



OUT-OF-HOME (OOH)

Communication at the heart of life

Mediabook
Transport Media
2026

STRÖER

Simply visible

Inspiring people, accompanying them on their daily journeys and getting them excited about your campaign – that is our strength. Meaningful and targeted, combined with the quality of our high-end, attention-grabbing advertising media, we reach people in the midst of their lives through special presentations.

Our media data provides all important information of our (D)OOH portfolio compact at a glance.



We drive communication

Close to people

Out-of-Home (OOH) is emotional and tangible – it is more than just an advertising contact. Our media is found where people are active, experiencing things and forming emotional connections with these experiences.



Grand staging

Images that move: Outdoor advertising is as diverse and colourful as the city itself. Whether large-format giant posters, billboards or branded buses and trains – OOH is seen through the power of big images.



Maximum flexibility

We have the largest digital advertising network at high-visibility hotspots such as train stations, shopping centres and pedestrian zones. We love moving images and offer flexible playback options in HD quality.



The right environment

Ströer's Out-of-Home (OOH) advertising is diverse. Whether its a local presence in your area or a large-scale campaign across Germany – we have the right solution for every occasion and budget. We adapt to your needs.



Our Transport Media



Reach your target audience, where they are on the move.

Our Transport Media

Exterior Advertising

Page 8: Full Wrap

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Make your brand mobile and unmissable.

Imagine your advertising is not only seen but being experienced. Transport media brings your message right into the lives of your target group – on buses, trams and trains that travel through the buzzing streets of the city every day.

While millions of people are on their way to work, shopping or leisure activities, your brand is always there – visible, present, memorable. This way, you become part of their everyday life and create a sense of connection that has an impact.



Big stage. Powerful impact.



Whether at central hotspots, along busy routes or in lively residential areas – your campaign is where life happens. With maximum reach, you can reach a broad and diverse target group and effectively strengthen your brand in public spaces.

You decide how your brand appears: Full-surface eye-catchers, targeted partial designs or attention-grabbing traffic boards – with creative implementations, you get the most out of every surface and stay in people's minds.

With transport media, you are permanently visible – and that is exactly what ensures recognition and relevance. This is how you anchor your brand in the cityscape long term and remain in people's memories – day after day.

Full Wrap

Full Wrap offers plenty of scope for creative staging and gives your advertising message a distinctive individuality.

Whether short-term or long-term, the mobility of the advertising medium sets the advertising content in motion and creates special accents throughout the city, generating attention and increasing awareness.



