





A GROWING GLOBAL HUB

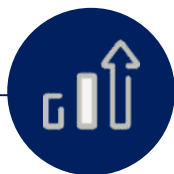
UNSURPASSED ACROSS THE GLOBE

#1



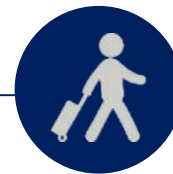
The world's busiest international airport for the fourth year running

+10%



Average passenger growth over the past 10 years $\approx$ x2 the world average (5%)

89



Million passengers recorded in 2017
6.5% increase vs 2016

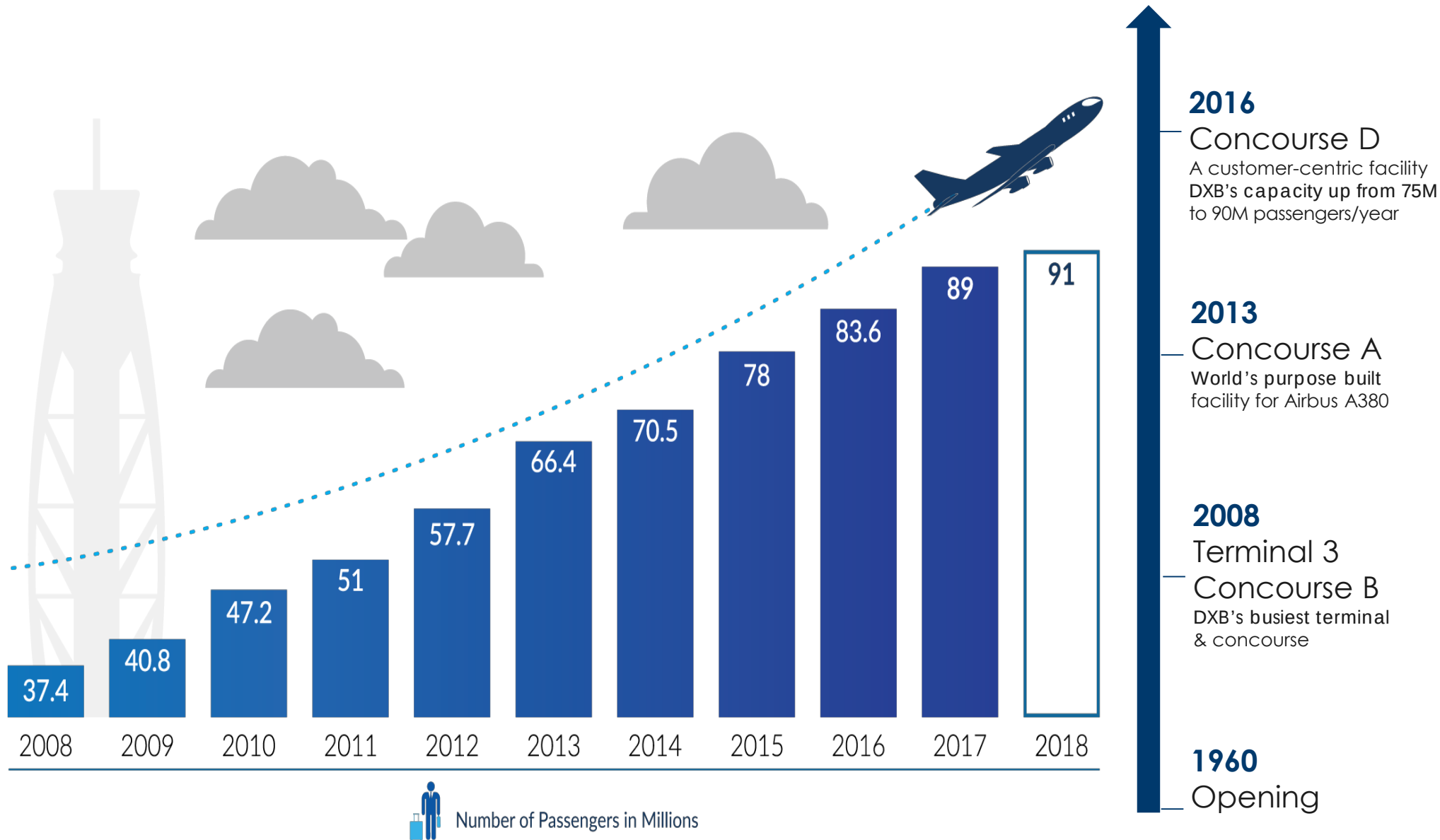
91



Million passengers expected in 2018

Source: Arabian Business, 2017; Dubai Airports, 2016/2017; The International Air Transport Association (IATA), 2016 2

