



Istanbul Airport
MEDIA KIT
2024

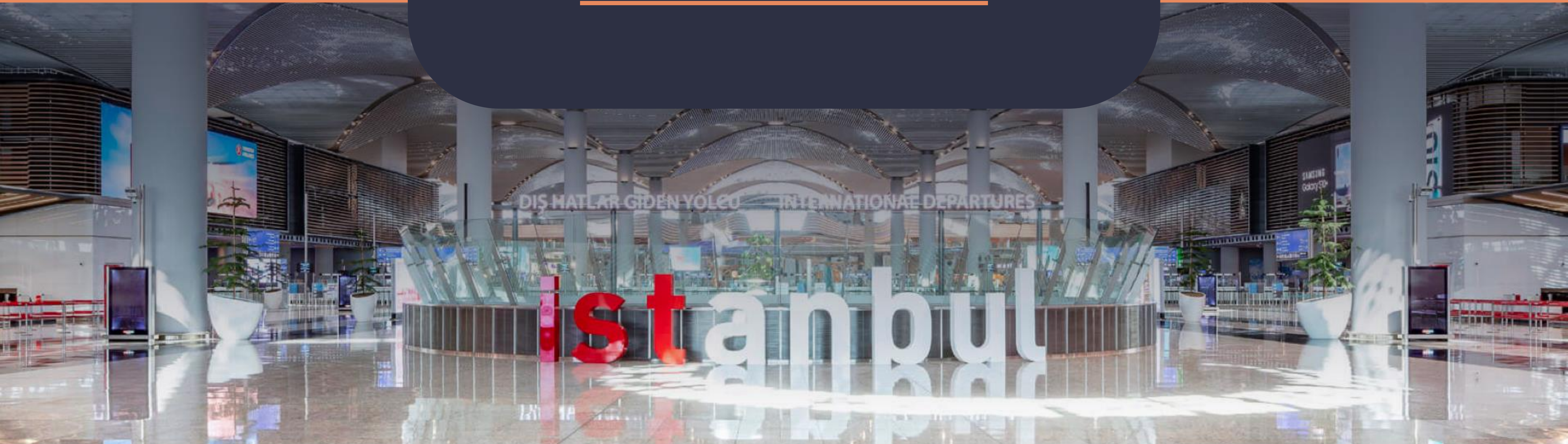
About Media Port

- 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 in Türkiye.
- The company has been operating advertising spaces of Riga International Airport (RIX) since 2022.
- The **next addition** to our portfolio in Türkiye will be Çukurova Airport (Adana-Mersin) upon its inauguration in June 2024.
- Media Port has been a member of **ACI Europe** since January 2023 as **World Business Partner**.



ISTANBUL

Türkiye



World's Meeting Point



When you land in Istanbul on a Turkish Airlines flight, you hear the **'Welcome to the world's meeting point'** announcement.

It is the **midway** between London and Dubai, Moscow and Madrid, Tehran and Berlin, Tel-Aviv and Zurich, and New York and Singapore.

That is why nearly **1/3 of the total passengers are international transfer passengers** – more than 16 million in 2023.

Istanbul was also in the **Top 10 list of European Cities to visit** by Conde Nast Travel and Travel + Leisure in 2023, and last year Istanbul Airport hosted **more than 29 million P2P passengers**.

Istanbul Airport

Lower CPM - Higher Impact

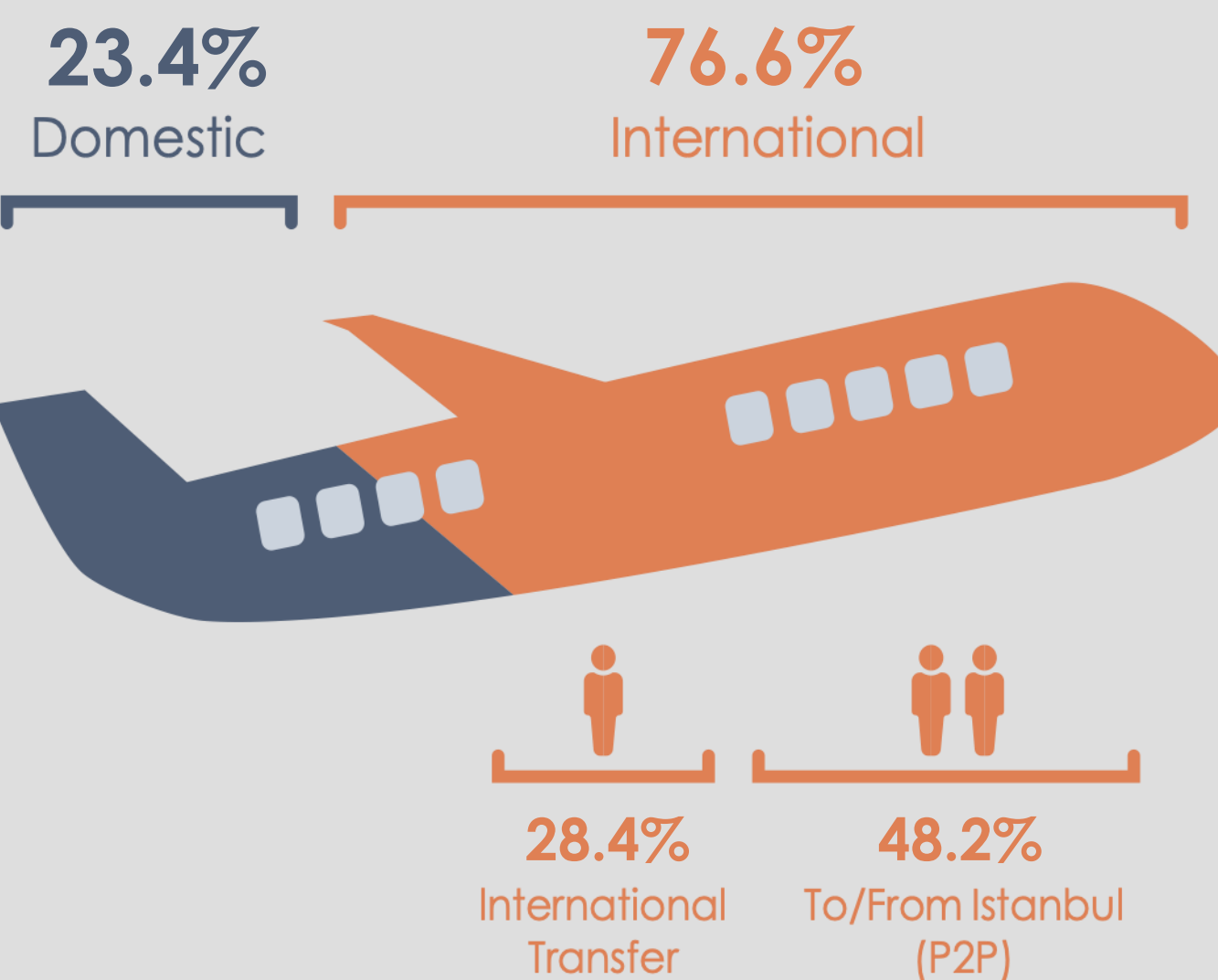
- Istanbul Airport solidified its status as the busiest major hub in Europe, accommodating an impressive 64.2 million passengers in 2022, and **and accomplishing a 17,5% increase in 2023 with 76 million passengers.**
- It is ranked 8th in 2023 in the Top 10 List of worldwide busiest airports by total passenger traffic.
- **Projected to host more than 85 million passengers in 2024,** Istanbul Airport is set to maintain its spot among Europe's top three and possibly even take the lead once again.

