



# STRÖER

WE GET YOU METRO'S **AUDIENCE**

# STRÖER

Metro in numbers

## M1 (I Metro line)

**21 stations**

North - South

## M2 (II Metro line)

**18 stations**

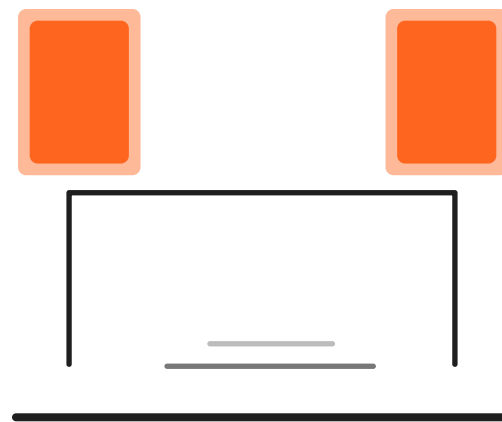
East - West

## Metro trains

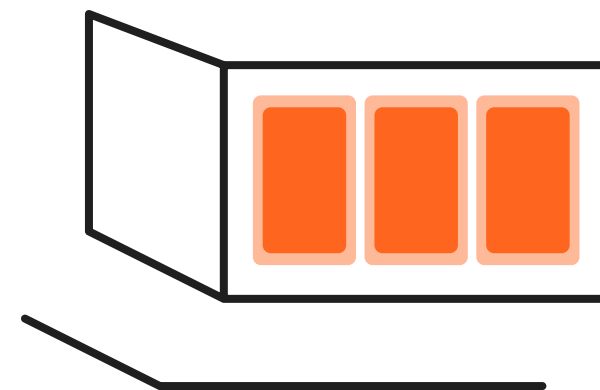
**90 trains**

3 types

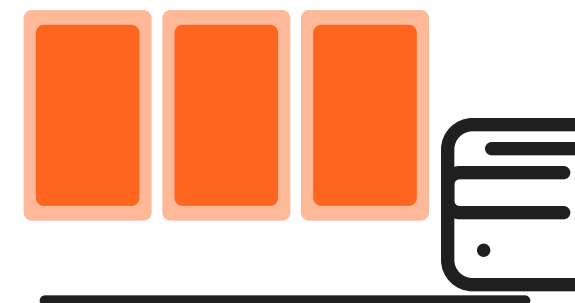
### Where are our products?



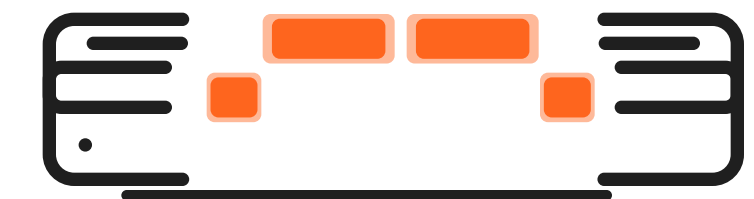
**Entry/Exit**  
(#1 touch-point)



**Passages/Ticket zones**  
(#2 touch-point)



**Platforms**  
(#3 touch-point)



**Trains**  
(#4 touch-point)

## Metro Users

Traffic

Percentage of passengers by Metro line:

**M1: 55% | M2: 45%**

**25M+**  
passengers / monthly

**650K**  
unique recipients / daily

**220M+**  
passengers / per year

**2.4M**  
unique recipients / monthly

**810 000**  
daily / before pandemic

**994 000**  
daily / October 2022

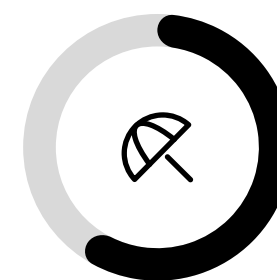
**1 000 000+**  
daily / currently 2024



**39%**  
of passengers believe that their salary  
is sufficient for all their expenses



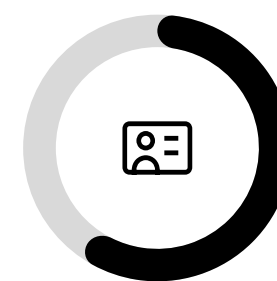
**78%**  
of passengers speak a foreign language



**60%**  
of passengers went on vacation at least  
once in the past year



**93%**  
of passengers use the internet



**68%**  
of passengers have a driver's license



**67%**  
of passengers own at least one car

# Annually traffic comparison



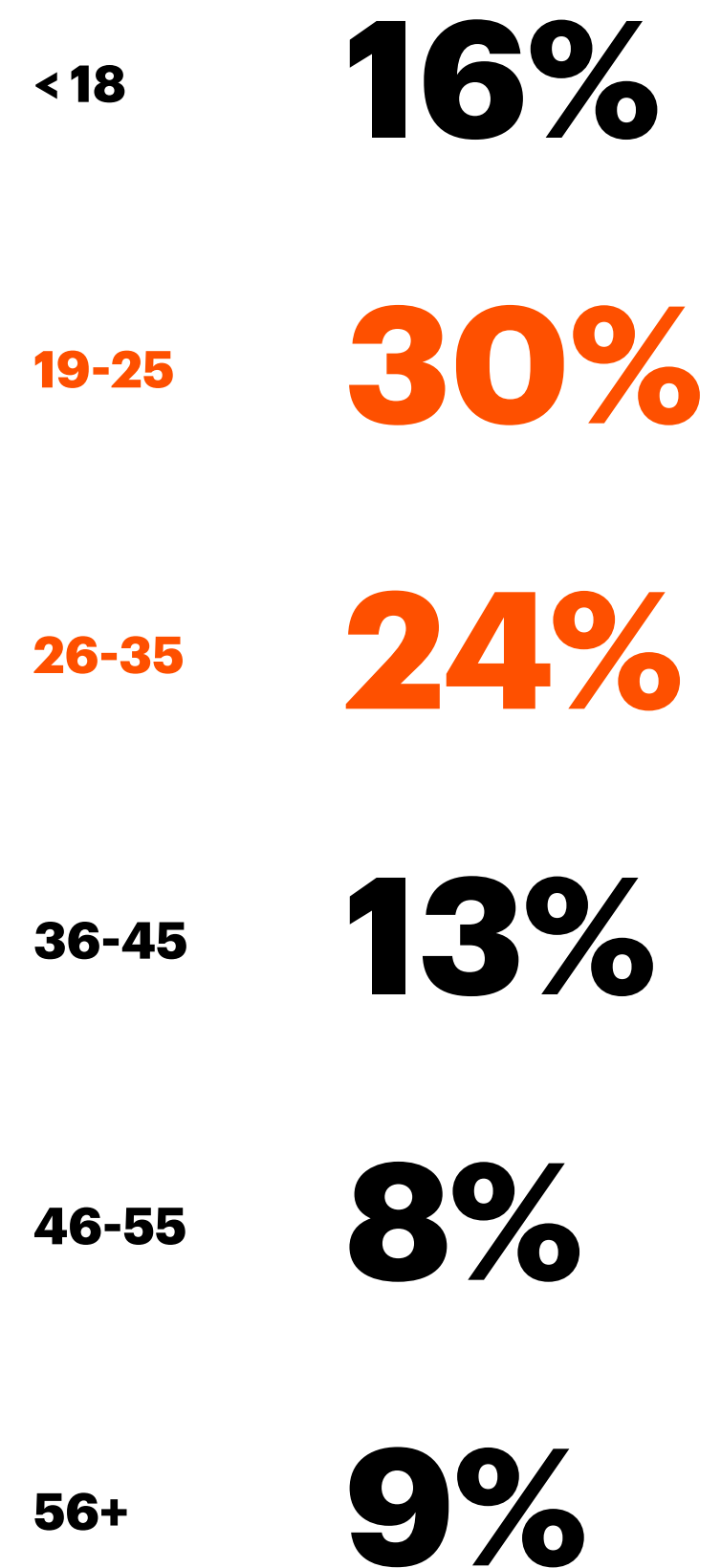
## Metro Users

Demographics

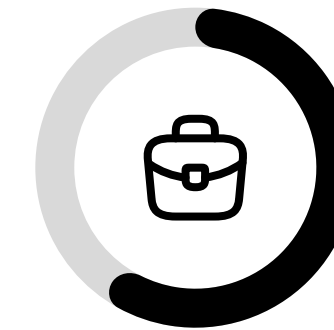
Potential of Metro Users:  
**young & active**

