Ströer
Mediabook 2025
Transport Media
STRÖER

Simply visible

Reaching people, inspiring them and accompanying them on their daily journeys – that is our strength, which is especially highlighted by the quality of our advertising media.

We set the scene for various campaigns with impressive size, high-quality materials and eye-catching locations for our advertising spaces.

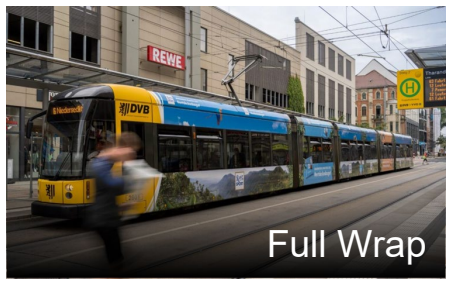
Oriented to the target group, we reach people in a meaningful way with the quality of our premium advertising media – at the centre of life through special staging.

Our media data provides all the important information, locations and prices of our (digital) out-of-home portfolio at a glance in a compact and complete format.

Our Transport Media

Content

Train, bus or tram, inside or outside, for every destination and every budget: with moving advertising, you can make your message an eye-catcher on local public transport. Transport advertising – wherever people are mobile. Reach a broad target group with a distinctive presence that will be remembered.



Full Wrap

Partial Wrap

Traffic Board

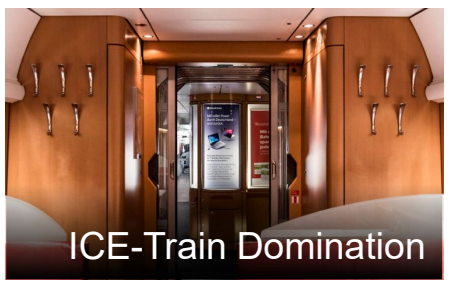
Traffic Banner

Rear Window Poster

Train Segment Wrap

Suburban Train Full Wrap

Locomotive Wrap

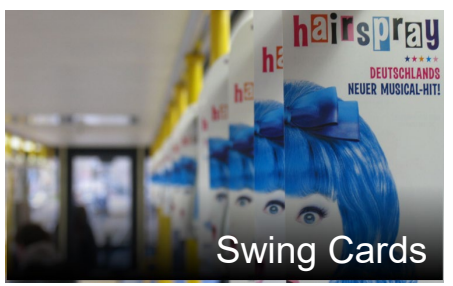

ICE-Train Domination

Public Video Train and Traffic Screen

Side Window Poster

Tram Ceiling Panel

Interior Poster



Swing Cards

Further content:
Partial Wrap Plus
Full service offer
Transport media planner
Product information
Sustainability

Exterior Advertising

Exterior Advertising on city and regional buses and trains is the highlight of transport advertising. Your advertisement travels conspicuously throughout the entire city and catches the eye of countless road users.

Become the leading urban image creator in your city thanks to high reach and a large number of contact points. With the mobile exterior design on buses and trams, you ensure a constant presence.

Full Wrap

- The diverse design options of the Full Wrap allows for message individuality.
- Whether short- or long-term: the mobility of the advertising medium sets the advertising content in motion and creates special accents throughout the city.
- Long-term image advertising in particular ensures lasting contacts that generate attention and increase awareness.

Facts about Full Wrap | Full Wrap Plus

- Full Wrap: Complete advertising design on the exterior of a bus or tram
- Full Wrap Plus: Partial use of the panes possible on request
- Formats: Vary depending on vehicle type and booking area
- Bookable in city and regional transport as well as in selected S-Bahn areas
- Booking interval: At least 1 month
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)
- Creative Simulator

Partial Wrap

- Partial Wrap is an optimal reach generator due to its presence in the entire urban area.
- Individual design options provide the opportunity to receive undivided attention.
- Suitable for both short and long-term use.

Facts about Partial Wrap

- Partial Wrap: Advertising space approx. 60 cm high below the windows on the outside of a bus or tram*
- Partial Wrap (roof crown): The roof crown above the windows is partially included.
- Partial Wrap (excluding rear-end): Advertising space of approx. 60 cm in height below the windows on the outer surfaces of a bus, excluding the rear-end.
- Formats vary depending on vehicle type and booking area
- Bookable in urban and regional transport as well as in selected S-Bahn areas
- Booking interval: At least 1 month
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)
- Creative Simulator

*Deviations may occur depending on the design.

