



# Transport for Greater Manchester

Partnerships & Media Options





Metrolink

Fahrkarte auf  
Viele

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# Who We Are

Transport for Greater Manchester (TfGM) manages multiple modes of transport within Greater Manchester, including Metrolink, the UK's largest light rail network, the Starling Bank Bike hire scheme, transport interchanges, walking and cycling infrastructure and the City Centre free bus service.

Transport is a vital part of the fabric of the UK's second largest city region and the delivery of the new Bee Network aims to deliver more services, cheaper fares and simplified ticketing options. All with the aim to encourage more people to use the network, whether that be by tram, bus or active travel!

All income generated from TfGM commercial activity is re-invested to deliver better transport services and facilities for residents.



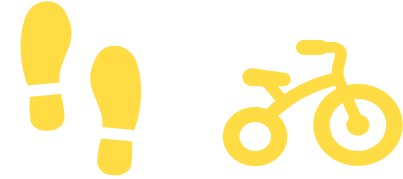
# TfGM and Greater Manchester at a glance



Metrolink -the **UK's largest** light rail network with **42 million+** tram journeys made every year



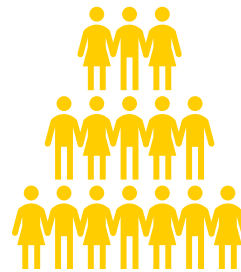
**Over 160million** bus journeys made across Greater Manchester every year



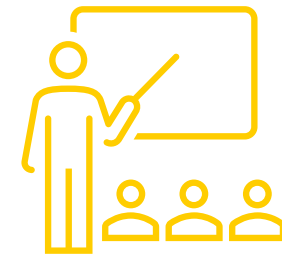
**Active Travel** focused with 1,000kms+ of walking and cycling routes, cycle training and a bike hire scheme



Greater Manchester has a population of **2.8 million**



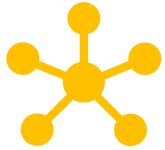
**1 million** international visitors every year



The **largest student population** of any city in Europe



# What is the Bee Network and what it means....



A new **integrated transport network** for Greater Manchester, composed of bus, tram, cycling and walking routes



The **biggest change in public transport in 40 years** as Greater Manchester bus services come back under local control



It will provide **value for money**, easier multi-modal ticket options and **connectivity** and **improved services** for customers



From Jan 2025 **all GM** buses are now under local control and the '**Bee Network**' is now officially live!



It will provide **unrivalled OTS** as TfGM assets across bus, tram and active travel will reach a huge audience of **2.8million residents** and **millions of visitors** every year



# Working with TfGM



Our in-house Partnerships Team, work with major events, venues and partners across Greater Manchester. We have a detailed knowledge of our network and audience and can help you make the most of our assets to maximise the reach and impact of your brand.



We believe in a consultative approach – many of our assets are exclusive and we package assets up on a bespoke basis and provide partner rates. We're always looking for new and exciting ideas. If you have a concept that's outside of the box, then get in touch and let's have a chat about the 'art of the possible'.



We are comfortable working directly with clients as well as their agencies. We have national sales agencies with access to some of our assets too so we can navigate you to the best points of contact depending on the assets you are interested in.







# TfGM Assets





# Metrolink Poster Sites

Advertise on our exclusive network of out of home poster sites across the Metrolink network (incorporating A1 and 6sheet formats).

- Inventory is exclusive to TfGM partners - and can only be booked direct. Our sites have previously been used as part of art exhibitions, delivered bespoke offers for Metrolink customers and are perfect for delivering tailored messaging to our Greater Manchester audience.
- Posters offer coverage across all tram lines, benefitting from extended OTS of passer-by footfall in addition to Metrolink patronage.







