

SWEDEN'S MOST DYNAMIC ADVERTISING SPACE

Brand Central Station

The Art of Outdoor®



Showmanship and reach

The principles of effective advertising can be traced back to the 1960s in the United States.

Bill Bernbach, an advertising legend, was a true pioneer in the industry. He championed creativity and showmanship, believing that entertainment and experience were key to advertising's commercial success.

These values form the foundation of our approach to Out of Home advertising. We transform public environments into magnetic spaces for brand engagement. For us, place and context are critical in maximizing the return on advertising investments.

Sweden's Central Stations have undergone a remarkable transformation since their origins in the 19th century. Once designed purely as transport hubs, they've evolved into multifunctional meeting points that combine travel, commerce, services, and—most importantly—experience.

76%

notice advertisements on DOOH

72%

feel positive after visiting a central station

52%

are positive to DOOH advertising

43%

see the same ad more than once during a single visit

51 minutes

average dwell time

Our stations



BRAND CENTRAL STATION

Stockholm Central Station

As an event venue, Stockholm Central Station is unrivaled. With **229,000 daily visitors***, it's the largest travel hub in the Nordics—connected to Cityterminalen. The station offers vast creative potential and room for grand-scale campaigns.

The Art of Outdoor®



*Refers to flow measurement from 2019.

OCEAN

STOCKHOLM CENTRAL STATION

Station *Domination*

Take over the central station with the perfect combination of Experience and Attention. Make visitors remember, experience and engage with your brand.

The Art of Outdoor®



OCEAN

Station Domination Stockholm

Included advertising space

- Grand Central (25%)
- DOOH (8,33%)
- 18 wrapped revolving doors (main entrance)
- 12 wrapped doors towards "Gula gången"
- Installation above "the ring"
- 20 pillar banners (lower hall)
- 4 box sides (lower hall)
- 1 banner (north escalator)
- 1 banner (south escalator)
- Event space: 50-200 sqm

Price

Price 1 week	1 175 000 SEK
Price 2 weeks	2 350 000 SEK

Additional costs

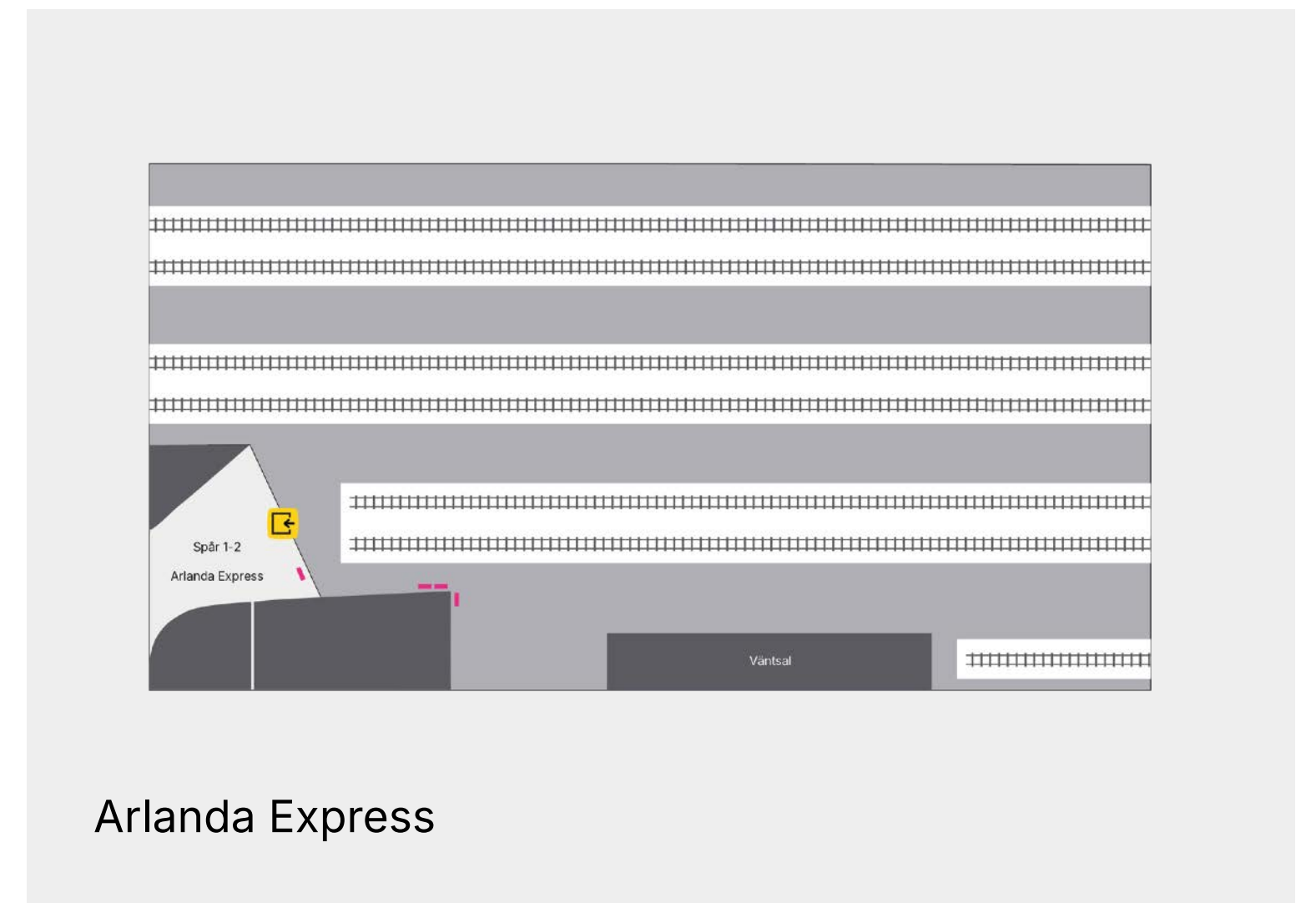
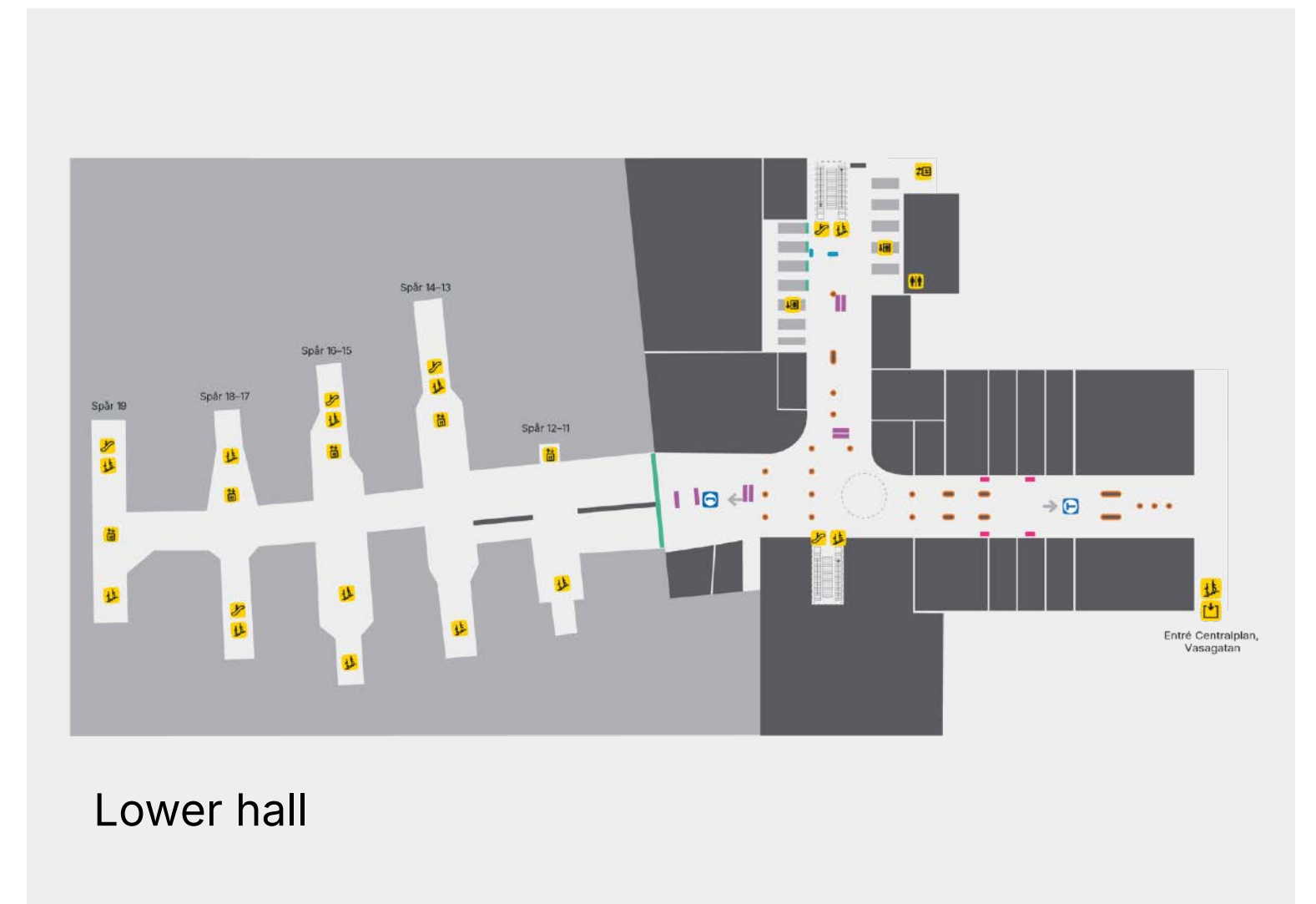
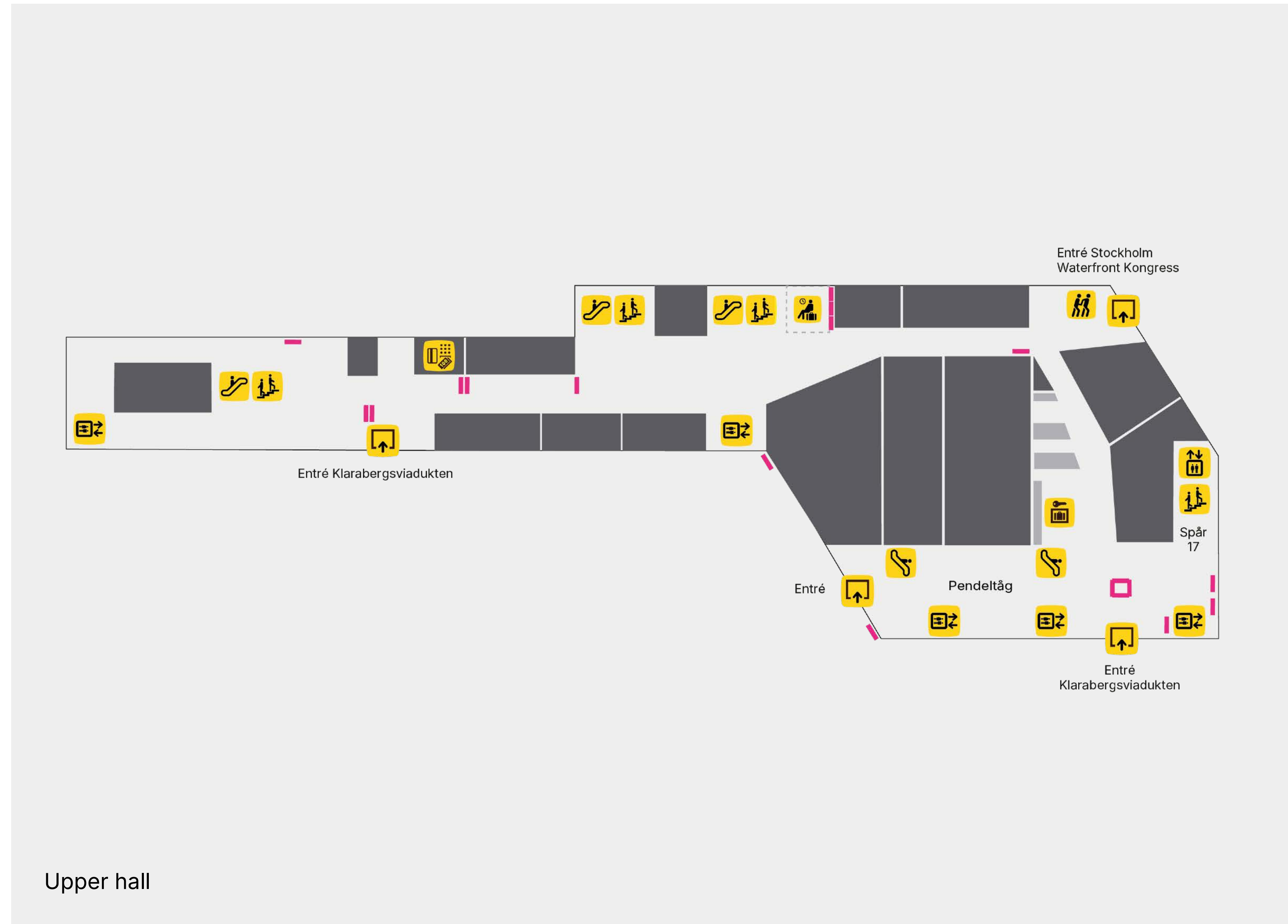
Production cost of 98 000 SEK are added for banners and foils incl. assembly. Production cost for event + the ring are added depending on design.

