

BE  
AHEAD  
IN OIL TOWN

Wayne - The Great One - Gretzky called this city home, and though we're no Gretzky - our presence in Edmonton is pretty great as well.

Edmonton is Canada's youngest and fastest growing city. From the NHL's Oilers, to magnificent museums, the capital of Alberta has a surprising amount of attractions. This Northernmost city in North America (with a population over 1,000,000) continues to emerge as a strong and important part of this country's media landscape.

It also has the biggest mall in North America - no big deal.



EDMONTON



## EDMONTON STRONG

Edmontonians love their commutes! Okay, maybe not 'love', but on average they drive 163km a week – that's 163km of time on the road and 163km of OOH exposure! With an impressive new digital roster now a part of our Edmonton portfolio, OUTFRONT has every product you need to reach any member of this enthusiastic city.

Edmonton is a culturally diverse and young city. The people here are happy, bright and they adore their festivals. In fact, Edmonton is known as the 'festival city' and hosts their famous Fringe Festival and Folk Festival every summer. During the winter, the party continues with the Ice Carving Festival, and some established winter resorts that bring loads of people into the city and its surrounding neighbourhoods. With so much going on, our out-of-home works great. OUTFRONT now has the best ways to reach your Edmonton target, and send your message OUT where it needs to be!

## JUST THE FACTS



CMA Population  
**1,321,400**  
**PEOPLE**



The West Edmonton Mall is  
**NORTH AMERICA'S**  
**LARGEST SHOPPING**  
**MALL**



In January 1972, Edmonton had a  
**RECORD COLD**  
**OF -48.3°C**

## WHAT WE HAVE HERE



**282 POSTERS**



**29 DIGITAL**



**113 TRANSIT SHELTERS**



**24 KIOSKS & MEDIACOLUMNS**



**33 TRIVISIONS**

