

STRÖER

Media Kit • 2024

STRÖER SE & Co. KGaA is a company based in Cologne, specializing in outdoor advertising, online advertising and street furniture. Besides Germany, the company's main markets are Poland, Spain, the Netherlands, Belgium, and the United Kingdom. The company is listed on the Frankfurt Stock Exchange in the SDAX and Prime Standard segments. In 2019, its revenues amounted to 1.6 billion euros.

In 2014, STRÖER acquired the GIGA Television brand, which it continues to operate with its founders. In November 2015, the company purchased the T-Online web portal, the largest internet service provider in Germany. In December 2015, STRÖER acquired a 78.8% stake in Statista for 57 million euros and took over the remaining shares in 2019. In 2016, the company acquired StayFriends from United Online and StayFriends is now officially managed by STRÖER's T-Online.

300k+

advertising media
around the world

58%

shares of the
German OOH market

30m+

people reached
each month

3rd

largest advertising player
on the German market

1 in 30

most innovative
companies in Europe

13k+

workers around
the world



STRÖER Poland is one of the leaders in the advertising market in Poland. Our offering includes an extensive OOH media network with around 25,000 advertising spaces across the country, including over 10,000 digital screens, as well as the unique advertising environment of the Warsaw Metro, where we are the exclusive operator.

We provide comprehensive campaign services from planning and execution to reporting and performance analysis. By leveraging the expertise of specialists from various fields of outdoor advertising (D)OOH, we offer integrated campaigns that combine different communication channels, maximizing reach and effectiveness.

15k+

OOH products
in Poland

30%

share of the advertising
market OOH

1.1b+

contacts generated
monthly

10k+

DOOH products
in Poland

6

regional offices

22yrs

exclusive operator
in the Warsaw Metro



We create **visibility**



Technology

Technology is our priority. With the right tools, campaigns are precisely targeted, enabling accurate measurement of their effectiveness and business outcomes. We utilize geospatial and mobile data, allowing us to reach audiences with messaging almost in real-time.



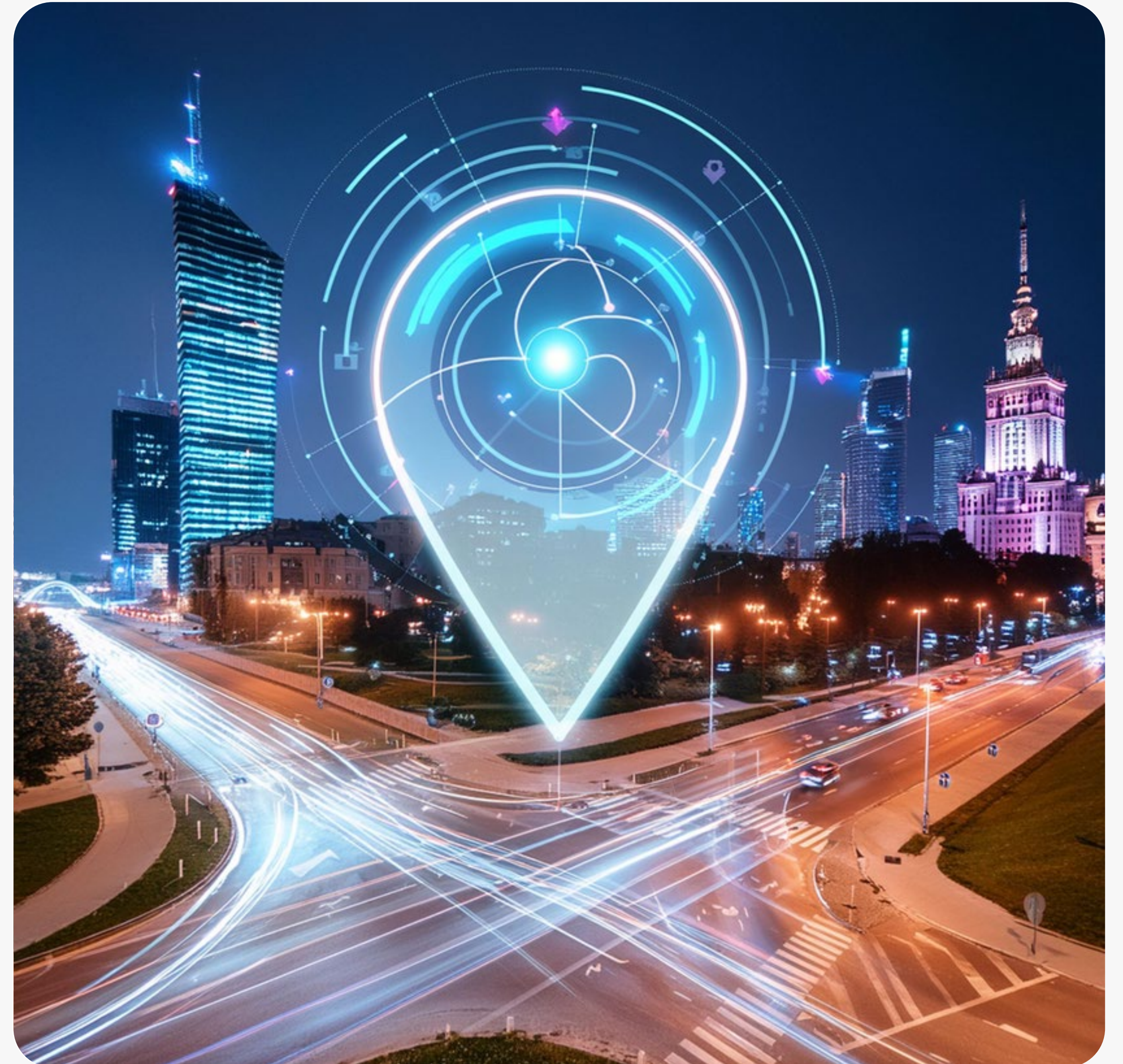
Location

(D)OOH is a location-based form of advertising. With our 25,000 advertising spaces strategically placed at busy metro stations and transit hubs, STRÖER provides nationwide coverage with a strong emphasis on local reach.