**55%**  
women

**45%**  
men



**87%**  
lives in Warsaw



**60%**  
works professionally



**32%**  
studying

# Subways around the world

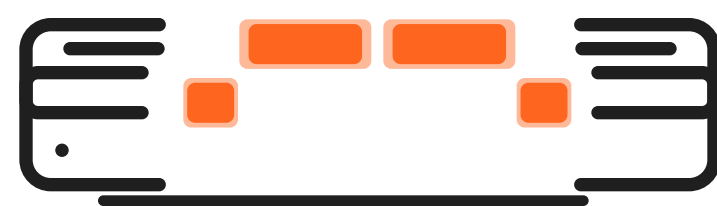
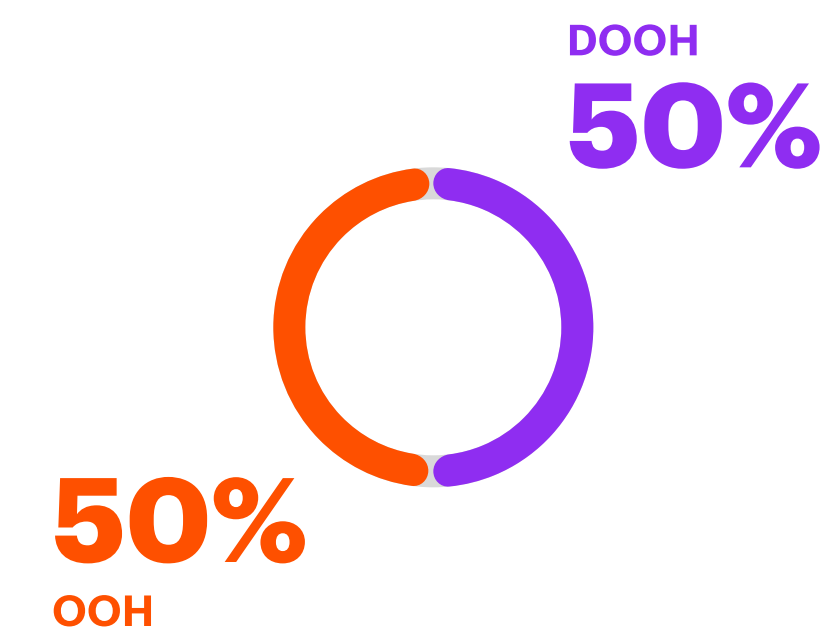
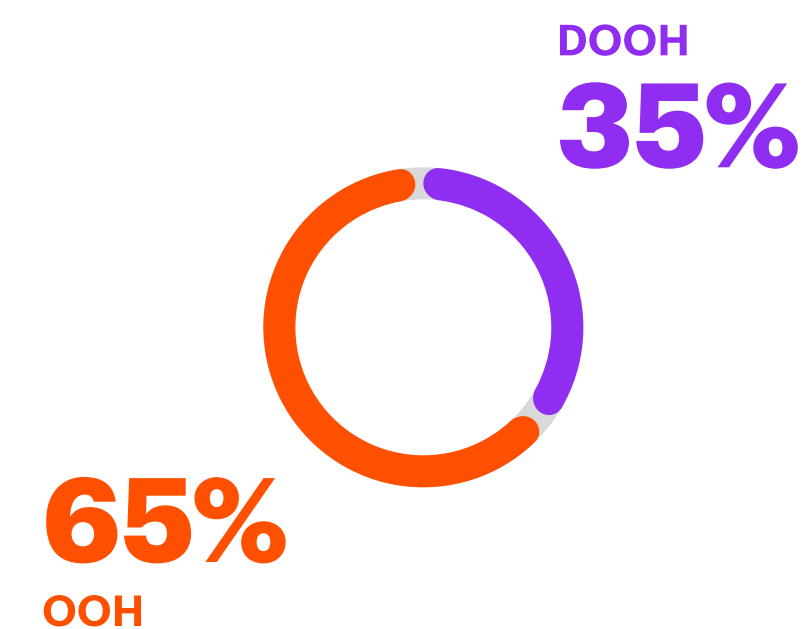
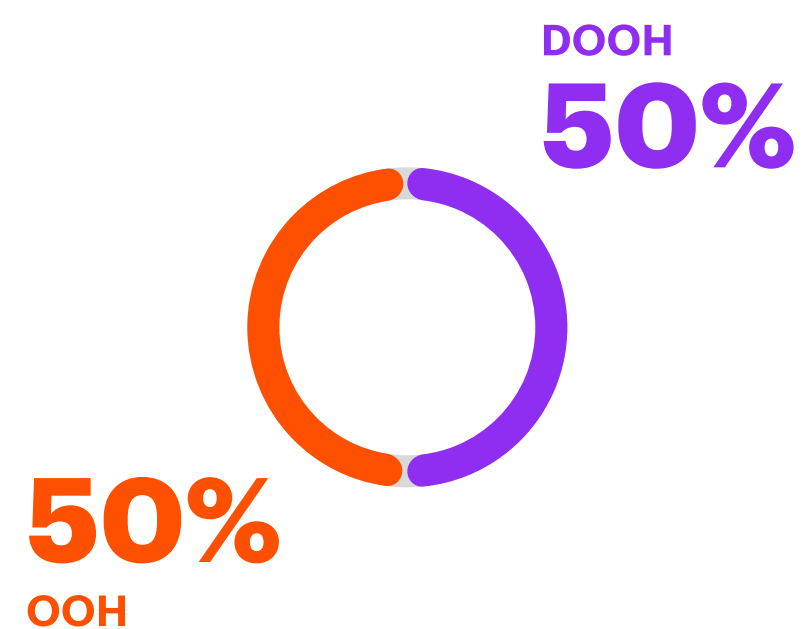
**New York**

