



**Communication
at the heart of
life**

**Mediabook
Digital Out of
Home (DOOH)
Ambient 2026**

STRÖER

Out of Home. In the midst of life.



With over 123,000 advertising spaces, the Ströer OHH portfolio reaches more than 84% of the population: physically present and always visible.

Digital ambient media are located in supermarkets, restaurants, bars and pubs, gyms, cinemas and electronics stores, putting them right at the touchpoint of your target group.

Our Ambient-Media



DOOH Retail

- DOOH Retail is integrated into supermarkets and drugstores.
- Customers are accompanied throughout their entire shopping journey, from the entrance to the checkout.
- The placement offers an ideal opportunity to address customers directly at the point of sale.
- The advertising spaces enable optimal presentation of daily specials.



Facts about DOOH Retail

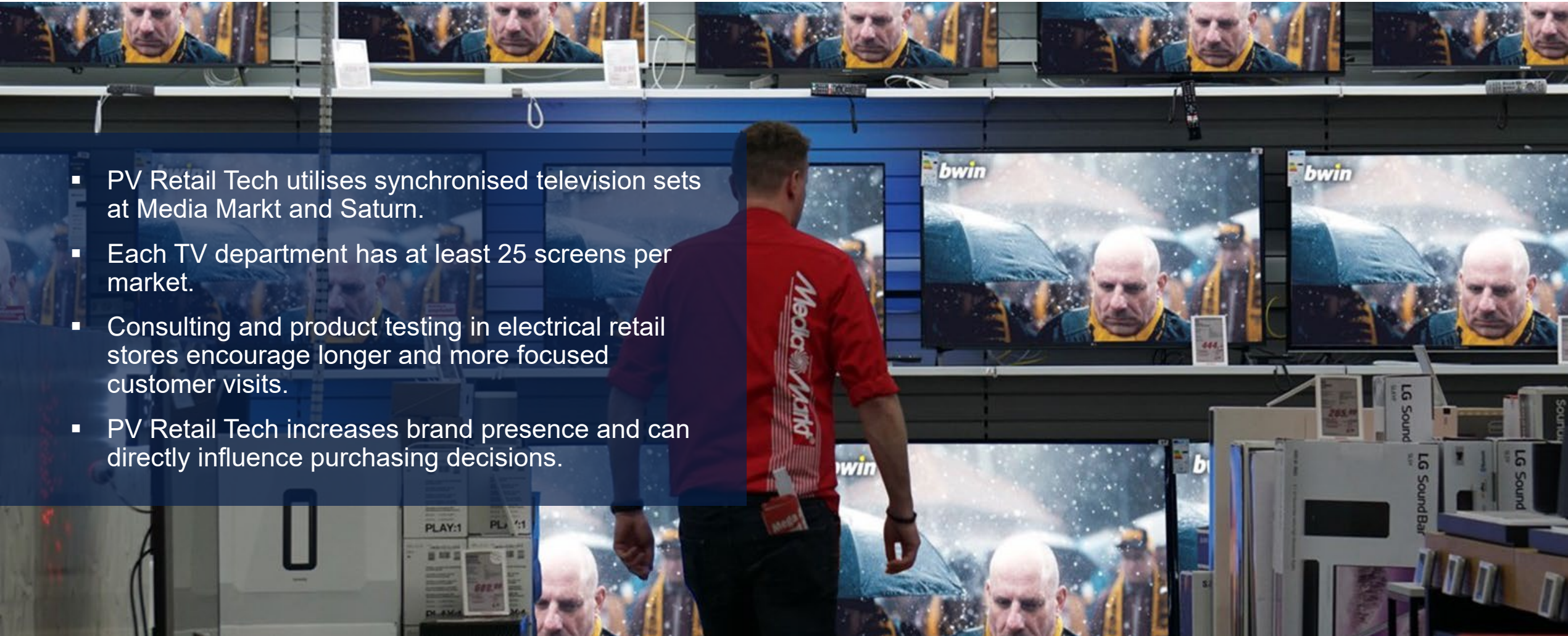
Medium:	Screens predominantly in 16:9 landscape format, occasionally also in 9:16 portrait format
Location:	Food markets such as Edeka, Rewe, Kaufland and drugstores (Budnikowsky)
Booking interval:	Weekly or granular CPM-based (audience-based)*
Advertising format:	Bookable per federal state or retail chain
Operating hours:	Monday to Saturday, mainly 7 a.m. to 9 p.m., depending on the market's opening hours
Spot frequency:	With 1x frequency, spot repeats every 5 minutes
Programme loop:	300-second mix of editorial content and advertising
Spot length:	10-second still image, moving image, animation, video or cinemagram
Prices:	<u>Price list 2026</u>
Layout template:	<u>Media production</u>



