

Media Kit 2018



World class communications platform

Airline of the Year
(Skytrax 2017, 2015, 2012, 2011)



Airport Retailer of the Year
(DFNI Global Awards 2018)

Among the seven 5-Star airports of the world (1st entrant from the Middle East)
(Skytrax 2017)

World's Best Business Class; World's Best First Class Lounge
(Skytrax 2017)

Best Airport in the Middle East
(Skytrax 2018, 2016 & 2015)

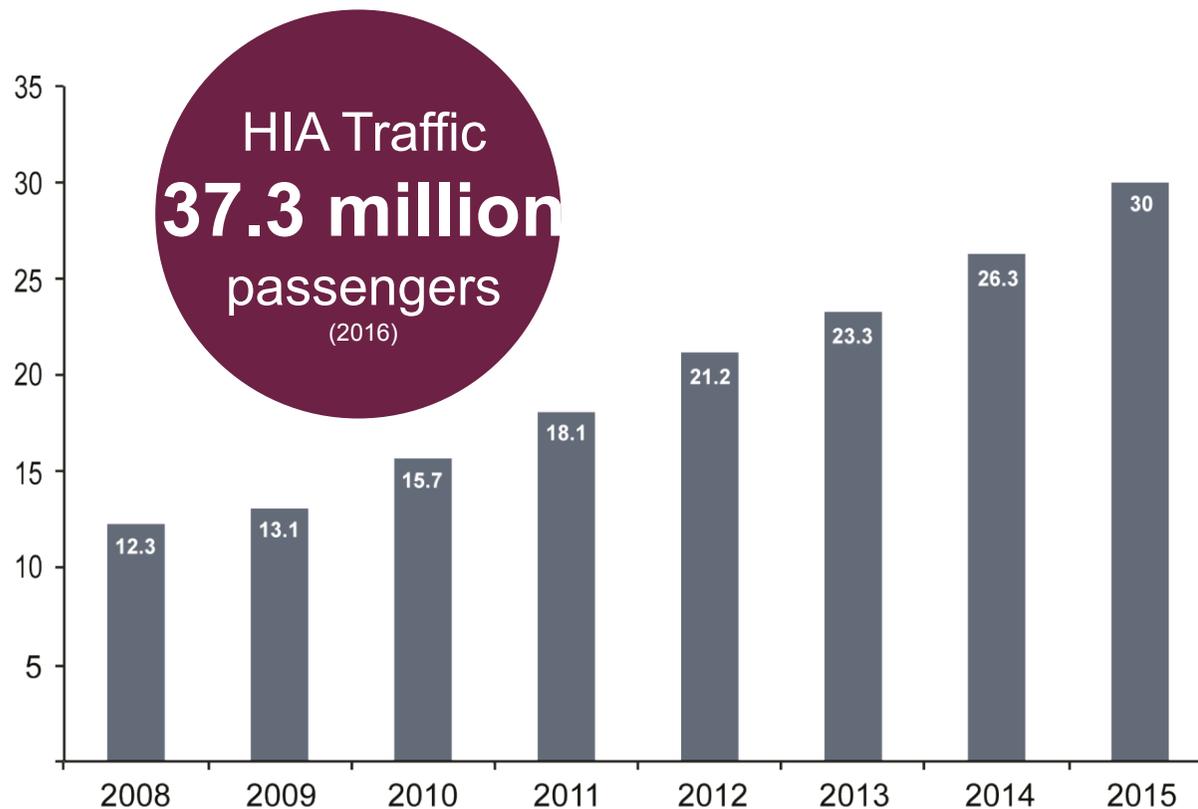
5th Best Airport in the world
(Skytrax 2018)

