



**METRO BILLBOARD 5**

Metro Billboard 5 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.



**Premium locations**



**High reach and frequency**



**High-spending areas**

- Faces 80**
- Frequency 20,6**
- Reach 45,0%**
- VAC 23 338 458**
- Gross rate 800 000 SEK**
- Campaign period 14 days**
- Climate footprint n/a**