A GROWING GLOBAL HUB



Source: Arabian Business, 2017; Dubai Airports, 2008 – 2017 passenger figures 4

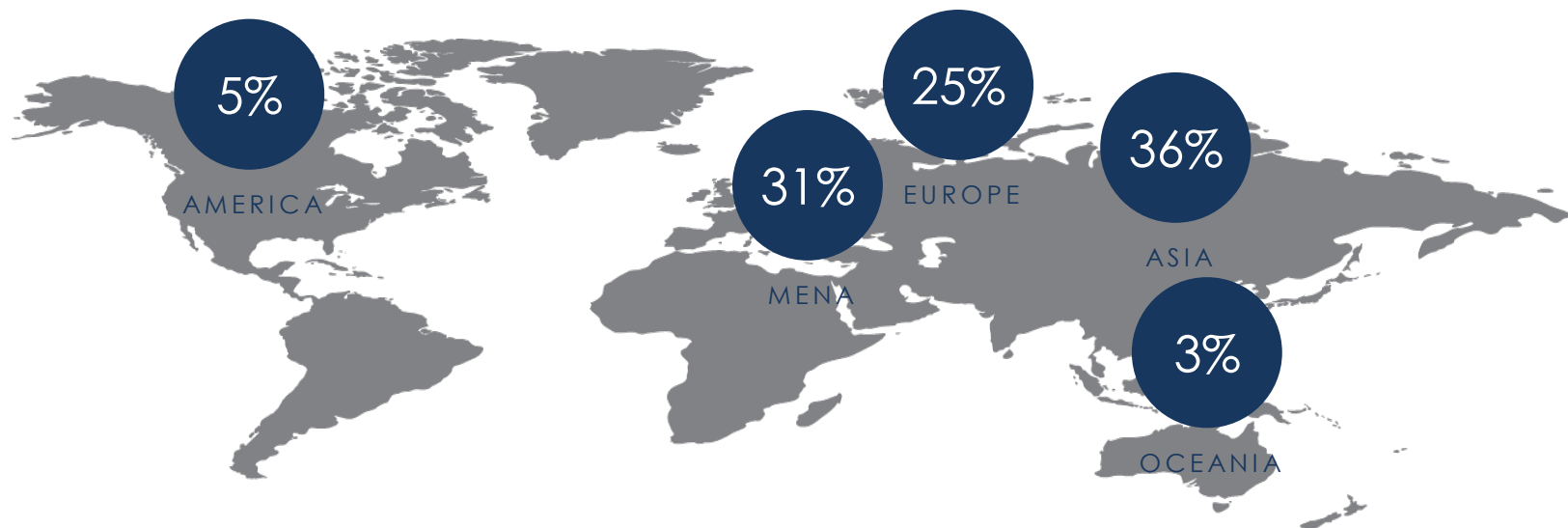
TOP 10 DESTINATIONS BY VOLUME IN 2016

Country	PAX in million	Increase rate	Increase rate	PAX in million	City
INDIA	11.44	13.7%	4.5%	3.75	LONDON
SAUDI ARABIA	6.09	7.3%	2.8%	2.36	MUMBAI
UK	6.06	7.2%	2.6%	2.14	KUWAIT
PAKISTAN	4.17	5.0%	2.5%	2.07	JEDDAH
USA	3.35	4.0%	2.4%	1.97	NEW DELHI
GERMANY	2.66	3.2%	2.2%	1.80	RIYADH
AUSTRALIA	2.59	3.1%	2.1%	1.73	BANGKOK
KUWAIT	2.14	2.6%	1.9%	1.63	KARACHI
THAILAND	2.12	2.5%	1.7%	1.44	BAHRAIN
CHINA	1.85	5.9%	4.8%	1.35	MUSCAT

Source: Dubai Airports, 2016 End of the year traffic report 5

LARGEST INTERNATIONAL AUDIENCE

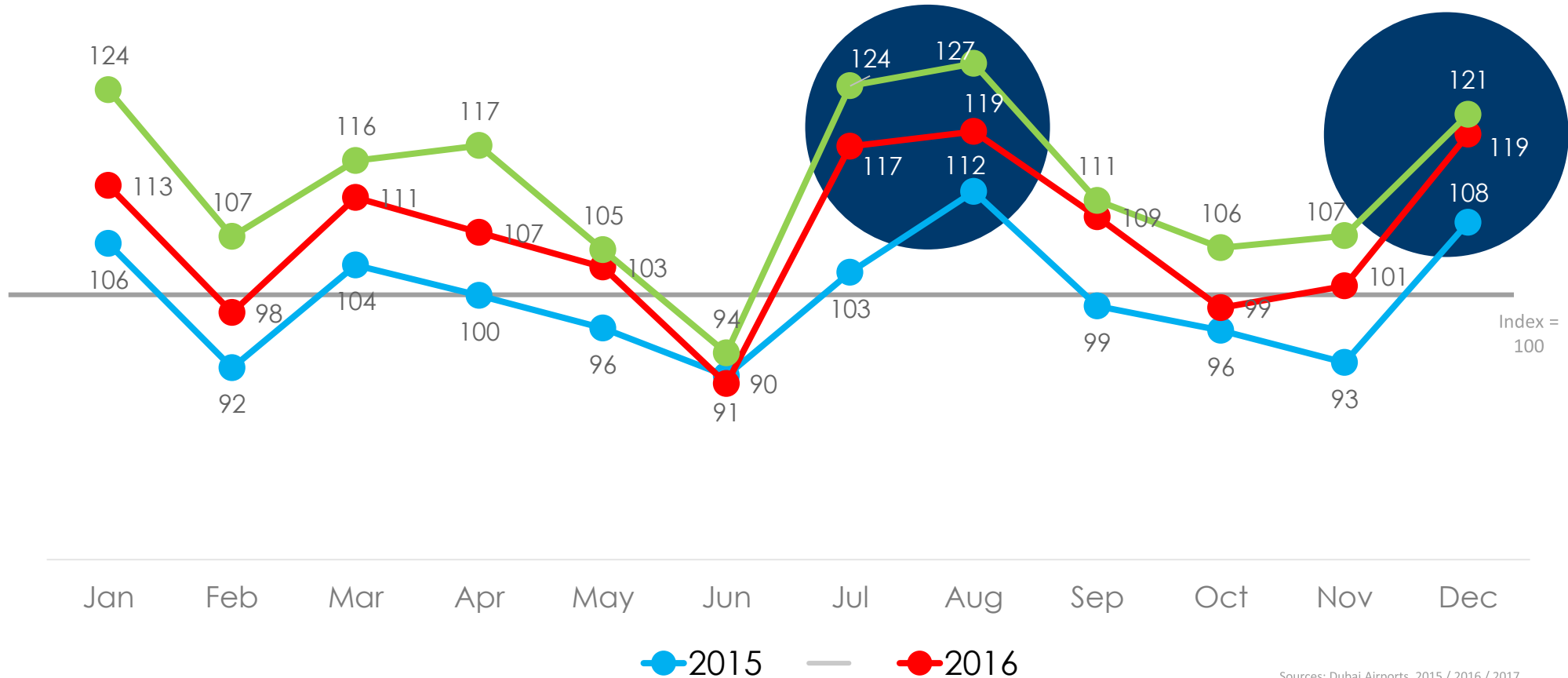
PASSENGERS ORIGIN AT DXB PER REGION



Source: Dubai Airports, 2017

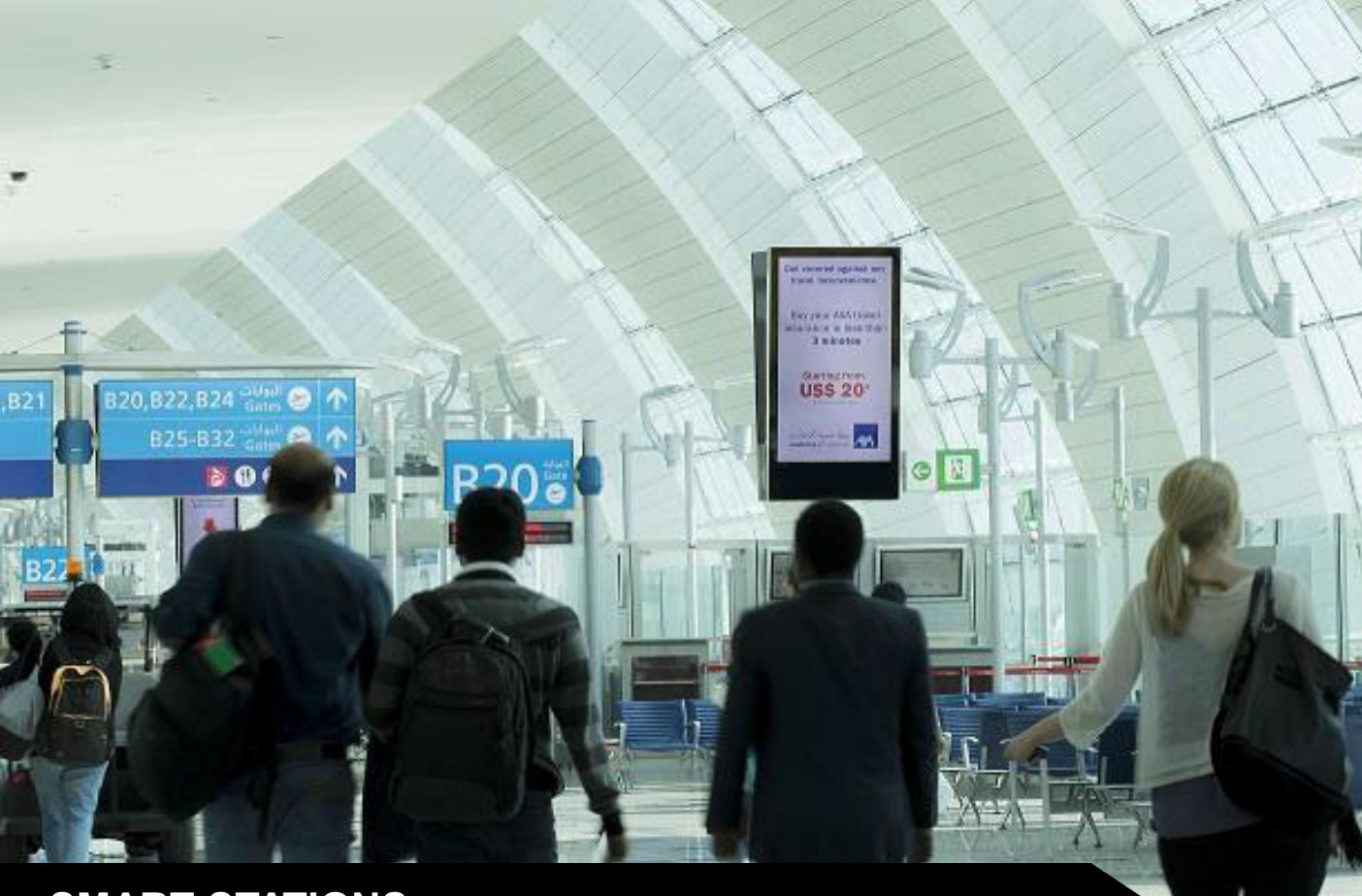
SUMMER & WINTER: THE BUSIEST PERIODS IN DXB

