

Price list 2025



Reach

Product	Size	Reach%	Reach	Frequency	VAC*	Panels	SoV	Period	Media	Posting	Production	Total		
National	Classic	Adshet	XXL	65%	5 221 000	10	50 000 000	2 000	-	7 days	3 130 000	170 000	43 500	3 343 500 kr
			XL	62%	5 010 000	9	43 750 000	1 750	-	7 days	2 800 000	149 000	40 000	2 989 000 kr
			L	60%	4 826 000	8	37 500 000	1 500	-	7 days	2 460 000	127 500	36 500	2 624 000 kr
			M	56%	4 515 000	7	31 000 000	1 250	-	7 days	2 120 000	106 500	32 500	2 259 000 kr
			S	52%	4 181 000	6	24 750 000	1 000	-	7 days	1 780 000	85 000	29 000	1 894 000 kr
			XS	46%	3 739 000	5	18 500 000	750	-	7 days	1 420 000	64 000	25 500	1 509 500 kr
National	Digital	Adshet	XL	38%	3 110 000	8	24 100 000	1 410	8,33%	7 days	3 550 000	-	-	3 550 000 kr
			XL	30%	2 420 000	5	12 100 000	1 410	4,17%	7 days	1 980 000	-	-	1 980 000 kr
			L	34%	2 769 000	7	18 600 000	1 000	8,33%	7 days	2 860 000	-	-	2 860 000 kr
			L	25%	2 055 000	5	9 300 000	1 000	4,17%	7 days	1 600 000	-	-	1 600 000 kr
Big City	Digital	Adshet	-	48%	1 861 000	8	15 100 000	645	8,33%	7 days	2 490 000	-	-	2 490 000 kr
			-	37%	1 422 000	5	7 550 000	645	4,17%	7 days	1 390 000	-	-	1 390 000 kr
Stockholm	Digital	Adshet	-	59%	1 308 000	10	13 500 000	490	8,33%	7 days	2 290 000	-	-	2 290 000 kr
			-	48%	1 062 000	6	6 750 000	490	4,17%	7 days	1 280 000	-	-	1 280 000 kr
National	Classic	Billboard	-	41%	3 350 000	11	37 000 000	595	-	7 days	1 429 000	142 000	451 000	2 022 000 kr
National Street			-	37%	3 041 000	8	24 600 000	480	-	-	1 085 000	115 000	368 000	1 568 000 kr

Impact

Product	Size	Reach%	Reach	Frequency	VAC*	Panels	SoV	Period	Media	Posting	Production	Total		
Network	Digital	Spectacular	-	-	-	369 000	5	8,33%	7 days	179 000	-	-	179 000 kr	
		Billboard	-	-	-	883 000	21	8,33%	7 days	364 000	-	-	364 000 kr	
Metro	Classic	Billboard Group of 2	-	37%	825 000	9	7 270 000	76	-	7 days	518 000	27 000	91 000	636 000 kr
Metro City	Classic	Billboard Group of 2	-	22%	507 000	5	2 660 000	28	-	7 days	195 000	10 000	42 000	247 000 kr
		Billboard Group of 5	L	34%	774 000	16	12 400 000	120	-	7 days	404 000	40 000	52 000	496 000 kr
			M	30%	685 000	11	7 430 000	60	-	7 days	248 000	20 000	27 000	295 000 kr
Address	Digital	Spectacular	On request											
		Billboard	On request											
Create	Classic	Adshet	On request											
		Adshet	On request											
	Digital	Billboard	On request											
		Spectacular	On request											

Location

Product	Size	Reach%	Reach	Frequency	VAC*	Panels	SoV	Period	Media	Posting	Production	Total		
Stockholm City	Classic	Adshet	-	48%	1 080 000	9	9 180 000	150	-	7 days	970 000	13 000	17 000	1 000 000 kr
Malmö City			-	50%	345 000	6	2 080 000	75	-	7 days	220 000	6 500	16 500	243 000 kr
Göteborg Region	Classic	Adshet	-	62%	649 000	4	2 800 000	150	-	7 days	220 000	13 000	17 000	250 000 kr
Metro	Classic	Escalator panel	L	51%	1 157 000	12	14 000 000	600	-	7 days	441 500	30 000	13 500	485 000 kr
			M	41%	941 000	7	7 000 000	300	-	7 days	228 500	15 000	10 000	253 500 kr
Stockholm Transit	Classic	Wall panel+	L	-	-	-	-	3 300	-	7 days	352 000	39 500	36 000	427 500 kr
		Wall panel+	M	-	-	-	-	1 650	-	7 days	189 000	20 000	20 500	229 500 kr
		Streamer panel	L	-	-	-	-	4 300	-	7 days	218 000	37 000	36 500	291 500 kr
		Streamer panel	M	-	-	-	-	2 150	-	7 days	114 000	18 500	20 500	153 000 kr
		Wall panel	L	-	-	-	-	4 030	-	7 days	176 000	32 500	25 000	233 500 kr
		Wall panel	M	-	-	-	-	1 850	-	7 days	84 500	15 000	14 500	114 000 kr
		Window panel	L	-	-	-	-	4 780	-	7 days	148 000	33 500	36 000	217 500 kr
			M	-	-	-	-	2 390	-	7 days	79 500	16 500	22 500	118 500 kr
FMCG	Classic	Adshet	L	44%	3 544 000	-	-	1 450	-	7 days	1 650 000	123 500	40 500	1 814 000 kr
			M	34%	2 731 000	-	-	725	-	7 days	900 000	61 500	32 000	993 500 kr
	Digital	-	33%	2 686 000	-	-	1 000	8,33%	7 days	2 436 000	-	-	2 436 000 kr	
			-	25%	2 008 000	-	-	1 000	4,17%	7 days	1 354 000	-	-	1 354 000 kr
Flex	Classic	Adshet	On request											
Address	Classic	Adshet	On request											
	Digital		On request											

* Figures based on weekly average over year and 5 sec spottlength

** Approx. cost, 1 creative in 4+0 colour (OBS! Window panel 4+4 colour)

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