* with time allowance

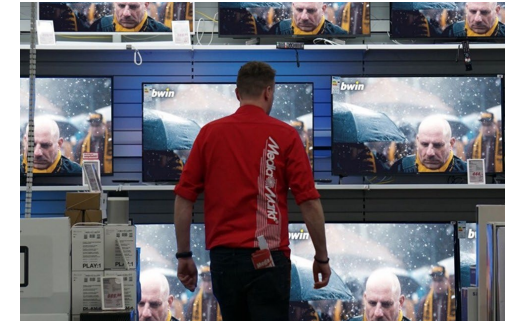
DOOH Retail Tech

- PV Retail Tech utilises synchronised television sets at Media Markt and Saturn.
- Each TV department has at least 25 screens per market.
- Consulting and product testing in electrical retail stores encourage longer and more focused customer visits.
- PV Retail Tech increases brand presence and can directly influence purchasing decisions.



Facts about DOOH Retail Tech

Medium:	Screens in 16:9 landscape format
Location:	Mediamarkt and Saturn technology stores
Booking interval:	CPM based (audience based)*
Advertising format:	Exclusively bookable on an audience-based basis
Operating hours:	Monday to Saturday, mainly 7 a.m. to 9 p.m., depending on the market's opening hours
Spot frequency:	With 1x frequency, spot repeats every 5 minutes
Programme loop:	300 Sekunden-Mix aus redaktionellen Beiträgen und Werbeinhalten
Spot length:	10-second still image, moving image, animation, video or cinemagram
Prices:	<u>Price list 2026</u>



* with time allowance

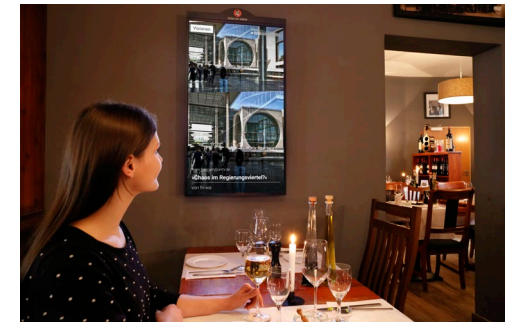
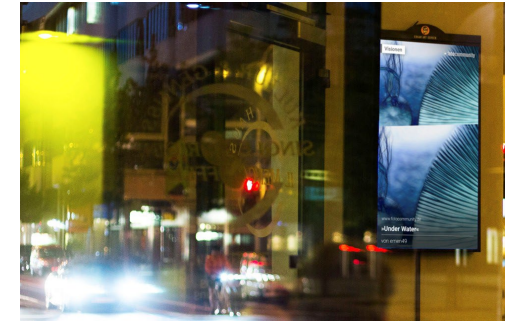
DOOH Scene

- DOOH scene screens are present in pubs, bars, cafés and restaurants.
- Content related to art, culture and local news ensures high relevance in the guest area.
- The messages reach consumer-oriented target groups in a relaxed atmosphere.
- Long dwell times encourage repeated eye contact and create lasting impressions.



