



## SHARJAH INT'L AIRPORT

Advertising Media Kit 2025

Advertising Partner Global EDGE Advertisements LLC www.geadvt.com



## PLETHORA OF OPPORTUNITIES





Millions 180 Flights +
al Market Operated
ment Size Each Day



**21 international** carriers operate to & from sharjah airport



Competitive pricing compared to neighbouring airports



**8,000 sqm** eased for commercia activities

### **Advertising at Sharjah Airport**

Sharjah Airport, a modern gateway to Sharjah, serves as a significant local economic driver. Its advertising spaces, offer businesses the opportunity to reach a significant number of arriving and departing passengers, given the extensive network of regional and international destinations connected through Sharjah Airport. With various types of advertising screens strategically placed throughout the terminal building, exhibitors have a range of options to showcase their content, ensuring visibility to passengers as they navigate through the airport.

## PASSENGER DIRECTORY

Nagpur

Srinagar

Mashhad

7.Iraa

1. Afghanistan Kabul Armenia Yerevan Azerbaijan Baku-Heydar Aliyev

2.Bahrain
Bahrain

**3.Bangladesh**Chittagong
Dhaka
Sylhet **4.Egypt** 

Assiut Alexandria Cairo

Sharm E Sheik

Cairo - Sphinx Airpor

**5. Georgi**a Tbilisi **6. India** 

Nursultan Naza Airport

9. Kazakhistan

8. Jordan

10. Kenya Nairobi Jomo Kenyatt Int'l Apt.

11. Kirghizia
Bishkek

12. Kuwait Kuwait

13. Lebanon Beirut 14. Malavsia

14. Malaysia Kuala Lumpur

15. Nepal Kathmand

16. Nigeria

17. Oman Muscat Salalah Sohar

**18. Poland** Kraków

19. Pakistan Faisalabad Islamabad Karachi Lahore Multan Peshawar Quetta

20. Qatar

21. Russian Federation Adler/Sochi Domodedovo Moscow Multi Apts Ekaterinburg Kazan Saint Petersburg

Ufa

22. Saudi Arabia

Dammam

Jeddah Madinah Riyadh Taif Hail Yanbu Abha Jouf Gassim Tabuk 23. Somalia **24. Srilanka**Colombo Katunayake
Apt.
Mattala

**25. Sudan**Khartoum
Port Sudan

**26. South Africa**Johannesburg
Juba

**27. Syria** Aleppo Damascus Latakia

**28. Thailand**Bangkok
Phuket

**29. Tatarstan** Makhachkala

**30. Turkey**Ankara Esenboga Apt.
Istanbul Int. Airport
Sabiha Gokcen Int'l Apt.
Trabzon

**31. Turkmenistan** Ashgabad

**32.** Uganda Entebbe/Kampala

**33.** Ukraine Kyiv

34. United States Of America

**35. Uzbekistan**Tashkent
Namangan



#### Scheduled Passenger Airlines Operating at Sharjah Airport

Air Arabia Fly Egypt Serene Air
Air Arabia Egypt Fly Jinnah Syrian Air
Air Blue Fly Oya TARCO Aviation
Air Cairo Indigo Turkish Airlines
Air India Express Jordan Aviation UR Airlines
Belavia Nile Air US Bangla Airlines
Biman Bangladesh Pegasus
Cham Wings Pakistan Int'l Airlines
Egypt Air Qatar Airways

\*airlines subject to change

Advertising Partner Global EDGE Advertisements LLC | www.geadvt.com

## **AUDIENCE** STATS



### **Introduction:**

Sharjah Airport has emerged as a pivotal hub for air travel, boasting impressive growth figures in 2024. This report aims to analyze the audience bifurcations concerning the airport's performance metrics and expansion plans.

Expected In end of 2024

18.2 MILLION PASSENGERS

100 destinations

ACROSS 98 COUNTRIES

Increase in passengers

## RECORDING OVER 95%

## Passenger Growth:

In 2024, Sharjah Airport witnessed a substantial increase in passenger traffic, reaching 18.2 million passengers, marking a significant 22.4% surge from its 2023 figures. This growth reflects the airport's growing popularity among travelers.

## International Connectivity:

The airport's connectivity expanded with the addition of seven new passenger destinations and three new cargo destinations, including prominent cities like Kuala Lumpur, Kazan, and Houston. Sharjah Airport now connects to over 100 destinations across 98 countries through 21 international airlines.

## **Popular Destinations:**

India emerged as the most favored destination, with over 3.4 million passengers, followed by Saudi Arabia and Pakistan. Among cities, Doha experienced exceptional growth, recording over 95% increase in passengers compared to the previous year, followed by Dhaka and Cairo.

### **Audience Bifurcations:**

The audience demographics at Sharjah Airport depict a diverse mix of travelers. The majority of passengers hail from India, Saudi Arabia, and Pakistan, highlighting the airport's significance in serving these regions. Additionally, the notable growth in traffic to destinations like Doha signifies emerging travel trends and preferences among passengers.

https://www.wam.ae/en/article/b46vkzi-sharjah-airport-receives-83-million-passengers





GCC Nationals pay attention to advertising while travelling

22%

are tourists visiting the UAE

72%

of business travelers state that B2B airport advertising is effective at reaching people like them

89%

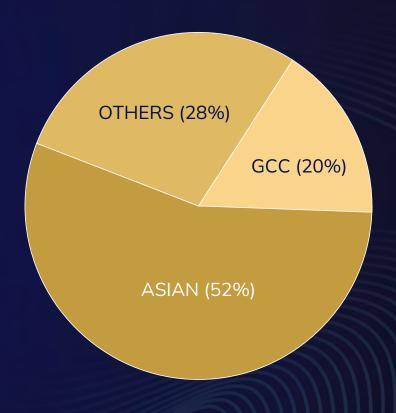
GCC travelers state that advertising helps them know what's available.

