


## METRO DIGISIZE

Metro Digisize offers visibility at the subway's busiest stations! 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.

Our Metro Digisize screens are strategically located on platforms and at key positions by entrances and exits, providing high frequency and extensive reach, which results in low contact costs.

With the capability to display moving content on high-quality screens, your brand gains the power to stand out and create genuine impact. Take advantage of the digital channel's benefits with dynamic and flexible campaigns by tailoring messages based on the day of the week, time of day, inventory levels, or any other factor that makes your campaign even more relevant.

By appearing on our new digital spaces, you not only achieve reach but also impact.

[Metro Digisize Product film](#)  14 concept stations



**Premium locations**



**Impactful format**



**High-spending areas**



**Full motion**



**IO / Programmatic**

**Screens 195**

**SOT 8,33%**

**Frequency 9,9**

**Reach 36,2%**

**VAC 7 833 821**

**Gross rate 795 000 SEK**

**Carbon footprint n/a**

Power of Metro Digisize