Facts about DOOH Scene

Medium:	Screens in portrait format 9:16, occasionally also landscape format 16:9
Location:	Bars, cafés and restaurants
Booking interval:	Weekly or granular CPM-based (audience-based)*
Advertising format:	Bookable per federal state or retail chain
Operating hours:	Monday to Saturday, mainly 7 a.m. to 9 p.m., depending on the market's opening hours
Spot frequency:	With 1x frequency, spot repeats every 10 minutes
Programme loop:	600-second mix of editorial content and advertising
Spot length:	10-second still image, moving image, animation, video or cinemagram
Prices:	<u>Price list 2026</u>
Layout template:	<u>Media production</u>



* with time allowance

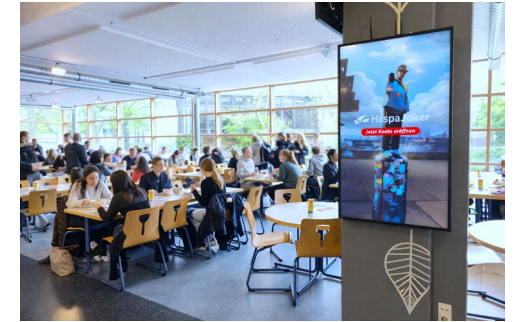
DOOH Campus

- Present in the canteen/cafeteria, foyer and corridors of universities and colleges.
- Infotainment and information from the university ensure high relevance in the waiting situation.
- Messages reach aspiring young professionals in an open-minded atmosphere.
- Long dwell times and regular eye contact create lasting impressions.



Facts about DOOH Campus

Medium:	Screens in portrait format 9:16, occasionally also landscape format 16:9
Location:	Universities and colleges, in cafeterias, foyers and corridors
Booking interval:	Weekly or granular CPM-based (audience-based)*
Advertising format:	Bookable nationally, by federal state or university
Operating hours:	Times vary depending on the university and location of the screen
Spot frequency:	With 1x frequency, spot repeats every 10 minutes
Programme loop:	Repeating programme cycle consisting of infotainment, advertising content and information from the university.
Spot length:	10-second still image, moving image, animation, video or cinemagram
Prices:	<u>Price list 2026</u>
Layout template:	<u>Media production</u>



* with time allowance

DOOH Cinema

- DOOH cinema screens are located in the waiting area before the cinema.
- Brand messages reach the audience in a relaxed and emotional environment.
- In this situation, cinema-goers are particularly receptive to inspiration and information.
- The placement ensures increased attention and lasting advertising recall.



Facts about DOOH Cinema

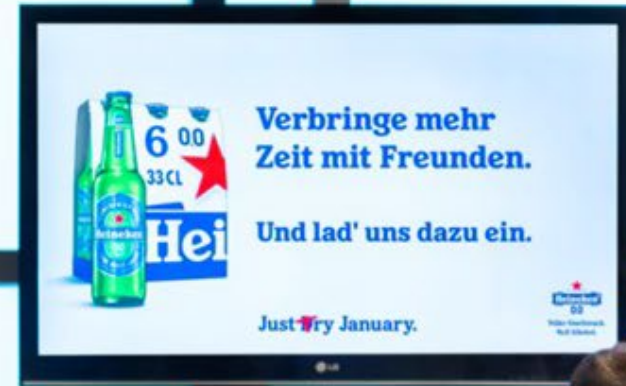
Medium:	Screens in portrait format 9:16, occasionally also landscape format 16:9
Location:	Cinema entrance area and in the waiting area
Booking interval:	Weekly or granular CPM-based (audience-based)*
Advertising format:	Bookable per federal state or retail chain
Operating hours:	Monday to Saturday, mainly 7 a.m. to 9 p.m., depending on the market's opening hours
Spot frequency:	At 1x frequency, spot repeats every 3 minutes
Programme loop:	180-second mix of editorial content and advertising
Spot length: cinemagram	10-second still image, moving image, animation, video or
Prices:	<u>Price list 2026</u>
Layout template:	<u>Media production</u>



* with time allowance

DOOH Fitness

- DOOH Fitness Screens are located in central locations such as the entrance, changing rooms and training area.
- Visitors are particularly receptive to topics such as health, self-care and well-being.
- During and after training, there is open-mindedness towards new ideas.
- The combination of movement and rest periods promotes lasting advertising impact and inspiration.



