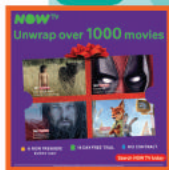


Merry Christmas

(planning)





Christmas has come early

... but how early is early when it comes to planning and buying for that jolly day in December?

We wanted to find out exactly when the affluent but very busy rail travelling audience starts planning their Christmas - from the pantos to the presents - so advertisers with a festive message can target them with their Christmas hat on.

Rail travellers' present purchasing pattern builds gradually until November, when their Christmas spending spirit well and truly kicks in. Well-timed Traincards featuring gift ideas in the run-up to, and during, their prime purchase period will tap into this trend.

And the icing on the Christmas cake is that thanks to the rail audience's high levels of connectivity and willingness to shop online, Traincards can also prompt immediate purchase... and give Santa a much-deserved break!

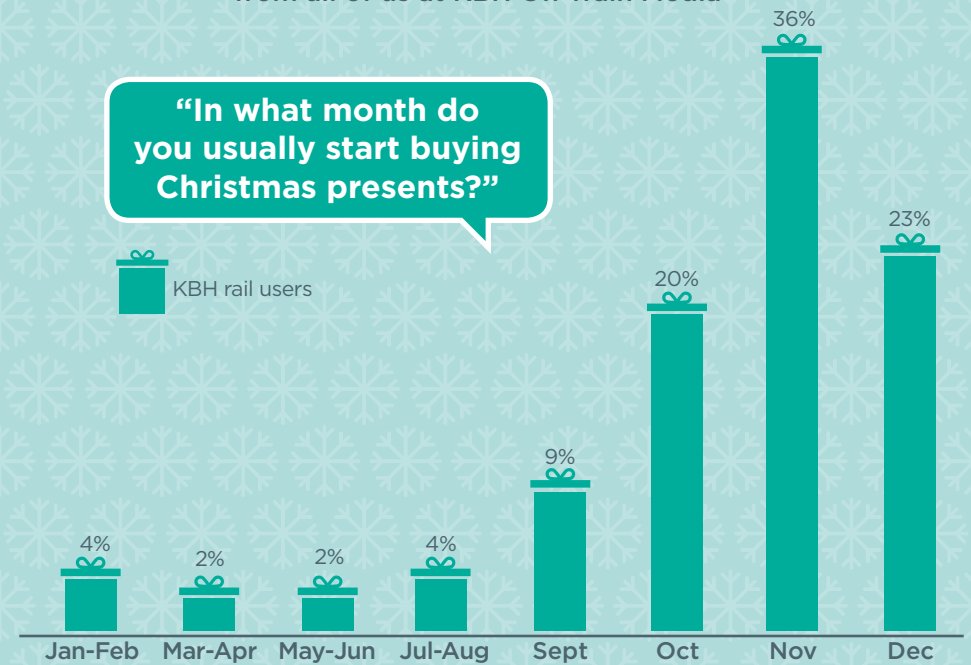


Merry Christmas (planning)

from all of us at KBH On-Train Media

"In what month do you usually start buying Christmas presents?"

 KBH rail users





on train media

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