Facts about Full Wrap

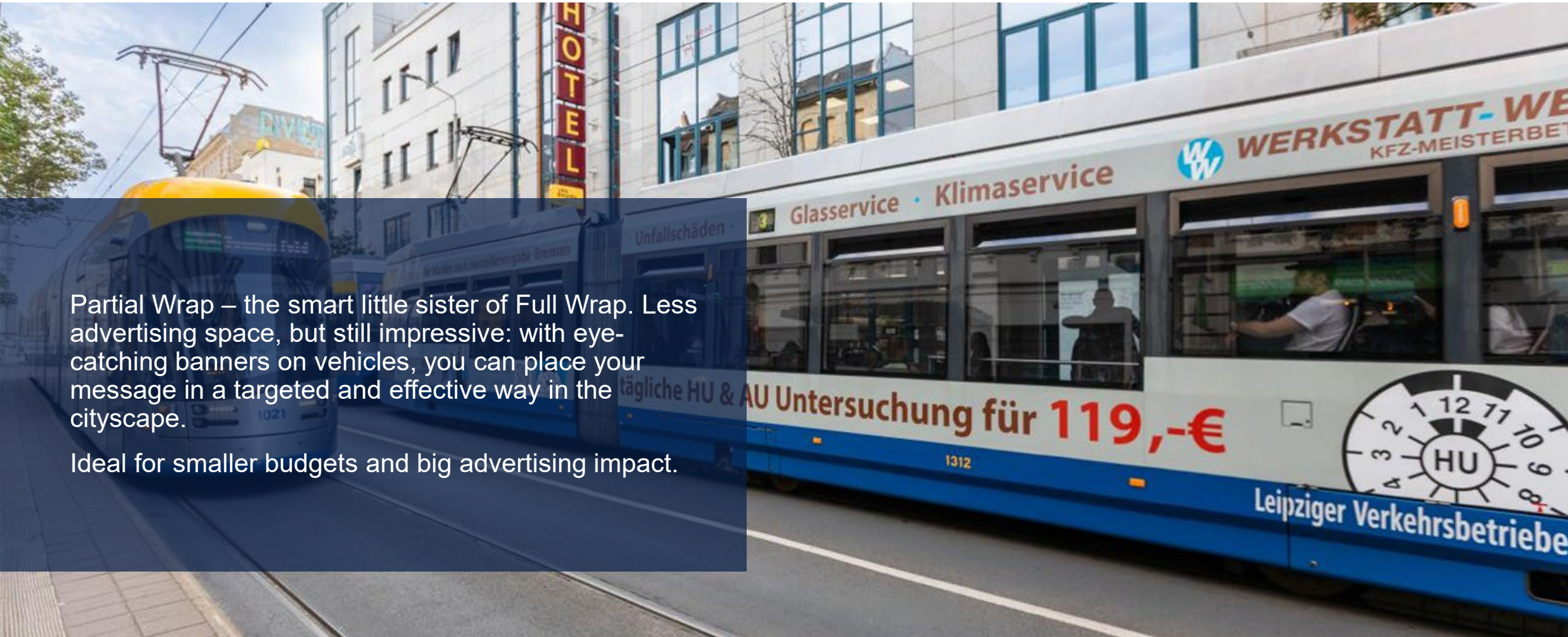
Medium:	Full Wrap: Complete advertising design on the exterior of a bus or tram
	Full Wrap Plus: Full Wrap + partial use of the panes possible on request
Format:	Vary depending on vehicle type and booking area
Campaign area:	In city and regional transport as well as in selected S-Bahn areas
Booking interval:	At least 1 month
Price:	<u>Transport Media Planner - Ströer (stroeer.de)</u>
Creative simulator:	<u>Full Wrap</u>



Partial Wrap

Partial Wrap – the smart little sister of Full Wrap. Less advertising space, but still impressive: with eye-catching banners on vehicles, you can place your message in a targeted and effective way in the cityscape.

Ideal for smaller budgets and big advertising impact.



Facts about Partial Wrap

Medium:

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

Format:

Vary depending on vehicle type and booking area

Campaign area:

In urban and regional transport as well as in selected S-Bahn areas

Booking interval:

At least 1 month

Price:

Transport Media Planner - Ströer (stroeer.de)

Creative simulator:

Partial Wrap



Traffic Board

As mobile advertising spaces in the form of Billboards or City Light Posters, Traffic Boards are the perfect complement to traditional Poster campaigns.

Whether in the city centre or the surrounding area, Traffic Boards ensure your message is right where your target audience is on the move.



Facts about Traffic Board

Medium: Standardised advertising spaces on vehicles, each including the window panels

Format: **9 sqm-Traffic Board** (approx. Large format)
placement on the carriageway side

4 sqm-Traffic Board
placement on the rear of the vehicle

2 sqm-Traffic Board (approx. CLP-Format)
placement on the entrance or rear side

Campaign area: On busses of urban and regional transport

Booking interval: At least 1 month

Price: Transport Media Planner - Ströer (stroeer.de)

Creative simulator: Traffic Board

Traffic Boards – The perfect complement to Partial Wrap
Whether 4 sqm or 9 sqm: Traffic Boards offer maximum flexibility for seasonal or current motifs. Combined with Partial Wrap, they create an eye-catching appearance that stays in mind.



Traffic Banner

Traffic Banners impress with their uniform format, allowing them to be used quickly, flexibly and cost-effectively. On buses or trams, they reliably attract attention in dense city traffic.

They are the perfect medium for temporary campaigns in urban areas.



