

# PRECISION LANDING FOR YOUR



# ADVERTISING

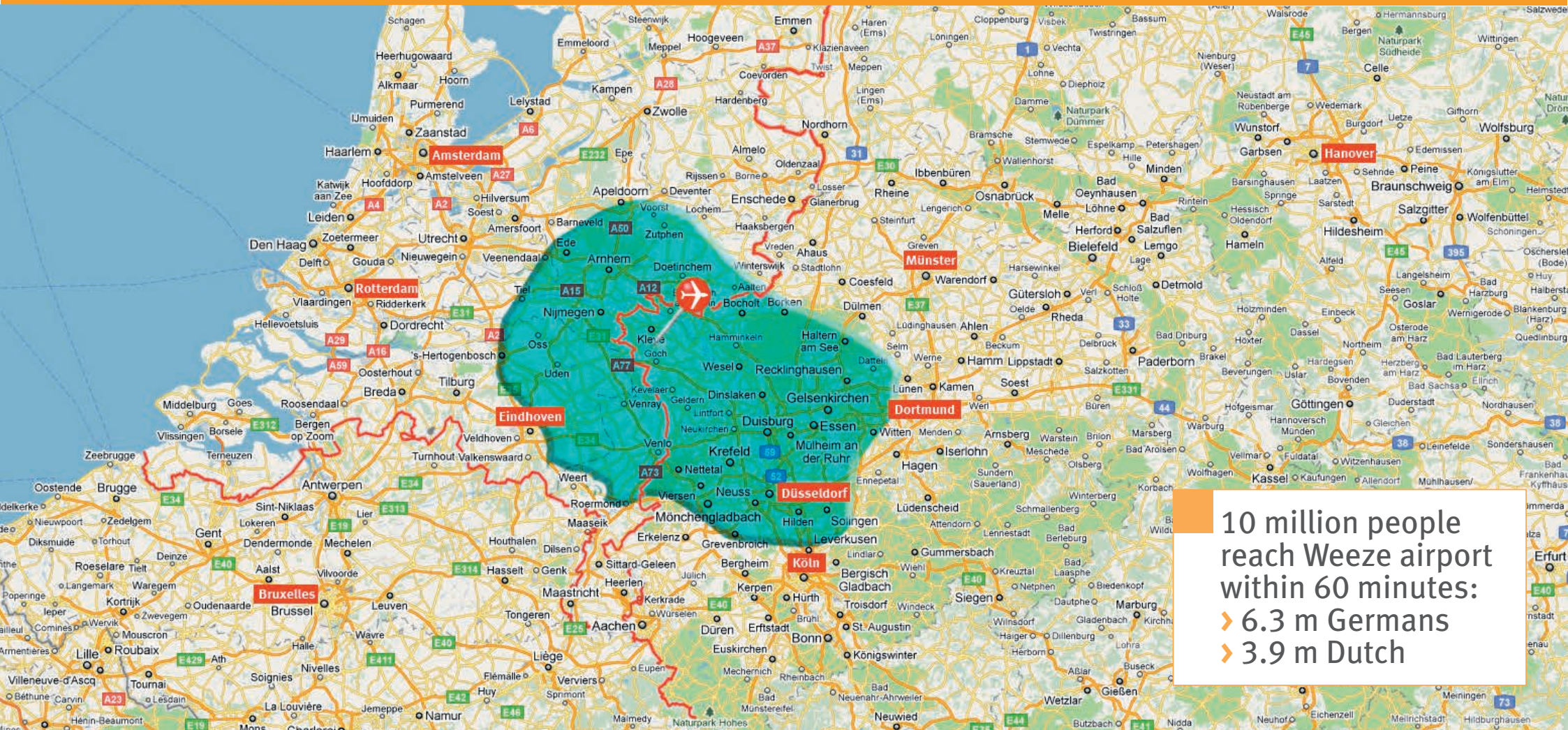






# HUGE CATCHMENT AREA — LOWER RHINE & NETHERLANDS

Airport Weeze is located in the geographical centre of Western Europe in the border region of Germany, the Netherlands and Belgium.  
The advantage of this airport is its unique location in the centre of the Rhine, the Ruhr area and the Netherlands.

