

M2 RONDÓ
DĄSZYŃSKIEGO

STRÖER

WE GET YOU METRO'S AUDIENCE

STRÖER

Metro figures

M1 (I line)

21 stations

North - South

M2 (II line)

18 stations

East - West

Trains

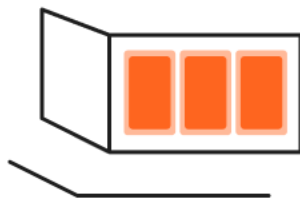
90 trains

3 types

Where are our products?



Entrance/Exits
(#1 touch-point)



Aisles/Ticket Areas
(#2 touch-point)



Platforms
(#3 touch-point)



Trains
(#4 touch-point)

Metro users

Traffic

Passengers distribution between Metro lines:

M1: 55% | M2: 45%

25M+
passengers / monthly

650K
unique recipient / daily

220M+
passengers / annually

2.4M
unique recipients / monthly

810 000
daily / before pandemic

994 000
daily / October 2022

1 000 000+
daily / today



39%
passengers recognize that their pay
is enough for all expenses



78%
passengers know more than
one language



60%
passengers left at least once during
the holidays last year



93%
passengers use the
internet

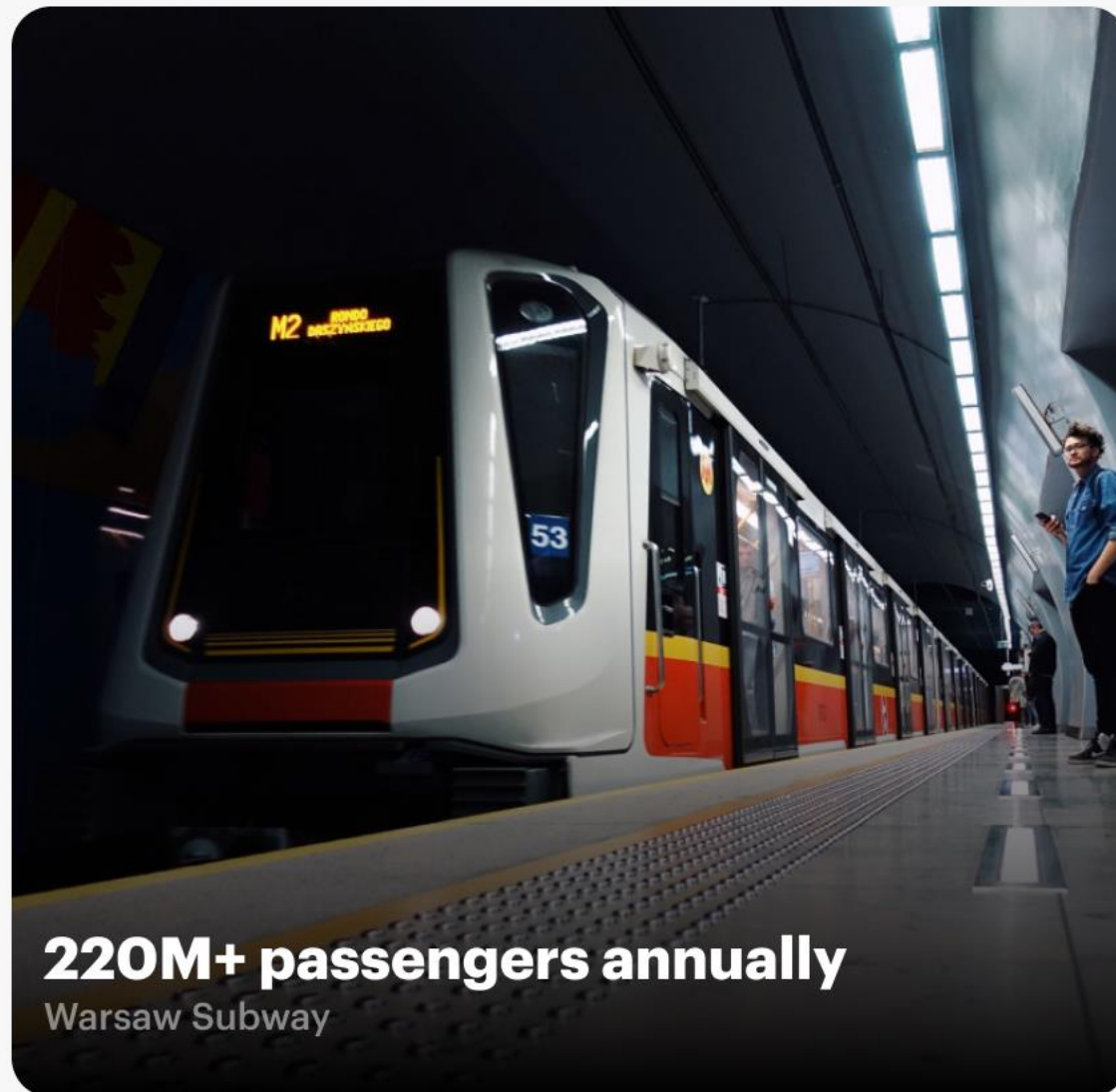


68%
passengers possess drivers
license



67%
passengers have at least one
car

Annual traffic comparison



Metro users

Demographics

Marketing potential:
young & active

55%
women

45%
men

UP TO 18 **16%**

19-25 **30%**

26-35 **24%**

36-45 **13%**

46-55 **8%**

56+ **9%**



87%
live in Warsaw



60%
work professionally



32%
learn / study

Subway around the world