# "Insta-trammable!" – The Ultimate Moving Advert

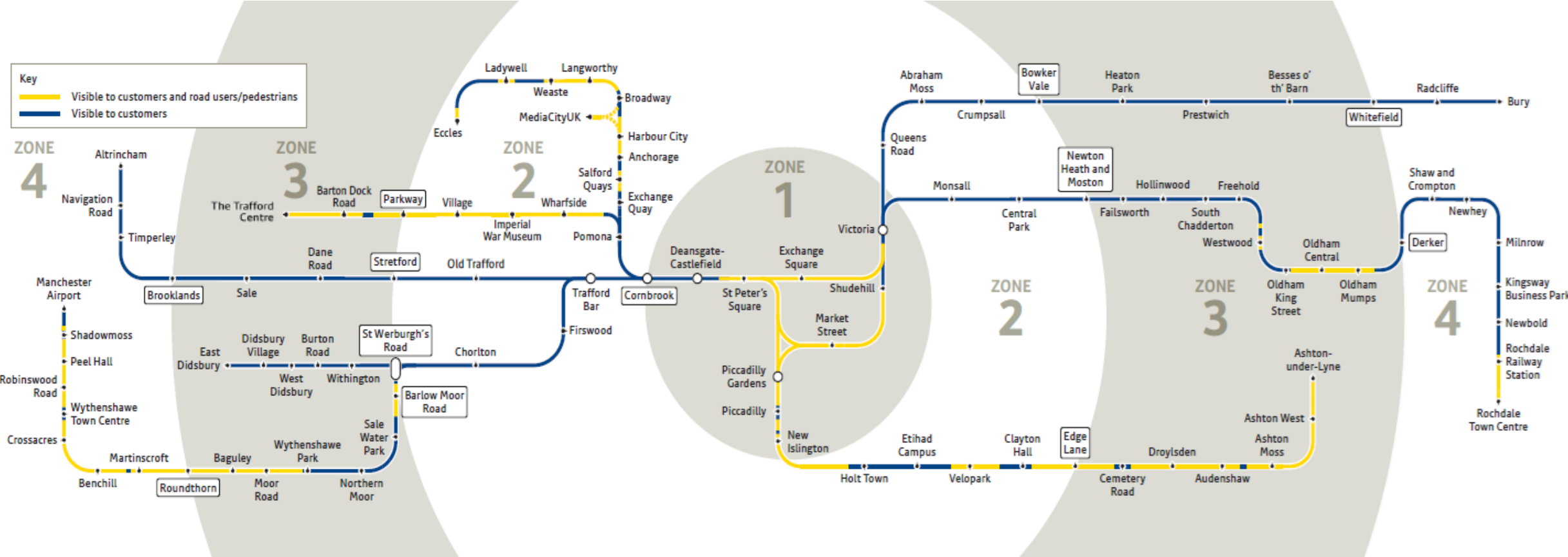
**With 2.8 million residents across Greater Manchester and millions of visitors each year, wrapping a tram as part of a partnership campaign is the perfect high-impact way to achieve maximum brand exposure.**

As well as high visibility from major roads, trams using the on-street sections of the network pass through busy pedestrianised areas in the city centre incl. Market Street, Exchange Square, Piccadilly Gardens and St Peter's Square.

TfGM will provide design guidance to ensure the most impactful and effective creative within the guidelines of safety and accessibility.



# Reach & Impact of Wrapped Trams





# Enhance Your Wrapped Tram

Take it a step further and create a fully immersive experience for those travelling on board your wrapped tram with a range of internal vinyl options.



## Backs of Seats

Benefit from high impact positioning and long dwell times with vinyls on a selection of Metrolink tram seats. **With average journey times of 25 minutes**, they are ideal for longer format messaging and calls to action via QR codes.



## Ceilings & Covings

Alternatively, why not run a single, full-length ceiling creative across the full length of the tram and take over all internal coving positions too.

Ideal for creating real drama with your creative, ensuring a fully immersive brand experience on board for those sitting and standing!





# Interior Tram Adverts

Make the most of long journey times and advertise on TfGM's exclusive suite of internal **tram covings**.

**Tram covings** run across **147 trams** viewed by **100,000+ customers per day**. An **average tram journey time is 25 minutes**, so these internal advertising sites provide the perfect opportunity for customers to engage with your advert across the entire tram network.

With a diverse customer base, around **47% of Metrolink users are aged 18-44 years old**, with a significantly higher use propensity among **urban professionals** and **family groups**.







# Tram Stop Takeovers





# Stop Takeovers

Get people talking with a tram or free bus stop takeover!

- The perfect opportunity to promote your brand, stop takeovers allow you to benefit from the OTS of customers waiting on platform, those travelling through on tram or bus and footfall from passers-by.
- Do something extra special with the creative and they offer great potential for organic social media content too.
- Our team will work with you to create a bespoke design that's right for your brand, the location and the audience.





# Metrolink Activations

Want to see your brand truly engage face to face with the Manchester audience?