More info on the following page.



Central hall

Station Domination Stockholm



Station Domination Stockholm



Station Domination Stockholm



STOCKHOLM CENTRAL STATION

Station *Experience*

Create memorable experiences thru a combination of the physical and the digital. Digital screens in attractive locations combined with physical events. Engage and inspire in a relaxed and positive environment.

The Art of Outdoor®



OCEAN

Station Experience Stockholm

Included advertising space

- Grand Central (25%)
- DOOH (8,33%)
- Event space: 50-200 sqm

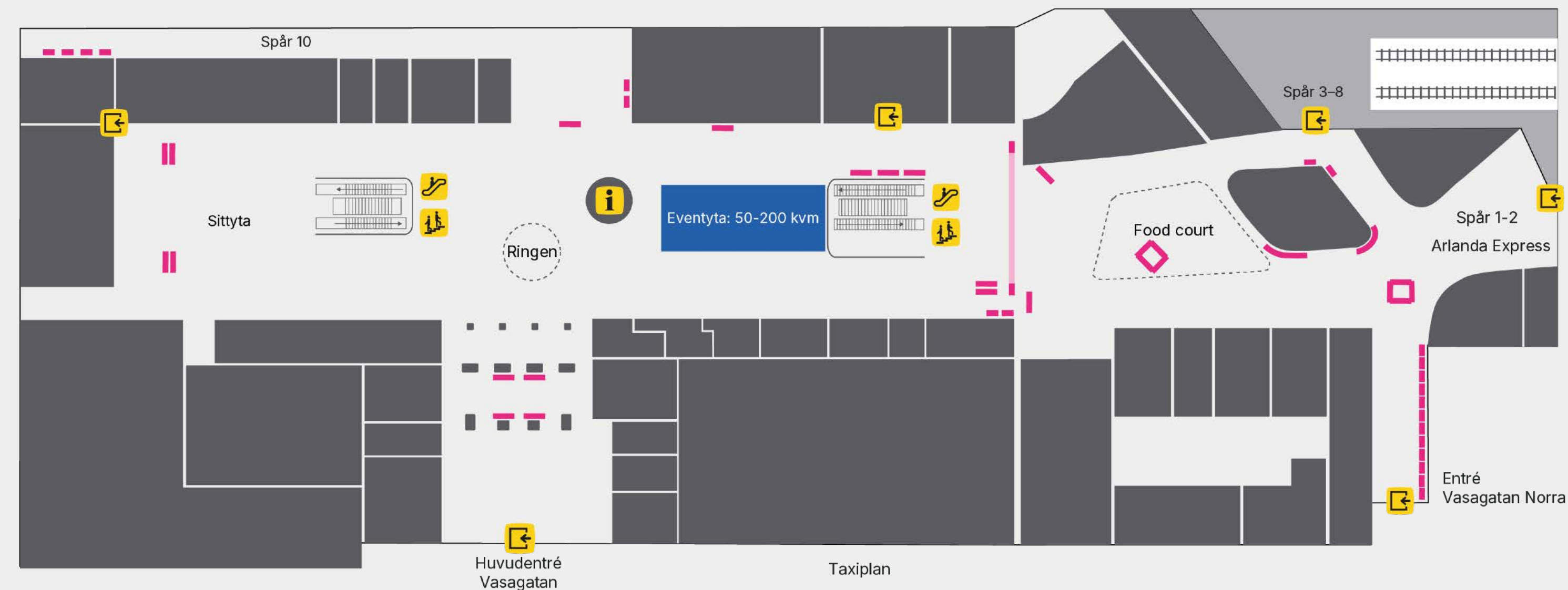
Price

Price 1 week	800 000 SEK
Price 2 weeks	1 600 000 SEK

Additional costs

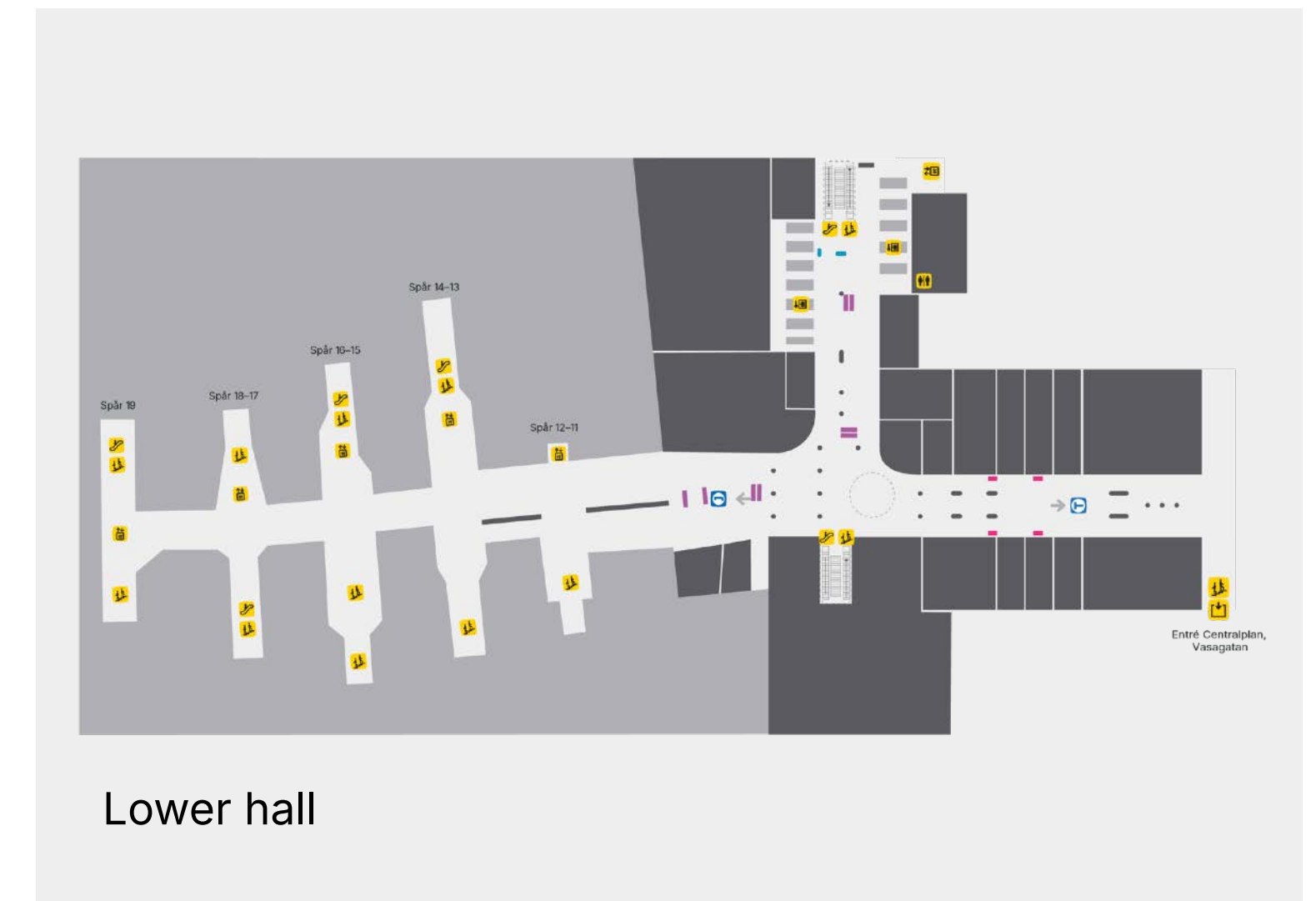
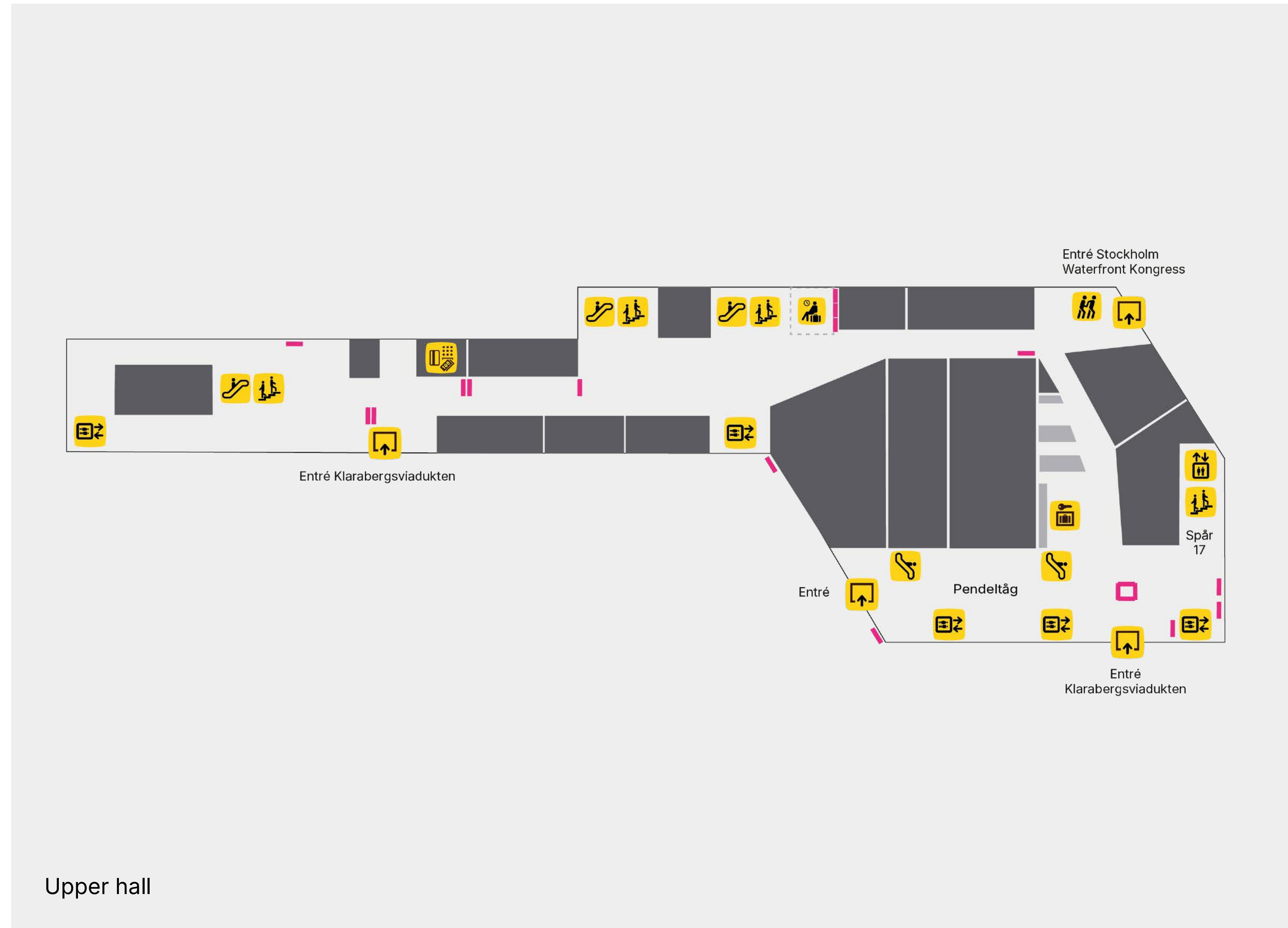
Production cost for events are added depending on design.