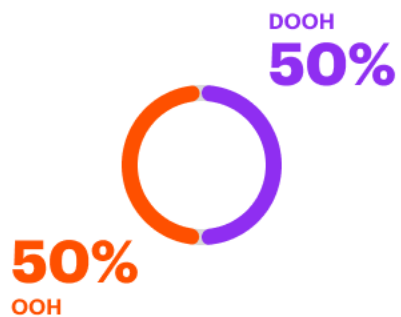


Metro Platforms

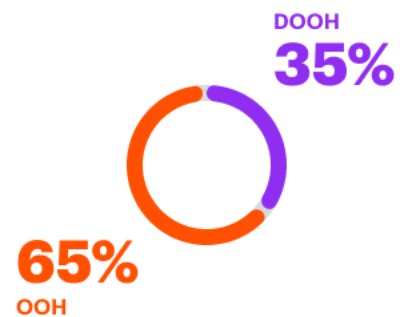


Metro Trains

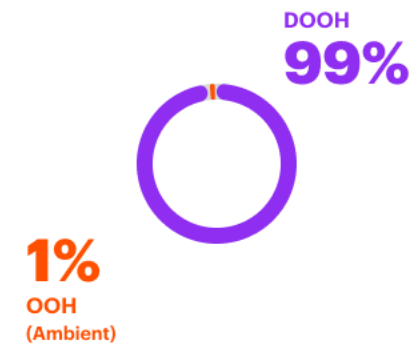
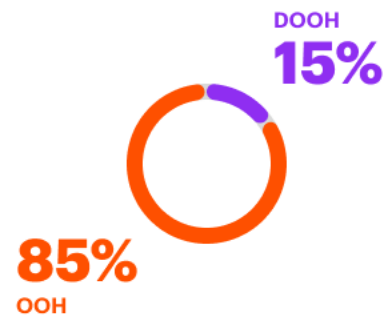
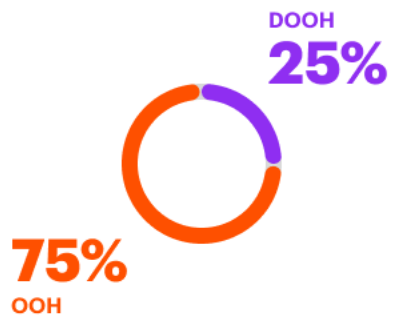
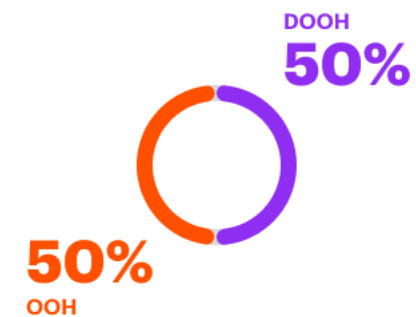
New York



London



Warsaw



STRÖER

Metro Trains • 2024





STRÖER TV

METRO CHANNEL

STRÖER TV

Product description:

STRÖER TV is a network of nearly 2,000 screens located in Warsaw Metro train cars. The screens attract passengers' attention with high-quality information and cultural content. Present your brand to over 25 million recipients (monthly) who spend an average of 30 minutes traveling by subway several times a week.

OFF PEAK

06:00-07:00
09:00-16:00
19:00-24:00

PRIME TIME

07:00-09:00
16:00-19:00

Product details:

Metro lines

M1 & M2

Type

Full motion video

Size

22-24" | 16:9

Spot length

15 seconds

Loop length

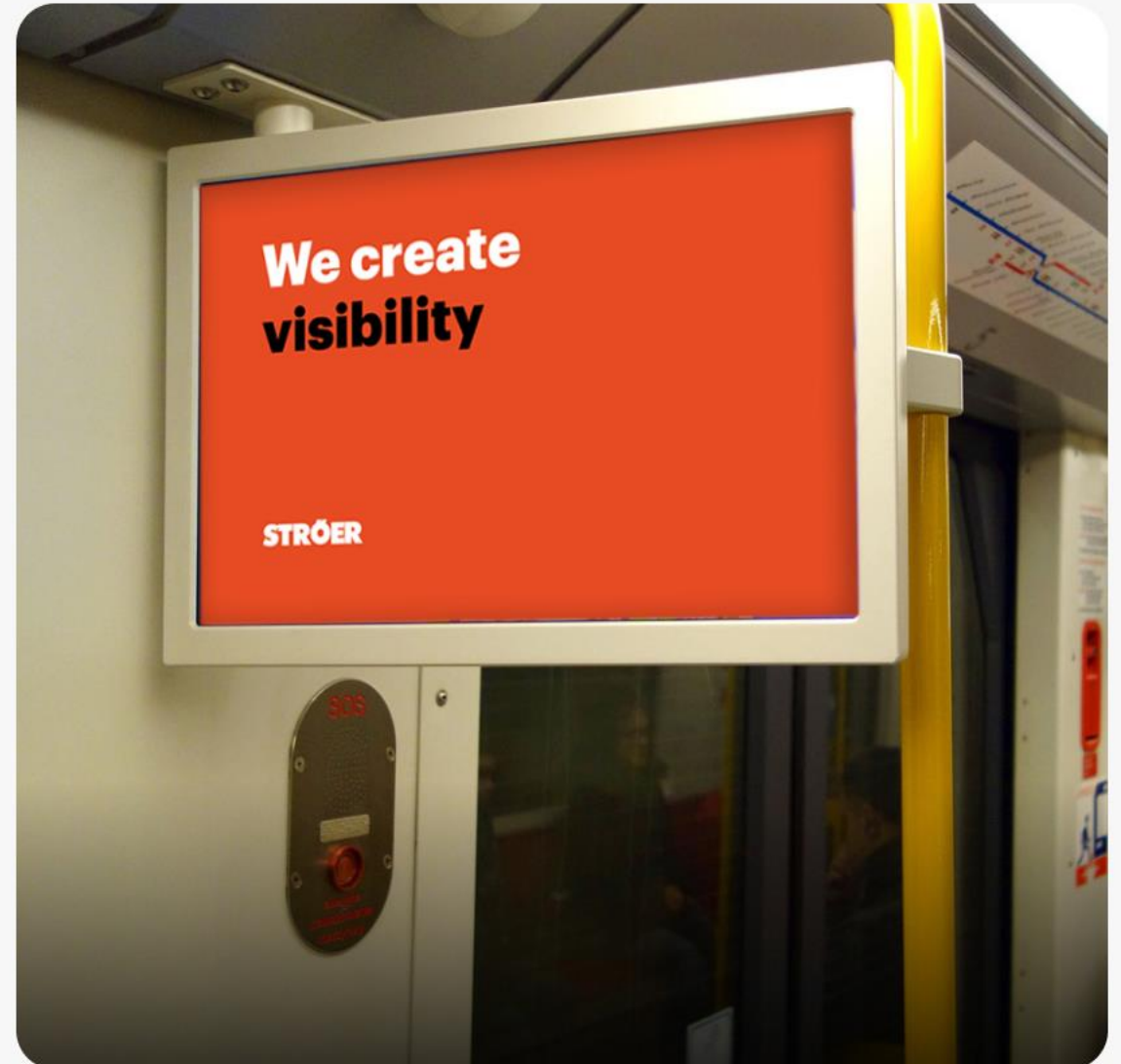
180 seconds

Number of screens (planned)

1824

Product distribution within trains

100% trains



NOWOŚĆ
Internet mobilny
szybki jak
światłowod

plus

5G
ULTRA

Advertisement for 5G ULTRA mobile internet, featuring a man holding a sign that says "5G ULTRA". The text reads "NOWOŚĆ Internet mobilny szybki jak światłowod" and includes the "plus" logo.

