



AUH, A GROWING HUB AT THE CROSSROAD OF GLOBAL AIR TRAFFIC

T3 - Home of Etihad Airways, the national carrier of the UAE

16.8 M PAX

72.1% of AUH PAX traffic

79 destinations served

Only US pre-clearance facility of the region

T1 - International airlines hub

5.9 M PAX

25.5% of AUH PAX traffic

44 destinations served

T2 - Low-cost airlines serving the Indian sub-continent

40 K PAX

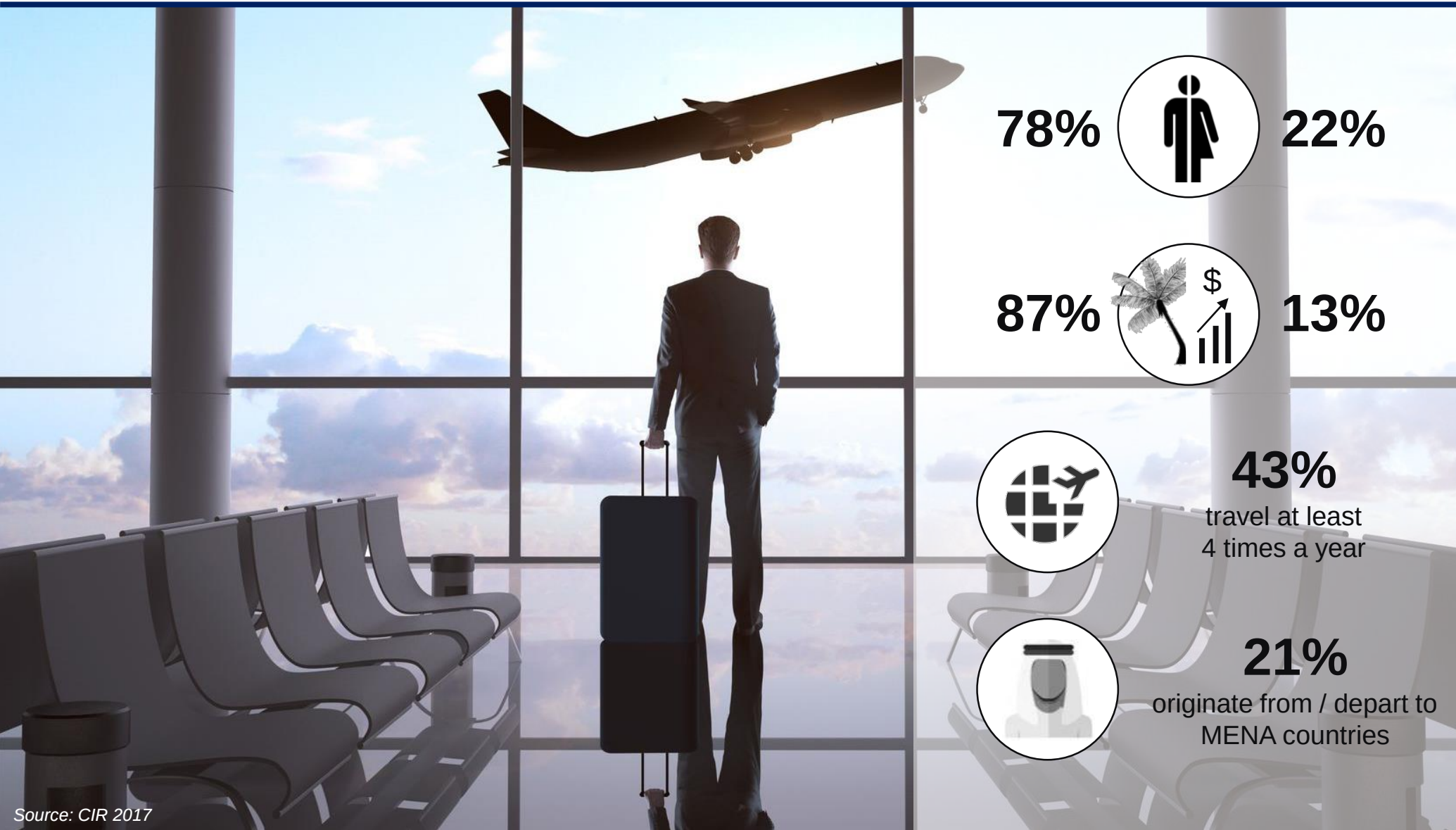
1.7% of AUH PAX traffic

3 destinations served



Source: ADAC

AUH, A UNIQUE AUDIENCE OF YOUNG FREQUENT TRAVELERS



Source: CIR 2017

ABU DHABI INTERNATIONAL AIRPORT, ONE OF THE FASTEST GROWING AIRPORTS WORLDWIDE

A unique opportunity to
reach a
GLOBAL AUDIENCE

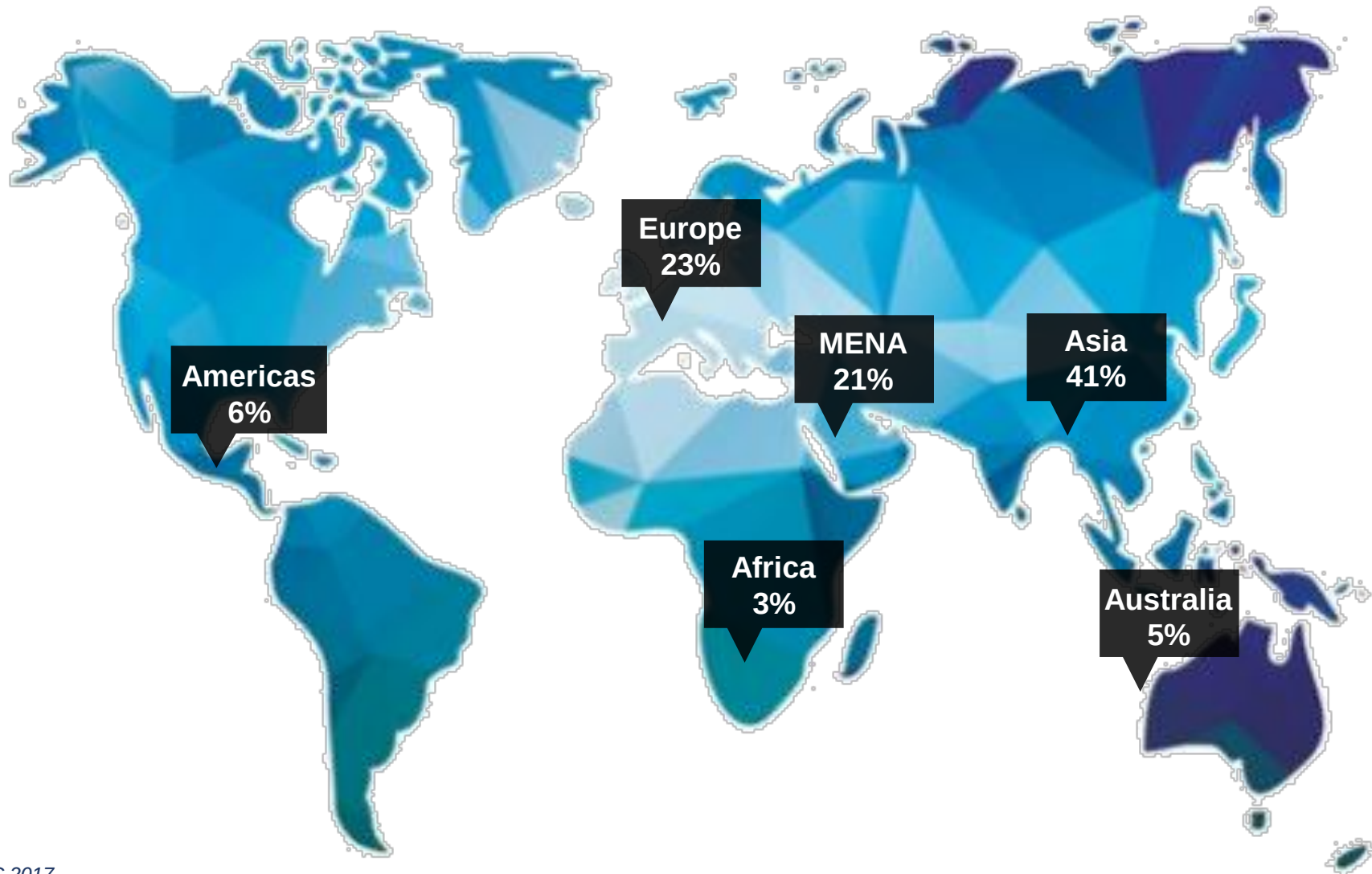
