



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 10,8**
- Reach 40,8%**
- VAC 10 774 889**
- Gross rate 600 000 SEK**
- Campaign period 14 days**
- Climate footprint n/a**