Creativity

A creative approach enhances advertising effectiveness, and (D)OOH is the most innovative medium on the market. STRÖER Design Studio is a team of creative professionals who combine human-centered design with outdoor media. Using the latest technologies in OOH, they create modern and engaging visualizations.



OOH drives success



Awarness

OOH significantly boosts awareness across all age groups and is the preferred format among Millennials and Gen Z. With its extensive reach, trustworthiness, and striking visuals, OOH achieves the best results in this area compared to other media.



Consideration

Outdoor advertisements drive actions both offline and online. OOH generates 5.3 times more searches and 5 times more website visits than other media. Often, OOH ads direct their audience to physical stores.



Conversion

OOH is highly effective in building awareness and achieves results similar to social media in terms of purchase consideration and conversion. With much lower costs than other forms of advertising, outdoor advertising offers a double benefit: it is cost-effective and has a wide reach.

AWARENESS

43% OOH
33% TV
32% Social Media
26% Online Video

CONSIDERATION

23% OOH
24% TV
24% Social Media
21% Online Video

CONVERSION

18% OOH
18% TV
20% Social Media
13% Online Video

Media in Poland



BILLBOARDS

Billboards

Billboards Premium

DESCRIPTION
Extraordinary billboards made from high-quality material vinyl and illuminated using “backlight” technology.

TYPE	MATERIAL	FORMATS
Static	Vinyl	9 18 32 36

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warsaw

Łódź

Poznań

Trójmiasto

Szczecin

Lublin

Wrocław

Katowice

Silesia

Kraków

DATA

Traffic

Contacts

Reach



Billboards Eco

DESCRIPTION
These billboards are distinguished by their eco-friendly materials and “frontlight” technology, making them environmentally sustainable.

TYPE	MATERIAL	FORMATS
Static	Eco Vinyl	18 36

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warsaw

Łódź

Poznań

Trójmiasto

Szczecin

Wrocław

Silesia

Kraków

DATA

Traffic

Contacts

Reach



Billboards Standard

DESCRIPTION
Billboards Standars are part of the Poster display category and offer a cost-effective solution for conveying information. They are illuminated using „frontlight” technology.

TYPE	MATERIAL	FORMATS
Static	Poster	12 18 36 48

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warsaw

Łódź

Poznań

Trójmiasto

Szczecin

Lublin

Bydgoszcz

Wrocław

Silesia

Kraków

DATA

Traffic

Contacts

Reach





BLOWUP

BlowUp

BlowUp Premium

DESCRIPTION

This is one of the most impressive forms of outdoor advertising, distinguished by its expansive display area and prime location on buildings.

TYPE	MATERIAL	FORMATS
Static	Vinyl	56 - 468 m ²

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

- Warsaw
- Łódź

DATA

- Traffic
- Contacts
- Reach



BlowUp Mural

DESCRIPTION

Artistic wall paintings created on the facades of buildings. They work perfectly in urban spaces, offering unlimited creative possibilities and effectively attracting the attention of passers-by.

TYPE	MATERIAL	FORMATS
Static	Mural	85 - 377 m ²

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

- Warsaw

DATA

- Traffic
- Contacts
- Reach



BlowUp

BlowUp Standard

DESCRIPTION
Attached to buildings in high-traffic areas and visible from afar, ensuring maximum advertising effectiveness.

TYPE	MATERIAL	FORMATS
Static	Vinyl	48 - 54 m ²

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

- Warsaw
- Łódź
- Szczecin
- Poznań

DATA

Traffic

Contacts

Reach



BlowUp Highway

DESCRIPTION
This format provides maximum visibility and range. Constructions are placed on the busiest routes, which attracts the attention of thousands of drivers and passengers every day.

TYPE	MATERIAL	FORMATS
Static	Vinyl	100 - 468 m ²

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

- TBD

DATA

TBD



SHELTERS

Shelters

DESCRIPTION

Advertisements on bus and tram shelters are an effective way to increase brand visibility by exposing them in high-traffic locations.

It is an excellent method for reaching the local community, offering frequent interaction with audiences and potentially influencing their purchasing decisions.

Additionally, bus and tram shelters allow for creative messaging presentation at relatively low costs compared to other forms of outdoor advertising.