23.4 M passengers in 2017



Source: ADAC

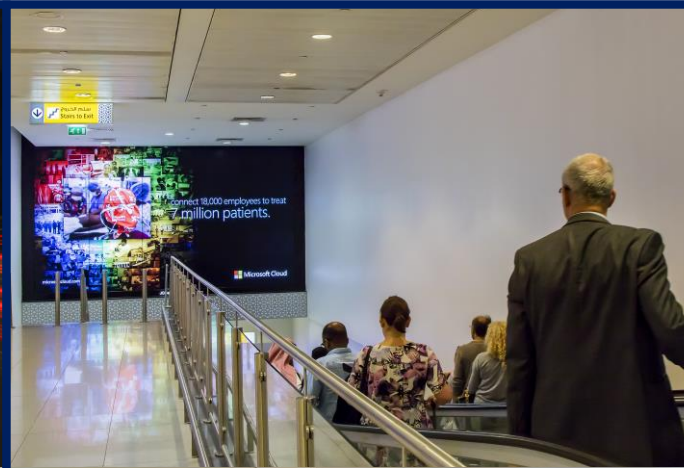
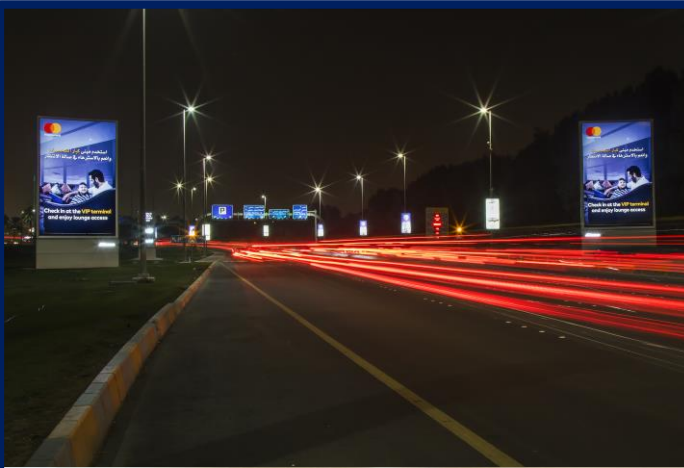
AUH, A GROWING HUB AT THE CROSSROAD OF GLOBAL AIR TRAFFIC

Passenger traffic per region in 2017



Source: ADAC 2017

A UNIQUE RANGE OF MEDIA SOLUTIONS ANSWERING EVERY COMMUNICATION NEED



ICONIC MEDIA

DIGITAL & DYNAMIC
MEDIA

VIP MEDIA



BON VOYAGE LIGHTS

AUH
DEPARTURES
ALL TERMINALS

976,473 PAX
MONTHLY REACH

69,000 EUR
MONTHLY GROSS
MEDIA RATE
EXCLUDING VAT

3,500 EUR
PRODUCTION COST
EXCLUDING VAT

2018 MEDIA OFFER



ABU DHABI INT'L AIRPORT

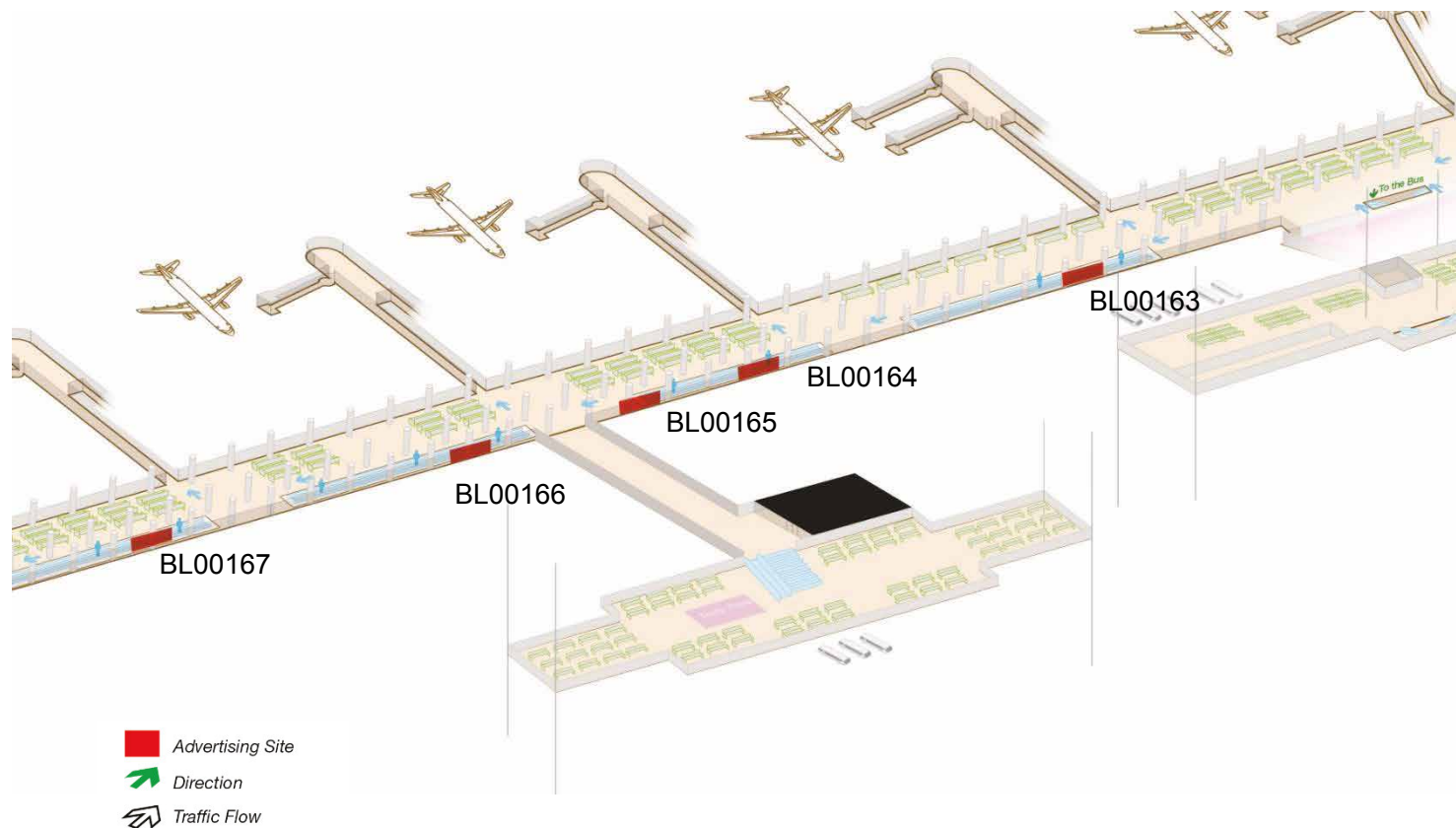
DEPARTURES – NEAR
BOARDING ZONE

TERMINAL 3

TOTAL FACES 13

TECHNICAL DETAILS

FACES	5
TYPE	LIGHT BOXES
SIZE	1.65m x 3.15m (5.2m ²)



