

SWEDEN'S MOST DYNAMIC ADVERTISING SPACE

# Brand Central Station

The Art of Outdoor®



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# 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.

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\*Refers to flow measurement from 2019.

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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.

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# 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.

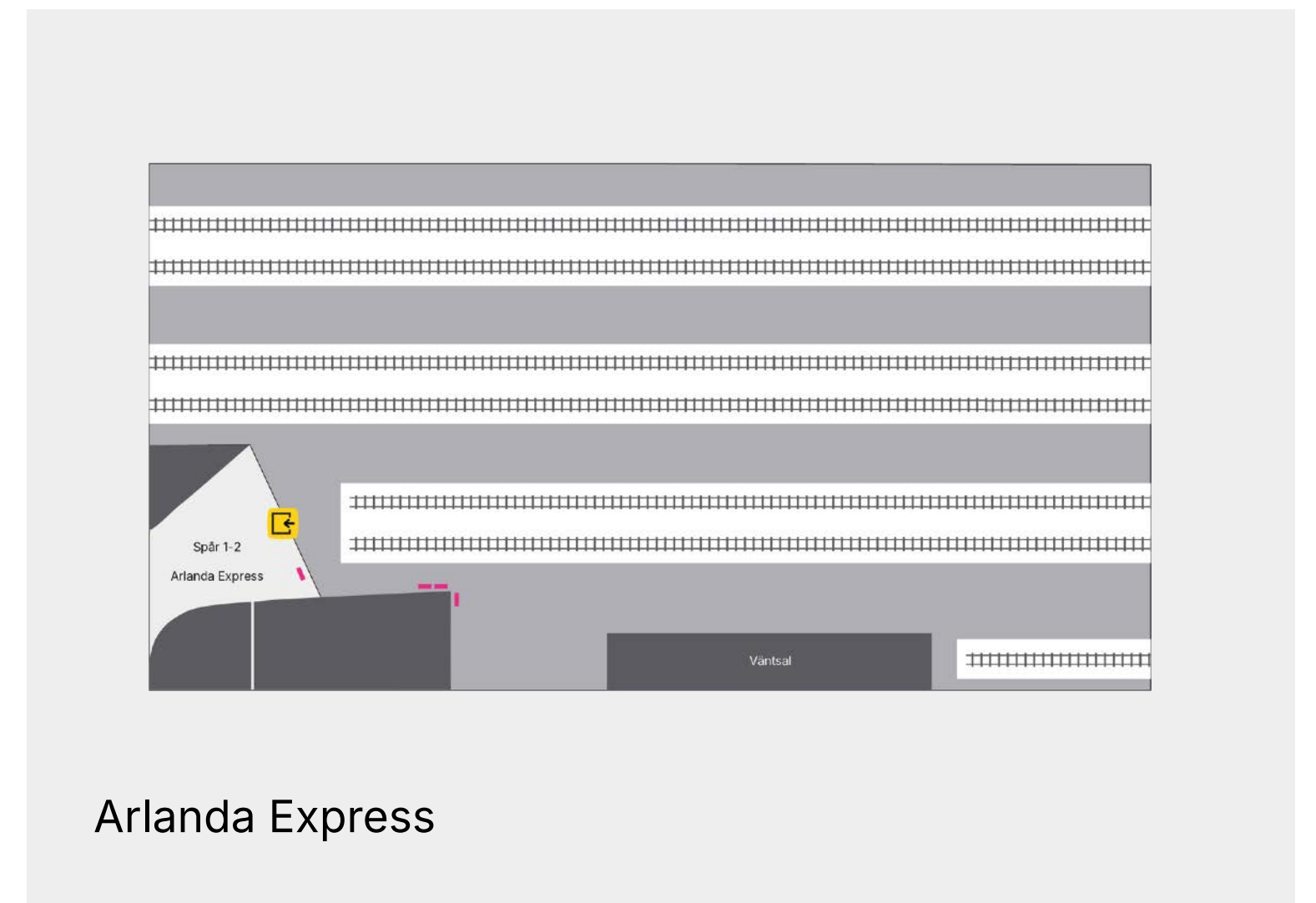
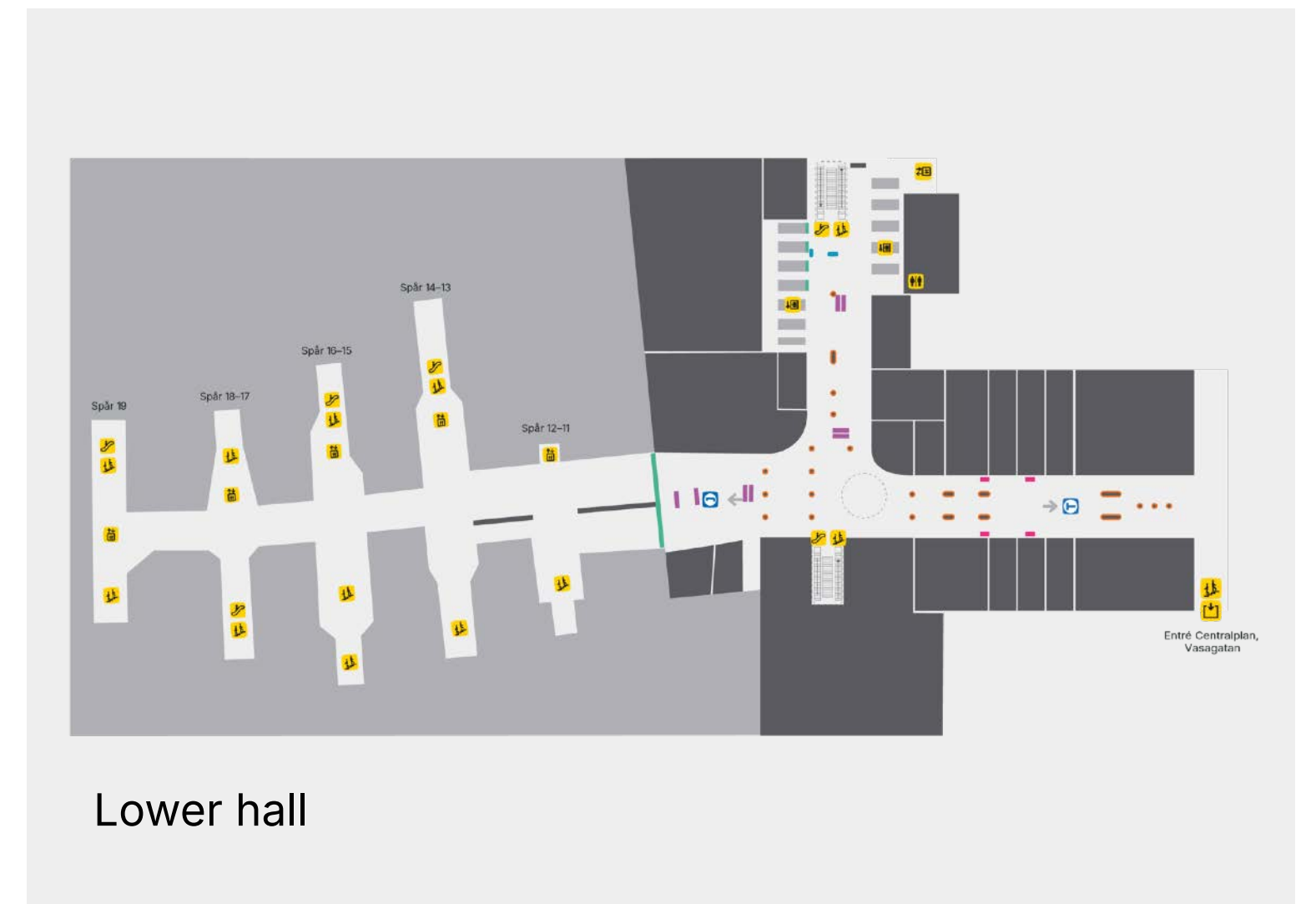
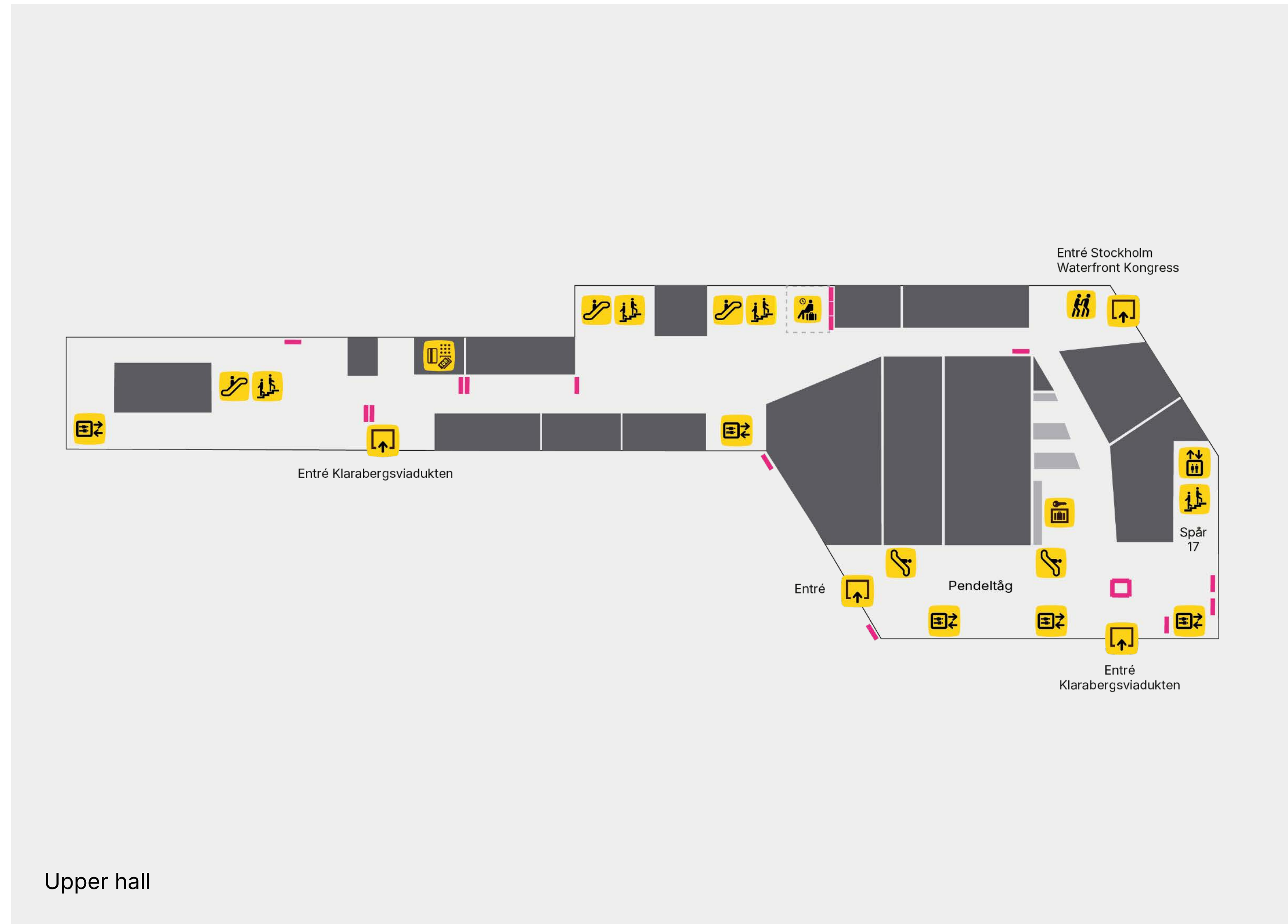
*More info on the following page.*