TYPE

Static

FORMATS

2,07 m²

OFFER

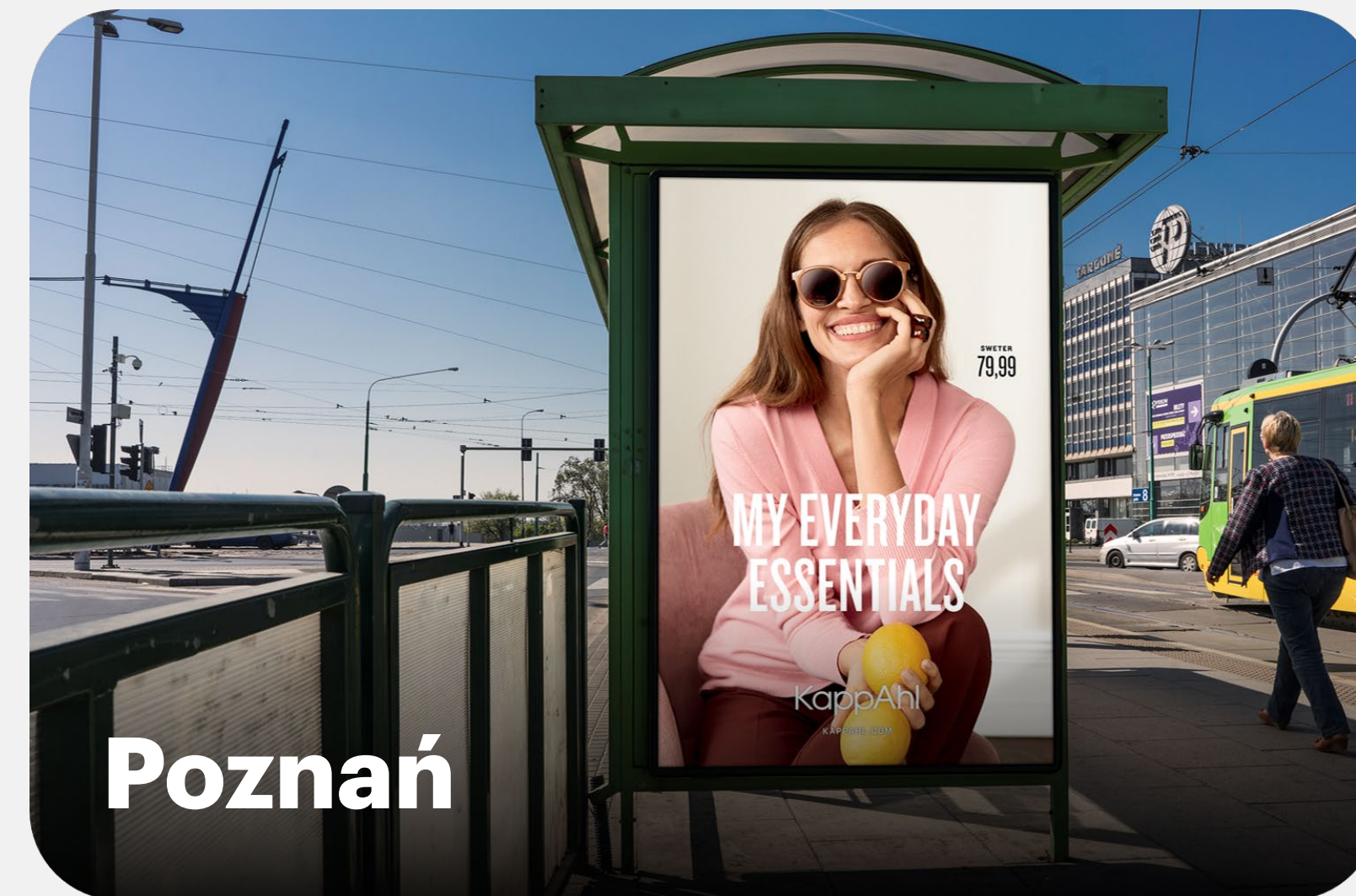
Image Range Package

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warsaw Poznań Gdańsk Szczecin

DATA

Traffic Contacts Reach





STRÖER

Wolt
do **-100 zł**
zniżki na pierwsze
zamówienia

Kod 100PLN



STARBUCKS
OATLY

CITY TOWERS



CITYLIGHTS

Street Furniture

City Tower Premium

DESCRIPTION

Street furnitures are an excellent choice for campaign promotion advertising. Located in strategic locations, they guarantee maximum exposure and visibility every day.

TYPE

Static

FORMATS

2,84 | 4,39 m²

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warsaw

Szczecin

Kraków

DATA

Traffic

Contacts

Reach



Citylight Digital

DESCRIPTION

These light panels elegantly enhance and adorn the facades of small architectural structures in prestigious city center locations. They effectively cover the areas around the main railway stations in Kraków and Wrocław, providing impactful advertising communication.

TYPE

Video | Static

FORMAT

75"

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Wrocław

Kraków

DATA

Traffic

Contacts

Reach



Citylight Premium

DESCRIPTION

Illuminated posters offer an optimal solution for effective advertising both day and night. They guarantee maximum visibility and attract attention regardless of lighting conditions.

TYPE

Static

FORMATS

2,08 | 2,16 m²

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warsaw

Łódź

Szczecin

Kraków

DATA

Traffic

Contacts

Reach



Media in Warsaw Metro



Metro Wall

Metro (OOH)

Metro Wall (Packages)

DESCRIPTION

The Metro Wall package includes four Metro Walls across four different metro stations in Warsaw, rotating every 10 days to additional locations. This ensures a presence at 12 stations along the 1st Warsaw Metro line throughout a month-long campaign.

The package design is based on research into subway passengers' characteristics, maximizing campaign reach and engagement with the majority of M1 line passengers.

TYPE

Static

FORMATS

40 - 70 m²

PACKAGES AVAILABLE ON

I Metro Line (M1)

DATA

Traffic

Contacts

Reach

Metro Wall (selected stations)

DESCRIPTION

Metro Wall is an innovative advertising format within the Warsaw Metro, featuring illuminated walls positioned strategically behind platforms to capture the attention of passengers entering station platforms.

Customers can select from four key metro stations known for high foot traffic. This strategic placement ensures maximum impact for advertising campaigns, offering visibility and outreach at critical communication points.

TYPE

Static

FORMATS

40 - 70 m²

PRODUCT AVAILABLE ON

Centrum (M1)

Świętokrzyska (M1)

Politechnika (M1)

Plac Wilsona (M1)

DATA

Traffic

Contacts

Reach



bus tram >>> Powstańców Warszawy, Towarowa, Przyokopowa, Karolkowa
Wola, Bemowo tram >>> Centrum, Ochota



Metro Billboard Premium

Metro Citylight Premium



Pole Mokotowskie



Metro (OOH)

Metro Billboard Premium

DESCRIPTION

Metro Billboard Premium is a modern, illuminated panel situated in the corridors of the Warsaw Metro. It seamlessly integrate 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

FORMATS

9 - 18 m²

PRODUCT AVAILABLE ON

II Metro Line (M2)

DATA

Traffic

Contacts

Reach



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

FORMAT

2 m²

PRODUCT AVAILABLE ON

I Metro Line (M1)

II Metro Line (M2)

DATA

Traffic

Contacts

Reach





TriPlay



Świątokr

Digital Metroboard

Metro (DOOH)