BON VOYAGE LIGHTS

2018 MEDIA OFFER

Exteriors

Check-in

Passport/
Security

Duty Free

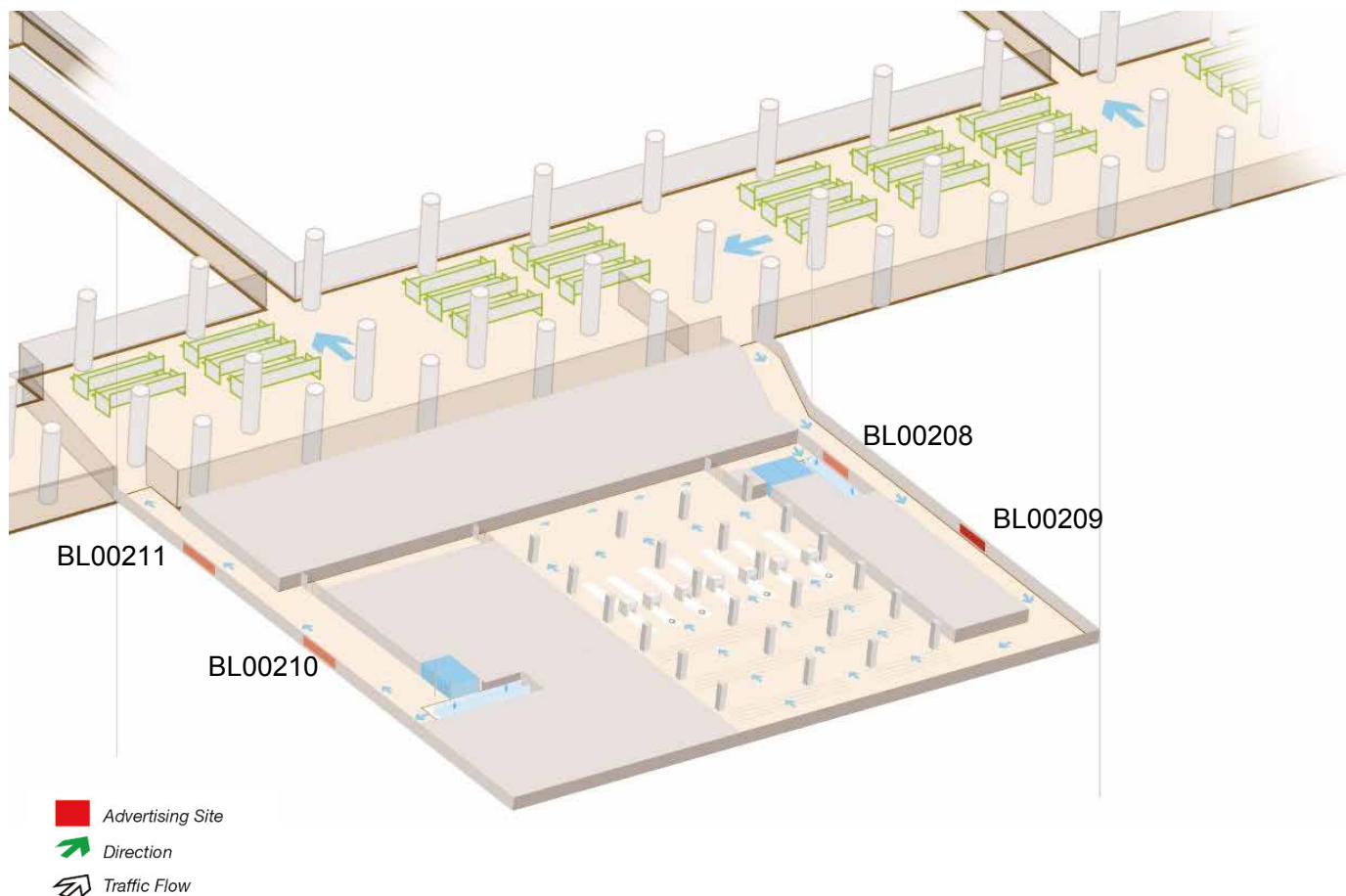
Boarding

Landing

Immigra-
tion

Luggage
Claim

Arrival
Hall



ABU DHABI INT'L AIRPORT

DEPARTURES –
US PRE-CLEARANCE

TERMINAL 3

TOTAL FACES 13

TECHNICAL DETAILS

FACES	4
TYPE	LIGHT BOXES
SIZE	2m x 6m (12m ²)

BON VOYAGE LIGHTS

2018 MEDIA OFFER



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Exteriors

Check-in

Passport/
Security

Duty Free

Boarding

Landing

Immigra-
tion

Luggage
Claim

Arrival
Hall

ABU DHABI INT'L AIRPORT

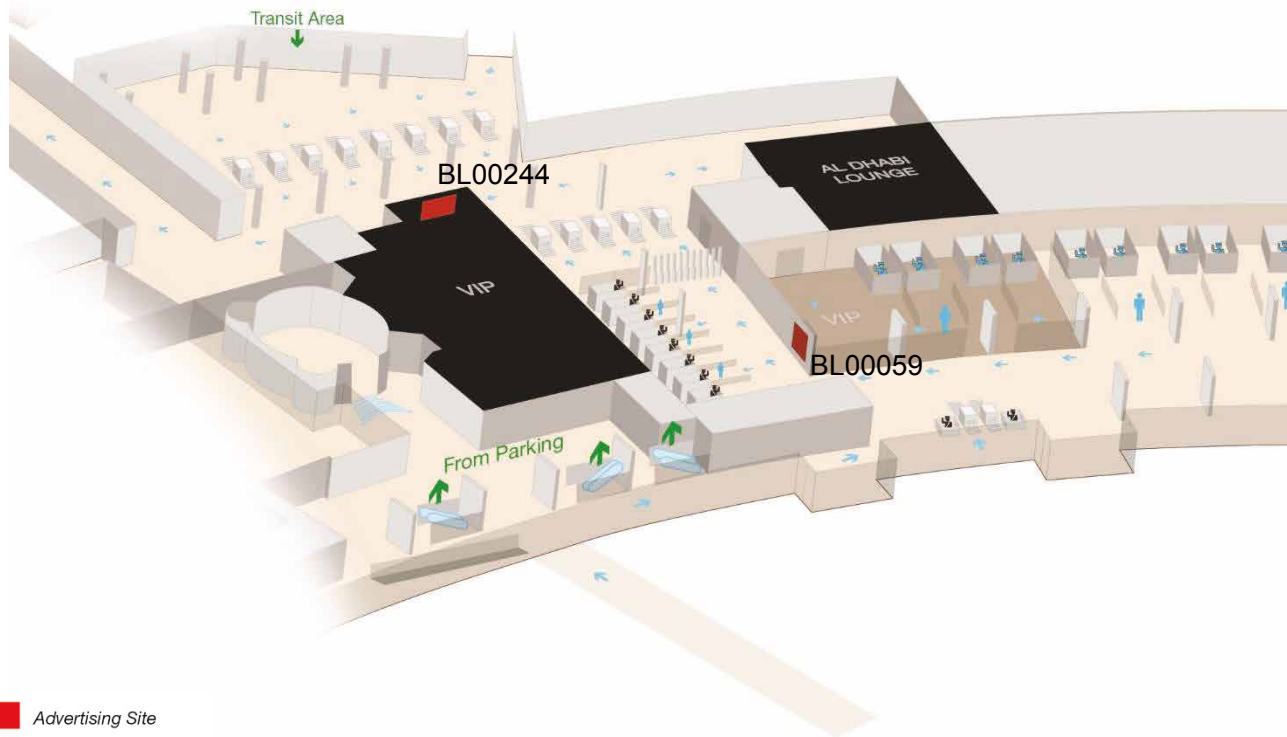
DEPARTURES

TERMINAL 1

TOTAL FACES 13

TECHNICAL DETAILS

FACES	2
TYPE	LIGHT BOX
SIZE	2.50m x 2.50m (6.25m ²)