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.

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# Station Experience Stockholm

## Included advertising space

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

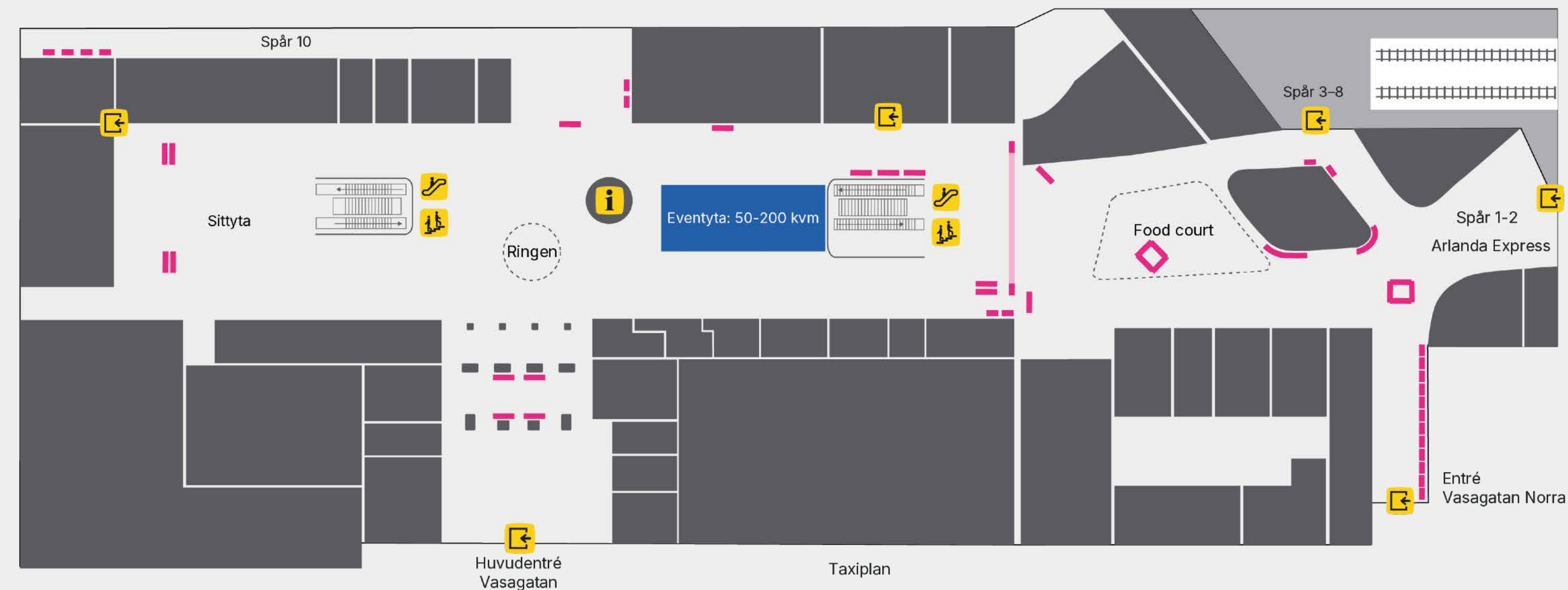
## Price

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

## Additional costs

Production cost for events are added depending on design.

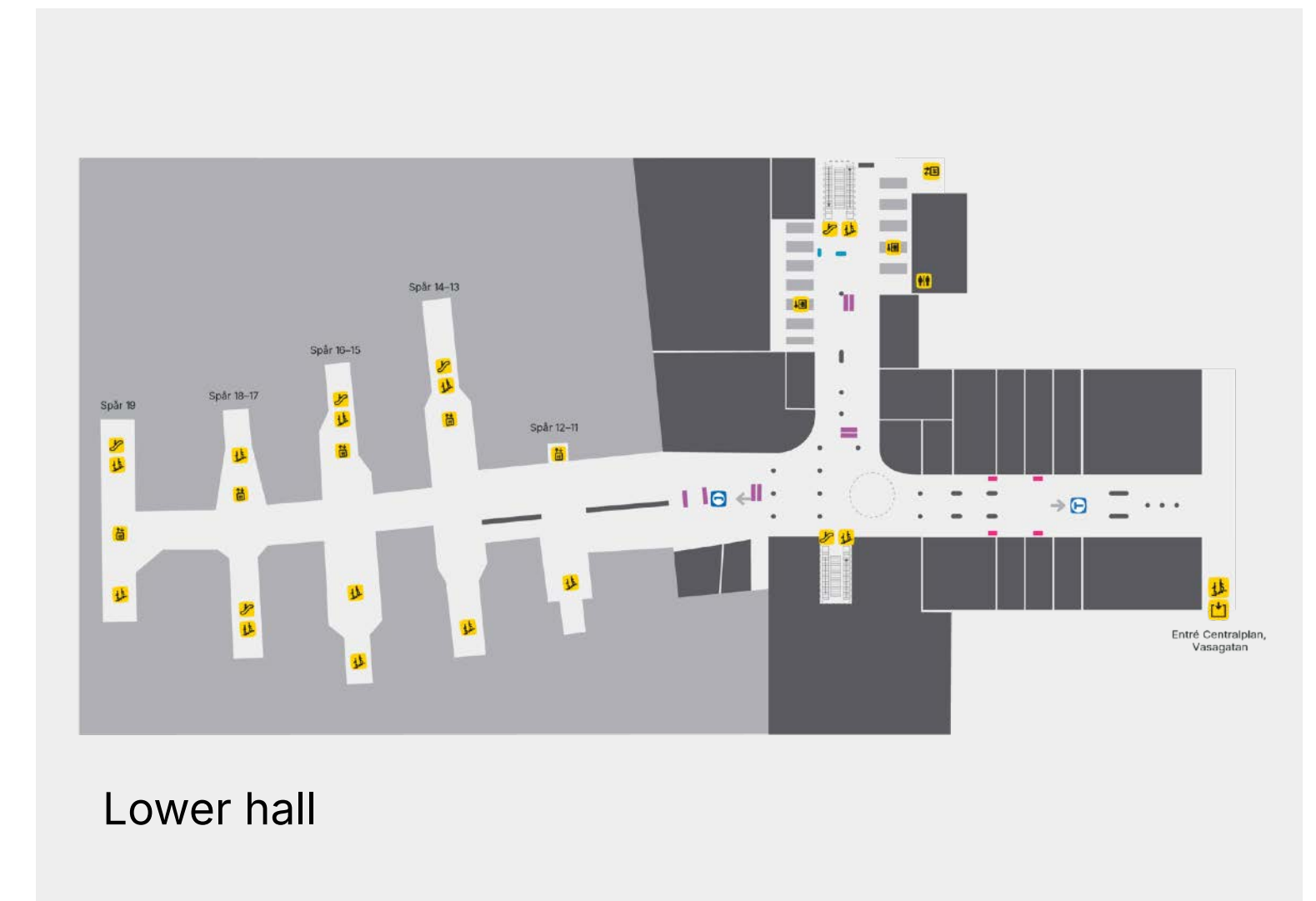
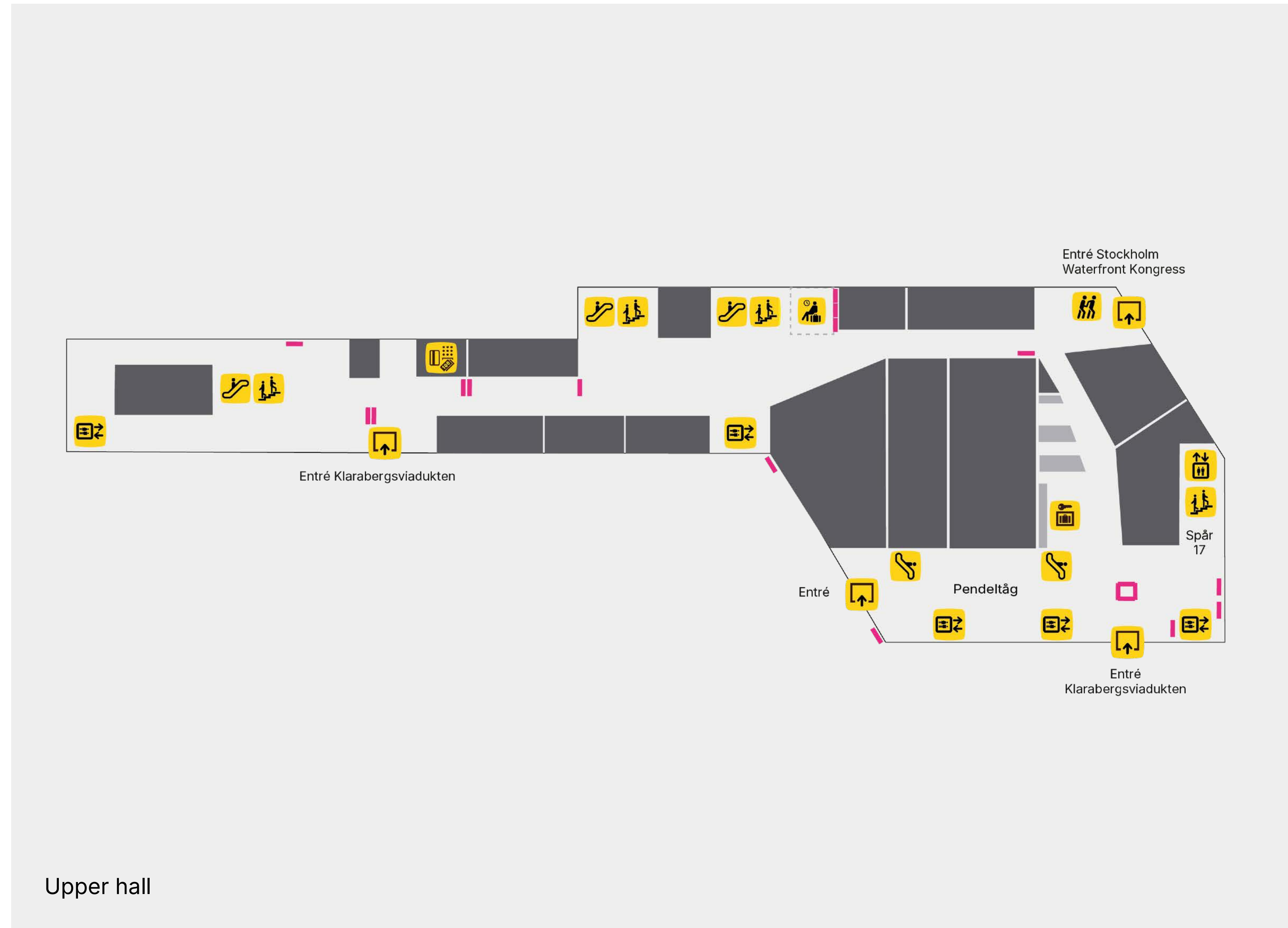
*More info on the following page.*