More info on the following page.



Central hall

Station Experience Stockholm



Station Experience Stockholm



Event space



DOOH



Event space

Station Experience Stockholm



STOCKHOLM CENTRAL STATION

Station *Attention*

Create memorable experiences thru a combination of the physical and the digital. Digital screens in attractive locations combined with banners and wraps to give your brand the exposure you want.

The Art of Outdoor®



OCEAN

Station Attention Stockholm

Included advertising space

- DOOH (8,33%)
- 18 wrapped revolving doors (main entrance)
- 12 wrapped doors towards "Gula gången"
- Installation above "the ring"
- 20 pillar banners (lower hall)
- 4 box sides (lower hall)
- 1 banner (north escalator)
- 1 banner (south escalator)

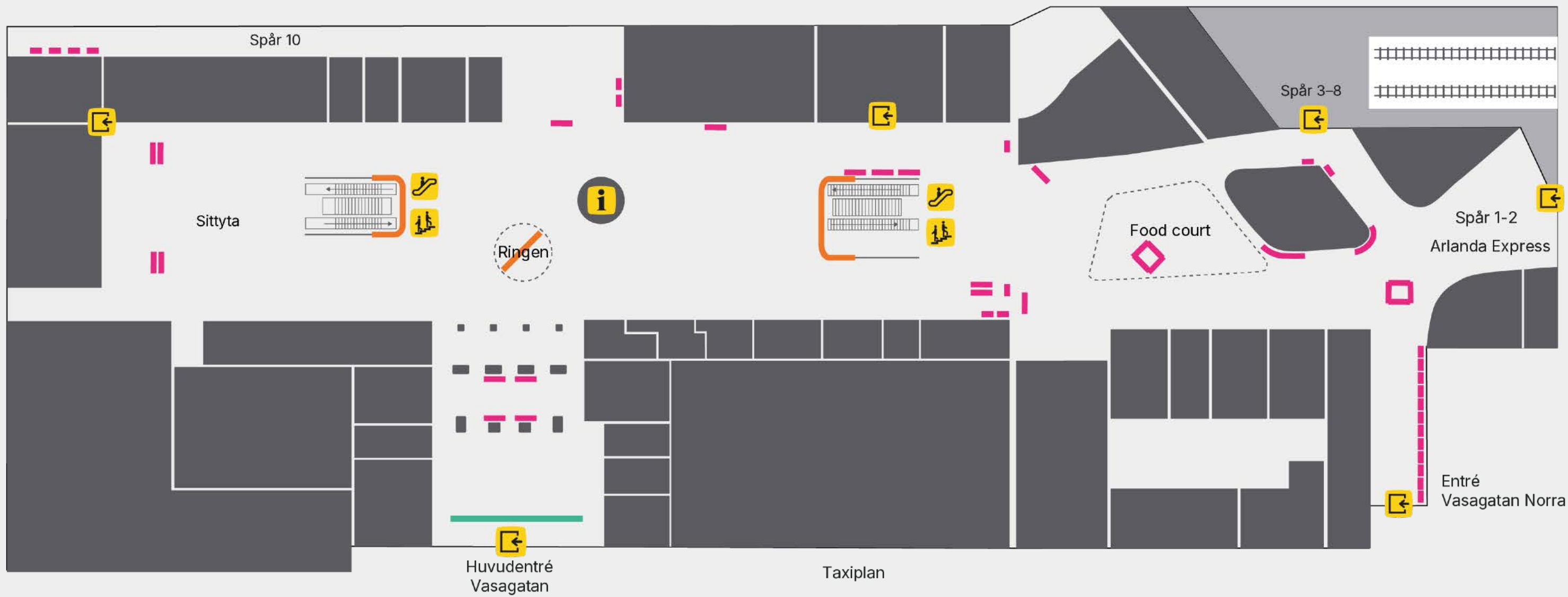
Price

