

نحن نصلك بالعالم  
We Connect You To The World  
#SharjahAirport

Reaching \*12.3m people  
traveling to the UAE



**Sharjah International Airport** is the third largest airport in the UAE and one of the quickest growing airports in the Middle East. With 57 airlines flying to and from 153+ destinations, in over 32 countries, Sharjah is in an ideal location between Dubai and the Northern Emirates and is ranked #3 in the UAE.



Advertising opportunities vary from custom built static and digital OOH displays integrated into the airport architecture, to opportunities for activations and events. We can create tailor made solutions and turn your brand's airport advertising into a unique showcase to over 12m people.

# PASSENGER & AIRPORT HIGHLIGHTS

## HIGHLIGHTS



3h. Dwell time



Captive Audience with  
100% engagement



Receptive mindset



Direct influence  
from conversion to  
purchase

**\*12.3 MILLION**  
passengers recorded in 2022 and  
expected to increase by 35% in 2023  
+76% increase vs 2021

### AIRPORT STATS:

Originating flights: 98.2%

International: 63%

GCC: 37%

# PASSENGER DEMOGRAPHICS



Leaders & C-Level

6%

Leaders & Top management in government & private sector co.



Tech Savvy

9%

Adopt new tech, always online, heavily invested in social media



Millennial Execs

11%

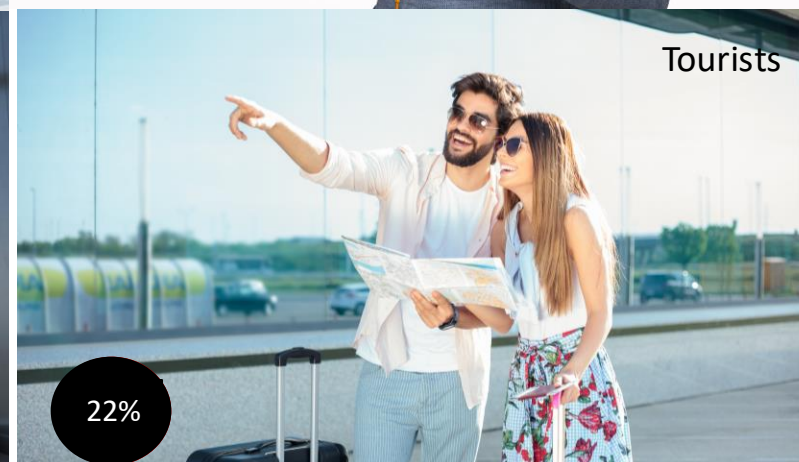
Young professionals in junior roles



Execs / Young Jetsetters

12%

Travel twice a year, enjoy shopping & entertainment



Tourists

22%

Tourists from all over visit Sharjah to get to see the UAE



Middle & Working Class  
(White Collar & Blue Collar)

40%

Working Class white & blue collar residents frequently use SIA

# PASSENGER DEMOGRAPHICS

**87%**

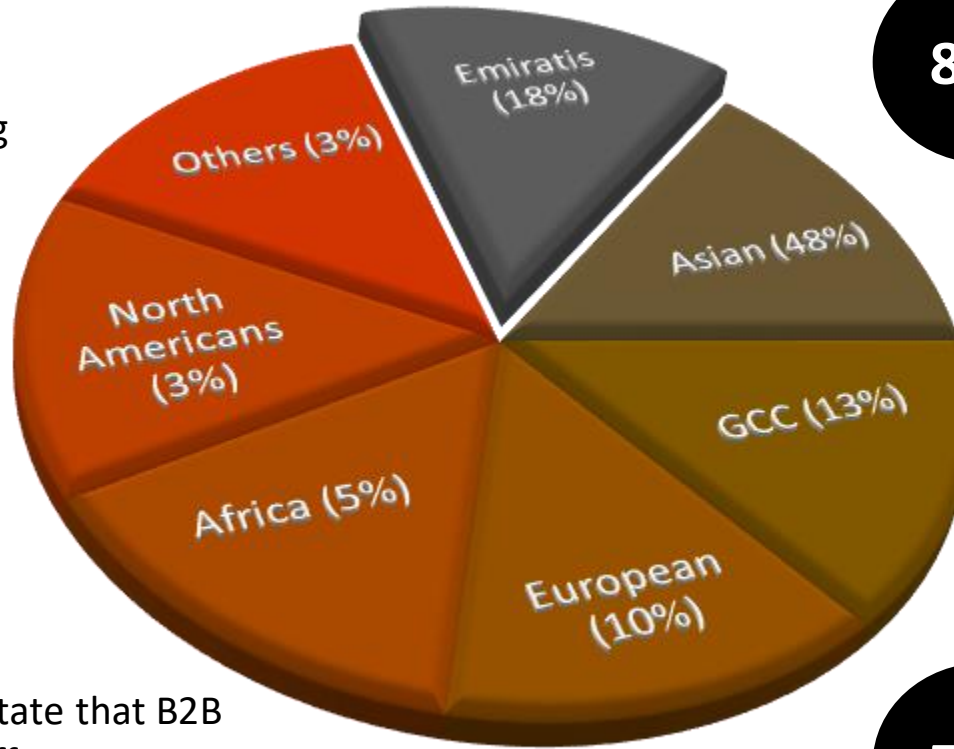
GCC Nationals pay attention to advertising while travelling

**22%**

are tourists visiting the UAE

**72%**

of business travellers 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 local population held by International passengers

**71%**

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



# 1 ARRIVAL IMMIGRATION ARRIVALS ADVERTISING OPPORTUNITIES

JCDecaux

Intelligent Place Assets. In parking lots. It's not a substitute for your attention to the immediate surroundings.