Facts about Traffic Banner

Medium: 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

Price: Transport Media Planner - Ströer (stroeer.de)



Rear Window Poster

The Rear Window Poster of public buses offers optimal visibility for following road users and brings advertising messages directly into view.

The advertising remains visible throughout the entire journey through the city and achieves a particularly high level of awareness thanks to its prominent position.



Facts about Rear Window Poster

Medium:	Advertising space on the rear (bonnet without window panel) of a bus
Format:	Average total area of approximately 1.5 to 2.5 sqm The size of the advertising space depends on the type and design of the bus.
Campaign area:	On busses of urban and regional transport
Booking interval:	At least 1 month
Price:	<u>Transport Media Planner - Ströer (stroeer.de)</u>



Train Segment Wrap



Sometimes you don't need the whole train to get noticed. Even a single segment can be a real eye-catcher.

With striking design and clear branding, segment advertising attracts everyone's attention. Compact, flexible and effective..

Facts about Train Segment Wrap

Medium:	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
Format:	Vary depending on vehicle type and booking area
Campaign area:	Bookable in selected cities
Booking interval:	At least 1 month
Price:	<u>Transport Media Planner - Ströer (stroeer.de)</u>



Suburban Train Full Wrap

Suburban Train Full Wrap in the city of Hamburg achieves enormous reach every day.

Mobile on the rails with high frequency, it reaches passengers throughout the city, the surrounding area and the wider catchment area of the Hamburg conurbation.



Facts about Suburban Train Full Wrap

Medium:

Full Wrap

Complete advertising design on the exterior surfaces of an suburban train including doors

Partial Wrap

Advertising spaces below the windows of a suburban train

Format:

Vary depending on vehicle type

Campaign area:

Only bookable in the Hamburg suburban train area

Booking interval:

At least 3 months

Price:

Transport Media Planner - Ströer (stroeer.de)

Creative Simulator:

Full Wrap

Partial Wrap



Public Video Train

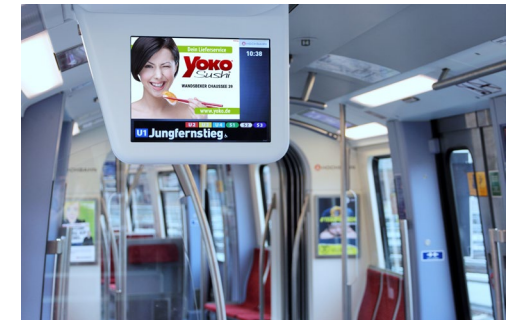
From boarding, during the journey from your seat, to alighting, the advertising always remains in the passengers' field of vision.

Short-term, digital playouts enable daily updated commercials and stop occupancy with line-specific booking and targeted customer approach.



Facts about Public Video Train

Medium:	Digital screens in suburban train and/or underground trains in Hamburg and Munich as well as in Hanover's and Karlsruhe
Format:	Landscape format (4:3 or 16:9)
Booking interval:	Depending on advertising format, from one day or 3 months
Operating hours:	Monday – Sunday, 4 a.m. to 12 a.m.
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 advertising format (5 – 30 seconds recommended)
Price:	<u>Transport Media Planner - Ströer (stroeer.de)</u>
Creative simulator:	<u>Public Video Train</u>



Traffic Screen

Traffic screens in buses and trains attract attention on the move.

The clever combination of advertising and route information on changing screens captivates passengers' attention from the moment they board until they alight. This creates valuable repeated contact throughout the entire journey.



