



METRO IMPACT DIGITAL

Metro Impact Digital makes your brand visible 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, meaning they board and/or alight at one of our 14 concept stations.

By utilizing our capability to display moving content on high-quality screens, your brand gains the power to stand out and create real impact. Take advantage of the digital channel’s benefits with dynamic and flexible campaigns that can be customized based on the day of the week, time of day, inventory levels, or any other factor that makes your campaign even more relevant. Whether your goal is to build brand awareness, drive store traffic, or launch a product, these screens offer an effective and modern channel to reach a broad and urban audience – precisely at the right moment.

The carbon footprint for our new products will be reportable starting in 2027.

[Metro Impact Product film](#)

T-centralen, Östermalmstorg, Odenplan och Slussen



Premium locations



Impactful format



Dynamic and flexible



High-spending areas



IO / Programmatic

Screens 11
SOT 16,6%
Frequency 4,2
Reach 16,9%
VAC 1 739 499
Gross rate 188 000 SEK
Carbon footprint n/a