BON VOYAGE LIGHTS

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Exteriors

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Passport/
Security

Duty Free

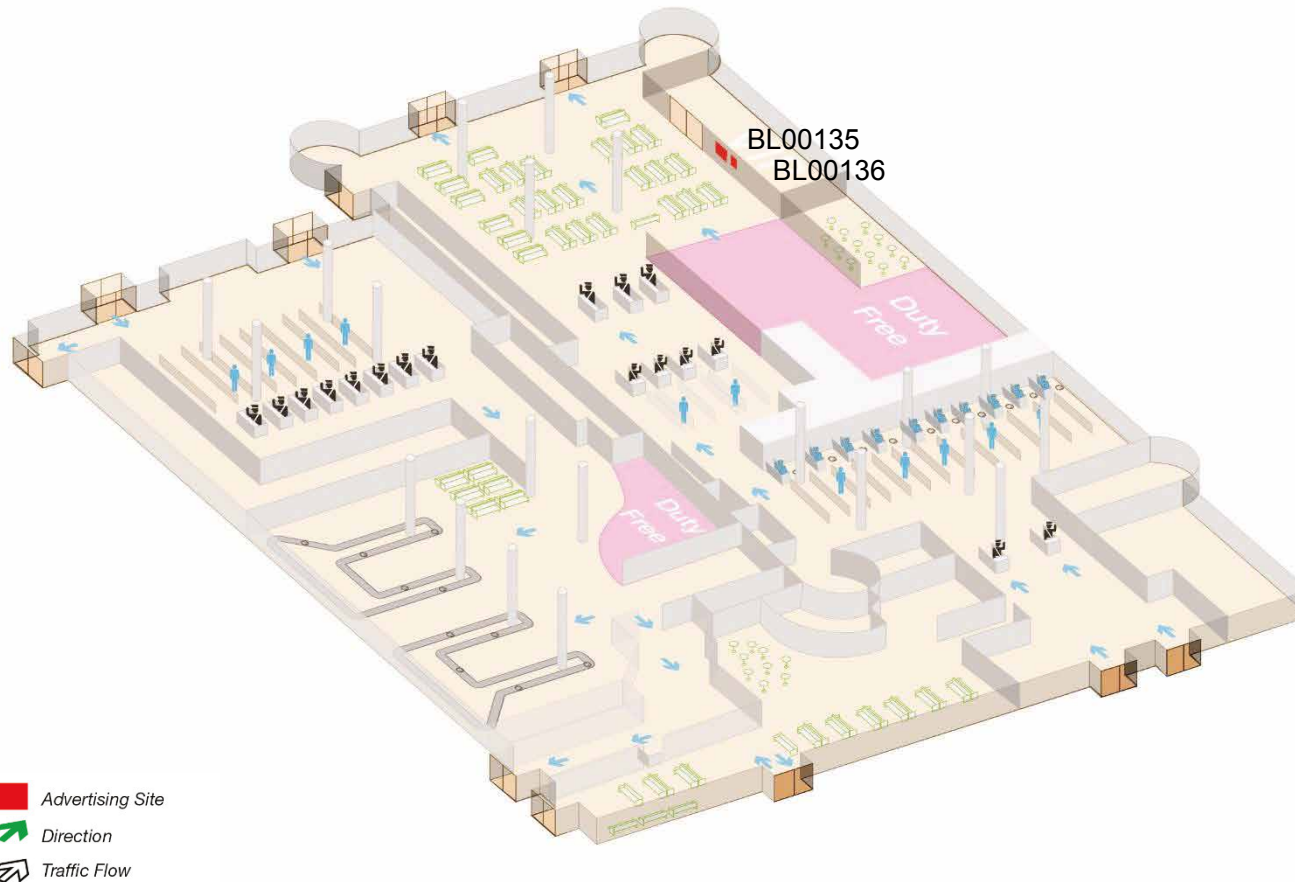
Boarding

Landing

Immigra-
tion

Luggage
Claim

Arrival
Hall



ABU DHABI INT'L AIRPORT

DEPARTURES – NEAR
BOARDING ZONE

TERMINAL 2

TOTAL FACES 13

TECHNICAL DETAILS

FACES	2
TYPE	LIGHT BOXES
SIZE	1.3m x 2.5m (3.25m ²) 1.3m x 0.9m (1.2m ²)

BON VOYAGE LIGHTS

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DIGITAL DEPARTURES

AUH
DEPARTURES
TERMINALS 1 & 3

959,366 PAX
MONTHLY REACH
+ LOCAL AUDIENCE

46,000 EUR
MONTHLY GROSS
MEDIA RATE
EXCLUDING VAT

1,350 EUR
PRODUCTION COST
EXCLUDING VAT

2018 MEDIA OFFER



DIGITAL DEPARTURES

AUH
DEPARTURES
TERMINALS 1 & 3

959,366 PAX
MONTHLY REACH
+ LOCAL AUDIENCE

46,000 EUR
MONTHLY GROSS
MEDIA RATE
EXCLUDING VAT

1,350 EUR
PRODUCTION COST
EXCLUDING VAT

2018 MEDIA OFFER

Exteriors

Check-in

Passport/
Security

Duty Free

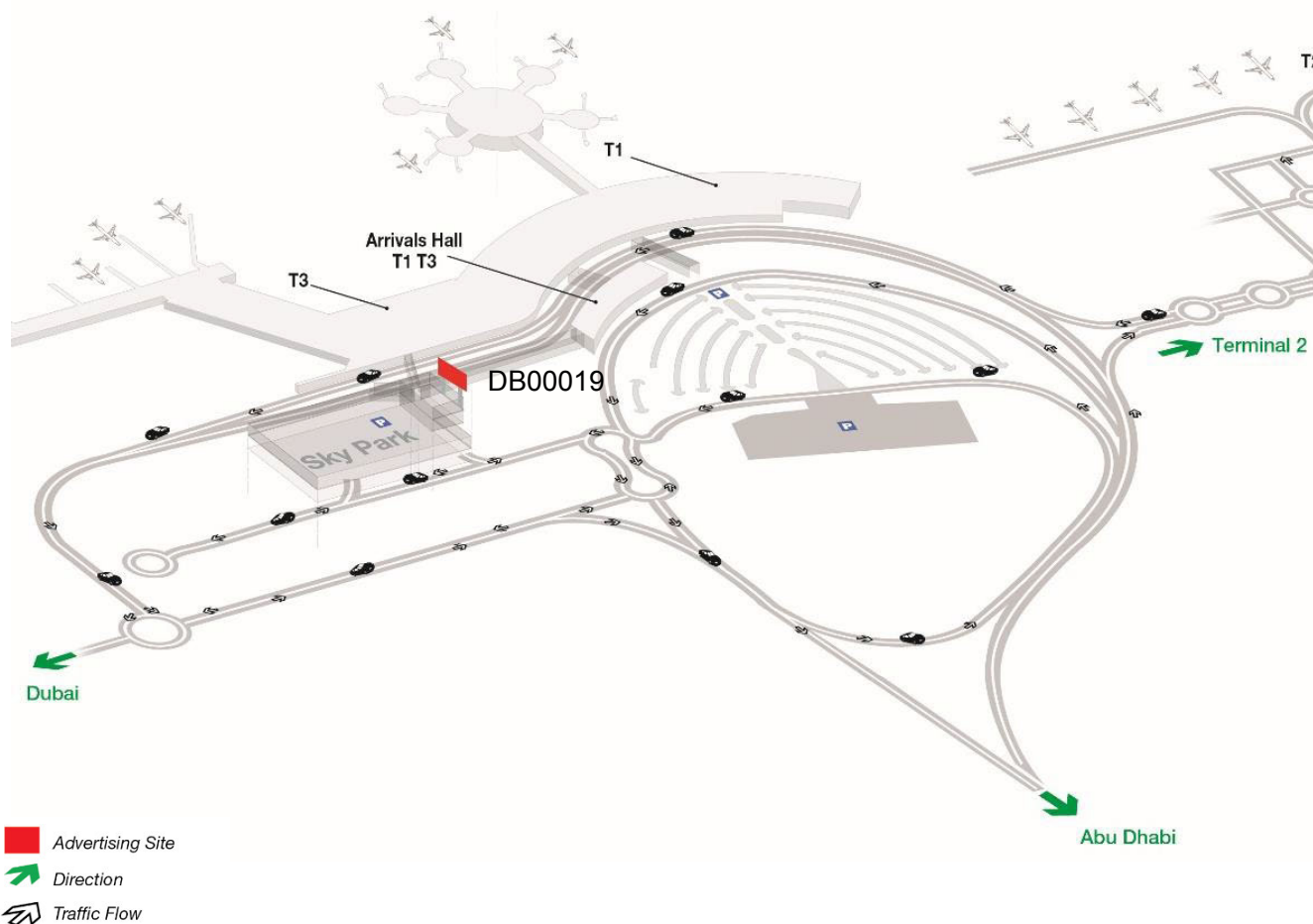
Boarding

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Immigra-
tion

Luggage
Claim

Arrival
Hall



ABU DHABI INT'L AIRPORT

EXTERIORS, DEPARTURES

TERMINAL 3

TOTAL FACES 49

N° OF IMPRESSIONS: 70,560 / DAY

TECHNICAL DETAILS

FACES	1
TYPE	LED
SIZE	6m x 10.59m (63.54m ²)