Price 1 week	925 000 SEK
Price 2 weeks	1 850 000 SEK

Additional costs

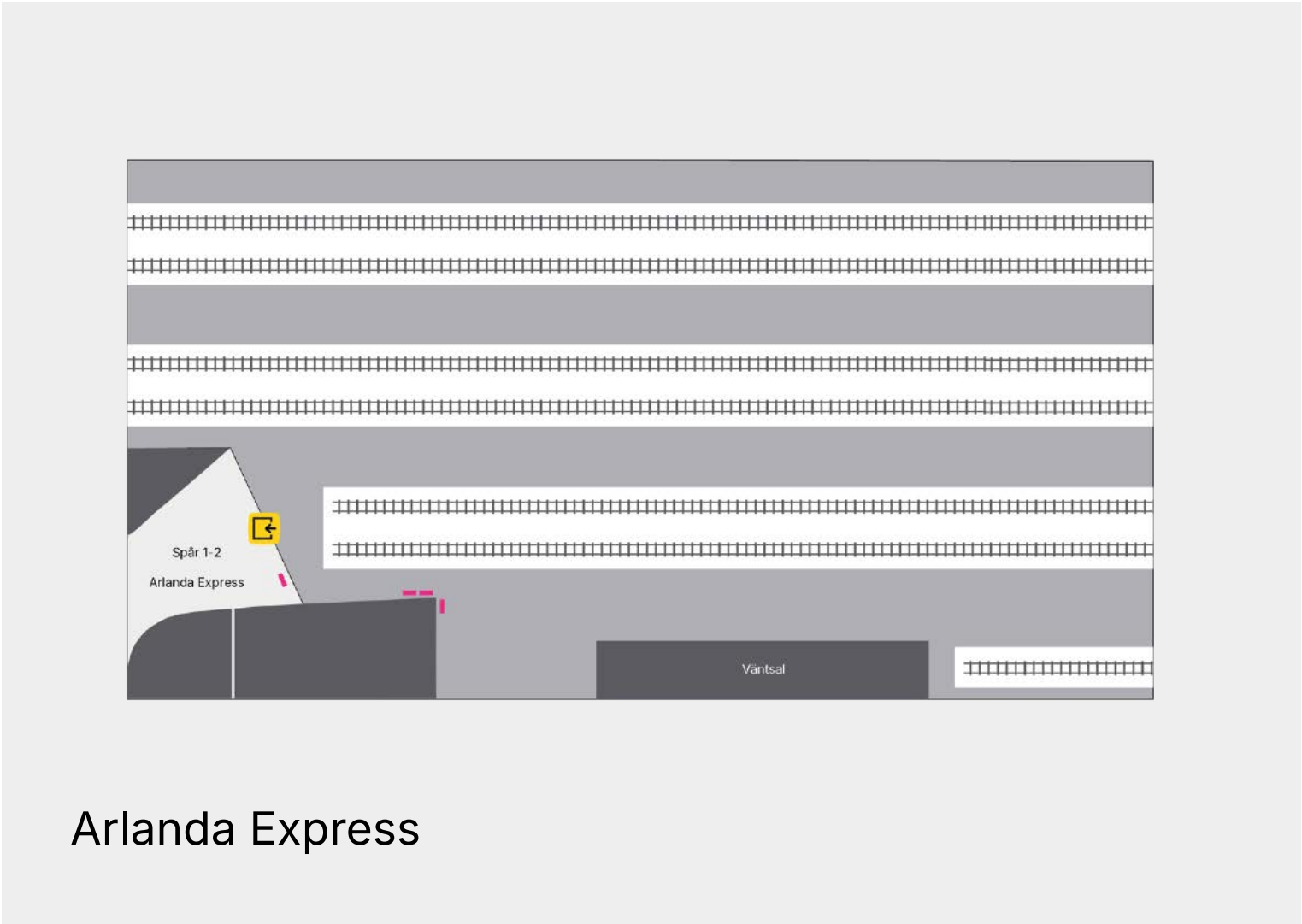
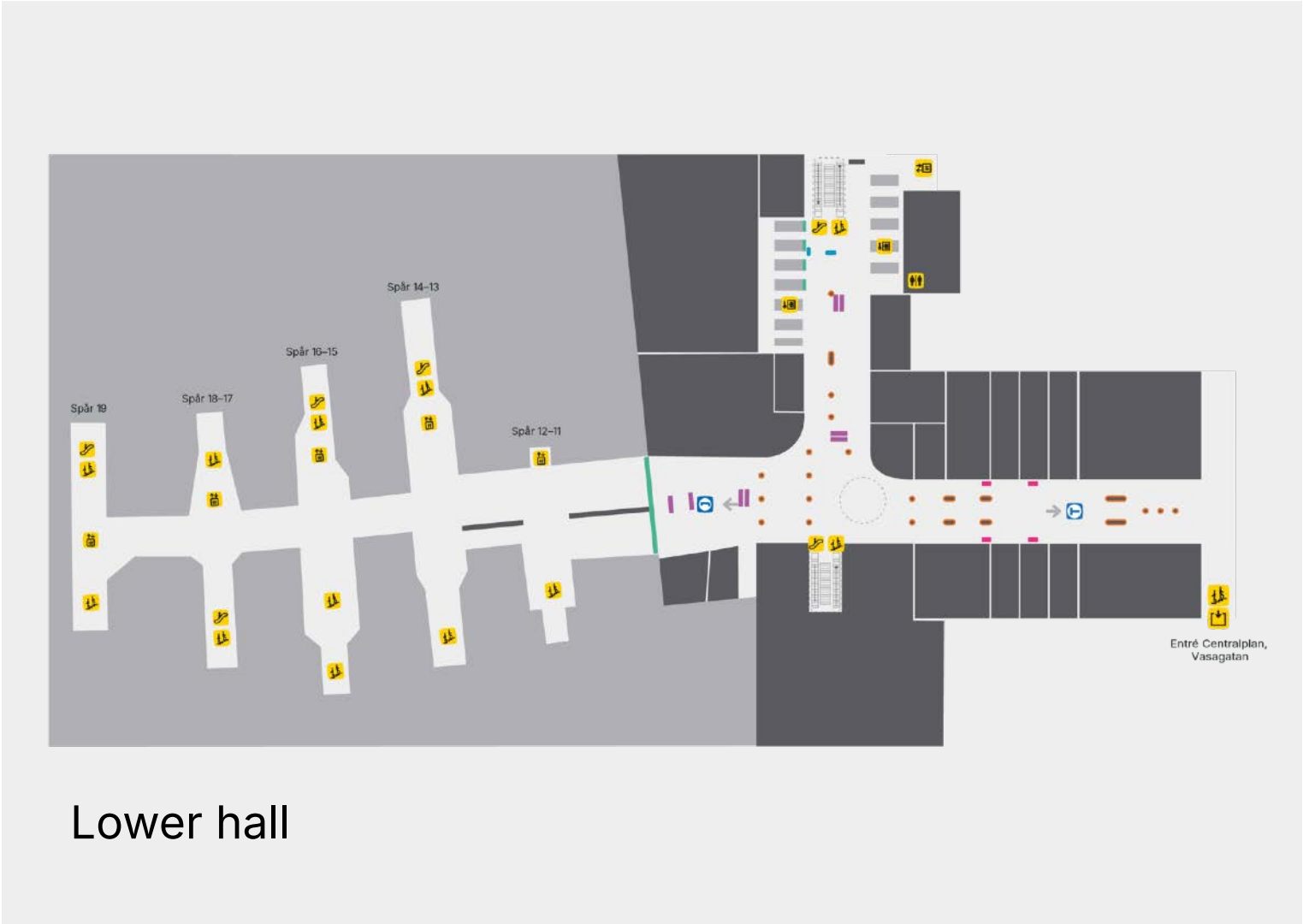
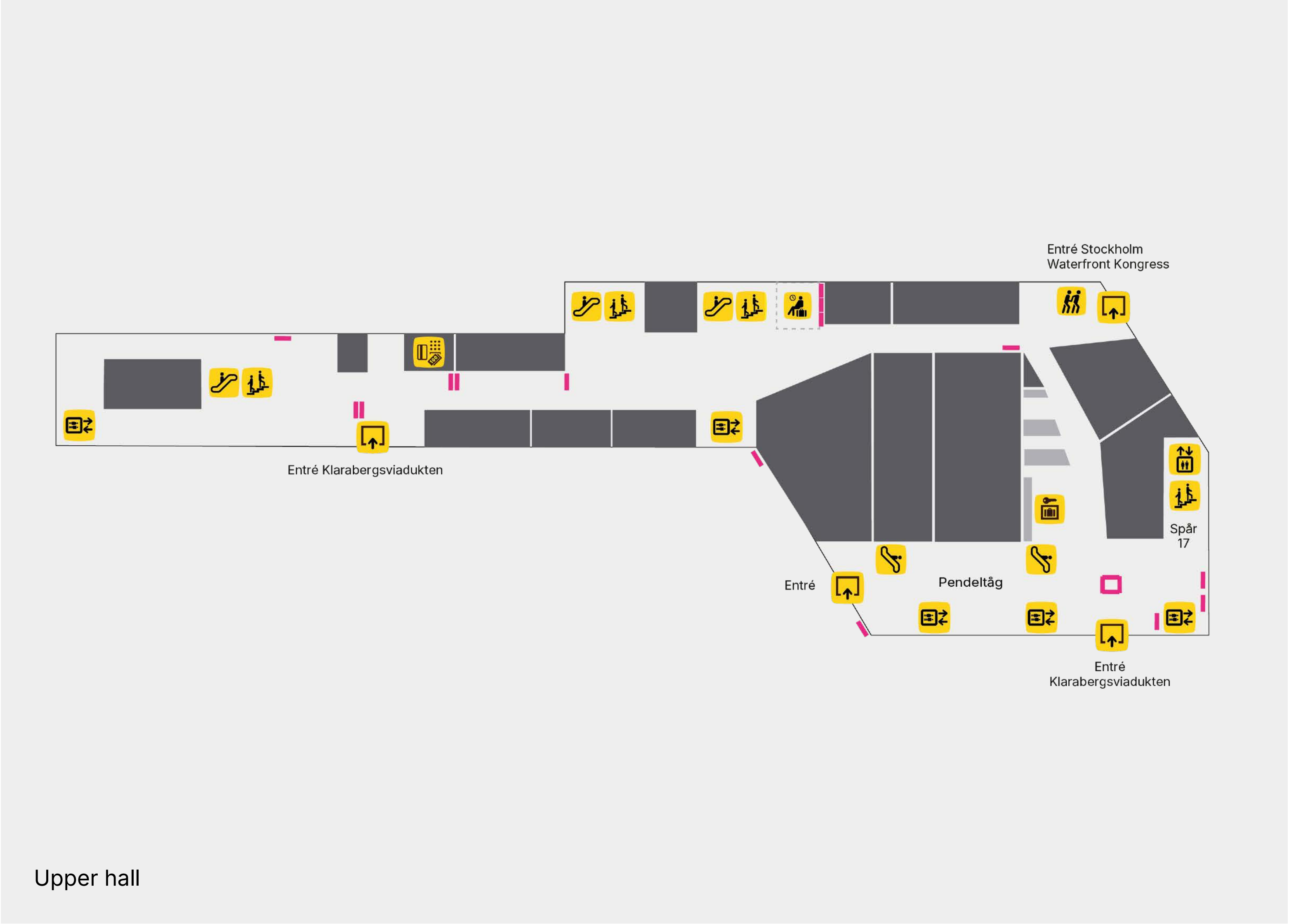
Production cost of 98 000 SEK are added for banners and foils incl. assembly. Production cost for event + the ring are added depending on design.

More info on the following page.

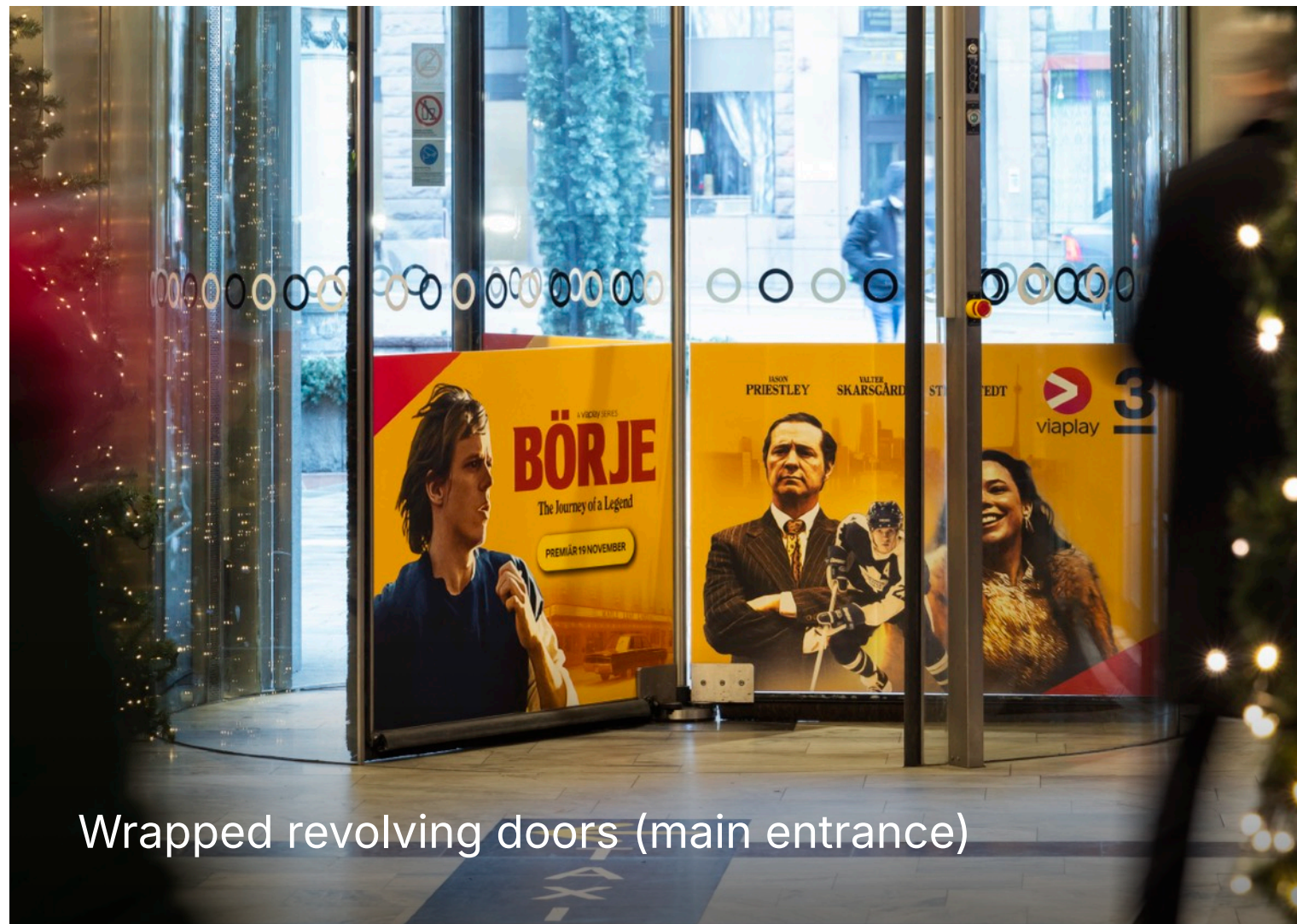


Central hall

Station Attention Stockholm



Station Attention Stockholm



Station Attention Stockholm



BRAND CENTRAL STATION

Gothenburg Central Station

Gothenburg Central Station is one of the region's busiest meeting points with **78,000 daily visitors***. It serves as western Sweden's primary transportation hub, encompassing the Central Station, Centralhuset, and Nils Ericson Terminal.