Top 10 European Airports - 2023

RANKING	AIRPORTS		PASSENGER #
1	LHR	London	79.183.190
2	IST	Istanbul	76.029.091
3	CDG	Paris	67.422.589
4	AMS	Amsterdam	61.889.586
5	MAD	Madrid	60.181.604
6	FRA	Frankfurt	59.355.389
7	BCN	Barcelona	49.883.928
8	LGW	London	40.902.076
9	FCO	Rome	40.494.654
10	SAW	Istanbul	37.098.432

Passenger Profile 2023

Targeting the world



An unmatched international passenger mix originating from or traveling to **345 destinations in 129 countries** on four continents through Turkish Airlines' global network. Over 100 airlines contribute to this **unique international mix**.



What is also unique is IST serves all its passengers **under one roof – in a single terminal**.



Average connecting time of transfer passengers is **+/- 2 hours**.



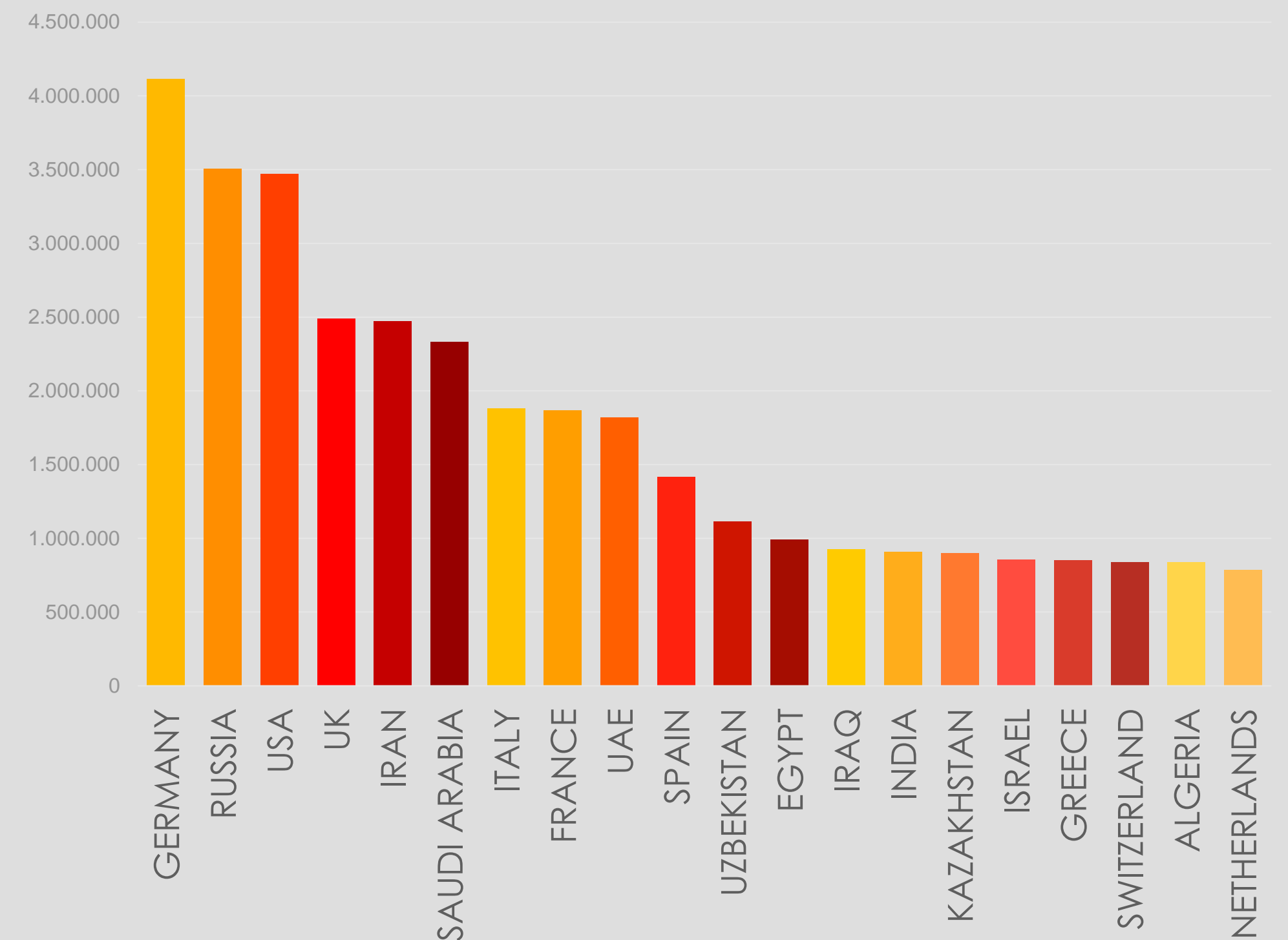
18-20% - The ratio of **Business Class**, Star Alliance Gold Members and iGA Pass holder passengers.