MONTHLY PASSENGER TRAFFIC AT DUBAI INTERNATIONAL: 2015 - 2017



Sources: Dubai Airports, 2015 / 2016 / 2017

DEPARTURES / TRANSIT



DIGITAL



PRODUCT FEATURES

Reach 100% of departing passengers at DXB & communicate effectively your message.

Grab the attention of consumers with these brilliantly placed digital displays.

Combine this essential service with a digital network to charm your target audience.

NOTES

4 clients max / 10s artwork. First installation is complimentary, subsequent installations are EUR 270 each time. EUR 340 to adapt file (3 days needed). CC is offered as added value due to refurbishments (22 double sided smart stations).

SMART STATIONS

MONTHLY REACH

5,715,000

ESTIMATED PASSENGERS
WITH AN OPPORTUNITY TO SEE
THE ADVERTISING

BOOKING CONDITIONS

Media Cost: EUR 75,000

Production Cost: EUR 0

Booking Period: 1 Month

SPECIFICATION

Product Type: Large Digital Display, Smart Station

Faces: 51 double sided smart stations (T2: 10, CA: 20, CB: 48, CD: 12, DWC: 6)

Size: 70" HD LCD

Any information contained in this document is for informational purposes only and is subject to modification. Please contact us for further information

All the prices are excluding VAT (5%)

Media Offer 2018

T2 – 10 Faces

Where the World
Comes for
**World-Class
Health Care.**

Learn more:
mayoclinic.org/arabic



Where the World
Comes for
**World-Class
Health Care.**

Learn more:
mayoclinic.org/arabic

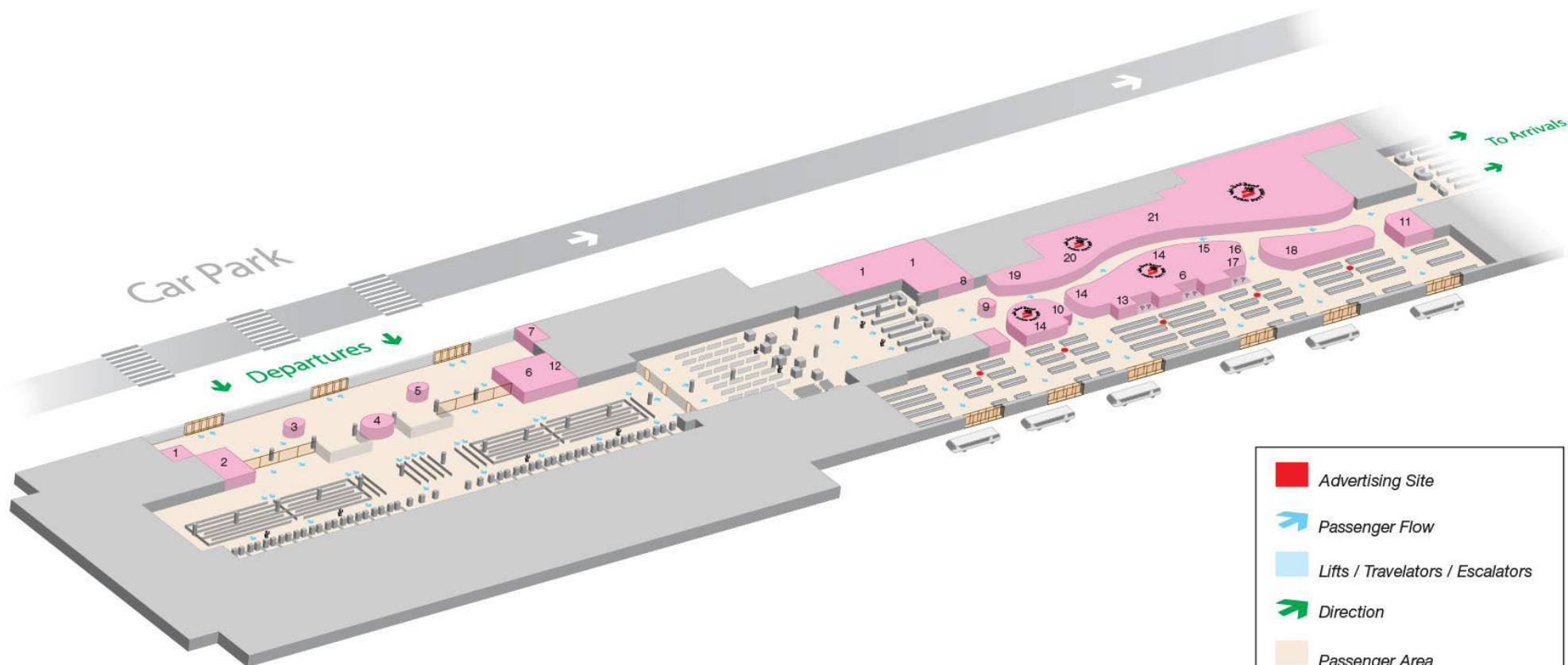


WOW-Fi

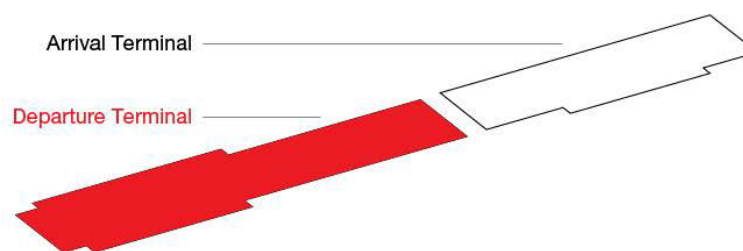
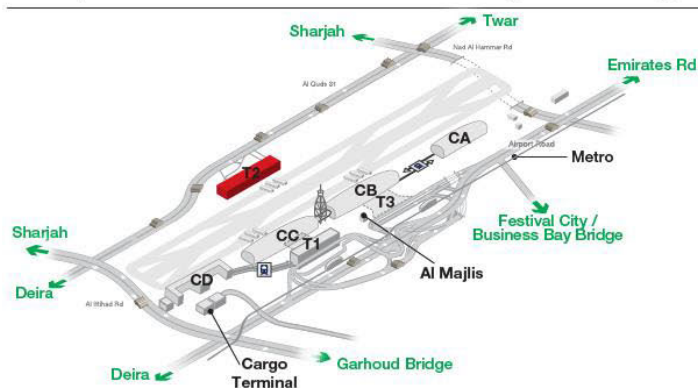
THE WORLD'S BEST AIRPORT Wi-Fi.