4 Airport Shopping in the World
(Skytrax 2018)



The passenger

2nd busiest airport in the Middle East



Arrivals



19m

Transfer



73%

Departures

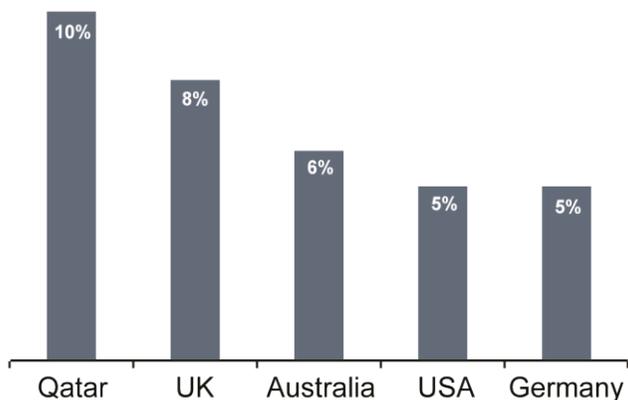


19m

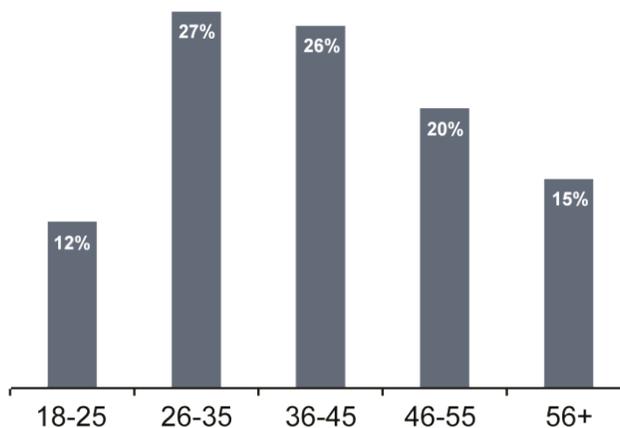
NOTE: Passenger traffic figures for 2017 are 35.27 million

The passenger

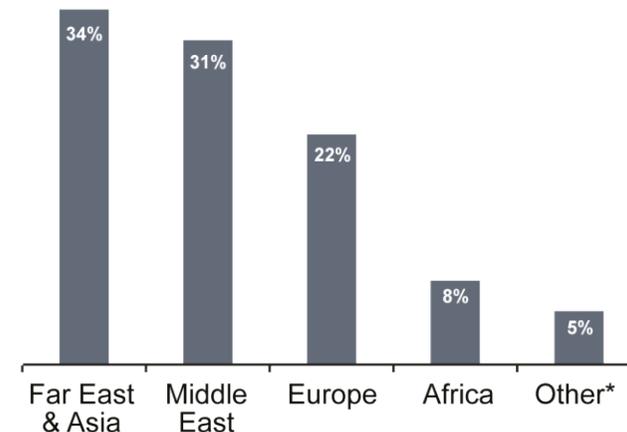
Top 5 countries of residence %



Age %

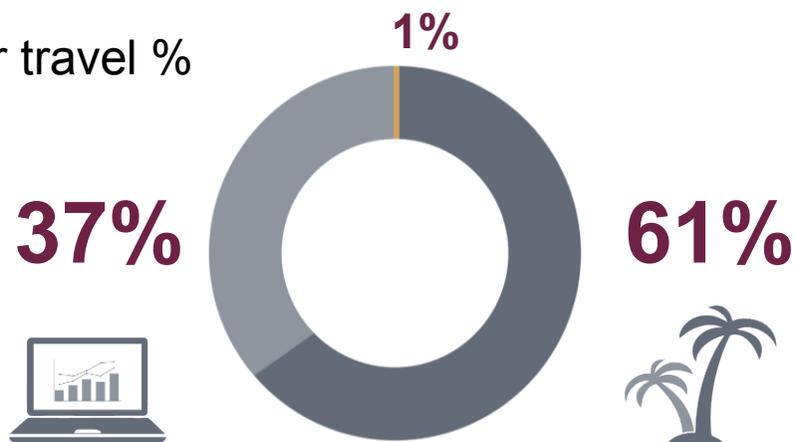


Destination %



*Other includes USA, Canada, Australia, Argentina, Brazil, French Polynesia

Reason for travel %



An attractive global consumer

Growing		<ul style="list-style-type: none">• Annual passenger traffic increase by an average 14% from 2010 to 2015; 20.5% increase from 2015 to 37.3 million passengers in 2016• An average of 1-2 new aircraft added to the QR fleet every month and ongoing for the next 5 years
Global		<ul style="list-style-type: none">• 35 airlines, more than 150 destinations, 6 continents• An additional Qatar Airways flight route added nearly every 2 weeks
Engaged		<ul style="list-style-type: none">• 73% transit audience• An average dwell time of 2.5 hours• 85% of passengers are open to finding out about new products and services at the airports*
Affluent		<ul style="list-style-type: none">• 2nd largest duty free operation in the region, among the top 25 duty free operations in the world• Gifting and luxury brands are popular among HIA customers and a high percentage of impulse buys• Almost one-third of travel expenditure goes into shopping**
Connected		<ul style="list-style-type: none">• Airport travellers tend to be technologically-advanced and want to engage with advertising, to be entertained and to share content• Free Wi-Fi at HIA and on board• iBeacon to assist with dynamic wayfinding and promotional messaging• Geo-fencing – Mobile targeting

Hamad International Airport

The airport is located 15 minutes from the city centre, and connected by regular taxi and hotel shuttle services , as well as private limos from the VIP terminal.

The airport comprises 5 concourses – A, B, C, D and E – divided across the south and north node retail hubs. The entrance to the terminal is in the south node.

Passengers arriving into or departing from concourses D and E will be transported by an Automatic People Mover (APM) pod to the south node.

