

NETWORK	TYPE OF SCREENS	SCREENS	LARGE FORMAT	SMALL FORMAT	REACH	FREQUENCY	VAC CONTACTS*	SHARE OF VOICE	PERIOD	BRUTTOPRIS
The Fusion National - L	Large & Small Format	1 081	73	1 008			17 005 400	8,33 %	7 days	2 429 400
The Fusion National - M	Large & Small Format	1 081	73	1 008			12 759 100	6,25 %	7 days	1 822 700
The Fusion National - S	Large & Small Format	1 081	73	1 008			8 512 900	4,17 %	7 days	1 216 200
The Fusion Metropolitan - L	Large & Small Format	672	48	624			12 548 100	8,33 %	7 days	1 832 000
The Fusion Metroplitan – M	Large & Small Format	672	48	624			9 414 800	6,25 %	7 days	1 374 600
The Fusion Metropolitan - S	Large & Small Format	672	48	624			6 281 500	4,17 %	7 days	917 100
The Fusion Stockholm - L	Large & Small Format	458	16	442			8 751 500	8,33 %	7 days	1 326 200
The Fusion Stockholm - M	Large & Small Format	458	16	442			6 566 200	6,25 %	7 days	995 100
The Fusion Stockholm - S	Large & Small Format	458	16	442			4 381 000	4,17 %	7 days	663 900
The Fusion Malls - L	Large & Small Format	824	44	780			8 946 400	8,33 %	7 days	1 383 800
The Fusion Malls - M	Large & Small Format	824	44	780			6 712 500	6,25 %	7 days	1 038 300
The Fusion Malls - S	Large & Small Format	824	44	780			4 478 600	4,17 %	7 days	692 800
The Fusion Train Stations - L	Large & Small Format	214	13	201			5 729 100	8,33 %	7 days	743 800
The Fusion Train Stations - M	Large & Small Format	214	13	201			4 298 500	6,25 %	7 days	558 100
The Fusion Train Stations - S	Large & Small Format	214	13	201			2 868 00	4,17 %	7 days	372 400
The Fusion Point of Sale - L	Large & Small Format	754	44	710			11 779 800	8,33 %	7 days	1 704 800
The Fusion Point of Sale - M	Large & Small Format	754	44	710			8 838 400	6,25 %	7 days	1 279 200
The Fusion Point of Sale - S	Large & Small Format	754	44	710			5 896 900	4,17 %	7 days	853 500
The Fusion Pharmacy - L	Large & Small Format	912	44	873			13 481 600	8,33 %	7 days	1 956 200
The Fusion Pharmacy - M	Large & Small Format	912	44	873			10 115 200	6,25 %	7 days	1 467 800
The Fusion Pharmacy - S	Large & Small Format	912	44	873			6 748 900	4,17 %	7 days	979 300
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ICONS	Large Format	2	2	-			582 265	8,33 %	7 days	150 000
The Grid	Large Format	34	34	-			2 513 600	8,33 %	7 days	326 500
XL Network	Large Format	42	42	-			3 023 000	8,33 %	7 days	390 800
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The Loop	Small Format	14	-	14			618 100	8,33 %	7 days	110 000

