



Media Kit - 2023
Riga Airport

About Media Port

- Media Port is the airport media company that exclusively manages advertising & promotional spaces at **Istanbul (IST)** and **Riga (RIX)** airports.
- It was founded in **March 2018** and is part of Square Group, the leading OOH company across many cities in Türkiye.
- The company made its first international investment in 2022 by adding Riga International Airport (RIX) to its portfolio.
- The **next addition** to our portfolio in Türkiye will be Çukurova Regional Airport (Adana-Mersin) upon its inauguration in 2023.
- Media Port has been a member of **ACI Europe** since January 2023 as **World Business Partner**.



RIGA

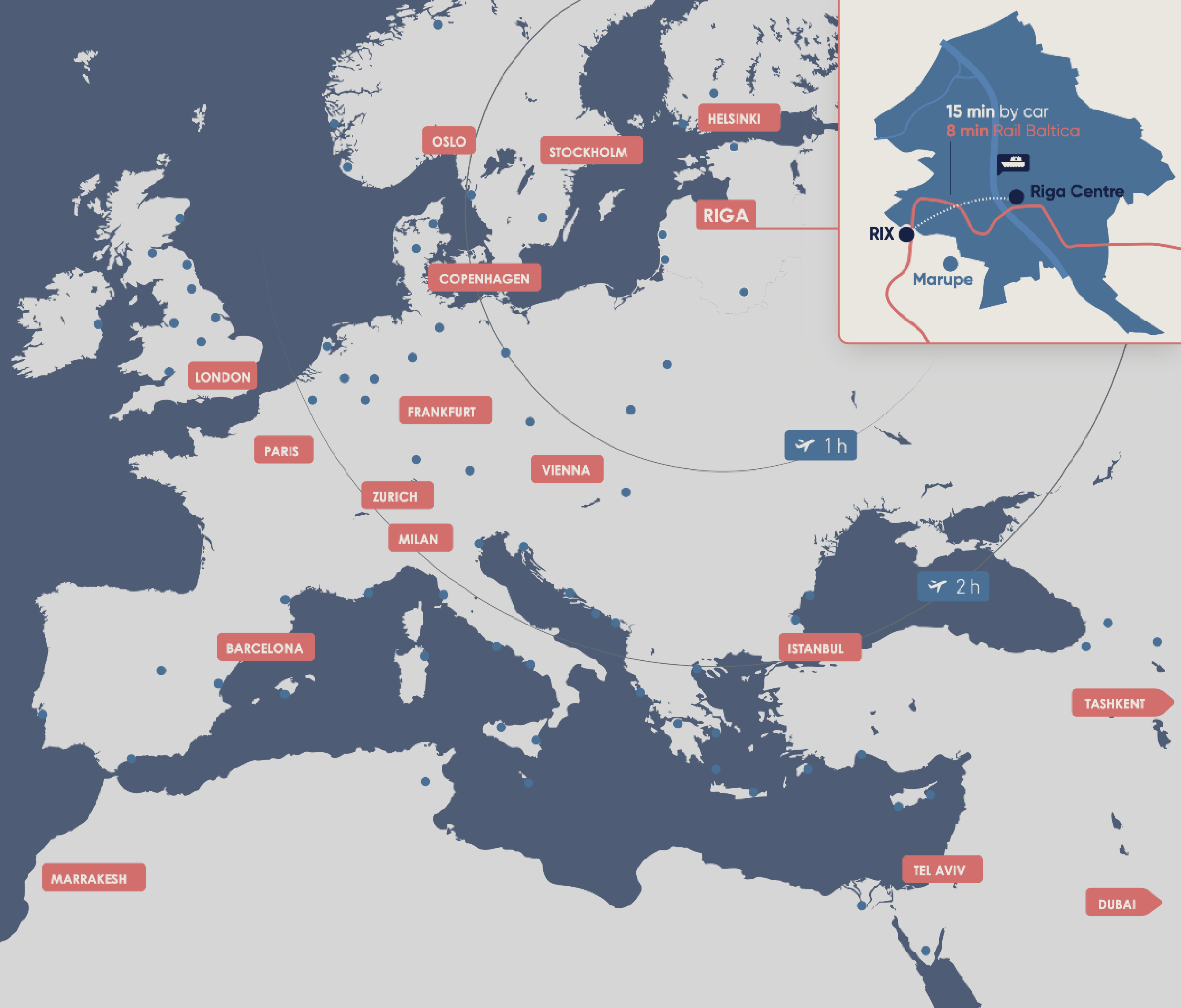
Latvia



Riga Airport

Hub of the Baltics

- Riga Airport is the regional hub of the Baltics and serving to its neighbors Lithuania and Estonia too.
- Riga is also a popular transit point for international travelers, too – almost **20%** of passengers use Riga Airport to travel to other destinations.
- It is connected to **100+ destinations** with as mixture of flagship airlines, Low-Cost airlines and leisure carriers of Europe.
- Last year, **airBaltic**, the national airline of Latvia, carried the largest passenger share (**51%**) at Riga Airport.
- RIX Management announced a development programme to improve facilities until 2027 and remain the hub of the Baltics.