Who Are These Passengers?

A unique mix under one roof

- Germany was the top European market for IST, followed by the UK, France, Italy and Spain in 2023.
- USA was one of the key markets with nearly 300.000 monthly passengers on **direct flights to 13 US cities**, and third after Germany and Russia.
- Russia and CIS countries are always among the top routes of Istanbul.
- Israel, Iran, Jordan, Iraq, Saudi Arabia and the UAE are among the leading Middle East/Gulf routes.

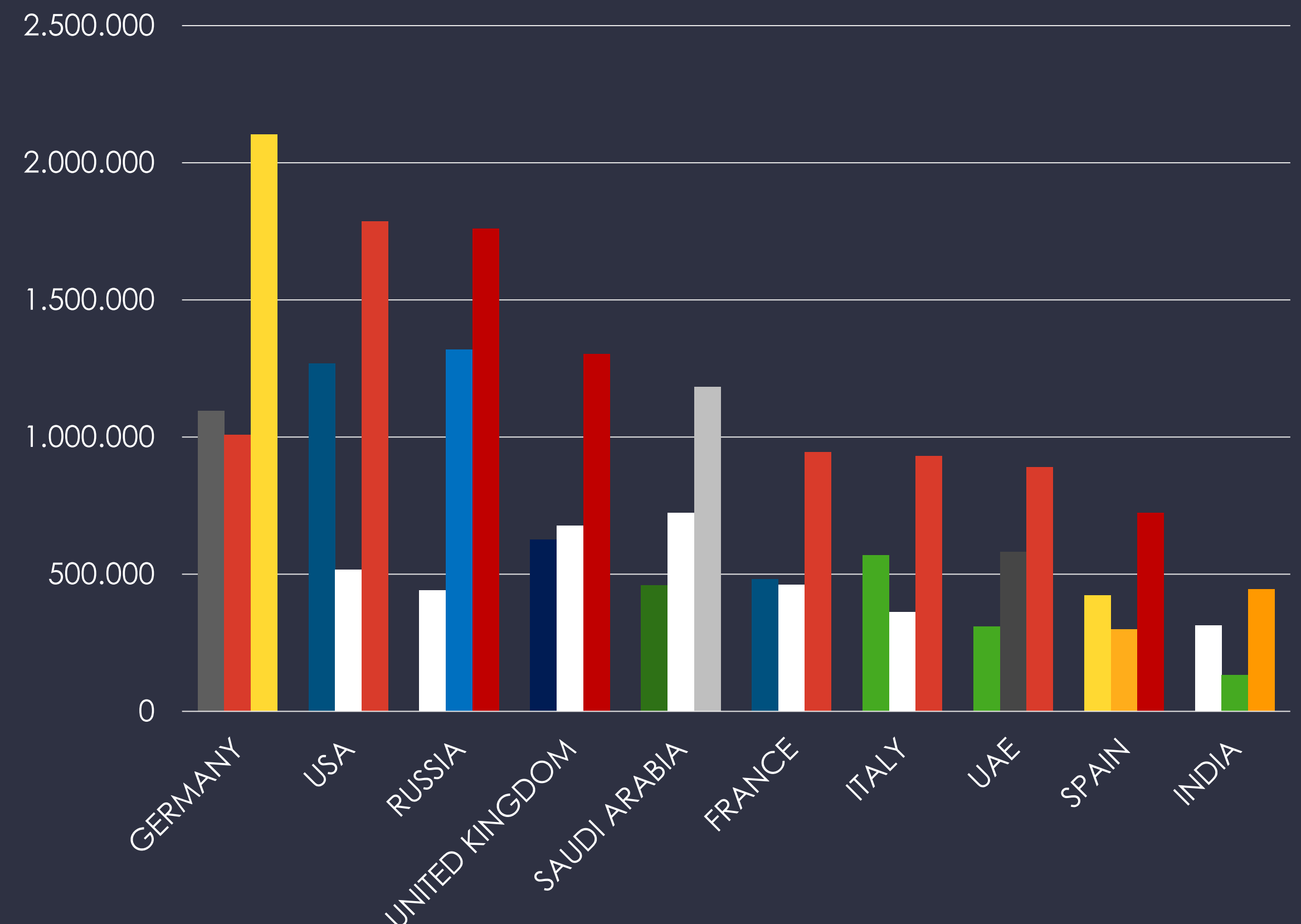
IST - Top Passenger Markets 2023



Destination ≠ Nationality

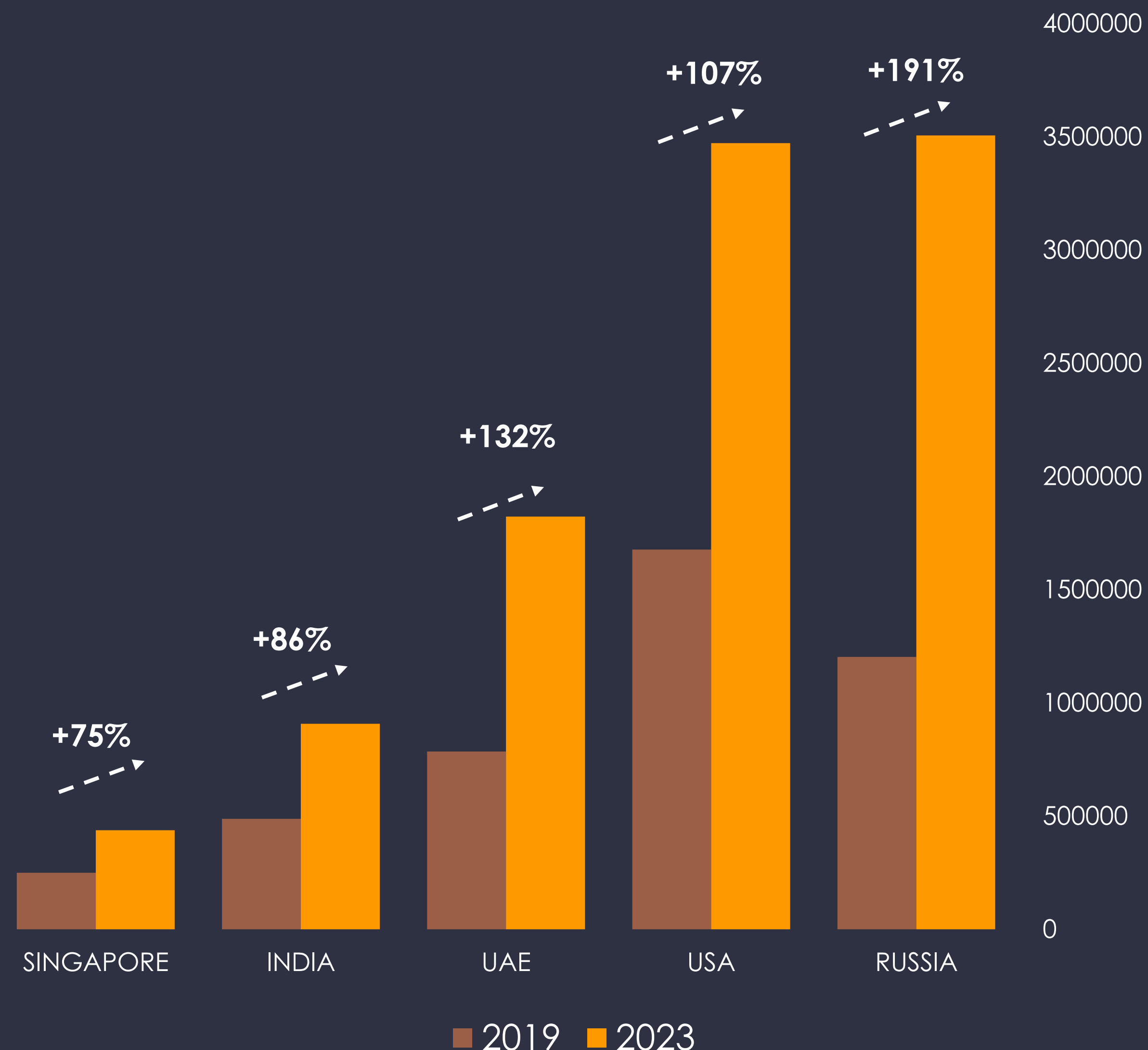
- Interpreting demographic data of passengers is challenging in aviation and travel retail. There is a common confusion- the destination is interpreted as nationality.
- Airports don't have access to demographic data of passengers, but they have flight data, and it is known that **destination is not nationality**.
- In other words, **not all Germany bounded passengers are German or US bounded ones are Americans**.
- Especially in global hubs like Istanbul, passenger composition in inbound and outbound flights is diverse.
- Here are some numbers that challenge biases;
 - In Germany-bound flights, 52% of passengers are transferred from another city/country.
 - In US-bound flights, this is more significant; 71% of the passengers are transferred, while 29% are to/from Istanbul.

The number of transfer passengers, point-to-point (to/from) Istanbul passengers, and the total number of passengers for selected countries, respectively.



The Most Growing Markets

- When we look at the Asian markets, there is a significant increase due to **new Asian airline entrants** to IST, such as IndiGo, China Southern and Air China.
- Another Star Alliance hub, Singapore, and **booming India** showed strong growth in 2023.
- The all-time favorite **US market has grown 107%** between 2019 and 2023. Istanbul Airport is the most preferred airport for US-bound passengers from South Asia, Southern & Eastern Europe and the Near East.
- Russia was the most growing market in 2023 by almost twofold, as Istanbul is the closest and one of the few accessible hubs for Russians.
- We expect **continuing growth in the US, UAE, India and Asian markets** in 2024.

