

DOOH

Product	Footfall	Arenas	Municipality	SoV	Period	Screens	Price
National							
DOOH Network National incl Large Format	16 589 534	128	61	10%	7 days	940	1 690 000
DOOH Network National	12 316 903	124	59	10%	7 days	906	1 490 000
DOOH Central Stations National incl Large Format	5 596 805	33	32	10%	7 days	209	605 000
DOOH Central Stations National	5 596 805	33	32	10%	7 days	198	525 000
DOOH Shopping Mall National incl Large Format	10 920 819	81	45	10%	7 days	695	1 150 000
DOOH Shopping Mall National	6 648 188	77	43	10%	7 days	672	1 020 000
Metropolitan							
DOOH Network Metropolitan incl Large Format	11 767 697	53	21	10%	7 days	596	1 275 000
DOOH Network Metropolitan	8 110 393	50	20	10%	7 days	569	1 050 000
DOOH Central Stations Metropolitan incl Large Format	3 938 635	9	7	10%	7 days	149	480 000
DOOH Central Stations Metropolitan	3 938 635	9	7	10%	7 days	138	395 000
DOOH Shopping Malls Metropolitan incl Large Format	7 829 062	44	20	10%	7 days	433	815 000
DOOH Shopping Malls Metropolitan	4 144 354	41	19	10%	7 days	417	665 000
Stockholm							
DOOH Network Stockholm Large Format	8 190 067	40	17	10%	7 days	453	915 000
DOOH Network Stockholm	6 070 275	40	17	10%	7 days	440	780 000
DOOH Central Stations Stockholm Large Format	2 797 208	6	4	10%	7 days	98	315 000
DOOH Central Stations Stockholm	2 797 208	6	4	10%	7 days	93	262 000
DOOH Shopping Malls Stockholm Large Format	5 392 859	34	15	10%	7 days	341	605 000
DOOH Shopping Malls Stockholm	3 245 663	34	15	10%	7 days	333	520 000
DOOH Stockholm City			1	10%	7 days	14	51 000
Point of Sale							
DOOH Network Point of Sale	24 848 848	523	212	8-10%	7 days	3 434	1 990 000
DOOH ICA Network	14 000 000	460	210	8%	7 days	2 750	690 000
DOOH ICA Store	8 500 000	460	210	8%	7 days	1 700	480 000
DOOH ICA Checkout	7 180 000	370	186	8%	7 days	1 050	270 000
DOOH ICA Network	14 000 000	460	210	4%	7 days	2 750	345 000
DOOH ICA Store	8 500 000	460	210	4%	7 days	1 700	240 000
DOOH ICA Checkout	7 180 000	370	186	4%	7 days	1 050	135 000

Pricelist 2019

VISUALART

Moving
brands
forward

Eurosize

Product	VAC-reach %	VAC-reach	VAC-contacts	VAC-frequency	Period	Panels	Price
Eurosize National	23,8%	1 835 506	21 719 691	11,8	7 days	396	798 000
Eurosize Metropolitan	20,6%	1 595 083	19 960 866	12,5	7 days	334	680 000
Eurosize Central Stations National	10,6%	815 834	9 913 254	12,2	7 days	185	295 000
Eurosize Central Stations Metropolitan	18,5%	553 000	8 054 066	14,6	7 days	123	195 000
Eurosize Stockholm City	38,6%	660 458	4 075 685	6,2	7 days	60*	232 000
Eurosize Stockholm Regional	7,3%	567 006	1 676 697	3	7 days	45	102 000
Eurosize Malmö City	78,5%	388 528	6 218 526	16	7 days	120	151 000
Eurosize Linköping		157 263	829 567	5,3	7 days	20	18 600

*DOOH Stockholm City (14 screens) included