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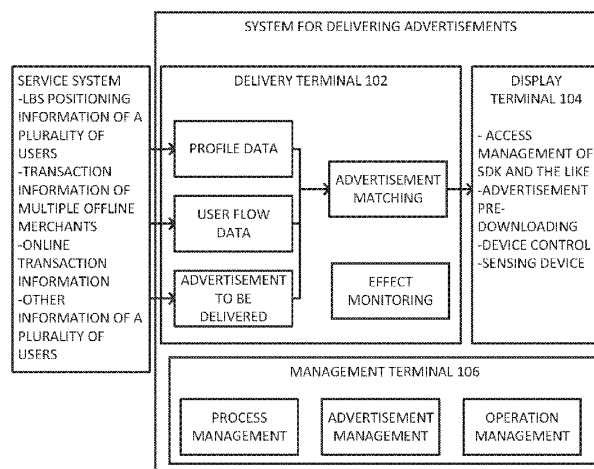


FIG. 1

(57) **Abstract:** Embodiments of the specification provide a method and apparatus for delivering advertisements. The method for delivering advertisements comprises: obtaining location information of a plurality of users and/or one or more offline merchants; determining a target group of target users around an advertisement delivery device according to the location information of a plurality of users and/or one or more offline merchants; determining profile data of the target group around the advertisement delivery device; and delivering an advertisement to the advertisement delivery device based on the profile data of the target group around the advertisement delivery device.

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