

Short Profile Ströer Group

Ströer Out-of-Home Media AG is a specialist for all types of promotional media used outside of private homes – ranging from classic posters, advertising in waiting areas and mass transit to digital and interactive media. We have over 280,000 advertising faces and are one of the leading out-of-home advertisers worldwide in Europe in terms of sales revenue.

We offer our customers in our core markets Germany, Turkey and Poland large networks for nationwide campaigns. In the German outdoor advertising market Ströer has the largest market share in terms of sales revenue with its more than 230,000 advertising faces in over 600 cities. In Turkey, we have the largest market share in terms of sales revenue with over 43,000 advertising faces in 32 cities.

In Poland, Ströer markets approx. 20,800 advertising spaces in 16 of the largest towns. With the acquisition of News Outdoor Poland we expect to become the Number 1 provider for outdoor advertising space. With blowUP media we operate the largest network for giant posters in Europe.

We employ about 1,600 people worldwide and have offices in over 60 locations. The portfolio of Ströer Group consists of a variety of different out-of-home advertising products. We place a high value on quality, innovation and design for our advertising devices and street furniture.

With our products we set standards in the design of public spaces. Ströer street furniture has already received 27 international awards, among these the prestigious iF award of the International Design Forum, Hanover.