Traffic Board

- Traffic Boards achieve high reach in local public transport and thus offer above-average attention potential.
- The analogue formats for Billboards or City-Light-Posters can be used to complement stationary poster campaigns for eye-catching promotional advertising.
- Traffic Boards ensure that target groups are addressed both in the immediate city area and in the surrounding region.

Facts about Traffic Board

- Standardised advertising spaces on vehicles, each including the window panels
- Format: 9 sqm Traffic Board (approx. large format), placement on the carriageway side
- Format: 4 sqm Traffic Board, placement on the rear of the vehicle
- Format: 2 sqm Traffic Board (approx. CLP format), placement on the entrance or rear side
- Booking interval: At least 1 month
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)
- Creative Simulator

Combined

- Traffic Boards add variety to your bus advertising and can be the ideal complement to Partial Wraps.
- As a 9 sqm Traffic Board similar to the Billboard or as a 4 sqm space on the rear of the bus, they optimise and expand your presence in the city and, thanks to their flexibility, allow you to add current and seasonal creatives.
- The combination of Partial Wrap and Traffic Board is eye-catching, attracts the attention of numerous road users and ensure an unmistakable appearance that sticks in people’s memories.

Traffic Banner

- Traffic Banners can be used quickly and flexibly thanks to the use of a standardised format.
- Traffic Banners on articulated and standard buses or trams are a real head-turner in road traffic, making them an effective eye-catcher for transport media.
- It is the ideal scatter medium for short-term Exterior Advertising campaigns.

Facts about Traffic Banner Bundle | Traffic Banner

- Standardised foil banners on the exterior surfaces of buses and trams
- Traffic Banner Bundle: 3 banners per bus exclusively bookable on standard buses in selected areas of urban and regional transport
- Traffic Banner: Only bookable in Munich city transport with a variable number of banners per standard bus, articulated bus and tram (quantity: varies according to vehicle type)
- Format: 175 x 50 cm, landscape format
- Booking interval: At least 1 month
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)

Rear Window Poster

- The Rear Window Poster offers direct visual contact with the drivers behind the bus.
- Advertising on the rear of the buses guarantees an excellent presence in all city traffic.
- An eye-catching appearance for your message with recognition value.

Facts about Rear Window Poster

- Advertising space on the rear (bonnet without window panel) of a bus
- Format: The size of the advertising space depends on the type and design of the bus
- Bookable on city and regional buses
- Booking interval: At least 1 month
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)
- Creative Simulator

Train Segment Wrap

- Train Segment Wrap offers above-average potential for attracting attention.
- Advertising messages on rail segments are eye-catching throughout the entire urban area with high contact opportunities due to the mobility of the vehicles.
- Train Segment Wrap is suitable for both Campaign and Long-Term Advertising.

Facts about Train Segment Wrap

- Complete Train Segment Wrap of a tram including window panels
- Premium segment: Advertising on both sides of the segment
- Basic segment: Advertising on one side of the segment
- Formats: Vary depending on vehicle type and booking area
- Bookable in selected cities
- Booking interval: At least 1 month
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)

Suburban Train Full Wrap

- Suburban Train Full Wrap advertising generates a high reach in Hamburg thanks to the mobility of rail transport, resulting in numerous multiple contacts.
- The eye-catching advertising message impresses passengers and has a lasting effect.
- The presence in combination with the long duration of use in the urban area, the surrounding area and in the catchment area of the conurbation of the Hanseatic city increases the probability that contacts will be made at exactly the right time.

