



Reaching the UK's workforce on the road

Overview

19% of the UK workforce have jobs that involve travel during the working day, making this a prime opportunity to connect with tradespeople people on the road.

Go Trade reaches this audience across our entire network of 465+ premium digital billboards.

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

Source: TGI




Reach
 +34% UK adults

Availability 
 6am – 8pm
 9am – 5pm
 Weekdays

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