

ABRI ON THE MOVE

Exclusive visibility on the Amsterdam Metro Network

POS

POI

High-Impact

Giant Formats

Programmatic

Data & Insights



Full Journey Domination

Move beyond fleeting street-level impressions and command minutes of undivided attention. Abri on the Move is not a standalone placement, but a dominant advertising network that gives your brand exclusive ownership across 47 metro trains. *One brand. One environment. A consistent presence throughout the entire journey.* In a city where traditional ad space is limited, this network provides over 200 additional eye-level touchpoints, right in the heart of Amsterdam's transit system.

WHY ABRI ON THE MOVE?

TOTAL BRAND DOMINANCE

Claim 100% Share of Voice inside each vehicle. A single advertiser per campaign ensures exclusivity and eliminates all competition.

EXTENDED ENGAGEMENT

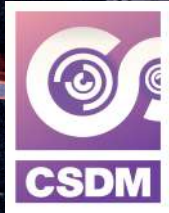
Capitalize on high attention value in a low-distraction environment. Commuters will encounter your message multiple times during an average 6-minute journey.

IN-JOURNEY FREQUENCY

Leverage the power of repetition. Multiple touchpoints on a single journey drive deeper brand reinforcement.



FULL JOURNEY DOMINATION



PREMIUM EXECUTION



The Perfect Mix: A Hybrid Strategy

Combine the initial impact of DOOH on the platforms with the dominant repetition of Abri on the Move during the journey. This creates powerful, layered coverage that embeds your message deep in the commuter's memory.

This exclusive network, featuring over **200 full-colour, eye-level poster displays**, delivers a massive reach of **4,442,000 R-OTS, (Relative Opportunity to See) in just two weeks**. In a city where analogue ad space is scarce, this offers unparalleled visibility that effectively moves the audience from a fleeting first glance to inevitable brand recognition.

THE TOTAL PACKAGE

Number of displays <i>209 poster displays</i>	ROT-S per vehicle <i>567.060</i>
Number of vehicles <i>47 metro trains</i>	Campaign duration <i>2 weeks (sunday to sunday)</i>
Reach <i>4,442,000 R-OTS* in 2 weeks</i>	Total ROT-S <i>26.651.820</i>





Ready to own the journey?
Contact us

+31 (0)20 697 49 61
sales@csdigitalmedia.nl