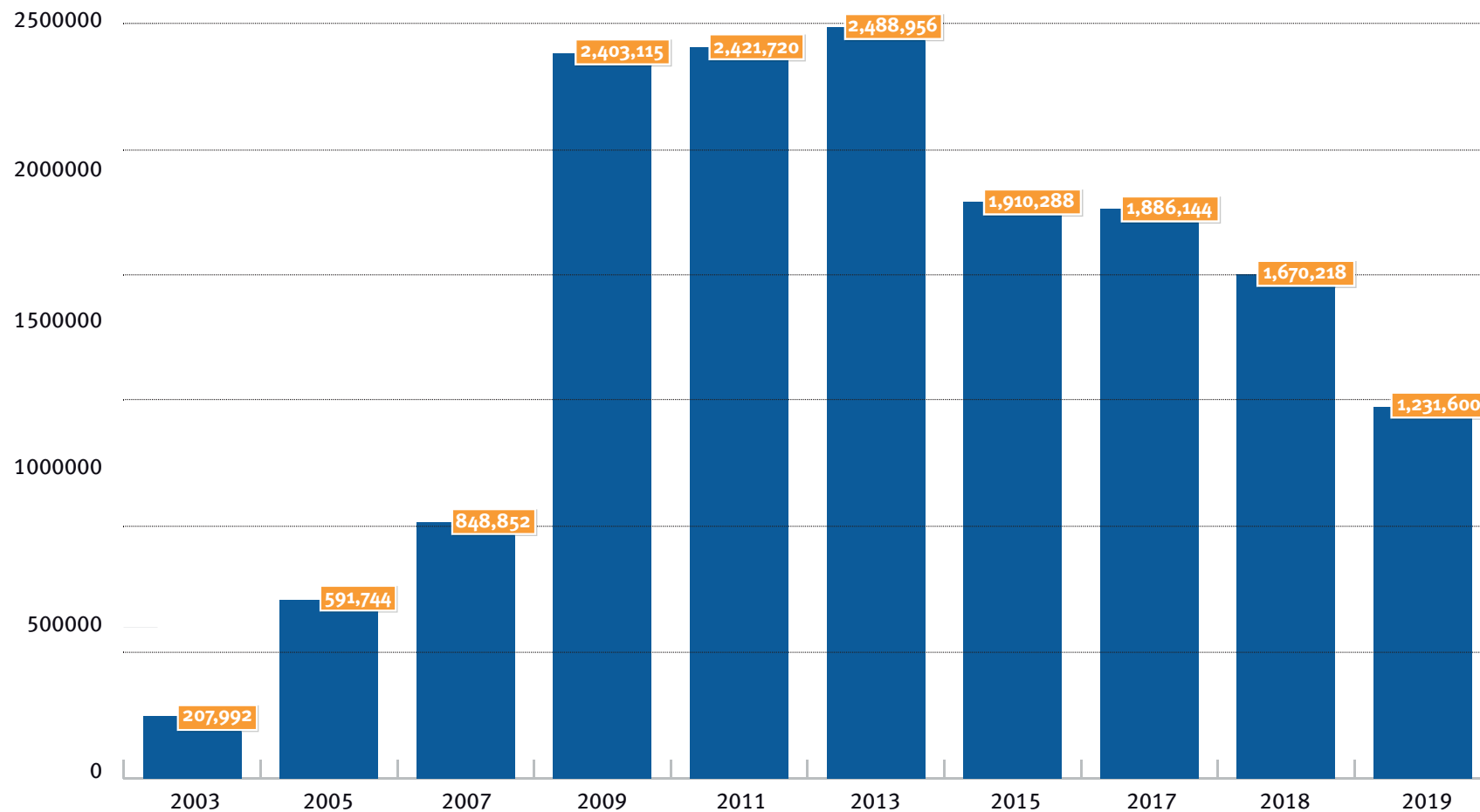






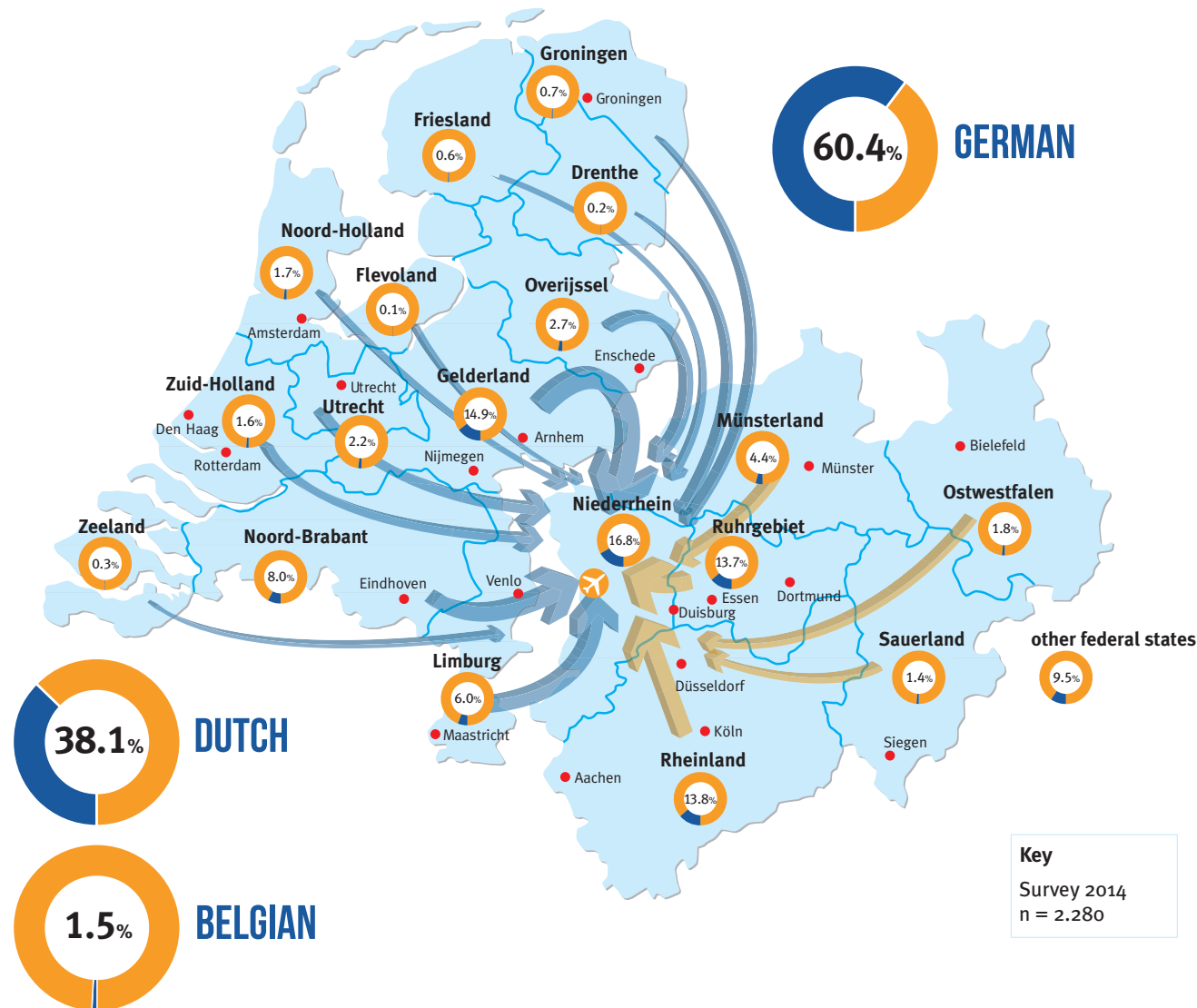
# YOUR TARGET GROUP: 1.2 MIO PASSENGERS AND 500,000 VISITORS P.A.