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.

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# 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)

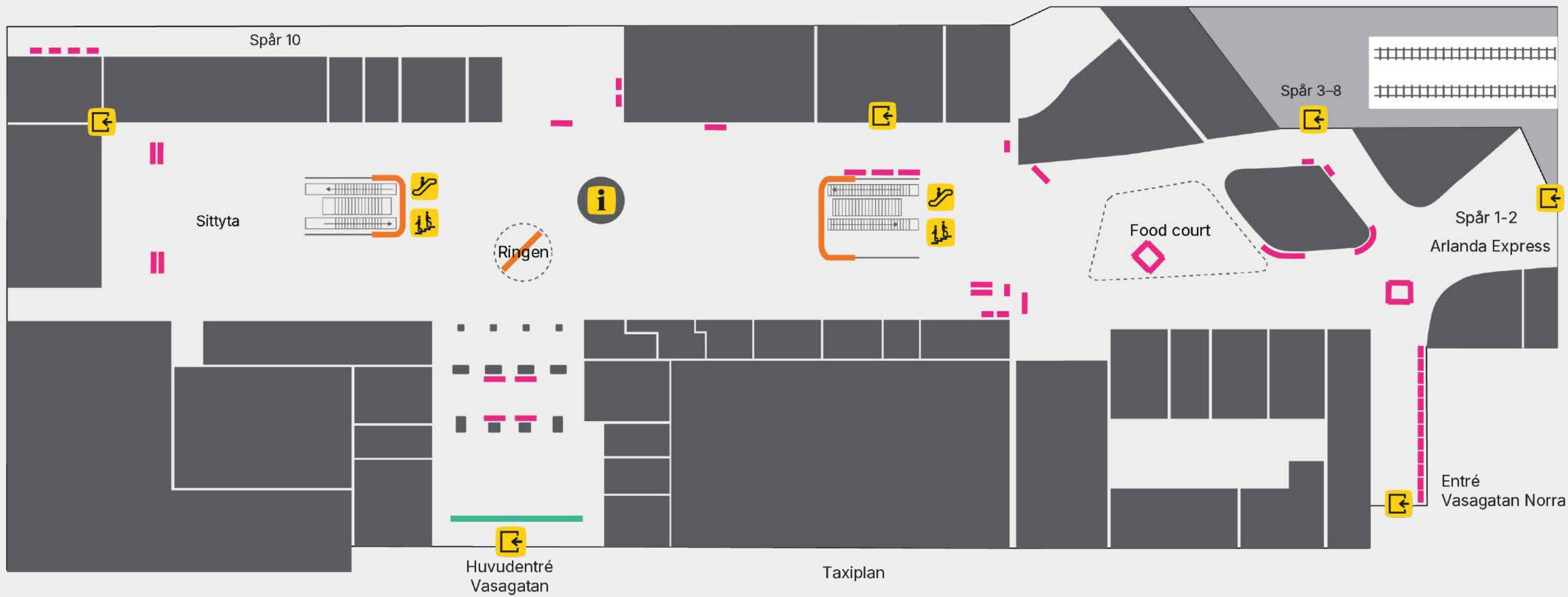
Price

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.

