

DOOH

Network	Footfall	Locations	Municipalities	SoV	Frequency/h	Period	Screens	Price
National								
DOOH Reach & Impact	50 236 933	689	223	8,33%	60	7 days	2 185	3 487 000
DOOH National incl Impact	37 327 764	240	76	8,33%	60	7 days	1 077	1 994 000
DOOH National	12 627 784	144	62	8,33%	60	7 days	953	1 693 000
DOOH Train Stations National incl Impact	5 596 808	33	32	8,33%	60	7 days	212	608 000
DOOH Train Stations National	4 993 731	33	32	8,33%	60	7 days	201	526 000
DOOH Shopping Malls National incl Impact	13 855 399	105	55	8,33%	60	7 days	755	1 197 000
DOOH Shopping Malls National	7 557 664	82	44	8,33%	60	7 days	715	1 073 000
Big City								
DOOH Big City incl Impact	26 215 433	112	26	8,33%	60	7 days	681	1 598 000
DOOH Big City	8 389 391	73	23	8,33%	60	7 days	617	1 342 000
DOOH Train Stations Big City incl Impact	3 938 638	9	7	8,33%	60	7 days	152	482 000
DOOH Train Stations Big City	3 938 638	9	7	8,33%	60	7 days	138	398 000
DOOH Shopping Malls Big City incl Impact	9 108 187	49	24	8,33%	60	7 days	476	966 000
DOOH Shopping Malls Big City	5 053 830	46	23	8,33%	60	7 days	462	871 000
Stockholm								
DOOH Stockholm incl Impact	17 285 260	79	20	8,33%	60	7 days	518	1 296 000
DOOH Stockholm	6 070 275	59	18	8,33%	60	7 days	489	1 053 000
DOOH Train Stations Stockholm incl Impact	2 797 208	6	4	8,33%	60	7 days	102	316 000
DOOH Train Stations Stockholm	2 797 208	6	4	8,33%	60	7 days	97	262 000
DOOH Shopping Malls Stockholm incl Impact	6 127 335	39	18	8,33%	60	7 days	383	756 000
DOOH Shopping Malls Stockholm	4 155 139	39	18	8,33%	60	7 days	378	677 000
DOOH Stockholm City incl Impact	5 300 664	24	1	8,33%	60	7 days	116	625 000
DOOH Stockholm City	1 562 596	14	1	8,33%	60	7 days	14	80 000
Gothenburg								
DOOH Gothenburg incl Impact	6 777 793	24	5	8,33%	60	7 days	111	466 000
DOOH Gothenburg	1 342 457	7	4	8,33%	60	7 days	87	233 000
Malmö								
DOOH Malmö incl Impact	2 238 382	8	1	8,33%	60	7 days	52	234 000
DOOH Malmö	697 661	3	1	8,33%	60	7 days	41	123 000
Point of Sale								
DOOH Point of Sale National incl ICA	27 985 171	587	223	8,33%	60	7 days	3 477	1 990 000
DOOH Point of Sale National	12 305 171	94	43	8,33%	60	7 days	727	1 624 000
DOOH ICA Network		493	210	8,33%	60	7 days	2 750	690 000
DOOH ICA Store	8 500 000	490	210	8,33%	60	7 days	1 700	480 000
DOOH ICA Checkout	7 180 000	370	186	8,33%	60	7 days	1 050	270 000
Pharmacy								
DOOH Pharmacy National	15 960 173	80	47	8,33%	60	7 days	850	1 898 000
Roadside								
DOOH Roadside	24 877 208	147	61	8,33%	60	7 days	147	997 000
Icons								
DOOH Icons	4 390 624	4	2	8,33%	60	7 days	4	199 000

Impact									
DOOH Impact Top 25 cities	20 589 368	92	24	8,33%	60	7 days	92	993 000	
DOOH Impact Big City	15 767 665	62	10	8,33%	60	7 days	62	796 000	
DOOH Impact Stockholm	9 674 392	30	5	8,33%	60	7 days	30	498 000	