The Art of Outdoor®



*Refers to flow measurement from 2019.

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GOTHENBURG CENTRAL STATION

Station *Domination*

Take over the central station with the perfect combination of Experience and Attention. Make visitors remember, experience and engage with your brand.

The Art of Outdoor®



Station Domination Gothenburg

Included advertising space

- DOOH (16,66%)
- 4 wrapping in the main lobby
- 10 ceiling banners Centralhuset
- 12 ceiling banner Centralhuset (old part)
- 5 ceiling banners Centralhuset
- 1 wall banner Centralhuset

Price

Price 1 week	545 000 SEK
Price 2 weeks	1 090 000 SEK

Additional costs

Production cost of 68 000 SEK are added for banners och foils incl. assembly.

More info on the following page.



Station Domination Gothenburg



Wall banner Centralhuset



DOOH



Ceiling banners Centralhuset

GOTHENBURG CENTRAL STATION

Station *Experience*

Create memorable experiences thru a combination of the physical and the digital. Digital screens in attractive locations combined with banners and wraps to give your brand the exposure you want.

The Art of Outdoor®



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Station Experience Gothenburg

Included advertising space

- DOOH (8,33%)
- 10 ceiling banners Centralhuset
- Event space: 21 sqm

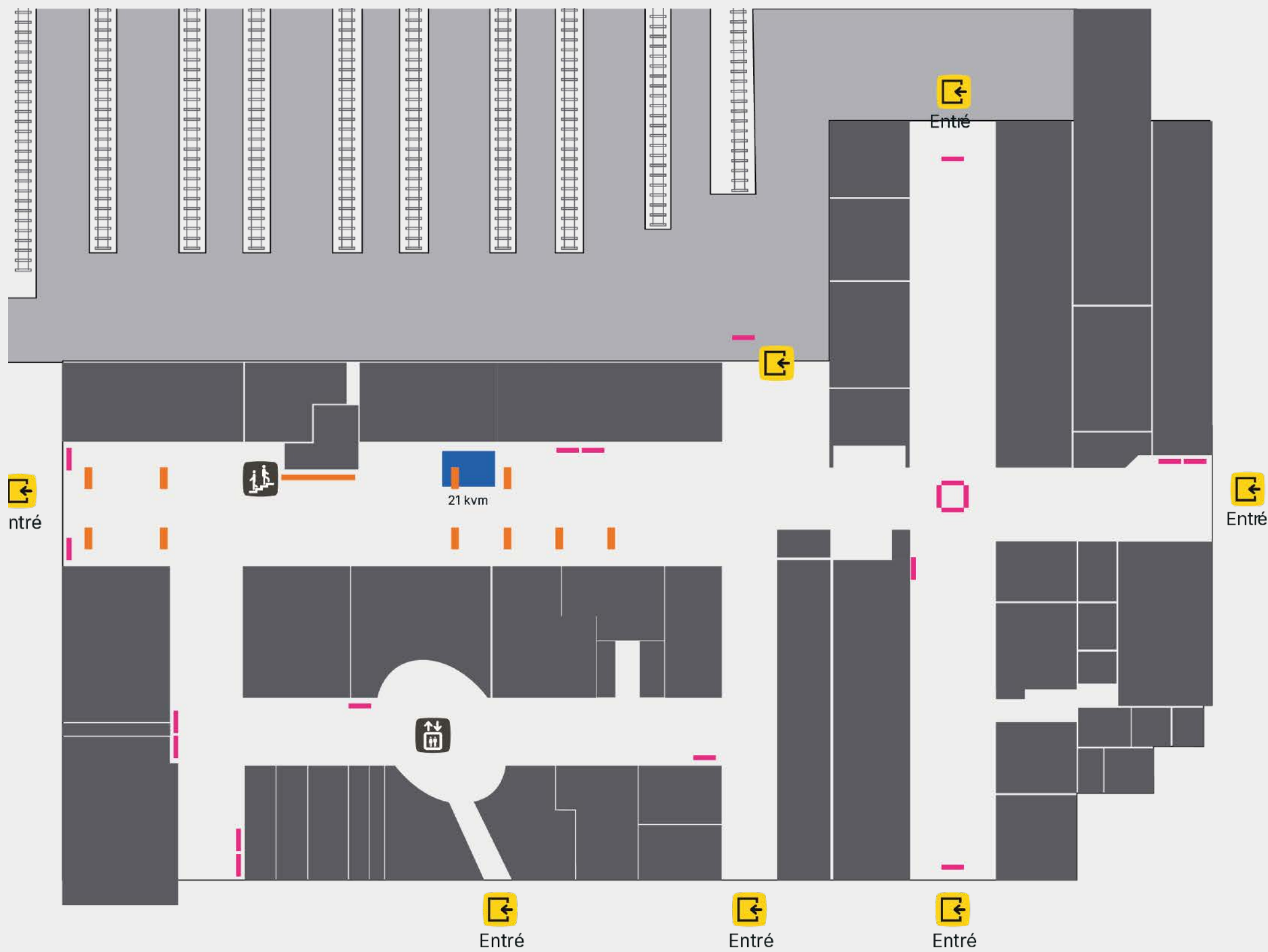
Price

Price 1 week	370 000 SEK
Price 2 weeks	740 000 SEK

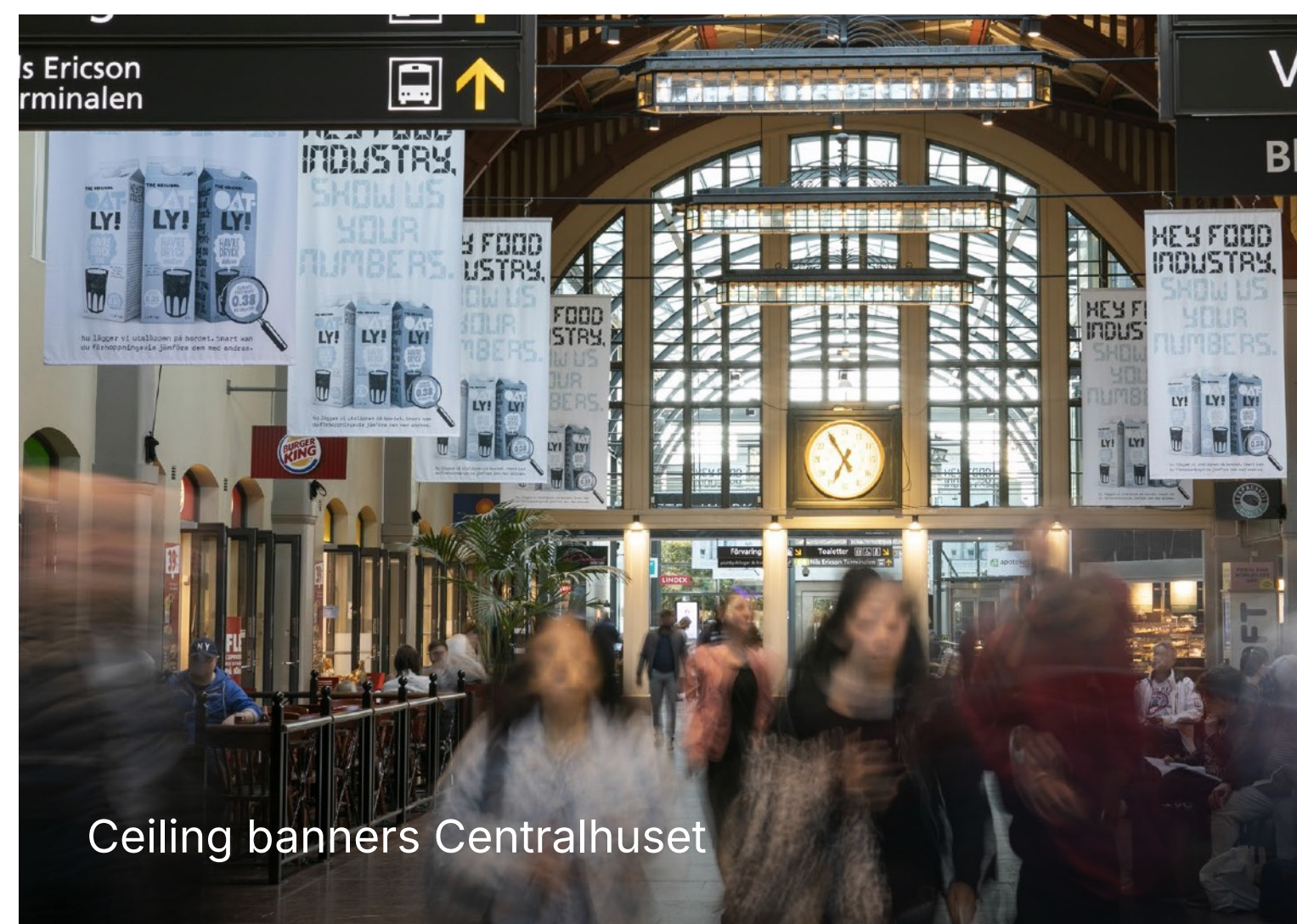
Additional costs

Production cost of 33 000 SEK are added for banners and foils incl. assembly. Production cost for event are added depending on design.

