

FRAMING DANISH OUTDOOR

AFA Decaux

BOSS

BOSS RECOGNIZE BOSS

BOTTLED BEYOND
THE NEW GINGER-LEATHER FRAGRANCE

RATECARD
2026

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DIGITAL NETWORKS

Digital Networks	Number of screens	CPM	Handling fee** (DKK)
Digital Cities	125	172	4.995
Digital Cities consists of digital screens in inner Copenhagen, Frederiksberg, Aarhus and Aalborg. A coverage of 32%* (P15-70) can be achieved with Digital Cities.			
Digital Copenhagen	41	191	4.995
Digital Frederiksberg	26	191	4.995
Digital Odense	22	191	4.995
Digital Aarhus	21	191	4.995
Digital Aalborg	15	191	4.995
Digital Malls**	46	147	4.995

Digital Copenhagen: 41 screens located in central Copenhagen.

Digital Frederiksberg: 26 screens located at Frederiksberg.

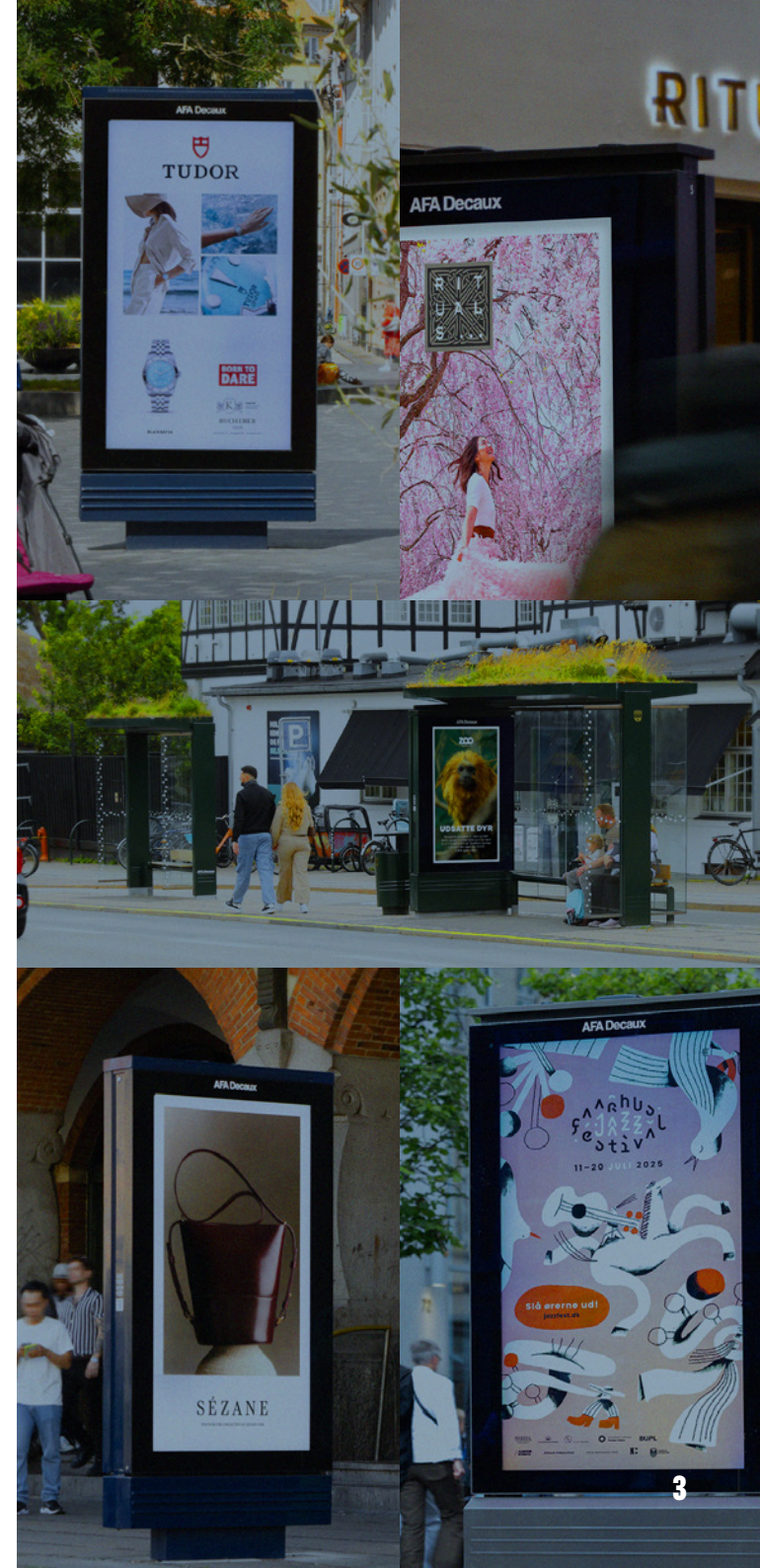
Digital Odense: 22 screens located in central Odense.

Digital Aarhus: 21 screens located in central Aarhus.

Digital Aalborg: 15 screens located in central Aalborg.

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

*Kantar / Index Danmark HH2025 **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.