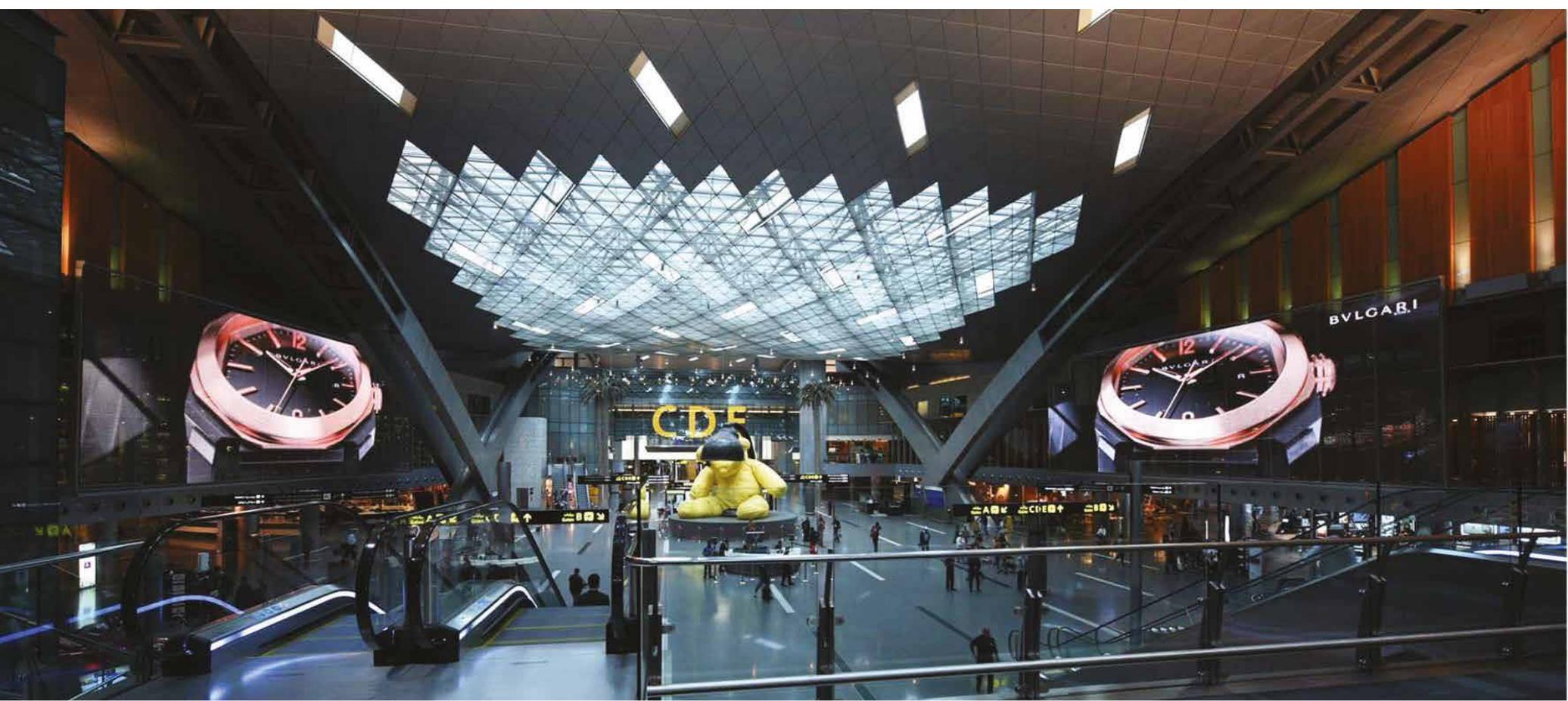
There are three different levels at Hamad International Airport.

Level 2	Landside: Check-In and Security Airside: Arrivals
Level 1	Departures
Level 0	Arrivals



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Media



The advertising inventory has been designed with a 'less is more' approach in keeping with the airport architecture, to compliment the aesthetics of the building, minimize clutter, and to maximize visibility and share of voice for advertisers.

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Departures digital media meshes

Departures

Two impactful digital media meshes are located on either side of the duty free area's south retail atrium, just after check-in and passport control and visible to passengers using the Qatar Airways Business, Al Maha, VIP and Oryx lounges.

This is the largest media opportunity in the area and offers a spectacular branding opportunity, as well as targeting passengers at point of sale.

Sold as a pair displaying synchronised content.

Targeting:	100% departing and 80% transit passengers
Footfall / month:	1,877,270
Monthly Rate:	EUR 103,000
Site dimensions (W x H):	25m x 9m
Number of screens:	2
Spot length:	15"
Number of spots per hour:	40
Share of display:	1 in 6
Copy deadline:	2 weeks prior to display date
Comments:	Display should be split into areas of static and animated copy in line with visible area-details available on request.
Comments:	Content to be approved in advance.

