



METRO CLASSIC ESCALATOR

Follow passengers throughout their entire journey, up and down, with our popular Metro Classic Escalator format. 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.

Reach your audience with our escalator panels at Stockholm subway’s busiest stations. Gain maximum exposure in an environment characterized by long dwell times and low distraction.

Take advantage of the sequential placement of the panels to tell your story in a creative and entertaining way.



Premium locations



High reach and frequency



High-spending areas

Faces 168
Frequency 15,3
Reach 40,0%
VAC 15 864 167
Gross rate 300 000 SEK
Campaign period 14 days
Climate footprint N/A