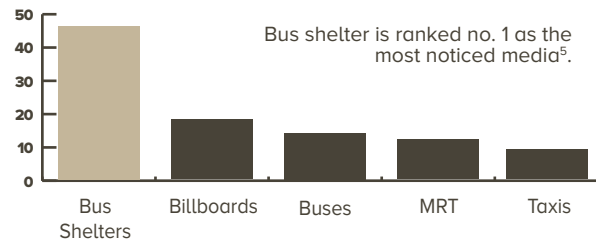
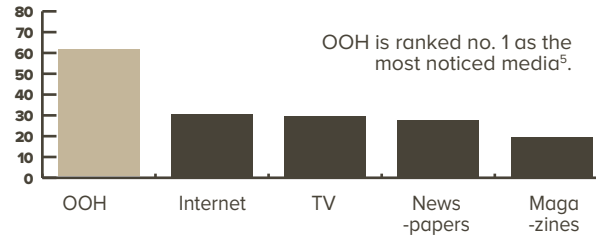
1,526

sites located within 1km from community centres and country clubs³.



85%

Clear Channel's coverage amongst community clubs and centres. (locations include: Choa Chu Kang, Bukit Timah, Pasir Ris, Bishan, Bukit Batok, Seng Kang, Clementi, Marine Parade, Sembawang, Hougang, Woodlands, etc.)⁴



7 OUT OF 10
respondents were inclined to purchase the product after seeing the ad⁵.

NestEgg ProxPax

The **Nest Egg** pack with 200 poster sites is specially crafted to target the elder and cash-rich audiences that are highly sought-after by most advertisers.

Reach & Frequency⁶

73.2%
1+ Reach

13.9x
Average frequency

LEXI⁷

4,057,278
footfall

1,331,586
views

