

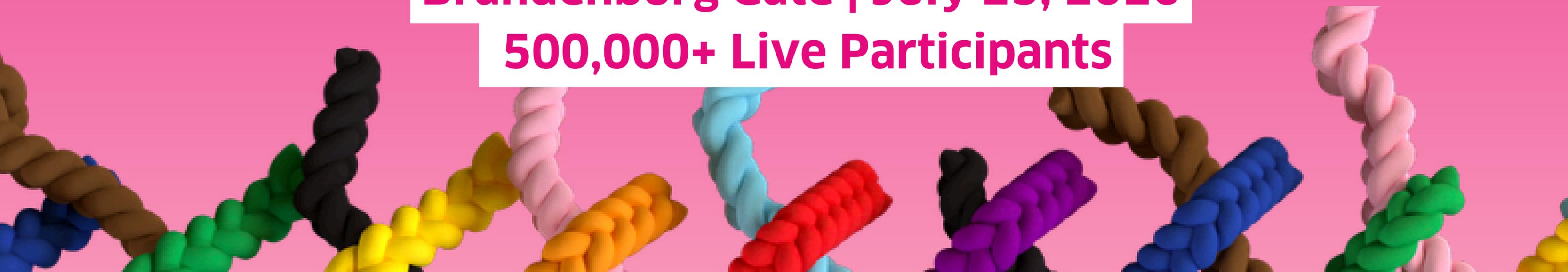
BERLIN PRIDE 2026

OFFICIAL GIANT DOOH SCREENS

Premium Event-Based Media Inventory

Brandenburg Gate | July 25, 2026

500,000+ Live Participants



One of Europe's Largest Live Public Gatherings

Berlin Pride (Berliner CSD) brings together over 500,000 participants, culminating in a powerful closing rally at the Brandenburg Gate.

For brands, this is a rare opportunity to secure premium digital out-of-home inventory inside a high-density, emotionally charged, culturally significant live event.

**This is not peripheral visibility.
This is presence at the heart of the rally zone.**



Image: Nikita Tchernodarov

The Environment: Scale. Emotion. Attention.

- 12 hours of continuous live audience presence
- Peak concentration at Brandenburg Gate
- Highly engaged, socially active urban audience
- Significant earned media amplification

This is a high-attention environment where screens are viewed in moments of energy, celebration and shared identity.

Event-based DOOH at this scale is rare.



Image: Claudia Hampton

The Timing

Berlin Pride Month

June 26 - July 25, 2026

Main Demonstration & Closing Rally

July 25, 2026

Brandenburg Gate

Screen Operating Hours

12:00 - Midnight (12 hours live)

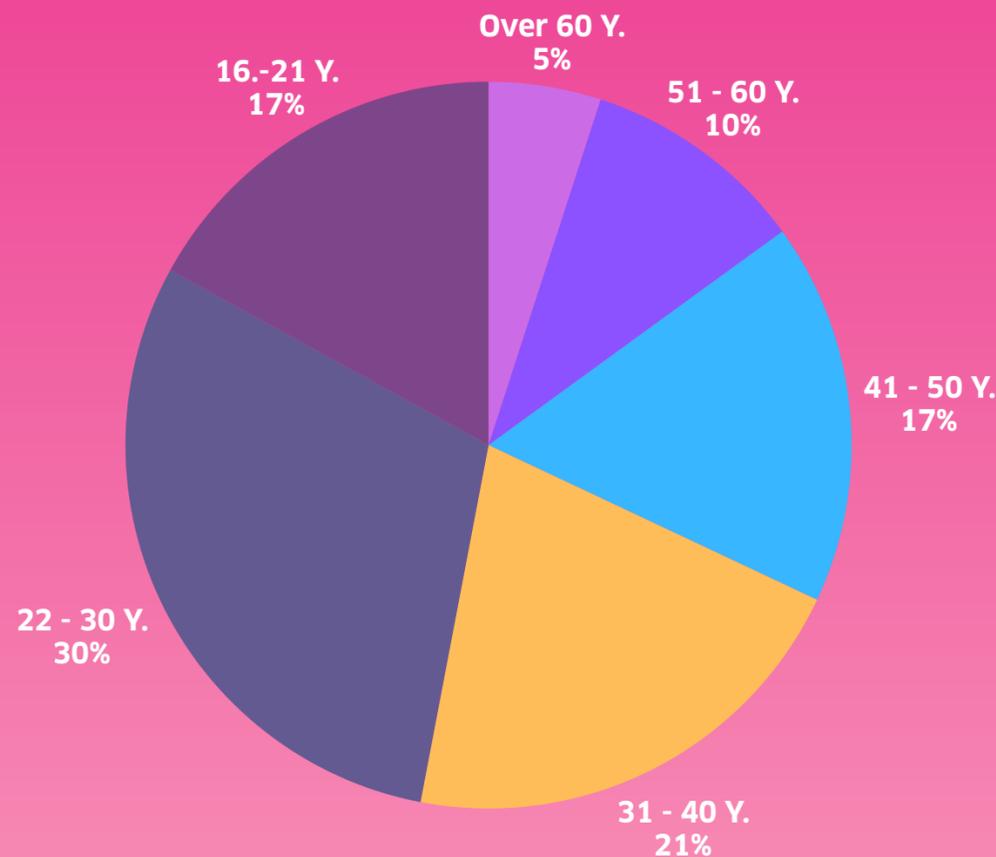
Your brand is positioned inside the most concentrated part of the event, during its most visible day.



