



METRO BILLBOARD 2

Metro Billboard 2 is an analog large format concept in the subway, perfectly suited for creative executions across multiple panels.

Each week, at least 1.1 million people travel through Stockholm's subway, and our stations cover 92% of these travelers. This means passengers board and/or alight at one of our 14 concept stations.

This product is available in groups of 2- or 5, offering fantastic opportunities for maximum impact and the perfect opportunity to strengthen your brand identity.

14 Concept stations



Premium locations



High reach and frequency



High-spending areas

Faces 34

Frequency 14

Reach 32%

VAC 10 591 493

Price incl. printing 650 000 SEK

Campaign period 14 days

Climate footprint n/a