31%

Above average income of the loca population held by International passengers.

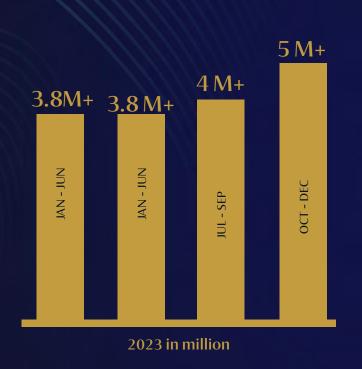
71%

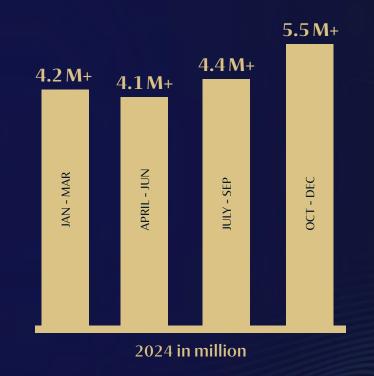
of air travelers are engaged with airport advertising, offering brands great opportunities.



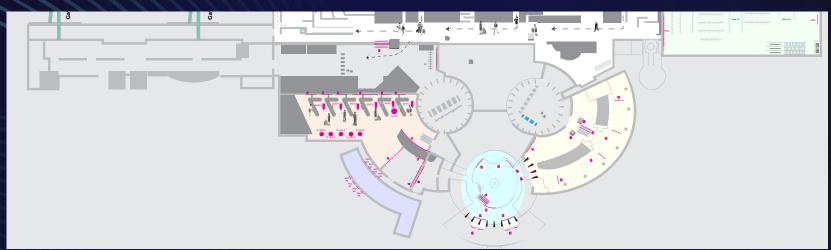
## PASSENGER NUMBERS 2023 - 2024





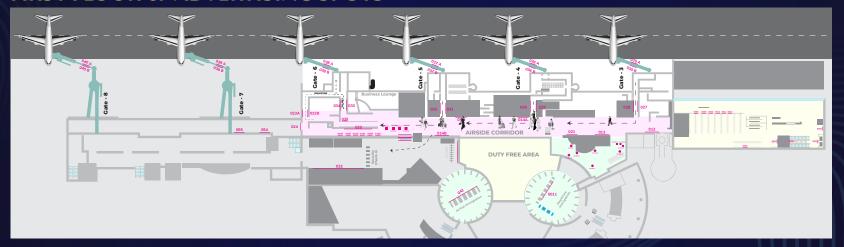


## **GROUND FLOOR 52 ADVERTISING SPOTS**





## FIRST FLOOR 67 ADVERTISING SPOTS





## Advertising opportunities

at Sharjah Airport



**DIGITAL SCREENS** 



**PROMOTION PLACES** 



STATIC LOCATIONS

## TERMINAL SCREENS







# SPECIFICATIONS Size = 1920p (w) x 1080p (h) (16:9) Duration of Ad :15 Sec upto 8 Ad Campaigns 68 Screens



PASSPORT CONTROL



DPARTURE MAIN DOME



**DEPARTURE WAITING** 



MEET & GREET



GATES



FOOD COURT



## DUO FUSION SCREEN

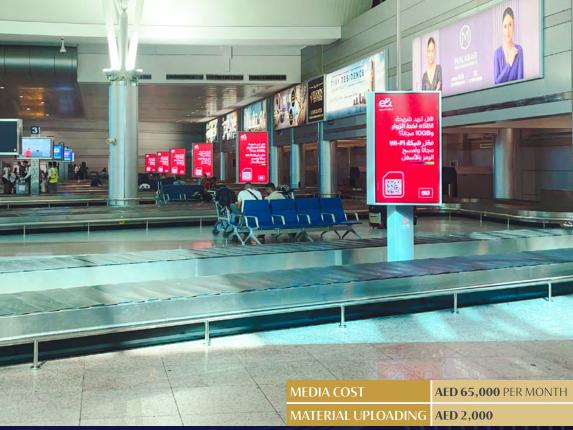


#### **SPECIFICATIONS**

Display Size: 150 cm (h) × 80 cm (w) -v Backlight Type: WLED Resolution: 1080 x 1920 (9:16) - Display Color: 16.7M

Ad Duration: 15 Sec upto 8 Ad Campaigns

6 Units - 12Faces







SHA 003 & 005B

#### **SITE LOCATION**

**Dome Area:** Branding on the escalators & Frame Branding in the central terminal building.

## DOME DELIGHT BRANDING



#### **SITE INFO**

QTY: 1 SET 6 Faces Size: 23m x 0.55m

### SITE INFO

QTY: 1

Size: 9.60 m x 1.45 m



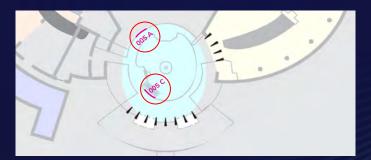


SHA 005A & 005C

#### **SITE LOCATION**

**Dome Area:** Frame Branding on the Left & Back bulkhead in the central terminal building above the retail stores

## **DOME DELIGHT BANNERS**



**SITE INFO** 

OTY: 1, Size: 12.20 m x 1.45 m







SHA 006 A-B & 007 A-B

### **SITE LOCATION**

### Check-In Hall Entrance:

Frame Branding on the 2x wall sites leading to Airline check in counters from the central terminal building.