Facts about Suburban Train Full Wrap

- Full Wrap: Complete advertising design on the exterior surfaces of an suburban train including doors
- Partial Wrap: Advertising spaces below the windows of an suburban train
- Formats: Vary depending on vehicle type
- Only bookable in the Hamburg suburban train area
- Booking interval: At least 3 months
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)

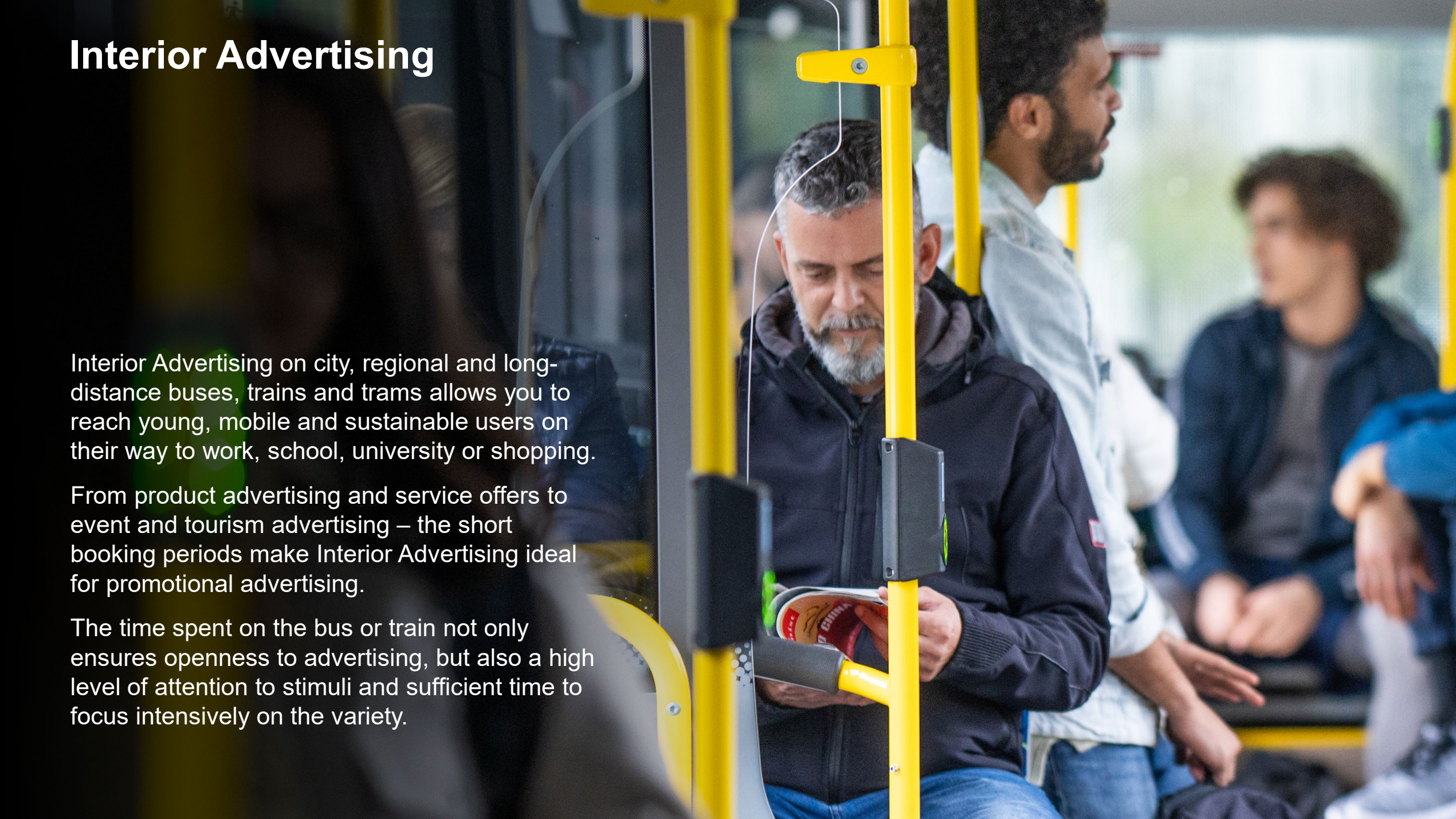
Locomotive Wrap

- The individual design options for Locomotive Wrap make the message unique in long-distance transport.
- A design area of up to 100 square metres guarantees an extraordinarily high level of attention.
- A nationwide presence without being restricted to a specific route is ideal for image advertising.

