

# Why Advertise in Stevenage?

#### HIGH FOOTFALL

Stevenage Town Centre attracts approximately 140,000 people, providing extensive exposure for advertisements.





#### DIVERSE DEMOGRAPHICS

The town has a varied demographic profile: around 20% are under 18, 62% are of working age (18-64 years), and 18% are 65 and older.

#### STRONG ECONOMIC BASE

Stevenage has a high employment rate which contributes to a population with significant disposable income, which is beneficial for consumer-focused advertising.





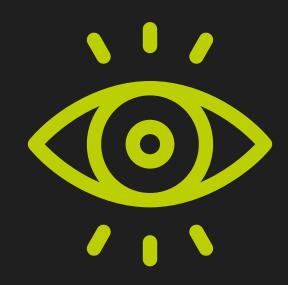
#### STRATEGIC LOCATION

Stevenage's proximity to major transport links, including the A1(M) and direct rail connections to London, makes it a regional shopping and business hub.

#### **EDUCATIONAL PRESENCE**

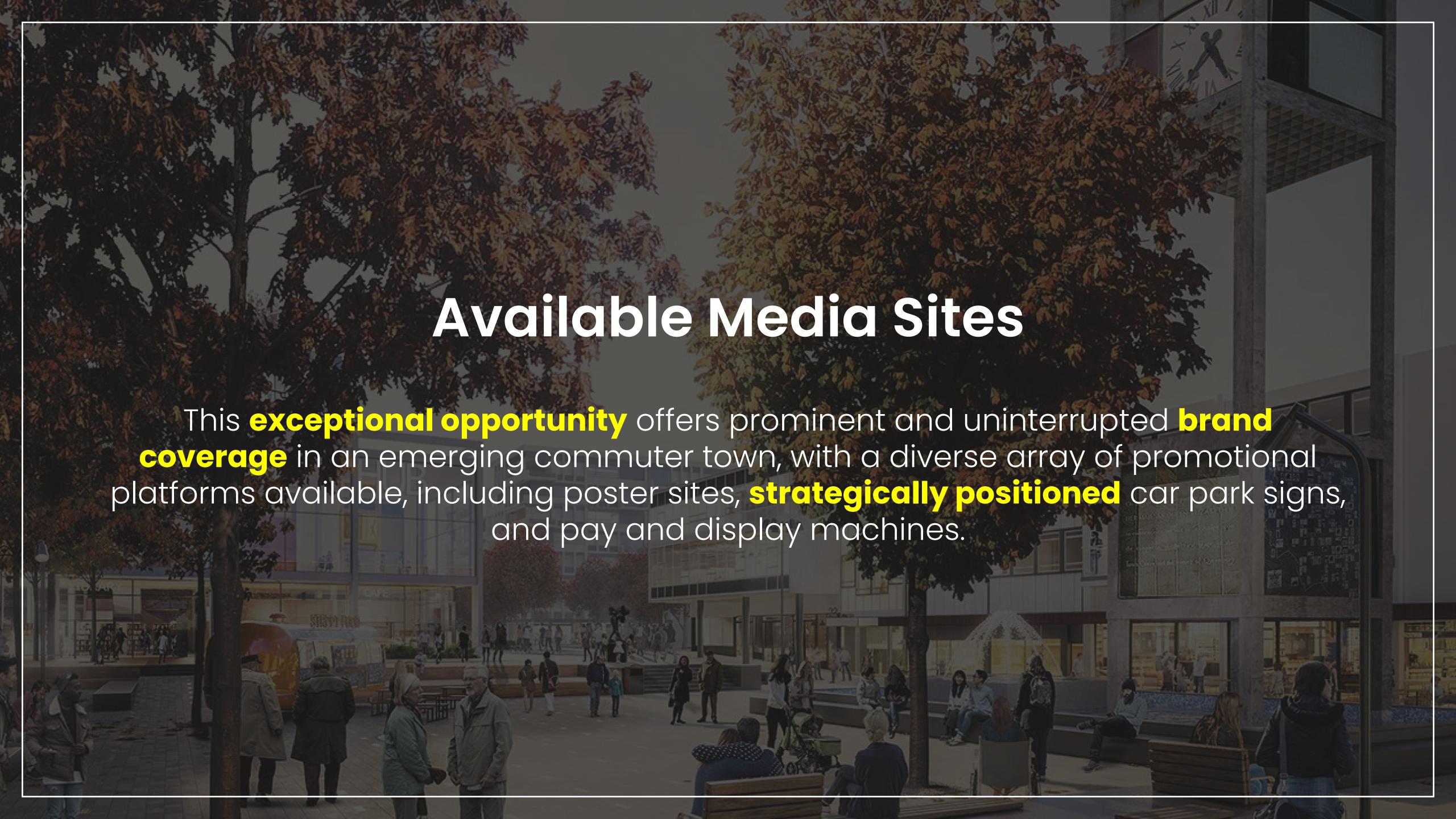
The area includes a mix of educational institutions, with a portion of the population holding higher education qualifications. This contributes to an educated and engaged audience, particularly appealing for targeted campaigns.