Facts about Traffic Screen

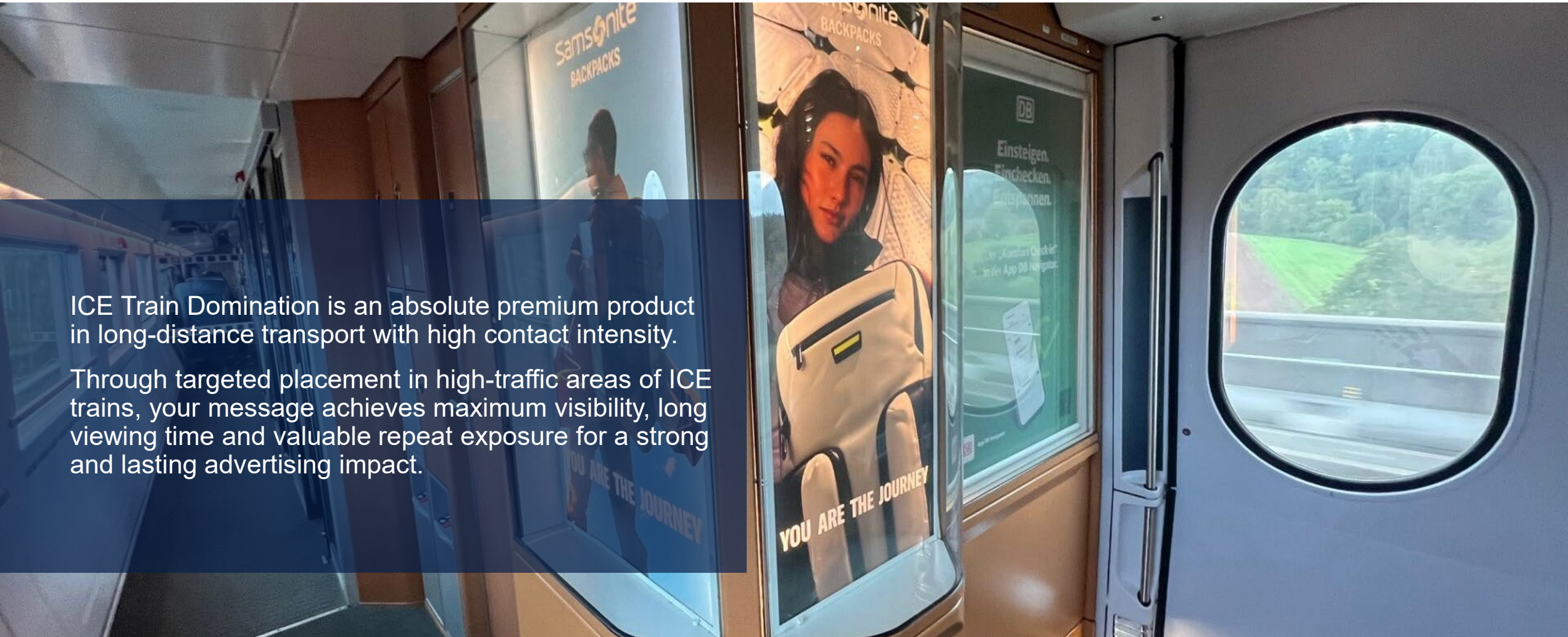
Medium:	Advertising spots on screens in buses and/or trains
Campaign area:	Bookable in selected cities Coverage of all buses and/or trains in the service area
Operating hours:	Individual transport service
Spot frequency:	Single frequency or double frequency
Loop length:	10-minute loop one insertion every 10 minutes at single frequency
Spot:	Still and moving image
Booking interval:	Booking from 1 month
Minimum term:	1 month
Price:	Prices are based on the ad frequency and booking interval <u>Transport Media Planner - Ströer (stroeer.de)</u>



ICE Train Domination

ICE Train Domination is an absolute premium product in long-distance transport with high contact intensity.

Through targeted placement in high-traffic areas of ICE trains, your message achieves maximum visibility, long viewing time and valuable repeat exposure for a strong and lasting advertising impact.



Facts about ICE Train Domination

Medium:	Complete occupancy of all advertising space on an ICE train (exclusive use) Backlit, large-format Train-Light-Posters and DIN A2 Train Posters
Product variants:	ICE 1, ICE 2, ICE 3, ICE T7
Format:	Vary depending on medium and product variant
Campaign area:	Bookable nationwide
Booking interval:	At least 1 month Rental period always begins on the 1 st of the month
Price:	<u>Transport Media Planner - Ströer (stroeer.de)</u>



Side Window Poster

Side Window Posters with maximum reach and double impact, thanks to double-sided printing, they are visible both inside and outside the vehicle, guaranteeing a strong presence on the road.