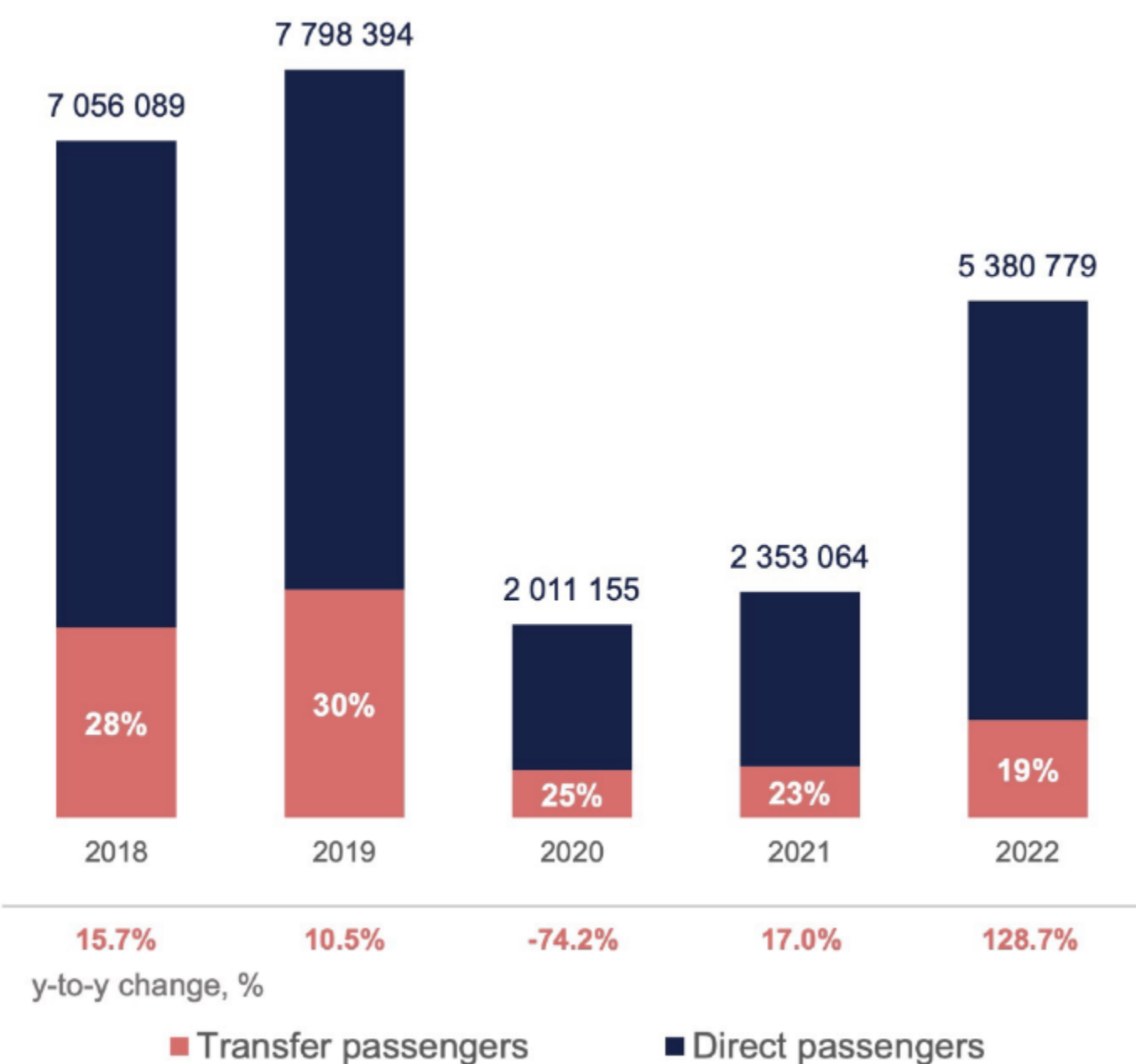


LIDOSTA RĪGA AIRPORT

Strong recovery - Growing hub

- Pre-pandemic Riga Airport handled 7.8 million passengers in 2019.
- In 2022, Riga Airport handled nearly 5.4 million passengers, what is 2,3 times more than 2021 numbers.
- Passenger numbers are expected a strong rebound **in 2023, to exceed 6.5 million** by the end of year.
