

An exciting opportunity to attract SWR customers to your business



Who are our customers?

42 million
journeys pa

Commuters



42 million
journeys pa

Leisure travellers



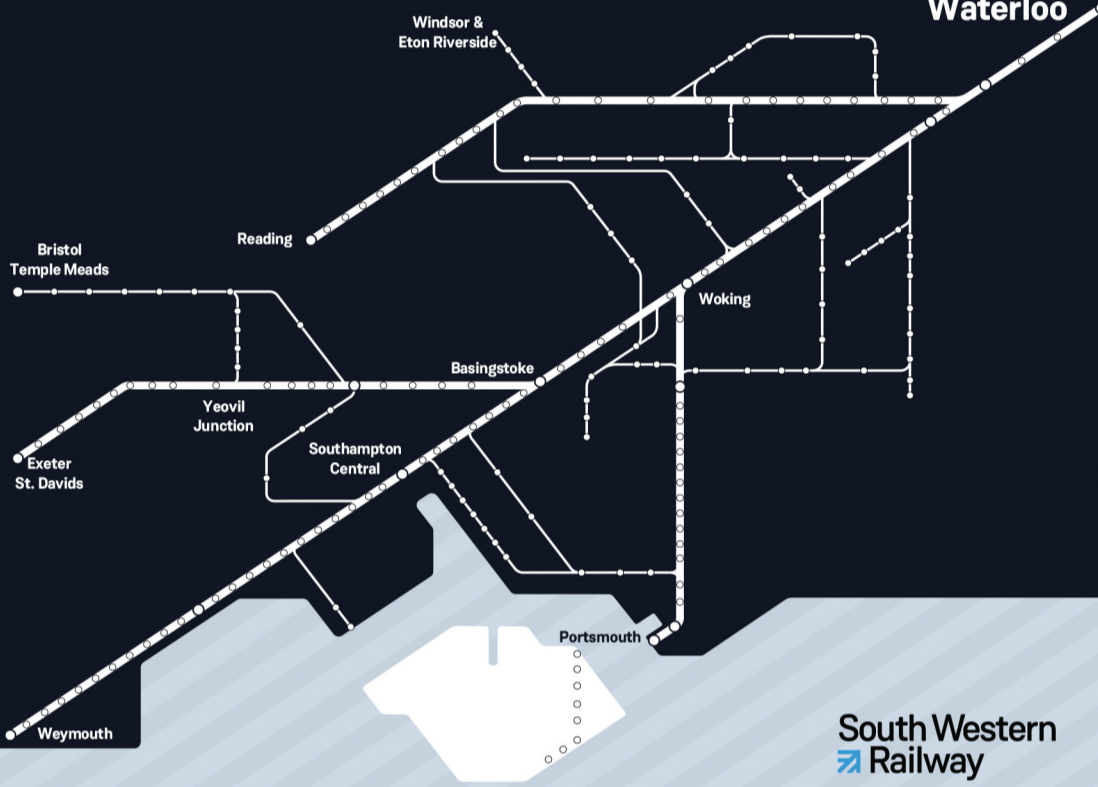
35 million
journeys pa

Business travellers



119 million total journeys next 12 months to March 2024

55 million of these will go through **London Waterloo**



Demographic

53% Female
47% Male
25-64 core age breakdown

Key Acorn segments

19% Comfortable Communities
27% Rising Prosperity
33% Affluent Achievers

Customer books ticket with SWR

Customer has access to SWR Rewards

Customer sees your offer and actions

You receive branding and bookings

Our media channels to promote SWR Rewards

Out of home

200+
stations

2,400
poster sites

Digital (owned and paid)

930,000
website monthly visitors

5 million
page views per month

6000+ followers, 60,000 impressions pm

25,000+ followers

421,000+ followers

Direct

200,000
opted in emails

Contact

For London Partners

Mark@brandreachmedia.co.uk 07918 696 845

For South West Partners

CliveTilley@brandreachmedia.co.uk 07958 876 536

For Creative and Terms

Lisa@brandreachmedia.co.uk 07727 073 239



Some of our partners

GUNWHARF QUAYS
WATERFRONT OUTLET SHOPPING