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

FORMATS

3x75" | 16:9

PRODUCT AVAILABLE ON

I Metro Line (M1)

DATA

Traffic

Contacts

Reach



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

FORMATS

135" | 16:9

PRODUCT AVAILABLE ON

II Metro Line (M2)

DATA

Traffic

Contacts

Reach



Media in Metro Trains



STRÖER TV



LiveLine

Metro Trains

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

FORMATS

22 - 24" | 16:9

PRODUCT AVAILABLE ON

I Metro Line (M1)

II Metro Line (M2)

DATA

Traffic

Contacts

Reach



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

FORMATS

37" | 16:4,5

PRODUCT AVAILABLE ON

I Metro Line (M1)

II Metro Line (M2)

DATA

Traffic

Contacts

Reach





Metro MAX

Metro Trains

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

FORMATS

24 - 37" | 16:9/4,5

PRODUCTS AVAILABLE ON

I Metro Line (M1)

II Metro Line (M2)

DATA

Traffic

Contacts

Reach



STRÖER

**Feel free to
get in touch!**

 biuro@stroer.pl

 stroer.pl

STRÖER

WE GET YOU POLISH AUDIENCE

stroer.pl

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LinkedIn | Facebook | YouTube

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STRÖER

Annex

additional information

STRÖER

DATA

Data matters



Traffic

It defines your campaign, affecting its effectiveness and reach. The more traffic you generate, the greater the chance to reach a wide range of advertising audiences.



Contacts

An innovative approach and a wide range of products with a rich advertising offer allow to create unique campaigns that attract the attention and engage millions of audiences.



Reach

Building reach in advertising campaigns is crucial as it ensures access to broad audience groups. Our products provide effective coverage, potentially translating to higher sales results.



Frequency

The frequency of advertising campaigns is important for building brand awareness and maintaining it in the memory of the recipients. In order for the marketing message to be remembered, the campaign should be conducted with the appropriate frequency.



Outdoor Track | IBO

Outdoor Track Project

The Outdoor Track project is implemented according to a methodology based on the license of the UK outdoor advertising research Route.

The study is based on the following data:

- Intensity of individual traffic, public transport and pedestrians based on the Traffic Master prepared by the Bureau of Transport Engineering
- data on movements and communication habits of residents based on GPS technologies carried out by Kantar Millward Brown and IPSOS advertising media
- database that takes into account all the physical characteristics of the panels (position of the panel, dimensions, height, distance from the traffic stream, clutter)

The methodology allows you to calculate key media indicators and effectively plan your OOH campaign.

The survey covers the 10 largest agglomerations in Poland: Warsaw, Silesian, Kraków, Gdańsk, Łódź, Poznań, Wrocław, Szczecin, Bydgoszcz and Lublin - in total 148 municipalities within 10 agglomerations.

Key information

PERIOD

2024 Q1

NUMBER OF NEW PANELS

4025

PROJECT MEMBERS

STRÖER

ams

 Clear Channel



STRÖER

CASE STUDIES

Case Study | AdReport

DESCRIPTION

AdReport is a system for monitoring display advertising on the Polish Internet, operating on the market since 2003. The survey covers all known forms of display advertising, mobile, video, mailing, displayed on over 5,000 of the largest and most important Polish websites and portals and content marketing activities on the most popular websites and portals on the Polish Internet.

CAMPAIGN ASSUMPTIONS

The main assumptions were to raise the awareness of the AdReport brand, in addition, the client had need to increase visits to the website. Conversion was not the premise of this campaign.

DURATION OF THE CAMPAIGN

30 days

CAMPAIGN DATE

February 2023

PRODUCT

Billboard 18 Premium

NUMBER OF PANELS

x30

Citylight Premium

x50



9%
increase in sales

33%
increase in website visits

Case Study | BOLEK

DESCRIPTION

BOLEK is a place that not only serves delicious food, but also organizes attractive events such as live concerts that add atmosphere to meetings with friends. The menu offers a wide selection of dishes that will delight many visitors. BOLEK is the ideal place for unforgettable evenings, where taste, atmosphere and entertainment meet in one place, providing unique Dining and entertainment experiences.

CAMPAIGN ASSUMPTIONS

The main objective of the campaign was to increase the number of visits to the premises and the website by effectively promoting the unique offer. The campaign aimed to attract new customers and maintain the loyalty of existing ones.

DURATION OF THE CAMPAIGN

30 days

CAMPAIGN DATE

February 2023

PRODUCT

Billboard 18 Premium

NUMBER OF PANELS

x5

Citylight Premium

x150



17%
increase in sales

163%
increase in website visits

STRÖER

Metro

in numbers!

M1 (I Metro line)

21 stations
North - South

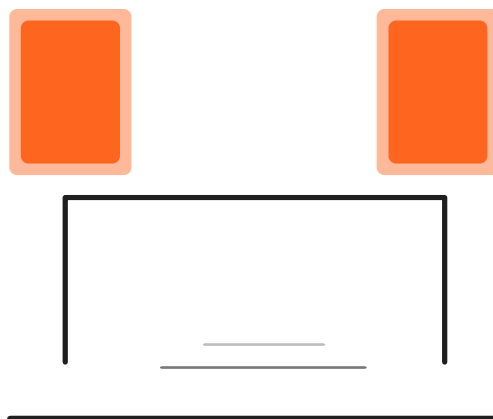
M2 (II Metro line)