- airBaltic is planning to open **10 new destinations in Spring/Summer 2023**, which will bring additional colour to the passenger mix:

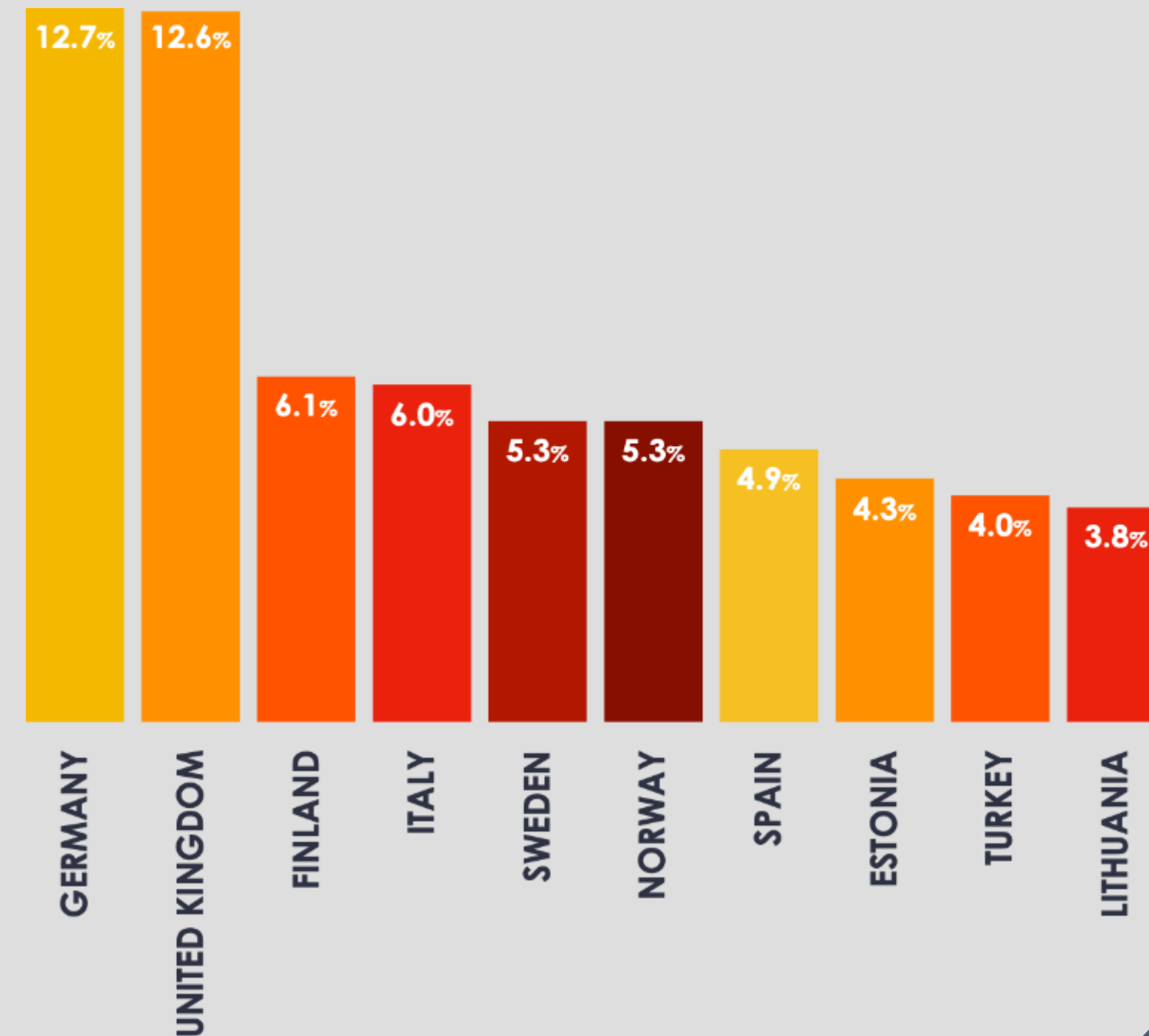
- **Bilbao** Spain
- **Hannover** Germany
- **Porto** Portugal
- **Belgrade** Serbia
- **Bucharest** Romania
- **Istanbul** Türkiye
- **Burgas** Bulgaria
- **Baku** Azerbaijan
- **Tivat** Montenegro
- **Yerevan** Armenia