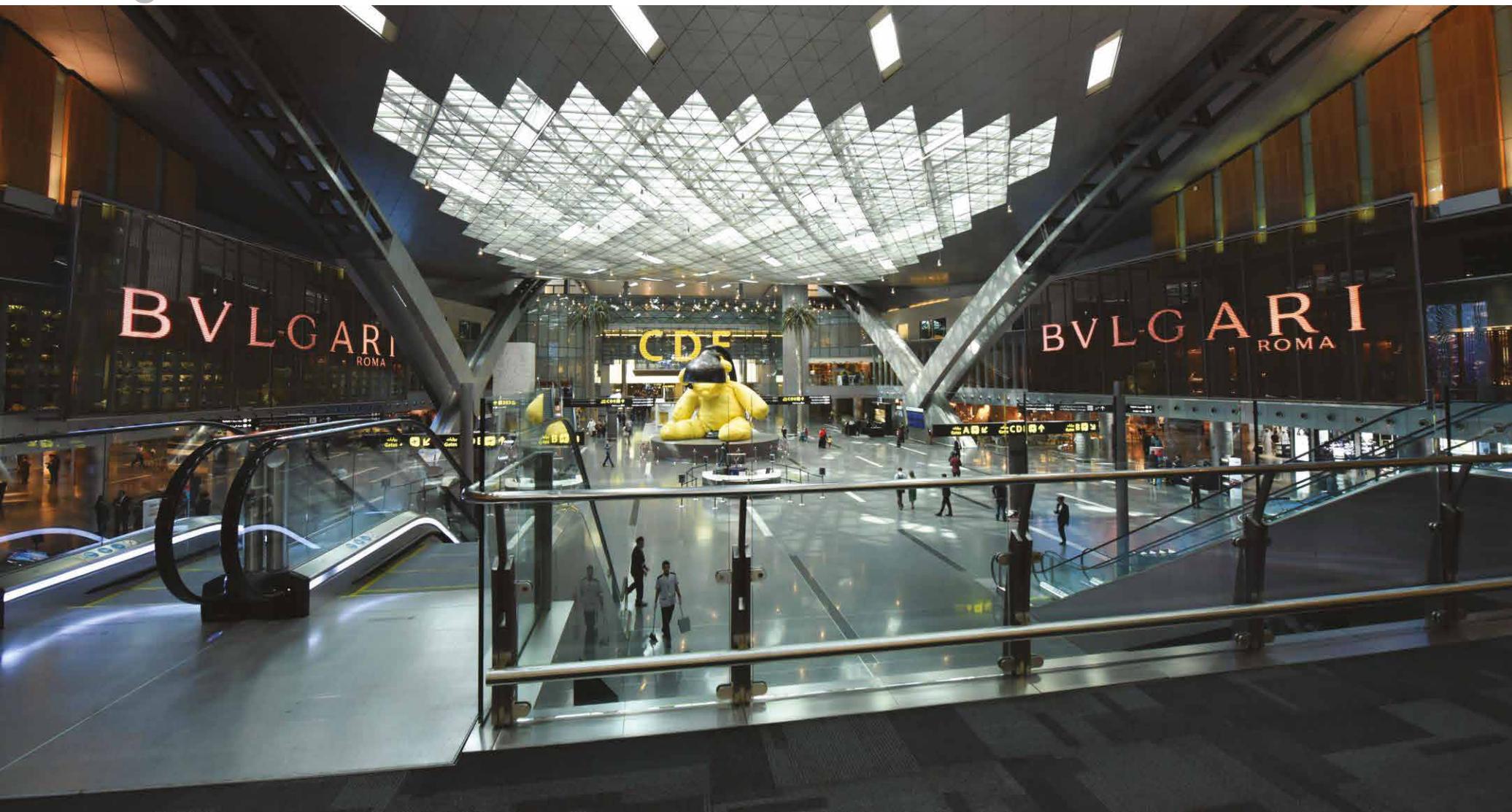


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Departures digital media meshes

Bvlgari

Departures



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Departures digital media meshes