18 stations
East - West

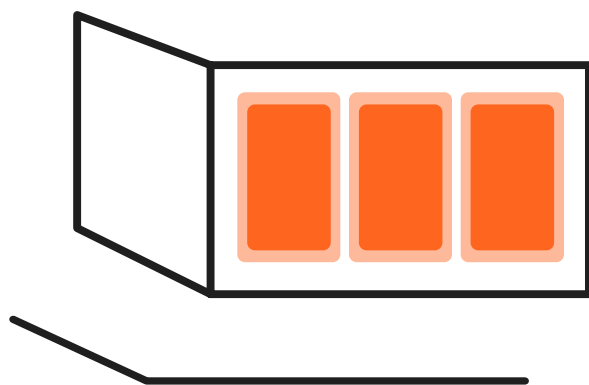
Metro trains

90 trains
3 types

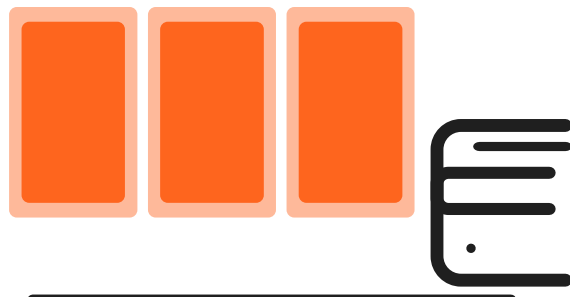
Where are our products?