ONE CLICK • HIGH SPEED • UNLIMITED • 100% FREE

#mustbeDXB



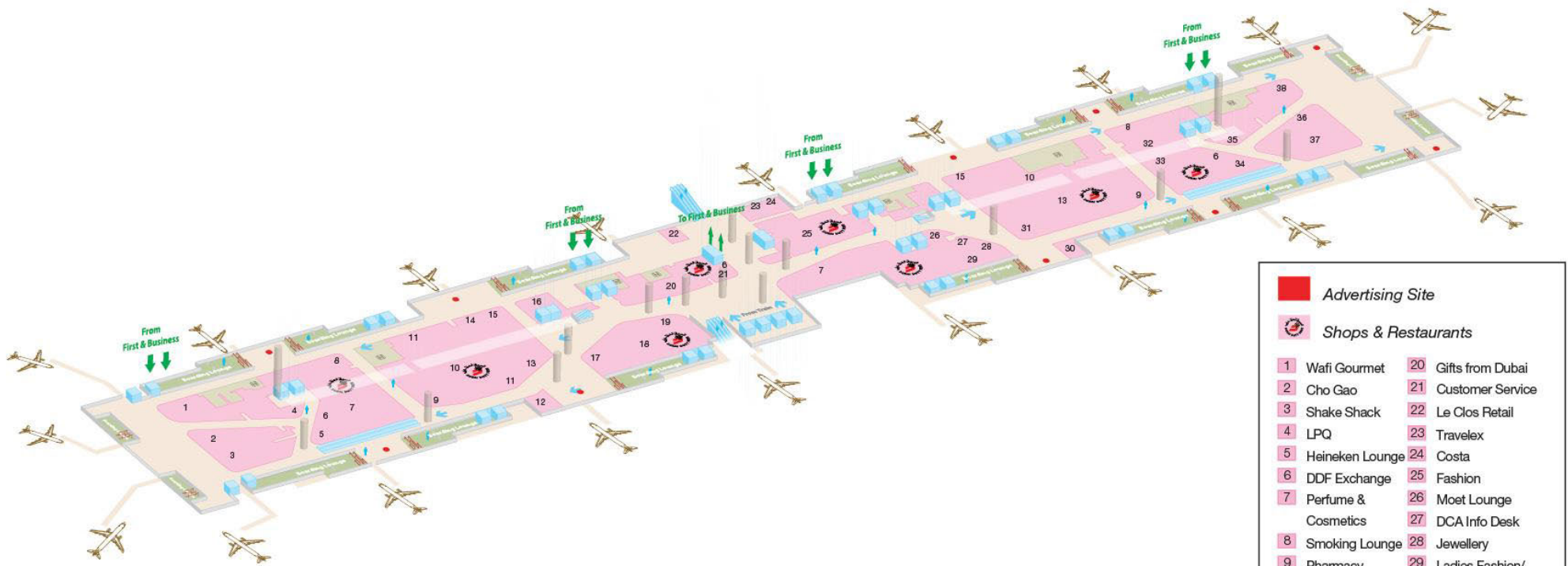
Departures - Boarding Lounges - Smart Stations