Airport Weeze started operating as a low cost airport at 1st May 2003. In 2019 around 1.2 Mio business travellers and tourists used the passenger terminal. Approx. 250,000 meeters, greeters and visitors visited the terminal, particularly at the weekend.



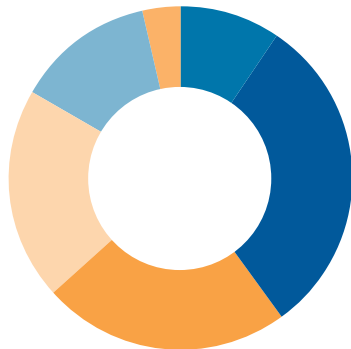


# HUGE CATCHMENT AREA



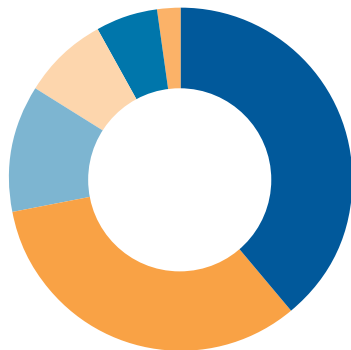


# DEMOGRAPHY OF RYANAIR PASSENGERS



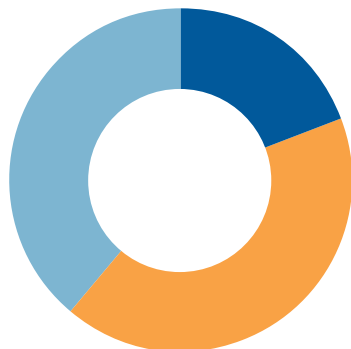
## Age Demographics of Ryanair Passengers

- Under 18 (0.2%)
- 18 to 24 (9.28%)
- 25 to 34 (30.54%)
- 35 to 44 (23.4%)
- 45 to 54 (20.01%)
- 55 to 64 (13.11%)
- 65+ (3.47%)



## Socio-economic Status for Ryanair Passengers

- Junior management or supervisory role (39%)
- Middle management (33%)
- Skilled manual workers (12%)
- Semiskilled (8%)
- Senior management or professional roles (6%)
- No income or pension (2%)



## Main Purpose of Journey

- Business (19%)
- Leisure (41%)
- VFR (38%)



# DESTINATIONS FROM AIRPORT WEEZE

Profit from the cosmopolitanism and internationality of the airport.

Weeze Airport offers you the opportunity to present your message directly at the airport. With various forms of advertising you attract the attention and interest of the passengers and your potential customers.

Ryanair   
Corendon Airlines 







# CEILING BANNER

## Location: Terminal – Public Area

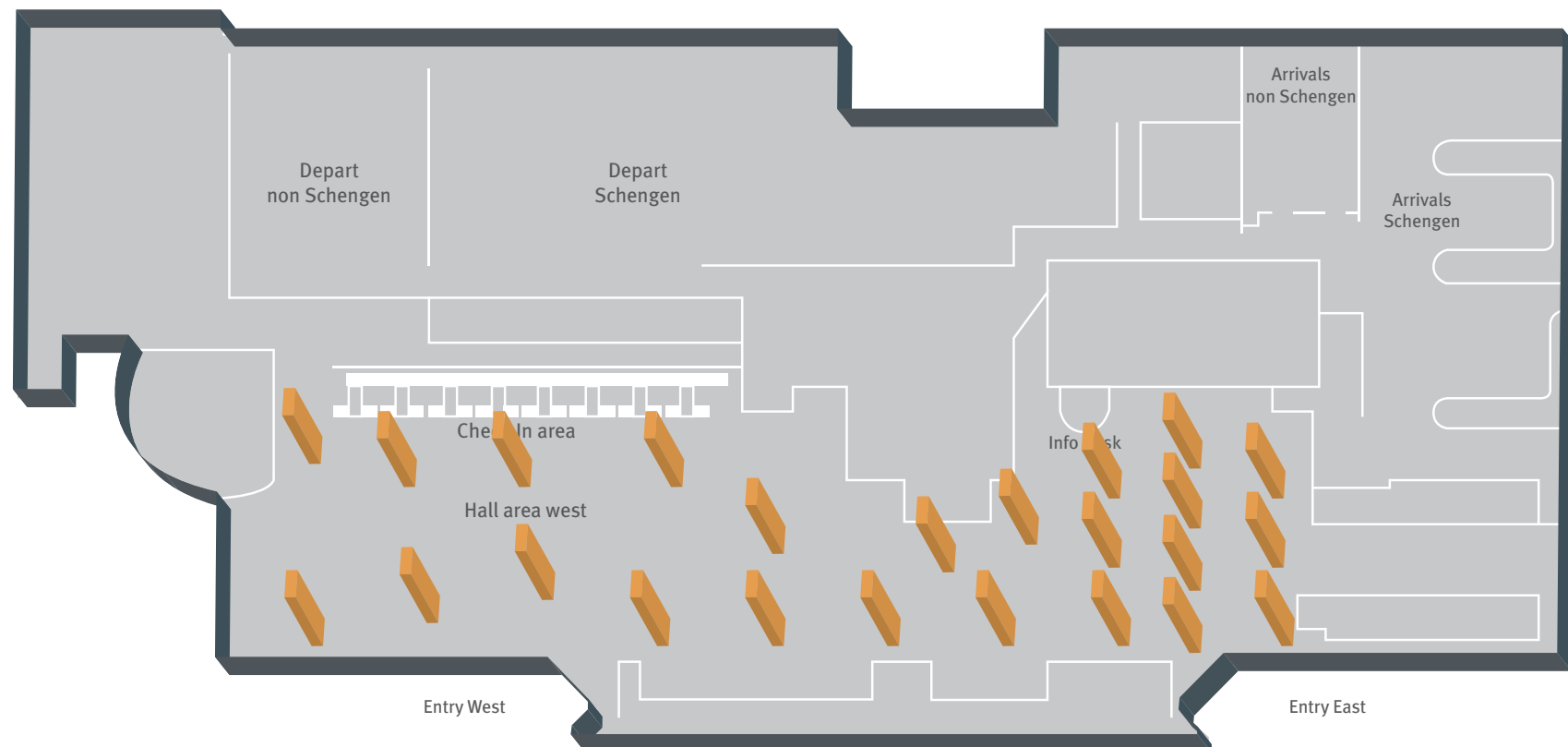
This central location in the middle of the terminal close to the check-in, shops and catering area guarantees a 100% coverage. The banners fit perfectly into the modern terminal and are an eye-catcher for roughly 5,000 passengers and visitors per day.





