

SkyBus Media Kit



Melbourne's most powerful billboard has arrived

GoTransit Media Group

BUS • TAXI • LIGHT RAIL



A world-class welcome to Melbourne

Your Gateway to the Cultural & Sporting Capital of Australia

Make your brand the first thing high-value audiences see when they arrive in Melbourne. Operating near round-the-clock service between the airport and the CBD, SkyBus transforms transit into premium mobile advertising delivering unmatched exposure with high dwell time and premium visibility on major routes.

From touchdown to downtown, your message rides
with the city's most influential arrivals

Melbourne Airport

Melbourne Airport has been named the **Best Airport in the Australia-Pacific** five times in the past six years by the Skytrax World Airport Awards. It now **welcomes 3.3 million passengers each month**, making it one of the busiest and most influential travel hubs in the region.

Airport Map



melbourneairport.com.au | skybus.com.au

SkyBus Passenger Overview

41.6

Average age,
travelling alone



Primary reason for travel

Leisure



1.5

Average party
size



Secondary reason for travel

Business



50%



50%



Captive
Audience

A 25-minute journey
ensures extended ad
exposure

Meet your SkyBus Audience

Experience-Driven Millennials

Young professionals seeking entertainment, exploration, and social enrichment

Frequent visitors to pubs, restaurants, events

IDX Score
250



Ideal for nightlife, tech, F&B, travel, and lifestyle brands

Luxury Travel Connoisseurs

Premium spenders, enjoy luxury hotels, cultural experiences, fine dining

Value exclusivity and sophistication

IDX Score
208



Ideal for luxury travel, high-end retail, cultural institutions

Urban Glamour Shoppers

Style-conscious individuals who love premium retail and beauty

Visit malls often and shop for fashion, skincare, and wellness

IDX Score
192



Ideal for cosmetics, fashion, spa and retail activations

Affluent Family Escapists

High-income parents who invest in quality family time

Enjoy upscale family entertainment, resorts, and shopping

IDX Score
207



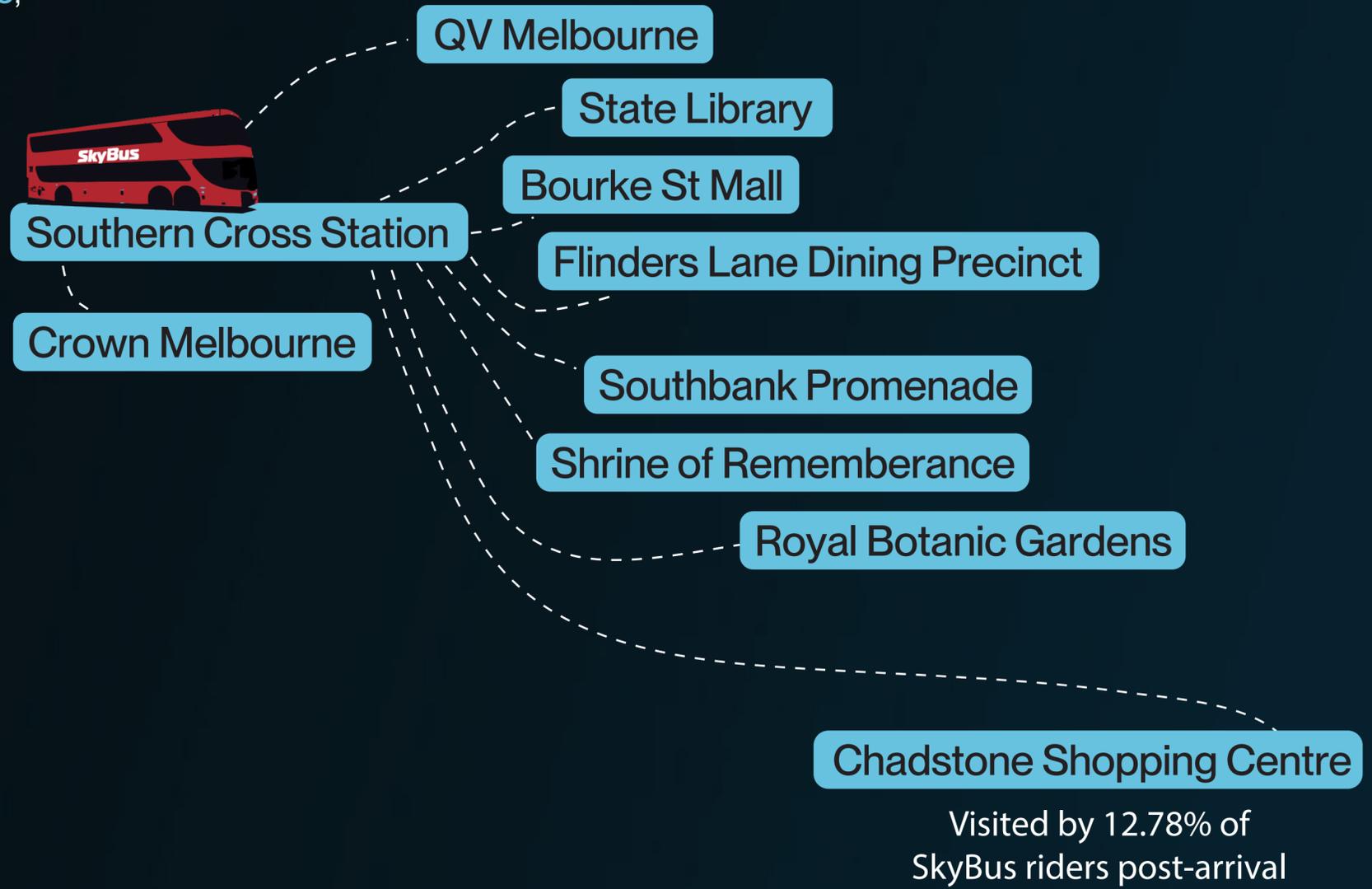
Ideal for family-friendly luxury, travel, dining, and retail brands