NOWOŚĆ
Internet mobilny
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Advertisement for 5G ULTRA mobile internet, featuring a man holding a sign that says "5G ULTRA". The text reads "NOWOŚĆ Internet mobilny szybki jak światłowod" and includes the "plus" logo.

LiveLine

LiveLine

Product description:

LiveLine is a new digital transit format in Warsaw Metro wagons. It is an innovative medium on a European scale.

OFF PEAK

06:00-7:00
09:00-16:00
19:00-24:00

PRIME TIME

07:00-09:00
16:00-19:00

Product details:

Metro lines

M1 & M2

Type

Full motion video

Size

37" | 16:4.5

Spot length

15 seconds

Loop length

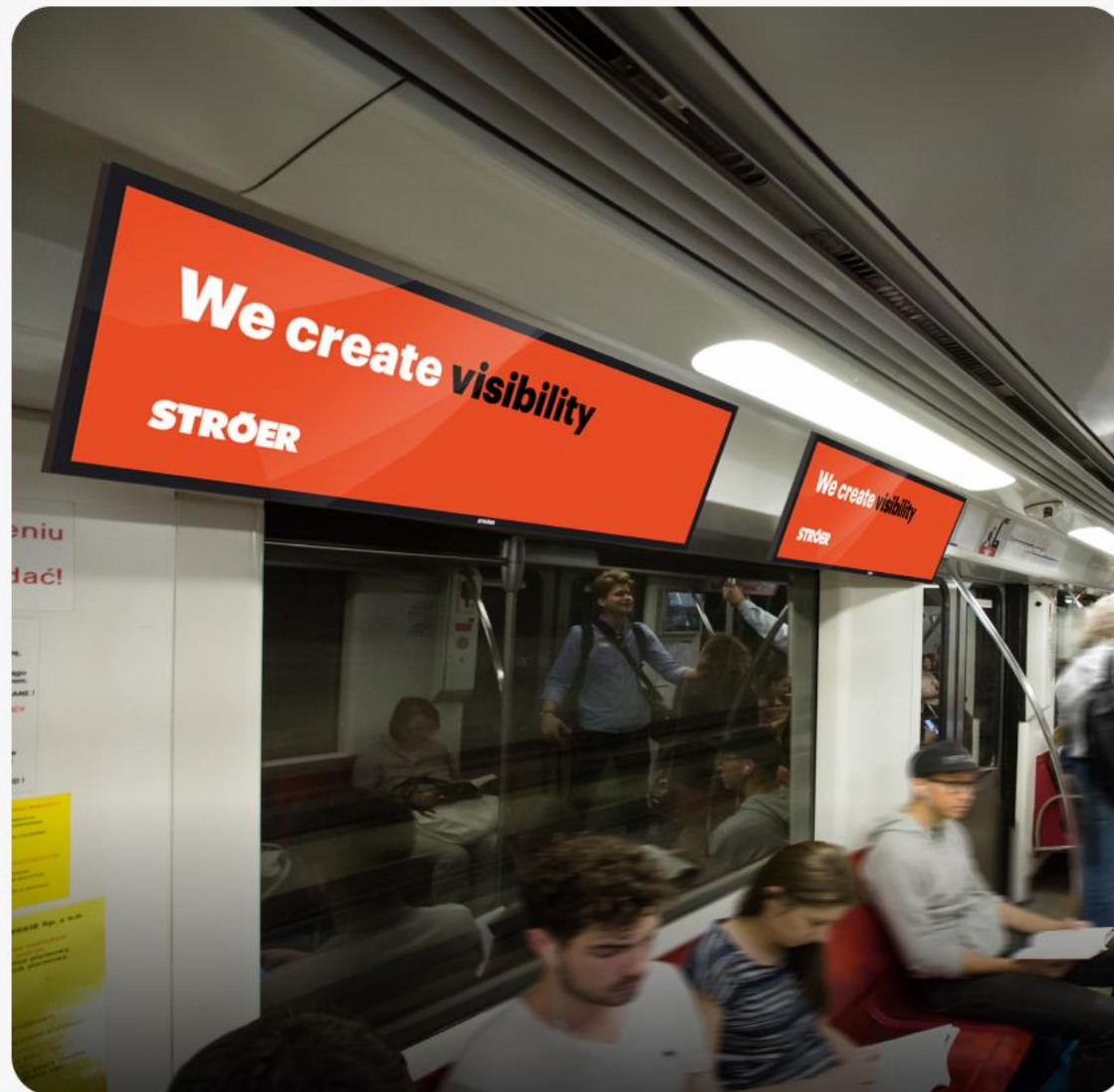
180 seconds

Number of screens (planned)

1908

Product distribution within trains

60% trains



Metro MAX

10-
SZYBIEJ 5G

5G
BARDZIEJ
Mniej opłaty

5G

www.Smart-Universytet

Metro MAX

Product description:

Metro MAX is a new way to reach an even wider audience in Warsaw Metro wagons. It provides a one-of-a-kind experience enabling you to reach commuters, city dwellers and tourists alike.

Metro MAX is the synergy of all our products in metro cars. It enables advertisers to increase engagement with potential consumers through STRÖER's new, dynamic digital screens.