Eurosize

Network	VAC-reach %	VAC-reach	VAC-contacts	VAC-frequency	Period	Panels	Price
Eurosize National	23,8%	1 835 506	21 719 691	11,8	7 days	396	798 000
Eurosize Big City	20,6%	1 595 083	19 960 866	12,5	7 days	334	680 000
Eurosize Train Stations National	10,6%	815 834	9 913 254	12,2	7 days	185	295 000
Eurosize Train Stations Big City	18,5%	553 000	8 054 066	14,6	7 days	123	195 000
Eurosize Stockholm City	38,6%	660 458	4 075 685	6,2	7 days	60*	232 000
Eurosize Stockholm Regional	7,3%	567 006	1 676 697	3	7 days	45	102 000
Eurosize Malmö City	78,5%	388 528	6 218 526	16	7 days	120	199 000
Eurosize Linköping		157 263	829 567	5,3	7 days	20	18 600

*incl DOOH Stockholm City (14 screens)

Big size Banners

	Footfall	Banners	Location	Format	Period	Price
Stockholm						
Stureplan 2	450 000	1	City	1400x850 cm	7 days	412 000
Stureplan 2	642 857	1	City	1400x850 cm	10 days	489 000
Stureplan 2	900 000	1	City	1400x850 cm	14 days	630 000
Stureplan 15	450 000	1	City	1000x750 cm	7 days	430 000
Stureplan 15	642 857	1	City	1000x750 cm	10 days	514 000
Stureplan 15	900 000	1	City	1000x750 cm	14 days	660 000
Medborgarplatsen	370 000	1	City	2000x560 cm	7 days	265 000
Medborgarplatsen	528 571	1	City	2000x560 cm	10 days	318 000
Medborgarplatsen	740 000	1	City	2000x560 cm	14 days	410 000
NK A + B	1 097 500	2	City	2400x660 cm + 1650x660 cm	7 days	430 000
NK A + B	1 567 857	2	City	2400x660 cm + 1650x660 cm	10 days	480 000
NK A + B	2 195 000	2	City	2400x660 cm + 1650x660 cm	14 days	635 000
NK A	1 097 500	1	City	2400x660 cm	7 days	330 000
NK A	1 567 857	1	City	2400x660 cm	10 days	415 000
NK A	2 195 000	1	City	2400x660 cm	14 days	495 000
NK B	1 097 500	1	City	1650x660 cm	7 days	289 000
NK B	1 567 857	1	City	1650x660 cm	10 days	385 000
NK B	2 195 000	1	City	1650x660 cm	14 days	460 000
Odenplan	200 000	1	City	490x1300 cm	7 days	189 000
Odenplan	285 714	1	City	490x1300 cm	10 days	225 000
Odenplan	400 000	1	City	490x1300 cm	14 days	269 000
Hötorget	400 000	1	City	1000x700 cm	7 days	265 000