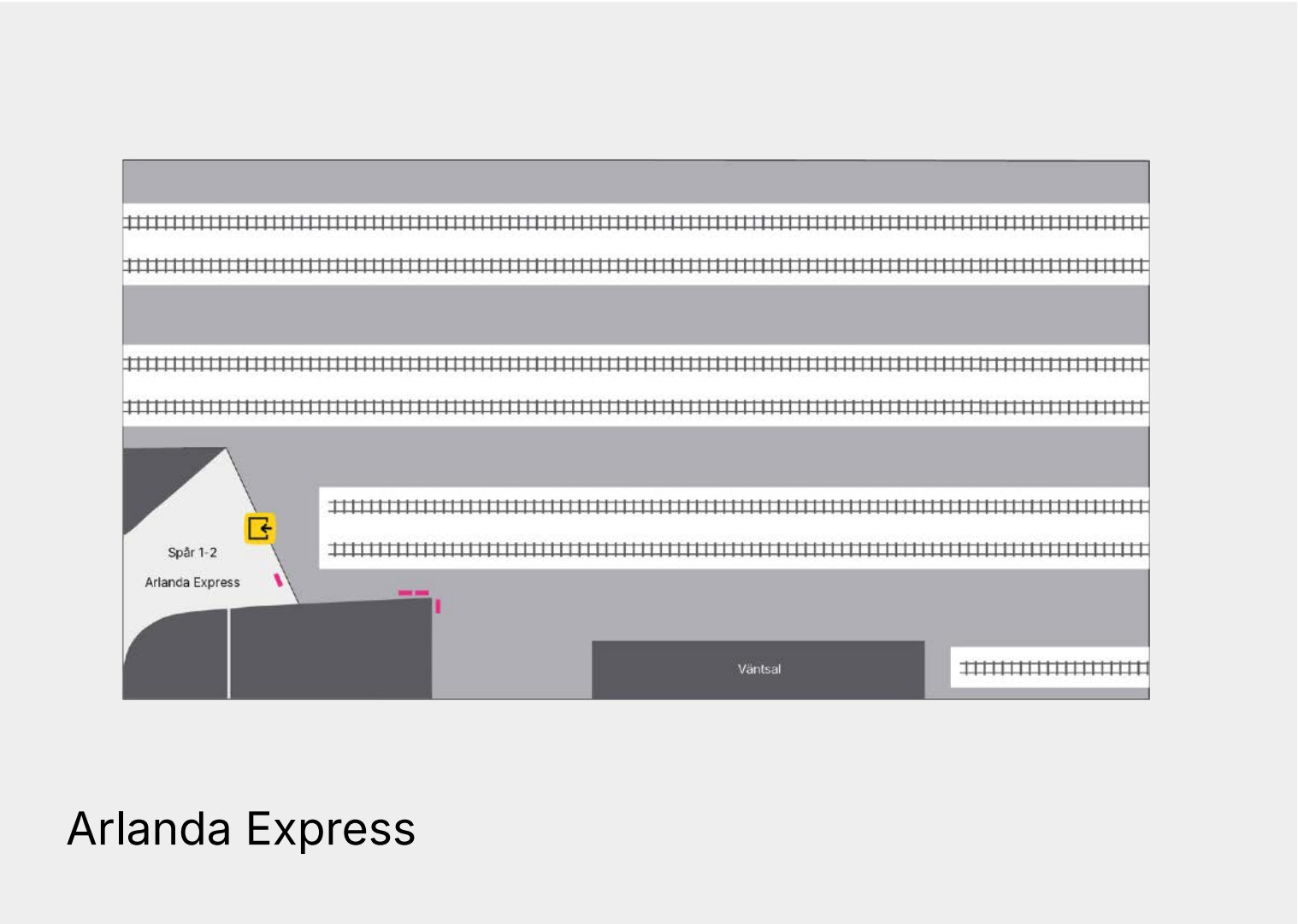
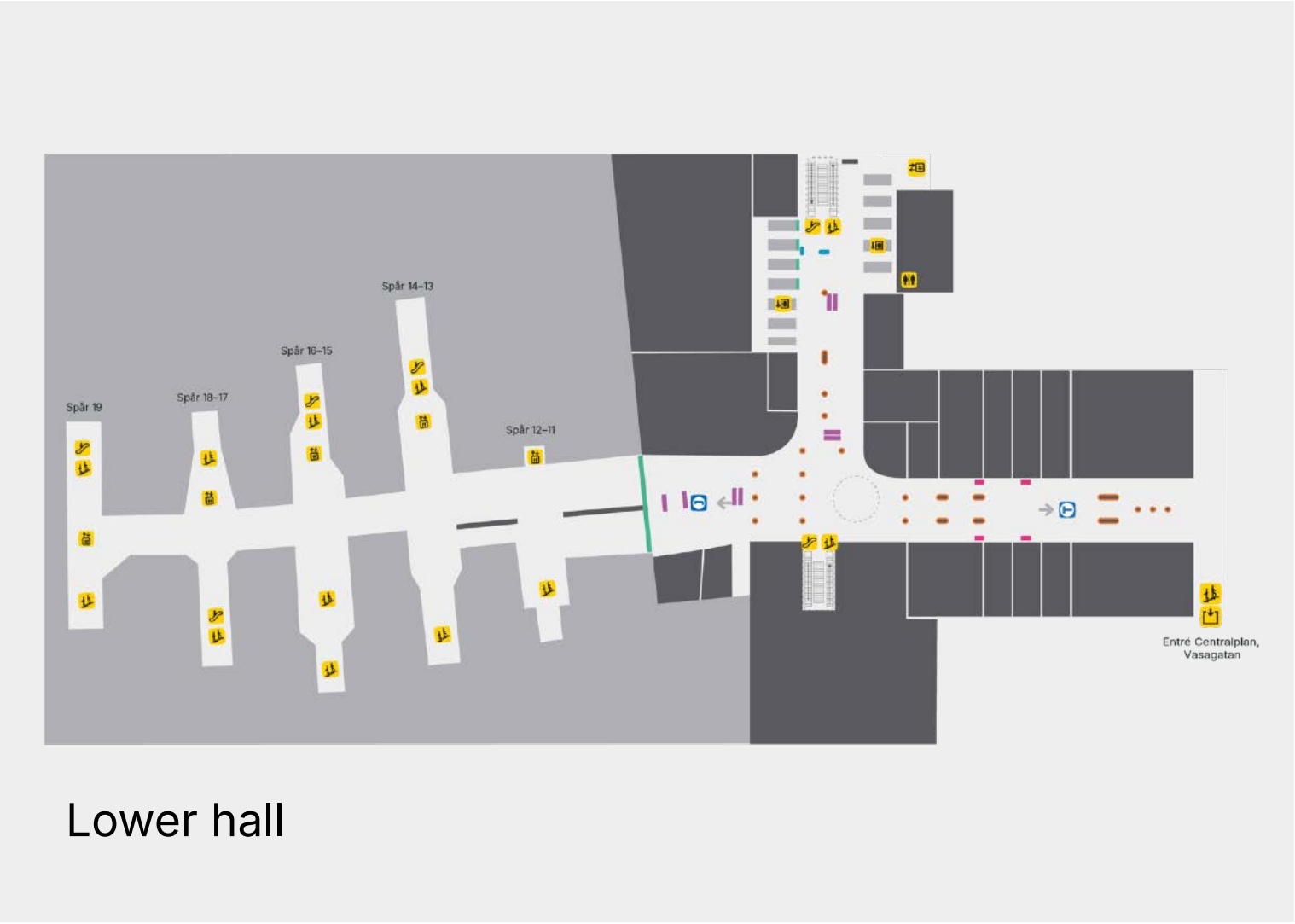
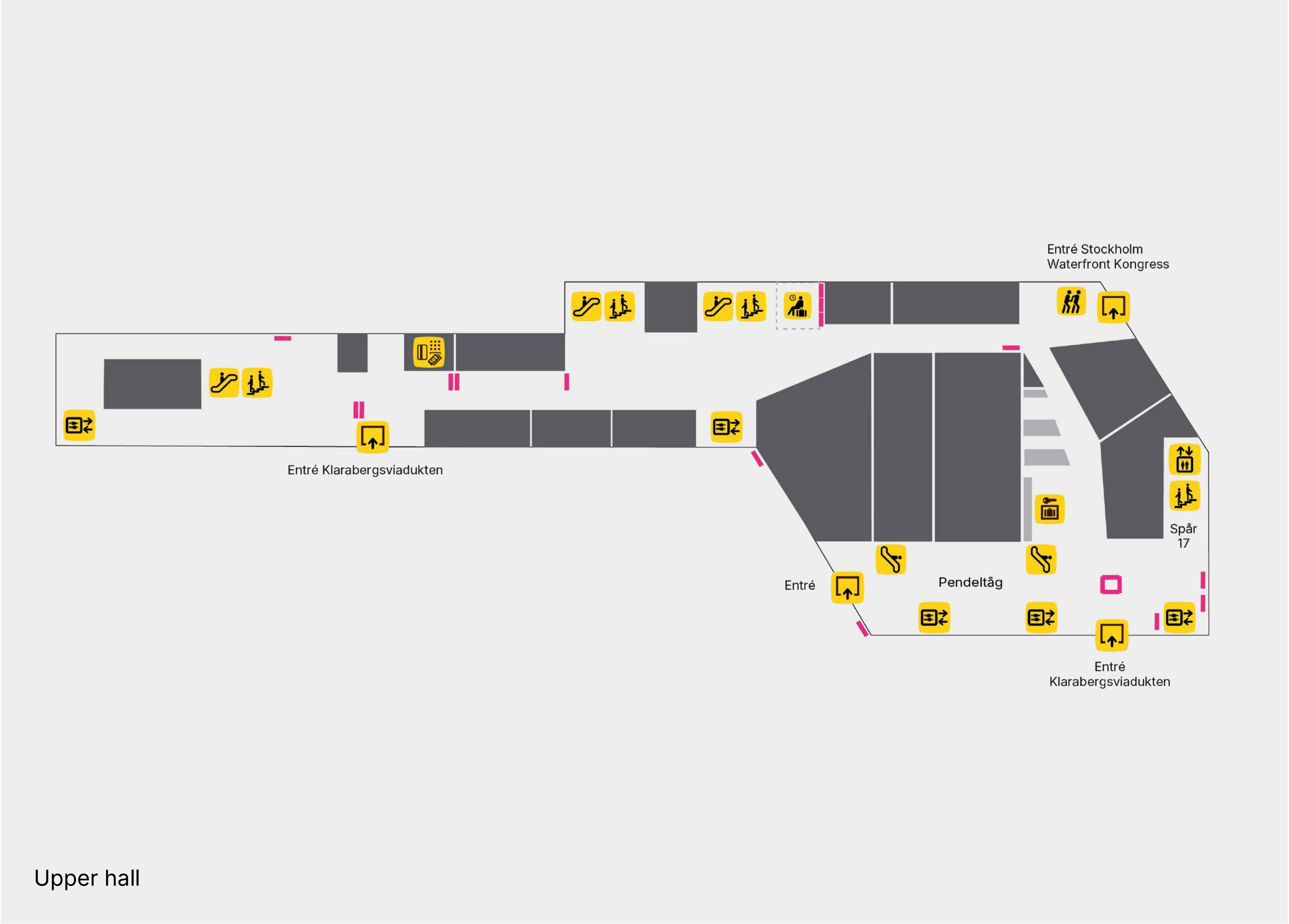
More info on the following page.



