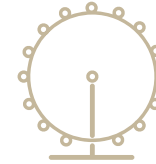


THE SILVER GEN



614,400
Singaporeans are aged 65 and above¹.

Places The Silver Gen Like to Visit²



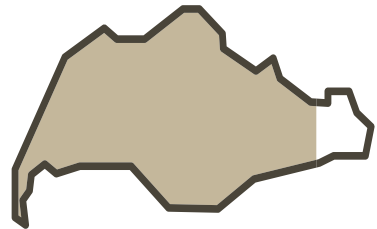
Attractions



Heritage Sites



Museums

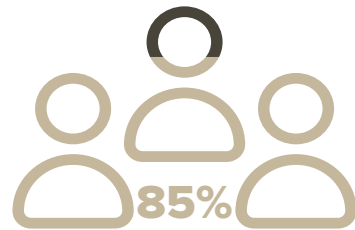


80%

of bus shelter coverage is owned by Clear Channel³.

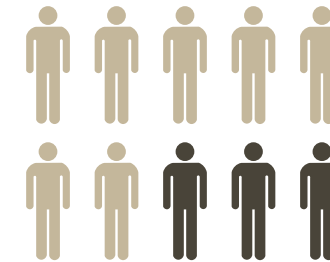
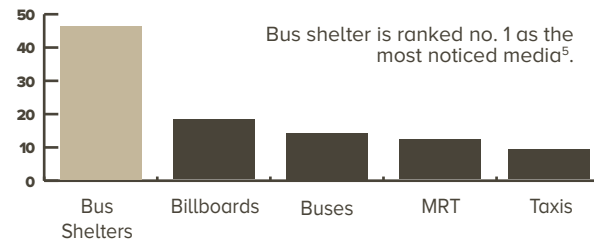
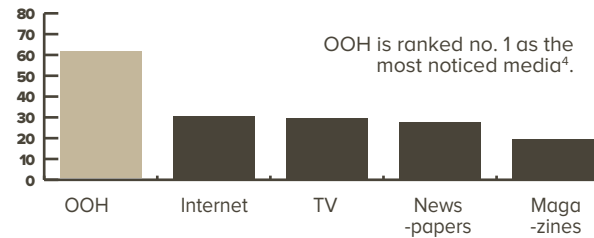
1,526

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.)³



7 OUT OF 10
respondents were inclined to purchase the product after seeing the ad⁴.



100%
of audience has returned in NestEgg ProxPax as Feb 2021⁶.

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 some advertisers.

Reach & Frequency⁵

73.2%
1+ Reach

13.9x
Average frequency

LEXI⁶

1,117,418
footfall

113,203
views

OutSmart Pin⁷



Audience Reach
45+, HDB Estates

Places of Interest
Elderly Care Homes