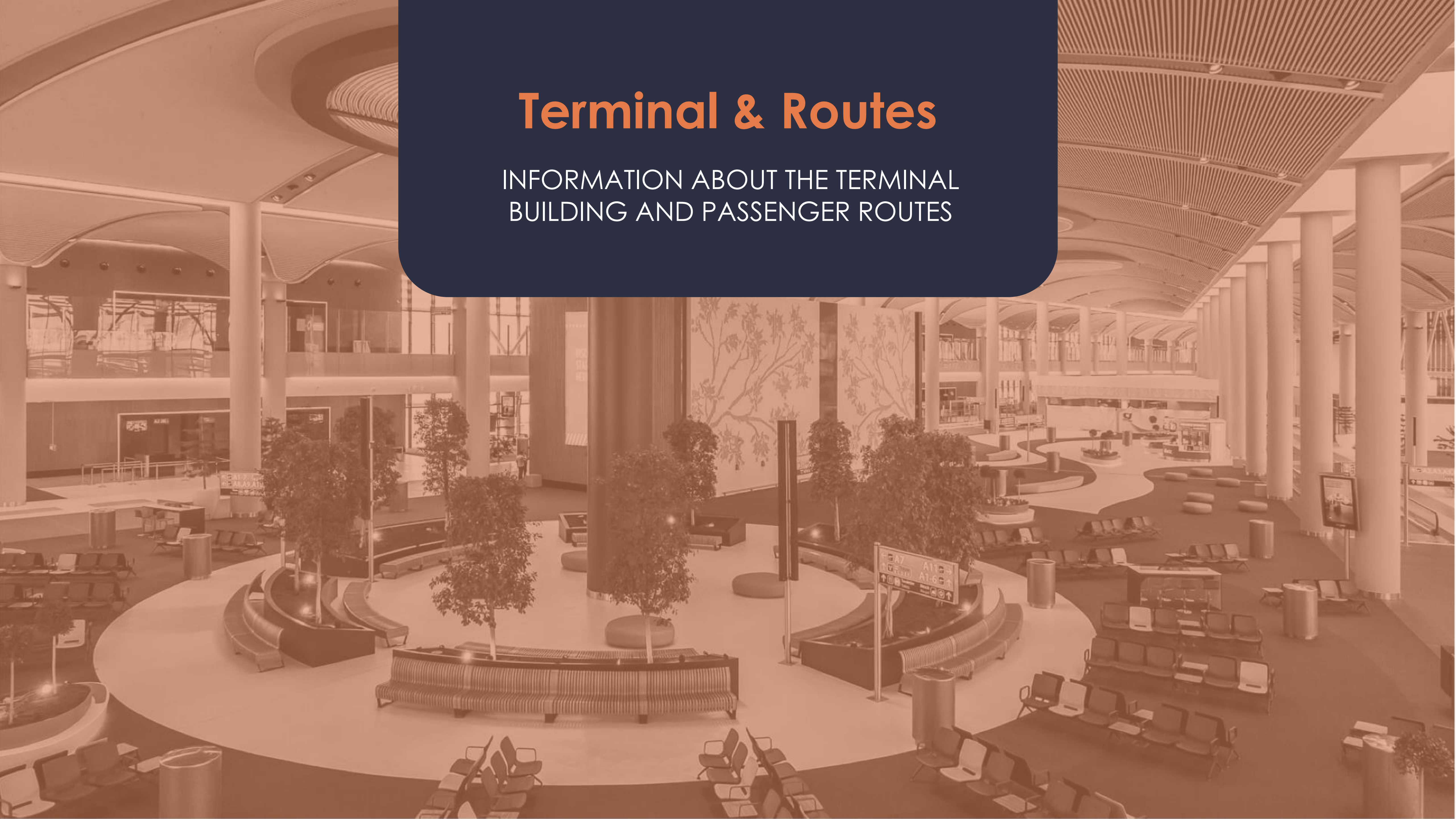


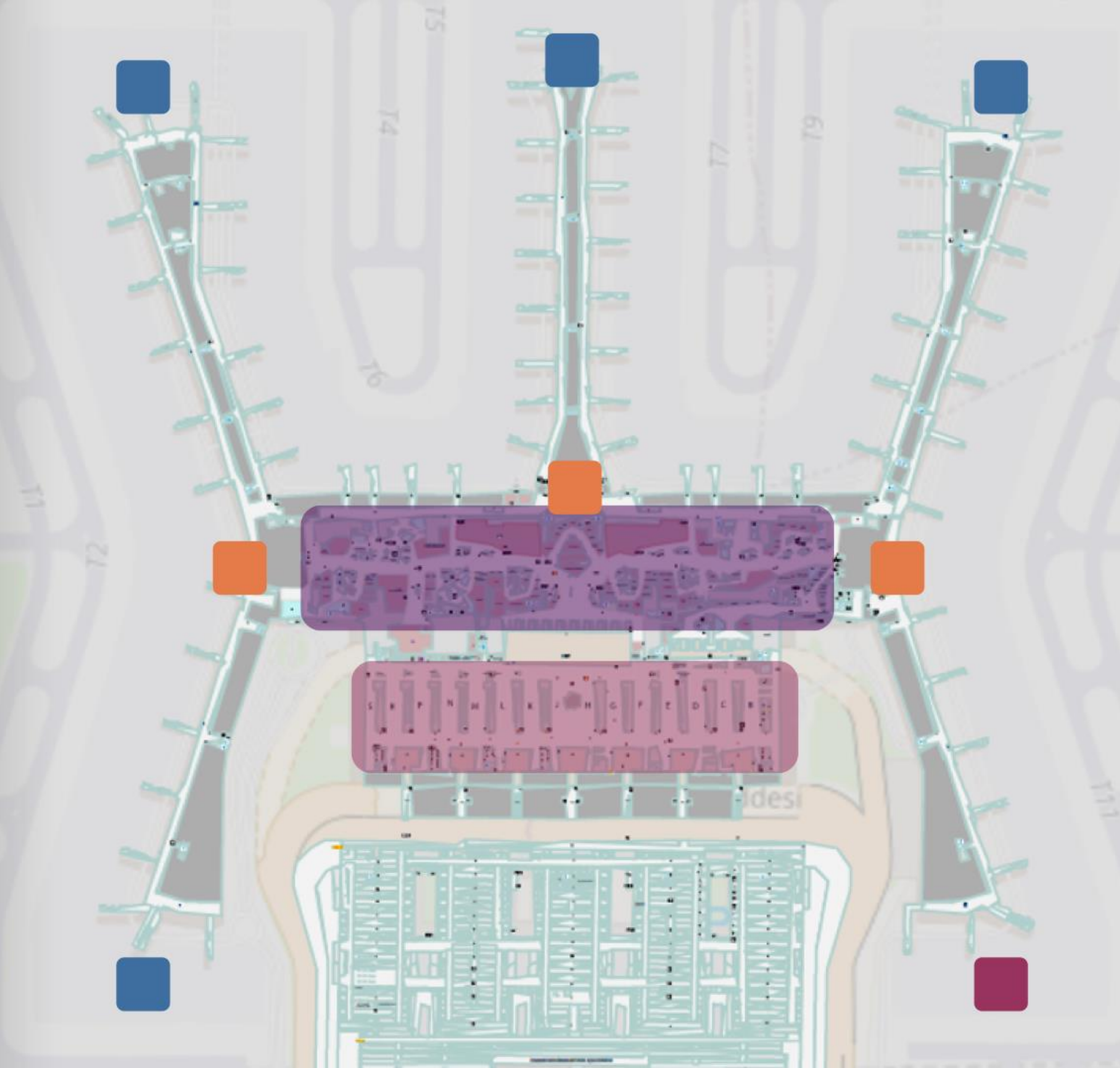
Why should you advertise in Istanbul Airport?