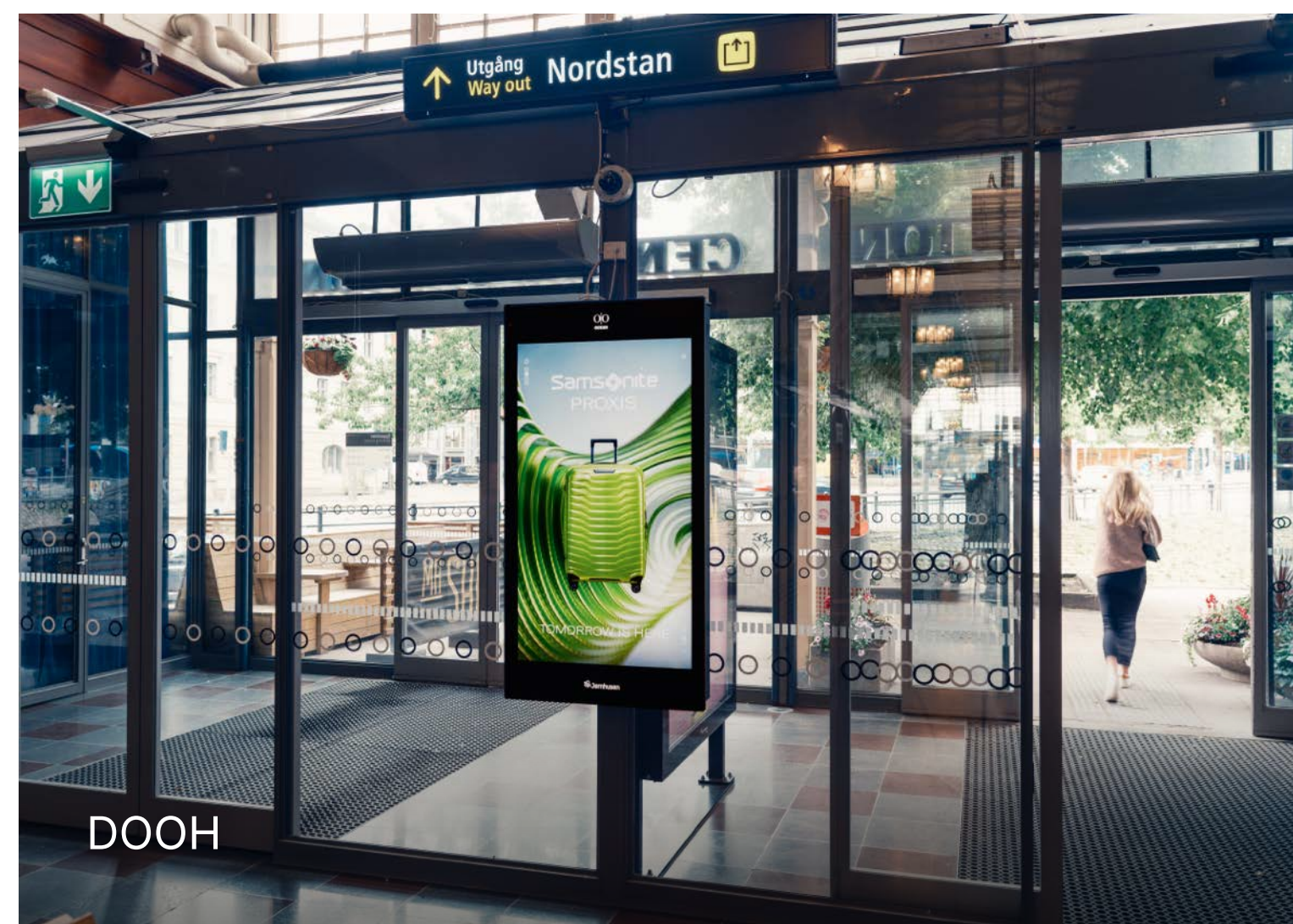
More info on the following page.



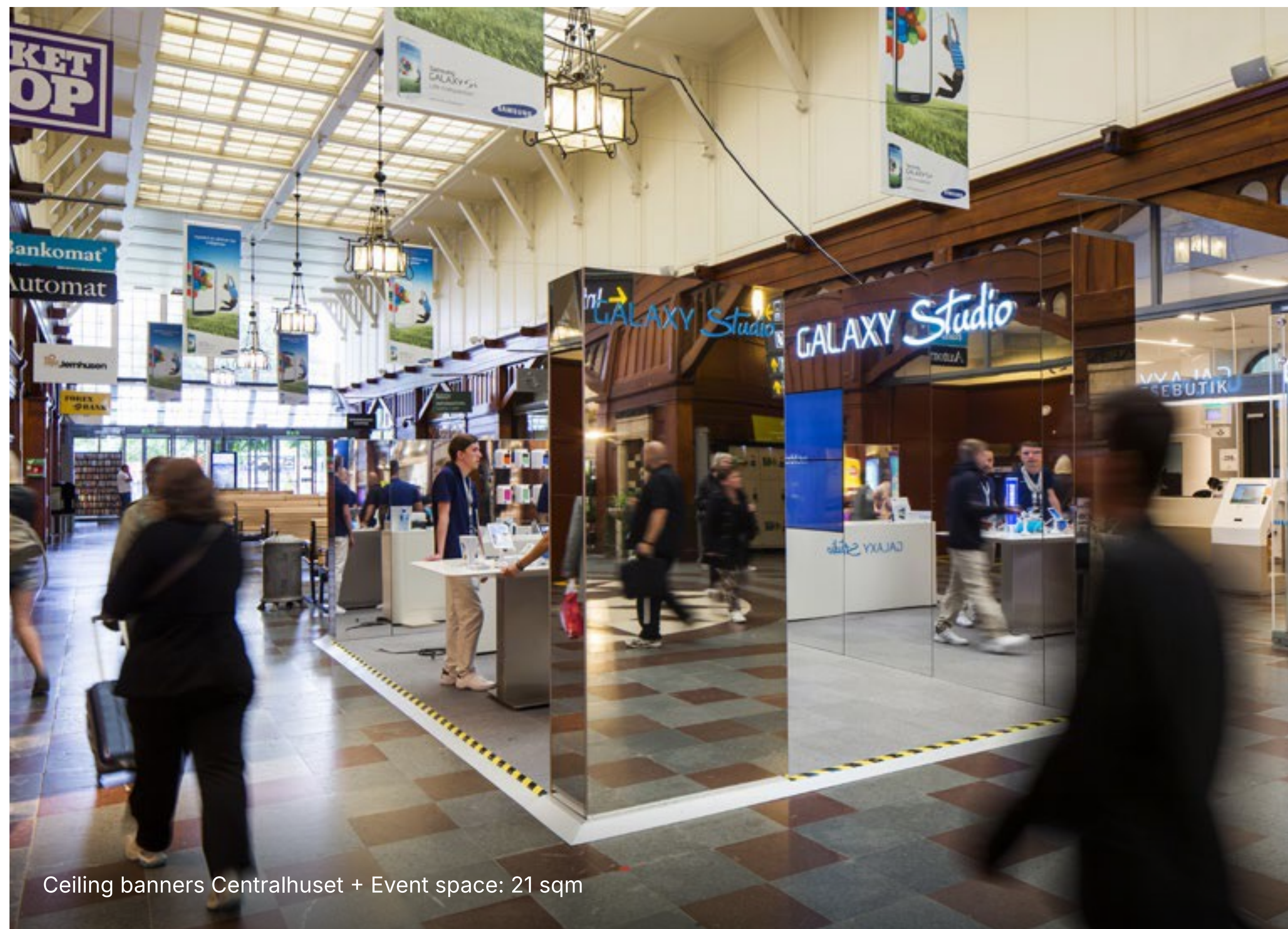
Station Experience Gothenburg



Ceiling banners Centralhuset



DOOH



Ceiling banners Centralhuset + Event space: 21 sqm

GOTHENBURG CENTRAL STATION

Station *Attention*

Create memorable experiences thru a combination of the physical and the digital. Digital screens in attractive locations combined with banners and wraps to give your brand the exposure you want.

The Art of Outdoor®



OCEAN

Station Attention Gothenburg

Included advertising space

- DOOH (8,33%)
- 4 ceiling banners Centralhuset
- 12 ceiling banners Centralhallen (old part)
- 1 wall banner Centralhuset

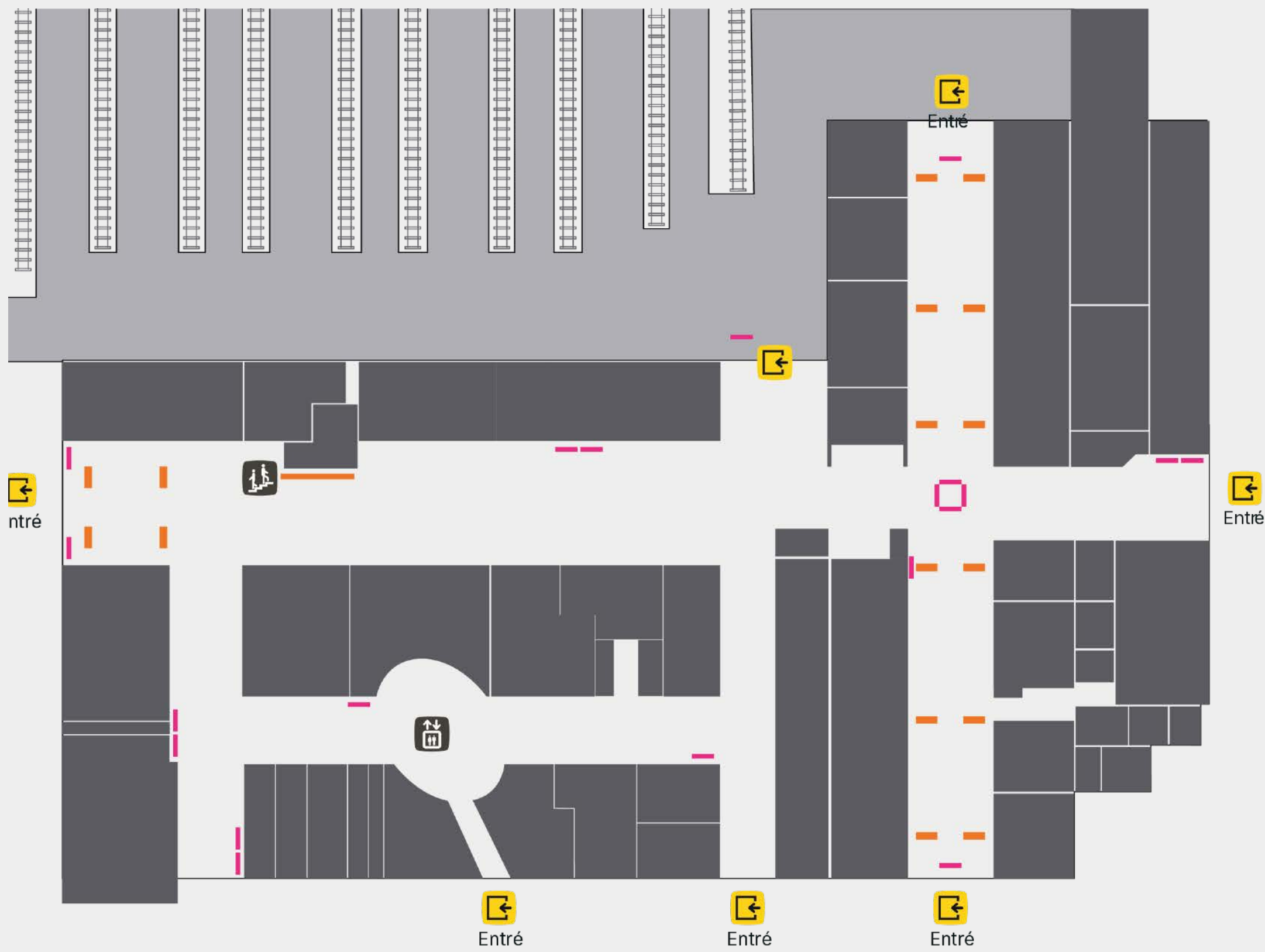
Price

Price 1 week	335 000 SEK
Price 2 weeks	670 000 SEK

Additional costs

Production cost of 55 000 SEK are added for banners and foils incl. assembly.

