Be seen.
Be remembered.

Media Kit 2026

Digital street displays in Amsterdam
and Frankfurt.

Hello, we're Seabiscuit.

Digital street displays in front of local shops, cafés and restaurants in Amsterdam and Frankfurt, at eye level, right where people walk.

Seabiscuit Media is a young digital out-of-home company operating in Amsterdam and Frankfurt. We place modern digital displays in front of local businesses and connect them into one network that brands can use to reach people where city life happens.

KEY FACTS

- 120+ outdoor screens
- Amsterdam and Frankfurt
- At eye level, in front of local cafés, restaurants and shops
- 43″/55″ displays
- Content and creative support from our own agency



Not new to the street.

3.6M

WEEKLY IMPRESSIONS

Eyes on your brand, every week.

Across our whole network, in both Circles.

120+

OUTDOOR SCREENS

In front of local businesses

43″ and 55″ digital street displays

67

PROJECTS DELIVERED

And counting

For brands and local businesses

2

CITIES

Amsterdam · Frankfurt

One Circle in each city



CITY NETWORK

One network. Two cities. Right on the street.

CITY NETWORK

Our digital displays stand in front of and in the windows of cafés, restaurants and local shops: at eye level, right where people walk, part of everyday city life.

CITIES

2

Amsterdam / Frankfurt

DISPLAYS

120+

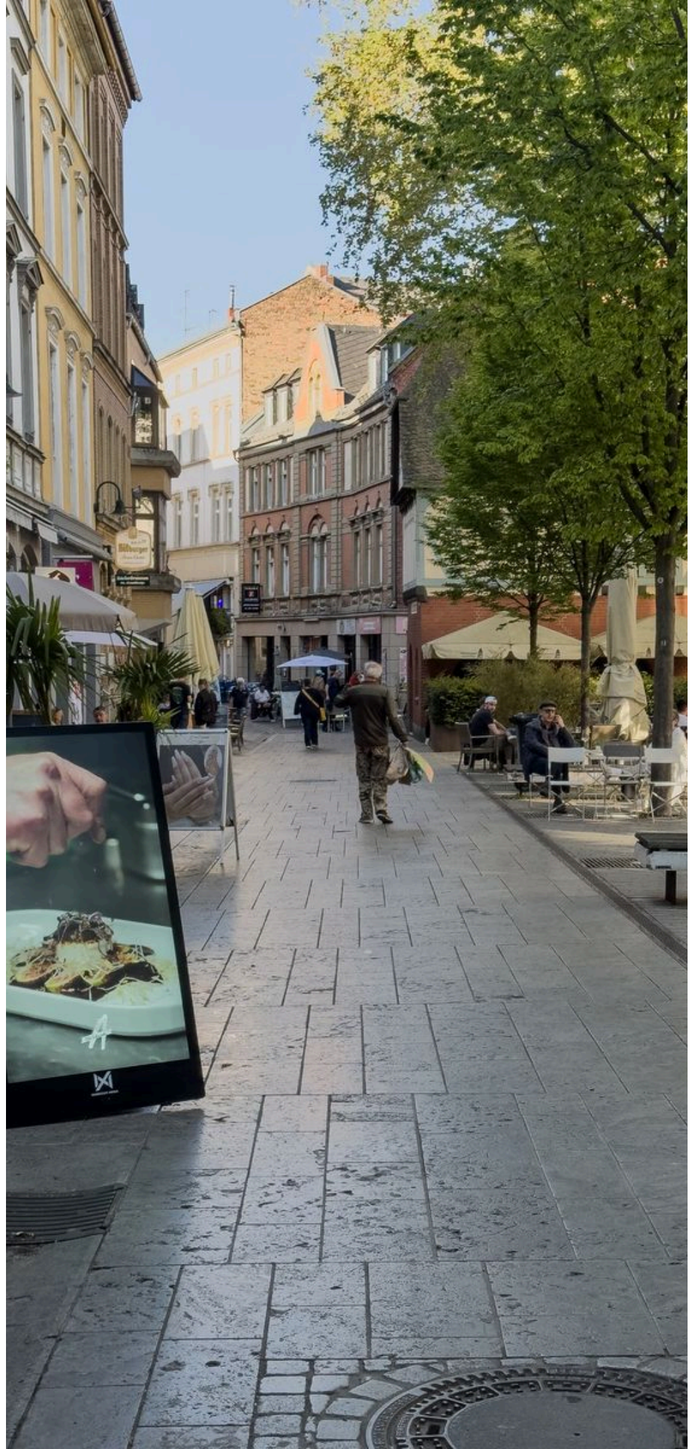
43″/55″ digital street displays

REACH

3.6M

weekly impressions

Seabiscuit Media





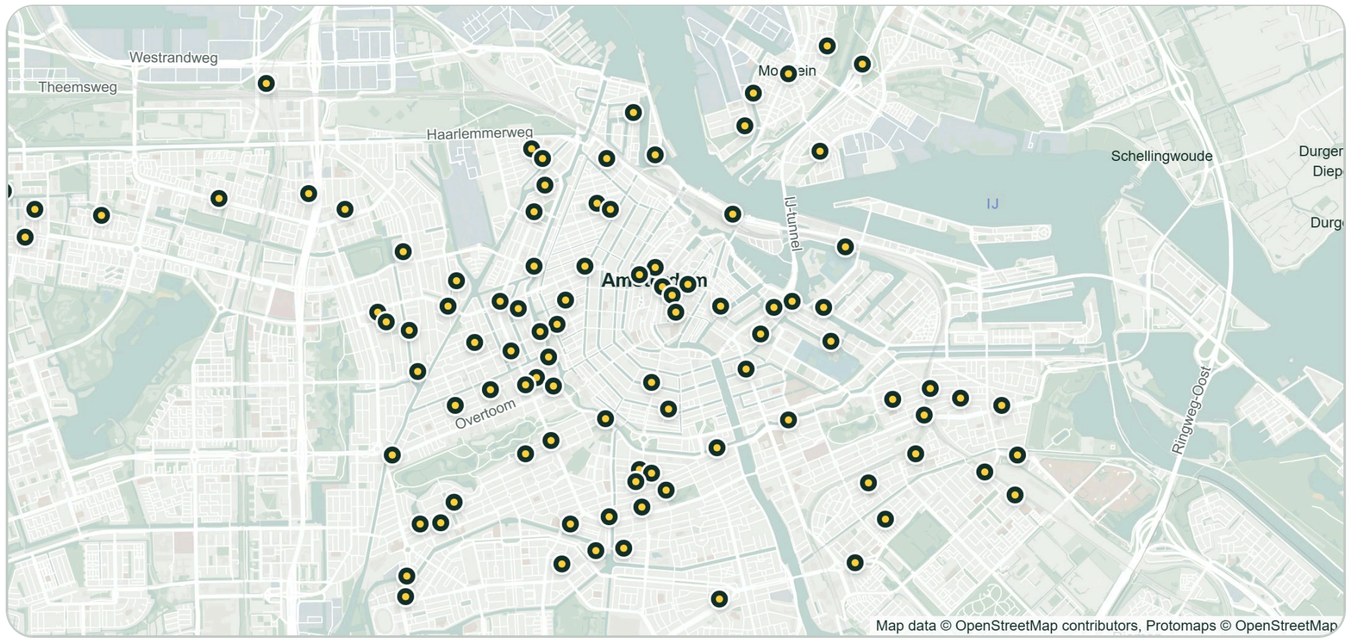


The Circles

Each city is a Circle: all our displays in that city.

Each city is a Circle: every Seabiscuit display across that city. Run your campaign in the Amsterdam Circle, the Frankfurt Circle, or both.

Amsterdam Circle



Pin positions are approximate to protect our partners' privacy.

Frankfurt Circle

Frankfurt

One Circle in each city

Two displays, made for your street



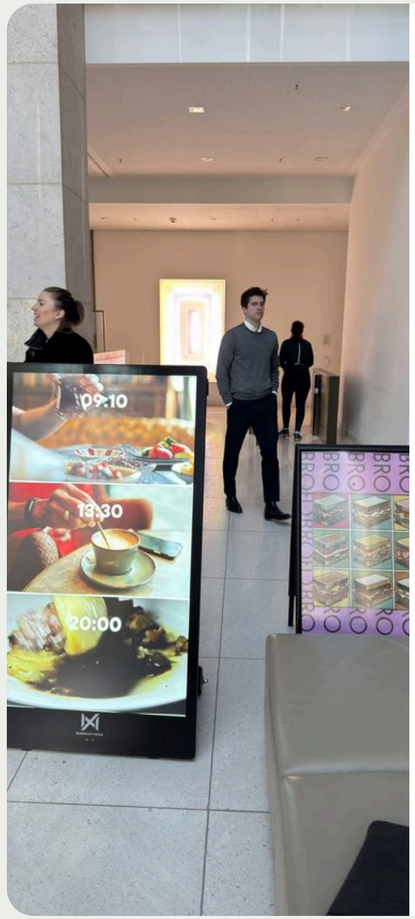
43" / 55"

Outdoor display

Waterproof

Your ad at eye level, readable even in full sun.

- Bright enough to read even in direct sunlight, with brightness that adapts automatically
- Runs on battery for 16+ hours, so there's no cable across the pavement
- Waterproof and ready for all four seasons
- Screen at eye level, where people actually look: hard to miss
- Street placement approved by the local authorities



43" / 55"

Indoor display

Mains-powered

Your ad right where customers decide what to buy.