- More than 20 million visitors have made **Istanbul the number one city in the world in international visitor rankings in 2023**, with 26% growth compared to the previous year followed by London (+17%) and Dubai (+18%). This shows the continuous appeal of business & leisure potential of the city.*
- 1/3 of passengers are transfer passengers, and unlike other airports, **it consists of a balanced mix of passengers** arriving from or going to European, Asian, Middle Eastern and African destinations. The average **dwell time of transfer passengers is +/- 2 hours**. This allows brands to reach a unique target audience that is difficult to capture at other airports.
- IST serves **all its passengers under one roof – in a single terminal**. Bosphorus Area, consisting of the main duty-free stores, Luxury Square and Mono-Brand Exclusive Stores, generate revenue of approximately 1 billion dollars every year. Media Port has an extensive selection of advertising units in and around this area.
- 43% of total passengers are aged between 25-34, followed by the 35-44 age group with a 30% share—**a good combination of Millennials and late Generation Xers**. Almost half of passengers (46%) fly round-trip 3-5 times yearly.**
- IST will regain the title of '**Europe's Busiest Airport**' in 2024 with a double-digit growth rate and will continue to be the choice of passengers with the planned investment of 656 million Euros announced by İGA Management for improvement.
- In parallel, Media Port constantly optimizes its digital networks and static units based on heat maps and passenger movement data that İGA collects through beacons and other data sources.