Up to 6 clients (average number of clients displayed at a time over the past 12 months). The number of clients could vary during specific times of the year

DIGITAL DEPARTURES

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Exteriors

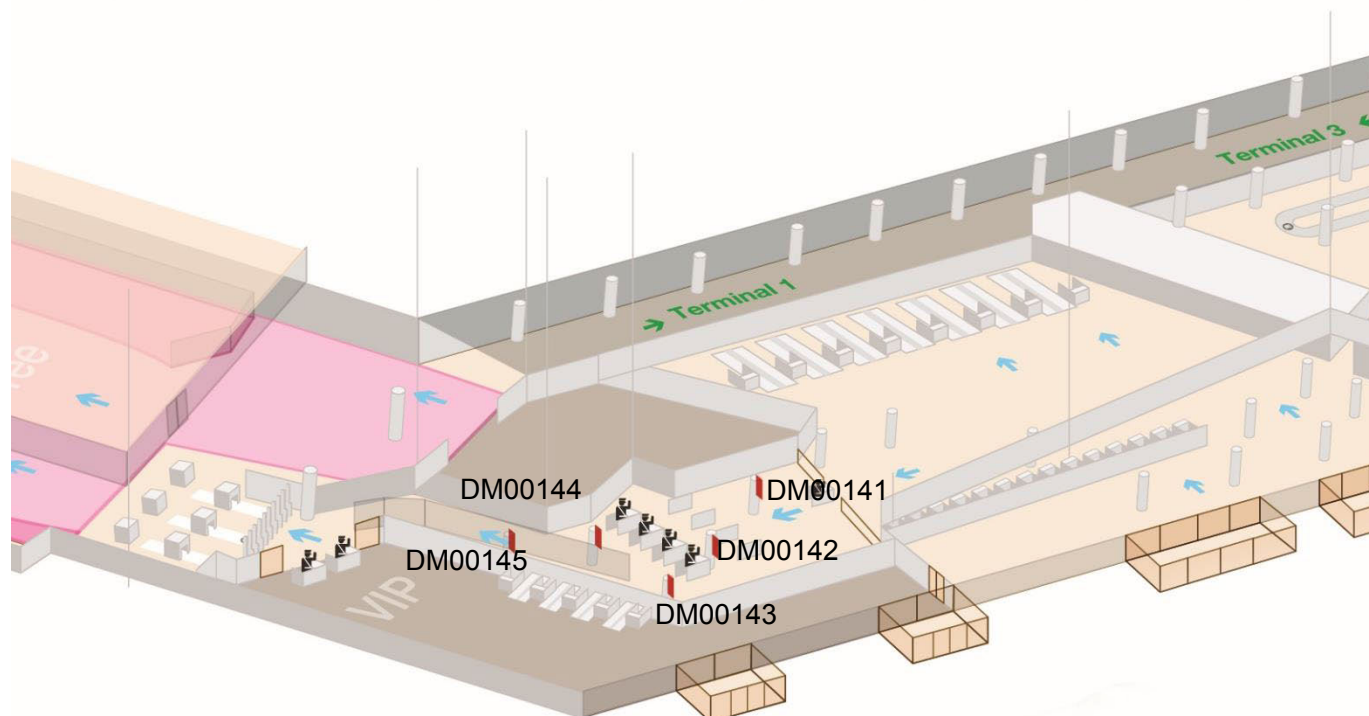
Check-in

Passport/
Security

Duty Free

Boarding

Landing

Immigra-
tionLuggage
ClaimArrival
Hall

ABU DHABI INT'L AIRPORT

DEPARTURES - PASSPORT
CONTROL

TERMINAL 3

TOTAL FACES 49

N° OF IMPRESSIONS: 70,560 / DAY

TECHNICAL DETAILS

FACES	5
TYPE	LCD
SIZE	40" FULL HD

Up to 6 clients (average number of clients displayed at a time over the past 12 months). The number of clients could vary during specific times of the year

DIGITAL DEPARTURES

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Exteriors

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tion

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ABU DHABI INT'L AIRPORT

DEPARTURES – BOARDING
ZONE

TERMINAL 3

TOTAL FACES 49

N° OF IMPRESSIONS: 70,560 / DAY

TECHNICAL DETAILS

FACES	30
TYPE	LCD
SIZE	40" FULL HD

Up to 6 clients (average number of clients displayed at a time over the past 12 months). The number of clients could vary during specific times of the year

DM00114 to DM00140

DM00109 to DM00111



DIGITAL DEPARTURES

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Security

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Claim

Arrival
Hall

ABU DHABI INT'L AIRPORT

DEPARTURES – PASSPORT
CONTROL

TERMINAL 1

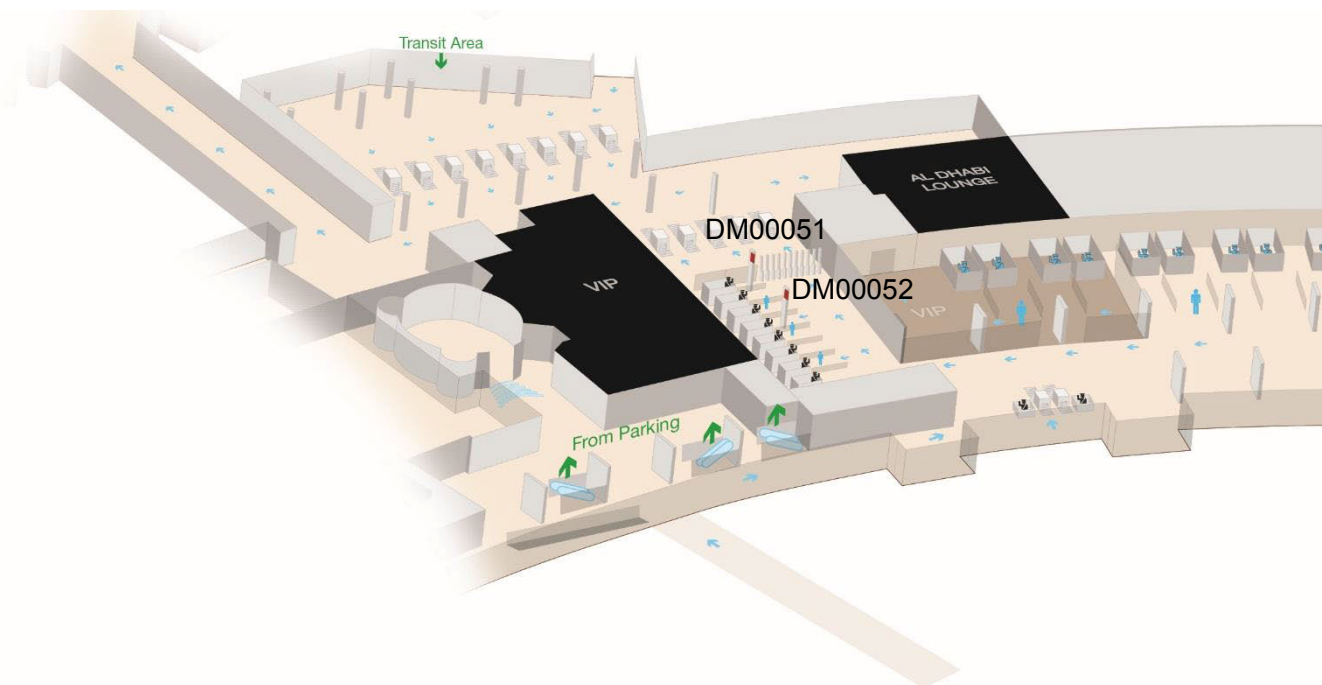
TOTAL FACES 49

N° OF IMPRESSIONS: 70,560 / DAY

TECHNICAL DETAILS

FACES	2
TYPE	LCD
SIZE	55" FULL HD

Up to 6 clients (average number of clients displayed at a time over the past 12 months). The number of clients could vary during specific times of the year