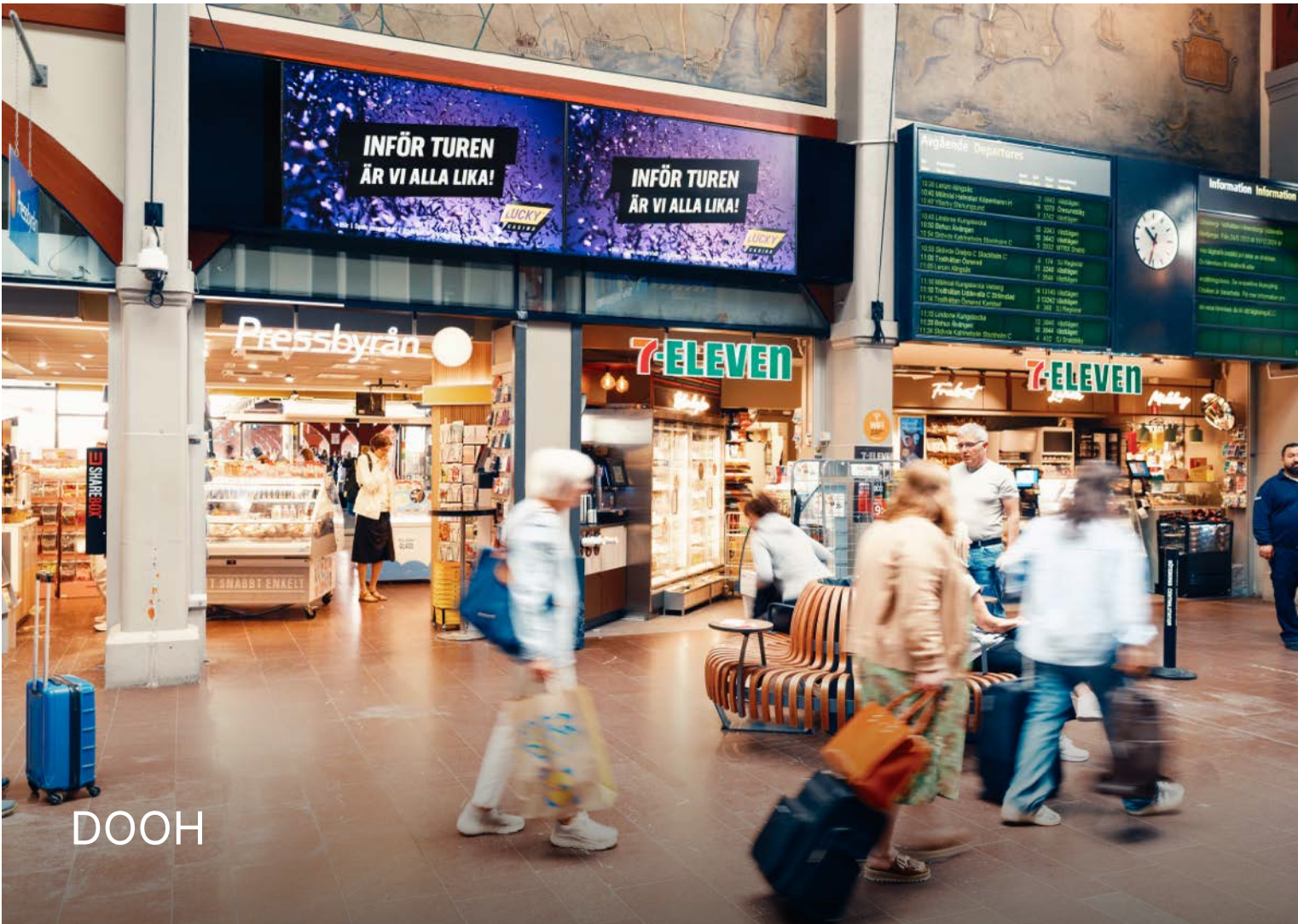
More info on the following page.



Station Attention Gothenburg



Ceiling banner Centralhuset



DOOH



Ceiling banners Centralhallen (old part)

BRAND CENTRAL STATION

Malmö Central Station

Malmö Central Station is one of Sweden's most appreciated stations, with approximately **65,000 visitors daily***. It's not just a transit point, but a vibrant destination thanks to the City Tunnel, Glashuset, and Centralhallen with its popular eateries and retail.

The Art of Outdoor®



*Refers to flow measurement from 2019.

OCEAN

MALMÖ CENTRAL STATION

Station *Domination*

Take over the central station with the perfect combination of Experience and Attention. Make visitors remember, experience and engage with your brand.

The Art of Outdoor®



OCEAN

Station Domination Malmö

Included advertising space

- DOOH (16,66%)
- Wrapping Saluhallen in/out
- 18 wrapping revolving doors
- 8 ceiling banners Glasgången
- 1 ceiling banner Glashallen
- Event space: 18-36 sqm

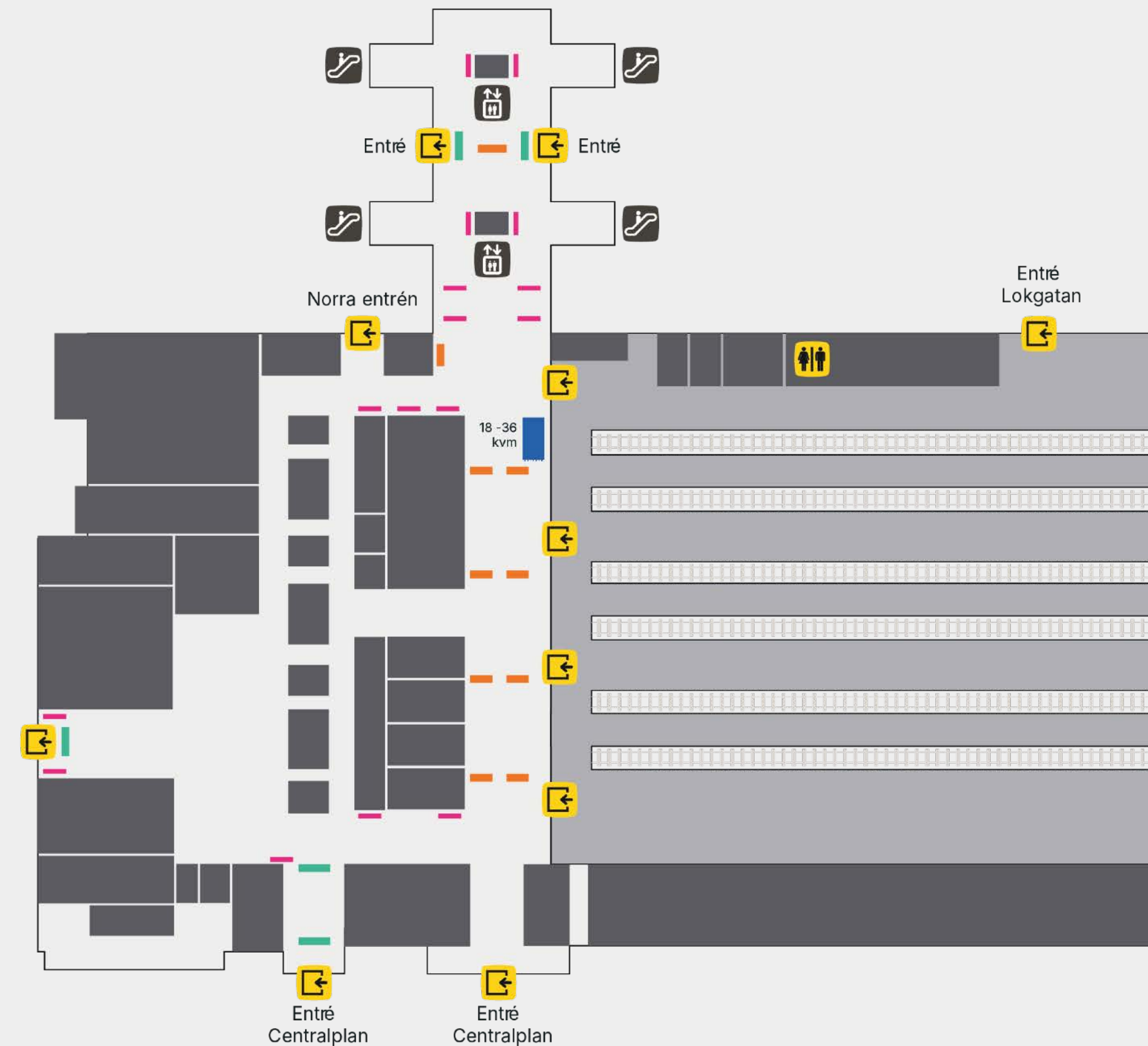
Price

Price 1 week	352 000 SEK
Price 2 weeks	704 000 SEK

Additional costs

Production cost of 48 000 SEK are added for banners and foils incl. assembly. Production cost for event are added depending on design.

More info on the following page.



Station Domination Malmö



Ceiling banners Glasgängen



DOOH



DOOH

MALMÖ CENTRAL STATION

Station *Experience*

Create memorable experiences thru a combination of the physical and the digital. Digital screens in attractive locations combined with physical events. Engage and inspire in a relaxed and positive environment.

The Art of Outdoor®



Station Experience Malmö

Included advertising space

- DOOH (8,33%)
- 1 ceiling banner Glashallen
- Event space: 18-36 sqm

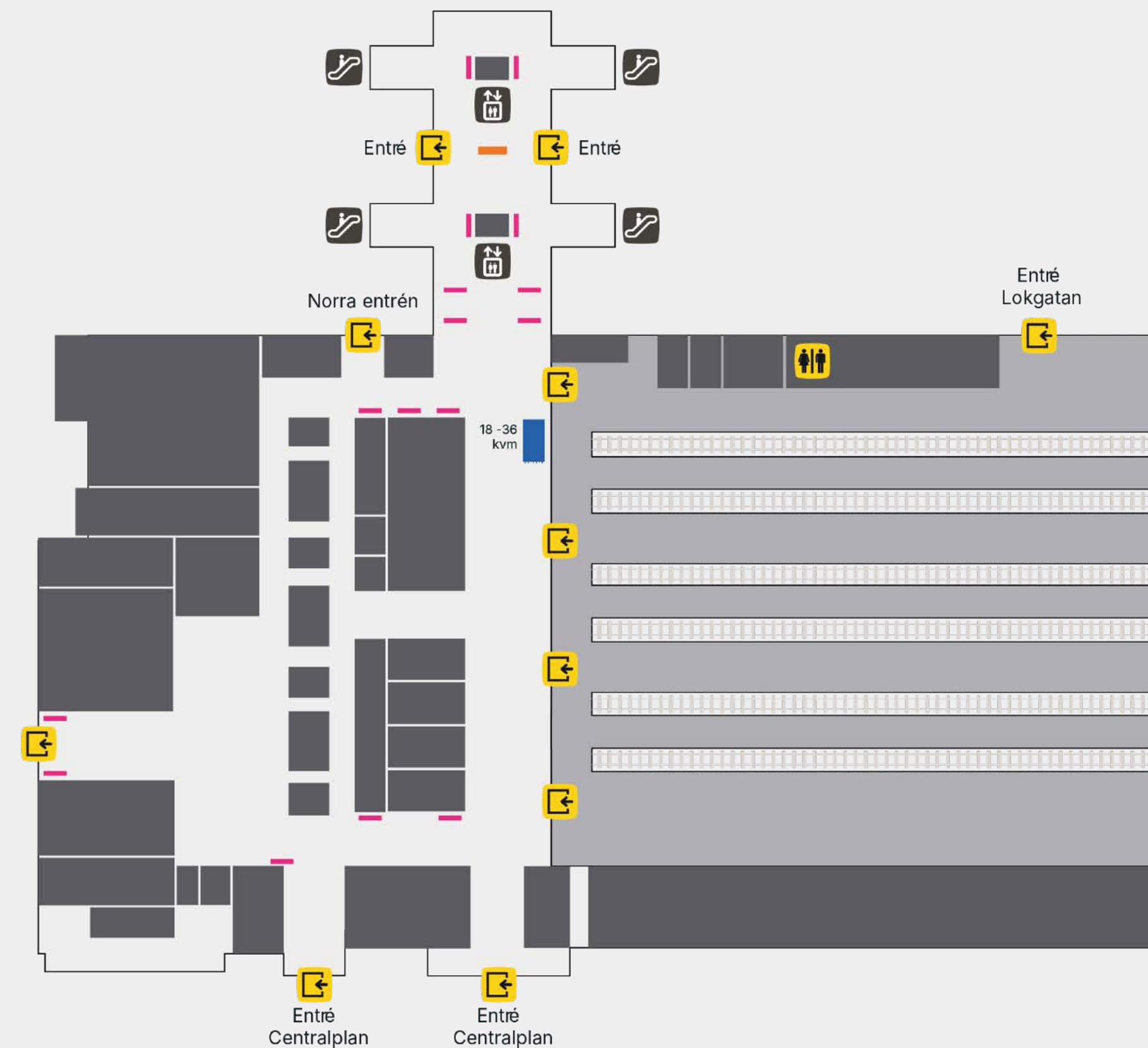
Price

Price 1 week	241 000 SEK
Price 2 weeks	482 000 SEK

Additional costs

Production cost of 12 000 SEK are added for banners and foils incl. assembly. Production cost for event are added depending on design.

