

BRIGHTLINE IS BACK

FLORIDA'S HIGH SPEED LUXURY RAIL RETURNS NOVEMBER 2021

Brightline is primed to open their doors and deliver once again the most luxurious and convenient method of travel between the three largest cities of South Florida. With stations in the major downtown areas of Miami, Fort Lauderdale and West Palm Beach Brightline has been a disruptor in the space and effectually reimagined the concept of mass transit in the region. Attracting a widely upscale demographic that is local to the area provides advertisers a unique opportunity to deliver messaging at a high rate of frequency to this coveted demo.

AFFINITIES & INTERESTS OF RIDERS

- Food & Wine
- Travel
- Health
- Fashion
- Entertainment
- Technology
- Beauty
- Luxury



KEY STATS

65%

OF PASSENGERS HAVE A HHI OF \$100K+

46%

OF PASSENGERS OWN HOMES VALUED AT GREATER THAN \$400K.

GREEN

BRIGHTLINE'S MASS TRANSIT REDUCES FLORIDA'S CARBON FOOTPRINT



STATION COVERAGE PACKAGES

Screen Count by Package

STATION	ACTIVATE	DOMINATE
West Palm Beach	18	26
Fort Lauderdale	18	27
Miami	25	38