Post-Journey Movement

Lumos's audience insights analytics clearly indicate that SkyBus riders continue their journeys from Southern Cross Station into high-density activity hubs across Melbourne, reflecting key consumer and lifestyle intersections.

- Retail Core & CBD**
 - Bourke Street Mall
 - Chadstone Shopping Centre
 - QV Melbourne
 - State Library
- Entertainment & Dining**
 - Crown Melbourne
 - Flinders Lane Dining Precinct
 - Southbank Promenade
- Tourism & Lifestyle**
 - Royal Botanic Gardens
 - Shrine of Remembrance



Key Melbourne Events

Australian Open
Tennis championship



January

Melbourne Fashion
Festival



March

Melbourne
Food & Wine Festival



March

Formula 1
Australian Grand Prix



March/April

Melbourne International
Comedy Festival



March/April

Rip Curl
Pro, Bells Beach



April

RISING, festival of new
art, music & performance



June

AFL
Grandfinal



September

Australian Motorcycle
Grand Prix



October

Melbourne Cup
Carnival



Oct/Nov

ALWAYS LIVE,
contemporary music



Nov/Dec

Boxing Day
Test



December

Available Formats



Full Wrap

Media rates

\$6,000

P&I

\$14,000

With a SkyBus vehicle leaving every 10 minutes during peak services, external advertising on our SkyBus fleet lets you reach over 800,000 travellers using Transurban arterial roads each day.

As our iconic red buses head in to Southern Cross station in the heart of Melbourne's CBD advertising will be visible to pedestrians and vehicles in the city every day.

Own the moment, out of home and take advantage of large format advertising.



