



#### 1,000 reasons to love trainspotting

There's been a lot of movement in the transport advertising space in Australia recently. TorchMedia, the exclusive external media provider on trains in Melbourne and Brisbane is now welcoming the first ads on Sydney trains with a consumer competition and a prize of a \$1,000 travel voucher. Commuters have the opportunity to win a voucher that will take them on a tropical getaway by engaging with the [TorchMedia Facebook page](#).

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OOH audience up by **3.6%**