DIGITAL DEPARTURES

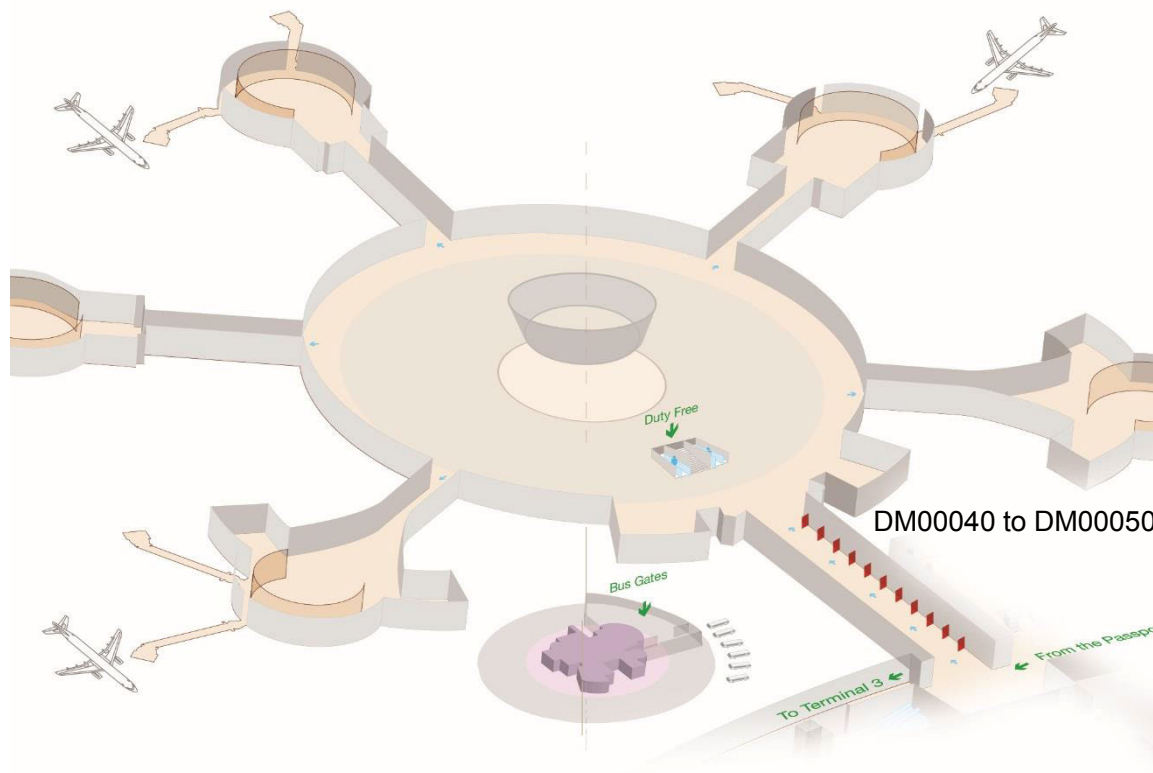
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- Advertising Site
- ➔ Direction
- Traffic Flow

ABU DHABI INT'L AIRPORT

DEPARTURES - EN ROUTE TO
BOARDING ZONE

TERMINAL 1

TOTAL FACES 49

N° OF IMPRESSIONS: 70,560 / DAY

TECHNICAL DETAILS

FACES	11
TYPE	LCD
SIZE	40"

Up to 6 clients (average number of clients displayed at a time over the past 12 months). The number of clients could vary during specific times of the year

DIGITAL DEPARTURES

2018 MEDIA OFFER



VIP DOMINATION PACK

AUH
DEPARTURES -
ARRIVALS
TERMINALS 1 & 3

1,289,119 PAX
MONTHLY REACH
+ LOCAL AUDIENCE

92,000 EUR
MONTHLY GROSS
MEDIA RATE
EXCLUDING VAT

2,500 EUR
PRODUCTION COST
EXCLUDING VAT

2018 MEDIA OFFER



VIP DOMINATION PACK

AUH
DEPARTURES -
ARRIVALS
TERMINALS 1 & 3

1,289,119 PAX
MONTHLY REACH
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92,000 EUR
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PRODUCTION COST
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2018 MEDIA OFFER