Source: Riga Airport

Top Markets of Riga

All European Top 10



- Germany and the UK are the top European market for RIX by far.
- Following eight markets are also European destinations - 3 in the Nordics, 3 in the sunny South and two neighboring countries.
- Dubai - UAE, Tel-Aviv – Israel , Marakesh – Morocco, and Cairo – Egypt are the top non-European destinations of RIX.
- Apart from the national airline **airBaltic** (51%), three low-cost/hybrid and three full-service airlines carry these passengers*.
 - Ryanair 30,7%
 - Turkish Airlines 2,1%
 - Wizz Air 3,8%
 - Finnair 1,9%
 - Norwegian 3,2%
 - Lufthansa 1,8%

* 2022 FY Results

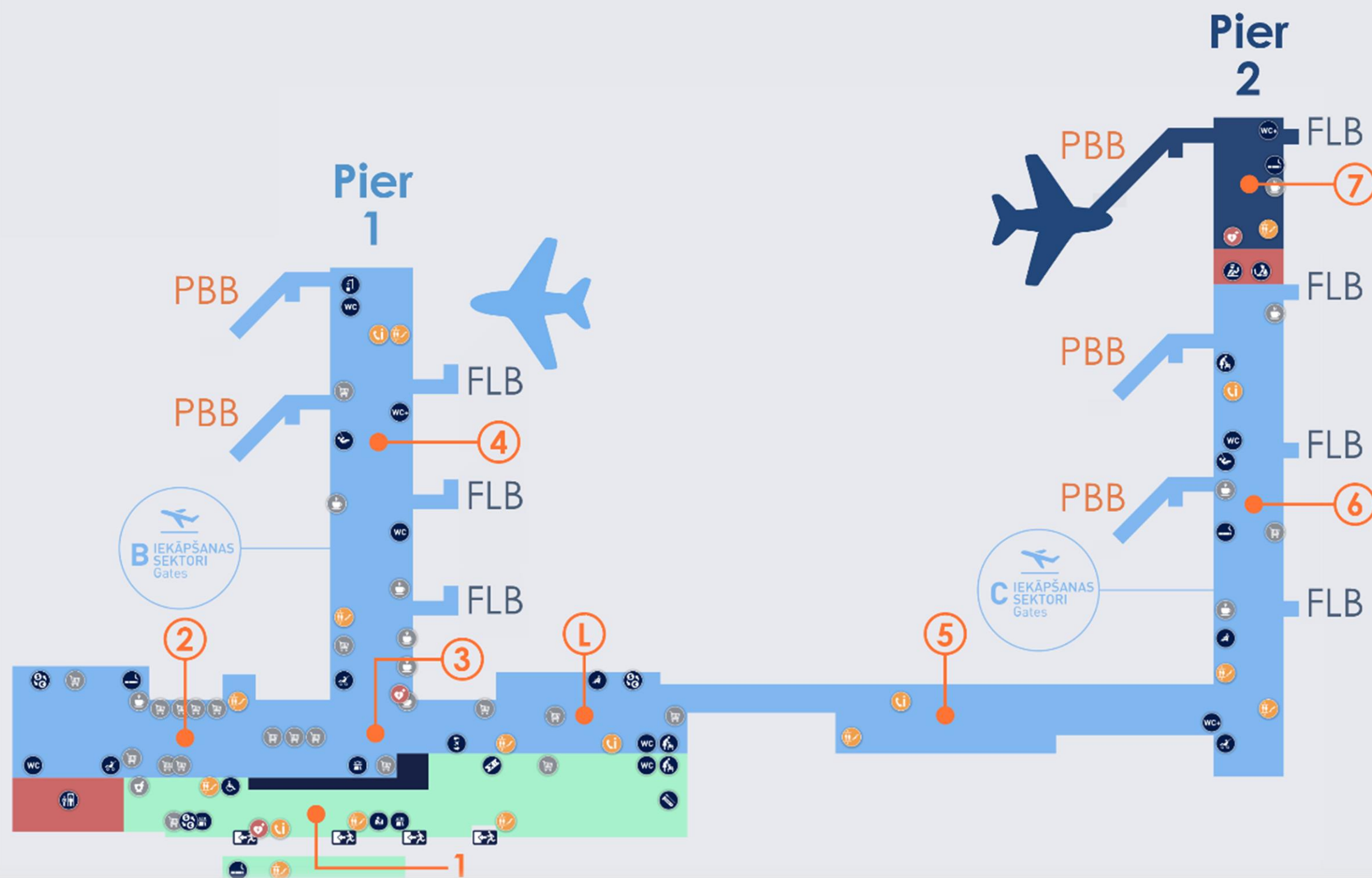
Terminal & Routes

INFORMATION ABOUT THE TERMINAL
& PASSENGER ROUTES



Passenger Profile & Piers

A balanced passenger flow



Passenger mix of piers:

Pier 1: B Departures / E Arrivals -100% Schengen flights

Pier 2: C Departures / Arrivals – 75% non-Schengen and 25% Schengen flights

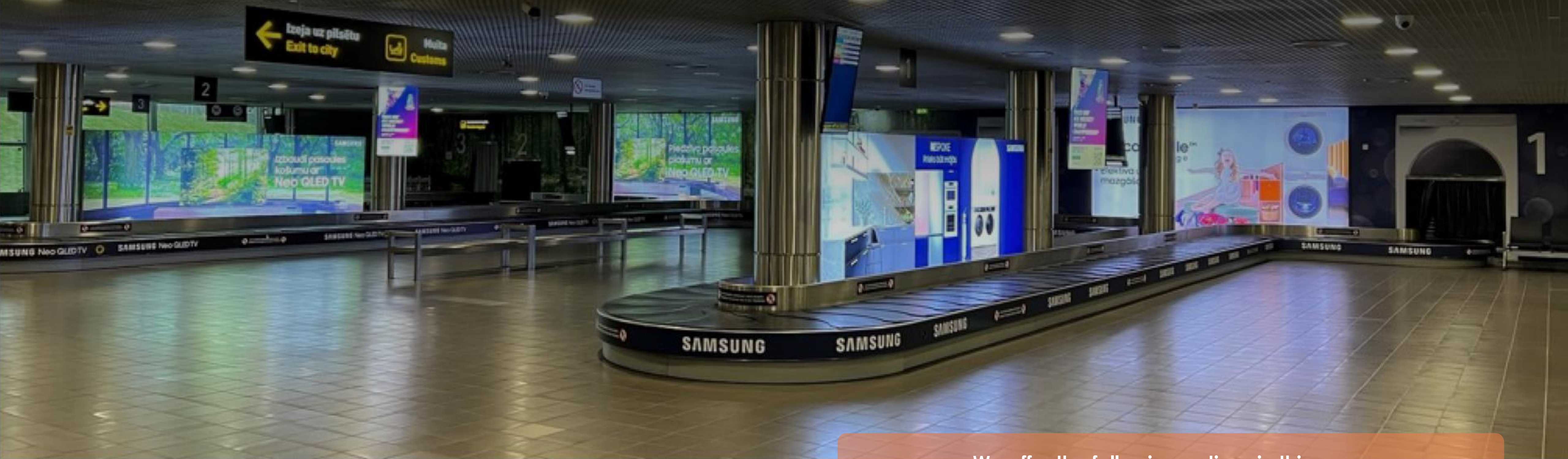
Distribution of passengers:

55% of the passengers use **Pier 1**

45% of the passengers use **Pier 2**

- ① Common check-in area for all flights
- ② Shopping area and Food & Beverage area
- ③ Junction - Pier 1 / Pier 2
- ④ Pier 1 (B Gates) - EU Departures & Arrivals
- Ⓛ Business Lounge Stairs and IQOS Lounge
- ⑤ Gallery corridor to Pier 2
- ⑥ Pier 2 (C Gates) - EU & non-EU Departures & Arrivals
- ⑦ Pier 2 (C Gates) - non-EU Departures & Arrivals

Arrival To Riga (Schengen)



We offer the following options in this area:

- Schengen arrivals use the same gate area as departing passengers and go down one level at the B/C junction.
- After a short walk through the arrivals corridor and Customs, they reach the baggage claim area.
- The exit to the city is through the arrivals hall where meeters & greeters meet arriving passengers.
- List prices range between 1.500€ - 9.750€/month in this area. Certain discounts apply according to the number of total units booked and the campaign length.

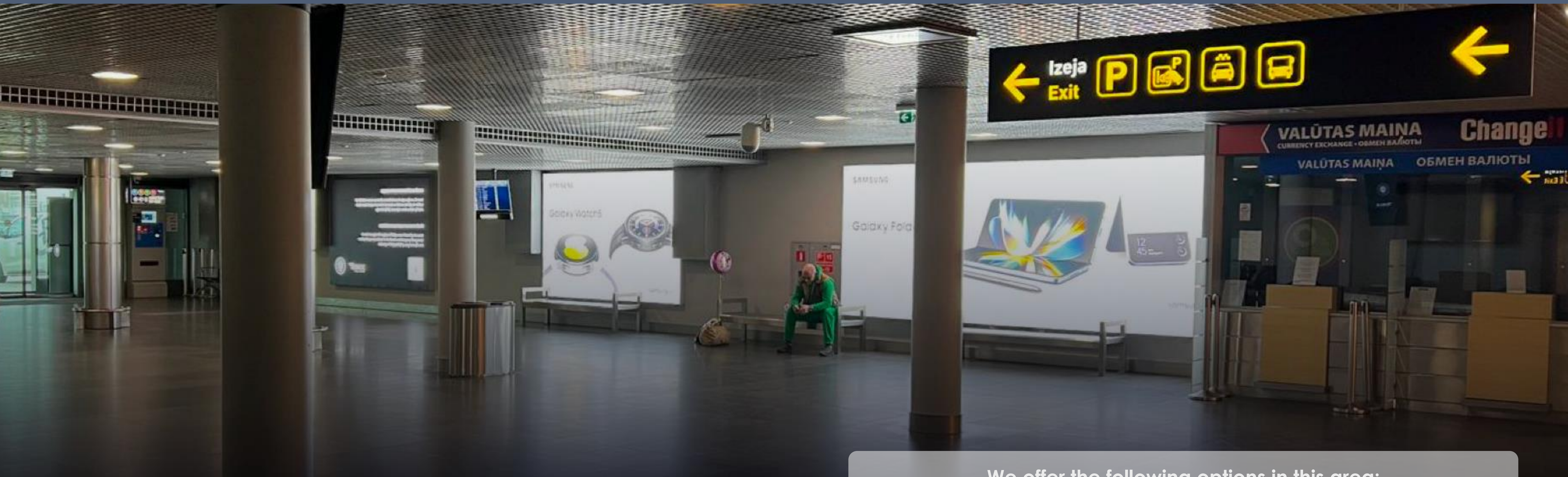
Light
Boxes

Digital
Screen
Network

Wall
Stickers

Exit
Doors

Arrival To Riga (Non-Schengen)



We offer the following options in this area:

- Non-Schengen arrivals use a separate corridor to go down one level for passport control.
- After the control, they reach the baggage claim area.
- The exit to the city is through the customs and arrivals hall where meeters & greeters meet arriving passengers.
- List prices range between 1.000€ - 6.500€/month in this area. Certain discounts apply according to the number of total units booked and the campaign length.

**Light
Boxes**

**Digital
Screen
Network**

**Wall
Stickers**

**Exit
Doors**

Leaving Riga

- All passengers use the same check-in hall and walk through the Duty-Free and retail area for piers and gates.
- They split to Pier 1 or continue to Pier 2 at the B/C junction – the core point of the terminal.
- There is a hall and Art Corridor, which connects the core and Pier 2 – C Gates.
- List prices range between 500€ - 15.000€/month in this area. Certain discounts apply according to the number of total units booked and the campaign length.



We offer the following options in this area:

Light
Boxes

Digital
Screen
Network

Wall
Stickers

Promotion
Areas

Digital
Triangle

Leaving Riga | Piers & Gates



We offer the following options in this area:

- Gates are located on each side of the piers.