OFF PEAK

06:00-07:00

09:00-16:00

19:00-24:00

PRIME TIME

07:00-09:00

16:00-19:00

Product details:

Metro lines

M1 & M2

Type

Static | Motion video

Size

24-37" | 16:9/4.5

Spot length

15 seconds

Loop length

180 seconds

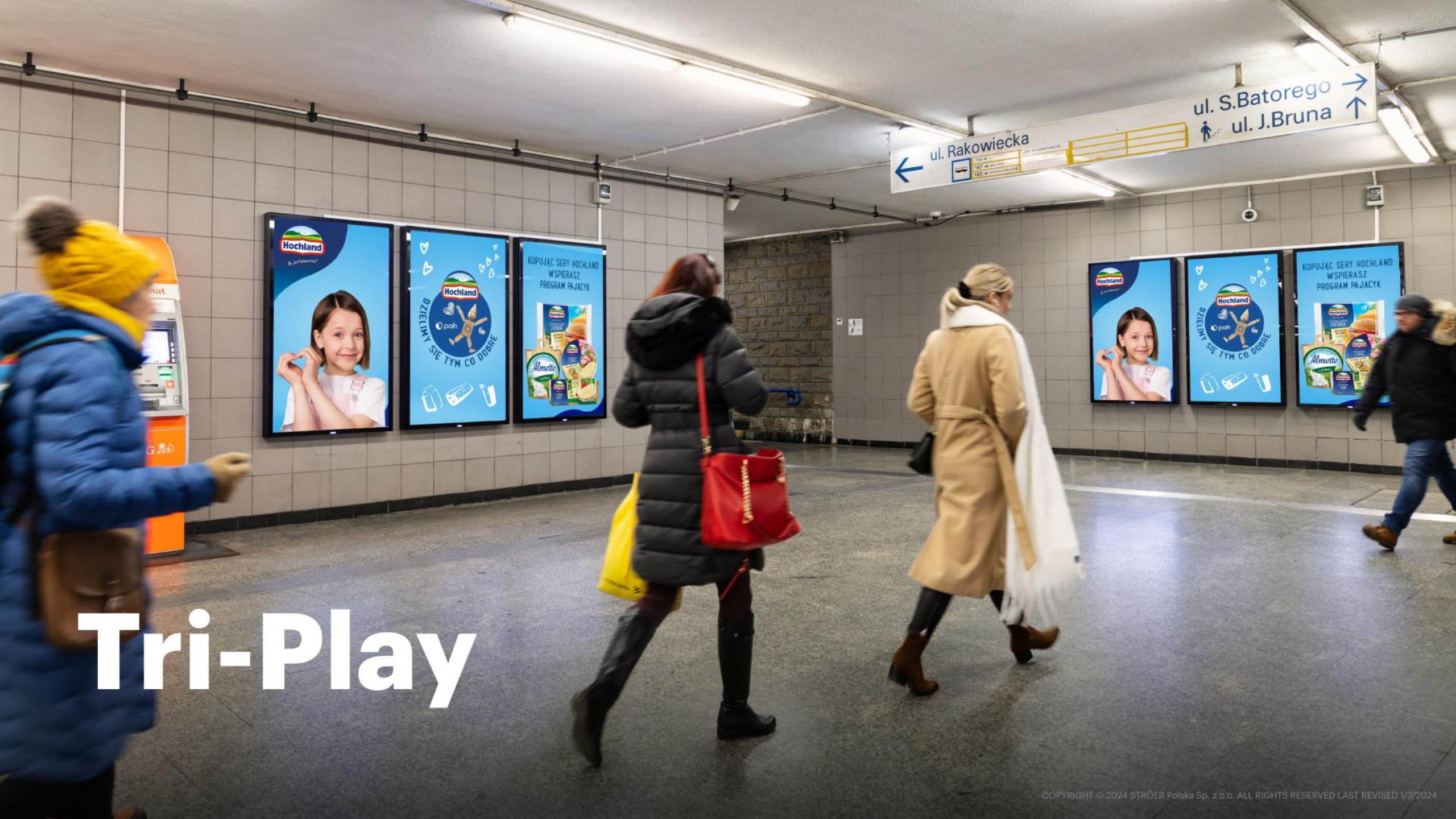
Number of screens (planned)

3732



STRÖER

Metro Platforms • 2024



ul. Rakowiecka ←
ul. S. Batoiego →
ul. J. Bruna ↑

Hochland
To jest program!

Hochland
DZIELIMY SIĘ TYM CO Dobre
pah

KUPUJĄC SERY HOCHLAND
WSPIERASZ
PROGRAM PAJACYK

Almette

Hochland
To jest program!

Hochland
DZIELIMY SIĘ TYM CO Dobre
pah

KUPUJĄC SERY HOCHLAND
WSPIERASZ
PROGRAM PAJACYK

Almette

Tri-Play

Tri-Play

Product description:

Tri-Play is a new transit format that carries the power of digital to the subway corridors, providing a one-of-a-kind experience, reaching commuters, city residents and tourists. It provides a captivating environment with innovative brand storytelling opportunities that enable advertisers to increase consumer engagement through new dynamic digital screens Tri-Play by STRÖER.

OFF PEAK

06:00-07:00
09:00-16:00
19:00-24:00

PRIME TIME

07:00-09:00
16:00-19:00

Product details:

Metro lines

M1

Type

Full motion video

Size

75"x3 | 16:9

Spot length

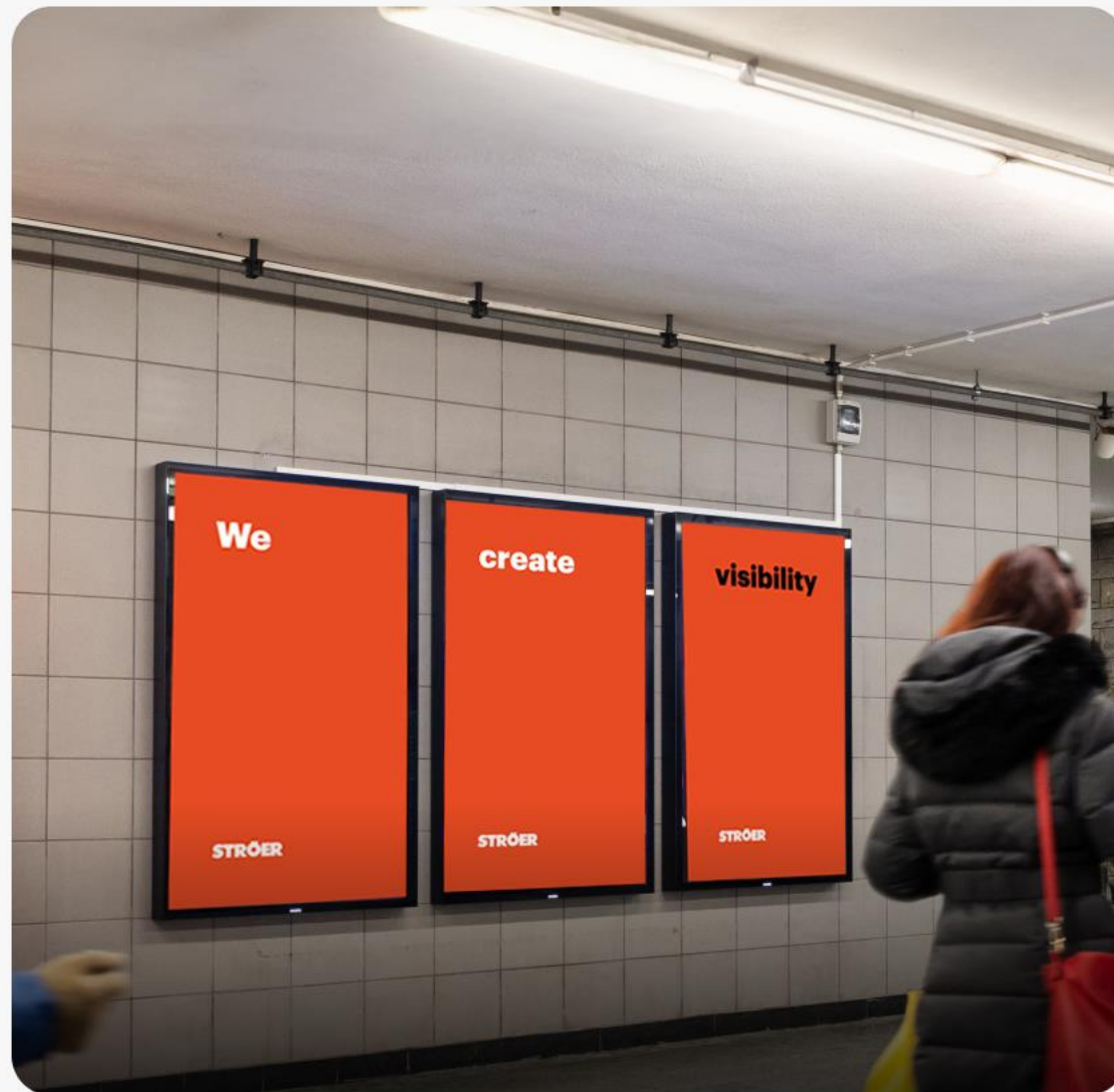
15 seconds

Loop length

180 seconds

Number of sets (planned)

139



← Młociny

Czekaj na wielką miłość, czekając na następne metro



storytel



storytel

Zwykłe chwile, niezwykłe historie. Z audiobookami od Storytel



storytel

Metro Wall

Metro Wall (Packages)

Product description:

Metro Wall is a new transit format in the Warsaw Metro. Illuminated platform walls reach commuters as they enter the station platforms. Metro Wall package consists of four Metro Walls at four stations, which rotate to the next location after 10 days. Thanks to this, the monthly campaign includes 12 stations of the first line of the Warsaw Metro.

The design of the package, based on research on the mobility characteristics of Metro users, allows you to maximize the reach of the campaign and reach virtually all passengers of the first line of the Metro.

Product details:

Metro lines

M1

Type

Static

(Premium Backlight)

Size

40-72m²

Campaign duration

30 days

Campaign

4 walls in rotation

Exposure

12 walls/30 days

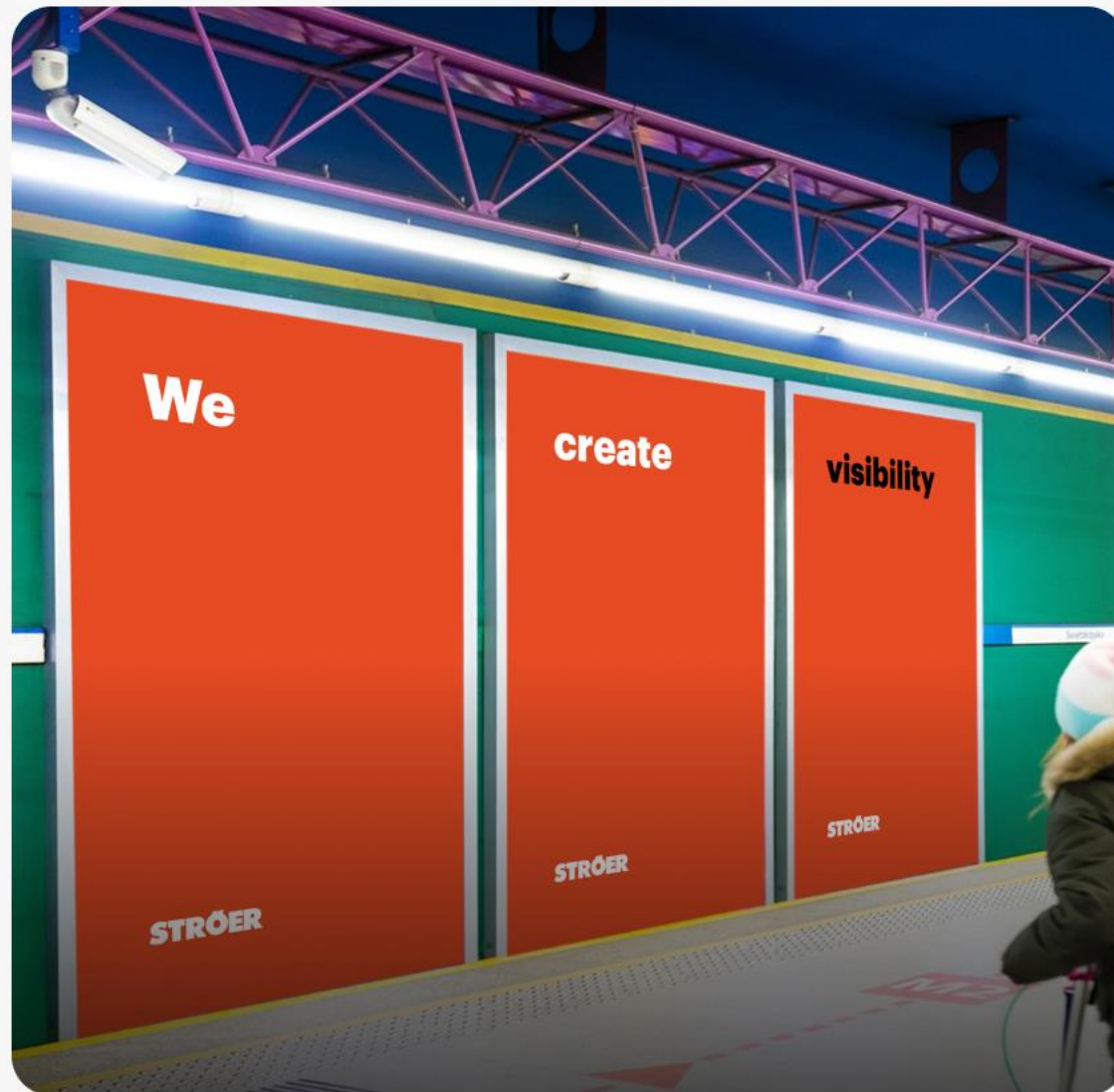
Number of clients

1-2 per station

Number of packages

6

Packages



Metro Wall (Select station)

Product description:

Metro Wall is a new transit format in the Warsaw Metro, illuminated platform walls reach commuters as they enter the station platforms.

