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St. Louis

MARKET KIT

ST. LOUIS, MO

OOH Statistics

DMA RANKING

 24th

MEDIAN AGE

 39

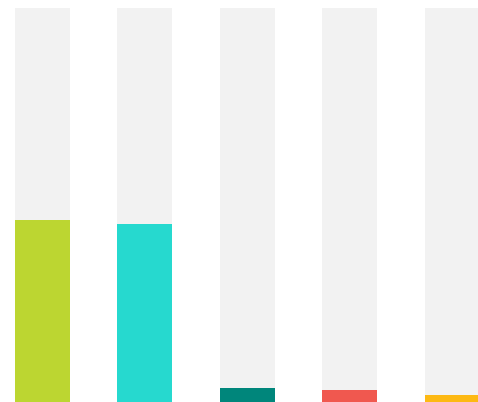
MEDIAN INCOME

\$53.2K

TRANSPORTATION



- ▶ DRIVE ALONE: 83%
- ▶ MASS TRANSIT: 2%
- ▶ CARPOOL: 8%
- ▶ WALK: 2%
- ▶ WORK FROM HOME: 4%
- ▶ BIKE: 0.2%



RACE/ETHNICITY COMPOSITION

- WHITE: 47%
- BLACK/AFRICAN AMERICAN: 46%
- HISPANIC OR LATINO: 4%
- ASIAN: 3%
- TWO OR MORE RACES: 2%

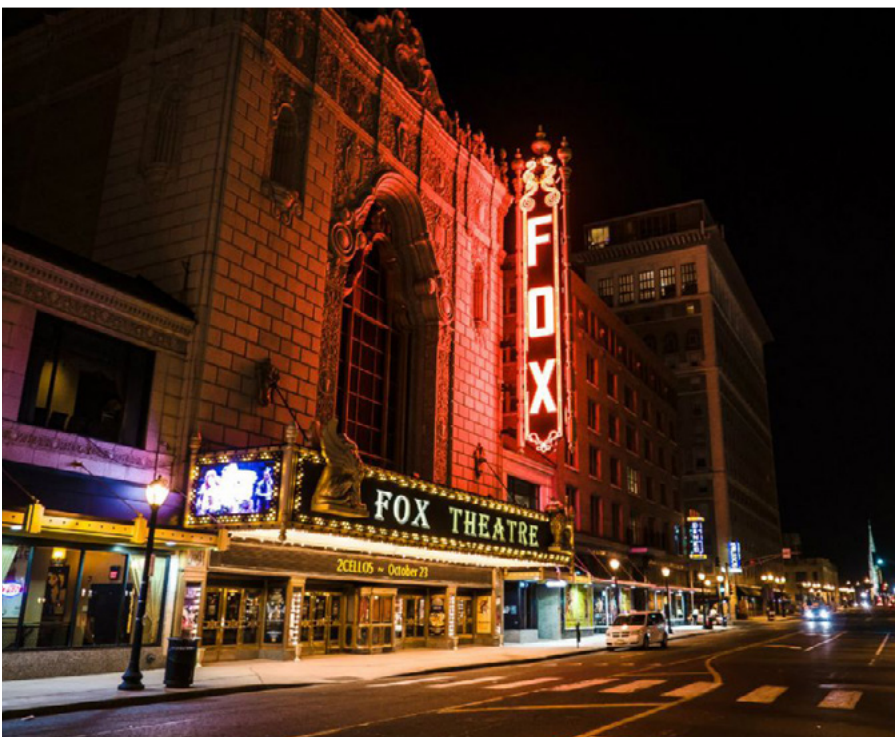


AVERAGE WEEKLY IMPRESSIONS

15K+
(PER IKE)

