

# JCD MU Route

2023



JCDcaux



# JCD MU Route

**For a Full and Powerful National Coverage in One Week**

**Paper & Digital Network**

**74.150.000** guaranteed Contacts 12+



± 1925\* paper faces 2m<sup>2</sup>  
± 345\* digital screens



**Optimal frequency for memorization**



**High Coverage**



**Only Qualitative Locations**

\* Number of sides is indicative



# JCD MU Route



The 3 most important cities are only available with JCDecaux

**100% EXCLUSIVITY**

## Brussels



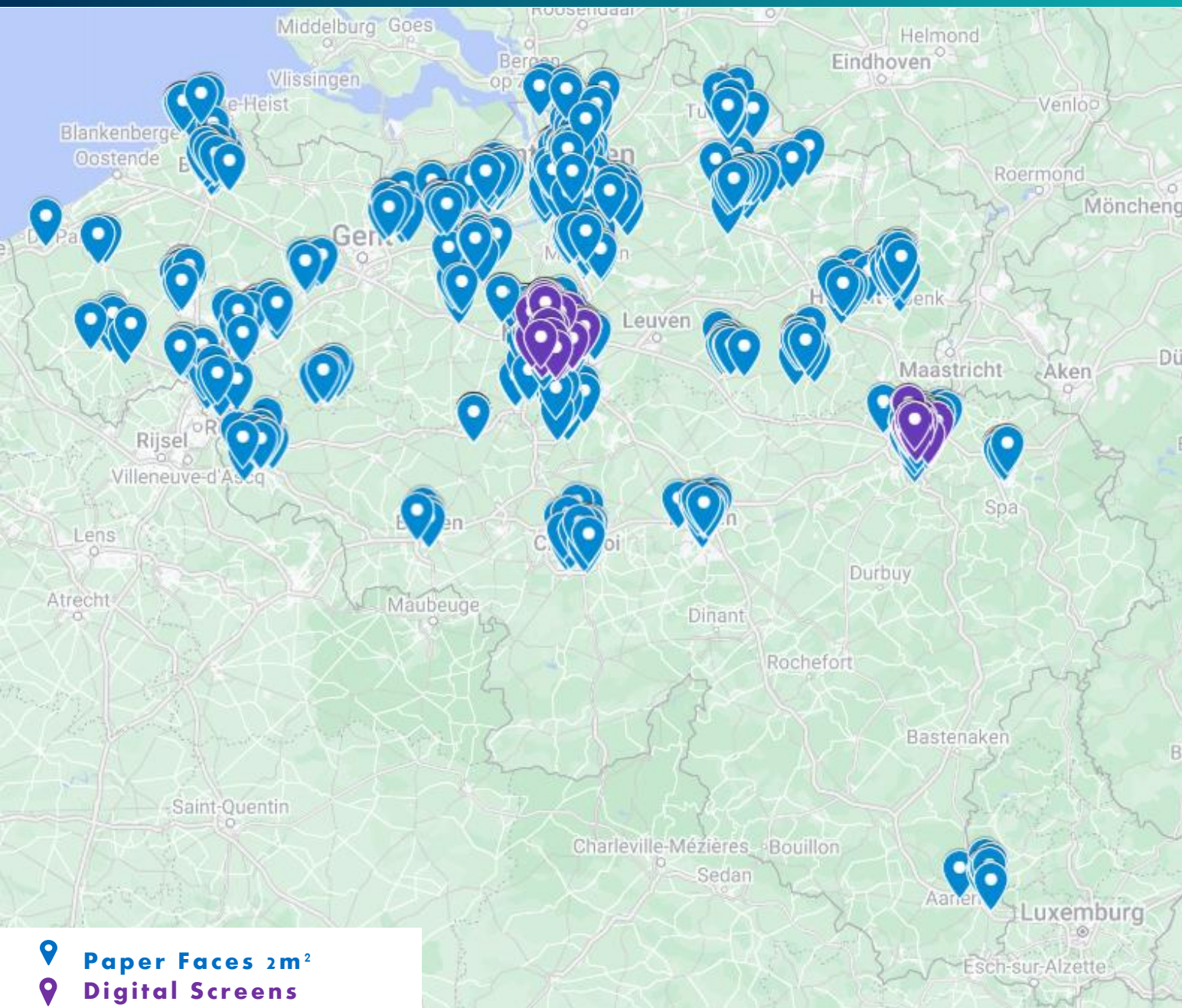
## Antwerp



## Liège







## JCD MU Route



**Present throughout ALL Belgium**



**Maximum visibility**



**An unbeatable presence**

# JCD MU Route

## Zoom on digital screens

- **Brussels: 300\* digital screens**
- **Liège: 45\* digital screens**



**Choice of Relevant Locations**



**Contextualization of your Message : days & hours**



**Highly visible and Strong Stopping power**  
→ **Animation attracts attention**

\* Number of sides is indicative