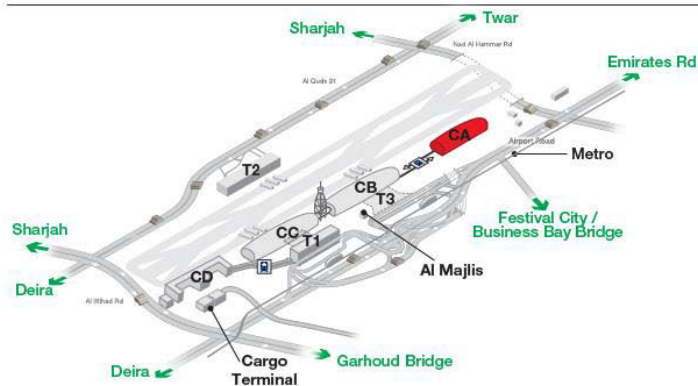
General Map of Dubai International

CA – 20 FACES





Departures - Boarding Lounges - Smart Stations



5 Star Hotel
4 Star Hotel
Business Class Lounge
First Class Lounge
Departure Concourse A
Arrival Concourse A
Train Level

General Map of Dubai International



Advertising Site



Shops & Restaurants

1

Wafi Gourmet

2

Cho Gao

3

Shake Shack

4

LPQ

5

Heineken Lounge

6

DDF Exchange

7

Perfume &
Cosmetics

8

Smoking Lounge

9

Pharmacy

10

Liquor & Tobacco

11

At Your Service

12

Paul & Pulp

13

Food Plus

14

Toys

15

Emirates

16

DTCM

17

Electronics

18

Watches

19

Gold

20

Gifts from Dubai

21

Customer Service

22

Le Clos Retail

23

Travelex

24

Costa

25

Fashion

26

Moet Lounge

27

DCA Info Desk

28

Jewellery

29

Ladies Fashion/
Leather

30

Umaizushi/Picnic

31

DVD & Entertainment

32

News Agent

33

Luggage & Toys

34

Jack Daniel's Bar

35

Starbucks

36

Giraffe

37

McDonald's

38

Carluccio's



Passenger Flow



Boarding Lounge



Lifts / Travelators / Escalators



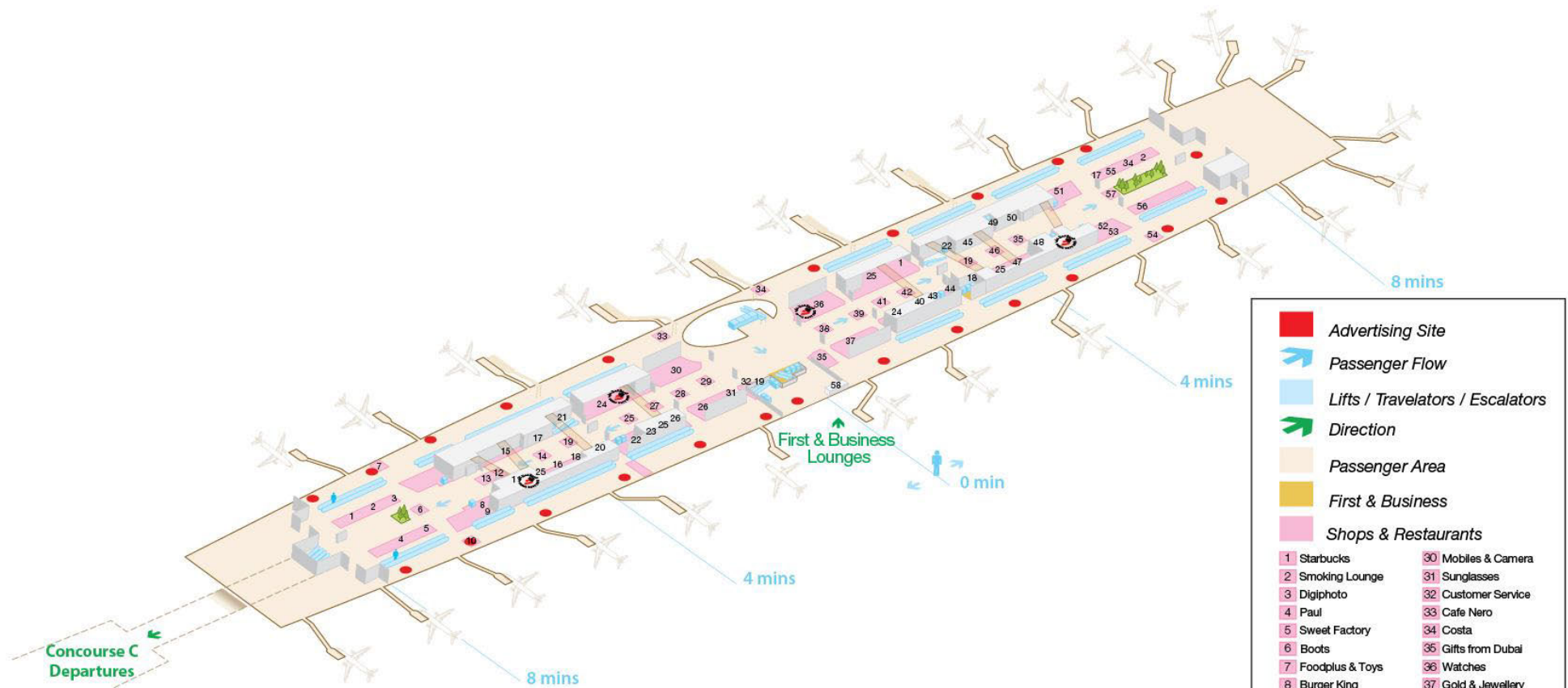
Direction



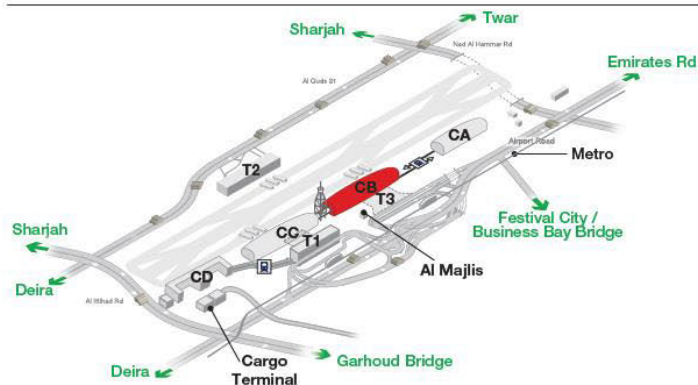
Passenger Area

CB – 48 FACES