Facts about Locomotive Wrap

- Exterior wrap of Class 101 long-distance locomotives
- Full Wrap: Complete advertising on the exterior surfaces (approx. 100 sqm)
- Bookable throughout Germany in passenger transport without being restricted to specific routes
- Booking interval: At least 1 year
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)

Interior Advertising



Interior Advertising on city, regional and long-distance buses, trains and trams allows you to reach young, mobile and sustainable users on their way to work, school, university or shopping.

From product advertising and service offers to event and tourism advertising – the short booking periods make Interior Advertising ideal for promotional advertising.

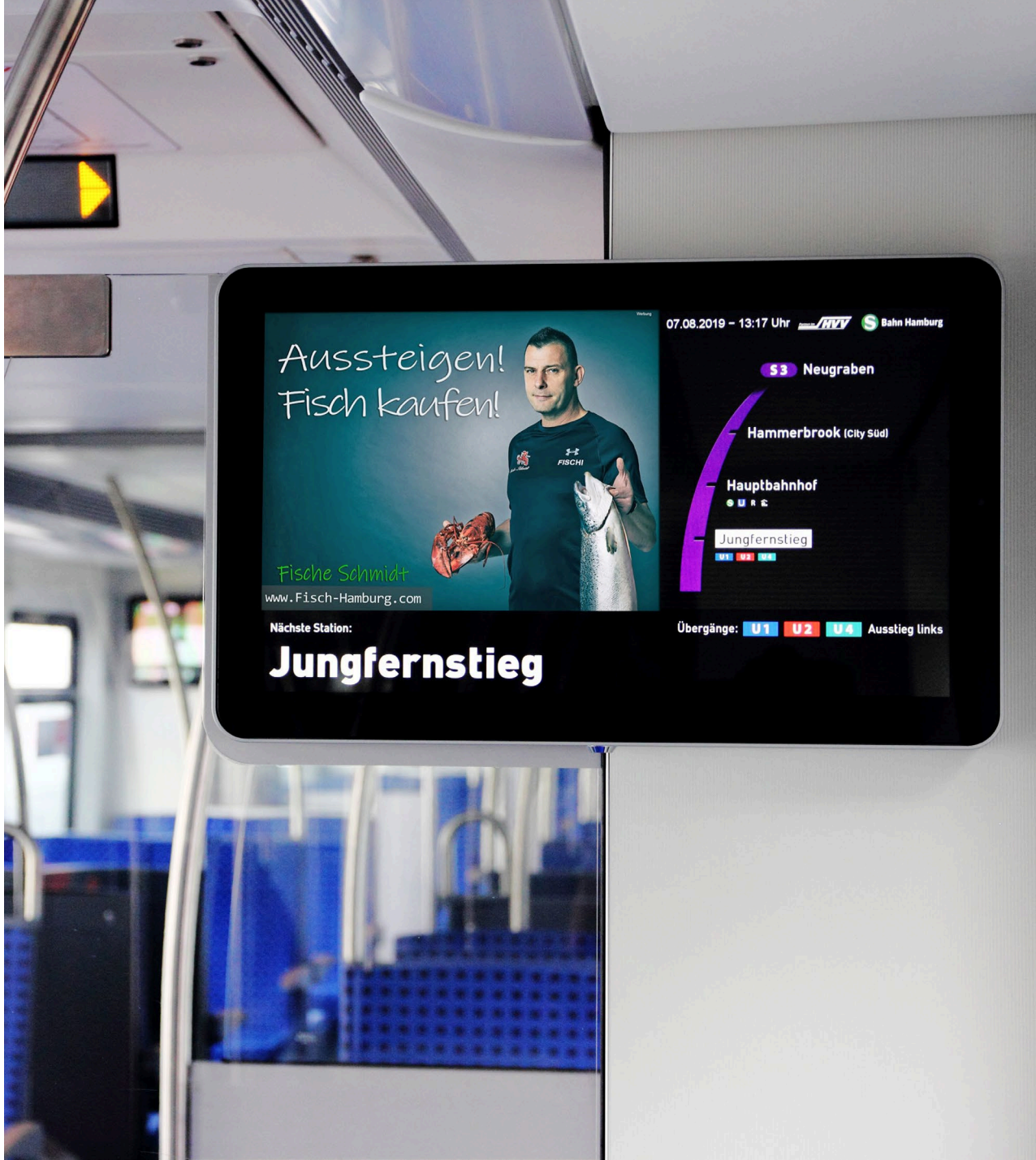
The time spent on the bus or train not only ensures openness to advertising, but also a high level of attention to stimuli and sufficient time to focus intensively on the variety.

