



**EUROSIZE STOCKHOLM LOCAL 300**

Eurosize Stockholm Local 300 is our new combination package for maximum impact in Stockholm.

When you want to reach many people, quickly and repeatedly, this mix of Metro Eurosize in the subway's most heavily trafficked stations and Eurosize Bus Shelters at central above-ground locations is the optimal choice. Together they deliver high frequency, strong reach and thus a low cost per contact.

Metro Eurosize units are placed on platforms and at entrances and exits at our 14 concept stations, where at least 1.1 million people travel every week and 92% of Stockholm's metro passengers pass by – meeting Stockholmers underground, right in the middle of their everyday lives. At the same time, Eurosize Bus Shelters reach the city of Stockholm above ground, where backlit surfaces and robust glass panels ensure optimal visibility around the clock and enable creative Innovate solutions.

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

Product Film



**Premium locations**



**High-spending areas**



**Backlit**



**High reach and frequency in short time spans**



**Low cost-per-contact**



**Perfect for creative solutions**

**Faces 300**

**Frequency 8,2**

**Reach 69,2%**

**VAC 12 723 113**

**Price 1 50 000 SEK**

**Carbon footprint n/a**