Terminal & Routes

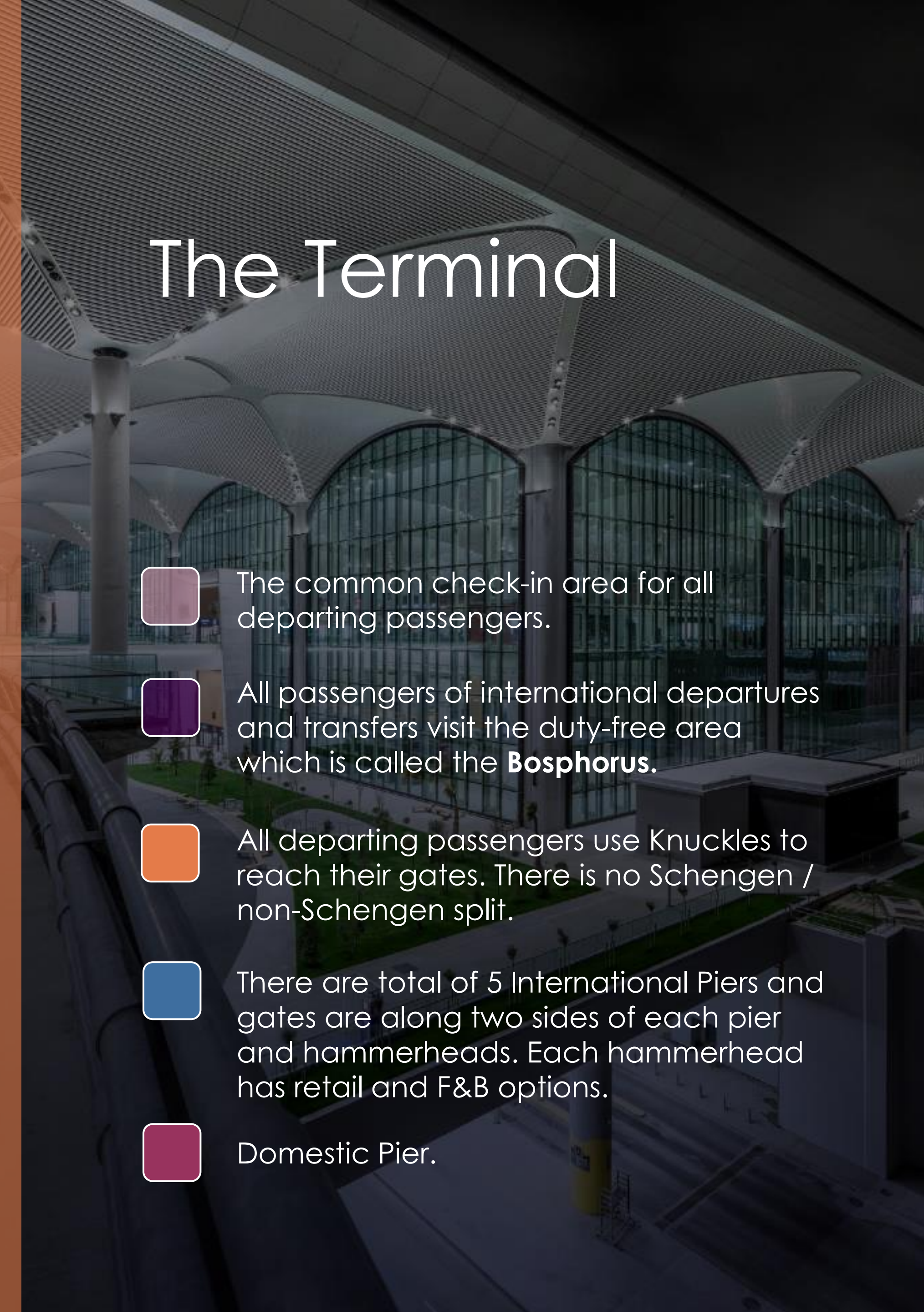
INFORMATION ABOUT THE TERMINAL BUILDING AND PASSENGER ROUTES





The Terminal

-  The common check-in area for all departing passengers.
-  All passengers of international departures and transfers visit the duty-free area which is called the **Bosphorus**.
-  All departing passengers use Knuckles to reach their gates. There is no Schengen / non-Schengen split.
-  There are total of 5 International Piers and gates are along two sides of each pier and hammerheads. Each hammerhead has retail and F&B options.
-  Domestic Pier.



Transfer via IST

We offer the following options in this area:

Digital Monitor Network

65 inch

Digital Screen Network

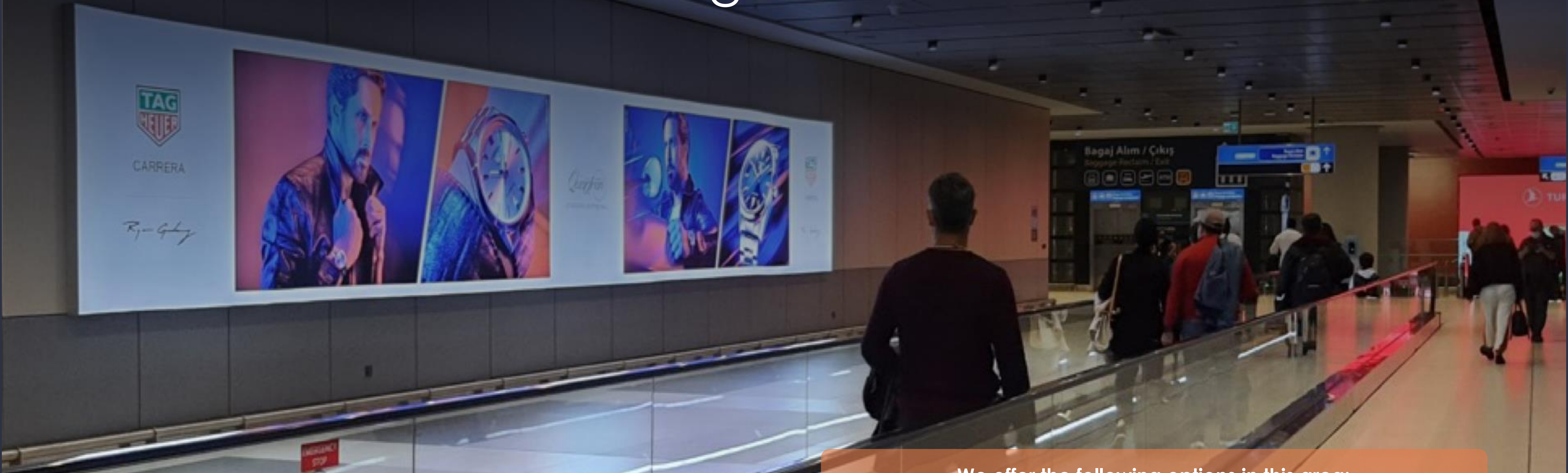
65 & 75 inch

Light Boxes

- All arriving passengers reach the same corridor where they split towards either passport control for Istanbul or security check for connecting flights.
- Transfer desks of Turkish Airlines and other operators are located in this part of the airport to assist millions of transferring passengers.
- Transfer passengers go up to Bosphorus duty-free area through escalators.



Arriving in Istanbul



We offer the following options in this area:

- After passport control, all arriving passengers walk through arrival corridors and go one level down to baggage claim.
- There are total of 26 baggage conveyors for International Arrivals, 10 for Domestic Arrivals. The Duty-free shops are blended seamless in the Arrivals Hall.
- All passengers exit the city through the same door.

**Digital
Monitor
&
Screen
Network**

**Baggage
Claim
LED Screen
Network**

**Light
Boxes**

**Iconic
Digital
LED Screens**

Leaving Istanbul

- All passengers use the same check-in hall.
- Turkish Airlines has dedicated islands, while other airlines are distributed among other islands.
- Passengers split between international and domestic departures as they proceed either to passport control or security check.
- International passengers reach Bosphorus – the duty-free area, while domestic passengers go to a separate pier.

We offer the following options in this area:

**Giant
Video
Walls**

**Rotating
Digital
Tower**

**Digital
Screen
&
Monitor
Network**

**Light
Boxes**

**Iconic
Video
Walls**

CIP / Business Class

- Business class passengers, Star Alliance Gold members, CIPs and iGA Pass holders use a dedicated terminal gate and security.
- Turkish Airlines has a dedicated check-in island for Business Class / CIP.
- All BC & CIP passengers proceed to the fast-track passport control and security check and continue to the Bosphorus (duty-free area) before reaching their lounges.
- There are four lounges in Bosphorus:
 - Turkish Airlines Business Class Lounge
 - Turkish Airlines Miles & Smiles Lounge
 - iGA Lounge
 - SkyTeam Lounge
- More than 1 million passengers use these lounges monthly, particularly the Turkish Airlines Lounge.