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



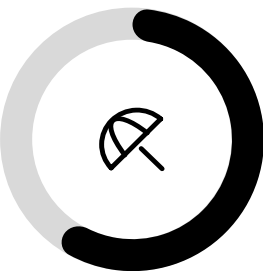
39%

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

Source: Metro Warszawskie | 2024

Source: Target Group Index | Kantar Millwardbrown | 2018

Annually traffic comparison



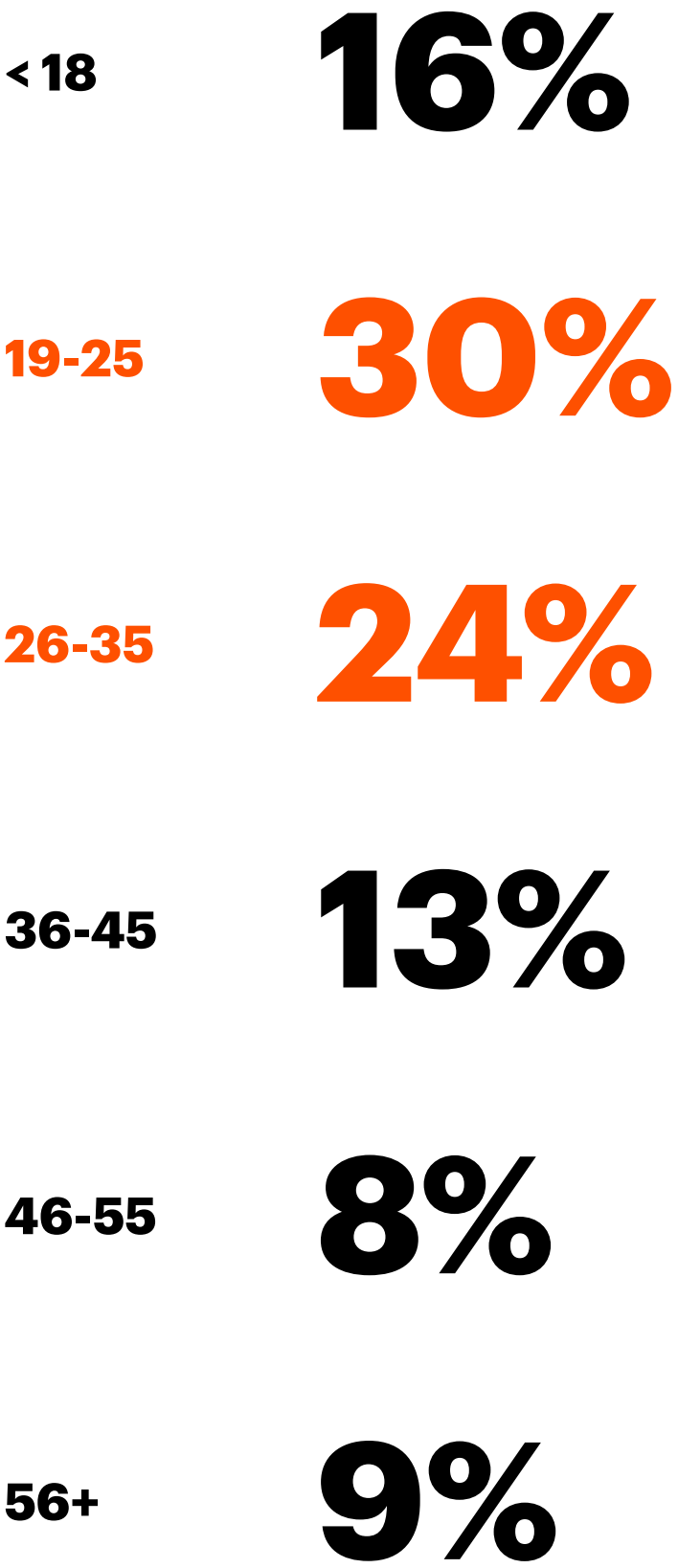
Metro Users

Demographics

Potential of Metro Users:
young & active

55%
women