Central hall

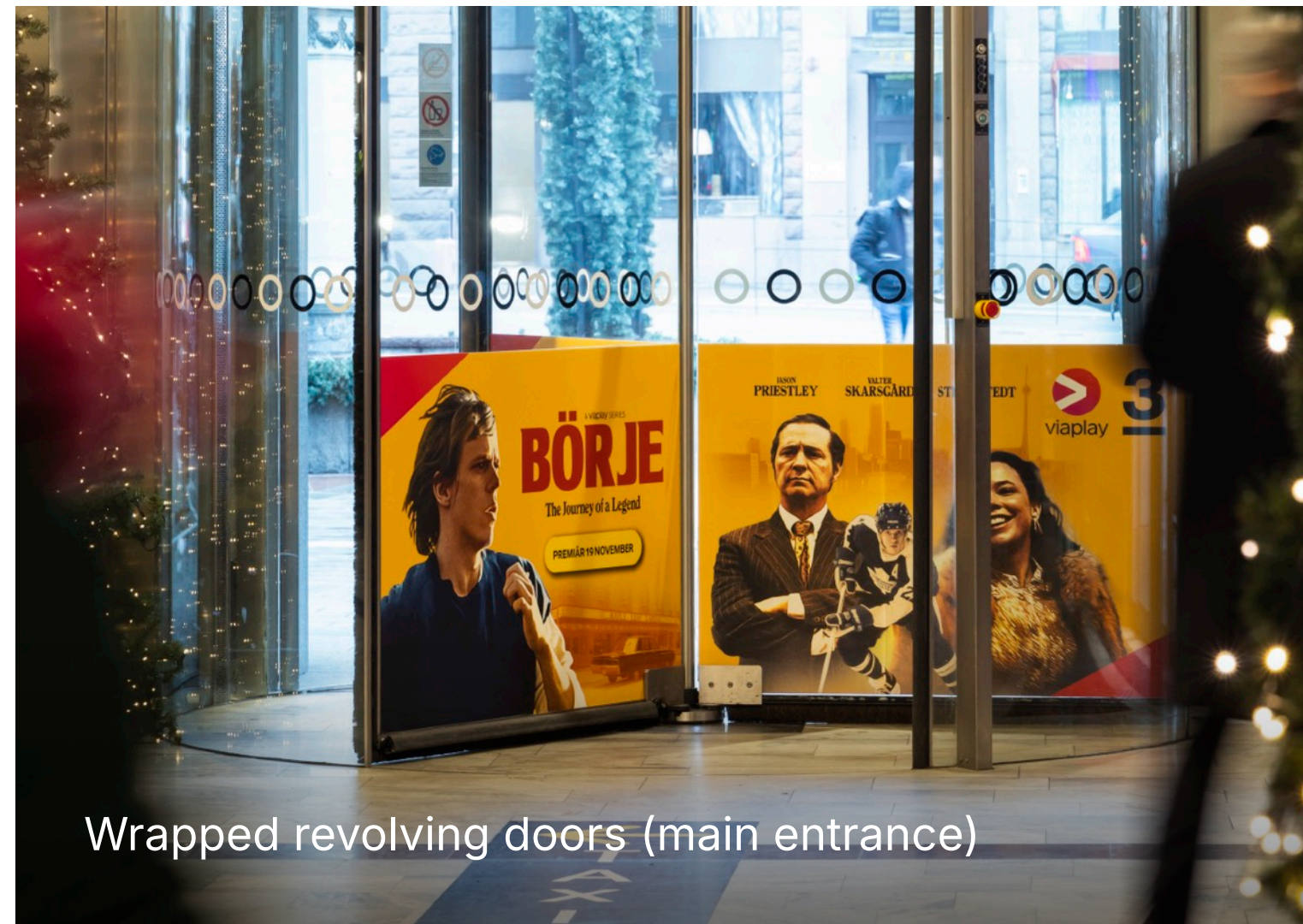


# Station Attention Stockholm





# 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.

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\*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.

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# 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.

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# Station Experience Gothenburg

Included advertising space

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

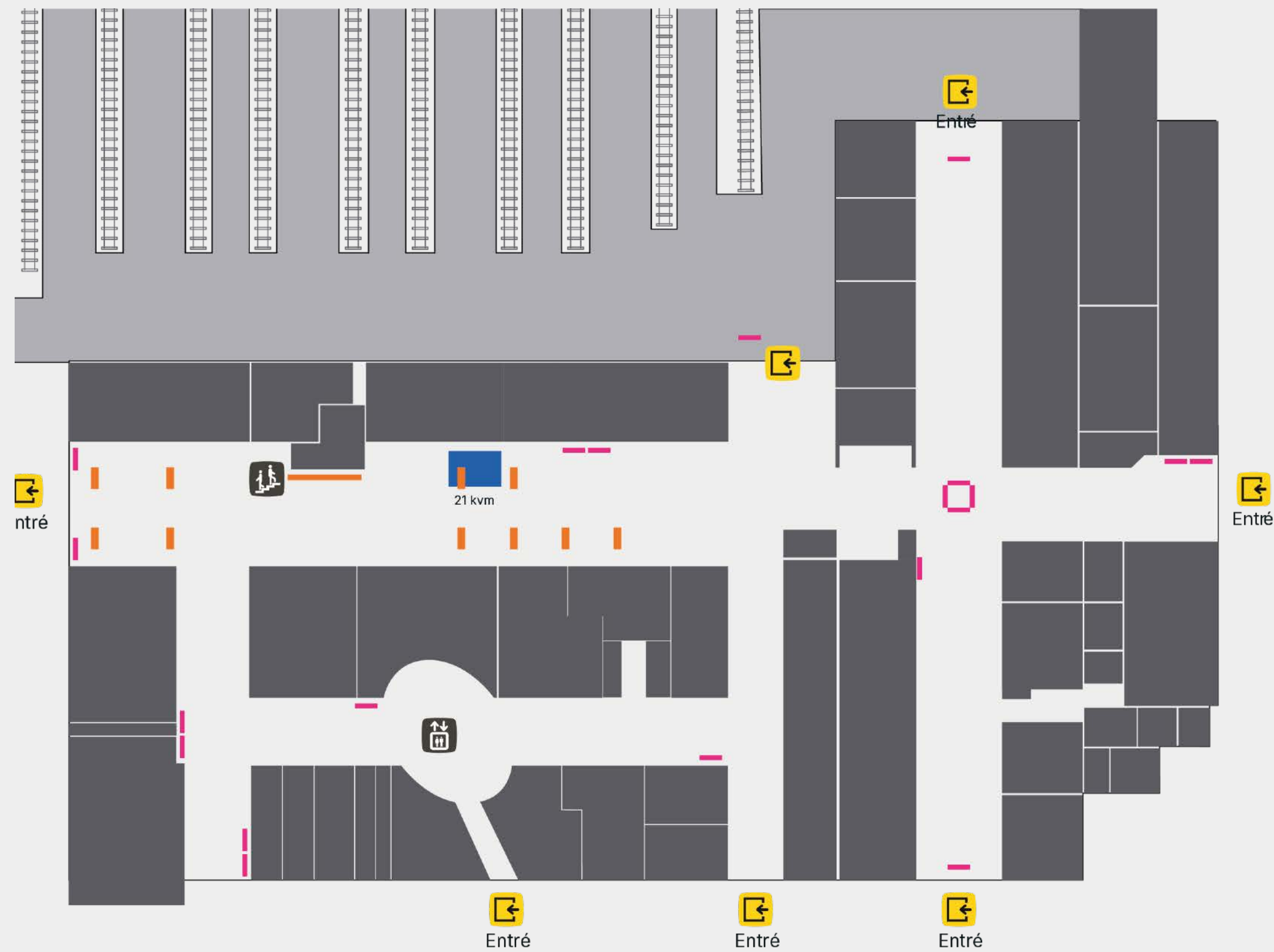
Price

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

Additional costs

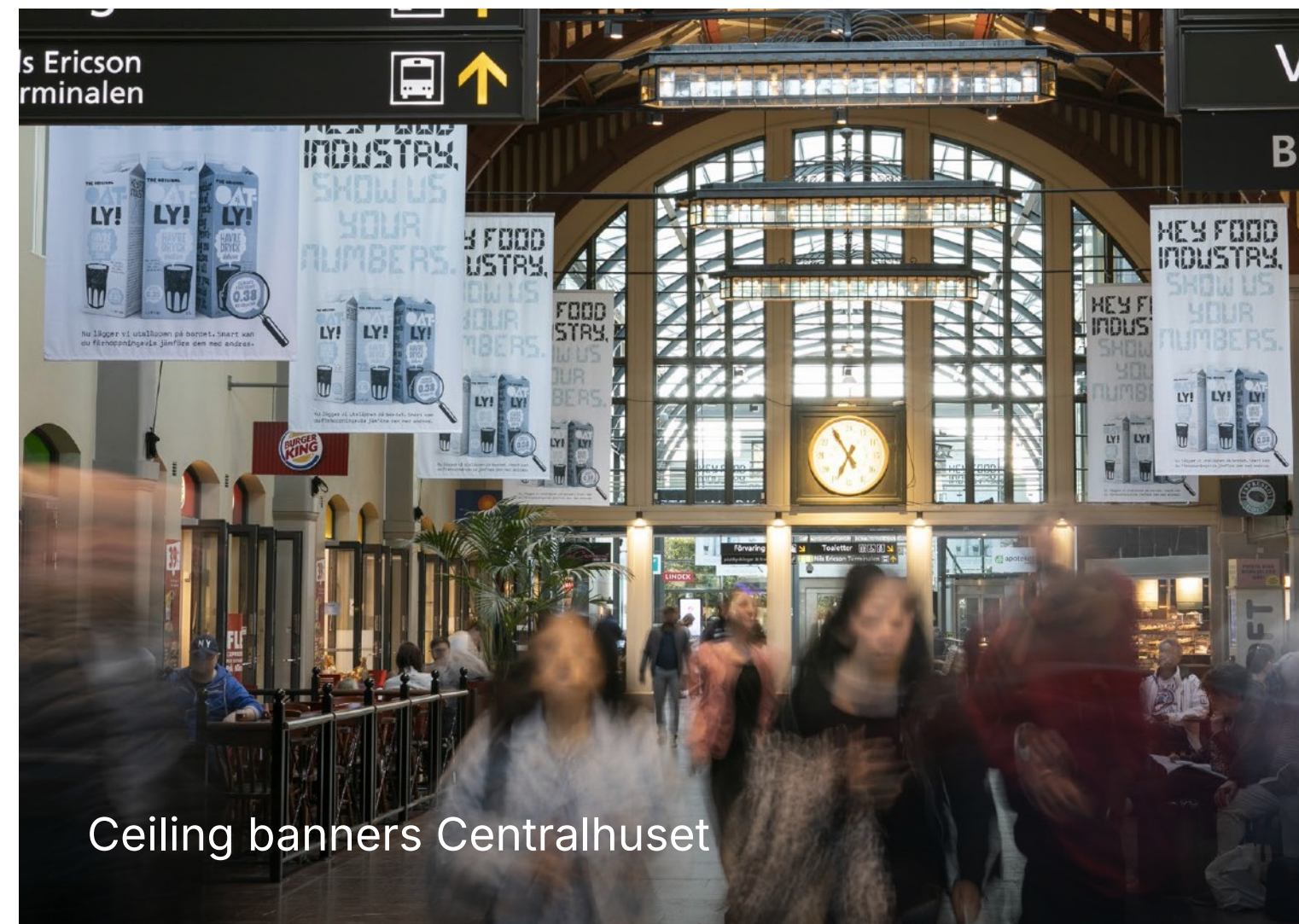
Production cost of 33 000 SEK are added for banners and foils incl. assembly. Production cost for event are added depending on design.