Mondrian Doha Hotel

Departures



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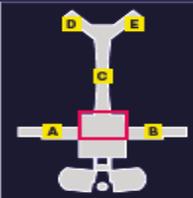
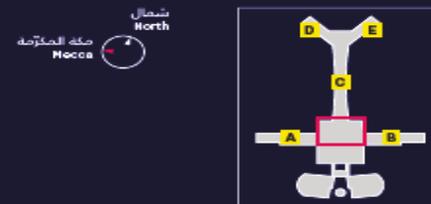
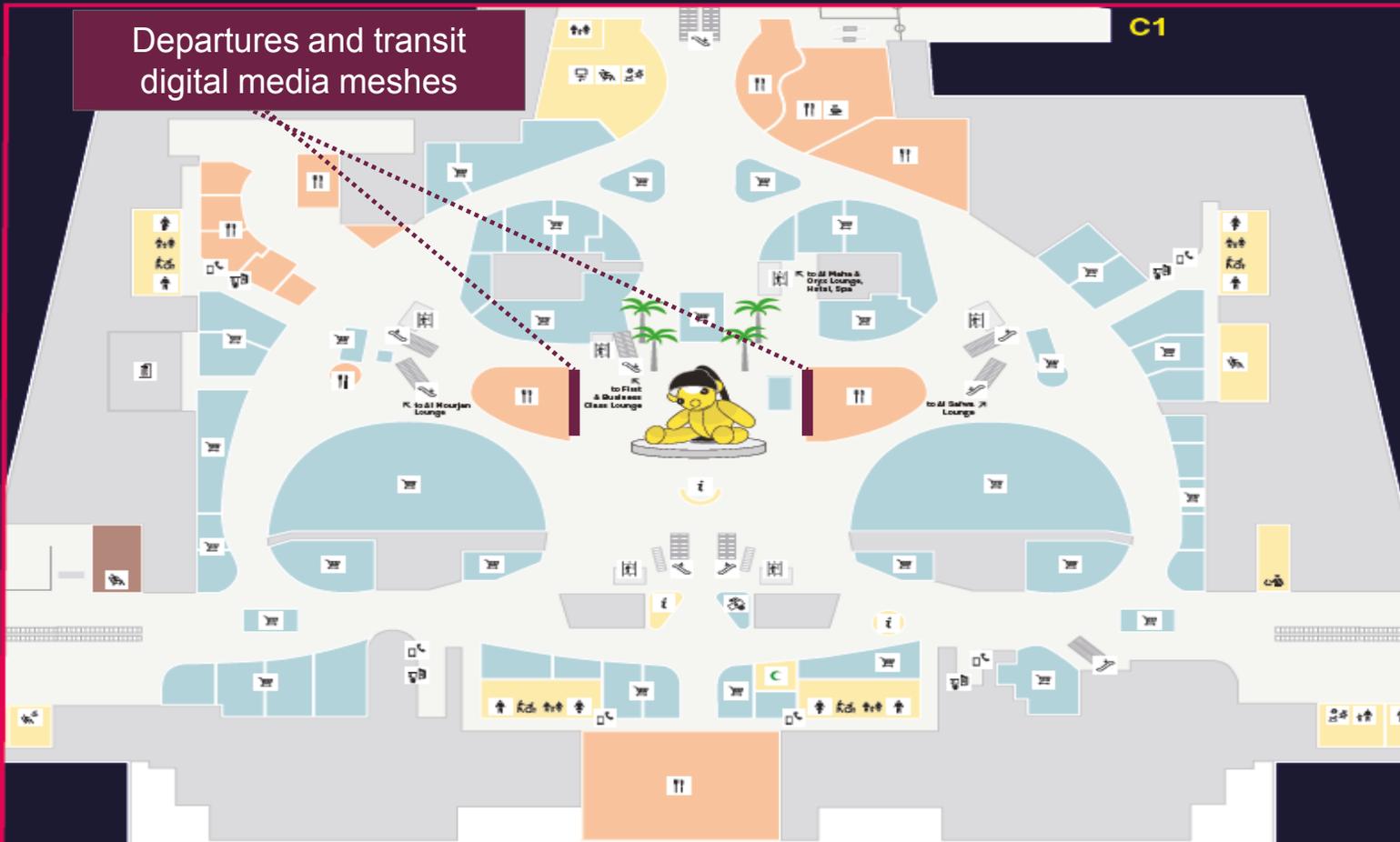
Level 1 – Departures, main Duty Free area (and boarding gates), the South Node

Departures



Duty Free Plaza South - مركز السوق الحرة الجنوبي

Departures and transit digital media meshes



مفتاح الخريطة Keys to Map

منطقة اللعب Play Area	مناطق خدمة Services
صلاة Prayer room	الغذاء والمشروبات Food & Beverage
غرفة استراحة عازلة Quiet room	مخارج تجارية Shops
مكاتب تأجير السيارات Rental Car Counters	صافيات Lounges
مخارج تجارية Shops	صافيات آلي ATM
غرفة التدخين Smoking room	خدمات الأمتعة Baggage Services
السلالم Stairs	الناقلات Buses
سيارات أجرة Taxi	مواقف للسيارات Car Park
هواتف Telephones	منطقة الحواسيب Computer Area
مكتب التذاكر Ticket Office	صفاة العملات Currency Exchange
دوريات المياه Toilets	السهم المتحرك Escalator
غرف الأمتعة Baggage Reel	حاضنة المتاحق Hotel Reservations
تسجيل الدخول Check-in	استعلامات Information
الجمارك Customs	LiH
دفع رسوم الأمتعة الواردة Excess Baggage Payment	الموسيقى Musicians
إلكترونية E-gate	المفقودات Lost Property
الجمارك Immigration	العيادة الطبية Medical Clinic
مكتب تحويل العملات Transfers Desk	المصلي المتحرك Moving Walkway
المتعة الكبيرة Oversize Baggage	صيدلية Pharmacy