LOCATION	GEOGRAPHIC	CATEGORIES	FORMAT	FOOTFALL 2v	BANNERS	PERIOD	PRICE 1 v	PRICE 10 days	PRICE 2v
ICONS – Hötorget, Medborgarplatsen & Odenplan	Stockholm	City	See below	1 940 000	3	14 days			890 000
Stureplan 15	Stockholm	City	1 000 x 750 cm (75 kvm)	900 000	1	14 days	465 000	550 000	708 000
Hötorget	Stockholm	City	1 000 x 700 cm (70 kvm)	800 000	1	14 days	330 000	395 000	495 000
Medborgarplatsen	Stockholm	City	2 000 x 560 cm (112 kvm)	740 000	1	14 days	310 000	385 000	485 000
Odenplan	Stockholm	City	490 x 1300 cm (64 kvm)	400 000	1	14 days	210 000	245 000	295 000
Kungsgatan	Stockholm	City	600 x 800 cm (48 kvm)	300 000	1	14 days	210 000	245 000	295 000
Sverigehuset	Stockholm	City	400 x 500 x2 (40 kvm)	1 400 000	2	14 days	250 000	302 000	385 000
Kungsträdgården Trekantspelare	Stockholm	City		600 000	3	7 days	420 000		
Essingen	Stockholm	Roadside	1 400 x 985 (138 kvm)	2 750 000	1	14 days	200 000	230 000	260 000
Mörby Centrum	Stockholm	Roadside	3 000 x 950 (285 kvm)	748 000	1	14 days	200 000	230 000	260 000
Roslagstull	Stockholm	Roadside	700 x 970 cm (69 kvm)	3 824 660	1	14 days	200 000	230 000	260 000
Värmdöleden	Stockholm	Roadside	1 050 x 1 400 cm (138 kvm)	689 000	1	14 days	200 000	230 000	260 000
Norrtull	Stockholm	Roadside	1 800 x 900 cm (162 kvm)	980 000	1	14 days	200 000	230 000	260 000
Drottningholmsvägen	Stockholm	Roadside	450 x 850 cm (39 kvm)	1 153 000	1	14 days	200 000	230 000	260 000
Oscarsleden	Göteborg	Roadside	1 500 x 700 cm (105 kvm)	728 000	1	14 days	200 000	230 000	260 000
Redbergsplatsen	Göteborg	Roadside	1 200 x 1 200 (144 kvm)	589 000	1	14 days	200 000	230 000	260 000
Centralstationen A + B	Malmö	City	450 x 1 000 cm + 2 000 x 750 cm (195 kvm)	250 000	2	14 days	440 000	560 000	600 000
Centralstationen B	Malmö	City	2 000 x 750 cm (150 kvm)	250 000	1	14 days	230 000	295 000	340 000
Gustav Adolfs Torg A + B	Malmö	City	400 x 700 cm + 350 x 1 000 cm (70 kvm)	350 000	2	14 days	210 000	245 000	295 000
Södergatan	Malmö	City	410 x 990 (41 kvm)	400 000	1	14 days	210 000	245 000	295 000
Södervärn	Malmö	Roadside	1 000 x 1 000 (200 kvm)	200 000	1	14 days	200 000	230 000	260 000

LOCATION	GEOGRAPHIC	TYPE	CATEGORIES	FOOTFALL	FORMAT	PERIOD	SURFACES	PRICE 2 WEEKS	PRICE 4 WEEKS
Kungsgatan	Stockholm	Mural	Street	600 000	See separate PDF	Min. 14 days	1	600 000	800 000
Hötorget	Stockholm	Mural	Street	740 000	See separate PDF	Min. 14 days	1	750 000	950 000
Götgatan	Stockholm	Mural	Street	740 000	See separate PDF	Min. 14 days	1	650 000	850 000
Nybrogatan	Stockholm	Mural	Street	633 350	See separate PDF	Min. 14 days	1	750 000	950 000
Södermannagatan	Stockholm	Mural	Street	400 000	See separate PDF	Min. 14 days	1	700 000	900 000
Dalagatan	Stockholm	Mural	Street	700 000	See separate PDF	Min. 14 days	1	450 000	650 000
Torsgatan	Stockholm	Mural	Street	600 000	See separate PDF	Min. 14 days	1	700 000	900 000
Svartensgatan	Stockholm	Mural	Street	900 000	See separate PDF	Min. 14 days	1	650 000	850 000
Grev Turegatan	Stockholm	Mural	Street	300 000	See separate PDF	Min. 14 days	1	650 000	850 000
Centralstationen	Göteborg	Mural	Street	369 922	See separate PDF	Min. 14 days	2	650 000	850 000

EUROSIZE



NETWORK	GEOGRAPHIC	TYPE OF PANELS	CATEGORIES	VAC CONTACTS*	FORMAT	PERIOD	BANNERS	PRICE**
Stockholm City	Stockholm	Reach	Street	3 427 613	Eurosize	7 days	46	195 000
Train Stations National	National	Reach	Transit	10 046 800	Eurosize	7 days	167	350 000
Golf Network	National	Reach	Golf		Eurosize	30 days	90	290 000

*estimerat antal kontakter

**exklusive tryck