More info on the following page.

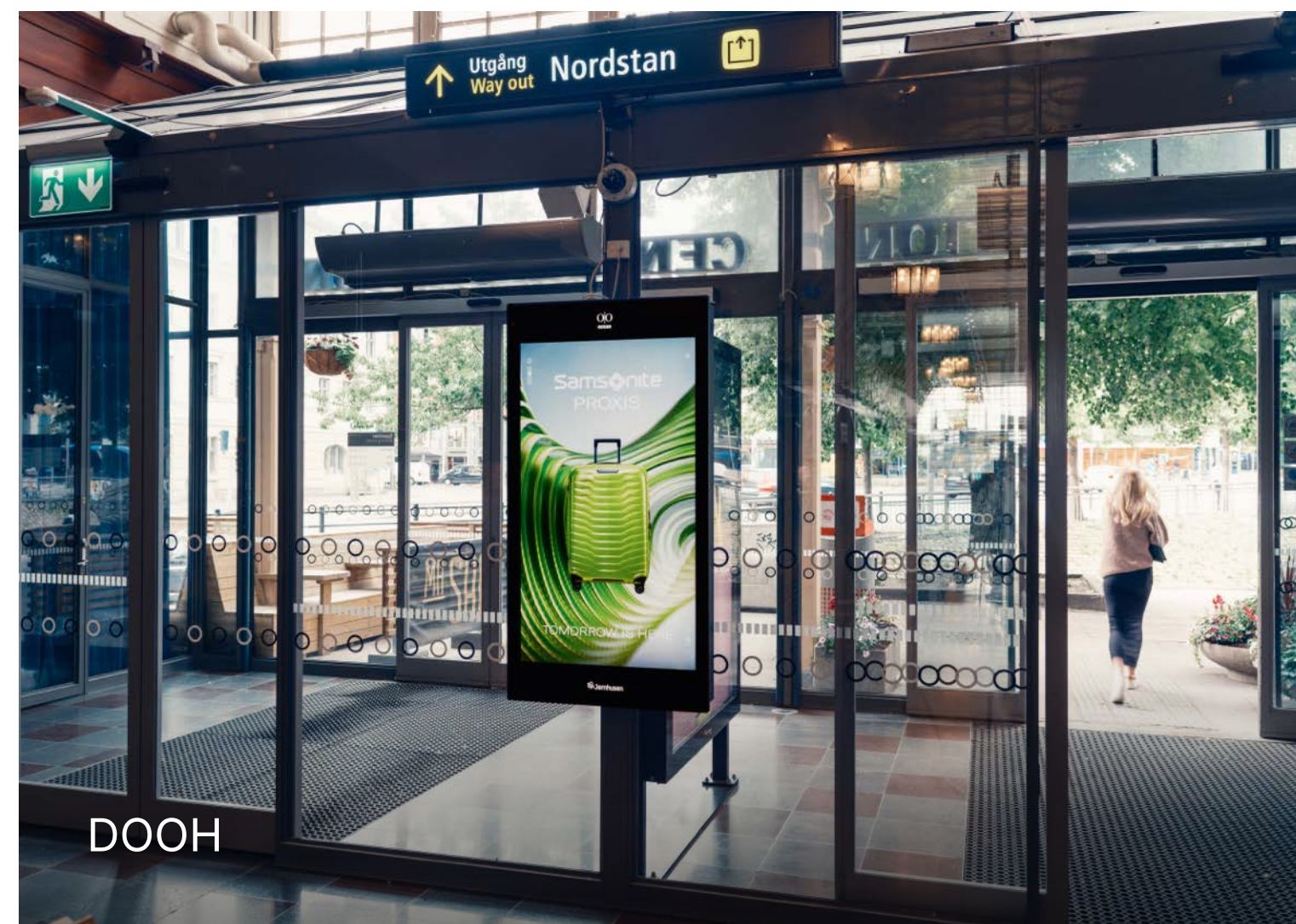




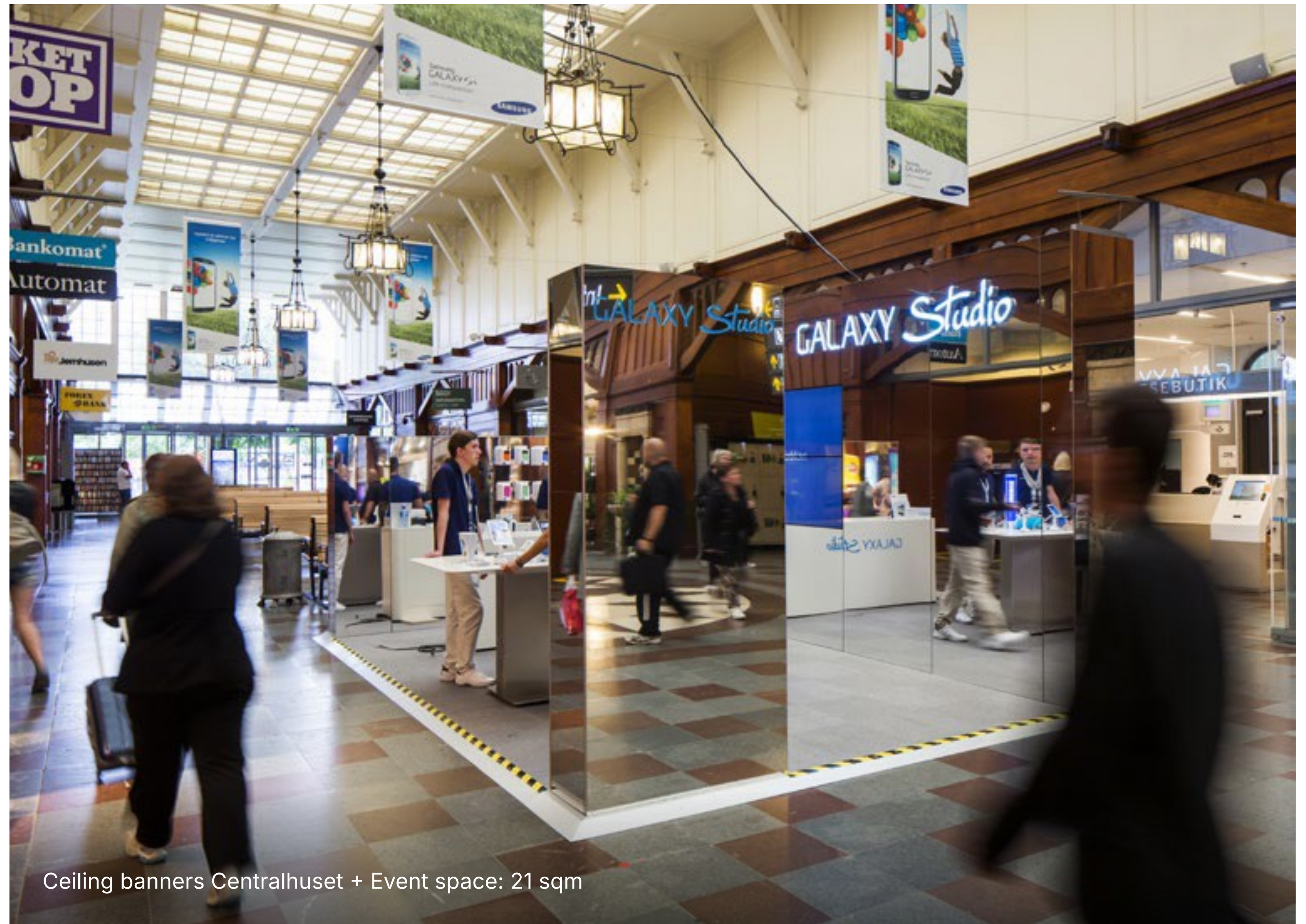
# Station Experience Gothenburg



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.