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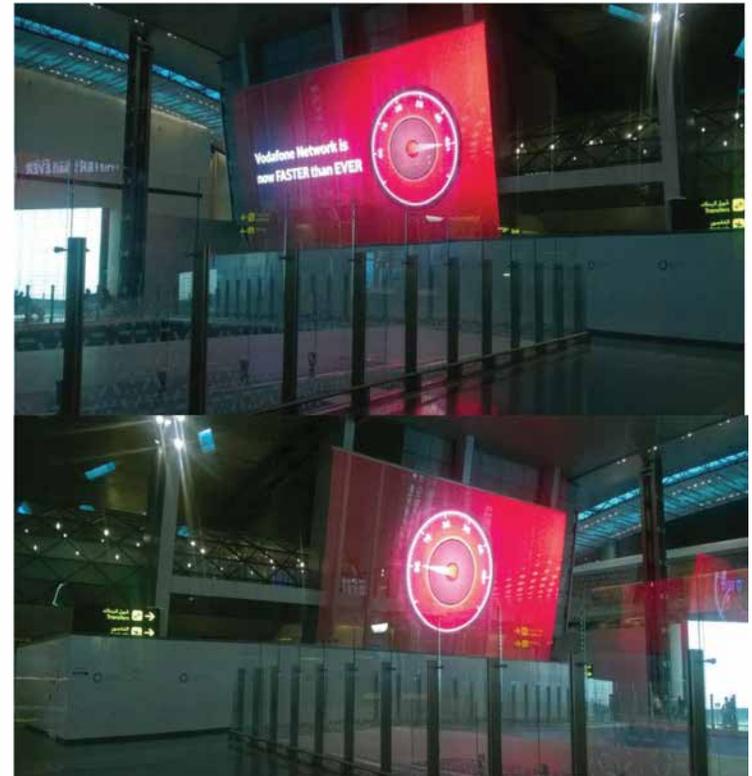
Arrivals and transit digital media meshes

Arrivals / Transit

Two impactful digital media meshes located at the south end of Concourse C. This is the largest media opportunity in the area and offers a dominant branding opportunity, near the recently opened twin train shuttle platform.

Sold as a pair displaying synchronised content.

Targeting:	100% passengers arriving into HIA on concourses C, D, E plus Concourse C departing passengers
Footfall / month:	474,830
Monthly Rate:	EUR 69,000
Site dimensions (W x H):	22.5m x 12.5m
Number of screens:	2
Spot length:	15"
Number of spots per hour:	40
Share of display:	1 in 6
Copy deadline:	2 weeks prior to display date
Comments:	Content to be approved in advance.