#### **SITE INFO**

QTY: 4 Faces Size: 3.58 m x 1.82 m

## **CHECK-IN CANOPY**





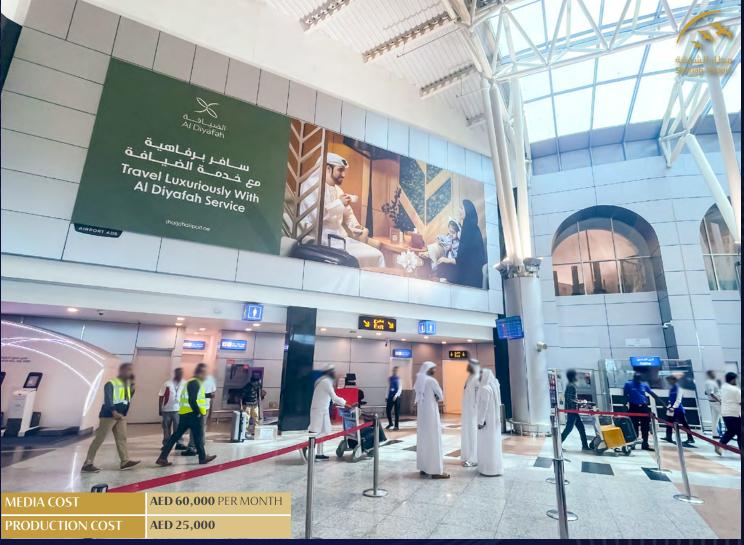


## **CHECK-IN VISTA**

#### **SITE LOCATION**

**Check-In Hall:** Large format Frame

#### SITE INFO



**SHA 008** 





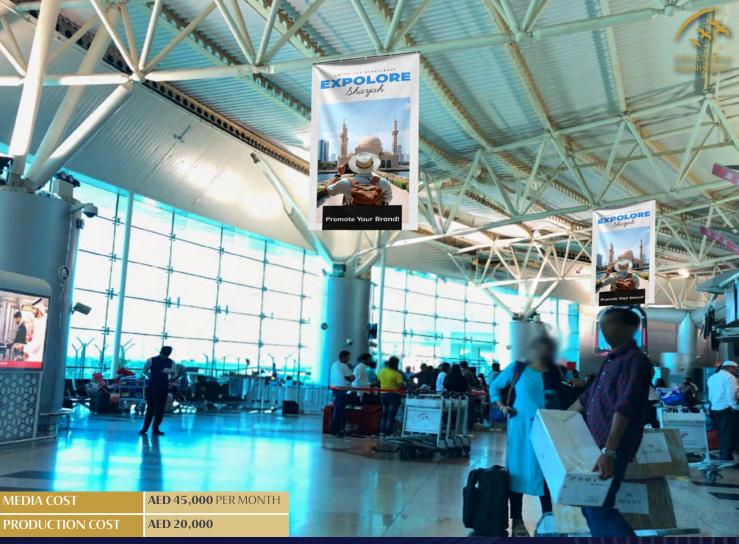
## **OVERHEAD ENGAGEMENTS**

### **SITE LOCATION** Check-In Hall:

A Double-Sided hanging banner in the departure main check-in

#### SITE INFO

Size: 2.00 m x 3.00 m



**SHA 009 A-D** 



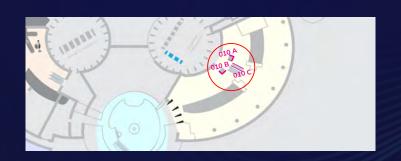


SHA 010-A-B & 010-C

#### **SITE LOCATION**

**Check-In Area:** Branding on both lift and escalator panels leading to the passport control area

## **UPWARDS SPOTLIGHT**



#### SITE INFO

QTY: 1 SET 2 SIDES Size: 23m x 0 55m

#### SITE INFO

One Way Vision Sticker Unit 2 (A) 8.70 m x 2.70 m

(B) 8.70 m x 3.20 m

(C) 5.80 m x 2.70 r



Advertising Partner Global EDGE Advertisements LLC | www.geadvt.com





## DEPARTURE HORIZON

### **SITE LOCATION**

Passport Control: Frame Branding Counter panels and bulkhead above passport control hall.

#### SITE INFO

Size: 14.30 m x 1.22 m



**SHA 011** 





SHAE 003 & 004

#### **SITE LOCATION**

**Boarding Gates:** Light Box Branding on top of elevator & Front of Escalator door heading to boarding gates at ground floor.