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# Station Attention Gothenburg

**Included advertising space**

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

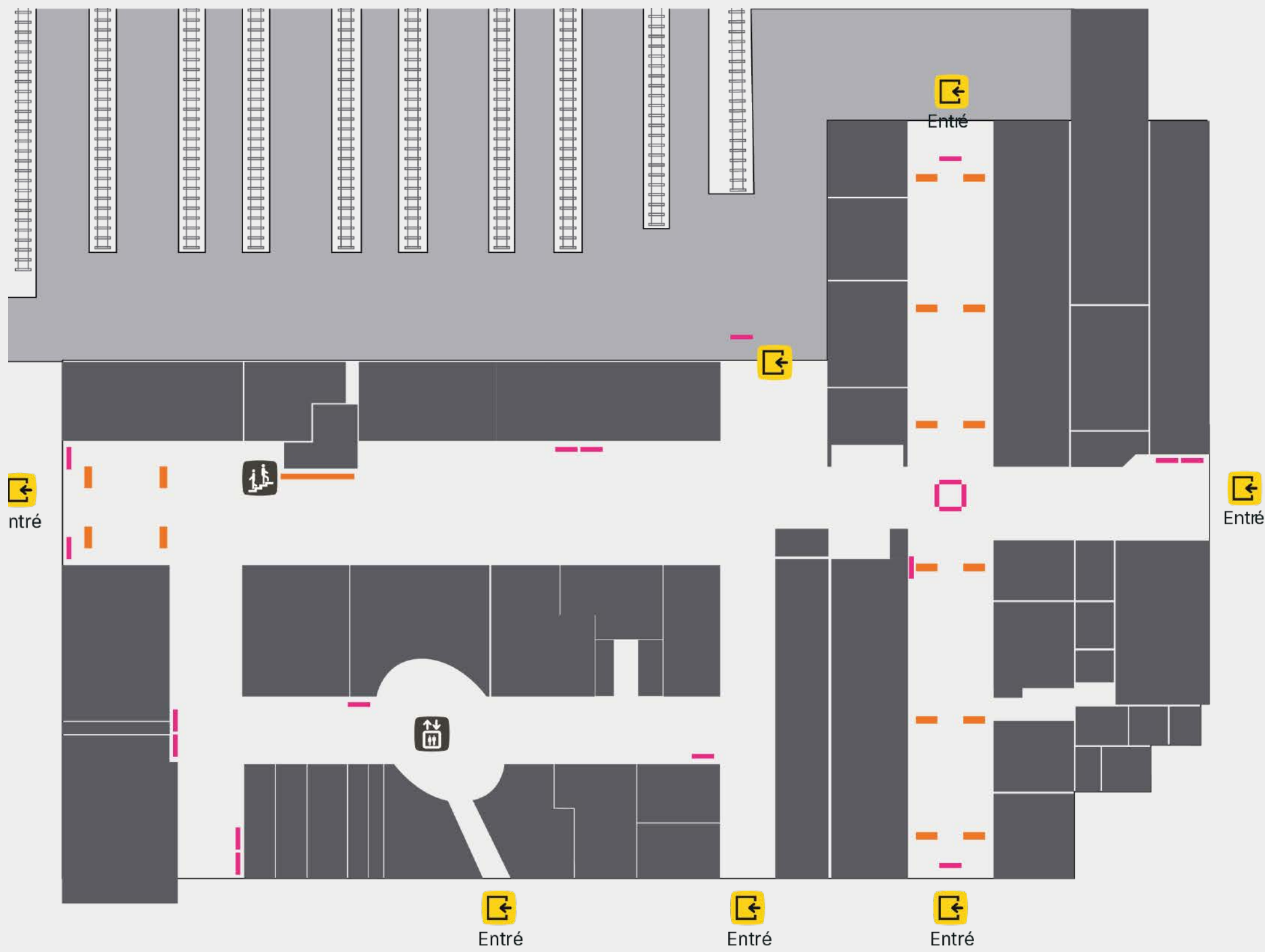
**Price**

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.

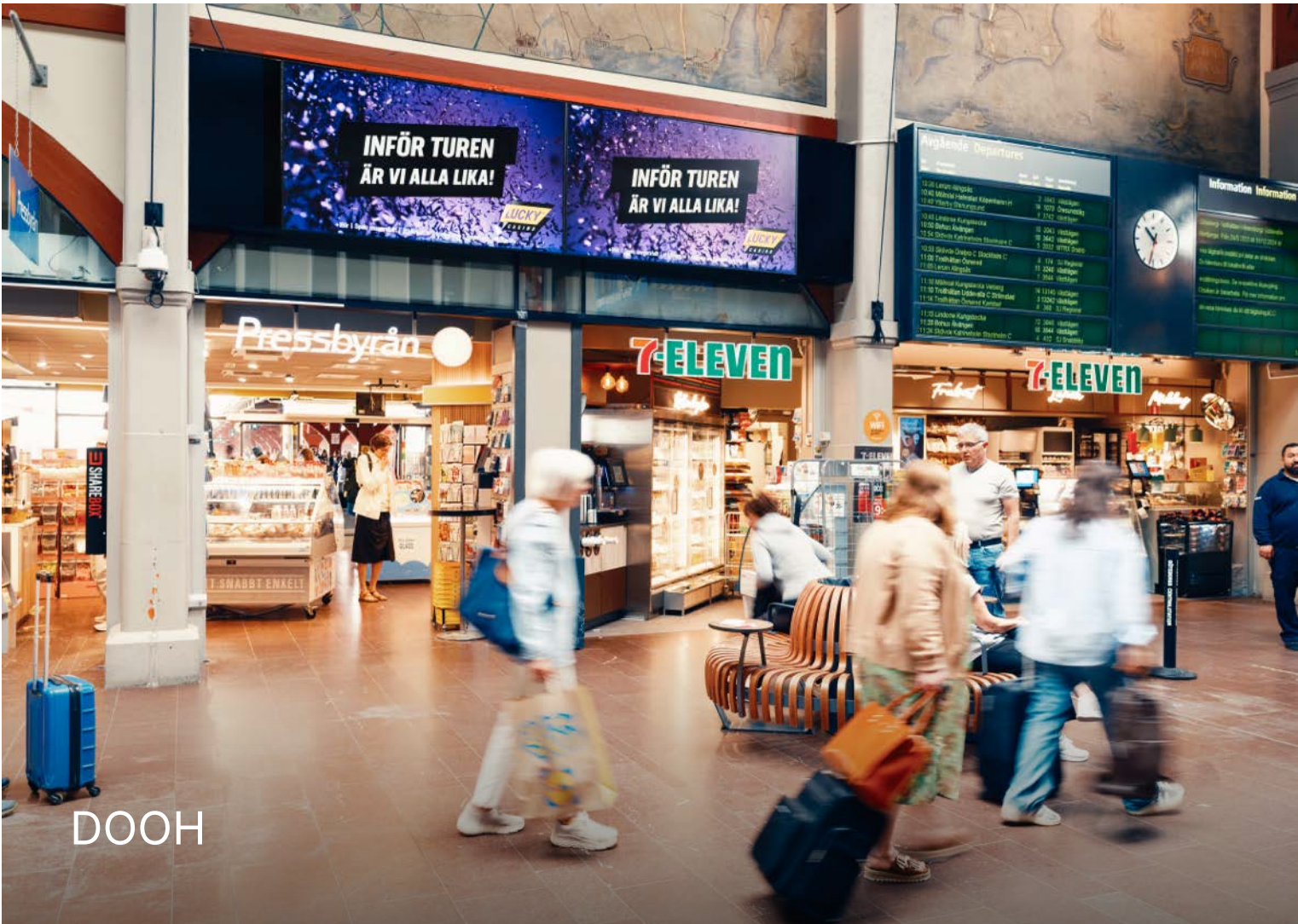




# Station Attention Gothenburg



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.

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\*Refers to flow measurement from 2019.

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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.

