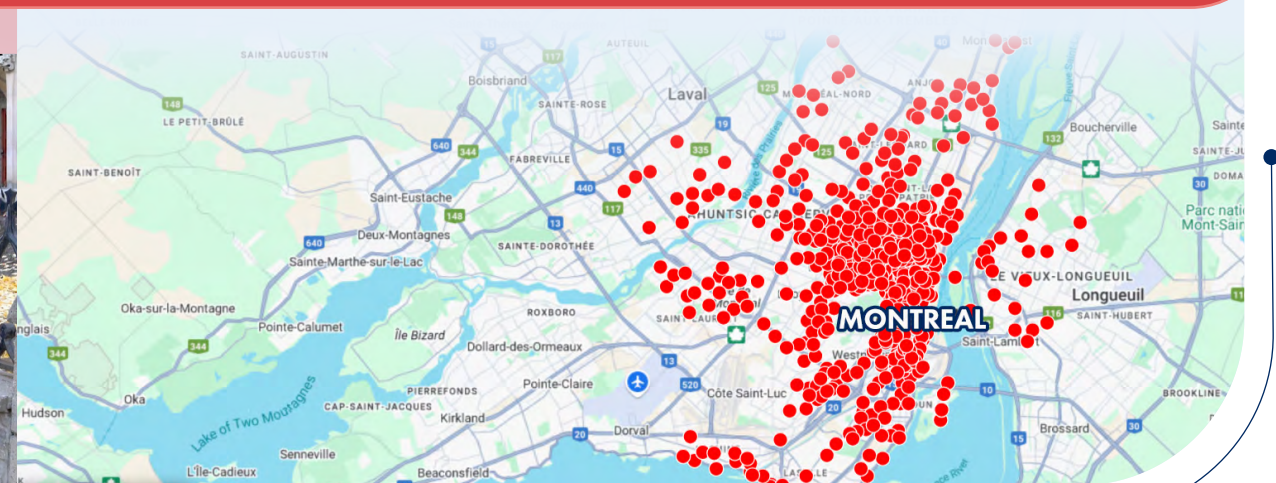
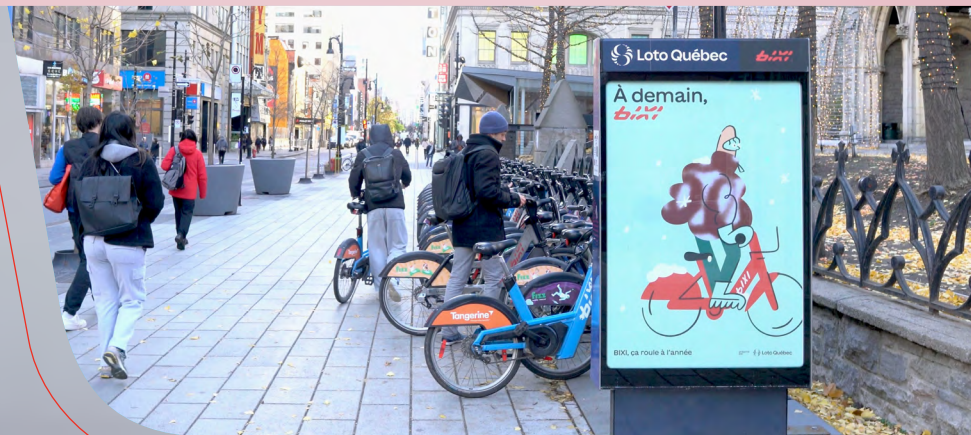


BIXI Montréal

PATTISON is proud to be the new, exclusive partner for advertising on BIXI stations! For 16 years, BIXI has been an integral part of Montrealers' lives, offering more than just a means of transportation.

CONNECT YOUR BRAND WITH A FAST-GROWING NETWORK THAT'S PART OF MONTREAL'S DNA, PROMOTING SUSTAINABILITY AND ACTIVE MOBILITY



STREET LEVEL

Contact your **PATTISON** representative now for more information.