## **DUO RADIANCE**



**SITE INFO** 

QTY:

Size: 5.00m x 1.40 m

SITE INFO

QTY: 1

Size: 4.00m x 3.<u>50 m</u>

## DEPARTURE \_\_\_\_





## **EAST WING RADIANCE - A**

#### SITE LOCATION

**Boarding Gates:** Light Box Branding beside the elevator heading to boarding gates at ground floor.

### SITE INFO







## **EAST WING RADIANCE - B**

### **SITE LOCATION**

**Boarding Gates:** Light Box Branding in first floor near cafes and duty free

#### SITE INFO

QTY: 1







## **EAST WING** RADIANCE - C

### **SITE LOCATION**

**Boarding Gates:** Light Box Branding in first floor near cafes and duty free

#### SITE INFO

QTY: 1





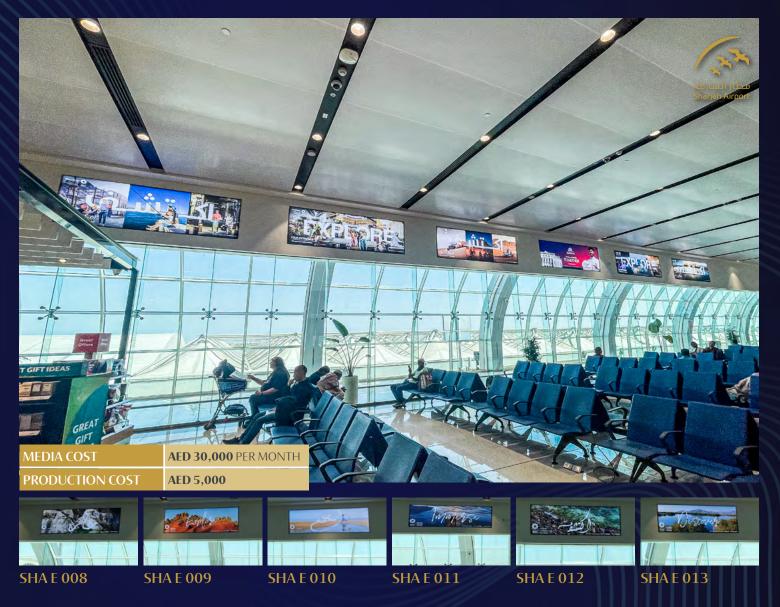


## **MINION RADIANCE**

#### **SITE LOCATION**

**Boarding Gates:** Light Box Branding on bulkhead in first floor departure

#### **SITE INFO**





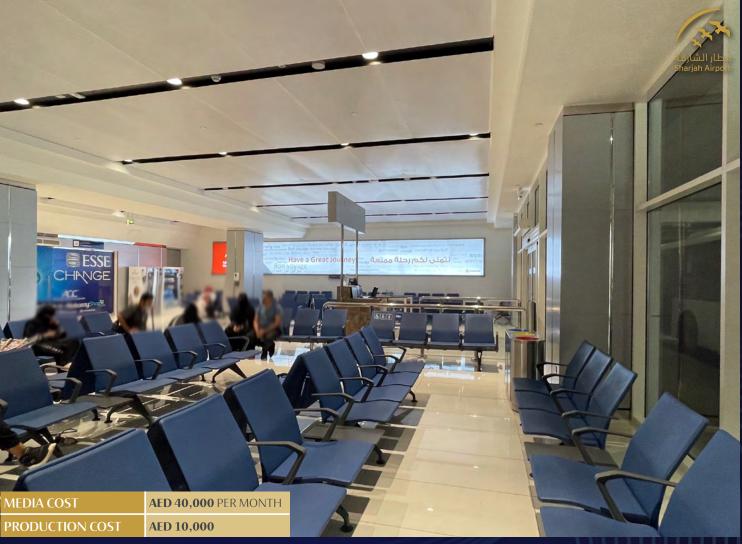


## **GATE GLOW ENGAGEMENT**

### **SITE LOCATION**

**Boarding Gates:** Light Box Branding waiting area of departure boarding

#### SITE INFO







## GATE GLOW ENGAGEMENT

#### SITE LOCATION

Boarding Gates: Light Box Branding

#### SITE INFO







## CORRIDOR HIGHLIGHTS - B

### **SITE LOCATION**

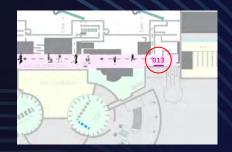
**Airside Corridor:** Light Box Branding Wall site positioned directing towards East Wing