Prominently placed, with a wide reach and always directly targeting your audience, your message travels with you.

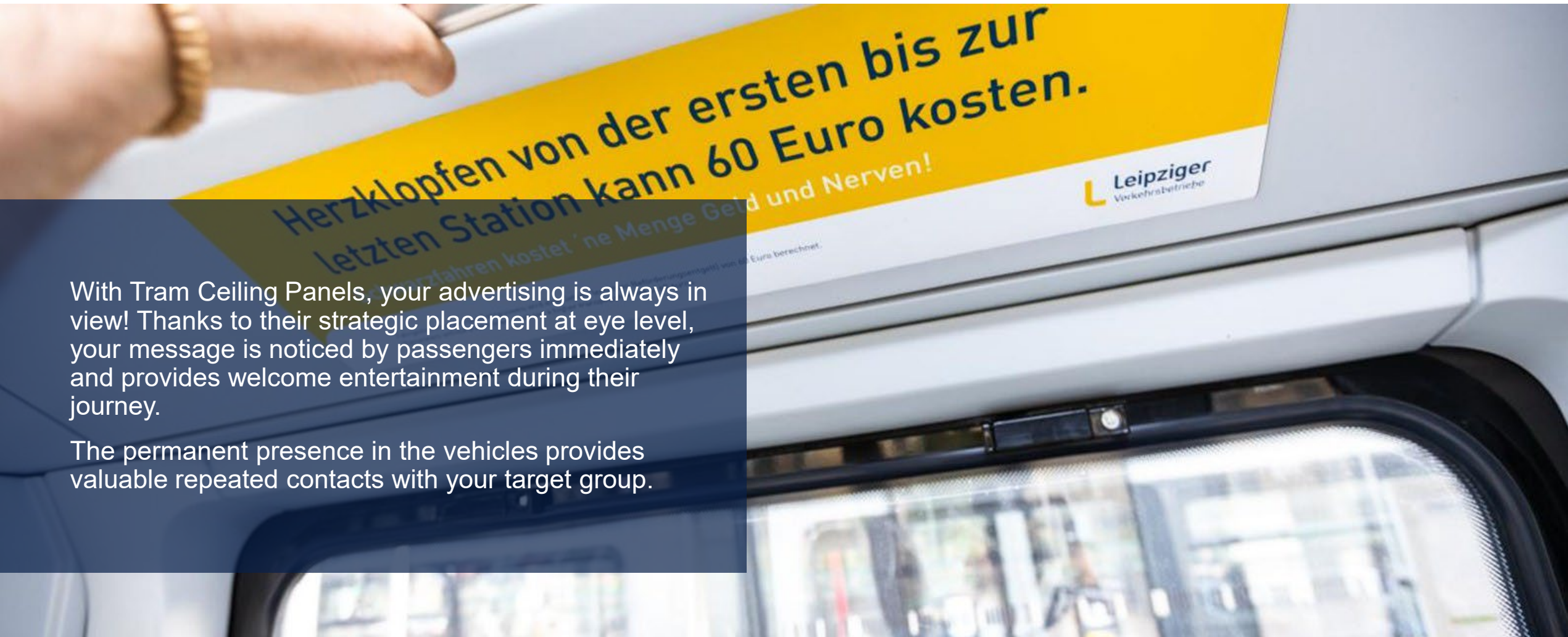


Facts about Side Window Poster

Medium:	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
Campaign area:	Bookable in urban and regional transport as well as selected suburban train and local rail transport areas
Booking interval:	At least 1 month
Price:	<u>Transport Media Planner - Ströer (stroeer.de)</u>
Creative simulator:	<u>Side Window Poster</u>



Tram Ceiling Panel



With Tram Ceiling Panels, your advertising is always in view! Thanks to their strategic placement at eye level, your message is noticed by passengers immediately and provides welcome entertainment during their journey.

The permanent presence in the vehicles provides valuable repeated contacts with your target group.

