

PROXIMITY TARGETING

Adshel has the most comprehensive environment and demographic targeting capabilities in the Australian out of home industry. We can add a further layer of targeted frequency based on your brief to maximise your communication and targeting needs.

Target relevant consumer environments with over 50 proximity categories and 270 subcategories

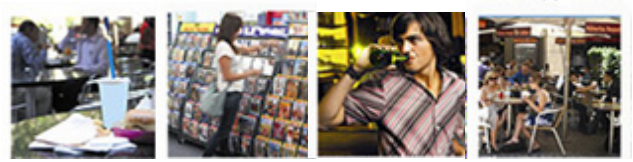
RETAILING

Clothing retailing	Major retailers
Computer retailing	Newsagents
Cosmetics retailing	Record music retailing
Convenience stores	Retails telco
Flower retailing	Shopping centres
Book retailers	Street mall
Bottleshops	Supermarkets



ENTERTAINMENT

Amusement park or arcade	Pubs/clubs/bars
Aquarium	Restaurants and cafes
Art Gallery	Theatres
Casino	Video shops
Exhibition centre	Zoos
Fast food restaurant	



PROXIMITY TARGETING

AUTOMOTIVE

Car Dealers

Car rental

Tyres

Motorbikes

Petrol stations



COMMUNITY SERVICE

Fire stations

Hospitals

Religious institutions

Police stations

Post office



BUSINESS TYPE

Banks

Beauty Salon

Chemist

Gym

Print and copy centres

Real estate

Repair shops

Sports grounds

Tourist bureaus

Travel agents



DEMOGRAPHIC

5-13

14-17

18-24

25-39

40-54

55-64

65+

25-54

Household income up to \$43,499

Household income \$43,500-93,599

Household income \$93,600+

Reach a specific demographic group with over 10 age and income levels to geographically target where people live based on data from the ABS modeled by Pathfinder Solutions to current year values