Public Video Train

- While boarding, while seated on the train and while disembarking, the advertisement always remains in the passengers' view, thus guaranteeing multiple contacts to help anchor your message.
- Short-term, digital playouts ensure your advertising spots are always up-to-date.
- Train stop placement guarantees line-specific booking and a targeted customer approach.

Facts about Public Video Train

- Digital screens in suburban train and/or underground trains in Hamburg and Munich as well as in Hanover's an Karlsruhe's light rail systems in landscape format (4:3 or 16:9)
- Booking interval: Depending on advertising format, from one day or 3 months
- Operating hours: Monday – Sunday, 4 AM to 12 AM
- Spot frequency: At 1-fold frequency up to 18 spot repetitions/time slot
- Programme loop: 10-minute mix of editorial contributions and advertising content
- Spot length: Depending on the advertising format (5–30 seconds recommended)
- Price list 2025
- Media production
- Creative Simulator



Traffic Screen

- Advertising on traffic screens in Bamberg attracts the attention of passengers by dividing the screens into advertising and route information.
- From boarding to exiting, the advertising always remains in the passengers' view, thus ensuring repeat contacts.
- Up-to-date and flexible advertising spots are possible through short-term, digital playout.

Facts about Traffic Screen

- Advertising spots on 15-inch screens on city buses in Bamberg
- Advertising creative in 1,024 x 768 px format
- Booking interval: Booking from 1 month
- Type of advertising: Booking of all buses in the city area
- Operating hours: Mon. – Sun., 5:15 AM – 1:30 AM
- Spot frequency: At least 52 adverts per day at 1-fold frequency
- Spot length: 15-second freeze frame
- Price/month/15 seconds: € 270
- Plus creative change costs per creative: € 50

Price example. Prices depend on spot length and duration. €18 / second / month for all 50 screens in the city area. From a contract period of 1 year there is a 5% discount on the media price. The creatives are delivered by the customer.

ICE Train Domination

- ICE Train Domination is an absolute premium product in long-distance transport with high contact intensity.
- The optimal placement of the posters at selected high-traffic locations on ICE trains enables a direct target group approach and guarantees a long viewing time and repeat contacts.
- ICE Train Domination enables a strong presence in an environment with diverse and interesting target groups.

Facts about ICE Train Domination

- Complete occupancy of all advertising space on an ICE train (exclusive use)
- Product variants: ICE 1, ICE 1 short train, ICE 2, ICE 3, ICE T5, ICE T7
- Backlit, large-format Train-Light-Posters and DIN A2 Train Posters
- Formats and quantity: Vary depending on product variant
- Bookable nationwide
- Booking interval: At least 1 month
- Lead time: 20 calendar days from print approval to posting Rental always starts on the 1st of the month
- Prices: Transport Media Planner - Ströer (stroeer.de)

Side Window Poster

- Side Window Posters are effective both inside and out, as the self-adhesive films are printed on both sides.
- Combining high contact intensity and a long viewing time, Side Window Posters can be used nationwide.
- Side Window Posters are eye-catching, have a wide reach and are always in close proximity to the target group.

Facts about Side Window Poster

- Double-sided printed advertising posters in the windows of buses and trains
- Advertising message visible from the interior and usually also from the exterior
- Format: 50 x 15 cm landscape format with rounded corners
- Minimum quantity: 10 pieces per area of service
- Bookable in urban and regional transport as well as selected suburban train and local rail transport areas
- Booking interval: At least 1 month
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)
- Creative Simulator

Tram Ceiling Panel

- Optimum positioning on the tram ceiling surfaces at eye level of standing passengers ensures that advertising messages are highly visible.
- The eye-catching positioning of the posters ensures a high level of visual contact.
- The permanent presence of the advertising in the vehicles guarantees multiple contacts.