- TfGM holds exclusive rights for managing and delivering activations on the network both on our 99 Metrolink stops and on tram. With access to a huge GM audience on their commute or using the network for leisure, this is a great way to deliver the emotive element of your campaign.
- By encouraging people to STOP, SMILE and SHARE we can help create an incredible talking point on the streets of Manchester and beyond, supported by our social media channels.
- Previous on-tram activations have included character appearances, surprise and delight sampling, musical performances and "gifts on seats".







# Bus Assets





# Bus - Wraps

Align your brand with sustainable transport by advertising on our new fully electric, zero emission buses, launched as part of the Bee Network in September 2023.

- **With more than 160M bus journeys** made across Greater Manchester, The Bee Network is GM's aim to have a world-class integrated transport system and a one stop shop for journeys on public transport and active travel.
- From January 2025, our new yellow buses are running across all of Greater Manchester. The buses provide the perfect opportunity to reach a wider road user audience in addition to bus passengers.
- Advertisements via a bespoke vinyl format are placed on some of the busiest routes for patronage in GM, **carrying c2M\* passengers every 8 weeks.**



*\*Number calculated on patronage numbers from Tranche 1 & 2, Oct23-Nov24*

# Bus - Digital

TfGM bus assets cover the whole of Greater Manchester across 17 bus stations and major transport interchanges including Altrincham, Wigan, Bolton and Stockport.



## Transport Interchange Screens

- Utilise the network of customer information screens across the bus station estate - providing a great digital advertising format for your campaigns! Static images are shown in between timetable and real time travel information on loop across **170+ screens in 10 interchanges.**
- Experiential space is also available within bus stations and interchanges.



## AVA Screens

- Reach a diverse audience by advertising on internal screens on our new Zero Emissions buses which travel throughout GM. Each bus has three screens – two in the lower saloon and one in the upper.





# Bus - Print

TfGM bus assets cover the whole of Greater Manchester across 17 bus stations and major transport interchanges including Altrincham, Wigan, Bolton and Stockport.



## Double Royals

Exclusive large format posters are available in high footfall passenger areas, alongside timetables and key information.



GM wide locations ensure your messaging reaches a wider audience than the Metrolink network alone and messaging can be targeted by area for specialist local information campaigns on request.



## Bus Stop Passenger Information Sites

BIPS are available across the full bus network covering all areas of Greater Manchester. Located alongside passenger information at bus stops, they are the ideal format to take advantage of extended dwell times of the diverse bus audience.







# Other Network Assets





# Piccadilly Station – Digital, Print & Activations

Metrolink's Mezzanine level at Piccadilly station is in the heart of the city and within the busiest transport hub in the region, where you can benefit from an average daily footfall of 18,000 Metrolink passengers.

A busy thoroughfare for those accessing the city for work and play, you can take advantage of targeting commuters, leisure visitors, families and those heading to major events at the Etihad Stadium and Old Trafford.

- Display your creative across our three D6 digital screens
- Take advantage of passing Metrolink users with our large format lightbox.
- Display multiple creatives across 16 poster sites
- Takeover our free standing "light boxes" - a unique cross-track format located on both tram platforms.
- Activation space is also available for a truly immersive customer experience.







# Digital 48 Screens

- Make an impact with large format 48 digital sheet advertising as part of a partnership campaign.
- Located alongside some of GM's busiest highways you will benefit from high opportunities to see from road users and passers-by.
- Your advert will run for 10 seconds in every 60 seconds with geo-targeting options available across all locations.
- **Locations are:**
  - Talbot Road and Trafford Bar, both sites just minutes away from Old Trafford stadium and Emirates Cricket Ground.
  - Middleton Road, a few moments away from Heaton Park, home to many Manchester events across the year.







# Ring and Ride

TfGM operates a Ring and Ride bus service across Greater Manchester, providing a vital service to those who cannot access regular bus services, or those who require a bespoke service. Services are typically used to transport people to locations like hospitals, community centres, town centres and supermarkets.

Circa 20K journeys are made per month across the whole fleet, with around 78% of users 61 years or more.

There are opportunities for internal headliners and external wraps, which have high opportunities to see from pedestrians and road users across Greater Manchester.





# Our clients and partners in 24/25







# Contact us

[Commercial@tfgm.com](mailto:Commercial@tfgm.com)