BIXI STATION POSTERS

Be part of a network that is the backbone of mobility for Montrealers

Covering the whole of Greater Montreal, including Plateau Mont-Royal, Outremont, Ville-Marie, as well as the suburbs of Laval and Longueuil, BIXI station posters offer a unique opportunity to connect with an active audience - riders, pedestrians, and even drivers - through a green, eco-friendly platform. As both a mass and proximity medium, BIXI provides unmatched targeting capacity, allowing your brand to seamlessly integrate into neighborhoods and local communities like no other OOH format. Let your brand shine in a targeted way with Montrealers!

Bulk and site-specific purchasing available.

LEARN MORE HERE:



EN



FR



With OVER 1,000 static displays,

BIXI provides a unique opportunity to reach your audience where they live, work, eat, and play every day!

Contact your **PATTISON representative** now for more information.



SPEC TBD

PATTISON

BIXI

BIXI

With a network of over 11,000 bikes and more than 1,000 stations, BIXI makes navigating a city—known for its construction zones, traffic, and growing network of bike paths—easy and convenient.

In the summer of 2024, BIXI's bike-sharing network achieved remarkable growth, surpassing **2 million trips per month** and reaching **13 million trips** for the year.

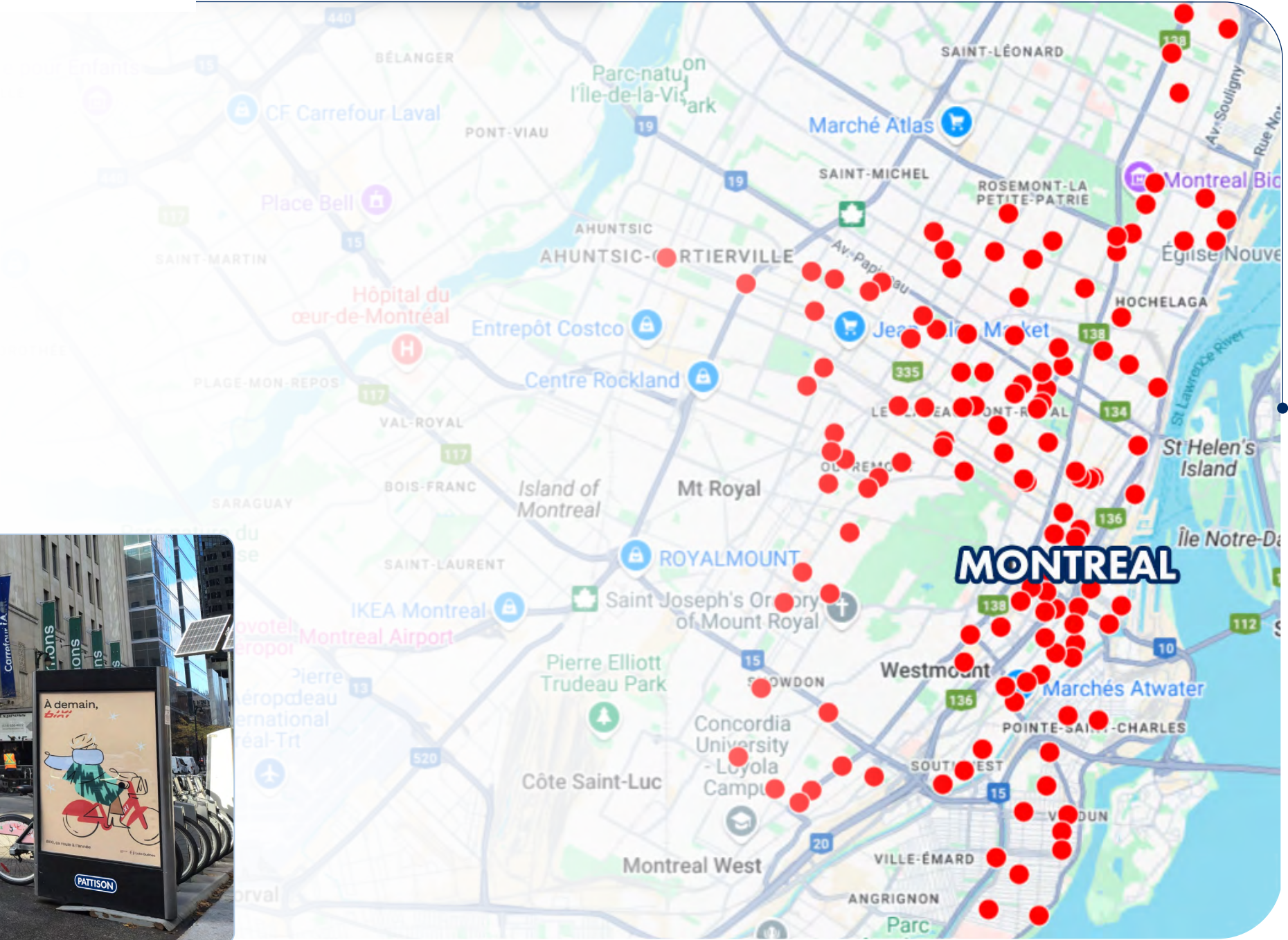


1,000+ Stations

In Montreal, Laval, Longueuil, Boucherville, Terrebonne, Sainte-Julie, Westmount, Ville Mont-Royal and Montréal-Est



Winter Coverage 2024-2025



BIXI STATIONS

Visitor Demographics



Male



Female



29% Age <24



30% Age 25-44



19% Age 45-59



22% Age 60+



55% Married/Common-Law



44% Couples with Children at Home



35% (Index 110) University Degree



Close to 1 in 4 Personally Involved in Business Purchases*



69% Labour Force Participation



AVERAGE HHI \$119,596

Weekday

75%

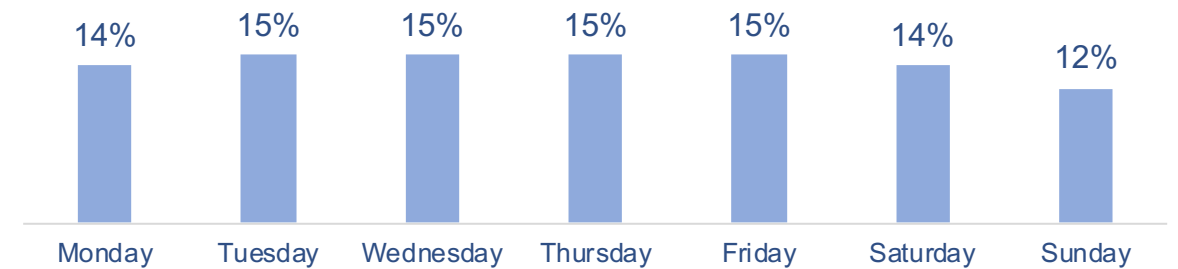
Weekend

25%

Visits Period

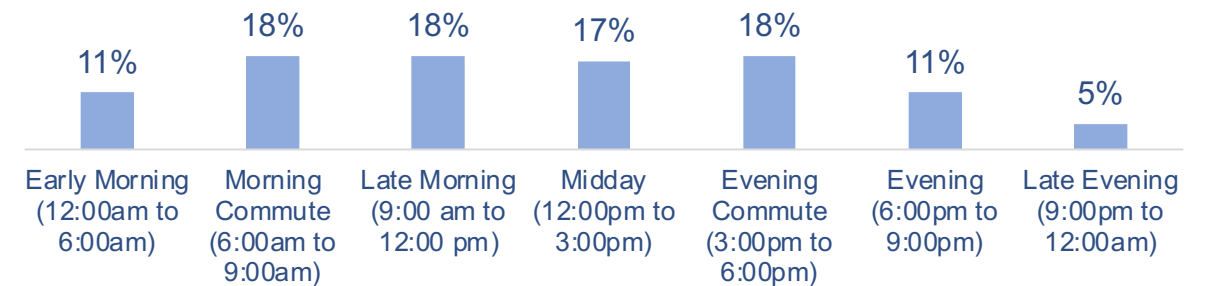
Visits by Day of the Week

The majority of visits occurred during the weekdays.



Visits by Time of the Day

The majority of visits occurred during morning to evening commute.



