

— 2026 AFA Decaux

# DIGITAL NETWORKS

Digital Networks	Number of screens	СРМ	Handling fee** (DKK)		
Digital Cities	98	172	4.995		
Digital Cities consists of digital screens in inner Copenhagen, Frederiksberg, Aarhus and Aalborg. A coverage of 28.6%* (P15-70) can be achieved with Digital Cities.					
Digital Copenhagen	41	191	4.995		
Digital Frederiksberg	26	191	4.995		
Digital Aarhus	19	191	4.995		
Digital Aalborg	13	191	4.995		
Digital Malls**	46	147	4.995		

Digital Copenhagen: 41 screens located in central Copenhagen.

Digital Frederiksberg: 25 screens located at Frederiksberg.

**Digital Aarhus:** 19 screens located in central Aarhus **Digital Aalborg**: 13 screens located in central Aalborg.

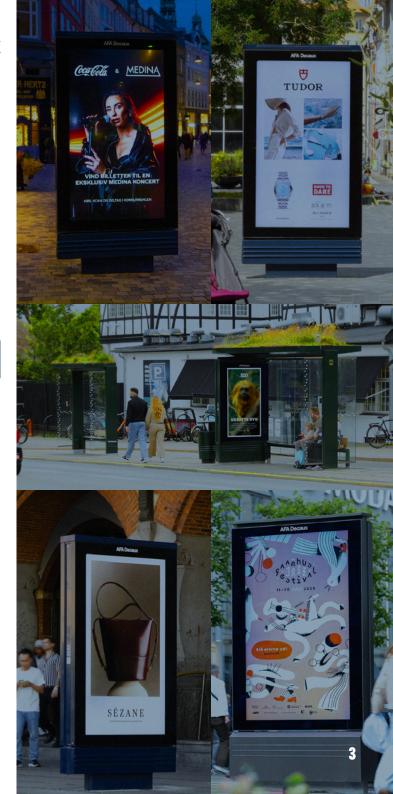
Digital Malls: 46 screens located in Field's, Bruun's Galleri and Bryggen.

\*Kantar / Index Danmark 2024 \*\*The handling fee includes 5 motives.

All prices are valid from 1 January 2026. All prices are in DKK and excl. VAT and production costs.

This material is subject to printing errors and possible price regulations.

Reservations are made for blocked/inactive screens. Impressions will be calculated based on the number of active screens.



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### **ABRIBUS**

Abribus - Nationwide	Number of panels	Price (DKK) per unit	Price (DKK) per week	Mounting fee (DKK)
1 series	302	1.297	391.694	20.838
2 series	604	1.297	783.388	41.676
3 series	906	1.297	1.175.082	62.514
4 series	1.208	1.297	1.566.776	83.352

<sup>\*</sup>By purchasing 4 series, in 1 week the national coverage is 83.1% and have a frequence of 15,2 among the 15-70 year olds.

Abribus - Major cities	Number of panels	Price (DKK) per unit	Price (DKK) per week	Mounting fee (DKK)
1 series	220	1.553	341.660	15.180
2 series	440	1.553	683.320	30.360
3 series	660	1.553	1.024.980	45.540
4 series	880	1.553	1.366.640	60.720

<sup>\*</sup>By purchasing 4 series, in 1 week the major cities coverage is 94.3% and have frequence of 14.1 among the 15-70 year olds.

Abribus - Greater Copenhagen	Number of panels	Price (DKK) per unit	Price (DKK) per week	Mounting fee (DKK)
1 series	102	1.679	171.258	7.038
2 series	204	1.679	342.516	14.076

<sup>\*</sup>By purchasing 2 series, in 1 week the greater Copenhagen coverage is 92.4% and have a frequence of 9.8 among the 15-70 year olds.

Local	1	2.066	69
Local Copenhagen/Frederiksberg/ Aarhus/Odense/Aalborg	1	2.860	69
Specifically located	1	3.713	69

<sup>\*</sup>Kantar Gallup, Index Danmark 2024



Nationwide: Kbh-Frb, Dragør, Frd. sund, Glostrup, Herlev, Hillerød, Hvidovre, Hørsholm, Lyngby, Taastrup, Roskilde, Øvr. Hovedstad, Aarhus, Aalborg, Odense, Randers, Kolding, Vejle, Herning, Holstebro, Viborg, Hjørring, Svendborg, Holbæk, Næstved, Slagelse, Sorø, Vordingborg, Øvr. Sjælland, Øvr. Midtjyllland, Øvr. Nordjylland, Øvr. Fyn, Øvr. Sønderjylland

**Major cities:** Kbh-Frb, Dragør, Frd. sund, Glostrup, Herlev, Hillerød, Hvidovre, Hørsholm, Lyngby, Taastrup, Roskilde, Øvr. Hovedstad, Aarhus, Aalborg, Odense, Randers, Kolding, Vejle, Herning

**Greater Copenhagen:** Kbh-Frb, Dragør, Frd. sund, Glostrup, Herlev, Hillerød, Hvidovre, Hørsholm, Lyngby, Taastrup, Øvr. Hovedstad

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## **RETAIL**

#### RETAIL COVERS

Bilka

Coop 365

Føtex

Kvickly

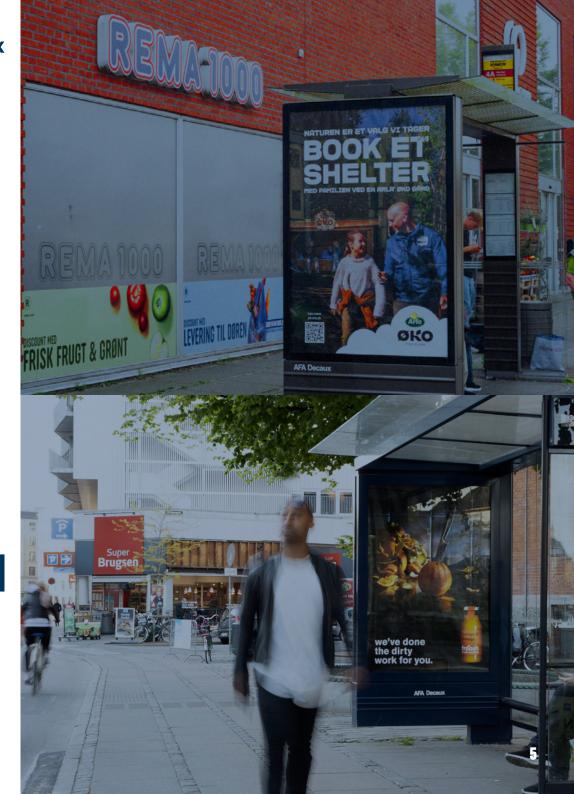
MENY

Rema 1000

Super Brugsen

Retail	Number of panels*	Price (DKK) per unit	Price (DKK) per week	Mounting fee (DKK)
Nationwide	539	1.671	900.669	37.191

\*Number of posters may vary over time, depending on the number of stores opening or closing. All prices are valid from 1 January 2026. All prices are in DKK and excl. VAT and production costs. This material is subject to printing errors and possible price regulations.



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# BRAND ACTIVATION

For more information about Brand Activation, contact Mette Risby Mortensen:

+45 27 14 24 30 mem@afadecaux.dk