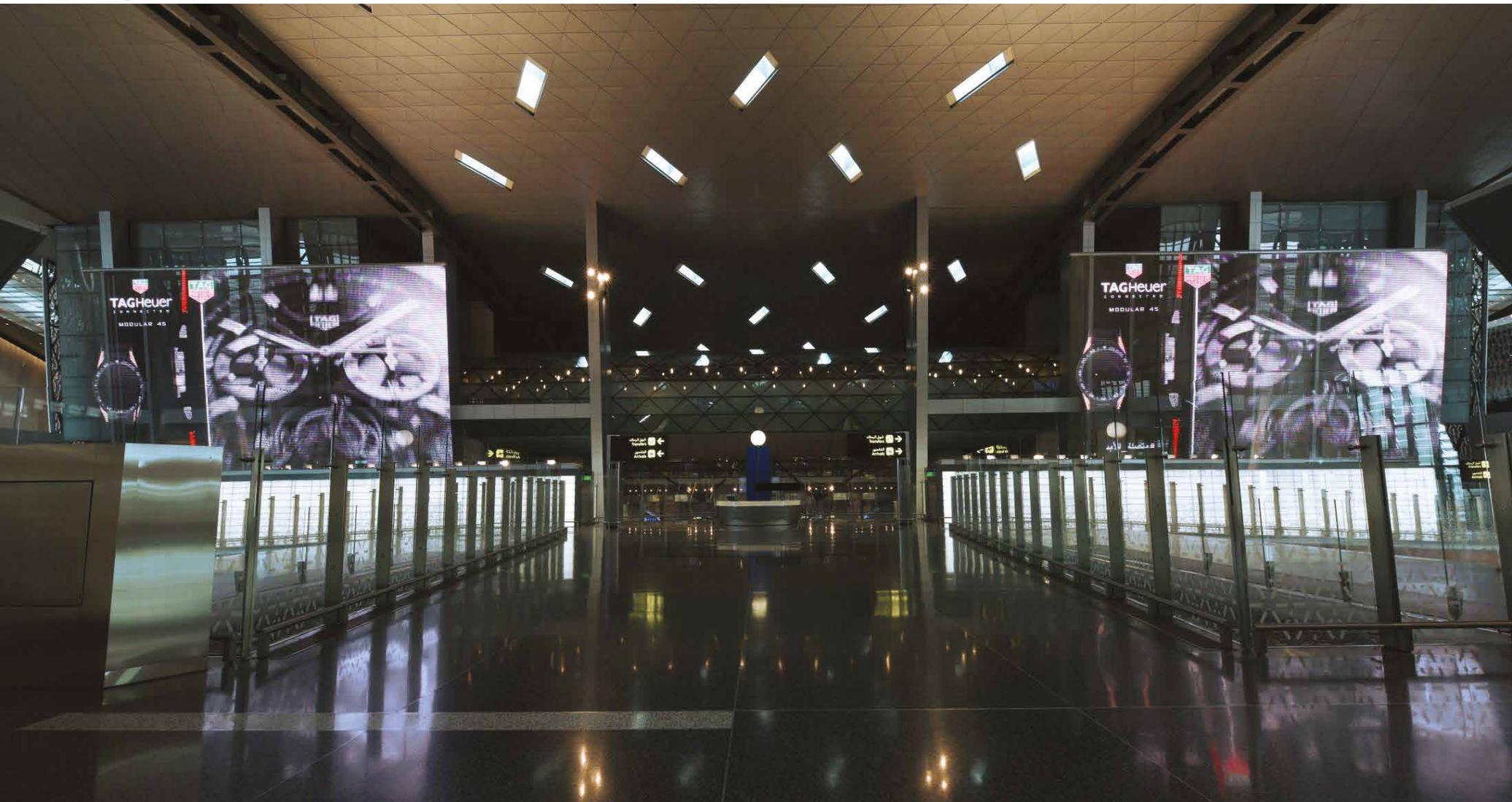


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Arrivals and transit digital media meshes

Arrivals / Transit

Tag Heuer



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Arrivals and transit digital media meshes

Arrivals / Transit

Lancome



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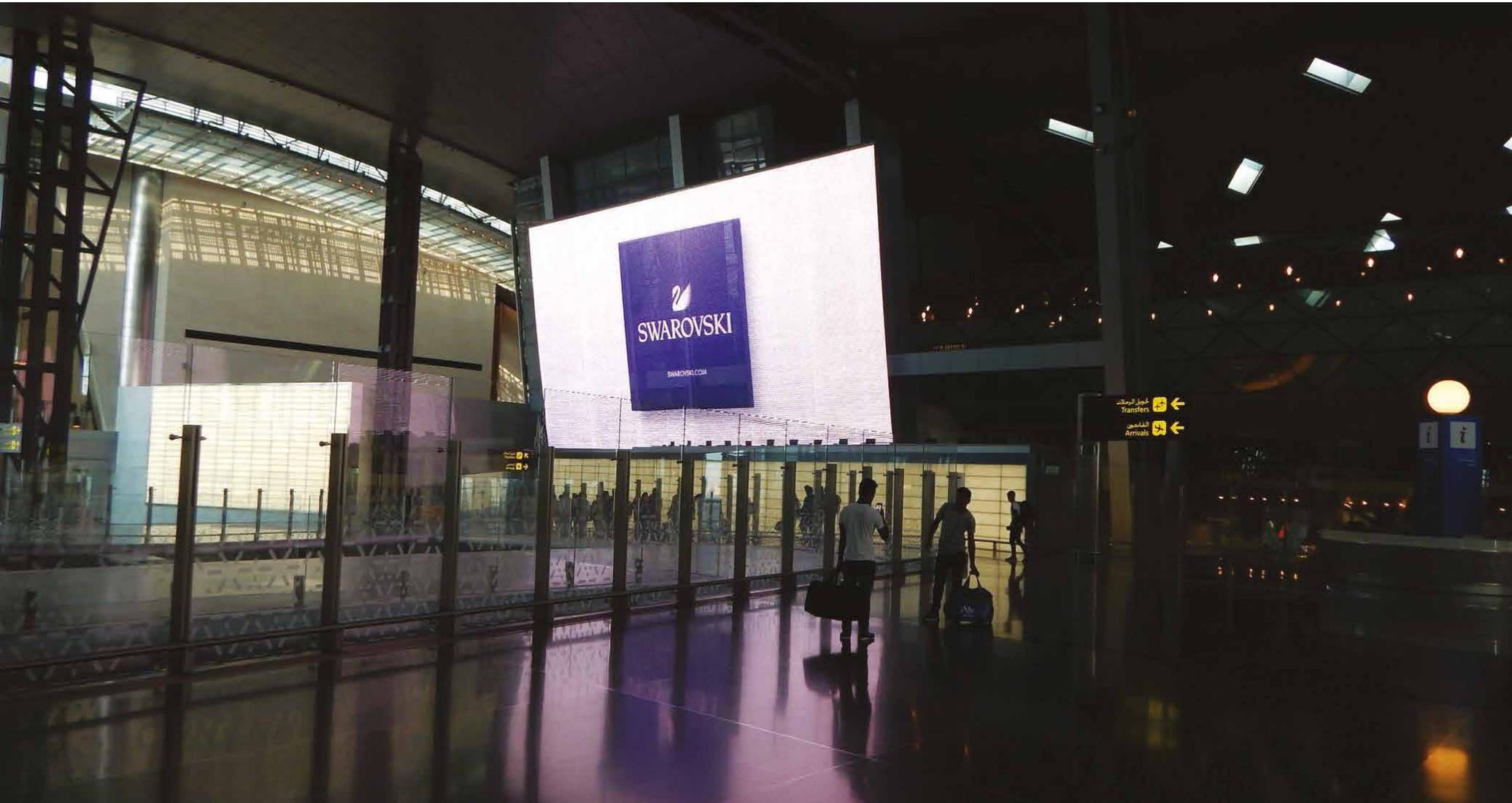
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Arrivals and transit digital media meshes

