



Engaging an evening crowd

Overview

58% of the population go on a night out at least once a week.

Go Out put brands in front of social travellers who are out and about in the evenings and weekends, when they are in a positive social frame of mind and more susceptible to advertising.

With 465+ prime locations across high traffic routes, **Go Out** delivers unmatched reach and visibility for high-impact national campaigns in over 190 towns and cities.



Reach
+29% UK adults

Availability

From 7pm
Weekdays
From 10am
Weekends



Reach comparison – Go 6% vs same budget spent at £800 per panel