**London**

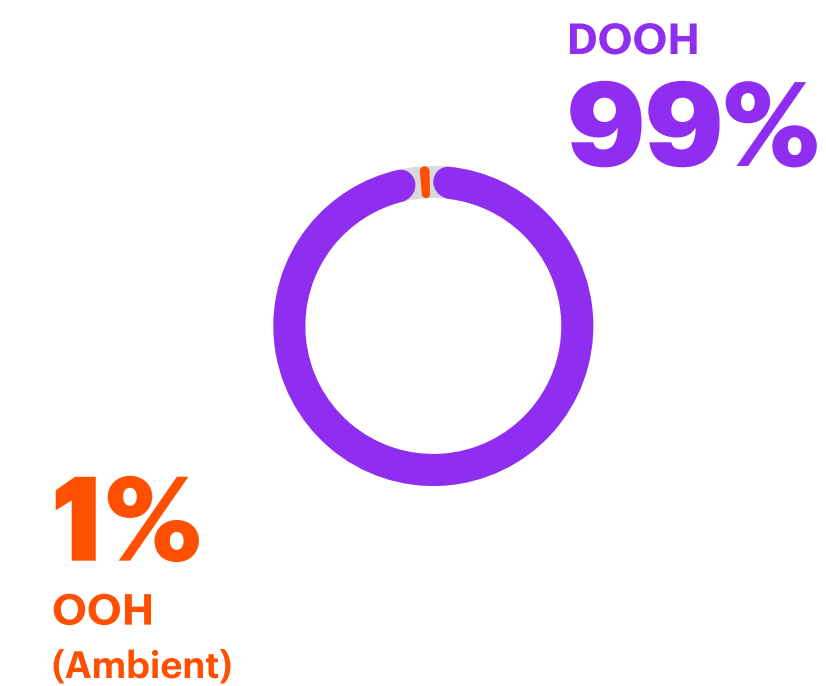
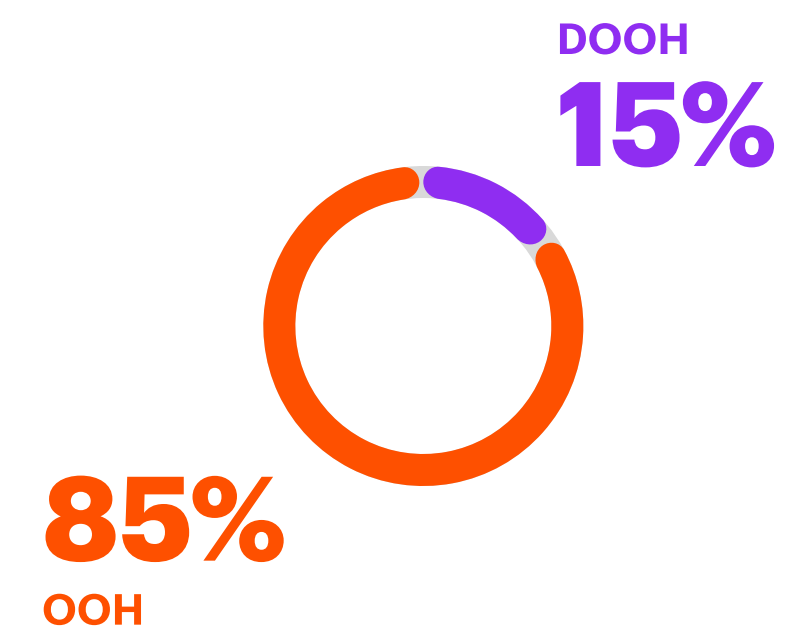
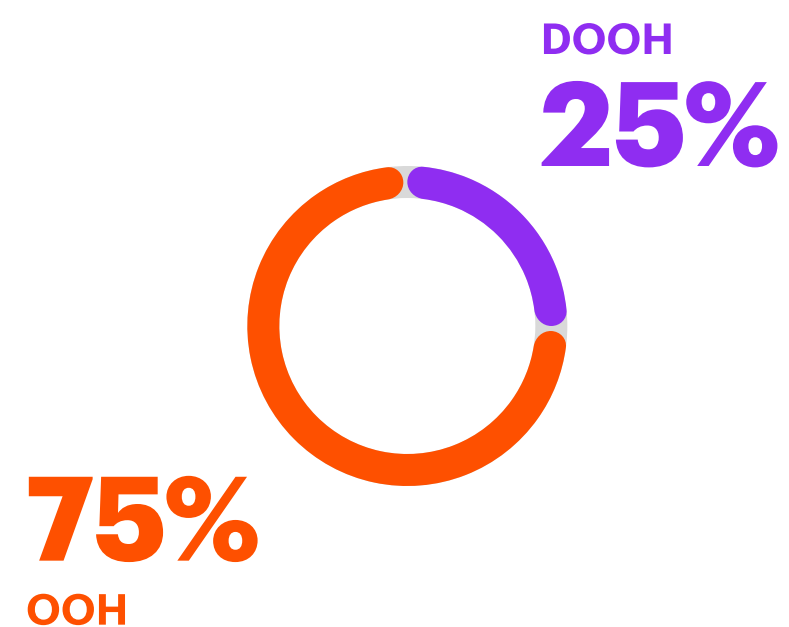
**Warsaw**



**Passages/Platforms**



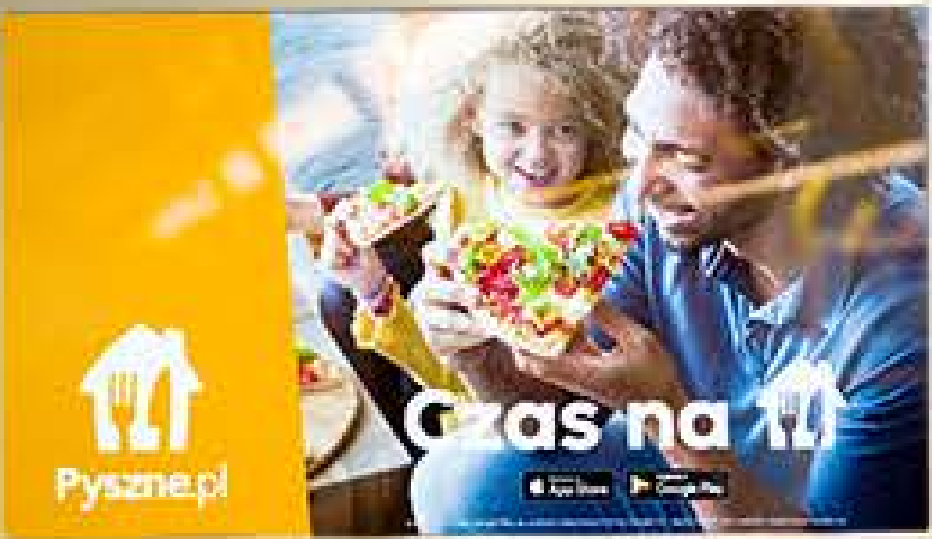
**Metro trains**



# STRÖER

Metro Trains • 2024





# STRÖER TV

# STRÖER TV

## DESCRIPTION

STRÖER TV is a network of nearly 2000 HD screens installed in Warsaw Metro trains. These screens capture passengers' attention with high-quality informative and cultural content. They provide brands with the opportunity to reach over 25 million customers each month, who spend an average of 30 minutes on the subway several times a week.