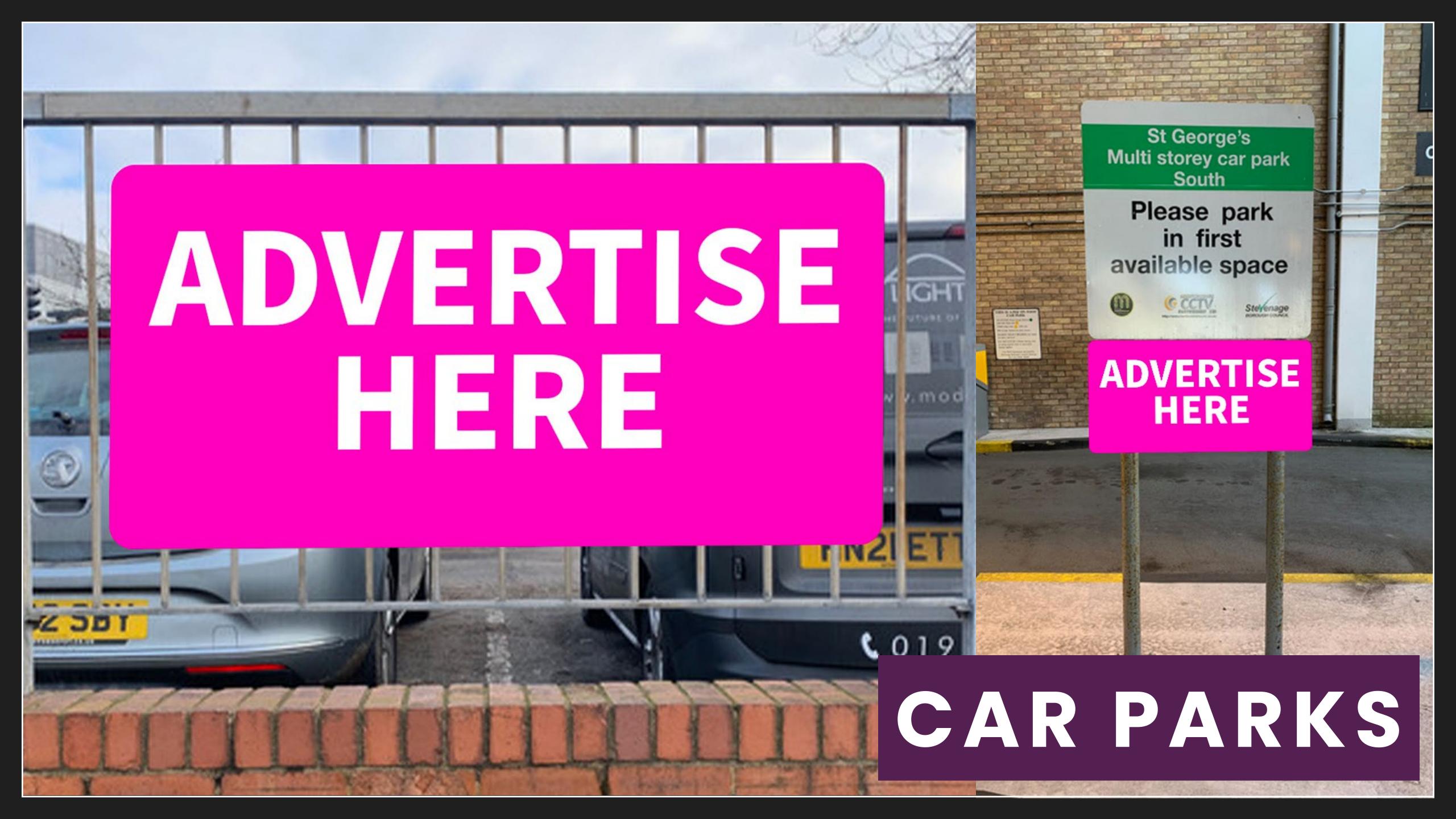




#### **BRAND VISIBILITY**

With a central role in the daily lives of residents and visitors, advertising in Stevenage Town Centre offers sustained brand visibility, helping businesses build strong local recognition and loyalty among a population of 88,000.













## LOCATIONS

SITE REF	ROAD
STE403 - 405	Southgate Car Park
STE406 - 417	St George's Multi Storey Car Park
STE418 - 421	Westgate Shopping Centre Car Park
STE422 - 423	Primett Road Car Park
STE424	Church Lane North Car Park
STE425	Railway Station South Car Park
STE426	Queensway South Digital Screen
STE427	Queensway North Digital Screen
STE428 - 432	Railings Facing Railway Platform



### CONTACT

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In collaboration with