Hötorget	571 429	1	City	1000x700 cm	10 days	318 000
Hötorget	800 000	1	City	1000x700 cm	14 days	410 000
Kungsgatan	150 000	1	City	600x800 cm	7 days	165 000
Kungsgatan	214 285	1	City	600x800 cm	10 days	199 000
Kungsgatan	300 000	1	City	600x800 cm	14 days	230 000
Sverigehuset	700 000	2	City	400x500 cm + 400x500 cm	7 days	250 000
Sverigehuset	1 000 000	2	City	400x500 cm + 400x500 cm	10 days	302 000
Sverigehuset	1 400 000	2	City	400x500 cm + 400x500 cm	14 days	385 000
Jarlaplan	213 850	1	City	1500x700 cm	7 days	165 000
Jarlaplan	305 500	1	City	1500x700 cm	10 days	199 000
Jarlaplan	427 700	1	City	1500x700 cm	14 days	230 000
Essingen	1 137 500	1	Roadside	1200x985 cm	7 days	165 000
Essingen	1 625 000	1	Roadside	1200x985 cm	10 days	199 000
Essingen	2 750 000	1	Roadside	1200x985 cm	14 days	230 000
Roslagstull	1 712 330	1	Roadside	700x970 cm	7 days	165 000
Roslagstull	2 446 185	1	Roadside	700x970 cm	10 days	199 000
Roslagstull	3 824 660	1	Roadside	700x970 cm	14 days	230 000
Värmdöleden	344 500	1	Roadside	1000x1380 cm	7 days	165 000
Värmdöleden	492 142	1	Roadside	1000x1380 cm	10 days	199 000
Värmdöleden	689 000	1	Roadside	1000x1380 cm	14 days	230 000
Norrtull	490 000	1	Roadside	1800x900 cm	7 days	180 000
Norrtull	700 000	1	Roadside	1800x900 cm	10 days	225 000
Norrtull	980 000	1	Roadside	1800x900 cm	14 days	255 000
Vallstanäs Arlanda	546 000	3	Roadside	660x1200cm x 2 + 710x1200 cm	7 days	155 000
Vallstanäs Arlanda	780 000	3	Roadside	660x1200cm x 2 + 710x1200 cm	10 days	215 000
Vallstanäs Arlanda	1 092 000	3	Roadside	660x1200cm x 2 + 710x1200 cm	14 days	265 000
Kungsträdgården Trekantspelare	600 000	3	City	450x560 cm x 3	7 days	399 000
Göteborg						
Kungsportsplatsen	210 000	1	City	500x1000 cm	7 days	325 000
Kungsportsplatsen	300 000	1	City	500x1000 cm	10 days	390 000
Kungsportsplatsen	420 000	1	City	500x1000 cm	14 days	440 000
Magasinsgatan	49 000	1	City	900x600 cm	7 days	185 000
Magasinsgatan	70 000	1	City	900x600 cm	10 days	220 000
Magasinsgatan	98 000	1	City	900x600 cm	14 days	250 000
Scandinavium	125 000	1	Roadside	1100x700 cm	7 days	145 000
Scandinavium	178 571	1	Roadside	1100x700 cm	10 days	175 000
Scandinavium	250 000	1	Roadside	1100x700 cm	14 days	199 000
Malmö						
Södergatan	200 000	1	City	490x990 cm	7 days	180 000
Södergatan	285 714	1	City	490x990 cm	10 days	205 000
Södergatan	400 000	1	City	490x990 cm	14 days	259 000
Centralstationen A + B	125 000	2	City	450x1000 cm + 2000x750 cm	7 days	395 000
Centralstationen A + B	178 571	2	City	450x1000 cm + 2000x750 cm	10 days	520 000

Centralstationen A + B	250 000	2	City	450x1000 cm + 2000x750 cm	14 days	580 000
Centralstationen B	125 000	1	City	2000x750 cm	7 days	195 000
Centralstationen B	178 571	1	City	2000x750 cm	10 days	265 000
Centralstationen B	250 000	1	City	2000x750 cm	14 days	294 000
Gustav Adolfs Torg A + B	175 000	2	City	400x700 cm + 350x1000 cm	7 days	180 000
Gustav Adolfs Torg A + B	250 000	2	City	400x700 cm + 350x1000 cm	10 days	205 000
Gustav Adolfs Torg A + B	350 000	2	City	400x700 cm + 350x1000 cm	14 days	259 000
Södervärn	100 000	1	Roadside	1000x1000 cm	7 days	155 000
Södervärn	142 857	1	Roadside	1000x1000 cm	10 days	169 000
Södervärn	200 000	1	Roadside	1000x1000 cm	14 days	230 000

*Allt inkluderat

Murals

	Footfall	Murals	Location	Format	Period	Price
Stockholm						
Hornstull	364 000	1	City	Se separat PDF	Min. 14 days	Från 450 000
Kungsgatan	150 000	1	City	Se separat PDF	Min. 14 days	Från 500 000
Hötorget	400 000	1	City	Se separat PDF	Min. 14 days	Från 500 000
Götgatsbacken	370 000	1	City	Se separat PDF	Min. 14 days	Från 500 000
Nybrogatan	316 575	1	City	Se separat PDF	Min. 14 days	Från 500 000
Jarlaplan	213 850	1	City	Se separat PDF	Min. 14 days	Från 500 000
Göteborg						
Haga	225 000	1	City	Se separat PDF	Min. 14 days	Från 450 000

*All included