Departures - Boarding Lounges - Smart Stations



5 Star Hotel
4 Star Hotel
First & Business Lounges

Mezzanine
Departure Concourse B
Arrival Concourse B

Departure Terminal 3
Arrival Terminal 3

General Map of Dubai International



Dubai Duty Free

CD – 12 FACES

المطاعم وصالات شركات الطيران
Restaurants
& Airline Lounges



D13-D21
D28-D32

مايو كلينك
المستشفى رقم ١
في الولايات المتحدة

للمزيد من المعلومات
mayoclinic.org/arabic



دولشستر جولايا ميديسن، الولايات المتحدة الأمريكية

مطاعم خطوط الطيران
Airline Lounge

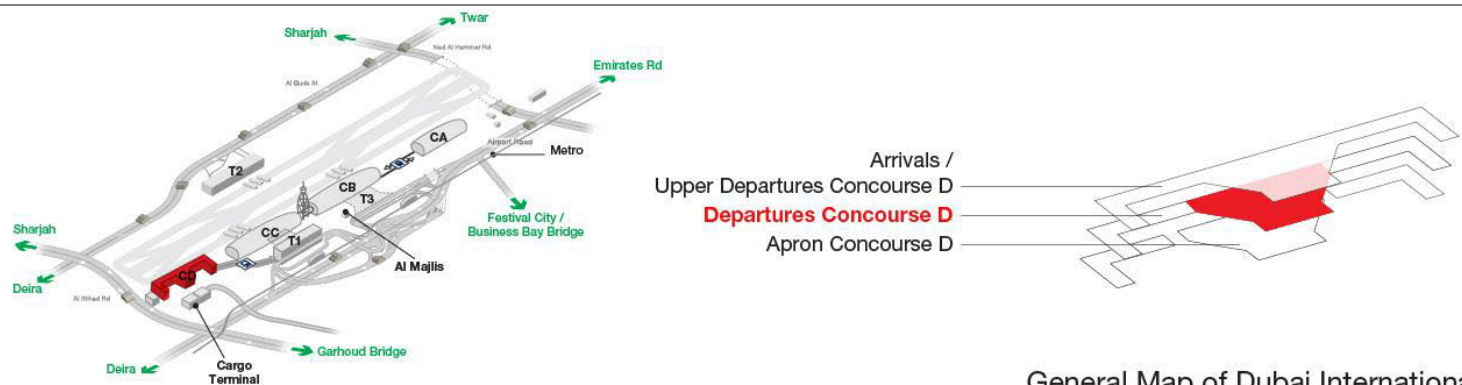
Departures
Terminal 1

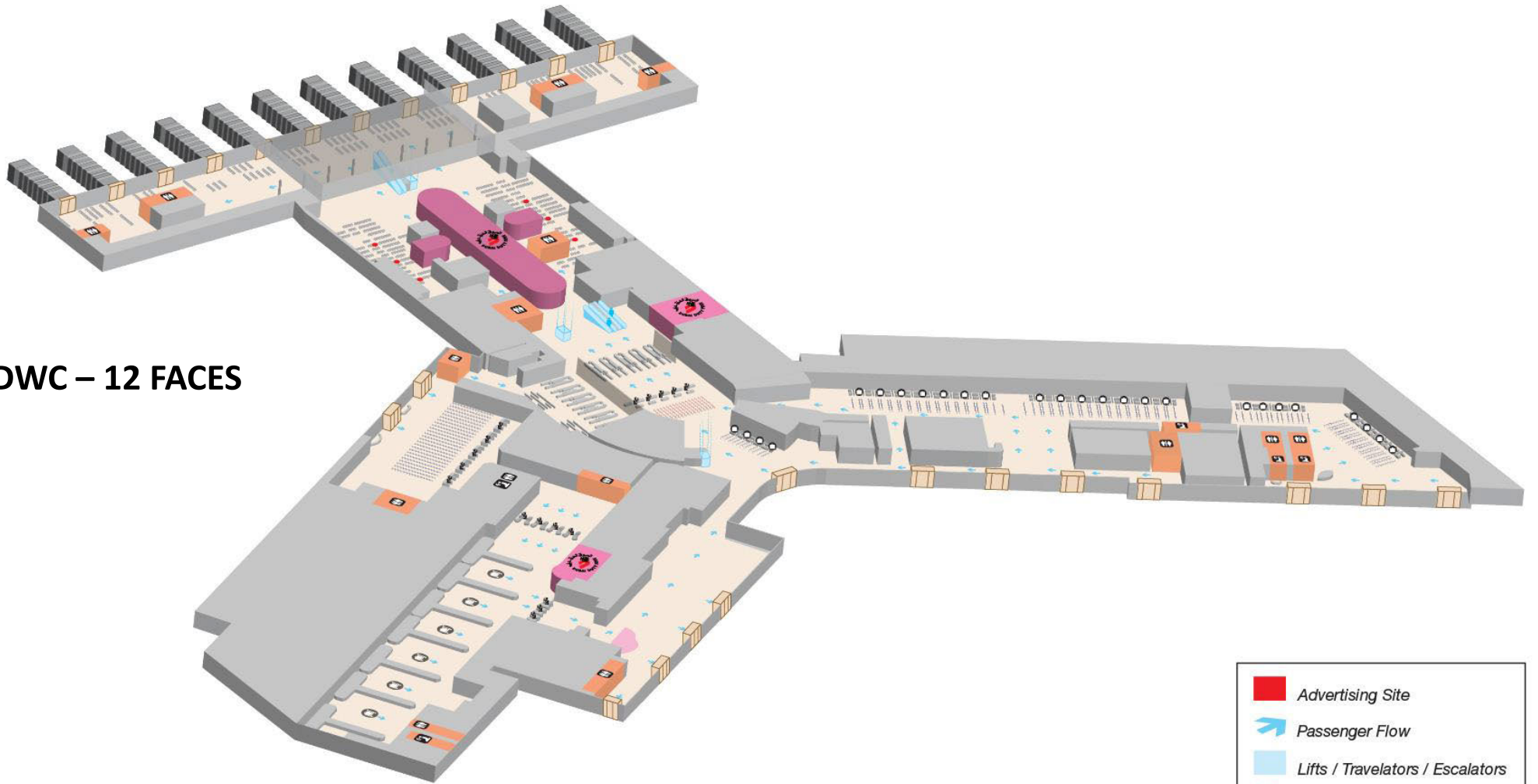
Flight	Destination	Time	Gate
AA 100	New York	08:00	10
AA 101	New York	08:30	11
AA 102	New York	09:00	12
AA 103	New York	09:30	13
AA 104	New York	10:00	14
AA 105	New York	10:30	15
AA 106	New York	11:00	16
AA 107	New York	11:30	17
AA 108	New York	12:00	18
AA 109	New York	12:30	19
AA 110	New York	13:00	20
AA 111	New York	13:30	21
AA 112	New York	14:00	22
AA 113	New York	14:30	23
AA 114	New York	15:00	24
AA 115	New York	15:30	25
AA 116	New York	16:00	26
AA 117	New York	16:30	27
AA 118	New York	17:00	28
AA 119	New York	17:30	29
AA 120	New York	18:00	30