## TYPE

Video | Static

## SIZE

22 - 24" | 16:9

## LOOP DURATION

180 seconds

## NUMBER OF CLIENTS

12 per loop

## AD SPOT LENGTH

15 seconds

## OFF-PEAK Exposure

6:00-7:00  
9:00-16:00  
19:00-24:00

## PRIME-TIME Exposure

7:00-9:00  
16:00-19:00

## PRODUCT AVAILABLE ON

I Metro Line (M1)

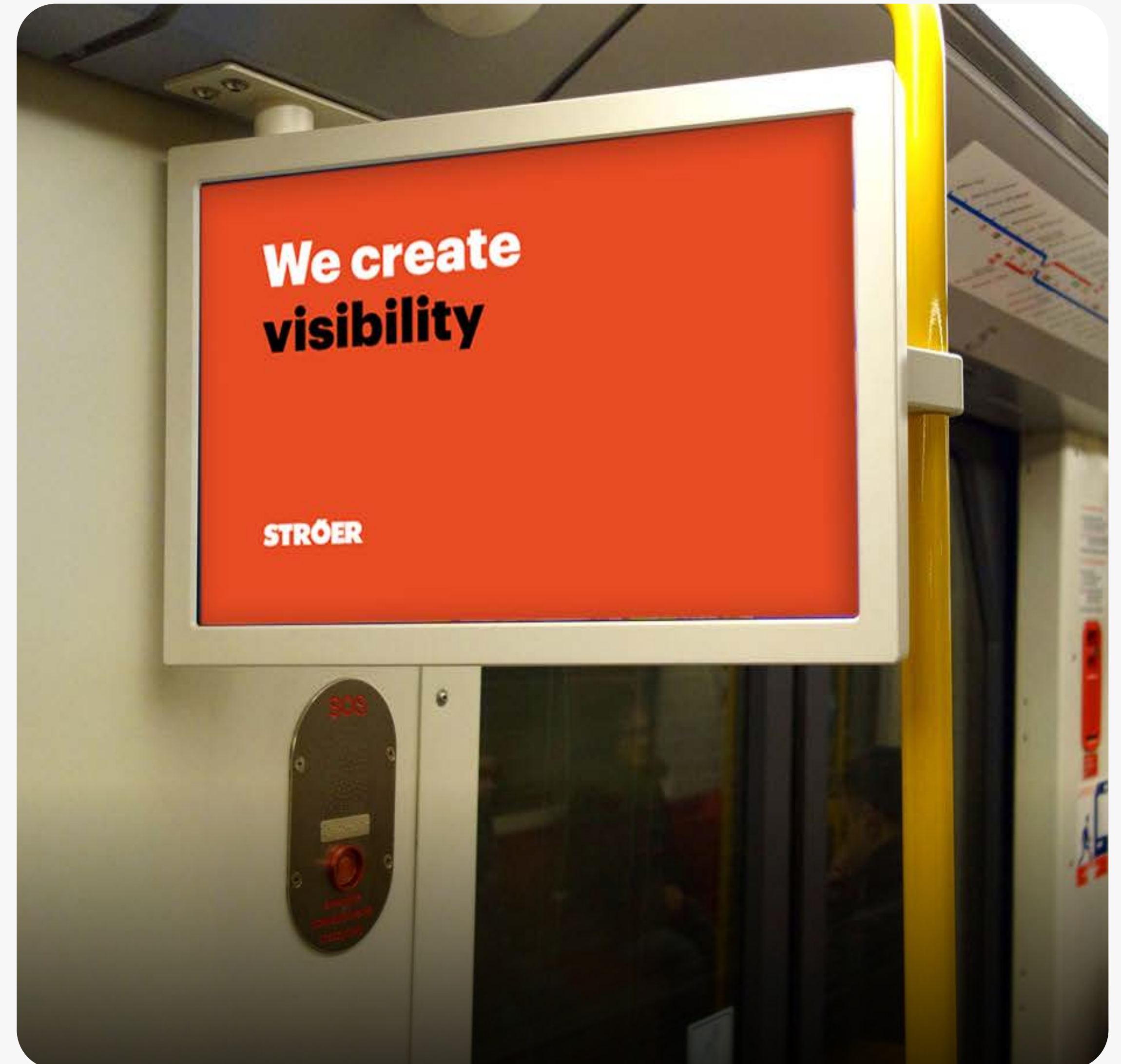
II Metro Line (M2)

## DATA

Traffic

Contacts

Reach





# LiveLine

# LiveLine

## DESCRIPTION

LiveLine is a new digital transit format in Warsaw Metro trains, an innovative advertising medium across Europe that revolutionizes how passengers receive advertising during their journey.

## TYPE

Static | Pulsing

## SIZE

37" | 16:4.5

## LOOP DURATION

180 seconds

## NUMBER OF CLIENTS

12 per loop

## AD SPOT LENGTH

15 seconds

## OFF-PEAK Exposure

6:00-7:00  
9:00-16:00  
19:00-24:00

## PRIME-TIME Exposure

7:00-9:00  
16:00-19:00

## PRODUCT AVAILABLE ON

I Metro Line (M1)

II Metro Line (M2)

## DATA

Traffic

Contacts

Reach





# Metro MAX

# Metro Max

## DESCRIPTION

Metro MAX is an innovative way to reach a wide audience in the trains of the Warsaw Metro. It offers unique experiences, enabling us to communicate with commuters, city residents and tourists alike.

Metro MAX synergistically integrates all our products within the trains, allowing advertisers to enhance engagement with potential consumers through modern, dynamic STRÖER digital screens.

## TYPE

Video | Static

## SIZE

24 - 37" | 16:9/4

## LOOP DURATION

180 seconds

## NUMBER OF CLIENTS

12 per loop

## AD SPOT LENGTH

15 seconds

## OFF-PEAK Exposure

6:00-7:00  
9:00-16:00  
19:00-24:00

## PRIME-TIME Exposure

7:00-9:00  
16:00-19:00

## PRODUCT AVAILABLE ON

I Metro Line (M1)

II Metro Line (M2)

## DATA

Traffic

Contacts

Reach



# STRÖER

Metro Platforms • 2024

Stokłosy

Ciszewskiego

← Pasaż Ursynowski

Młociny →

# METRO WALL



**RAINBOW**

JAK BEZTROSKA TO **RAINBOW**

Zawsze w cenie:

- BAGĄŻ
- Ubezpieczenie
- TRANSFER
- REZYDENT





# Metro Wall (Packages)

## DESCRIPTION

The Metro Wall package offers four advertisements across four different Warsaw Metro stations, with ads rotating to new locations every 10 days. This setup ensures that over the course of a month, your campaign will appear at 12 stations along I Metro Line of the Warsaw Metro. The package is strategically designed based on passenger traffic studies, maximizing your campaign's reach and effectively targeting the majority of M1 passengers.