Swarovski



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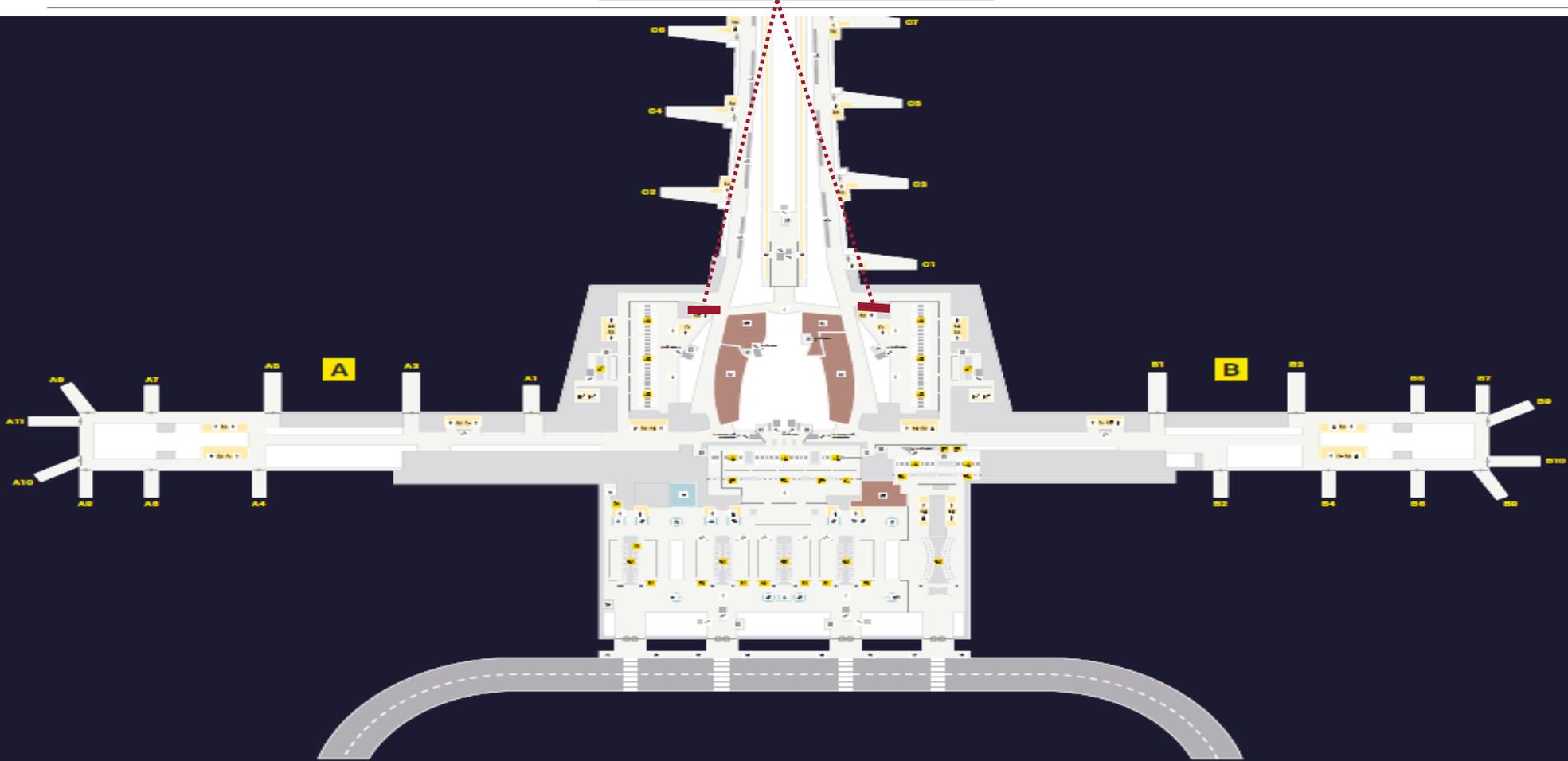
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Level 2 – Arrivals/Transfer via Concourse C, D, E

Arrivals and transit digital media meshes



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