Facts about Tram Ceiling Panel

Medium:	Single-sided advertising posters in the roof curvature in the interior of buses and trains
Format:	Depending on vehicle type and placed area
Minimum quantity:	20 pieces per area of service
Campaign area:	Bookable in selected cities, available surfaces vary depending on vehicle type and placed area
Booking interval:	At least 1 month
Price:	<u>Transport Media Planner - Ströer (stroeer.de)</u>



Interior Poster

Interior Posters – advertising that travels with you!
Always in the direct field of vision of passengers, they ensure maximum attention and a lasting presence. The longer journey time offers the perfect opportunity to place your message effectively and to engage in conversation with your target group.

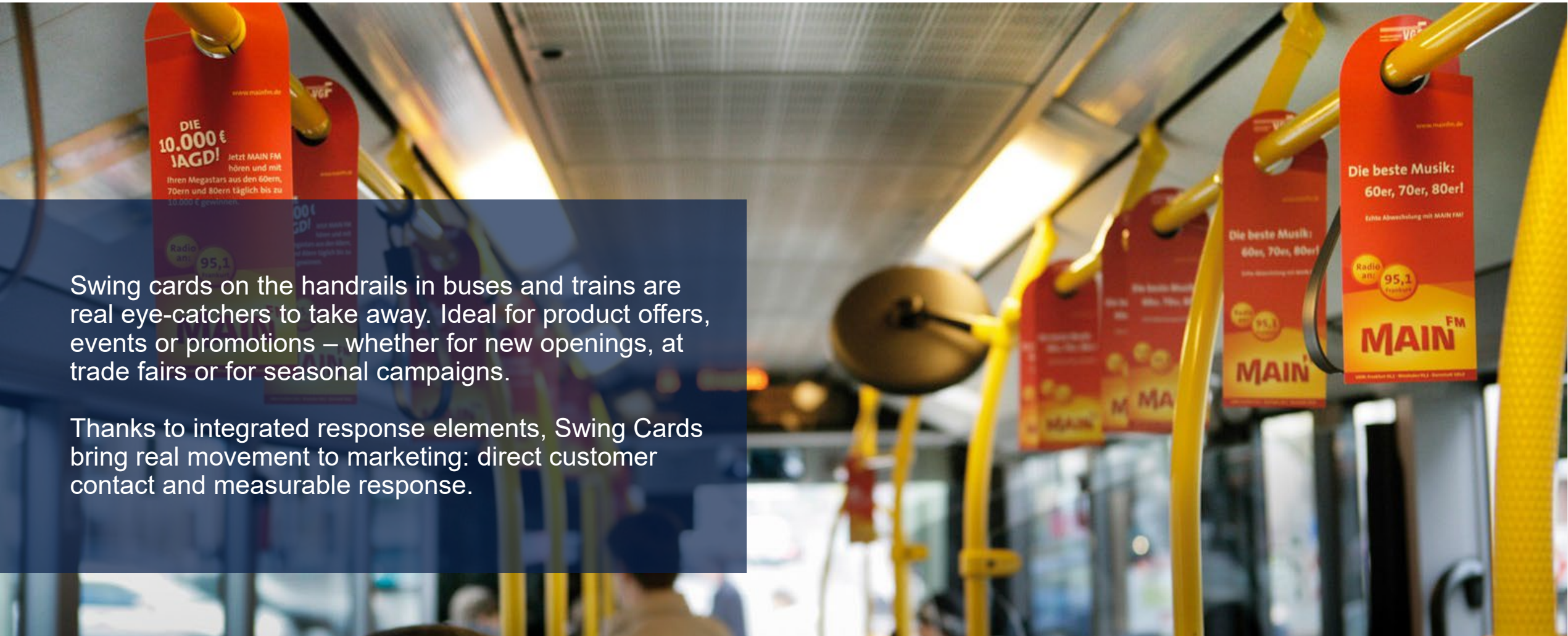


Facts about Interior Poster

Medium:	Advertising posters in city and regional transport vehicles, Attachment in a frame or direct attachment
Format:	42,0 x 59,4 cm portrait format (DIN A2) 29,7 x 42,0 cm portrait format (DIN A3)
Minimum quantity:	10 pieces per area of service
Campaign area:	Bookable in selected areas of urban and regional transport
Booking interval:	At least 1 month
Price:	<u>Transport Media Planner - Ströer (stroeer.de)</u>