# CEILING BANNER SPECIFICATIONS

Double-sided digital print  
External dimensions: 150 cm x 400 cm (w x h)  
Material: Airtex  
Indirect lighting







# MEGA BANNER

**Location: Terminal – Public Area above Offices**

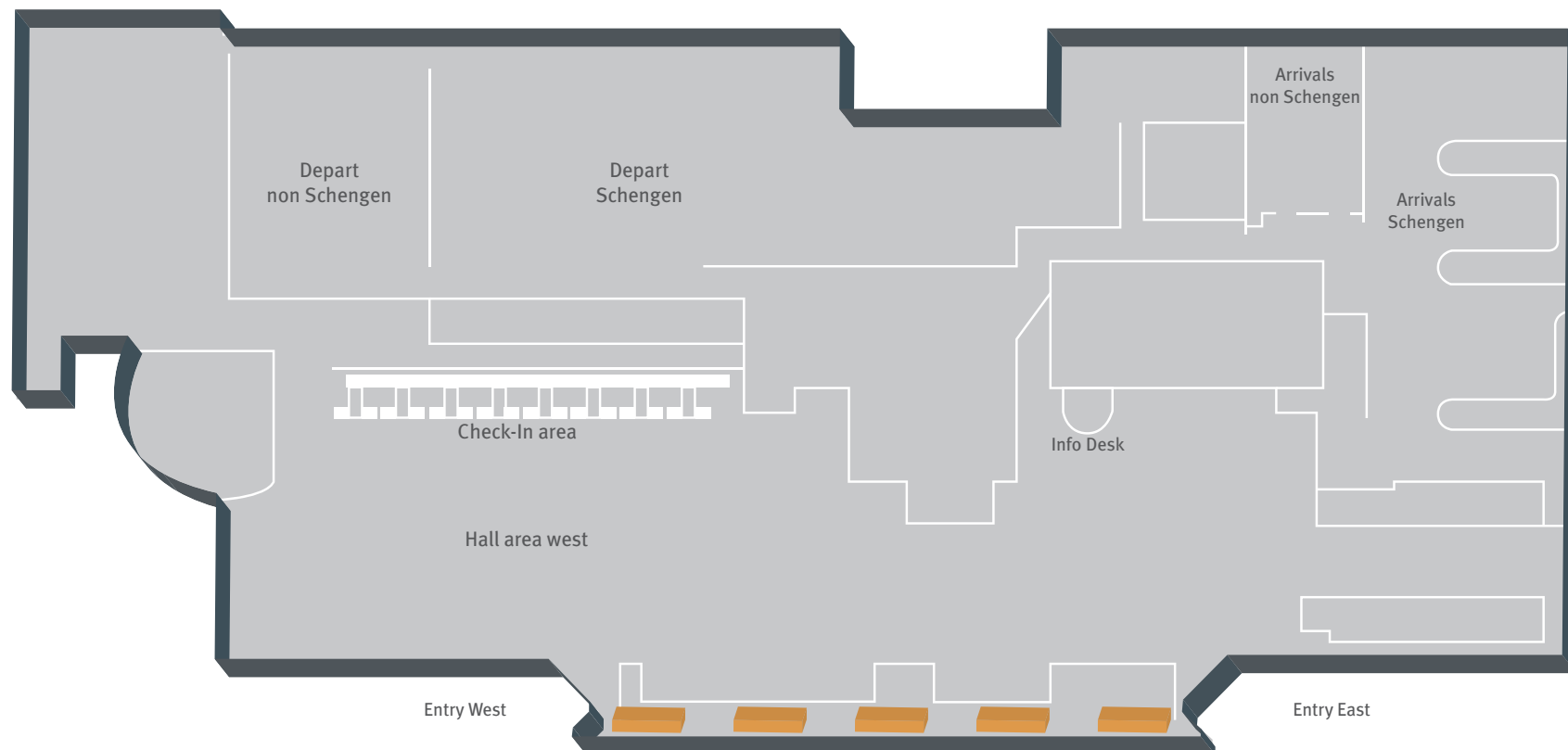
This advertising placement is ideal for an unusual type of ad.  
You will reach all departing and arriving passengers. The format is a real eye-catcher.





# MEGA BANNER SPECIFICATIONS

Digital print  
External dimensions: 550 cm x 290 cm (w x h)  
Material: PVC Frontlit  
Indirect lighting







# AO-POSTER FRAMES

**Location: Terminal – Arrival and Departure Area**

Passengers will directly notice these large posters on their way to the arrival or departure area. Here the real international traffic of passengers takes place.  
An excellent place for your advertising message.