Image: Nikita Tchernodarov

Audience Profile

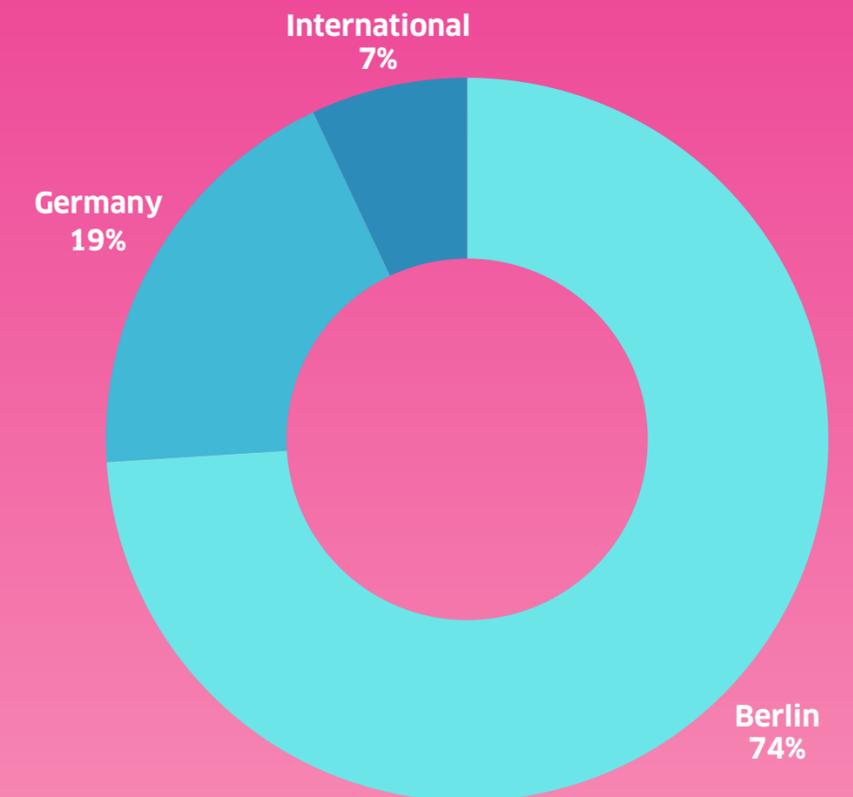
Age



- 70% under 40
- 74% Berlin-based
- Young, urban, culturally influential
- Strong purchasing power
- Highly social-media active

This is one of Europe's most trend-aware metropolitan audiences, physically present and fully engaged.

Background



THE INVENTORY

2 x 21m² Premium LED Screens

NEW for 2026 – First Time at Berlin Pride

- Two high-resolution 21m² LED screens
- Positioned within the main rally footprint
- Full-motion advertising (not logo loops)
- 15-second advertising spots
- 192 guaranteed rotations (96 per screen)
- 2,880 seconds total exposure per advertiser
- Official DOOH Screen Partner recognition

This is true premium event-based DOOH
not sponsorship visibility, not
static branding.





What Makes This Different

This is:

- Scarce inventory - only two giant screens
- Fixed live event date - cannot be replicated
- Emotionally charged audience environment
- Cultural relevance at scale
- High dwell-time setting
- Prime Brandenburg Gate positioning

This is not CSR.

This is not a donation.

This is strategic brand media inventory.



Investment

**2 x 21sqm Premium LED Screens
12 Hours Live Broadcast Window
192 Rotations Guaranteed**

Rate Card

€24,950 + VAT

**Limited advertiser slots available.
Once inventory is allocated, no additional screen
capacity can be created.**

Early commitment is strongly recommended.

Secure Your Position for Berlin Pride 2026

July 25, 2026

Brandenburg Gate

500,000+ Live Audience

Two Screens.

One Day.

Limited Inventory.

Agency Contact

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