- There are also bus Gates located downstairs of each pier.
- There are F&B options, small shops and kids' playgrounds in both piers.
- List prices range between 1.000€ - 10.000€/month in this area. Certain discounts apply according to the number of total units booked and the campaign length.

**Digital
Screen
Network**

**Wall
Stickers**

**Promotion
Areas**

**Kids
Playgrounds**

**Experience
Lounges**



To / From Airport - OOH

- Riga Airport is accessible by highway only, and that one route connects it to the cities of Riga and Jurmala.
- All passengers arriving by car or bus get off in front of the terminal. Likewise, all arriving passengers leave the airport through the same route.
- In addition to the units within the car park right across the terminal, there are units on the sides of the highway to allow engagement before reaching the airport.
- List prices range between 2.000€ - 10.000€/month in this area. Certain discounts apply according to the number of total units booked and the campaign length.

We offer the following options in this area:

Billboards

Megalights

Terminal
Facade
Branding

Special
Projects



Digital Network & Screens

- Riga Airport offers different digital solutions to brands that prefer to buy SOV – Share of Voice rather than a static unit or show video instead of an ad.
- Check-in Digital Screen and Digital Triangle are special units strategically located to maximise interaction.
- A network of 48 digital monitors is spread to the terminal and placed next to FIDS to provide a terminal-wide presence.
- List prices range between 1.500€ - 2.500€/week for digital solutions we offer. Certain discounts apply according to the SOV booked and the campaign length.

We offer the following digital options:

Check-in
Digital
Screen*

Flight
Information
Displays
(FIDS)

Digital
Monitor
Network

Digital
Triangle
@ Duty-Free

* Available as of Summer'23 – Open for booking.

Team Media Port

Our team has a versatile experience in OOH, brand management and marketing to find the best solutions for brands to target travelers.

Contact us to explore more.

To advertise at Istanbul Airport:
salesteam@mediaport.com.tr

To advertise at Riga Airport:
salesteam@mediaport.lv

For special projects and commercial partnerships:
marketing@mediaport.com.tr

Follow us on LinkedIn for recent updates.



Media Port 

SQUARE
GROUP