45%
men



87%
lives in Warsaw



60%
works professionally



32%
studying

Subways around the world

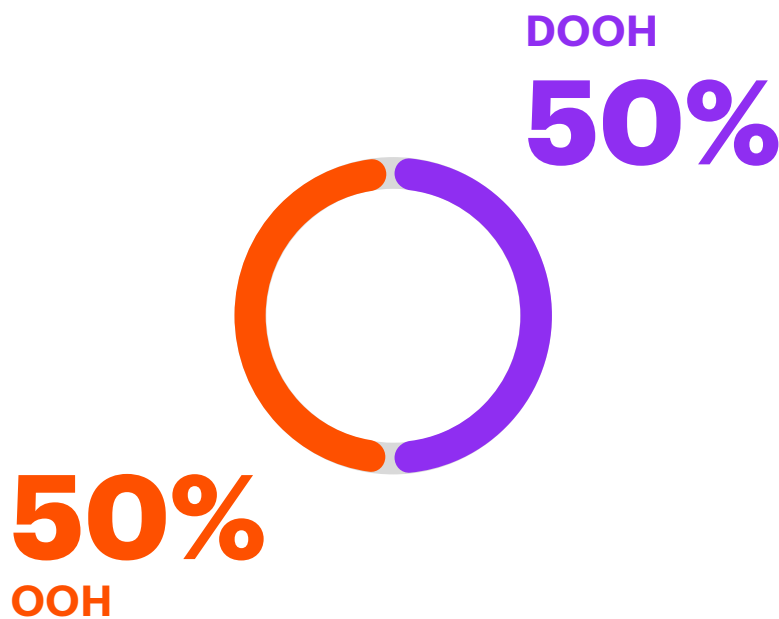


Passages/platforms

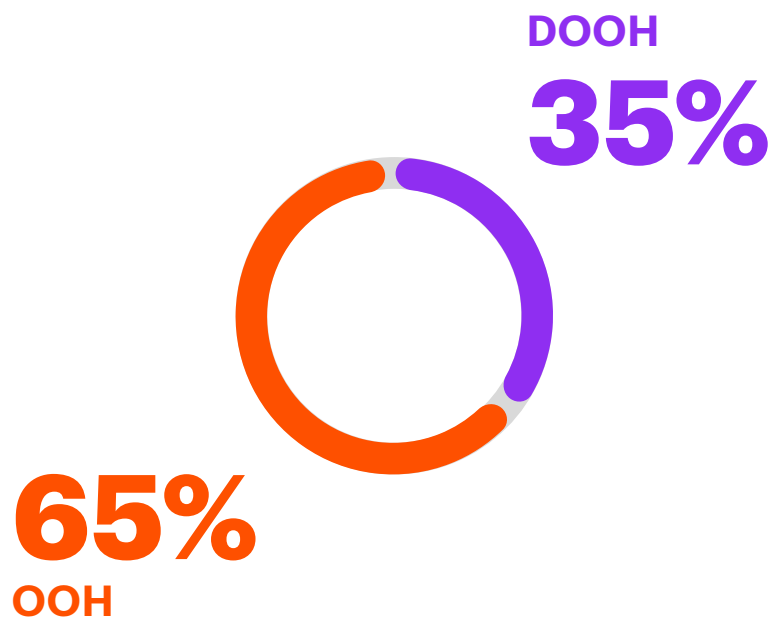


Metro trains

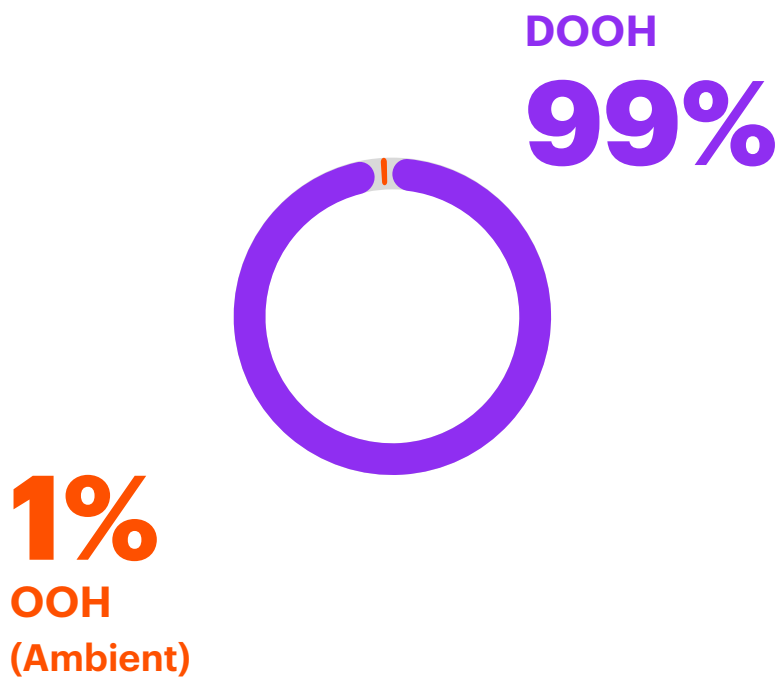
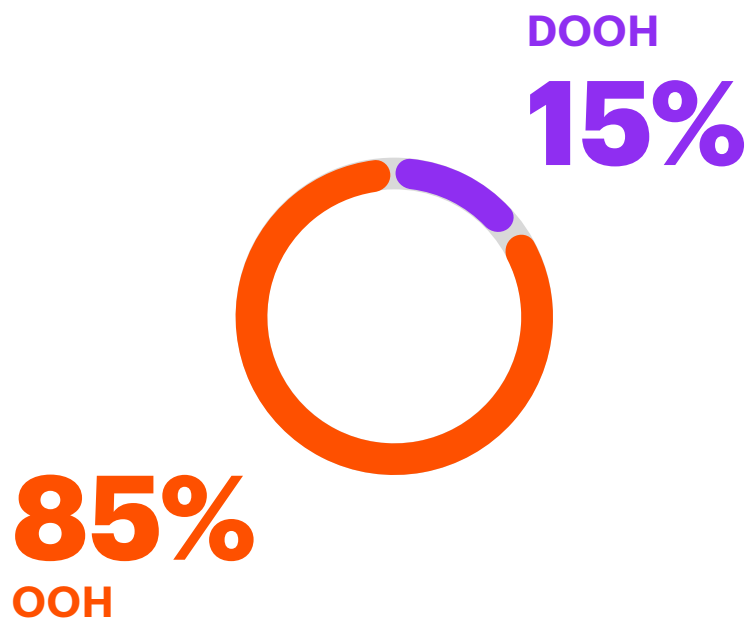
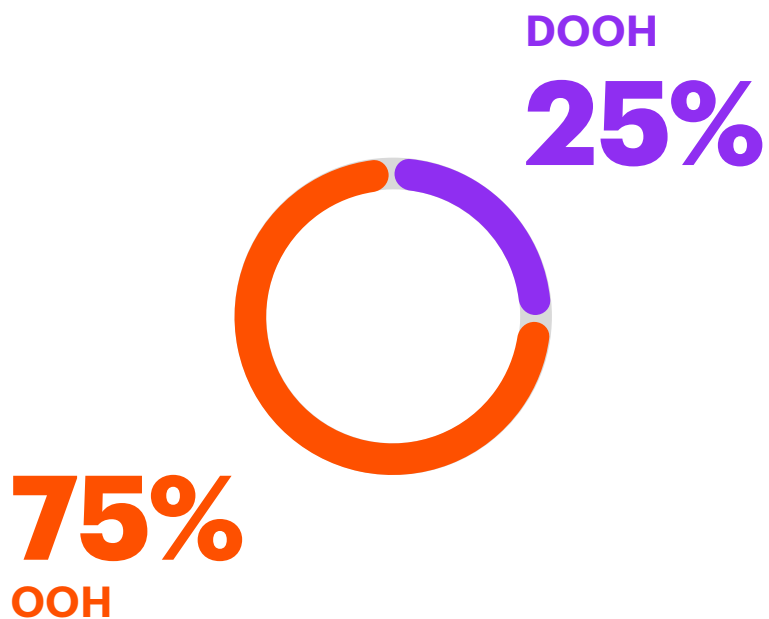
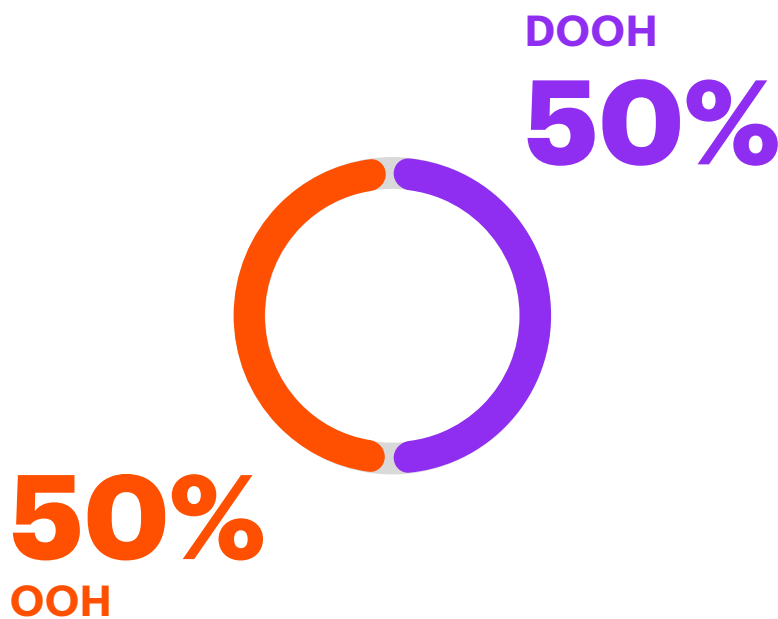
New York