Selected four most important stations (i.e. Centrum, Politechnika, Świętokrzyska and Plac Wilsona) are available to customers individually. Each of these highest traffic stations gives you the opportunity to maximize the Impact of your campaign.

Product details:

Metro lines

M1

Type

Static

(Premium Backlight)

Size

40-72m²

Campaign duration

30 days

Campaign

1-2 walls/station

Exposure

No rotation

Number of clients

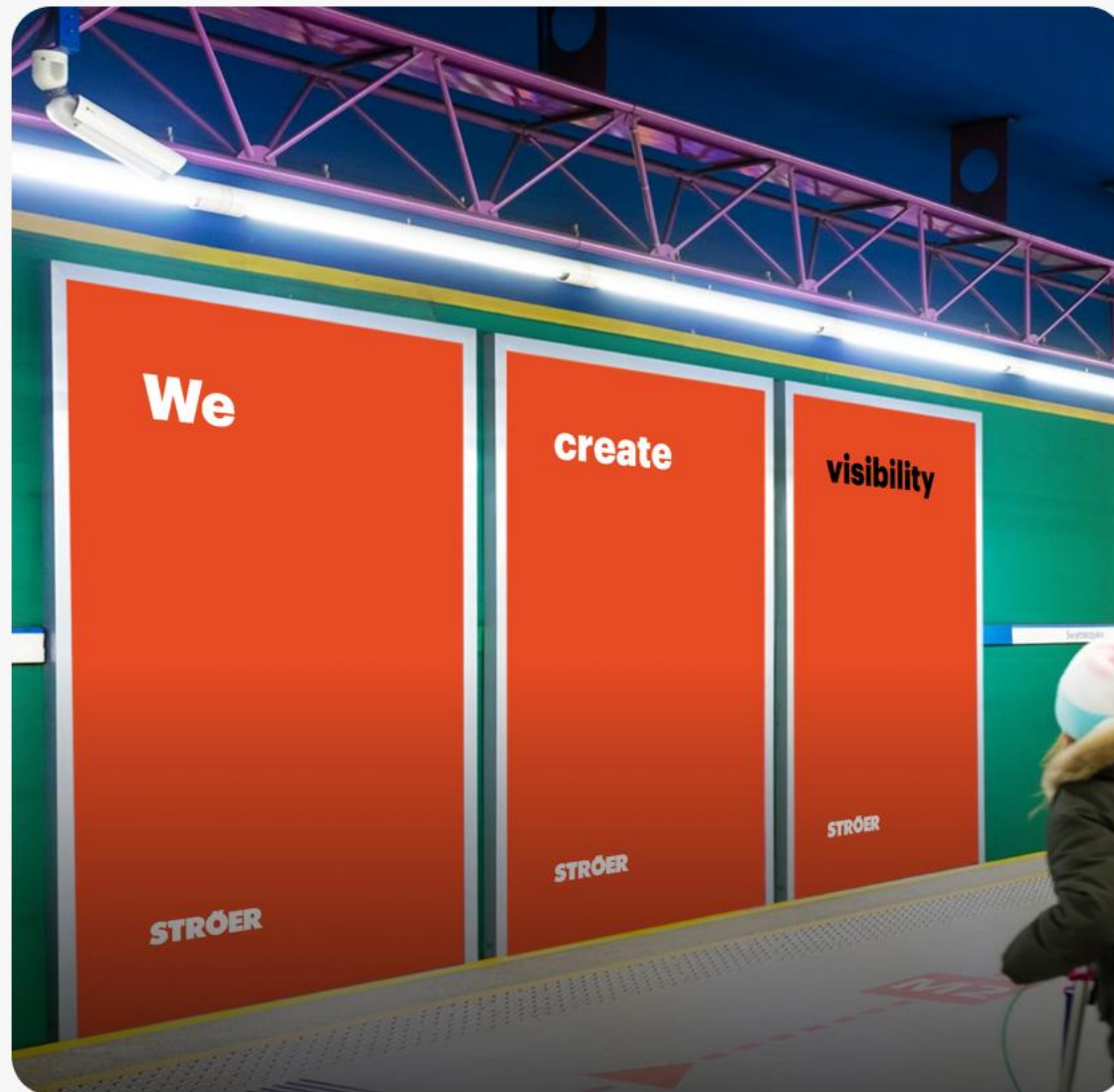
1-2 per station

Number of stations

4

Available stations

Centrum | Politechnika | Świętokrzyska | Plac Wilsona



Wiosną alergeny i inne zanieczyszczenia unoszą się w powietrzu.

dyson
STRÖER

The advertisement features a lifestyle scene of a family in a modern living room. A Dyson Pure Cool Link air purifier is shown in the foreground. Three circular icons illustrate the purifier's capabilities: capturing allergens, removing pollutants, and purifying the air. The background shows a woman sitting on a sofa, a man reading, and a child playing with blocks.



Świętokrzyska

Świętokrzyska

Digital Metroboard

5-6
ul. Św
bus
4 17:05

Digital Metroboard

Product description:

Digital Metroboard is a network of 28 digital screens placed on the platforms of 7 stations of the second metro line. It is one of the first advertising products on the Polish market that takes full advantage of the possibilities of Digital out of Home - combining mass reach, a unique environment devoid of visual chaos and modern forms of content broadcasting.