Megaside

Media rates

\$3,000

P&I

\$4,000

Internal Screens

60 Seconds

Slots (10)	Plays Per Week	Weekly Package Cost
1 Slot	3094	\$1,000

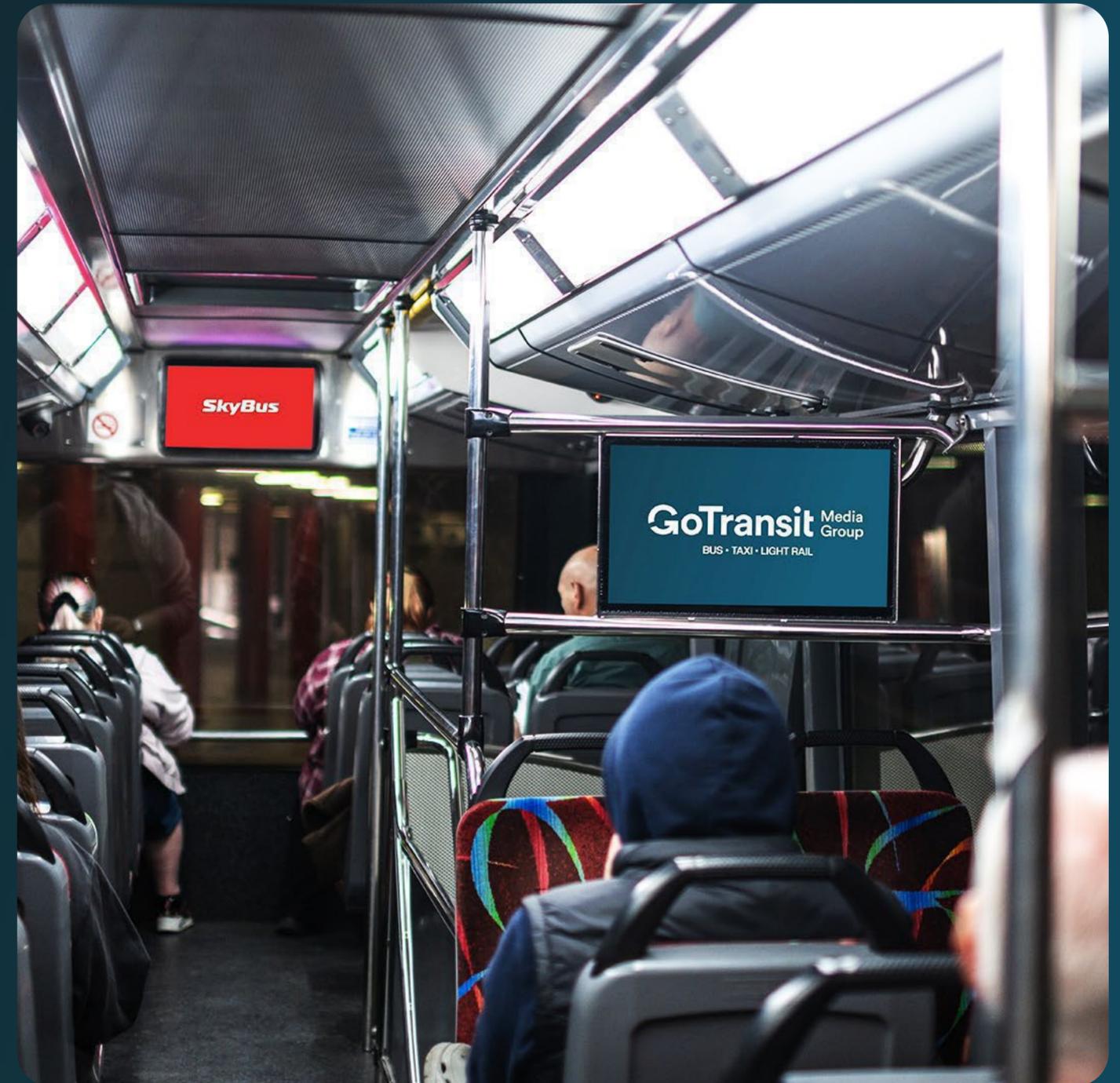
30 Seconds

Slots (10)	Plays Per Week	Weekly Package Cost
2 Slots	5363	\$1,000

15 Seconds

Slots (10)	Plays Per Week	Weekly Package Cost
4 Slots	10725	\$1,000

Each client receives 2 minutes each per bus, per trip. Minimum 2-week buy.



Your Brand On Road



Taking your brand
to new heights