## TYPE

Static

## SIZE

40 - 70 m<sup>2</sup>

## CAMPAIGN DURATION

30 days

## NUMBER OF CLIENTS

1 - 2 per platform

## NUMBER OF PACKAGES

6

## PACKAGES AVAILABLE ON

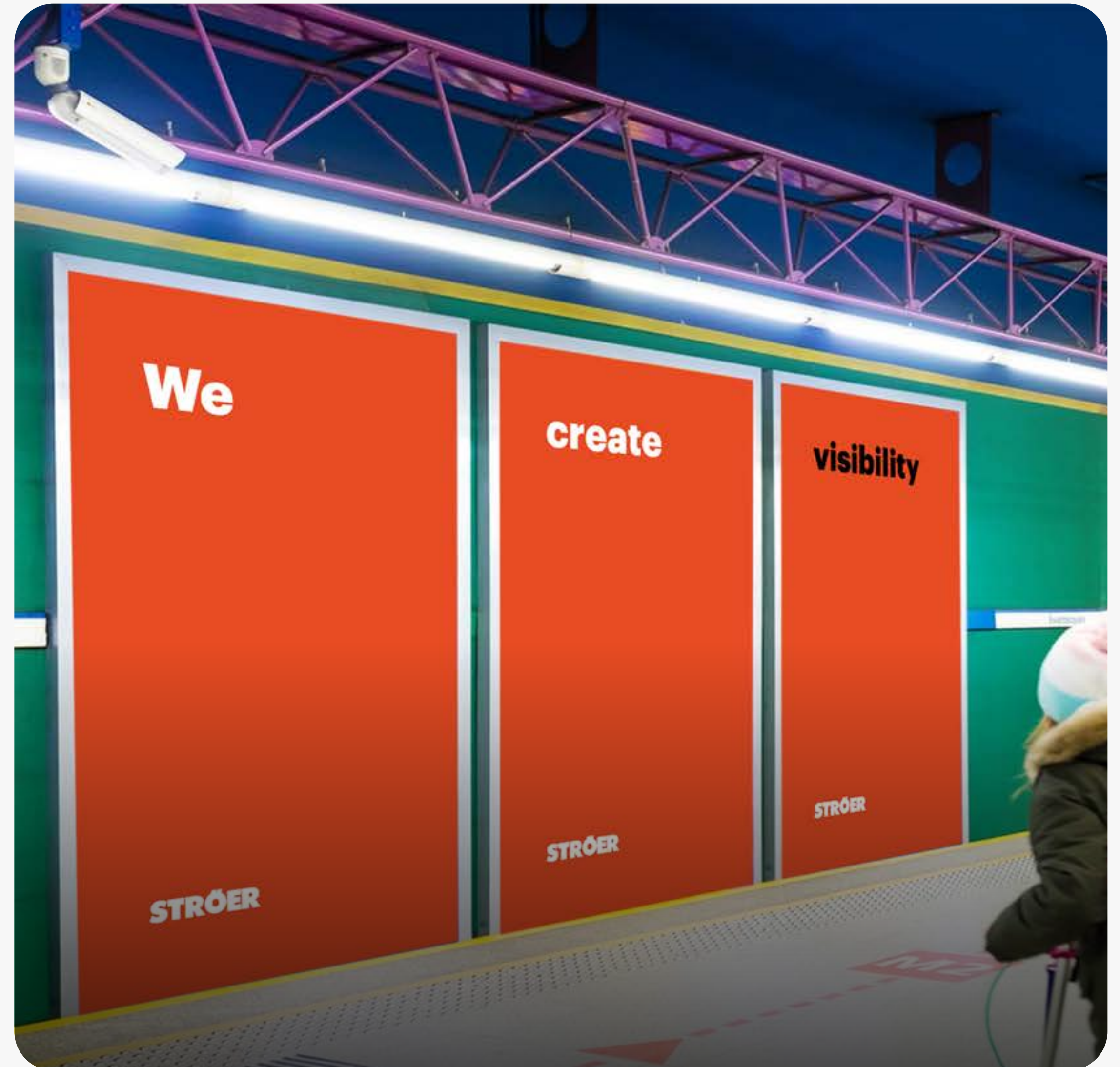
I Metro Line (M1)

## DATA

Traffic

Contacts

Reach



# Metro Wall (selected stations)

## DESCRIPTION

Metro Wall is an innovative advertising format in the Warsaw Metro, featuring backlit platform walls that capture the attention of passengers as they enter the station platforms. Advertisers can select from four high-traffic metro stations, ensuring that their campaign achieves maximum visibility and impact in the most strategic and heavily frequented transit locations.

## TYPE

Static

## SIZE

40 - 70 m<sup>2</sup>

## CAMPAIGN DURATION

30 days

## NUMBER OF CLIENTS

1 - 2 per platform

## STATIONS TO CHOOSE FROM

4

## PRODUCTS AVAILABLE ON

Centrum (M1)

Świętokrzyska (M1)

Politechnika (M1)

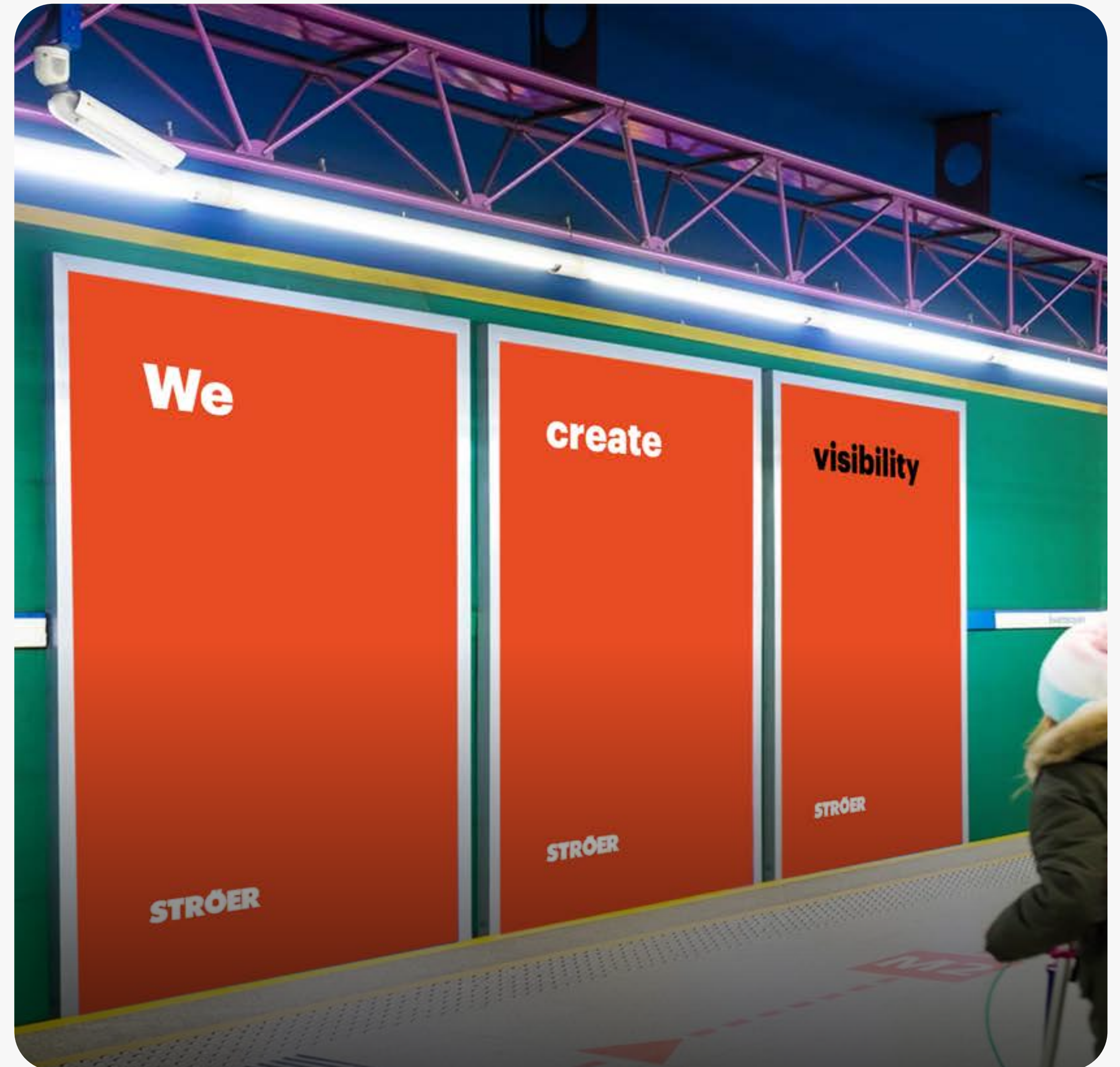
Plac Wilsona (M1)