Exteriors

Check-in

Passport/
Security

Duty Free

Boarding

Landing

Immigra-
tion

Luggage
Claim

Arrival
Hall

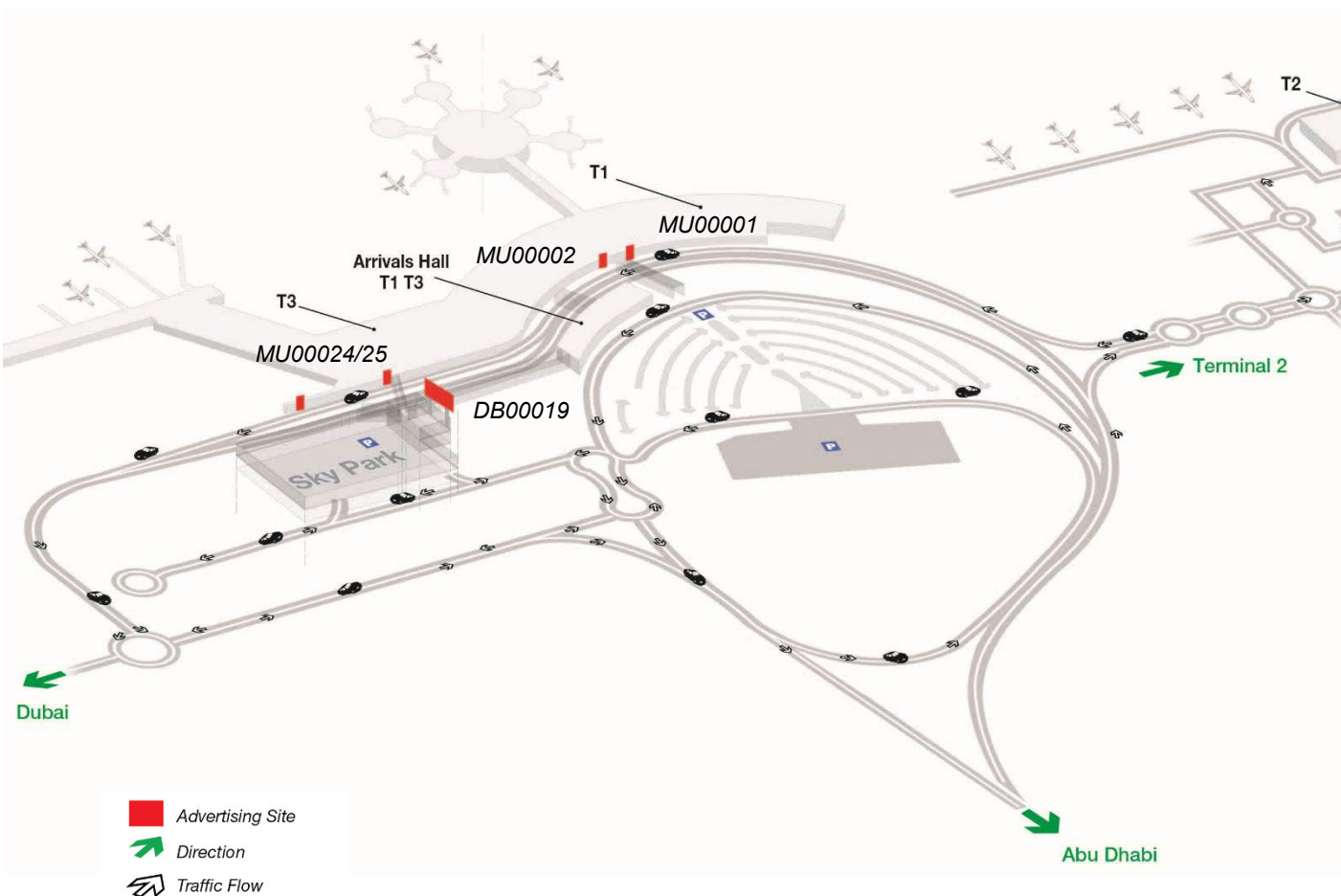
ABU DHABI INT'L AIRPORT

EXTERIORS – FIRST &
BUSINESS CLASS DROP OFF

TOTAL FACES 10

TECHNICAL DETAILS

FACES	5
TYPE	MUPI, LED SCREEN
SIZE	MUPI: 1.2m x 1.8m LED: 8.13m x 5.08m



VIP DOMINATION PACK

2018 MEDIA OFFER

Exteriors

Check-in

Passport/
Security

Duty Free

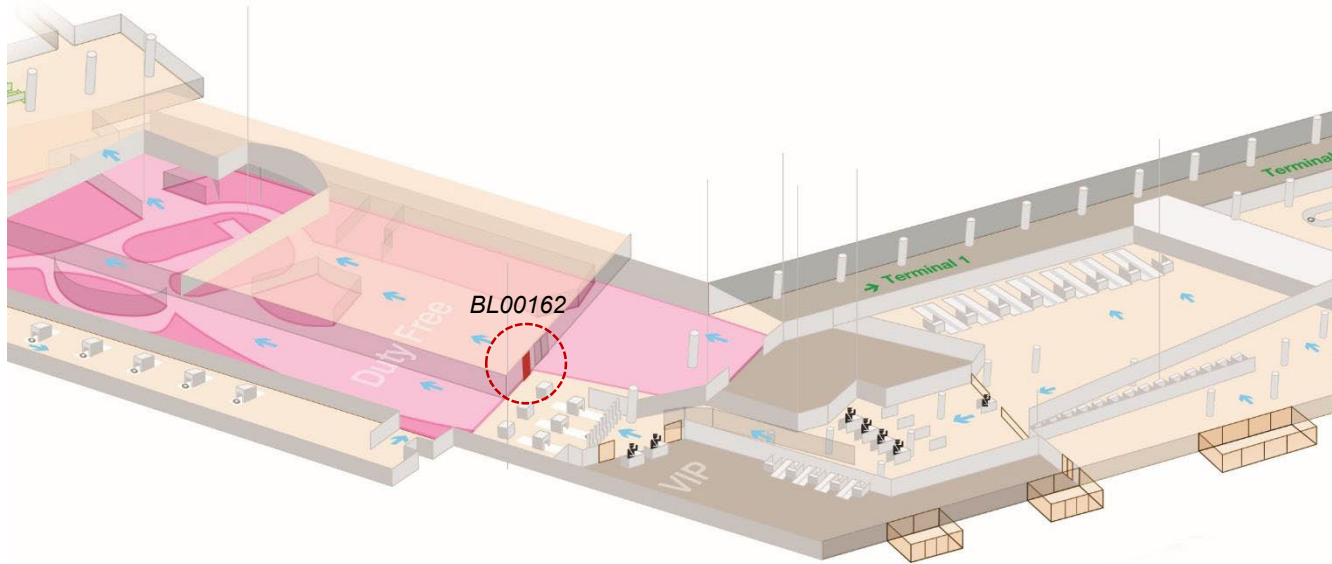
Boarding

Landing

Immigra-
tion

Luggage
Claim

Arrival
Hall



- Advertising Site
- Direction
- Passengers Flow
- Duty Free

ABU DHABI INT'L AIRPORT

DEPARTURES – AFTER
PASSPORT CONTROL

TERMINAL 3

TOTAL FACES 10

TECHNICAL DETAILS

FACE	1
TYPE	LIGHT BOX
SIZE	2.4m x 2.4m (5.76m ²)

VIP DOMINATION PACK

2018 MEDIA OFFER

Exteriors

Check-in

Passport/
Security

Duty Free

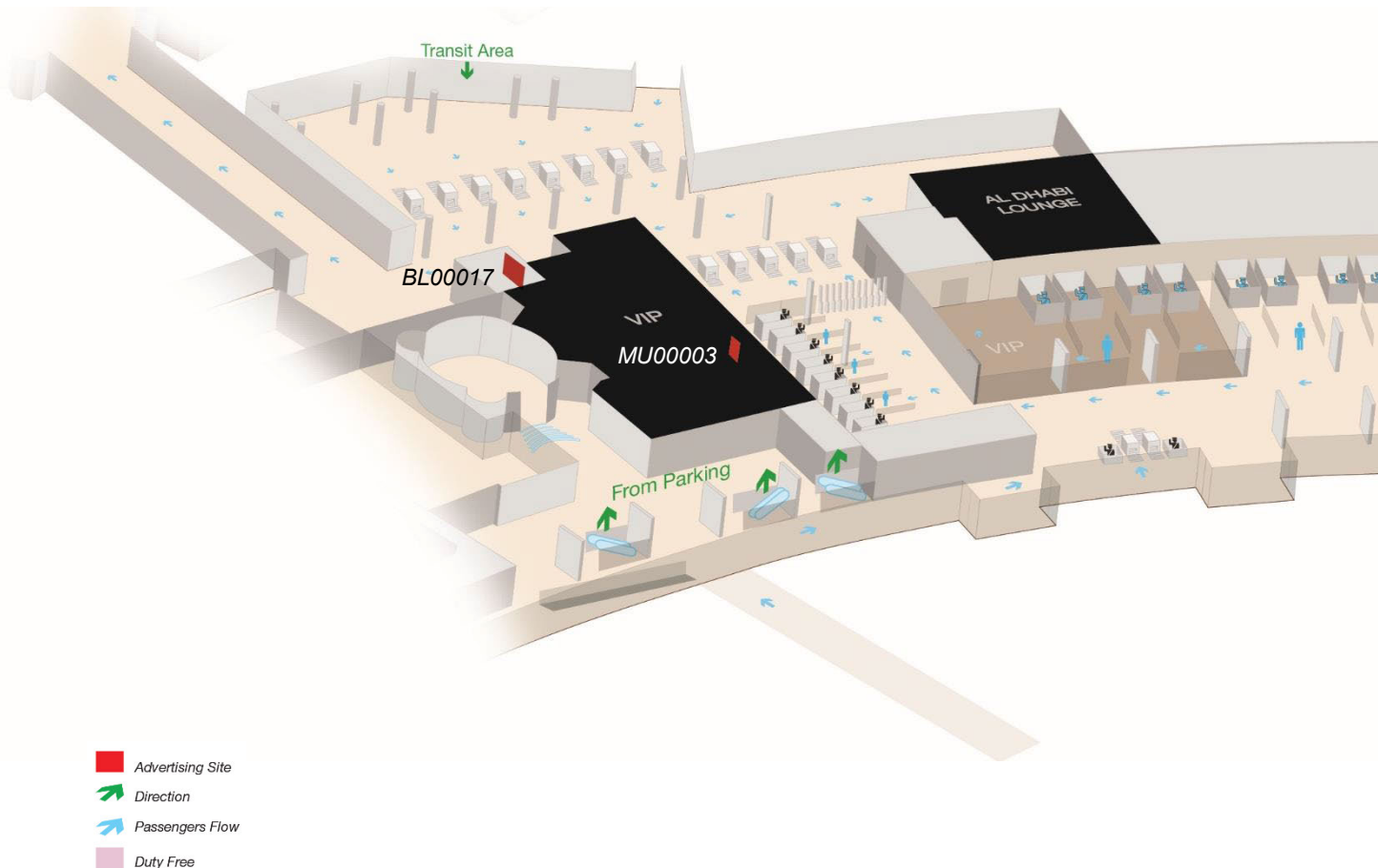
Boarding

Landing

Immigra-
tion

Luggage
Claim

Arrival
Hall



ABU DHABI INT'L AIRPORT

DEPARTURES – AFTER
PASSPORT CONTROL

TERMINAL 1

TOTAL FACES 10

TECHNICAL DETAILS

FACES	2
TYPE	MUPI LIGHT BOX
SIZE	1.2m x 1.8m (2.16m ²) 2.4m x 2.4m (5.76m ²)

