



[Maisie McCabe](#), mediaweek.co.uk, 10 November 2009, 11:20am

T4 buys Alvern to fuel growth

LONDON - T4 Media, the outdoor media owner that provides advertising on train station ticket gates and car park barriers, has bought petrol station media owner Alvern Media for an undisclosed sum.

Alvern Media offers advertising on petrol pump nozzles and the shop-front doors of convenience stores on petrol station forecourts and has a network of 40 fuel retailers and 4,500 forecourts.

Under the deal, Alvern Media founder Mark Stanley and his team of six will relocate to T4 Media's office in early 2010 and Stanley will join the T4 board immediately. T4 currently employs 11 staff.

T4 Media chief executive Marco Pieters said Alvern's petrol pump nozzles and "door media" complemented T4's "unavoidable and totally accountable" opportunities to reach consumers in the third space between work and home.

T4 is also looking at buying other media companies that could sit well within its portfolio. Pieters said it was a "highly ambitious company looking to grow".

T4 offers its car park barrier format, AdBarrier, nationally, while AdGates, for automatic train gates, is available in London, the South East and some northern and Midlands towns.