- ▶ FULL MOTION DIGITAL
- ▶ 1080 / :10 SPOTS DAILY

Source: geopath.org, census.gov

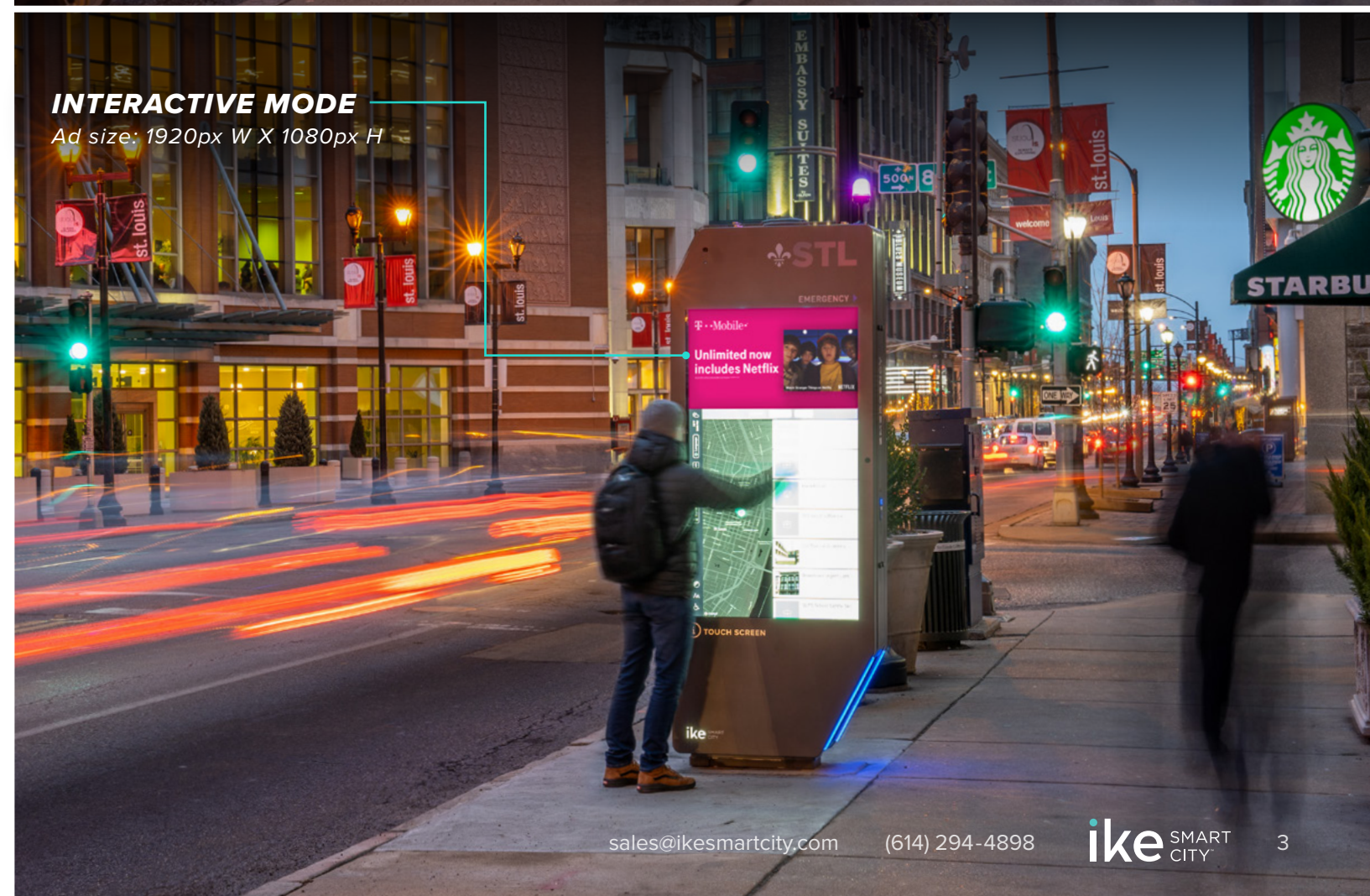


MEET ike

The Interactive Smart City Digital Kiosk

IKE delivers your message at street level in the dense urban core and **trendiest neighborhoods**. The network spans the city with key locations in **high traffic areas** providing the **best coverage in the market**.

- ▶ Eye-catching and sophisticated design
- ▶ Visually impactful at over 8' tall
- ▶ Two 65" full-motion digital screens
- ▶ Advanced technology and interactive features
- ▶ Drives engagement with dynamic digital content





ST. LOUIS LOCATIONS

Neighborhoods

Downtown

This walkable one-square-mile footprint is filled with attractions, sports, events, green space, dining, nightlife, and history. On the banks of the Mississippi River, Gateway Arch National Park houses the city’s most iconic structure and welcomes those traveling west. Downtown St. Louis contains an abundance of residents and visitors as fans visit Busch Stadium, the 45,000-seat stadium of MLB’s Cardinals, and Enterprise Center, the 18,000-seat arena for the NHL’s Blues. This easily accessible hub has eight MetroLink rail stations, bike lanes, a trolley, sidewalks, and constant vehicular traffic. As a premier locale for food and entertainment, Downtown always provides exciting experiences with more than 300 restaurants, 200 annual events, and 26 festivals.

Academy/Sherman Park

With strong community ties, the Wohl recreation center offers programs year-round to all ages.

Benton Park

In addition to the City’s best Mexican cuisine, the diverse and vibrant Cherokee St is lined with art galleries, performance venues, eclectic restaurants, coffee shops, casual bars, and antique shops.

Central West End

Named one of America’s Top 10 Great Neighborhoods, the prestigious Central West End is located in the heart of the City situated between Saint Louis University and Forest Park – the seventh largest urban park in the nation and home to the St. Louis Zoo. Featuring an eclectic mix of St. Louis’ best dining, entertainment, shopping, nightlife, galleries, and hotels, the neighborhood is a destination for visitors and affluent residents who stroll this pedestrian-friendly area both day and night. The Cathedral Basilica of Saint Louis, one of the City’s most popular attractions, draws crowds that congregate to tour the largest collection of mosaics in the world year-round. This mixed-use District stretches just under a mile and is easily accessible by the MetroLink rail.

Midtown/Grand Center Arts District

Eclectic venues line the streets of the Grand Center Arts District, a vibrant fusion of culture, cuisine, and visual and performing arts. Just north of the Saint Louis University campus, this popular destination offers dozens of museums and galleries, more than 15 theaters, 20 restaurants and bars, two hotels, two performing arts parks, and eight schools and universities. At just one mile, 175-acre radius, the Grand Center Arts District welcome nearly two million patrons per year.

Old North St. Louis

Established in 1816 as an independent village, Old North St. Louis has experienced a revitalization with three separate National Register Historic Districts located within its lively boundaries. With a clear view of the Gateway Arch, the reborn Fourteenth Street Mall attracts a high amount of traffic with trendy art galleries, salons, boutiques, and other retailers. Residents and visitors also flock to the neighborhood for many beloved cafes, eateries, and popular community gardens.

VISIBILITY. IMPACT. REACH.





Thank you

GET IN TOUCH

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