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# Station Domination Malmö

## Included advertising space

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

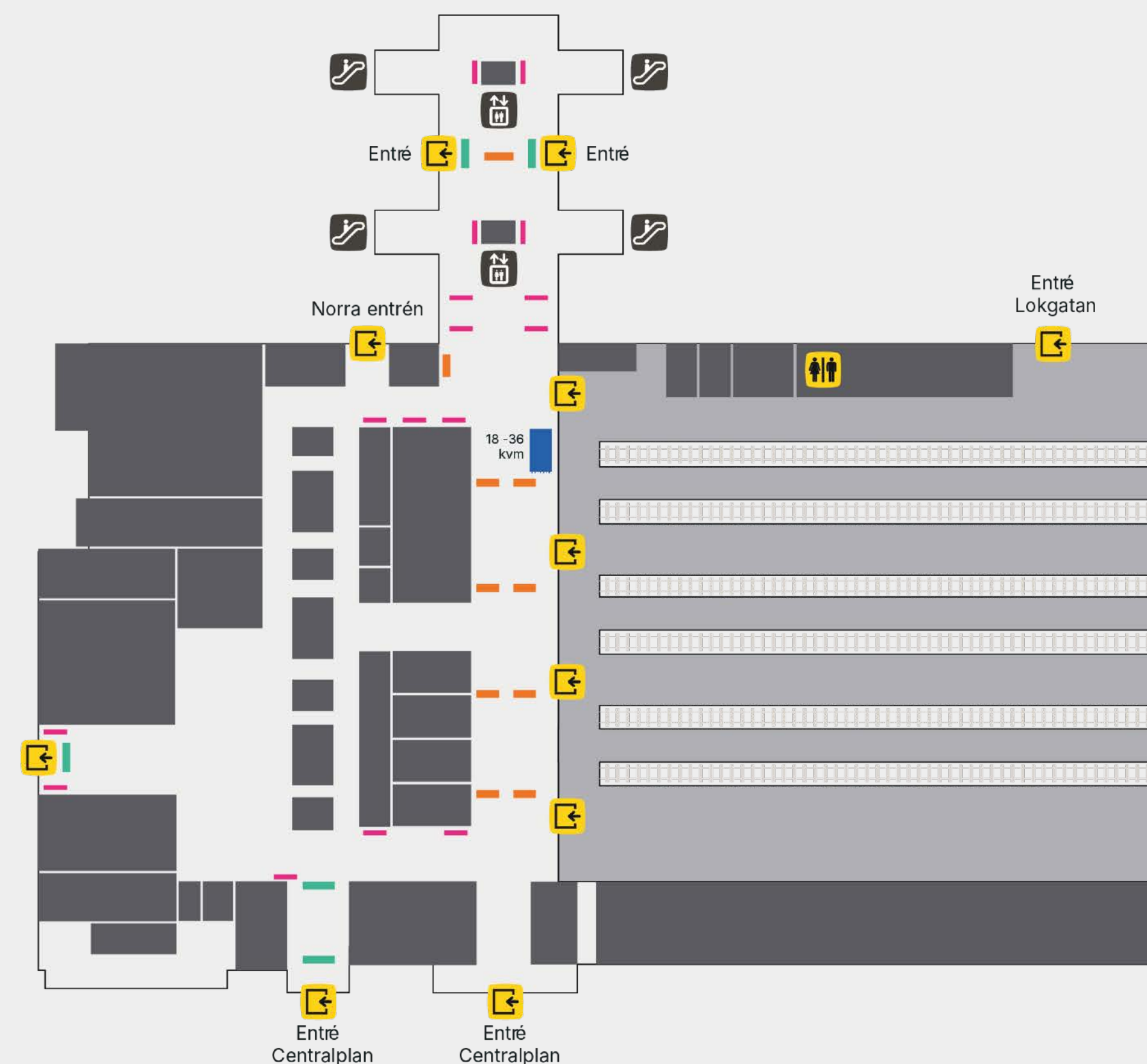
## Price

Price 1 week	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.

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# Station Experience Malmö

## Included advertising space

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

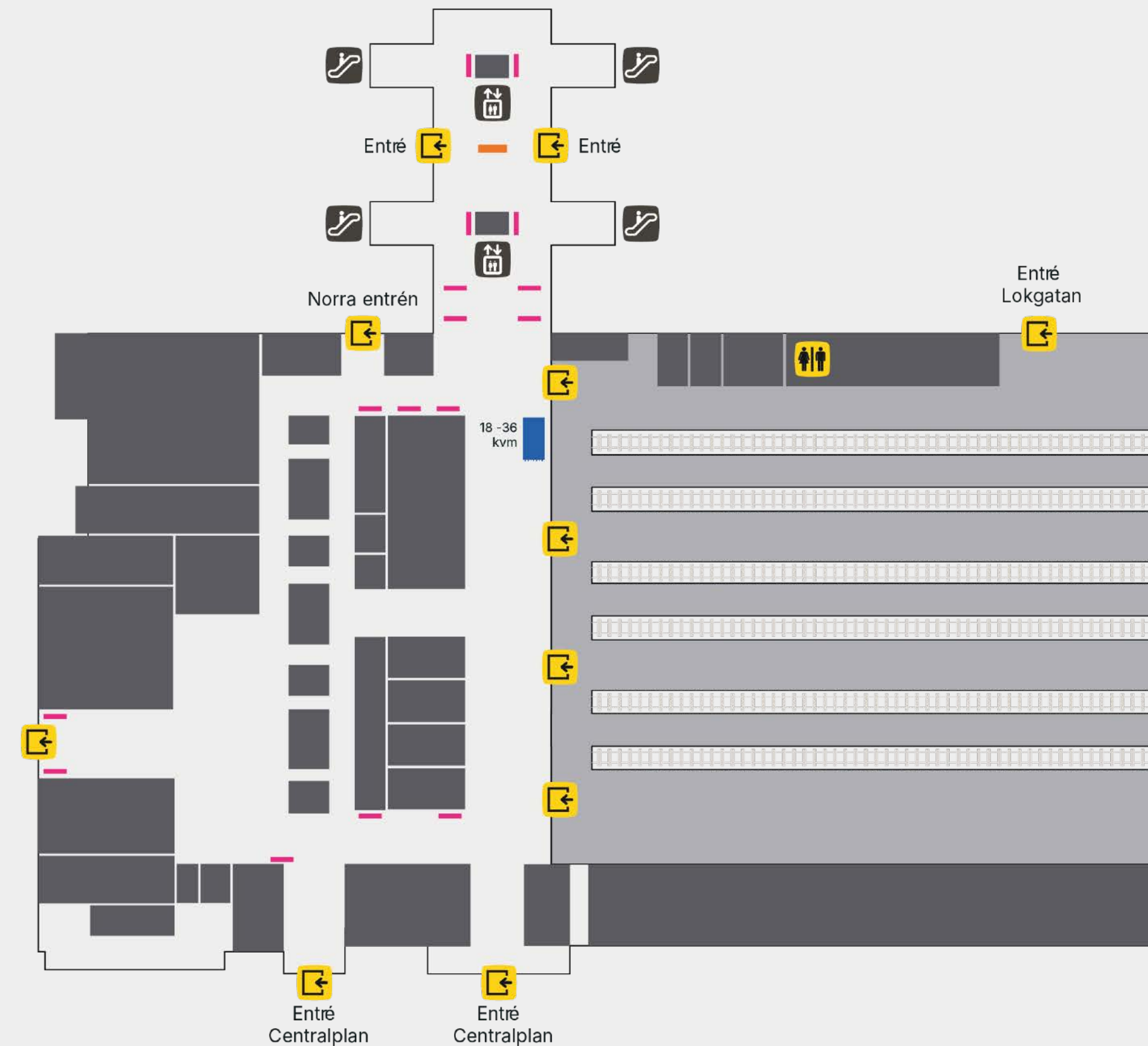
## Price

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.

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# Station Attention Malmö

**Included advertising space**

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

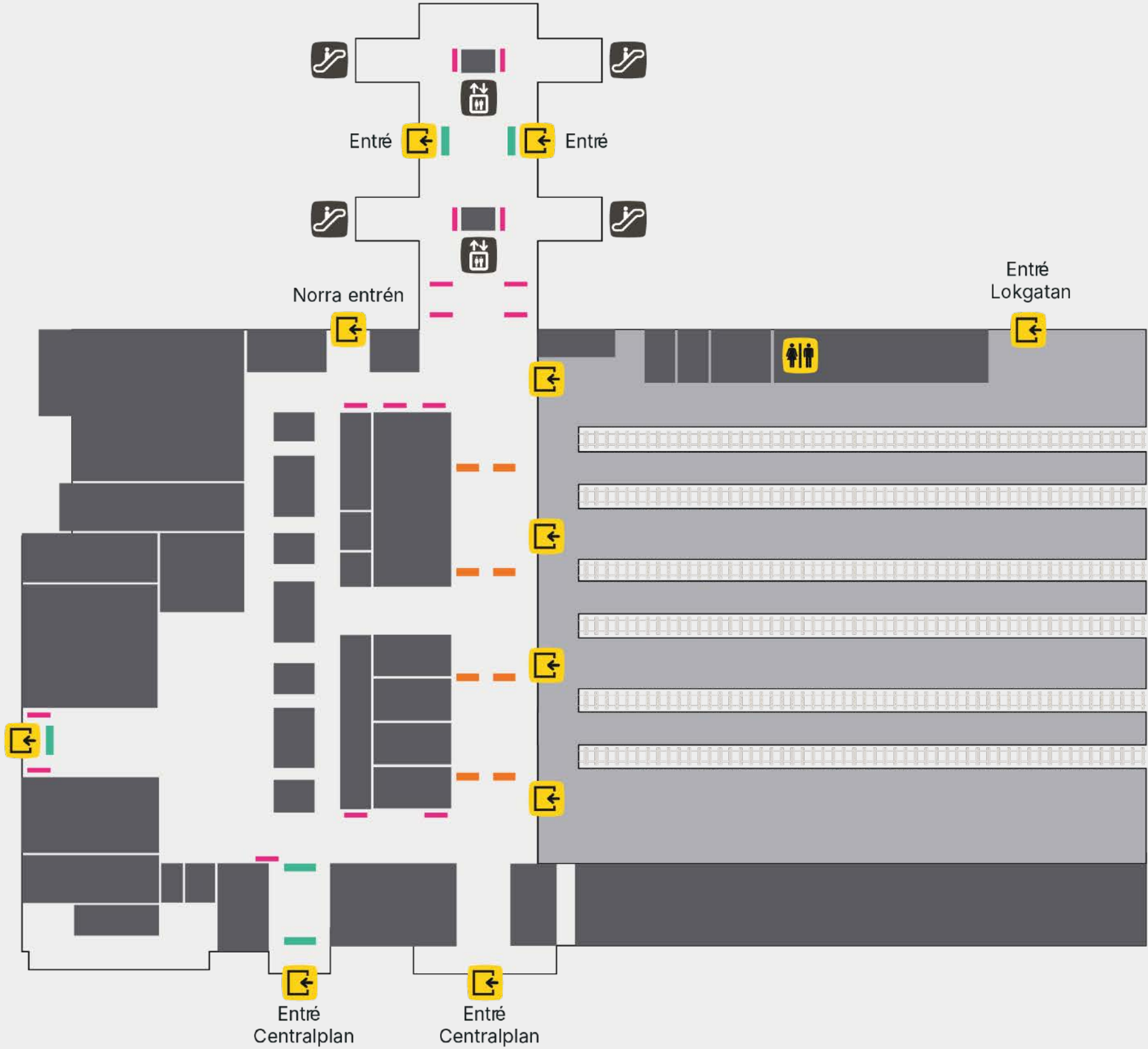
**Price**

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.

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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.

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# 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.

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# 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.

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# 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 Glasgången

## 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

For prices, please check our ratecard, located here:

<https://tinyurl.com/Ratecard-Q1-2026>