## DATA

Traffic

Contacts

Reach



Wilanowska

Wilanowska



**R RAINBOW**

**JAK BEZTROSKA TO RAINBOW**

Zawsze w cenie:

BAGAZN UBEZPIECZENIE TRANSFER REZYDENT



# Metro Wall Packages



# Metro Wall selected stations

bus tram  
Wstania Warszawskiego  
towarowa, Przyokopowa, Karolkowa  
Wola, Bemowo tram Centrum, Ochota

**TEZENIS**  
swimwear

Góra bikini od 49,99 zł

tezenis.com

*Donna*

STRÖER

# METRO BILLBOARD PREMIUM

# Metro Billboard Premium

## DESCRIPTION

Metro Billboard Premium is a modern, illuminated panel situated in the corridors of the Warsaw Metro. It seamlessly integrates into the urban landscape, effectively reaching pedestrians and public transport passengers alike. Billboards enhanced by “backlight” lighting, ensure excellent visibility for the customer's advertising message.

## TYPE

Static

## SIZE

9 - 18 m<sup>2</sup>

## CAMPAIGN DURATION

30 days

## EXPOSURE

20  
with rotation

## NUMBER OF PACKAGES

6

## CAMPAIGN

10  
Billboard Premium

## PACKAGES AVAILABLE ON

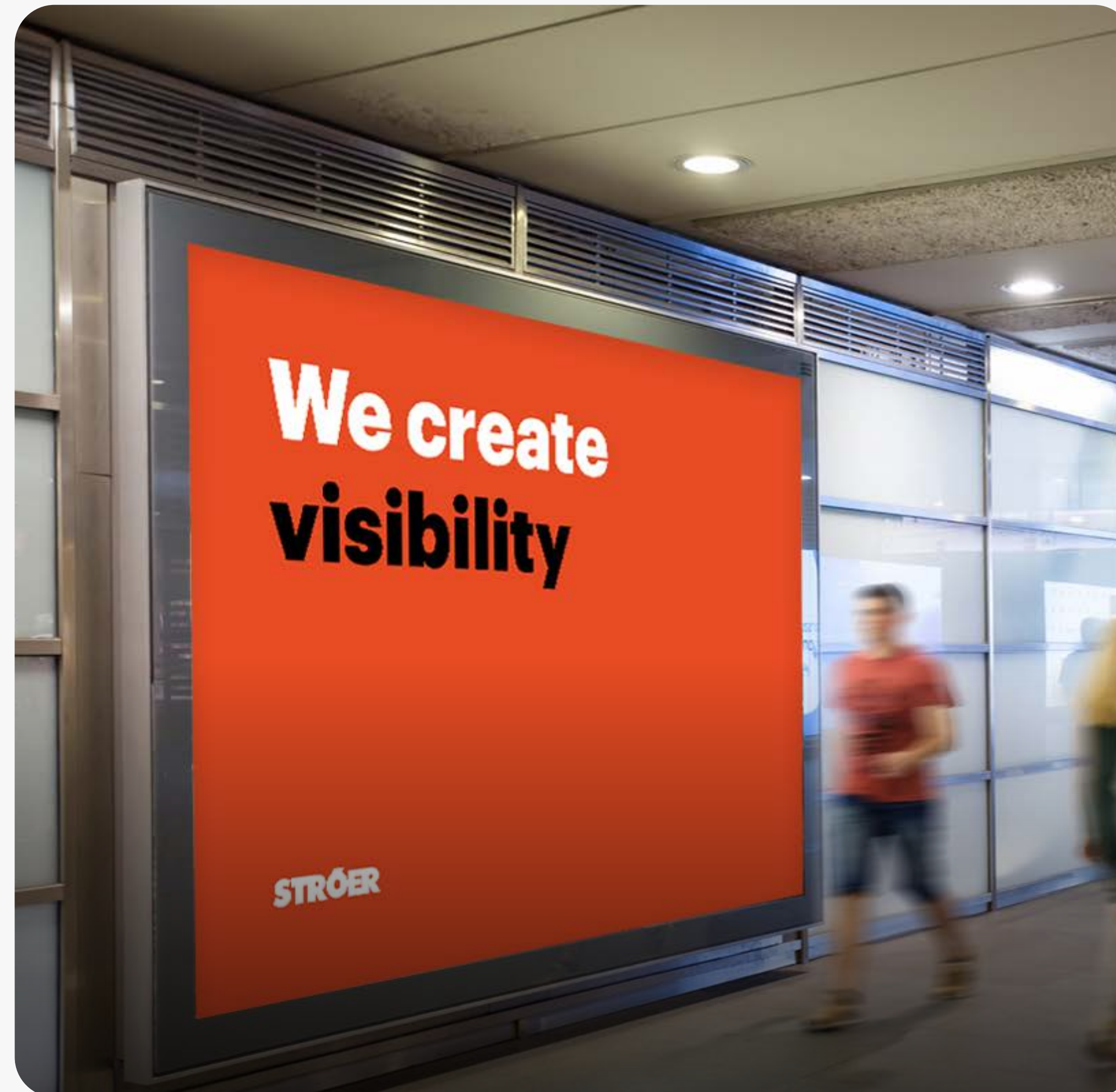
II Metro Line (M2)

## DATA

Traffic

Contacts

Reach



# Metro Billboard Premium

METR OD SZTUKI

28 27 26

KIM LINA CZAPLECKA BURUHA

STROER x ... SZAWIE x COMING OUT GALERIA CRT ...

# METRO CITYLIGHT PREMIUM



Pole Mokotowskie

**LOT** Ważne, z kim podróżujesz

Nowe kierunki  
Sprawdź [lot.com](http://lot.com)

An advertisement for LOT Polish Airlines. It features a male pilot in a dark blue uniform with a white scarf and a female flight attendant in a dark blue uniform with a white scarf. They are standing in front of a white LOT airplane. The background is a light blue sky with clouds. The LOT logo is in the top left corner. The text 'Ważne, z kim podróżujesz' and 'Nowe kierunki' is prominently displayed. Below the text is a red button with 'Sprawdź' and 'lot.com'. The name 'STRÖER' is visible at the bottom of the advertisement.



# Metro Citylight Premium

## DESCRIPTION

Metro Citylight Premium is a modern, backlight advertising panel positioned at the entrances and corridors of the Warsaw Metro. They effectively reach pedestrians, public transport passengers, and drivers alike. Enhanced by “backlight” technology, they provide excellent visibility and seamless integration into the urban landscape.