#### SITE INFO

QTY: 1







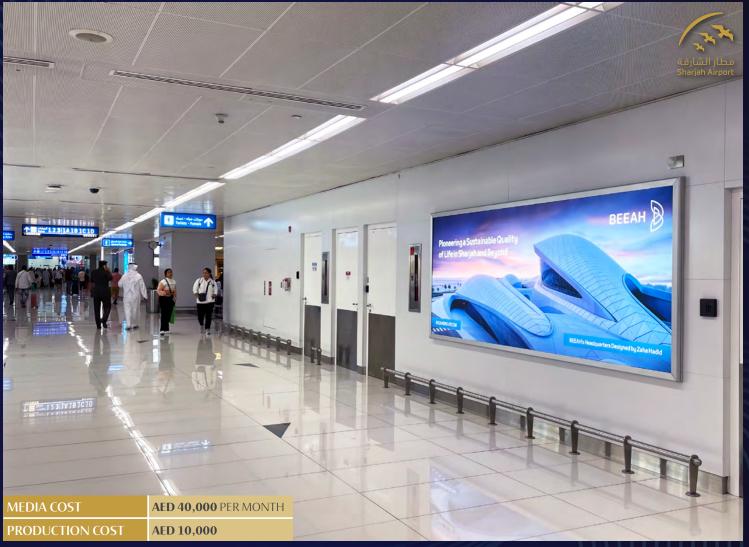
## CORRIDOR HIGHLIGHTS - C

### **SITE LOCATION**

**Airside Corridor:** Light Box Branding Wall site positioned directing towards East Wing

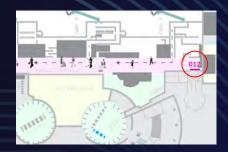
#### SITE INFO

QTY: 1 Size: 3.80 m x 1.50 n



SHA 013

## DEP - ARR 💆 🚣



## CORRIDOR HIGHLIGHTS - D

### **SITE LOCATION**

**Airside Corridor:** Light Box Branding Wall site positioned directing towards East Wing

#### SITE INFO

QTY: 1

Size: 3.80 m x 1.50 m







## CORRIDOR HIGHLIGHTS - E

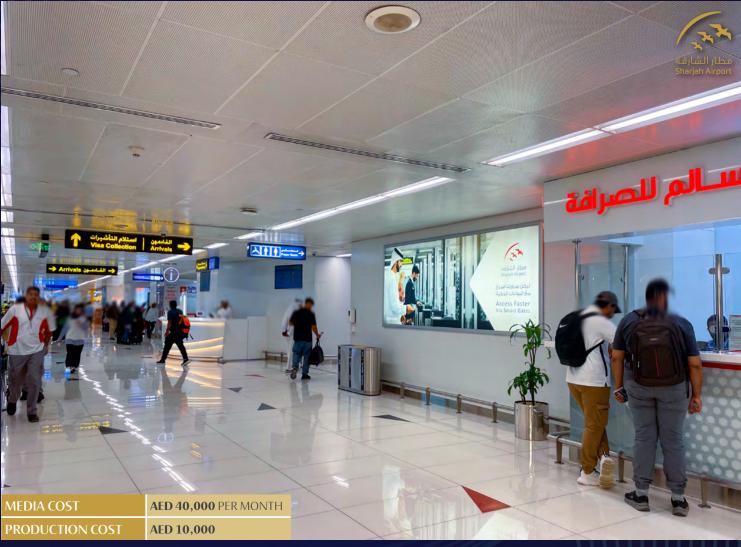
### **SITE LOCATION**

**Airside Corridor:** Light Box Branding Wall site positioned directing towards Business Lounge

#### **SITE INFO**

OTY: 1

Size: 3.80 m x 1.50 m



**SHA 014B** 





## **CULINARY COLUMNS**

#### **SITE LOCATION**

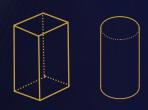
**Food Court Area:** Pillar Branding Near Airside Corridor inside food court

## SITE INFO

QTY: 9 PILLARS

#### Sizes

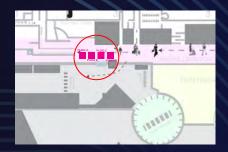
Rectangle Pillar: 65cmx4 = 2.60M(W) x 1.73m(H) 61.5cmx4 = 2.46(W) x 1.73m(H) Round Pillar: 2.46(W) x 1.75(H)M





SHA PL 001 (A-I)





## VIP VISTA COLUMNS

#### **SITE LOCATION**

**Business Lounge:** Pillar Branding Near Airside Corridor

#### SITE INFO

QTY: 4 PILLARS

 $1.00 \text{m(w)} \times 2.00 \text{m(H)} \times 0.70 \text{m(D)}$ 

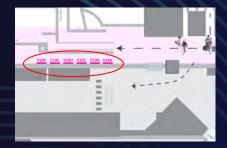




SHA PL 002 (A-D)