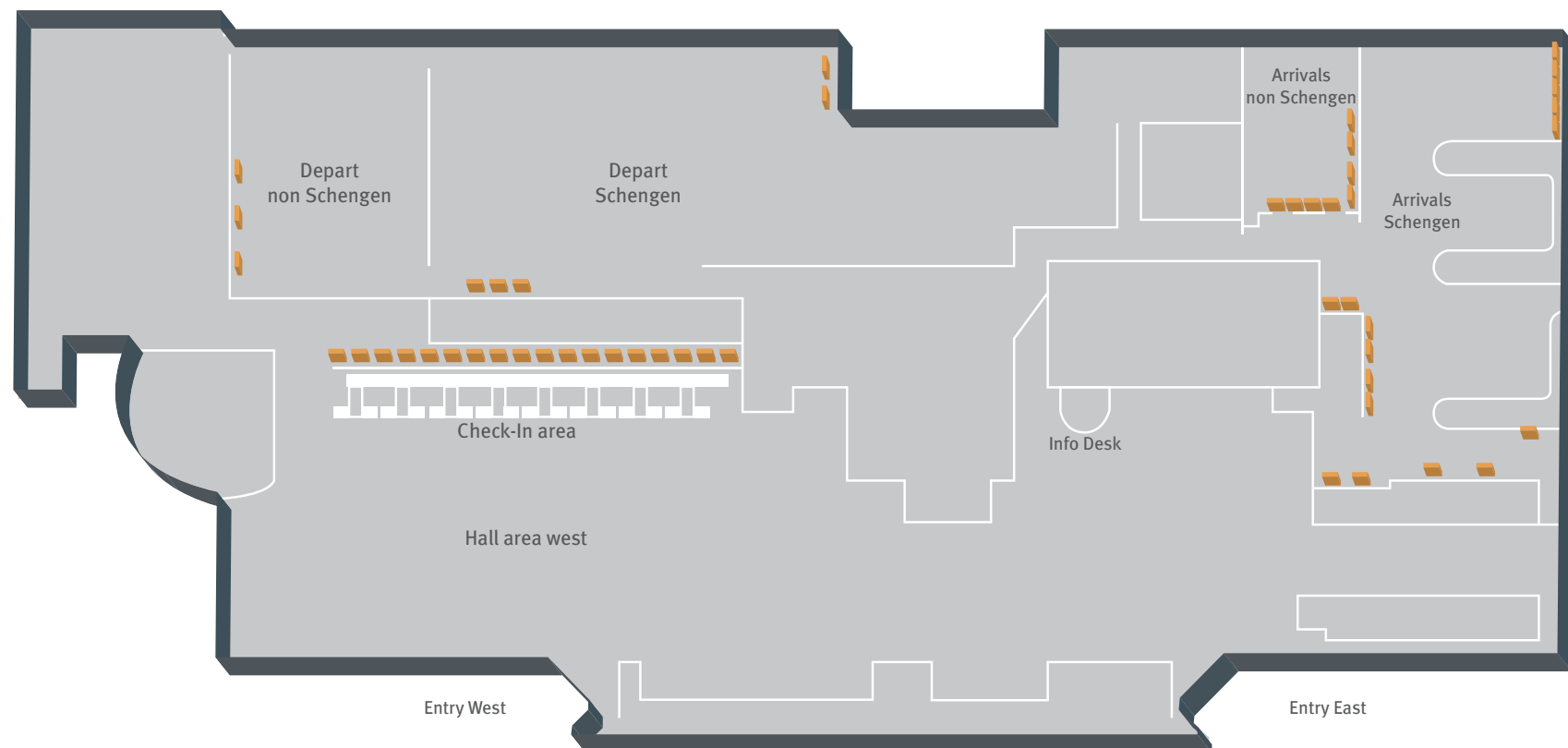
# A0-POSTER FRAMES SPECIFICATIONS

Digital print

External dimensions: Poster Format A0 (w 84 cm x h 118 cm)

Material: Photo Print Satin paper

Indirect lighting







# LIGHTBOX

## Location: Terminal Entrance & Arrival and Departure Area

The advertisement is placed in the terminal entrance, its arrival area above the luggage belt and in the departure area. All arriving and leaving passengers will be faced with this advertisement. The luminous character secures a first eye contact with your new customers.