## TYPE

Static

## SIZE

2 m<sup>2</sup>

## CAMPAIGN DURATION

15 - 30 days

## EXPOSURE

39 - 48

with rotation

## NUMBER OF PACKAGES

12

## CAMPAIGN

23 - 24

Citylight Premium

## PACKAGES AVAILABLE ON

I Metro Line (M1)

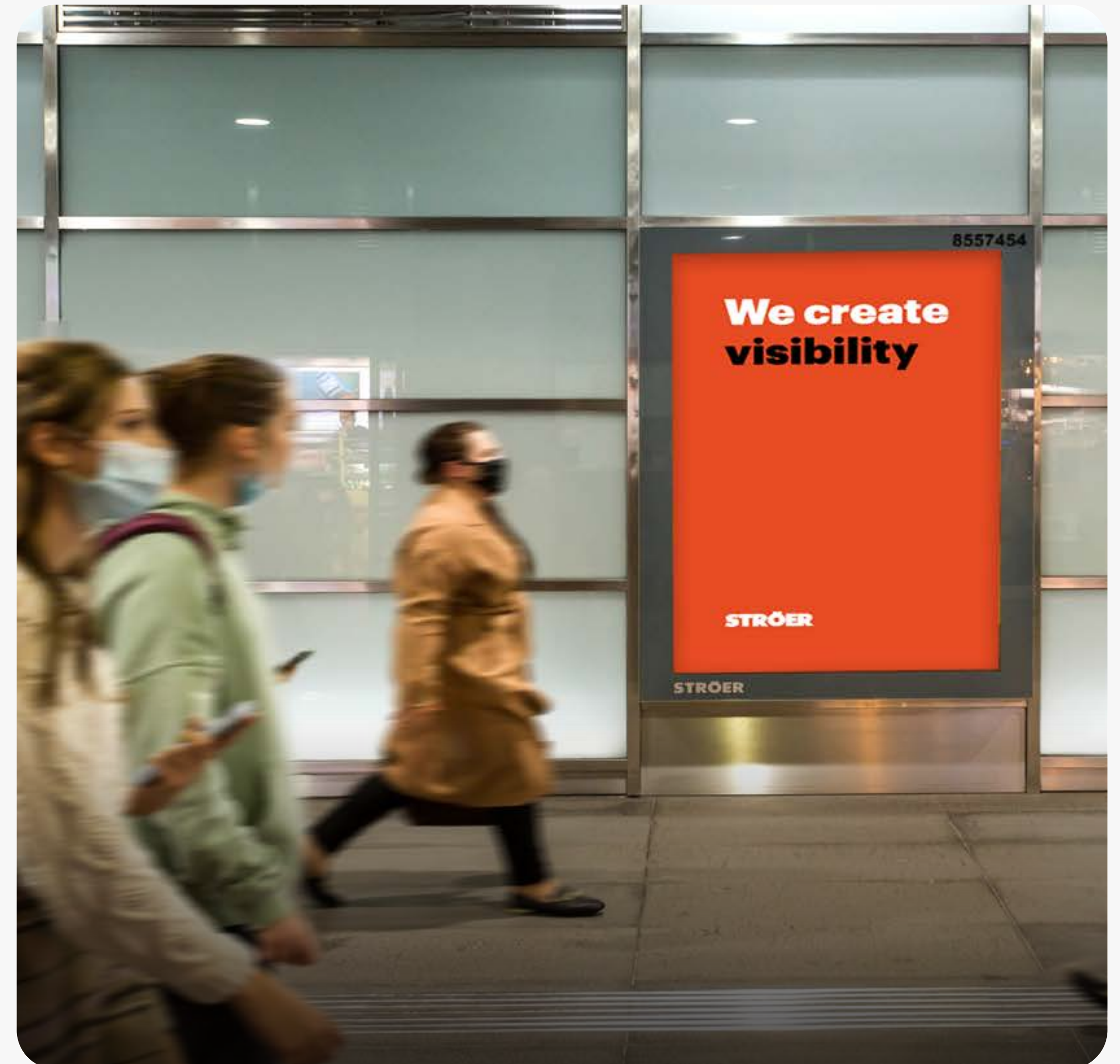
II Metro Line (M2)

## DATA

Traffic

Contacts

Reach



8557407

**TEZENiS**  
underwear

Biustonosze od  
74,99 zł

**RO  
X  
IE**

STRÖER



# Metro Citylight Premium



**TRIPLAY**

# TriPlay

## DESCRIPTION

TriPlay is a modern digital advertising format found in metro passages, offering unique experiences for commuters, residents, and tourists. With attractive locations and dynamic digital screens, it enhances consumer engagement by providing opportunities for brand storytelling.

## TYPE

Video | Static

## SIZE

3 x 75" | 16:9

## LOOP DURATION

180 seconds

## NUMBER OF CLIENTS

12 per loop

## AD SPOT LENGTH

15 seconds

## OFF-PEAK Exposure

6:00-7:00  
9:00-16:00  
19:00-24:00

## PRIME-TIME Exposure

7:00-9:00  
16:00-19:00

## PRODUCT AVAILABLE ON

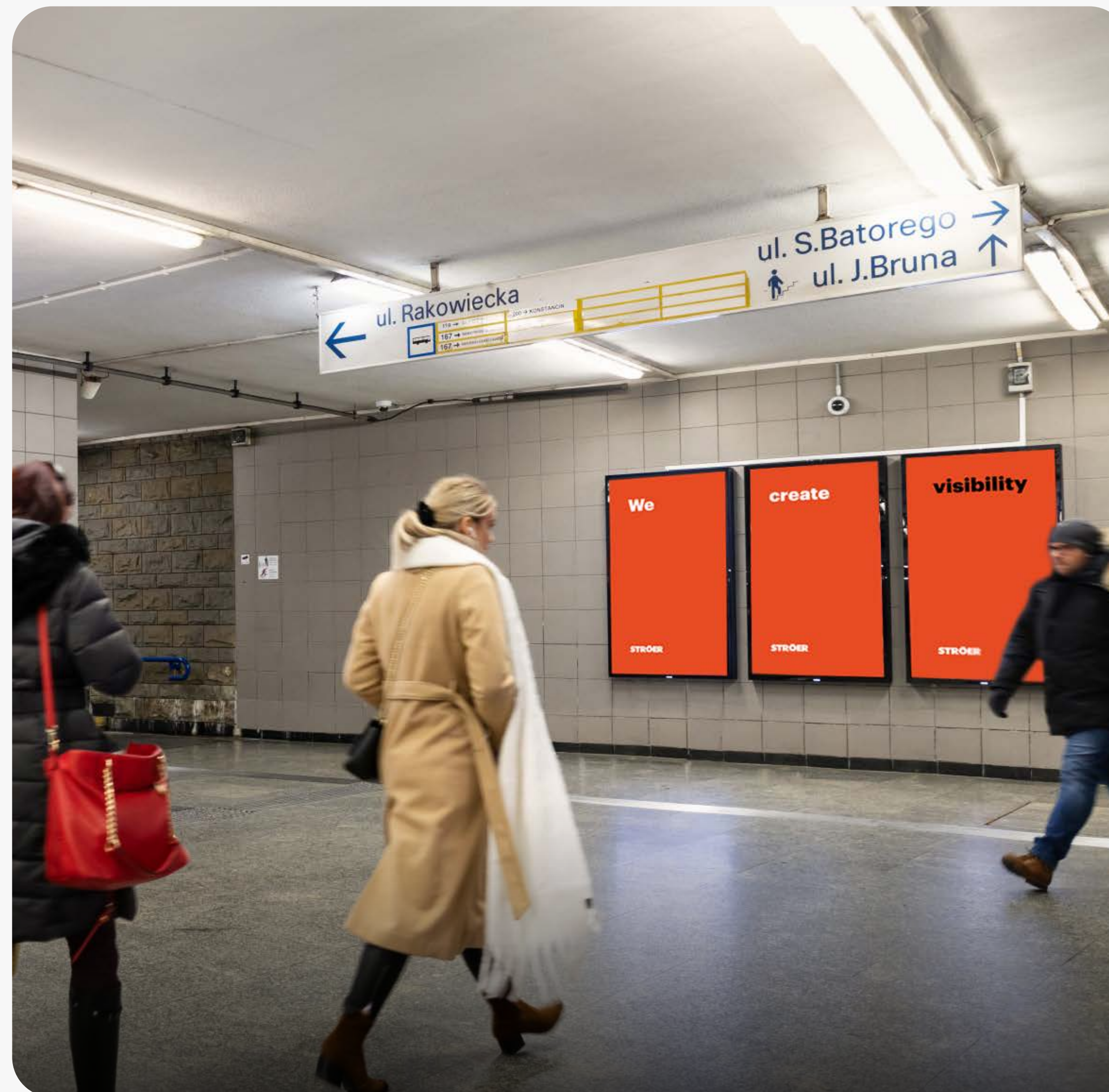
I Metro Line (M1)