## ARR - TRANS





## GCC HIGHLIGHTS

#### **SITE LOCATION**

**Leading to Airbridge:** 6 x wall Frames Branding positioned along the corridor leading to the Transit/Arrival gates

### SITE INFO

QTY: 1 Face / 6 Faces Size: 3.60 m x 2.20 m















**SHA 019 A** 

SHA 019 B

SHA 019 C

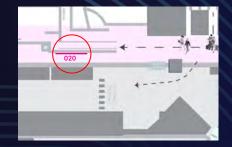
SHA 019 D

**SHA 019 E** 

SHA 019 F

## ARR - TRANS





## GCC LONG HIGHLIGHT

### **SITE LOCATION**

**Leading to Airbridge:** 1 Long wall Frame Branding positioned along the corridor leading to the Transit/Arrival gates

#### SITE INFO

OTY: 1

Size: 15.0 m x 2.00 m



**SHA 020** 



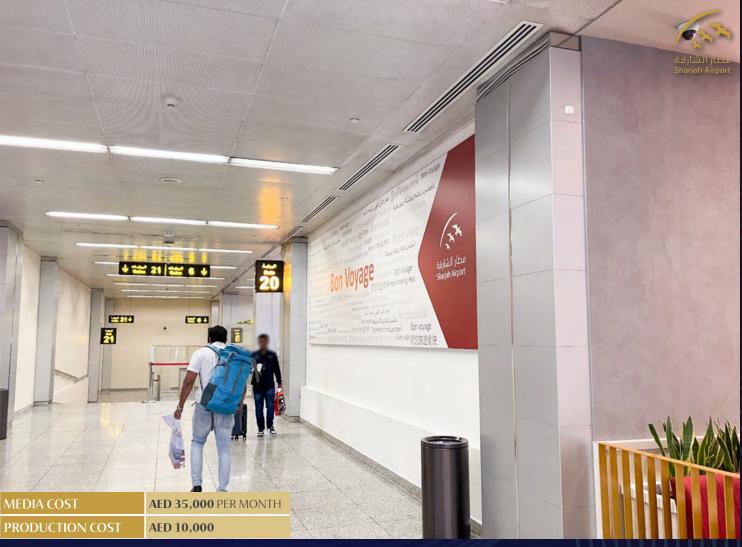


## **AEROGATE** FRAME - A

#### **SITE LOCATION**

Airside Corridor: Frame Branding Wall site positioned along the corridor leading to the departure gates 6, 20 and 21

**SITE INFO** 





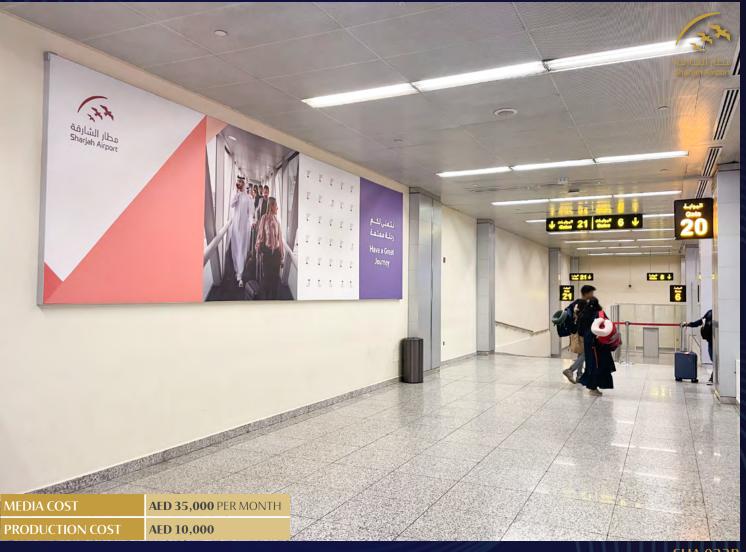


## **AEROGATE** FRAME - B

### **SITE LOCATION**

Airside Corridor: Frame Branding Wall site positioned along the corridor leading to the departure gates 6, 20 and 21

**SITE INFO** 



**SHA 022B** 





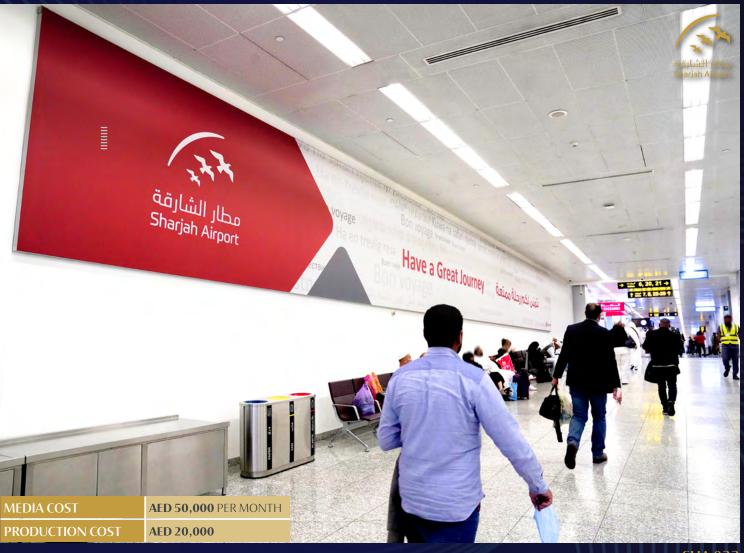
## **BEYOND SECURITY FRAME**

## SITE LOCATION

After Security Check-In:

Frame Branding Wall site positioned departure gates 6 to 29

#### SITE INFO



**SHA 023** 

## ARRIVALS





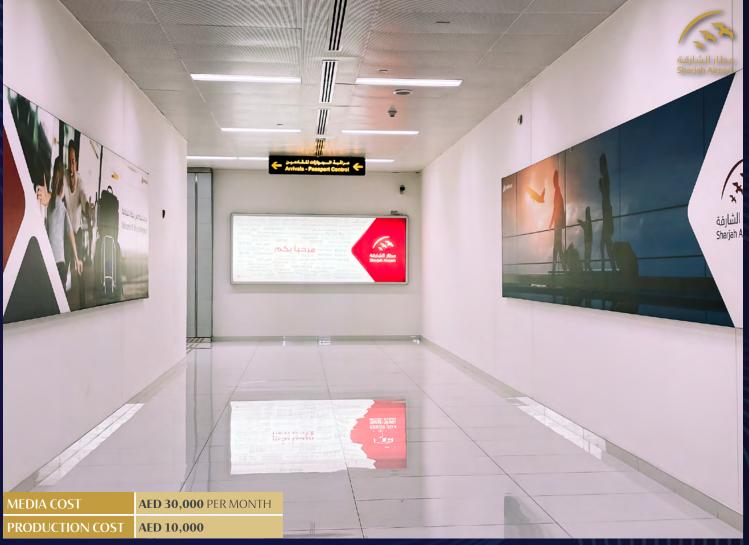
## MARHABA RADIANCE

### SITE LOCATION

**Airside Corridor:** Light Box Branding Gate 20 arrival corrido

SITE INFO

SIZE: 3.80(W)X1.50(H)M



SHA 035

# ARR - TRANS



### **AEROGATE BRANDING**

#### SITE LOCATION

Airside Corridor: Frame branding Package of wall sites in the left wall of the Gate 1 to 6 airbridge arrival

PACKAGE (B)

RIGHT SIDE: 27,29,31,33,055

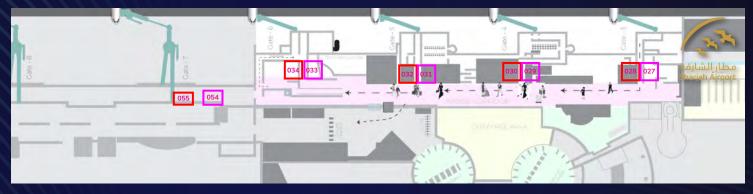
SITE INFO

Size: 3.80m x 1.50 m - 1

SHA 027-034

MEDIA COST **AED 85,000** PER MONTH

**PRODUCTION COST AED 20,000** 











SHA 054-055

#### SITE LOCATION

Transit Corridor: BLight box Bulkhead located in the arrivals/ departure/transit corridor link on route to main departure/arrival corridors.

# ARR - TRANS





# CONNECTION RADIANCE

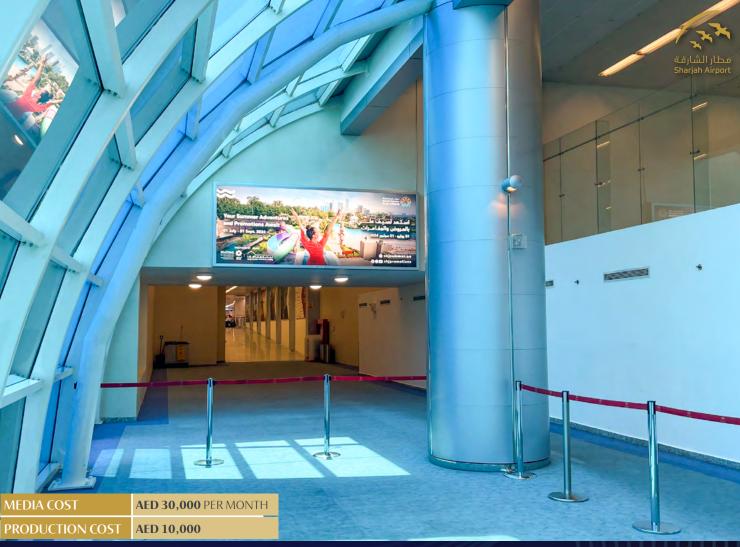
#### **SITE LOCATION**

**Transit Corridor:** Light Box Branding Bulkhead located in the arrivals transit corridor link on route to main departure/arrival corridors

#### SITE INFO

OTY: 1

Size: 3.80m x 1.50 m







### MARHABA ASCENT - A

#### SITE LOCATION

**Transit Corridor:** Escalator Branding Bus drop off to passport control.

#### **SITE INFO**

QTY: 1 SET 5 Faces







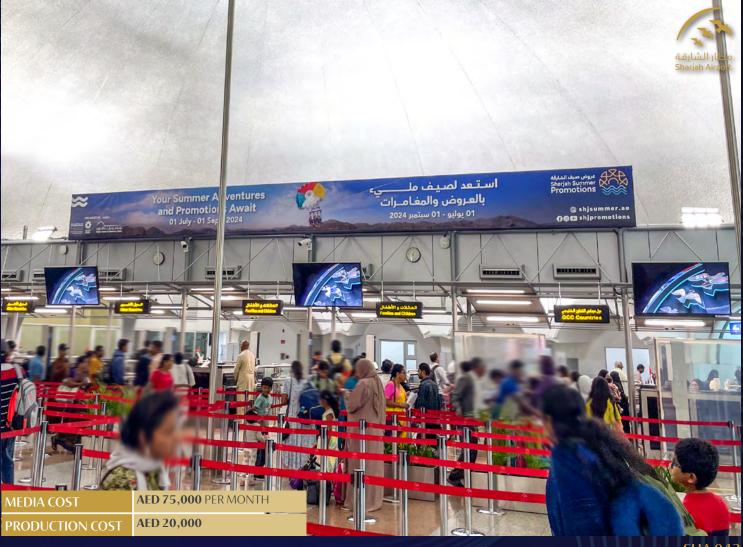


### MARHABA EXPOSURE

**SITE LOCATION** 

**Passport Control:** Frame Branding at Counter panels and bulkhead above the counters, located in the arrival's passport control hall.