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

*By purchasing 4 series, in 1 week the national coverage is 83.1% and have a frequency 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

*By purchasing 4 series, in 1 week the major cities coverage is 94.3% and have frequency 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

*By purchasing 2 series, in 1 week the greater Copenhagen coverage is 92.4% and have a frequency 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

*Kantar Gallup, Index Danmark 2025

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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. Midtjylland, 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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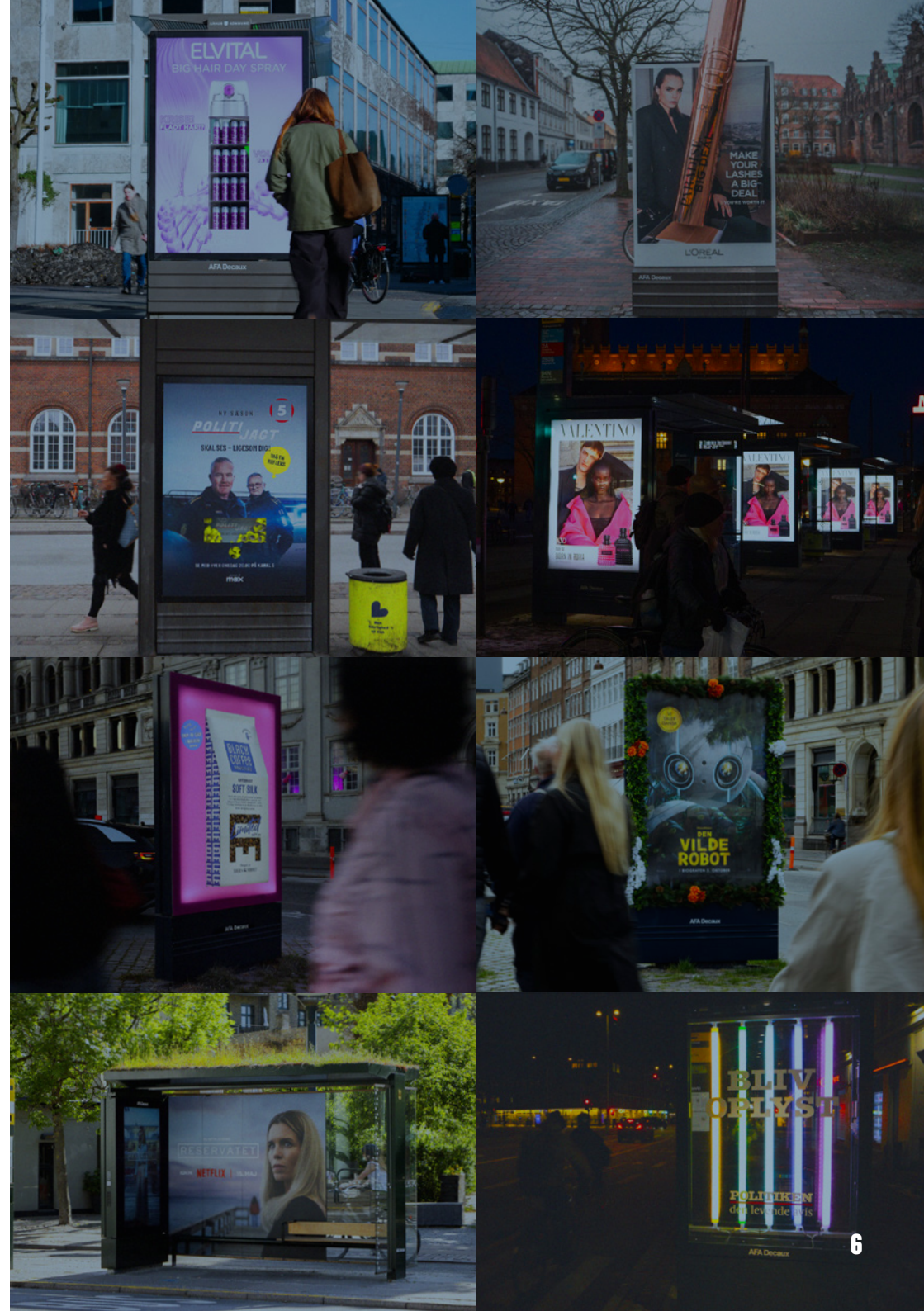
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BRAND ACTIVATION

- Development of creative campaigns that generate extra attention in the urban landscape
- Consulting, sparring, and concept development
- Full management of the process, from campaign idea to execution on street furniture
- Option for delivery of graphic design work and finalisation of print-ready files
- Selecting standout locations to drive the best possible campaign results
- Delivery of campaign photos or video

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BRUUNS ICONIC IMPACT

CREATIVE OUTDOOR WITH PLENTY OF “WOW” EFFECT AND INTERACTION WITH AN AVERAGE OF 29,571 DAILY VISITORS AT BRUUNS GALLERI.

ELEMENTS IN THE IMPACT-SOLUTION

- 60 m² ceiling-hung Digital Cube with 4 sides
- Digital Ribbon Display
- 124 m of foil wrapping distributed across 8 escalators
- 15 m elevator banner
- 5 columns
- 23 m atrium glass film
- 2 x 70” digital screens with foil
- Optional event area

	Price (DKK) per week	Mounting and production (DKK)
Bruuns Iconic Impact	695,000	115,000

	CPM	Handling fee* (DKK)
Bruuns Digital Impact (Digital Cube + Digital Ribbon Display 100% SOV)	650	4,995
Bruuns Digital Cube	650	4,995

Source: Steen & Strøm. *The handling fee includes 5 motives.
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