Plastic / C
Paper
General W



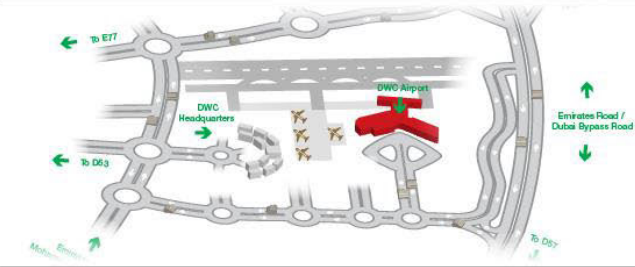
Departures - Duty Free - Smart Stations





DWC – 12 FACES

Departures - Boarding Lounges - Smart Stations



General Map of Al Maktoum International at Dubai World Central

Advertising Site

Passenger Flow

Lifts / Travelators / Escalators

Direction

Passenger Area

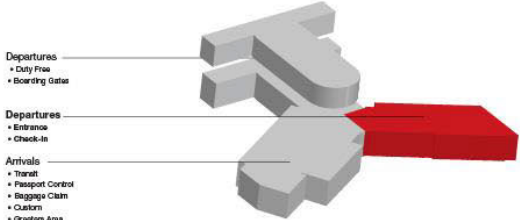
First & Business

Shops & Restaurants

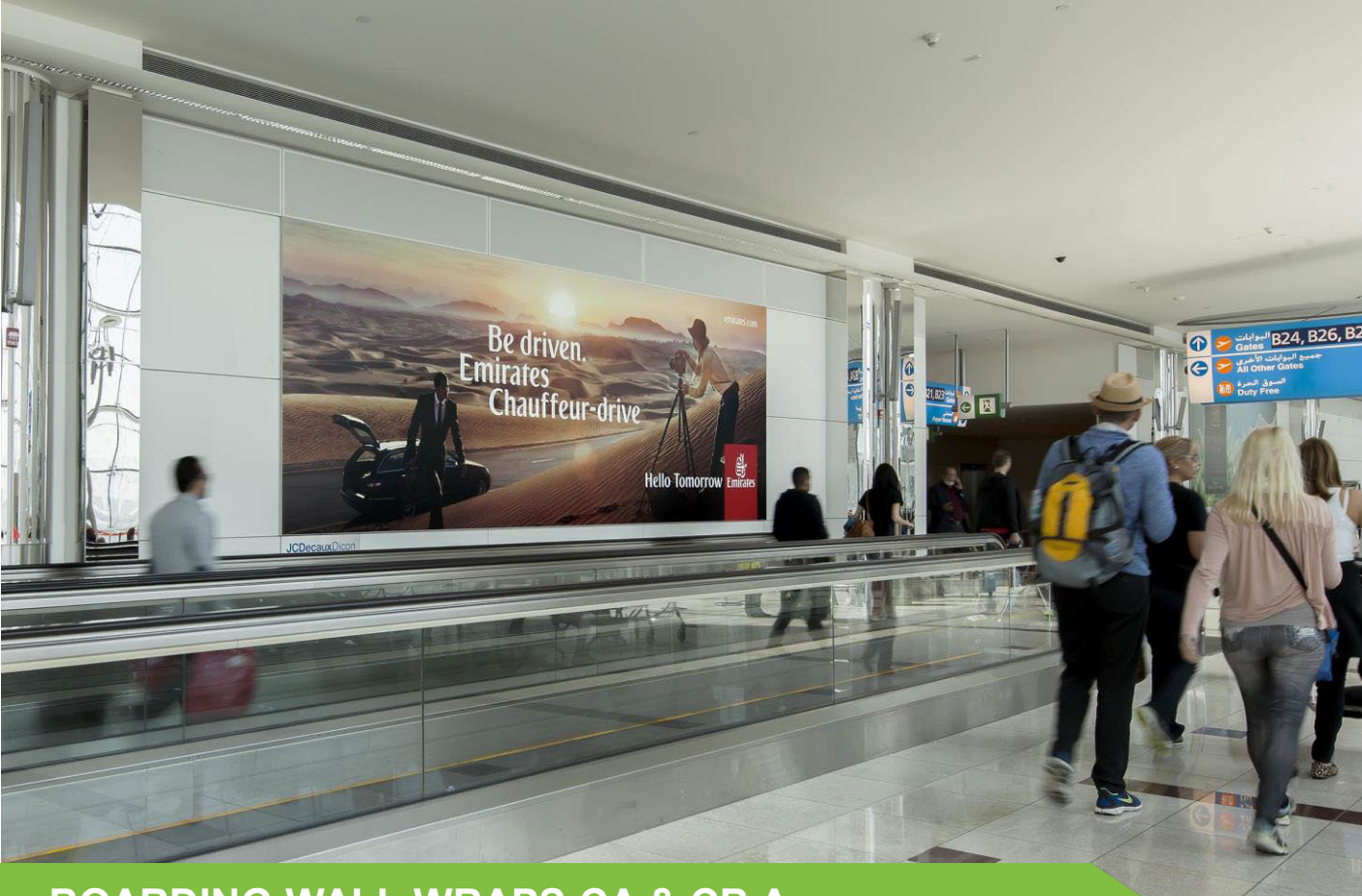
Dubai Duty Free

Control

Baggage Claim



- Departures
 - Duty Free
 - Boarding Gates
- Departures
 - Entrance
 - Check-In
- Arrivals
 - Transit
 - Passport Control
 - Baggage Claim
 - Customs
 - Greeters Area



TARGET

DUBAI INTERNATIONAL
Concourse A, Concourse B
Departures
Boarding Lounges

PRODUCT FEATURES

Communicate to departing passengers en route to their boarding gates.

Take advantage of these large wall wraps for maximum campaign impact.

Enjoy the benefits of frequency and repetition to ensure brand recall.

NOTES

CB : 30 / CA : 4

BOARDING WALL WRAPS CA & CB A

MONTHLY REACH

3,641,000

ESTIMATED PASSENGERS
WITH AN OPPORTUNITY TO SEE
THE ADVERTISING

BOOKING CONDITIONS

Media Cost: EUR 110,000

Production Cost: EUR 16,900

Booking Period: 1 Month

SPECIFICATION

Product Type: Wall Wrap

Faces: 33

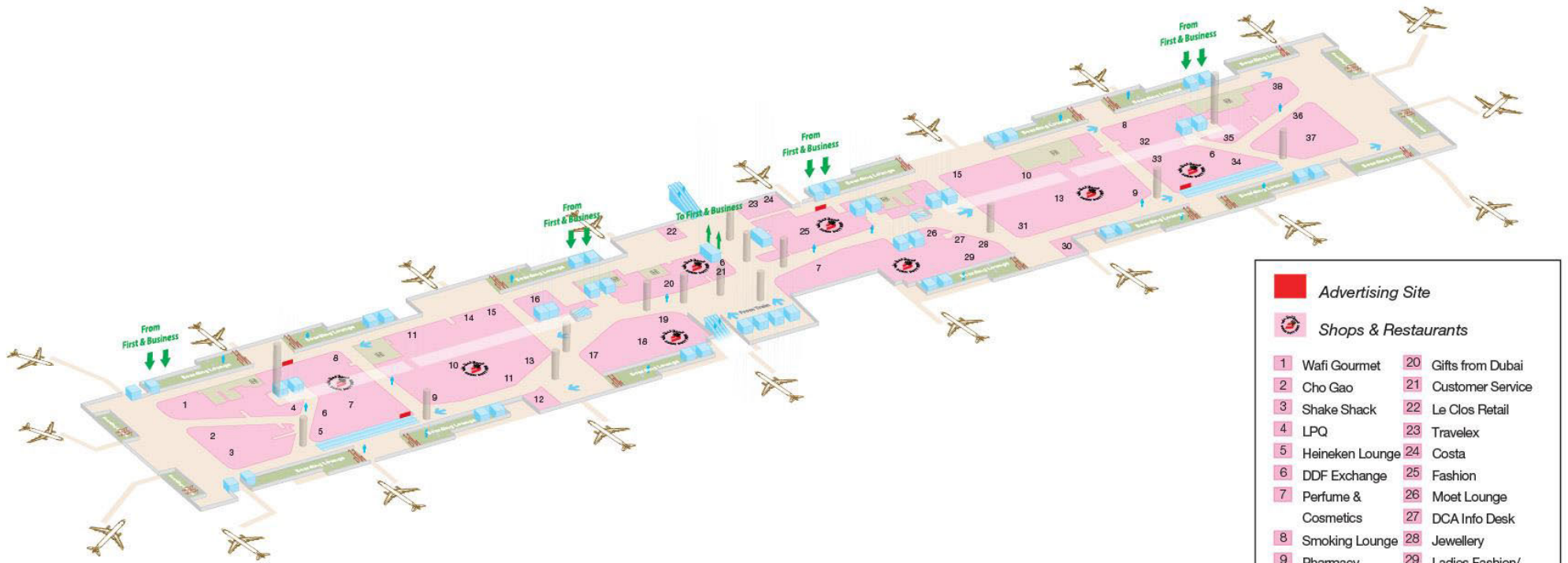
Size: 6.5m x 2.4m (16sqm) & 4.5m x 1.8m (8sqm) (W x H)

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Media Offer 2018

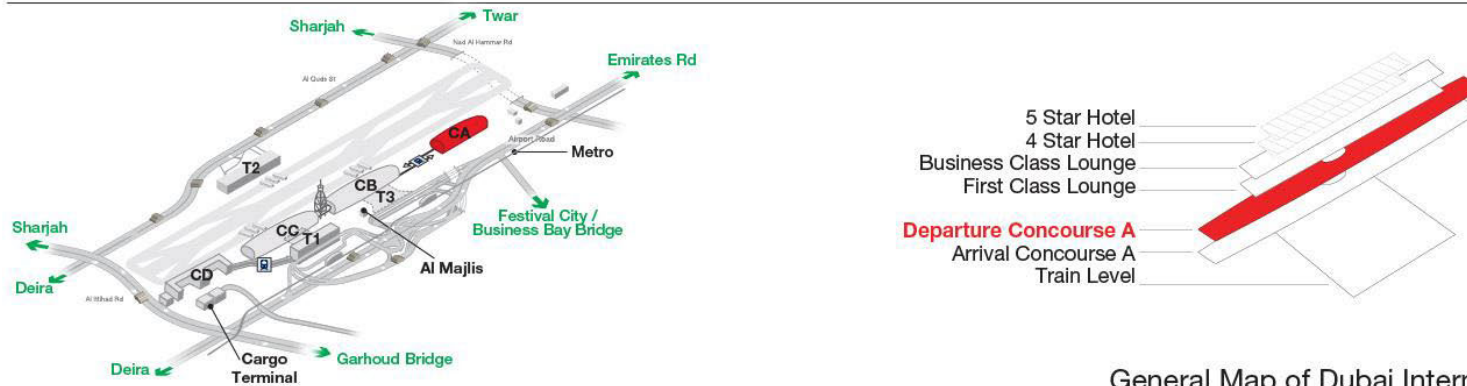


مياه للشرب
Water Fountain





Departures - Boarding Lounges - Boarding Wall Wraps CA & CB A



General Map of Dubai International

Dell Technologies | Dell EMC | Pivotal | RSA | Secureworks | VMware

Magic can't make digital transformation happen.
But we can.