OFF PEAK

06:00-07:00
09:00-16:00
19:00-24:00

PRIME TIME

07:00-09:00
16:00-19:00

Product details:

Metro lines

M2

Type

Full motion video

Size

138" | 16:9

Spot length

15 seconds

Loop length

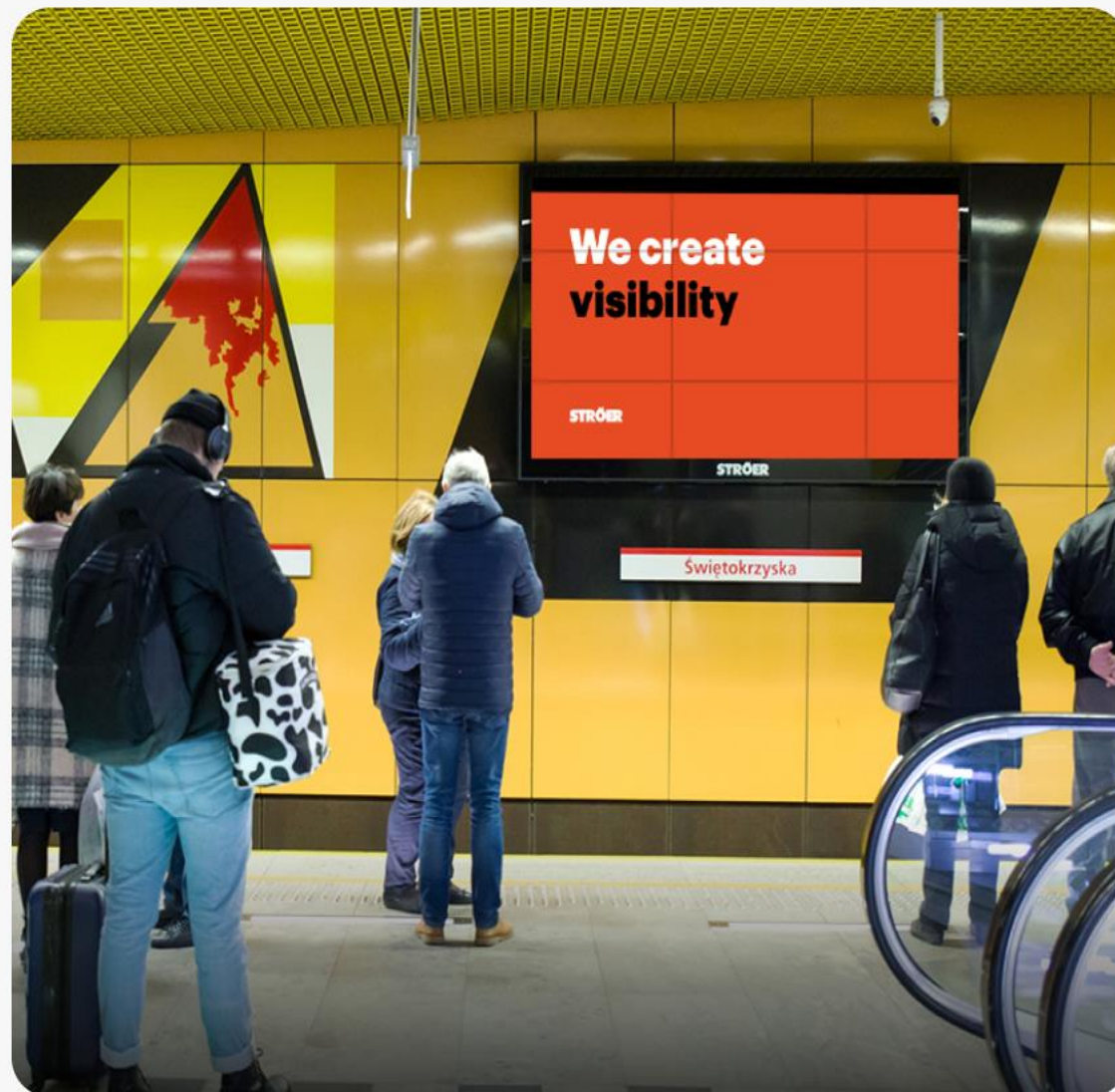
180 seconds

Number of screens

28

Number of locations

7 main stations



ZDROWA
PRZEKĄSKA

Tago
Pure
Grain



Metro Billboard
Premium

Metro Billboard Premium

Product description:

Metro Billboard Premium are illuminated media in the underground corridors of the Warsaw Metro. They reach pedestrians and public transport passengers, perfectly blending into the urban fabric. "Backlight" lighting makes the customer's message perfectly visible 24 hours a day.

Product details:

Metro lines
M2

Type
Static
(Premium Backlight)