SITE INFO QTY: 1 Size: 14 30m x 1 22 n







### **WALL OF VISIBILITY**

#### **SITE LOCATION**

**Baggage Claim:** Wall sticker branding Towards Baggage Claim Area

#### SITE INFO

QTY: 1 Size: 21.23m x 3.80 m







### BAGGAGE BRILLIANCE

#### SITE LOCATION

**Baggage Claim:** Lightboxes located on the bulkhead facing the baggage carousels.

SITE INFO

Size: 6.80m x 2.00 m













**SHA 044 G** 

**SHA 044 F** 

**SHA 044 E** 

SHA 044 B SHA 044 A





## **WIDE FUSION**

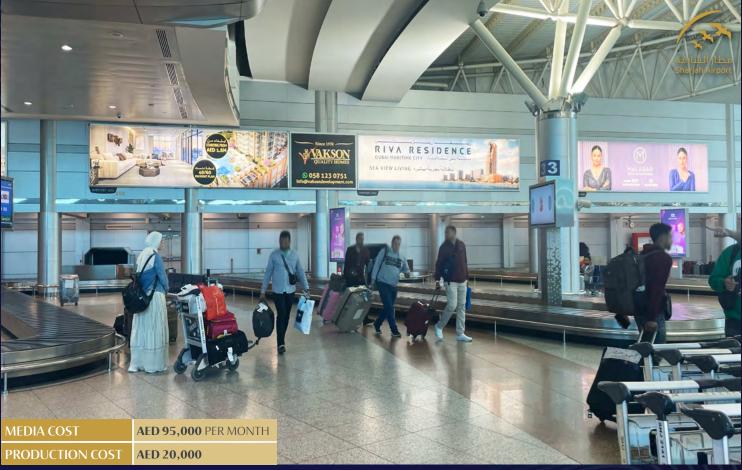
#### **SITE LOCATION**

**Baggage Claim:** long Light Box located on the bulkhead facing the baggage carousels.

#### SITE INFO

QTY: 1

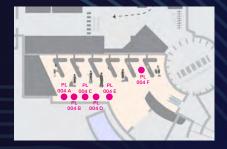
Size: 13.6m x 2.00 m X 2.5m x 2m





SHA 044 C

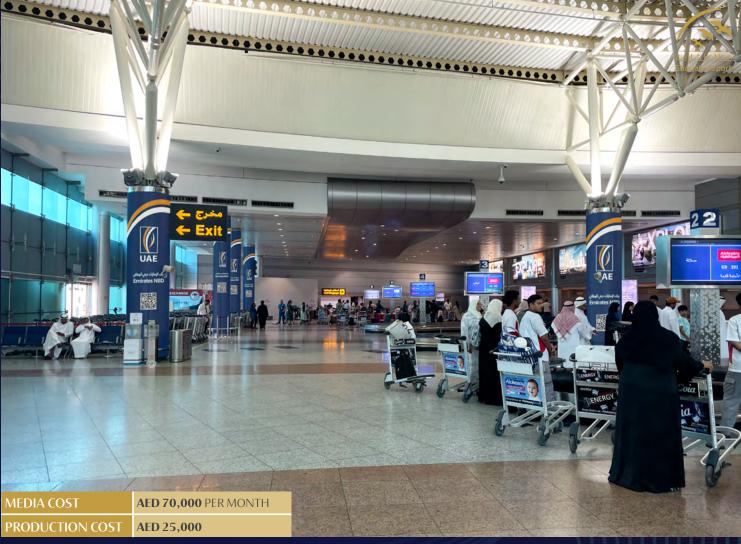




# ARRIVALS VISTA COLUMNS

SITE LOCATION
Baggage Claim: Pillar Branding
Baggage Claim Area

SITE INFO QTY: 6 PILLARS SIZE: 3.30(C) X 4.50M(H



SHA PL 004 (A-F)

### MEET & GREET SIDE





### AERIAL GREETINGS

#### **SITE LOCATION**

Waiting Area: Glass Branding Public waiting area in between Arr/Dep

#### SITE INFO

Size: 25.00m(W)X2.4m(H



## AIRPORT PARKING





# PARKING PAY STATIONS

#### SITE LOCATION

**Parking Area:** Glass Branding at Parking Lot Arr/Dep

#### SITE INFO

QTY: 6 UNIT Size : 75 Sqmt per unit





SHA PRK 01

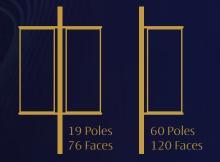
# TOWARDS AIRPORT



### LAMPPOST BANNER

SITE LOCATION
Towards Airport:
lamppost banner towards airport

# SITE INFO QTY: 79 Lampposts





SHA LP 01





# CAPTIVATING DISPLAY A

#### **SITE LOCATIONS**

Stands can placed in airside corridor, Next to security check, arrive baggage claim, near customs & Main dome area

#### SITE INFO

QTY: 1 SE

Size: 1.00m x 1.00m





SHA STL 006





#### **Airport Advertising Partner**

# Global Edge Advertisements LLC Sharjah Branch

Office No.: 503, Iran Insurance Building, King Abdul Aziz Street, P.O. Box: 66844, Sharjah - UAE Tel: +971 6 544 4011

#### **Dubai Branch**

Al Mamzar Center, P.O. Box: 86431, Dubai - UAE email: info@geadvt.com www.geadvt.com