DellTechnologies.com

DELLTechnologies



DELL EMC

Peridot

RSA

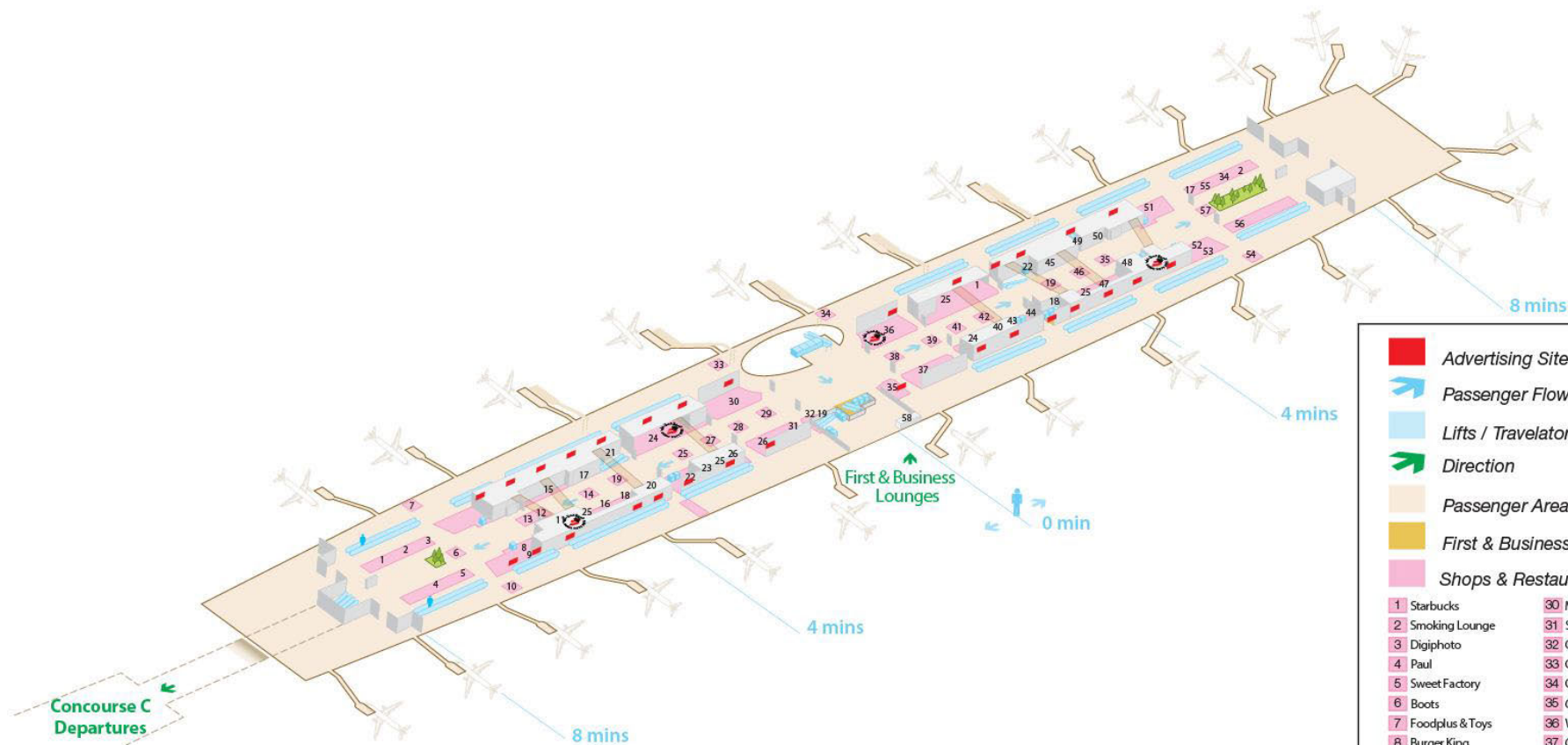
Secureworks

VMware

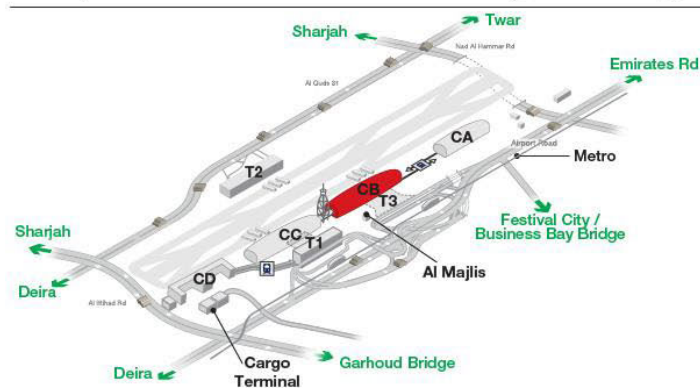
Magic can't make digital
transformation happen.
But we can.

DellTechnologies.com

JDorama.com



Departures - Boarding Lounges - Boarding Wall Wraps CA & CB A



5 Star Hotel
4 Star Hotel
First & Business Lounges

Mezzanine
Departure Concourse B
Arrival Concourse B

Departure Terminal 3
Arrival Terminal 3

General Map of Dubai International

■	Advertising Site
➔	Passenger Flow
➔	Lifts / Travelators / Escalators
➔	Direction
■	Passenger Area
■	First & Business
■	Shops & Restaurants
1	Starbucks
2	Smoking Lounge
3	Digiphot
4	Paul
5	Sweet Factory
6	Boots
7	Foodplus & Toys
8	Burger King
9	Cosi
10	Red Carpet
11	Le Clos
12	Ferrari
13	TaylorMade
14	Lindt of Switzerland
15	Sports & Leisure
16	Foodplus & Toys
17	Emirates NBD
18	Emirates Off. Store
19	Exchange Service
20	Segafredo
21	Pinkberry
22	Pharmacy
23	Electronics & Music
24	Tobacco
25	Perfume & Cosmetics
26	Fashion
27	Swarovski
28	Frey Wille & Pandora
29	MacBook
30	Mobiles & Camera
31	Sunglasses
32	Customer Service
33	Cafe Nero
34	Costa
35	Gifts from Dubai
36	Watches
37	Gold & Jewellery
38	Vertu
39	Swatch & Casio
40	Dubai Int. Hotel
41	MAC
42	Kiehl's
43	Jo Malone
44	Pulp & Juice
45	Olive & Fig
46	Bestsellers Electronics
47	Foodplus & Luggage
48	Good to Go
49	Marhaba Lounge
50	Books & Magazines
51	Obergine
52	McDonalds
53	Ocean Basket
54	O2 Spa
55	Heineken
56	Haagen Dazs
57	Seafood Bar
58	Emirates Counter



Dubai Duty Free



THANK YOU

2018