VIP DOMINATION PACK

2018 MEDIA OFFER

Exteriors

Check-in

Passport/
Security

Duty Free

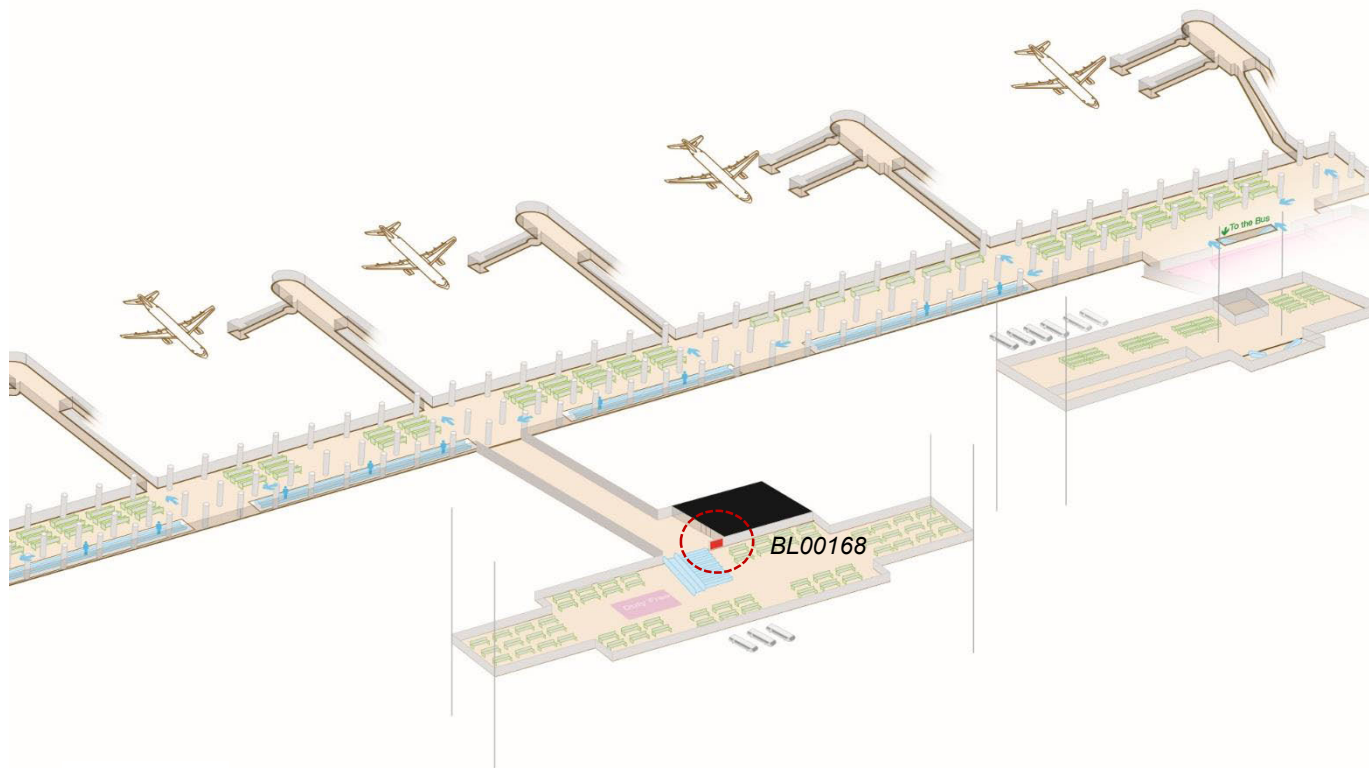
Boarding

Landing

Immigra-
tion

Luggage
Claim

Arrival
Hall



- Advertising Site
- Direction
- Passengers Flow
- Duty Free

ABU DHABI INT'L AIRPORT

DEPARTURES – NEAR
BOARDING ZONE

TERMINAL 3

TOTAL FACES 10

TECHNICAL DETAILS

FACE	1
TYPE	LIGHT BOX
SIZE	2.4m x 2.4m (5.76m ²)

VIP DOMINATION PACK

2018 MEDIA OFFER

Exteriors

Check-in

Passport/
Security

Duty Free

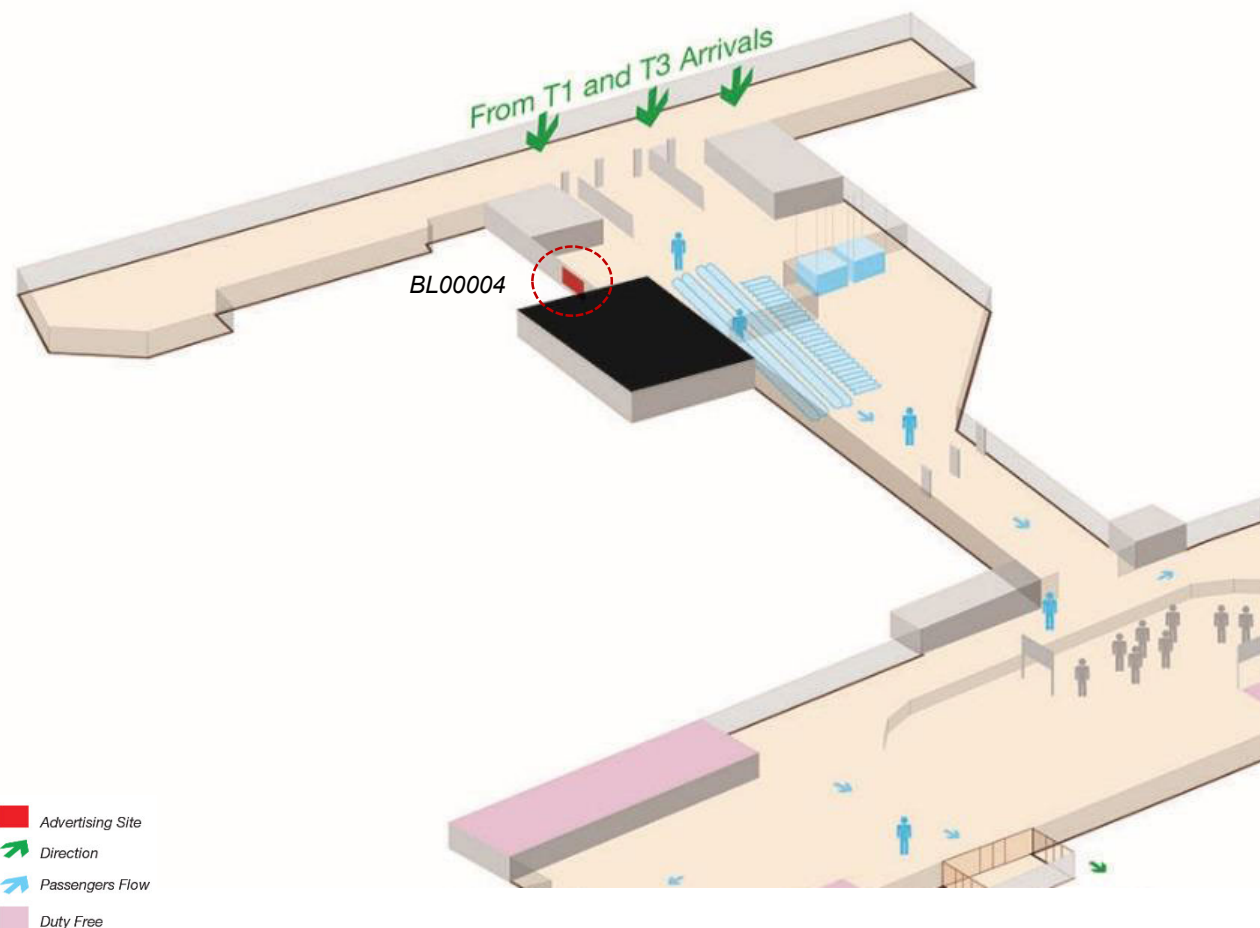
Boarding

Landing

Immigra-
tion

Luggage
Claim

Arrival
Hall



ABU DHABI INT'L AIRPORT

ARRIVALS – BEFORE ARRIVALS HALL

TERMINAL 1 & 3

TOTAL FACES 10

TECHNICAL DETAILS

FACE	1
TYPE	LIGHT BOX
SIZE	2.4m x 2.4m (5.76m ²)

VIP DOMINATION PACK

2018 MEDIA OFFER



Thank You