Facts about DOOH Fitness

Medium:	Screens in portrait format 9:16 and landscape format 16:9
Location:	At the entrance, in changing rooms, the lounge and on the training area
Booking interval:	Weekly or granular CPM-based (audience-based)*
Advertising format:	Bookable per federal state or retail chain
Operating hours:	Monday to Saturday, mainly 7 a.m. to 9 p.m., depending on the opening hours
Spot frequency:	At 1x frequency, spot repeats every 10 minutes
Programme loop:	600-second mix of editorial content and advertising
Spot length:	10-second still image, moving image, animation, video or cinemagram
Prices:	<u>Price list 2026</u>



* with time allowance

DOOH

Audience based (& Programmatic)

With audience-based (programmatic) advertising, you can reach your desired target group in the right context with a message delivered at the right time, in the right place, and with the right mindset.

DOOH Campaigns can be planned and booked in a granular, flexible, and data-driven manner.

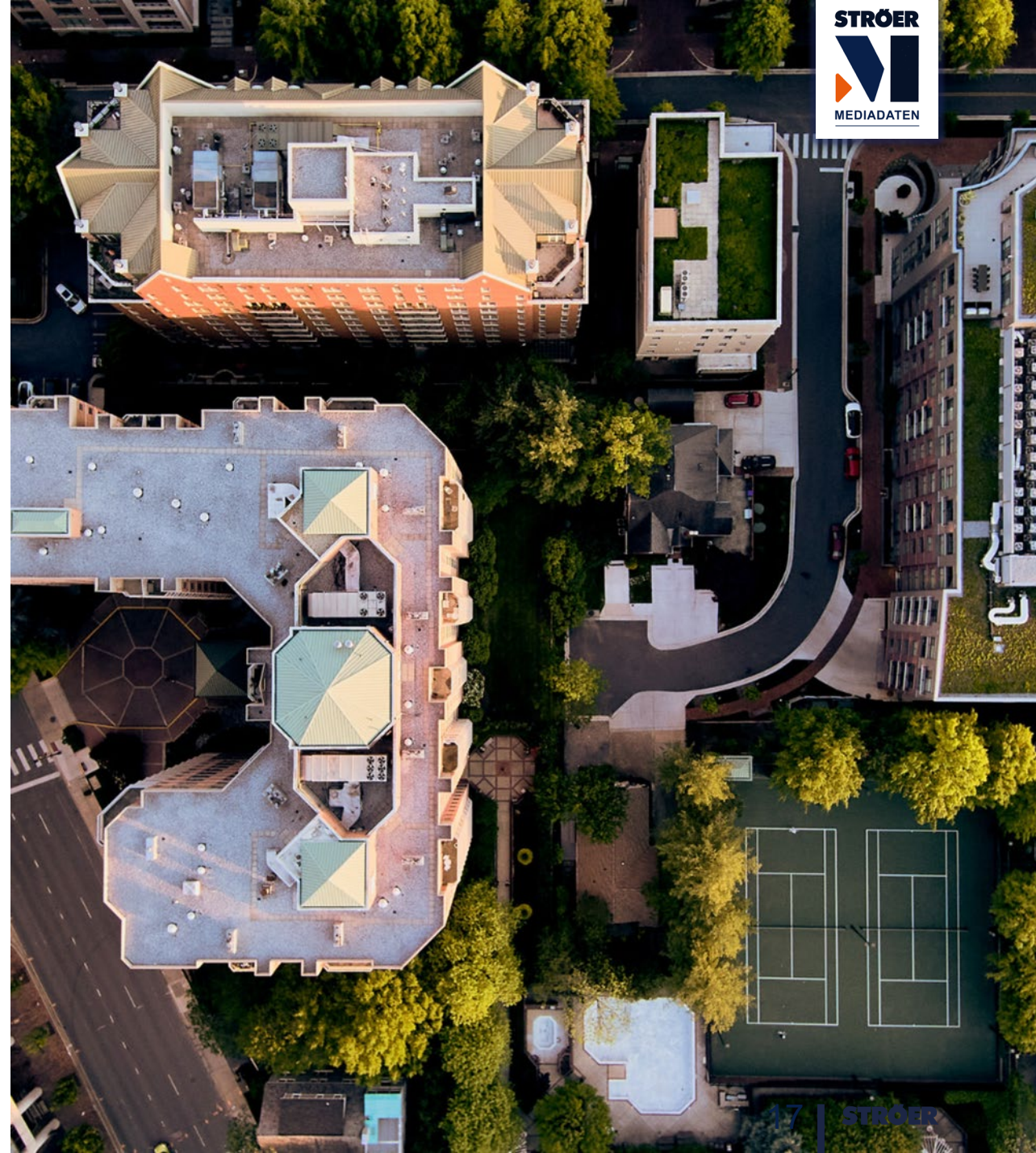
Dynamic advertising materials set individual accents and enable storytelling in real time.