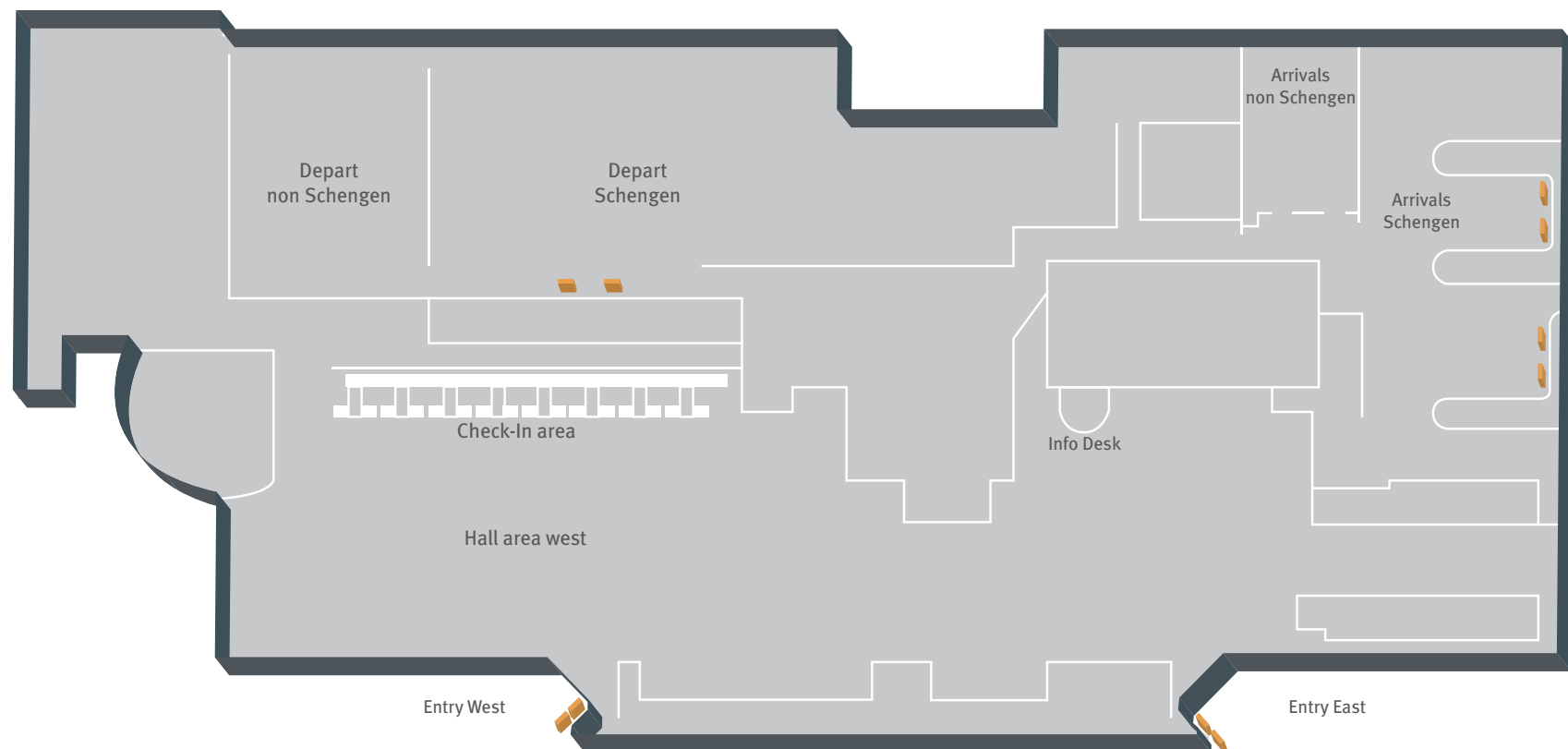
# LIGHTBOX SPECIFICATIONS

Digital print

External dimensions: Poster Format A0 (w 84 cm x h 118 cm)

Material: Photo Print Satin paper

Direct lighting







# TOURIST INFO BOARD

**Location: Terminal Arrival / Departure area, Central**

With your brochures or flyers in the attractive tourist info dispensers you will address both the arriving and departing passengers.  
Your material will be checked daily by a restocking service.







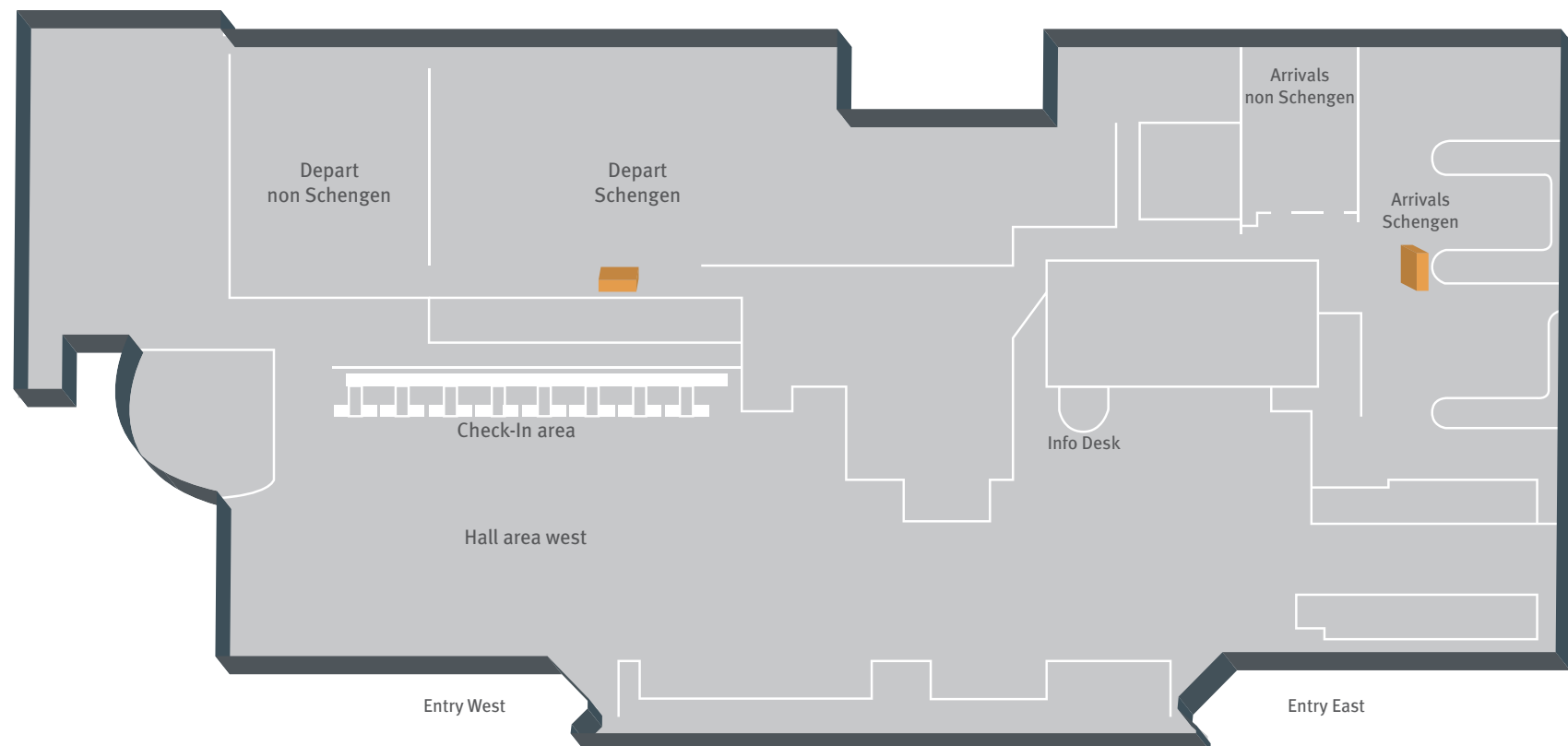
# TOURIST INFO BOARD SPECIFICATIONS

30 compartments

External dimensions: 210 cm x 290 cm x 400 cm (w x h x d)

For DIN A4 and other formats

Indirect lighting







# MEGA BANNER TERMINAL ENTRANCE — INDOOR

## Location: Terminal Entrance — Indoor

The advertisement is placed at the entrances of the terminal.

More than 5,000 passengers and visitors of the airport will be faced with this giant catcher of attention.