London



Warsaw



STRÖER

ECO

Environmental, Social & Corporate Governance

Ecological Transformation | GO ECO!



70% of energy comes from green, renewable sources.



The planned routes of service technicians aim to minimize the carbon footprint.



We are moving away from paper to protect the environment.



Upcycling - the practice of sustainable material development.



Energy-efficient lighting reduces electricity consumption.



Recycling - we reuse raw materials and reduce waste.

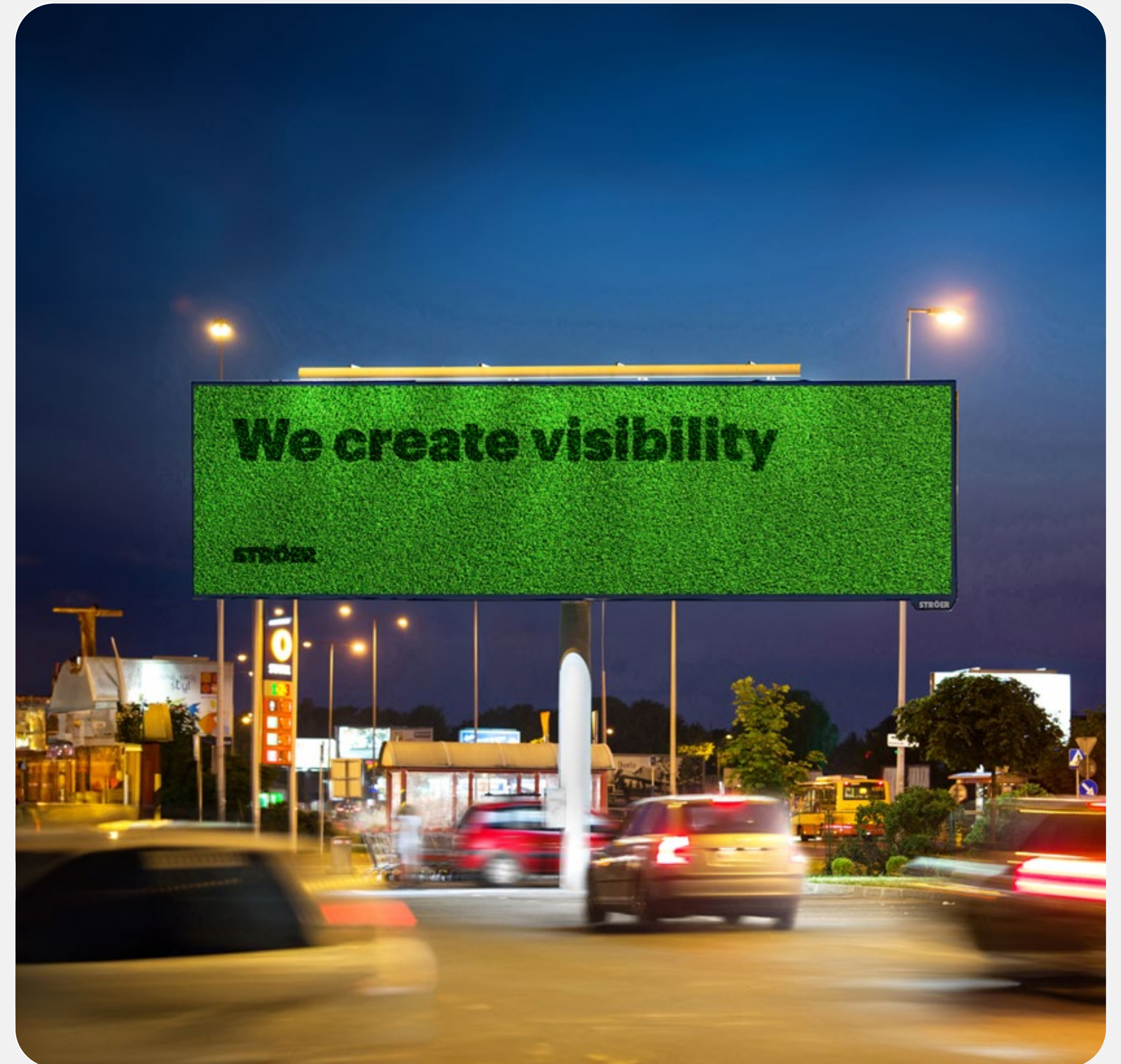
Recycling | Billboards **Eco**

We are going Eco

Billboards Eco is revolutionizing outdoor advertising by using billboards made entirely from recycled bottles and caps.

After the campaign ends, we recover the posters to convert them back into new bottles and caps, creating a continuous cycle of reuse and minimizing environmental impact.

Join us in promoting your brand while protecting the planet with Billboards Eco's eco-friendly solutions.



Upcycling | Billboards Premium



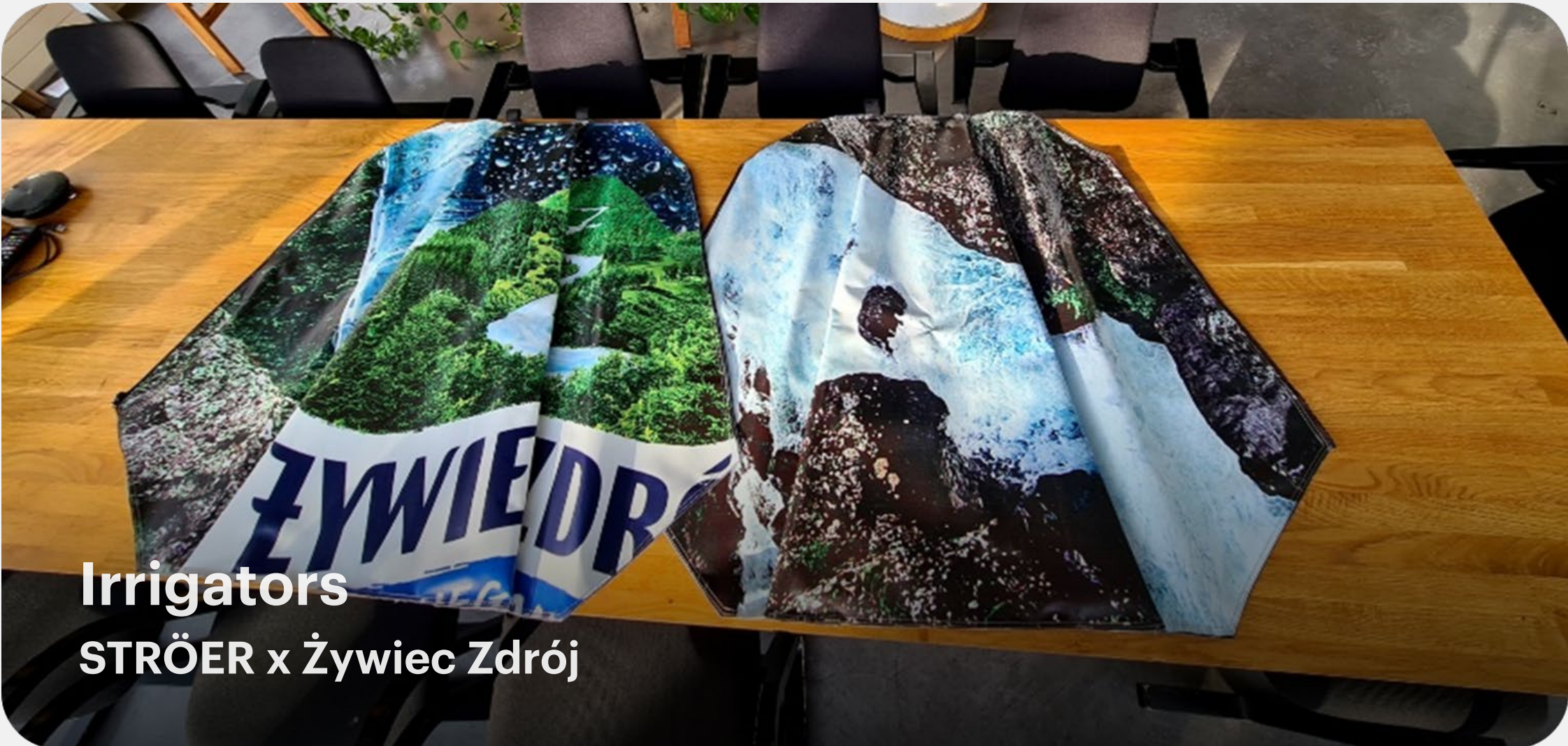
Project „Upcycling”
Adaptation of Billboards Premium



Tree Wraps
STRÖER x CHANEL



BAGlight
STRÖER x HBO MAX



Irrigators
STRÖER x Żywiec Zdrój