Audience based (Programmatic) DOOH

- Audience based DOOH describes the contact-based planning and purchasing of DOOH inventory
- Playout via managed service or programmatically
- Available via all relevant DSPs
- Deal types: Programmatic Guaranteed, Fixed Price Deal, Private Auction und Open Auction
- Available for DOOH Infoscreen, Station, Mall, Roadside, City, City Tower, Giant, Retail and more
- Granular time and location targeting: booking on hourly basis (e.g. 7 – 8 a.m.) and selection of individual locations (e.g. Munich central station)*
- Further optimisation options such as Audience or Event- and Trigger Targeting, DCO as well as Content Marketing
- Price list DOOH Audience based
- Specifications DOOH Audience based

*The smallest booking unit varies depending on the advertising medium.



Important Information about DOOH

General Information

Availability subject to prior sale.. All rates are subject to VAT at the statutory rate applicable at the time the service is provided. A minimum order value of € 500 net per order applies.

Seasonal Pricing:

For Oktoberfest, we charge a 30% surcharge in Munich from 14 September to 4 October 2026 (calendar weeks 38–40). In Q4 (from 1 October, Munich from 6 October), a 10% surcharge will be added to the media price.

The information listed is subject to construction/ dismantling of the spaces, rate changes and errors.

For contracts for Campaign Advertising (minimum term less than 6 months) the General Terms and Conditions for Campaign Advertising apply, for contracts for Long-Term Advertising (minimum term 6 months or longer) the General Terms and Conditions for Long-Term Advertising apply: [GTC | STRÖER \(stroeer.de\)](#)

Technical Product Information

A motif handling fee of €300 per motif/medium will be charged upon booking. Multiple motif changes per day are possible.

The delivery deadline for finished motifs is 10 working days before the start of the campaign. The spot presentation varies depending on the city (still image, cinemagram or animation).

Further details on the technical specifications as well as rates for technical costs and creative creation are listed in the media product catalogue: [Media production DOOH | STRÖER \(stroeer.de\)](#)

Creative block? Take advantage of our Full-Service Creative Offering

Looking for a customised creative solution?

Our Ströer creative agency will design the creatives for the media* for you – completely customised to your needs.

We look forward to designing your creative.

Adaptation – 500 euros per creative
You have the templates, we adapt them.

Creation – 2,000 euros per creative
You have an idea and material we handle the creation.

Conception – 4,000 euros per creative
We deliver the exciting idea and the right material.

We will be happy to advise you personally!

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