Swing Cards

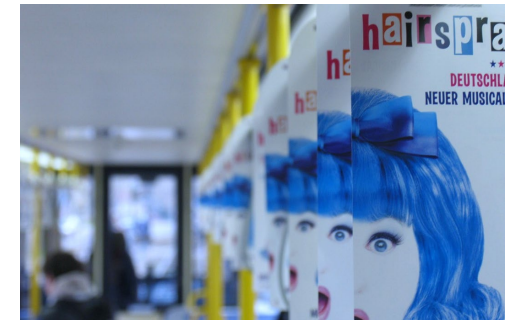


Swing cards on the handrails in buses and trains are real eye-catchers to take away. Ideal for product offers, events or promotions – whether for new openings, at trade fairs or for seasonal campaigns.

Thanks to integrated response elements, Swing Cards bring real movement to marketing: direct customer contact and measurable response.

Facts about Swing Cards

Medium:	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
Campaign area:	Bookable on urban and regional services and selected suburban areas
Booking interval:	Maximum of 14 days (until used up)
Price:	<u>Transport Media Planner - Ströer (stroeer.de)</u>



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 the data provided) and two corrections to the preferred draft. Additional corrections will be charged at € 500 net each. Additional costs will only be incurred if images have to be purchased externally or graphic elements (e.g. logos) 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



Transport Media Planning has never been easier!

With our newly developed planning and creative tools, you can design your advertising campaign quickly, intuitively and entirely according to your ideas, without any prior knowledge.

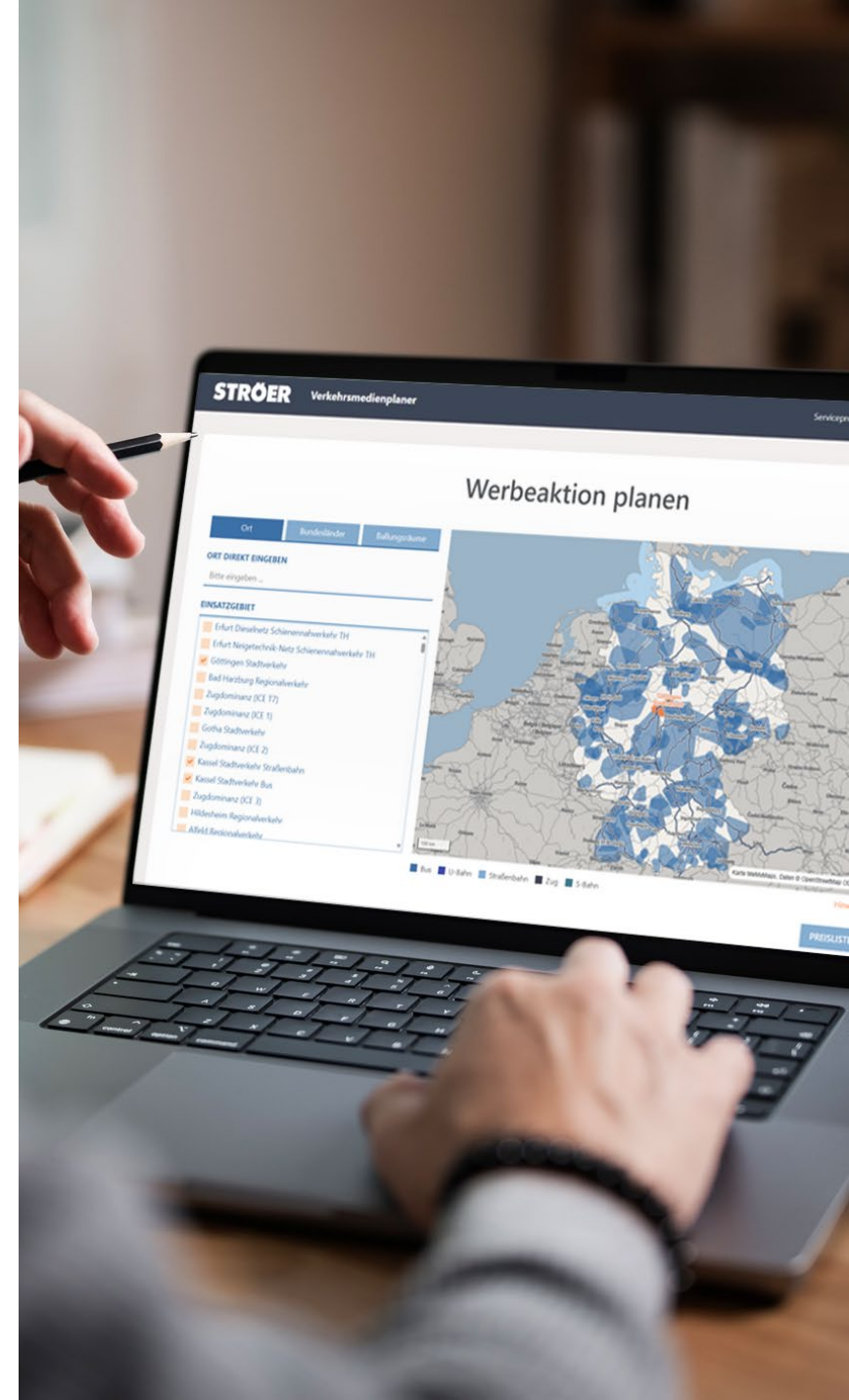
New: The smart Transport Media Planner with area of application concept