- Bright, high-contrast screen that stands out in your window or store
- Connected to mains power: no battery, no charging
- Runs for as long as your store is open

Why choose Seabiscuit?

Six reasons brands advertise on our street displays.

3.6 Million Weekly Impressions

Put your brand in front of millions of potential customer impressions every week through our growing digital advertising network.

Premium Urban Locations

Reach people in carefully selected, busy locations where they shop, dine, work and meet.

Flexible Advertising Campaigns

Choose your Circle (Amsterdam, Frankfurt or both), plus the campaign duration and approach that fit your goals and budget.

Dynamic Digital Advertising

Bring your campaign to life with vivid visuals, motion graphics and video, made to stand out on the street.

Hyperlocal Advertising Network

Connect with local audiences through displays in front of restaurants, cafés, shops and neighbourhood hotspots.

Creative Support, Start to Finish

No ready-to-use content? Our creative team produces professional visuals, videos and animations for your campaign.

How we work

01

Your ad is ready? We'll take it to the street.

Send us your video or visual. We check that it fits our portrait displays and plan it where your audience walks.

02

No content yet? We'll create it.

Our team designs eye-catching visuals or short animations made for the street. You approve everything before it runs.

See our Agency packages

03

One city, one Circle. Choose yours.

Each city is a Circle: every Seabiscuit display across that city. Run your campaign in the Amsterdam Circle, the Frankfurt Circle, or both.

04

See who you reached.

After your campaign you receive a report showing where and when your ad ran, plus an estimate of how many people passed your displays, based on the number of screens and local footfall.

PRICING

Plan your campaign budget



CAMPAIGN CALCULATOR

€12

per display per day

excl. VAT

DISPLAYS	PER DAY	PER WEEK (7 DAYS)
10	€120	**€840**
30	€360	**€2,520**
50	€600	**€4,200**
70	€840	**€5,880**
100+	from €1,200	**from €8,400**
Per month (28 days)		**On request: contact us**

Indicative list price, excl. VAT. Your final price is confirmed in your campaign proposal.

Calculate your campaign online

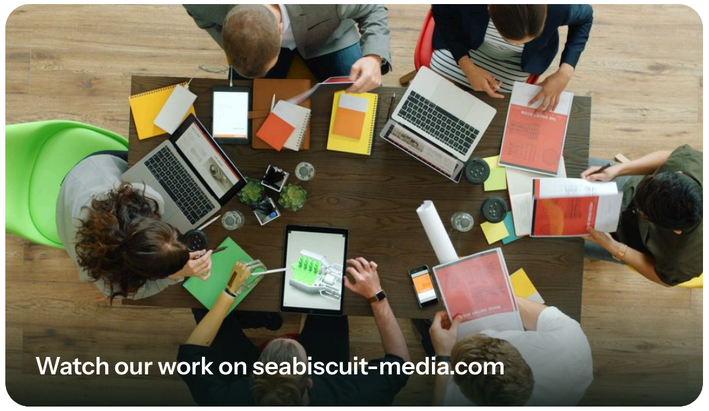
Request your special discount

Planning a month or longer? Contact us for monthly pricing and a special discount.

AGENCY

No content? We'll create it.

We create the visuals behind our street displays every day: for the cafés, restaurants and shops in our network, and for brands advertising in Amsterdam and Frankfurt. Everything is designed for our portrait displays and readable at a glance from the pavement.



Mini

€500

per project, excl. VAT

Your existing material, ready for the street.

- Your existing visuals adapted to our portrait displays
- Subtle motion (zoom, fade)
- Animated text
- 1 round of revisions

Standard

Most popular

€1,200

per project, excl. VAT

A new ad, designed from scratch.

- New design based on your brief
- Motion graphics and animation
- Licensed stock footage where needed
- 1 round of revisions

Premium

€2,000

per project, excl. VAT

From idea to finished clip, with our own shoot.

- Concept and art direction
- Professional photo/video shoot on location
- Copywriting
- Motion design and editing
- 2 rounds of revisions

Custom

On request

Bigger campaign or something special?

A tailored offer: e.g. several clips, a series for multiple locations, or a larger production. Contact us.

See our Agency packages

Brands we've worked with

From local favourites to international names.



EUROPFARM
QUALITY PRODUCTS - AFFORDABLE PRICES

ELAINE'S WORLD

FUJIFILM

ISTADENTAL







Pernod Ricard

ROSENHOF
RESTAURANT & LOUNGE



SCHLOSSHOTEL
KRONBERG

Sofar

WEMPE





Worldeye
EXCELLENCE IN EYE CARE



LABEL
ORIGINAL

Let's talk about your street

Request a campaign proposal

Advertise with us

Scan to request a campaign proposal

EMAIL

hello@seabiscuit-media.com

PHONE

+49 176 83438049

+49 172 3782520

WEBSITE

seabiscuit-media.com