We offer the following options in this area:

Light Boxes
in dedicated
security
check area

Giant
Video Walls
on the way
to lounges

Static
Light Boxes
opposite
TK lounge
stairs



TURKISH AIRLINES

A STAR ALLIANCE MEMBER



Bosphorus Duty Free

- The **core of the Istanbul Airport** where continents and people meet... Like the city itself.
- All departing and transfer passengers spend their **dwell time** here.
- Luxury Boutiques, Main Duty-Free and retail **shops are located in this area, along with F&B venues** ranging from casual to fine dining.
- The average layover time for transfer passengers is 2 hours.



We offer the following options in this area:

Light
Boxes

Digital
Monitor
&
Screen
Network

Digital
Arches

Promotion
Areas



Knuckles

- Knuckles connect the Bosphorus area to the piers.
- All passengers go one level down by escalators and pass through these knuckles to reach their gates.
- Knuckles have F&B options, last-minute Duty-Free shops, Youth Lounge and exhibition areas..
- It is **an ideal place for brand marketing and events.**

We offer the following options in this area:

Light
Boxes

Giant Wall
Light Box

Digital
Screens
&
Monitor
Network

Promotion
&
Experience
Areas

Piers & Hammerheads

- Gates are located on each side of each pier and hammerheads.
- Smoking Terraces are also located at each hammerhead.
- There is **no Schengen/non-Schengen or geographic split**. Each pier has an almost equal number of passengers based on the operational distribution of aircrafts.
- Hammerheads have F&B for the last refresh and selected retail options before the flight.

We offer the following options in this area:

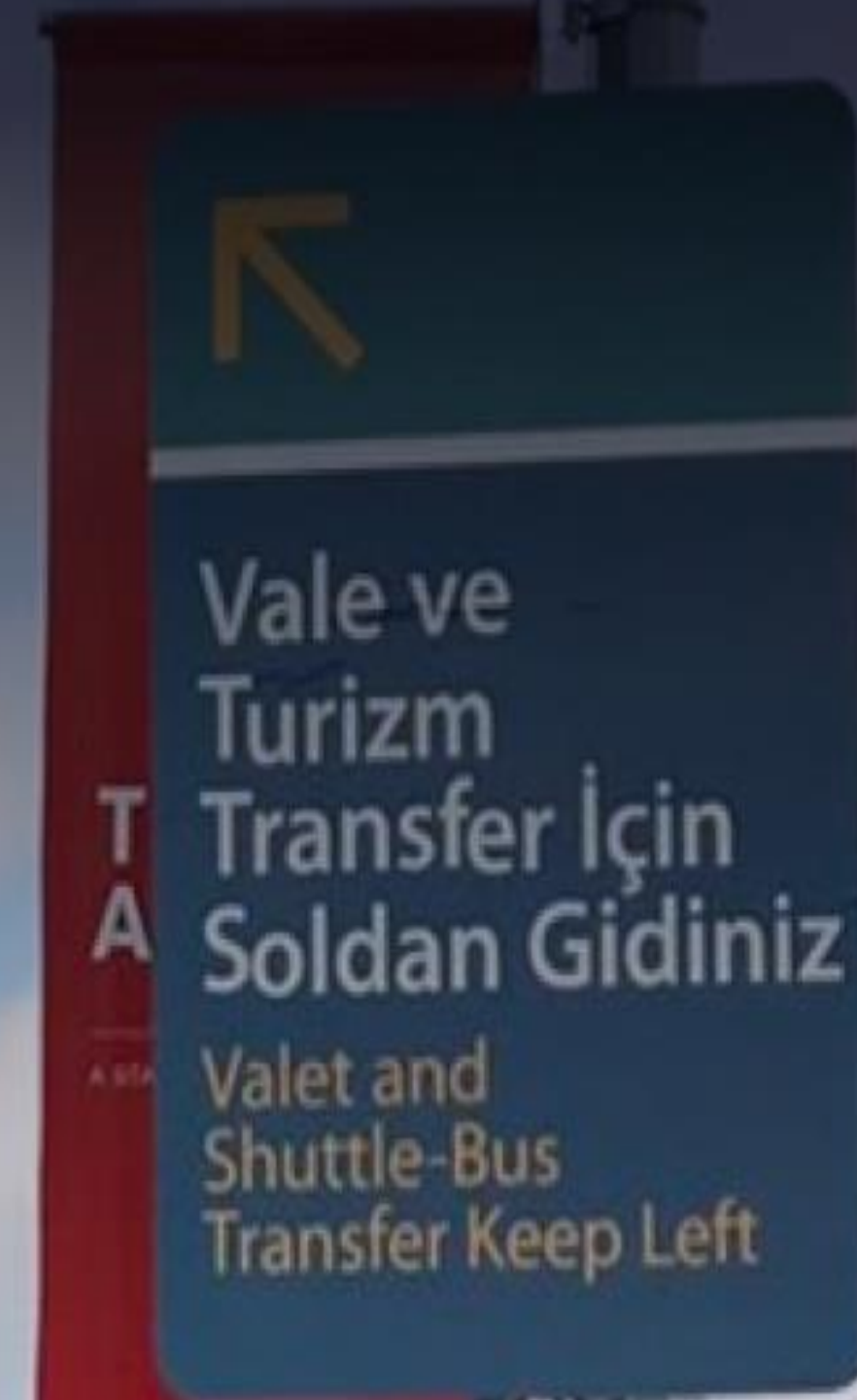
Light Boxes

Digital Monitor & Screen Network

Promotion Areas



To / From Airport



We offer the following options in this area:

- Passengers that reach the airport via highway split into two routes; car park or drop lane.
- All exit roads merge right after leaving the terminal/car park on the way to the city..
- The Metro line to the city is partly operational as of January 2023. The airport station is connected to the terminal with a semi-covered 200mt Walkway.

Outdoor
City Light
Poster

Megalights

Monumental
Arch

Car Park
Facade
Digital
LED Screen

Digital
Screens in
Metro
Walkway

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

-
www.mediaport.com

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