Facts about Tram Ceiling Panel

- Single-sided advertising posters in the roof curvature in the interior of buses and trains
- Formats and available spaces vary depending on vehicle type and area they are placed
- Minimum quantity: 10 pieces per area of service
- Bookable in selected cities
- Booking interval: At least 1 month
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)

Interior Poster

- Interior Posters are always in the passengers' field of vision during the journey, thus guaranteeing high contact intensity and long viewing times.
- The longer journey time is ideal for engaging in dialogue with the target group through poster advertising.
- Interior Posters are an ideal campaign medium.

Facts about Interior Poster

- Advertising posters in city and regional transport vehicles
- Format (DIN A2): 42.0 x 59.4 cm, portrait format
  Format (DIN A3): 29.7 x 42.0 cm, portrait format
- Attachment in a frame or direct attachment
- Minimum quantity: 5 pieces per area of service
- Bookable in selected areas of urban and regional transport
- Booking interval: At least 1 month
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)

Swing Cards

- Swing Cards are creative ambassadors to go and are attractive due to their potential proximity to the point of sale.
- Swing Cards are particularly suitable for product offers or short-term promotions at shop openings, trade fairs and events.
- Swing Cards have a high potential for interaction with the target group thanks to the response mechanisms.

Facts about Swing Cards

- Double-sided printed advertising tags
- Display on buses and trams as well as on handrails and luggage hooks in suburban trains
- Format: 10 x 28.5 cm portrait format
- Minimum quantity: 500 pieces
- Bookable on urban and regional services and selected suburban areas
- Booking interval: Maximum 14 days (until used up)
- Lead time: 20 calendar days from print approval to posting
- Prices: Transport Media Planner - Ströer (stroeer.de)

Everything from a single source: Full-service Transport Media

Benefit from our full-service offer when booking Transport Media/ Public Transport Media. You choose the medium and duration and we take care of design, authorisation, printing and installation.

And everything is included in the price, because our service prices already include the one-off costs for the creation/printing of documents, production (placement of a creative), installation and dismantling of the advertising.