More info on the following page.



Station Experience Malmö



MALMÖ CENTRAL STATION

Station *Attention*

Create memorable experiences thru a combination of the physical and the digital. Digital screens in attractive locations combined with banners and wraps to give your brand the exposure you want.

The Art of Outdoor®



OCEAN

Station Attention Malmö

Included advertising space

- DOOH (8,33%)
- Wrapping Saluhallen in/out
- 18 wrapping revolving doors
- 8 ceiling banners Glasgången

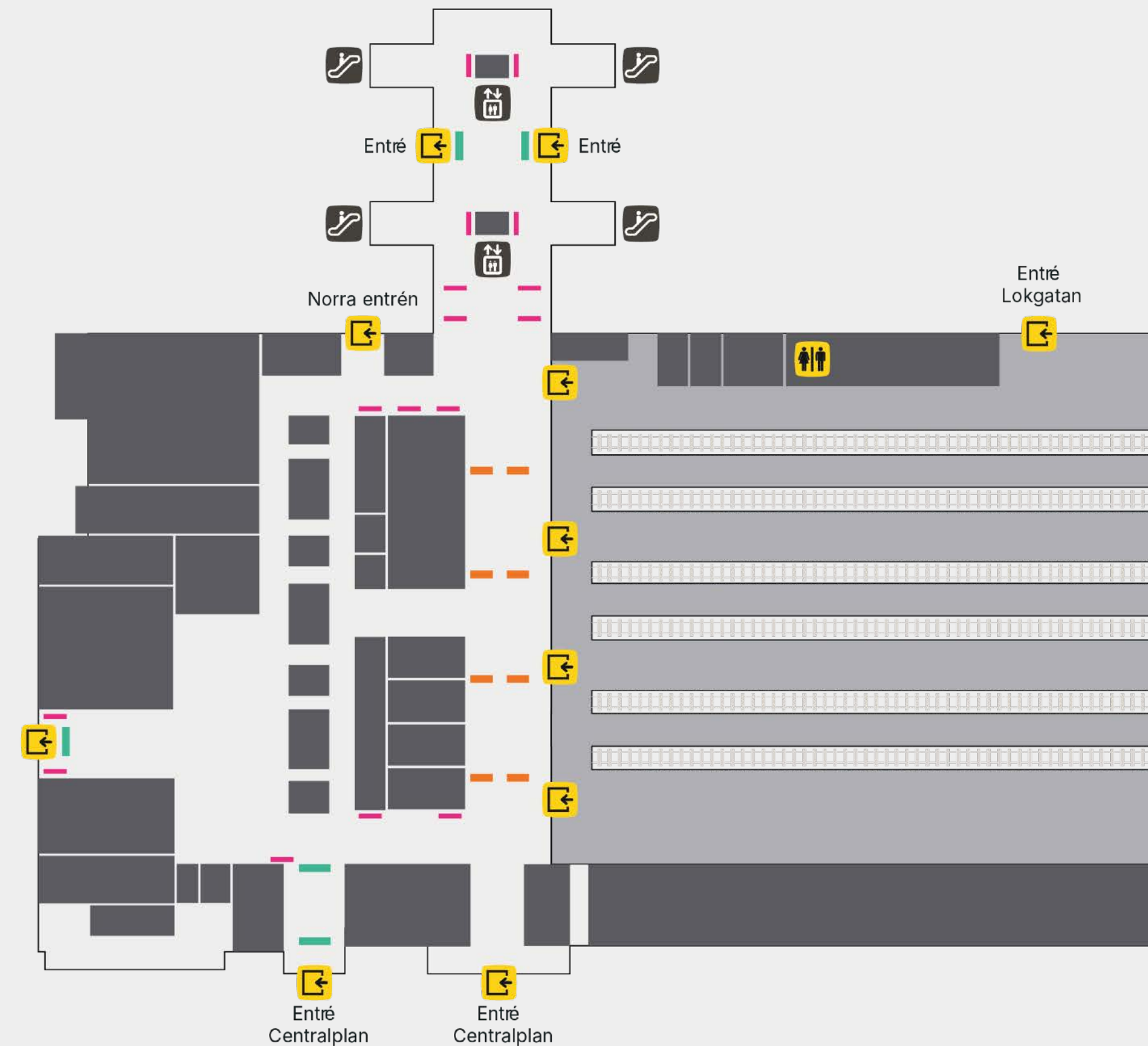
Price

Price 1 week	191 000 SEK
Price 2 weeks	382 000 SEK

Additional costs

Produktion cost of 38 000 SEK are added for banners and foil incl. assembly.

More info on the following page.



Station Attention Malmö



BRAND CENTRAL STATION

Station Metropolitan

Stockholm Central Station is, together with Cityterminalen, the largest travel center in the Nordic region. Gothenburg Central Station is one of the region's largest meeting places. Malmö Central Station is Sweden's most popular station among visitors and travelers.

The Art of Outdoor®



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STATION METROPOLITAN

Station *Domination*

Take over the central station with the perfect combination of Experience and Attention. Make visitors remember, experience and engage with your brand.

The Art of Outdoor®



OCEAN

Station Domination Metropolitan

Included advertising space

Stockholm

- Grand Central (25%)
- DOOH (8,33%)
- 18 wrapped revolving doors (main entrance)
- 12 wrapped doors towards "Gula gången"
- Installation above "the ring"
- 20 pillar banners (lower hall)
- 4 box sides (lower hall)
- 1 banner (north escalator)
- 1 banner (south escalator)
- Event space: 50-200 sqm

Gothenburg

- DOOH (16,66%)
- 4 wrapping in the main lobby
- 10 ceiling banners Centralhuset
- 12 ceiling banners Centralhuset (old part)
- 5 ceiling banners Centralhuset
- 1 ceiling banner Centralhuset

Malmö

- DOOH (16,66%)
- Wrapping Saluhallen in/out
- 18 wrapping revolving doors
- 8 ceiling banners Glasgängen
- 1 ceiling banner Glashallen
- Event space: 18-36 sqm

Price

Price 1 week	2 072 000 SEK
Price 2 weeks	4 144 000 SEK

Additional costs

Production cost of 214 000 SEK are added for banners and foils incl. assembly. Production cost for event + the ring are added depending on design.

More info on the following page.



Station Domination Metropolitan



STATION METROPOLITAN

Station *Experience*

Create memorable experiences thru a combination of the physical and the digital. Digital screens in attractive locations combined with physical events. Engage and inspire in a relaxed and positive environment.

The Art of Outdoor®



OCEAN

Station Experience Metropolitan

Included advertising space

Stockholm

- Grand Central (25%)
- DOOH (8,33%)
- Event space: 50-200 sqm

Gothenburg

- DOOH (8,33%)
- 8 ceiling banners Centralhuset
- Event space: 21 sqm

Malmö

- DOOH (8,33%)
- 1 ceiling banner Glashallen
- Event space: 18-36 sqm

Price

Price 1 week	1 536 000 SEK
Price 2 weeks	3 072 000 SEK

Additional costs

Production cost of 45 000 SEK are added for banners and foils incl. assembly.

More info on the following page.



Station Experience Metropolitan



STATION METROPOLITAN

Station *Attention*

Create memorable experiences thru a combination of the physical and the digital. Digital screens in attractive locations combined with banners and wraps to give your brand the exposure you want.

The Art of Outdoor®



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OCEAN

Station Attention Metropolitan

Included advertising space

Stockholm

- DOOH (8,33%)
- 18 wrapped revolving doors (main entrance)
- 12 wrapped doors towards "Gula gången"
- Installation above "the ring"
- 20 pillar banners (lower hall)
- 4 box sides (lower hall)
- 1 banner (north escalator)
- 1 banner (south escalator)

Gothenburg

- DOOH (8,33%)
- 4 ceiling banners Centralhuset
- 12 ceiling banners Centralhallen (old part)
- 1 wall banner Centralhuset

Malmö

- DOOH (8,33%)
- Wrapping Saluhallen in/out
- 18 wrapping revolving doors
- 8 ceiling banners Glasgängen

Price

Price 1 week	1 451 000 SEK
Price 2 weeks	2 902 000 SEK

Tillkommande kostnader

Production cost of 191 000 SEK SEK are added for banners and foils incl. assembly. Production cost for event + the ring are added depending on design.

More info on the following page.



Station Attention Metropolitan



Brand Central Station Ratecard

Package	Location	Price 1 week	Price 2 weeks	Additional costs. Production cost banners and foils.	Additional costs. Production cost event + the ring
Domination	Stockholm	1 175 000 SEK	2 350 000 SEK	98 000 SEK	Are added depending on design.
	Göteborg	545 000 SEK	1 090 000 SEK	68 000 SEK	
	Malmö	352 000 SEK	704 000 SEK	48 000 SEK	
	Metropolitan	2 072 000 SEK	4 144 000 SEK	214 000 SEK	
Experience	Stockholm	800 000 SEK	1 600 000 SEK	-	
	Göteborg	370 000 SEK	740 000 SEK	33 000 SEK	
	Malmö	241 000 SEK	482 000 SEK	12 000 SEK	
	Metropolitan	1 536 000 SEK	3 072 000 SEK	45 000 SEK	
Attention	Stockholm	925 000 SEK	1 850 000 SEK	98 000 SEK	
	Göteborg	335 000 SEK	670 000 SEK	55 000 SEK	
	Malmö	191 000 SEK	382 000 SEK	38 000 SEK	
	Metropolitan	1 451 000 SEK	2 902 000 SEK	191 000 SEK	

Tailored packages on request