Instead of planning at the local level, you can now plan specifically for innovative areas of application – more efficiently, flexibly and with greater time savings.

All functions in one tool

Now with an optimised user interface for maximum usability:

- Nationwide information in real time – locations, availability and prices for all modes of transport at a glance
- Practical line display – for a precise overview and easy handling
- Smart planning functions – clever, fast, clear
- **And best of all:** With our Creative simulator you can test in advance how your message will come across on transport media – for strong designs with maximum impact.



Important information Transport Media

Prices and planning: Transport Media Planner - Ströer

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 € 500 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.

The lead time is 20 calendar days from print approval to posting.

Sustainability at Ströer

The concept of sustainability can only be meaningfully implemented as a long-term strategic pillar and in direct relation to our own core business.

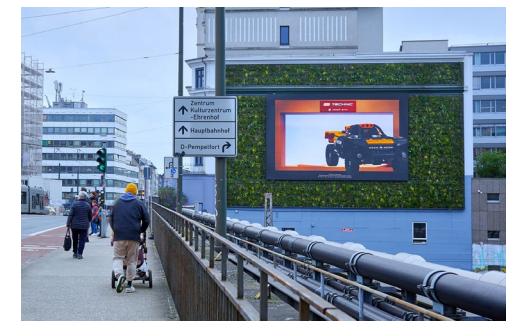
After all, sustainability and business success are not contradictory, but rather mutually dependent.

Two important components, efficiency and innovation, have always been part of our business model.



Our environmental policy

- Ströer pursues the goal of minimising the environmental impact of its business activities. Where immediate avoidance is not possible, the company focuses on continuous reduction. A key aspect of this is increasing efficiency in the use of natural resources and energy sources.
- This also includes continuously increasing the share of renewable energies in operational processes. Ströer sees particular potential for further increasing the use of renewable energies in outdoor advertising.
- The digitalisation of the out-of-home advertising portfolio is a key driver. The increased use of digital advertising media reduces the consumption of paper and adhesive materials, the number of trips required for maintenance and motif changes, and the disposal of waste.
- Ströer is also continuously working to optimize the energy efficiency of its digital advertising media. The use of modern technologies and innovative solutions reduces energy consumption and the carbon footprint. A particular focus is placed on highly efficient LED technologies, which enable improved luminosity while reducing energy consumption.
- Ströer's Sustainability Report



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STRÖER

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