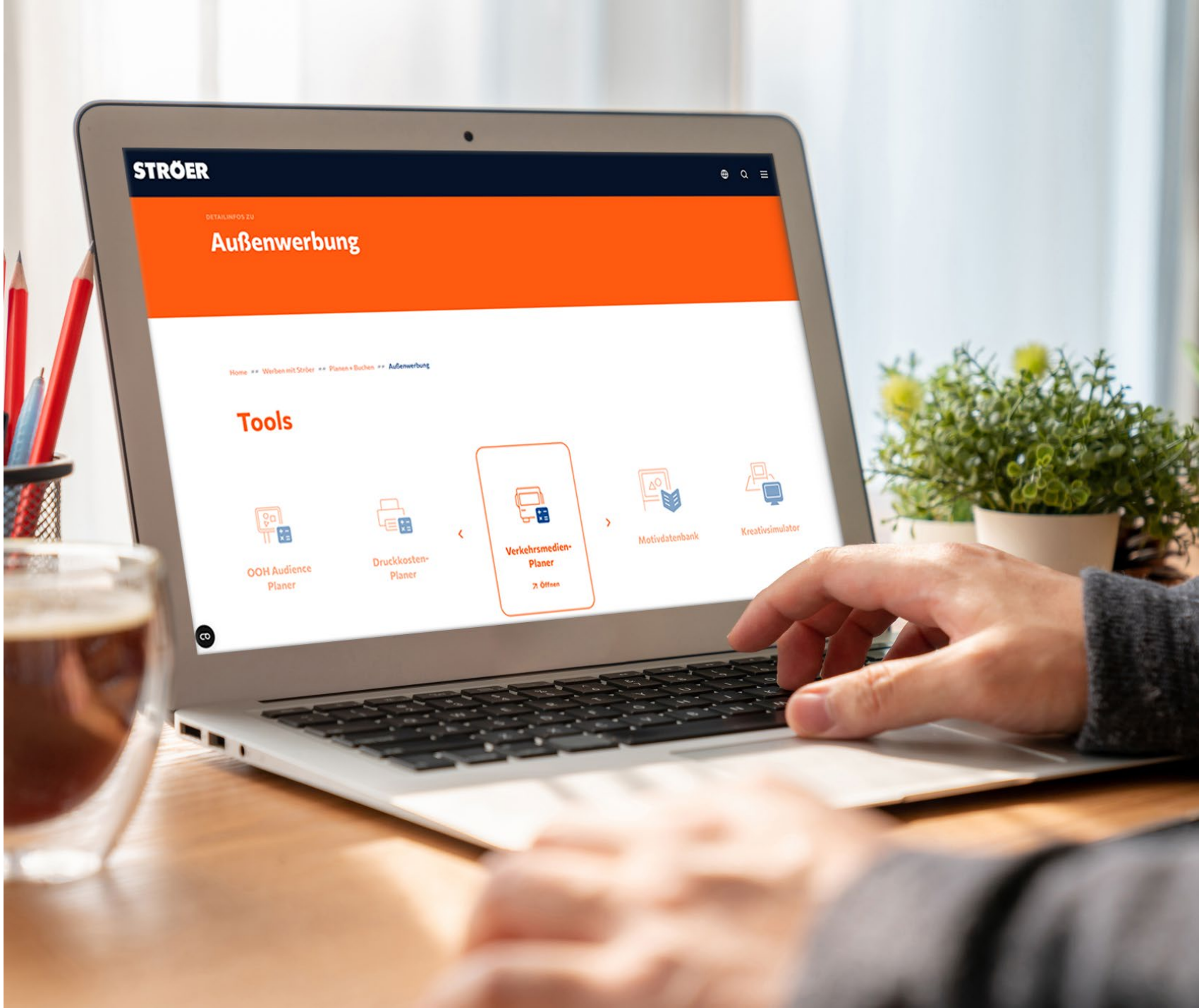
The costs for creation/printing documents include up to two drafts (based on data supplied) and two corrections of the preferred draft. Further corrections will be invoiced at € 350 net each. Additional costs are only incurred if images have to be purchased from third parties or graphic elements (e.g. the logo) have to be redrawn.

Would you like high-quality photos of your advertising? We are also happy to take care of this service and supply five professional images from current traffic for a flat rate of € 1,000.

From the initial idea to implementation

Individual planning and prices in the Transport Media Planner

- For detailed prices and individual planning of Transport Media/ Public Transport Media, please use the Transport Media Planner - Ströer (stroeer.de)
- All relevant locations are listed here with prices – for urban, regional and long-distance transport.
- The search is based on Nielsen areas, federal states, conurbations or by entering the location directly.



Important information Transport Media

Prices and planning: Transport Media Planner - Ströer

Allgemeine Informationen

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.

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)

Product-specific information

The prices include the one-off expenses for creation/printing documents, production (placement of a creative), installation and dismantling of the advertising media. The costs for creation/printing documents include two corrections of the preferred design. Further corrections will be invoiced at € 350 net each. Additional costs are incurred if images have to be purchased from third parties or graphic elements (e.g. the logo) have to be redrawn.*

Production, assembly and dismantling of the advertising material is carried out exclusively by Ströer.

All figures are valid for 2025 * Excluding Public Video Train.

Sustainability at Ströer

Climate strategy: With its climate strategy, Ströer has set itself clear targets in the areas of innovation, reduction and offsetting. The aim is to significantly reduce CO2 emissions by 2030. By 2050, the Ströer Group expects to achieve a net-zero target.

Reducing energy requirements: We have already significantly reduced our CO2 emissions in recent years through a variety of initiatives. These include the use of green electricity, improved LED technology and switching off advertising media at night.

Offsetting: In cooperation with Climate Partner, Ströer is working to achieve comprehensive climate neutralisation of campaign-related emissions for DOOH, digital and OOH free of charge for customers.

Publisher

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