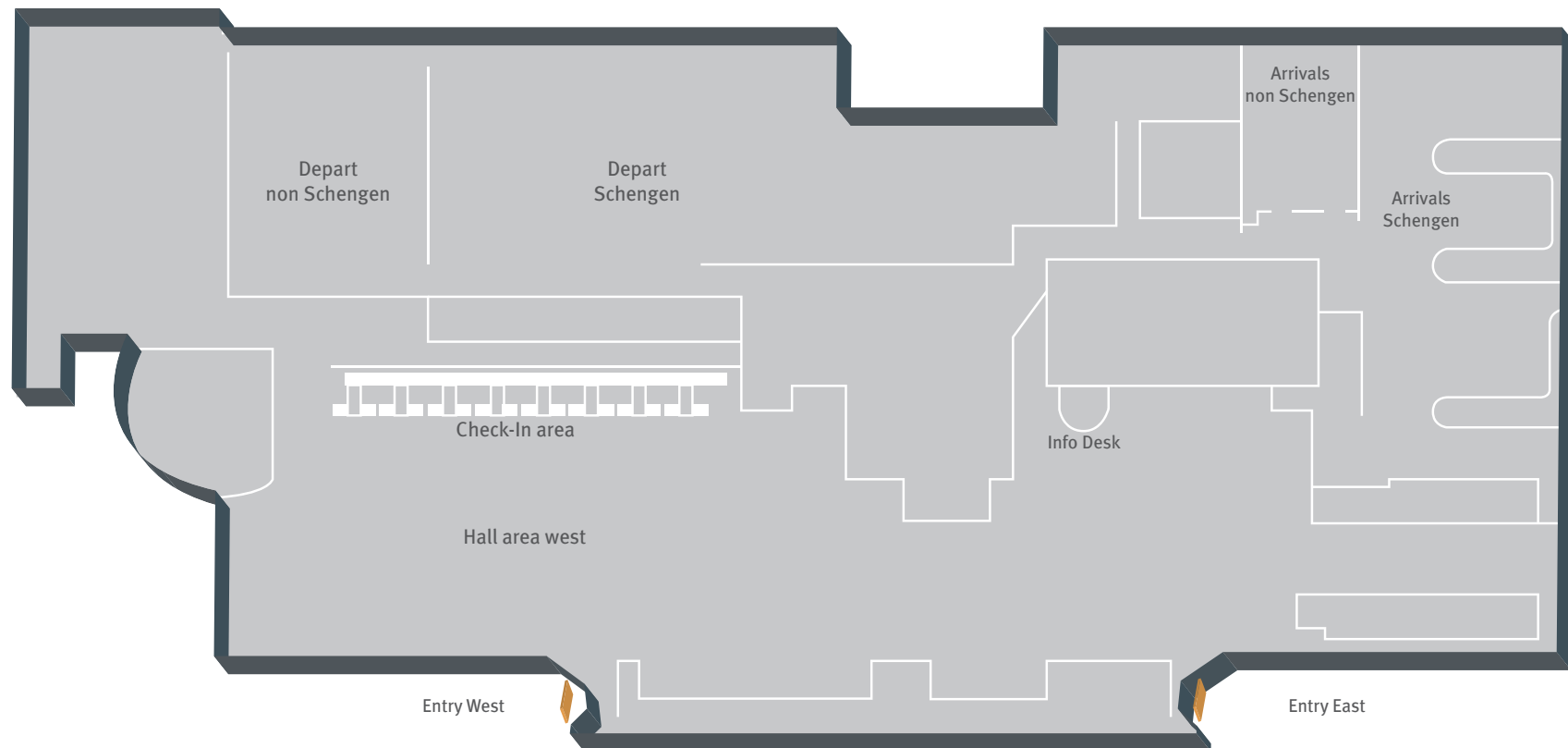
# MEGA BANNER TERMINAL ENTRANCE — INDOOR SPECIFICATIONS

Digital print

External dimensions: 362 cm x 255 cm (w x h)

Material: Shop Canvas

Indirect lighting







# LUGGAGE TROLLEY

**Location:** Terminal, Arrival Area, Car Park

The luggage trolley is a mobile medium for your message. Most arriving or departing passengers make use of the trolley. Visitors are always aware of mobile advertising during their stay at the airport. **Specifications:** Digital print, External dimensions: 49 x 24 cm (w x h)







# EXHIBITION/SPECIAL AREAS

**Location: Terminal – Arrival & Departure Area**

Present your product at a central location in the terminal building.  
Set your product in the spotlight.







# EXHIBITION/SPECIAL AREAS SPECIFICATIONS

On request





# MEGA BANNER TERMINAL ENTRANCE — OUTDOOR

## Location: Terminal Entrance – Outdoor

The advertisement is placed above the entrances of the terminal. Your benefits of this type of advertisement are its size and position. Not only travellers entering the terminal will be confronted with your ad, but also visitors of the outdoor terrace.







# MEGA BANNER TERMINAL ENTRANCE — OUTDOOR SPECIFICATIONS

Digital print  
External dimensions: 362 cm x 255 cm (w x h)  
Material: Lightflex  
Indirect lighting





## 18/1 – OUTDOOR

**Location: 5 positions next to the main terminal access road. Other positions on airport grounds possible (see plan)**

This advertising possibility is located at the airport area. Every passenger and visitor of Airport Weeze passes this advertisement on their way to and from the terminal.