Size
9-36m²

Campaign duration
30 days

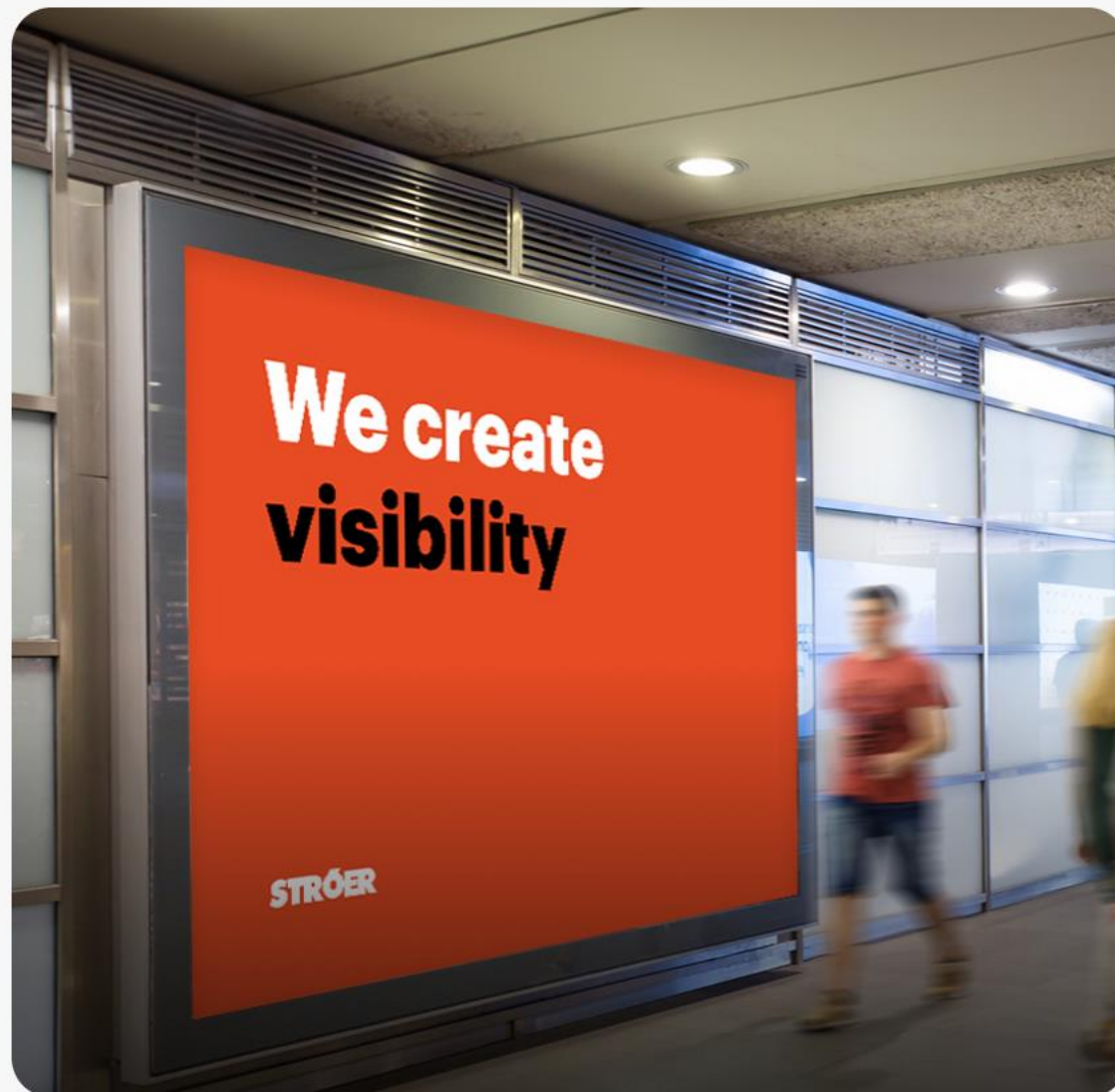
Campaign
10
Billboard Premium

Exposure
20
with rotation

Number of products
~40

Number of packages
4

Packages
A B C D





Politechnika

8557762, 63, 64

TEZENIS
underwear

RO
X
IE

Kilostanowce od
74,99 zł

STROER

Metro Citylight Premium

Metro Citylight Premium

Product description:

Metro Citylight Premium are illuminated media at the entrances and underground corridors of the Warsaw Metro. They reach pedestrians, public transport passengers and drivers, perfectly blending into the urban fabric. "Backlight" lighting makes the customer's message perfectly visible 24 hours a day.

Product details:

Metro lines
M1 & M2

Type
Static
(Premium Backlight)

Size
2m²

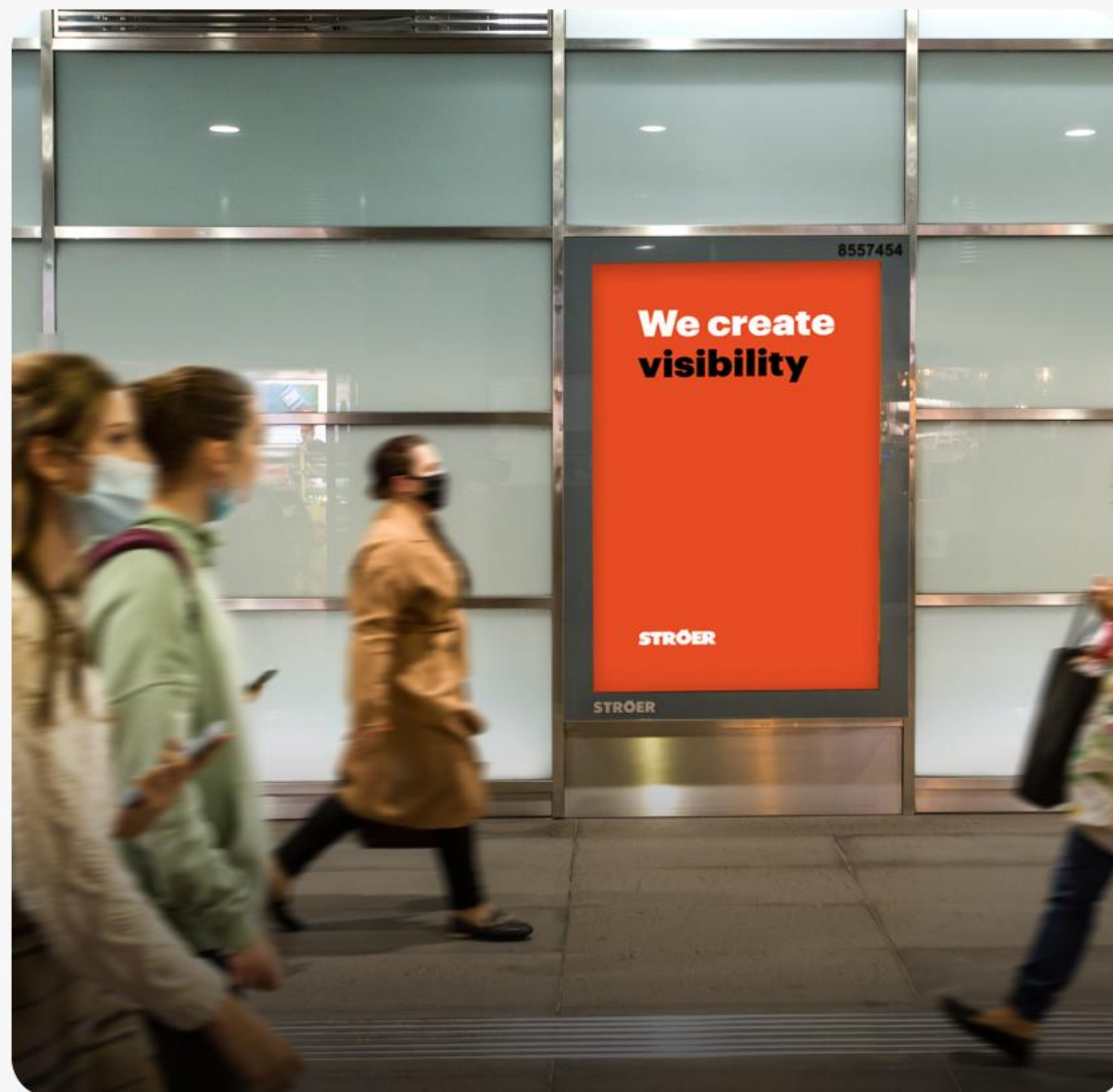
Campaign duration
15-30 days

Campaign
23-24
Citylight Premium

Exposure
39-48
with rotation

Number of products
~240

Number of packages
12



STRÖER

WE GET YOU POLISH AUDIENCE

stroer.pl

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LinkedIn | Facebook | YouTube

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