

DUBLIN BUS & BUS ÉIREANN PLANNING GUIDE

global
Making everyone's day brighter



Urban Bus Coverage

Galway Commuter Belt
199k Adults 15+

Limerick Commuter Belt
153k Adults 15+

Waterford Commuter Belt
90k Adults 15+

Cork Commuter Belt
409k Adults 15+

Dublin Commuter Belt
1.4 million Adults 15+





A yellow and green double-decker bus is shown on a city street. The bus has a large advertisement on its side featuring a woman and a man, with the text 'DUBLIN CITY' and 'DUBLIN COMMUTER BELT' overlaid in white on a blue background. The bus is parked on a street with buildings and trees in the background.

DUBLIN CITY & DUBLIN COMMUTER BELT



Who Sees Bus?

Everyone sees bus because bus goes where people go!

And bus delivers unrivalled audience coverage no matter how people travel around city and urban areas

Bus advertising lets your brand reach people at **national** and **local** level, with formats to suit every brief.



The Audience

1.8million
Adults Available

136

Routes reaching across
the Greater Dublin Area

70%

Of all routes outside
the canal cordon



T-Side

- Dublin City, County & Commuter Belt
- Builds audience coverage quickly
- Dominating size
- Drop section = 6 sheet

Format Universe : 912

Recommended Weightings

		Coverage	Frequency
100	→	86.2%	5.3
80	→	83.2%	4.2
50	→	75.2%	2.4

Source: JNOR Q1 2022 Database. Dublin All Adults March



SuperSide

- Dublin City, County & Commuter Belt
- Pavement & bus stop facing
- Dominating size – 10 ft above ground level!
- At the centre of retail & commuter audience pedestrian traffic

Format Universe : 1,033

Recommended Weightings

125



Coverage

75.3%

Frequency

4.5

100



72%

3.6

50



67.7%

2.7

Source: JNOR Q1 2022 Database. Dublin All Adults March



SightLines (Lower Rear)

- Dublin City, County & Commuter Belt
- In line of sight of driver and front seat passenger
- One-to-One with audience
- At the centre of retail & commuter audience pedestrian traffic

Format Universe : 877

Recommended Weightings		Coverage	Frequency
100	→	81%	2.9
80	→	77%	2.3
50	→	65.2%	1.3

Source: JNOR Q1 2022 Database. Dublin All Adults March





BUS ÉIREANN



The Audience

26

Routes across

Cork, Galway, Limerick, Waterford



Cork

202 Apple Campus – Hollyhill – City Centre – Mahon

203 Lehenaghmore – City Centre – Farranree

205 Cork Institute of Technology – St Patrick Street – Kent Station

207 Donnybrook – Douglas – Ballyvolane – Glenheights

208 Lotabeg – City Centre – Bishopstown/Curraheen

213 Patrick Street – Black Ash Park via South Mall

214 St Patrick Street – Cork University Hospital

215 Cloghroe – Blarney – City Centre – Ballinlough – Mahon Point

215a City Centre – Boreenmanna Rd – Mahon Point

216 Mount Oval to Cork University Hospital via City Centre

220 Ovens (EMC) – Ballincollig – City Centre – Maryborough Hill – Carrigaline (Liosbourne & Ferney Road)



Galway

- 401 Eyre Square – Salthill
- 402 Shangort Road (Seacrest) – Eyre Square – Merlin Park
- 403 Eyre Square – Castlepark
- 404 Newcastle – Eyre Square – Oranmore
- 405 Rahoon – Eyre Square – Ballybane
- 407 Eyre Square – Bóthar an Chóiste
- 409 Eyre Square – Parkmore Industrial Estate

Limerick

- 301 Raheen UHL – Westbury
- 302 Caherdavin – City Centre
- 303 Pineview – O'Malley Park
- 304 Ballycummin – UL
- 304a Raheen UHL – UL

Waterford

- 360 / 360a Waterford – Tramore



T-Sides

- Cork, Waterford, Limerick, Galway
- Builds audience coverage quickly
- Dominating size
- Drop section = 6 sheet

Universe

70 x Cork
25 x Limerick
30 x Galway
2 x Waterford

Urban Pack*

16% SOV

9 x Cork
5 x Limerick
5 x Galway
1 x Waterford

*Bought as part of National Urban Pack of 90 T-Sides



SuperSides

- Cork, Waterford, Limerick, Galway
- Pavement & bus stop facing
- Dominating size – 10 ft above ground level!
- At the centre of retail & commuter audience pedestrian traffic

Universe

70 x Cork
25 x Limerick
30 x Galway
2 x Waterford

Urban Pack*

16% SOV

9 x Cork
5 x Limerick
5 x Galway
1 x Waterford

*Bought as part of National Urban Pack of 120 SuperSides



Sightlines

- Cork, Waterford, Limerick, Galway
- In line of sight of driver and front seat passenger
- One-to-One with audience
- At the centre of retail & commuter audience pedestrian traffic

Universe

65 x Cork
20x Limerick
25 x Galway
2 x Waterford



For further information please contact
Tel: 01-669 4500
global.com/ie

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