## DATA

Traffic

Contacts

Reach





**Disney+**  
**6,99 zł**  
**ZA MIESIĄC**  
**PRZEZ 3 MIESIĄCE\***  
**OFERTA KOŃCZY SIĘ**  
**20 WRZEŚNIA**

\*Po 3 miesiącach subskrypcja wydłuża się automatycznie w obowiązującej wówczas cenie 37,99 zł miesięcznie, jeżeli nie zostanie wcześniej anulowana. Aktualna cena regularna 28,99 zł za miesiąc. Oferta dla nowych i powracających subskrybentów powyżej 18 roku życia, nieposiadających aktywnej subskrypcji.

© 2023 Disney i podmioty powiązane



# TriPlay

LEGO ADULTS WELCOME

ZASKOCZ  
PODARUNKIEM  
na Walentynki



STRÖER

© 2024 Grupa LEGO

Świątokr

# DIGITAL METROBOARD

# Digital Metroboard

## DESCRIPTION

Digital Metroboard consists of 28 digital screens located on platforms across 7 stations of the second metro line, pioneering one of Poland's first advertising products fully leveraging Digital out of Home (DOOH) capabilities. It combines extensive reach, a visually clean environment, and modern content broadcasting methods, providing advertisers with an effective and attractive platform to engage a broad audience.

## TYPE

Video | Static

## SIZE

135" | 16:9

## LOOP DURATION

180 seconds

## NUMBER OF CLIENTS

12 per loop

## AD SPOT LENGTH

15 seconds

## OFF-PEAK Exposure

6:00-7:00  
9:00-16:00  
19:00-24:00

## PRIME-TIME Exposure

7:00-9:00  
16:00-19:00

## PRODUCT AVAILABLE ON

I Metro Line (M1)

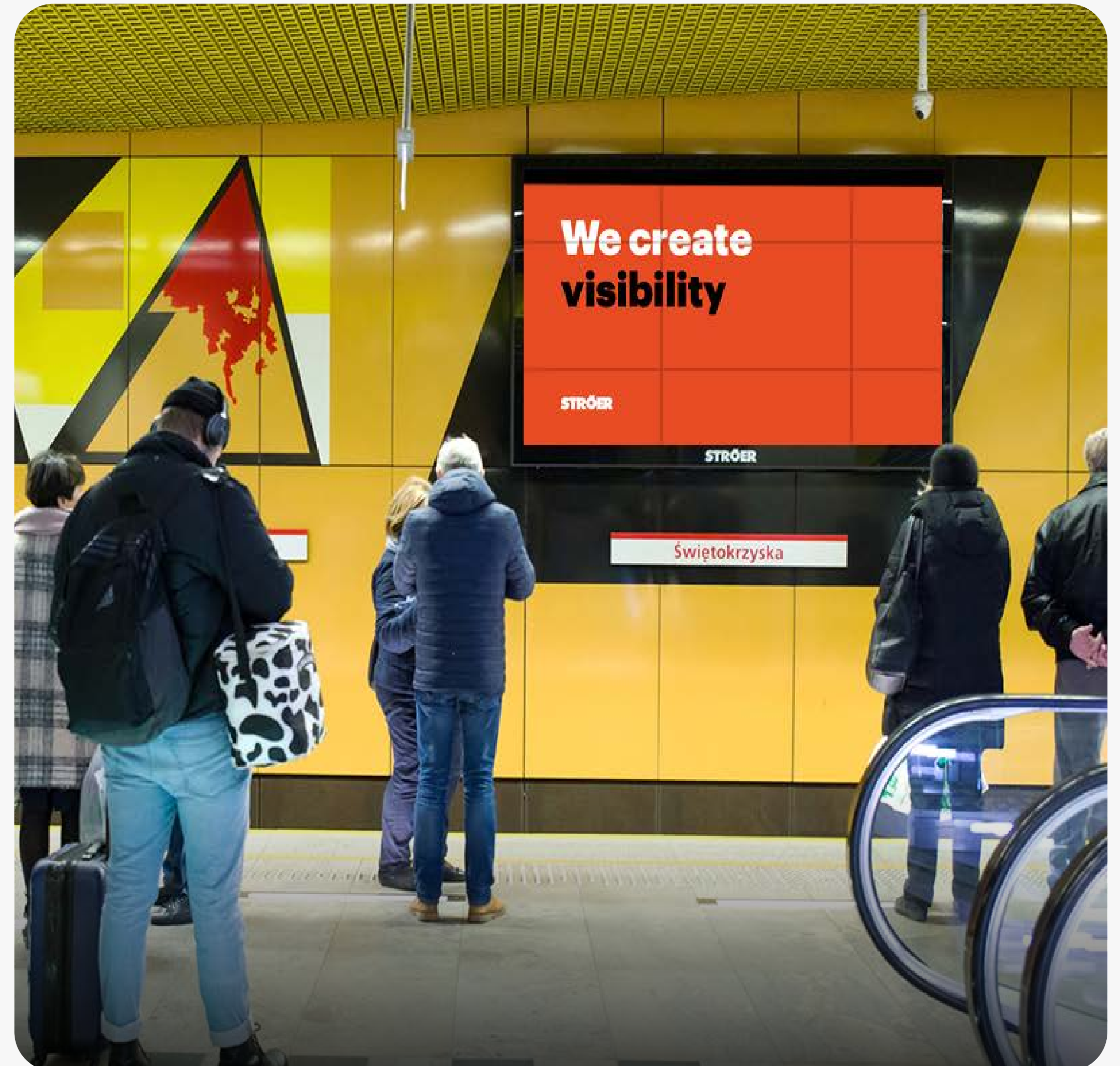
II Metro Line (M2)

## DATA

Traffic

Contacts

Reach





WJAZD → Bródno  
2:00 → Bródno  
13.09.  
17:17  
Uwaga pasażer, nie

18  
Rondo ONZ

# Digital Metroboard



# STRÖER

WE GET YOU POLISH AUDIENCE

stroer.pl

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LinkedIn | Facebook | YouTube

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MENNICA  
POLSKA