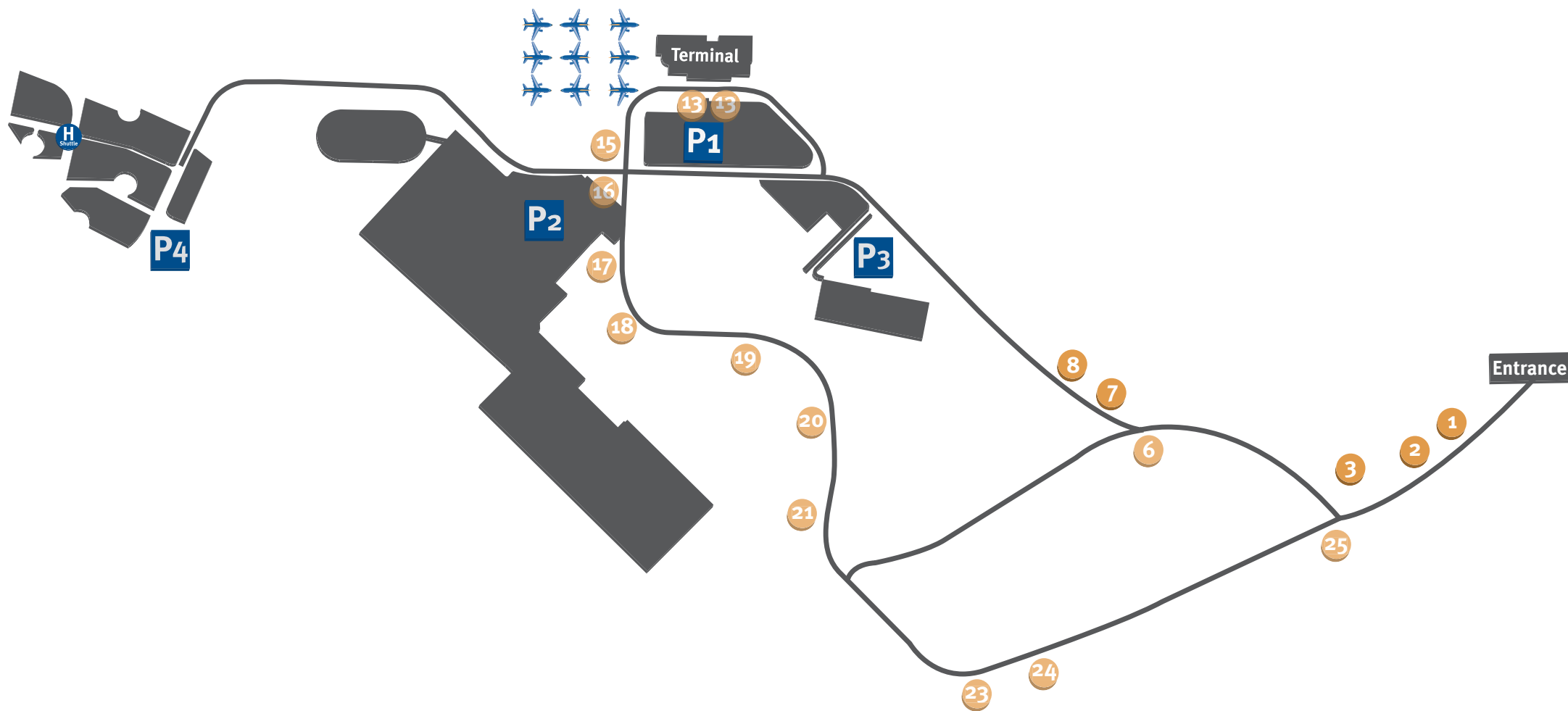






# 18/1 – OUTDOOR SPECIFICATIONS

Digital print  
External dimensions: 362 cm x 255 cm (w x h)  
Material: Lightflex





# TERMS & CONDITIONS

Our marketing team will be pleased to handle your placement requests and provides you with further details.

E-Mail: [marketing@airport-weeze.de](mailto:marketing@airport-weeze.de)

Phone: +49.28 37.66 70 05

System	Size (B x H x T)	Rent per Month	Production Costs	Min. Term of Lease
Ceiling banner	150 x 400 cm	300,00 €	On request	12 Months
Mega Banner Indoor	290 x 550 cm	300,00 €	On request	12 Months
A0-Poster Display frame	DIN A0 (84 x 118 cm)	150,00 €	On request	12 Months
Lightbox	DIN A0 (84 x 118 cm)	250,00 €	On request	12 Months
Tourist Info Board	21 x 29 x 40 cm	100,00 € per compartment incl. maintenance	On request	12 Months
Mega Banner Terminal entrance indoor	300 x 200 cm	400,00 €	On request	12 Months
Luggage Trolley	49 x 24 cm	On request	On request	12 Months
Exhibition/Special areas	On request	On request	On request	12 Months
Mega Banner Terminal entrance outdoor	362 x 255 cm	500,00 €	On request	12 Months
Outdoor 18/1	362 x 255 cm	400,00 €	On request	12 Months





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# AIRPORT PUBLICATIONS: TIMETABLE

Advertising in the German and Dutch timetable brochures of Airport Weeze.

20.000 copies in total. Distribution to travel agencies via Infox and TWI, Display at hotel receptions, tourist boards, and public institutions. Display in the airport's terminal for passengers and visitors. Download at [www.airport-weeze.com](http://www.airport-weeze.com)







# AIRPORT PUBLICATIONS: AIRPORT TV

Digital Full HD Infotainment:

1.2 m passengers plus 250,000 visitors, passenger pick ups, event guests, employees

Outgoing: 40 % Dutchmen, 60 % Germans

Range: about 5,000 people per day







# AIRPORT PUBLICATIONS: AIRPORT TV — TECHNICAL DETAILS

Our marketing team will be pleased to handle your placement requests and provides you with further details.

E-Mail: [marketing@airport-weeze.de](mailto:marketing@airport-weeze.de)

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## SPOTS AND STILLS

- › Duration of one program block 15 minutes. Broadcast 4x per hour
- › Moving images as spots 20 sec.
- › static or animated motives 5 sec.
- › individual ad length possible
- › Frequency: about 70 fade-ins per day. About 2,100 times per month
- › Length of occupancy: at least one month



## PRICES AND CONDITIONS

- › **TV - Spot:** 20 sec. spot with 2,100 broadcasts per month: **882.00 € net** (0.42 € net/Spot)  
implementation in digital Signage System one time fee: 100,00 € net
- › **TV - Still:** 5 sec. still with 2,100 broadcasts per month: **205.00 € net** (0.09 € net/Still)  
implementation in digital Signage System one time fee: 50,00 € net



## PRODUCTION

- › **Required media size:** video- and imagedata with a resolution of 1.920 x 1.080 px (Full HD)
- › **Required media types:** imagedata: jpg – videodata: wmv
- › **material delivery:** till 5 days before start of broadcast to: [marketing@airport-weeze.de](mailto:marketing@airport-weeze.de)