Source: Environics Analytics. Demostats 2024. Montreal CMA vs Unique Visitors to BIXI Stations
 *Source: Environics Analytics. Vividata 2024. Montreal CMA vs Unique Visitors to BIXI Stations
 Source: Environics Analytics. MobileScapes Data Extract Summary Report. Unique Visitors to BIXI Stations
 Data Captured During: November 17th, 2023 - November 16th, 2024
 Note: Data shown to be used for directional purpose

BIXI STATIONS

Visitors are exposed to OOH advertisements, with the majority taking action after seeing them

COMMUTE HABIT¹



65%

have travelled by **Car** in a typical week



1 in 8

have travelled by **Bicycle** in a typical week

ATTENTION TO OOH¹



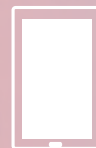
Close to 3 in 10

have noticed a Billboard Advertising in the past week



1 in 10

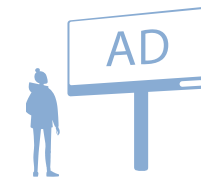
have noticed Street Level Advertising in the past week²



1 in 11

have noticed Transit Station/ Train Advertising in the past week²

OOH ENGAGEMENT¹



Close to 3 in 5

have taken some form of action after seeing an OOH ad



1 in 11

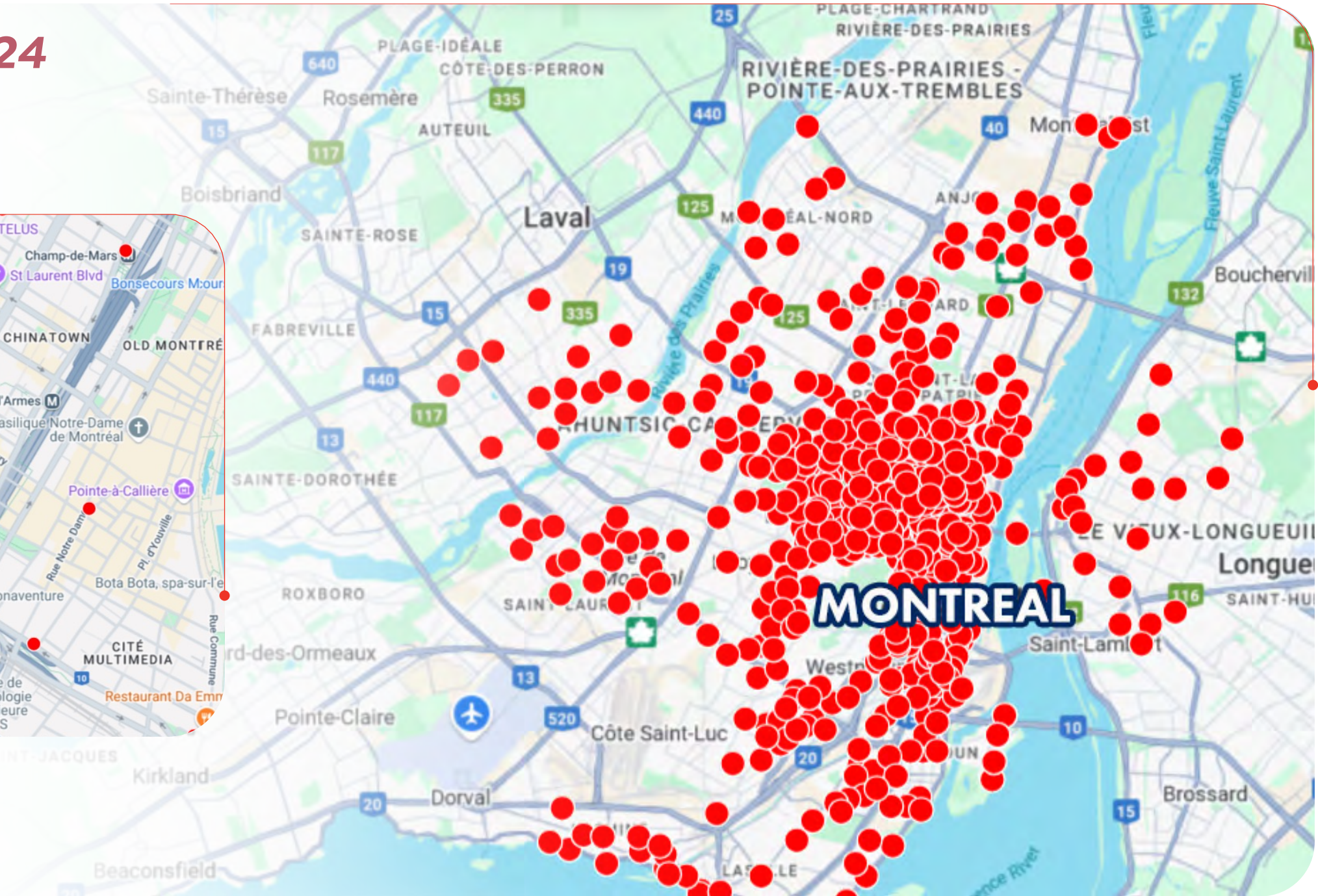
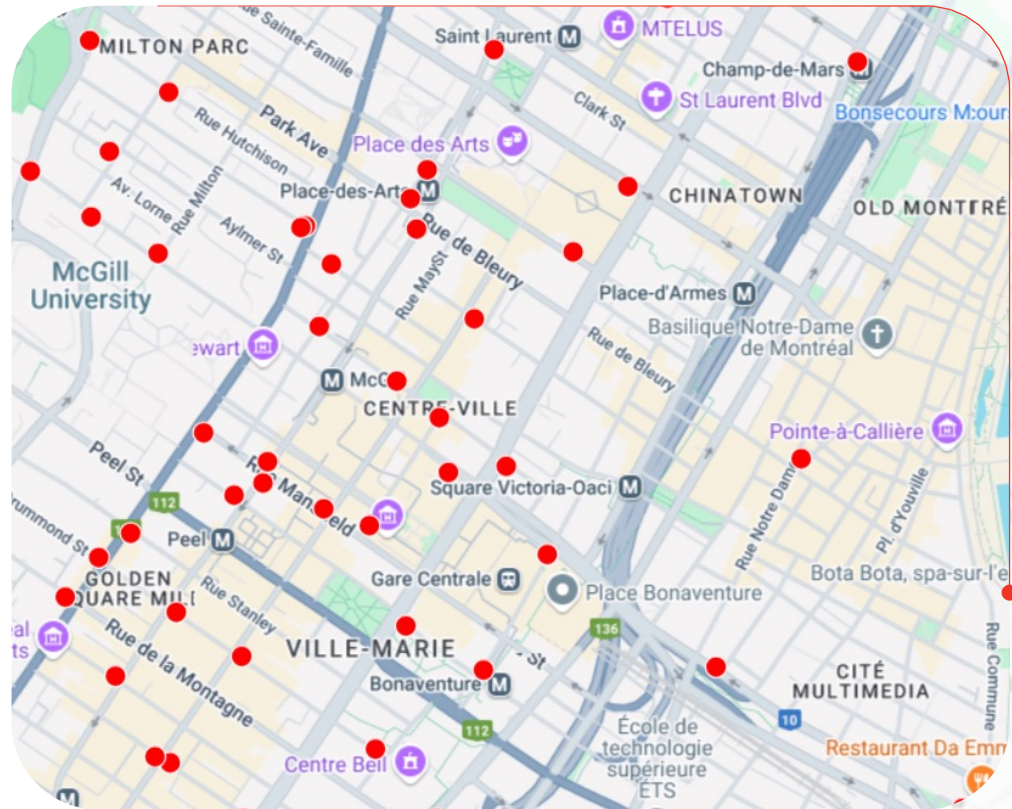
have searched online for a product/ brand/ service after seeing an OOH ad

Source: Environics Analytics. Vividata 20241 / Numeris 20242. Montreal CMA vs Unique Visitors to BIXI Stations
 Data Captured During: November 17th, 2023 - November 16th, 2024
 Note: Data shown to be used for directional purpose

BIXI

BIXI

Full Coverage - 2024



Contact your **PATTISON representative** now for more information.