Innovation that excites

Automated Lanes  
Singaporeans, Permanent Residents & Long Term Pass Holders

ALL PASSPORTS  
06 05

COUNTER CLOSED  
04 03

PASSPORTS  
02 01

ALL PASSPORTS  
11 09

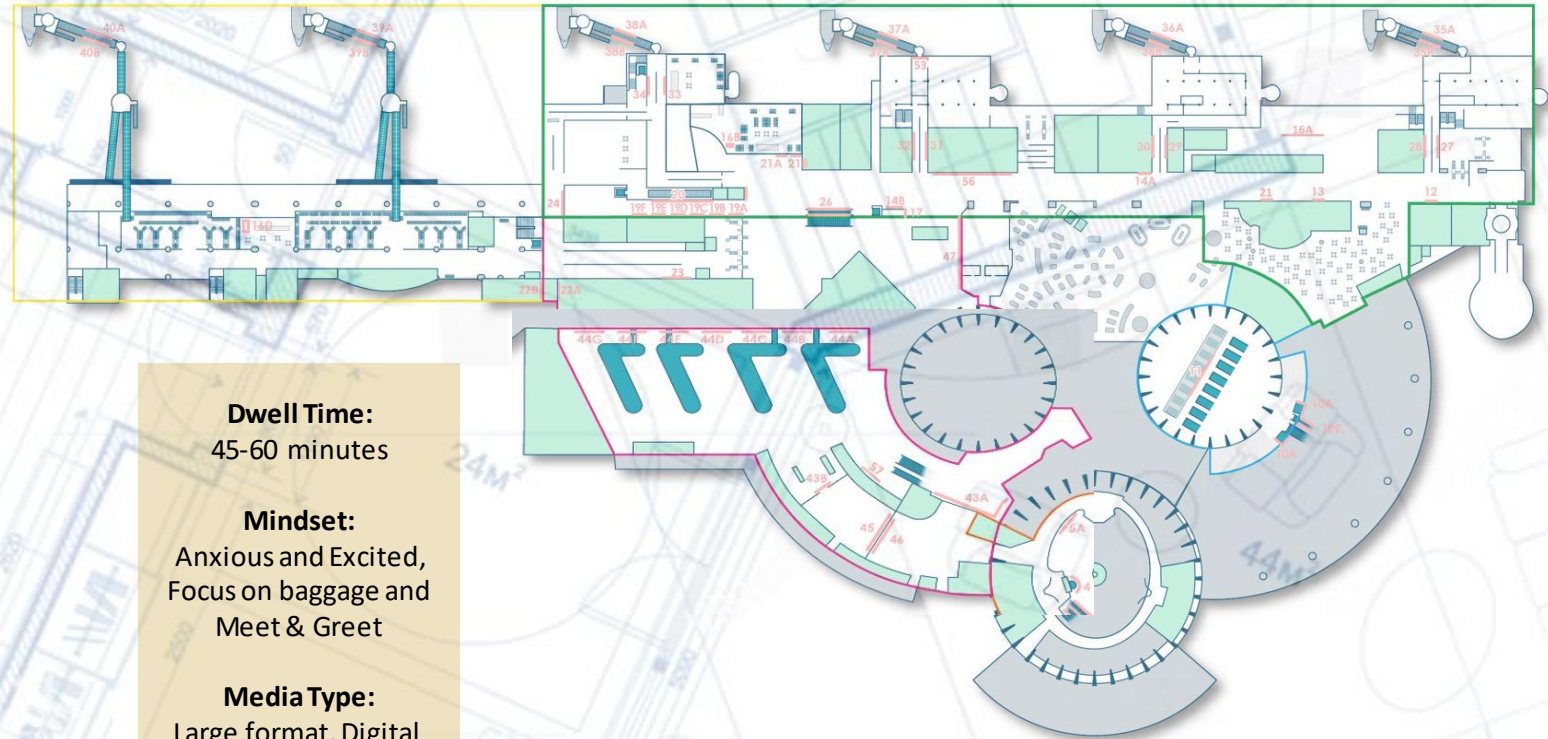
COUNTER CLOSED  
08 07

COUNTER CLOSED  
12 11

SPECIAL ASSISTANCE LANE  
Accessibility icons: wheelchair, hearing aid, white cane, and a person with a backpack.

Now here  
DUBAI AIR FREE  
DDB

# AIRPORT LAYOUT – LEVEL 1 & GROUND LEVEL (ARRIVALS)



**Dwell Time:**  
45-60 minutes

**Mindset:**  
Anxious and Excited,  
Focus on baggage and  
Meet & Greet

**Media Type:**  
Large format, Digital

Estimated Arrival passengers 2022\*  
6,012,371

# ARRIVALS CORRIDOR



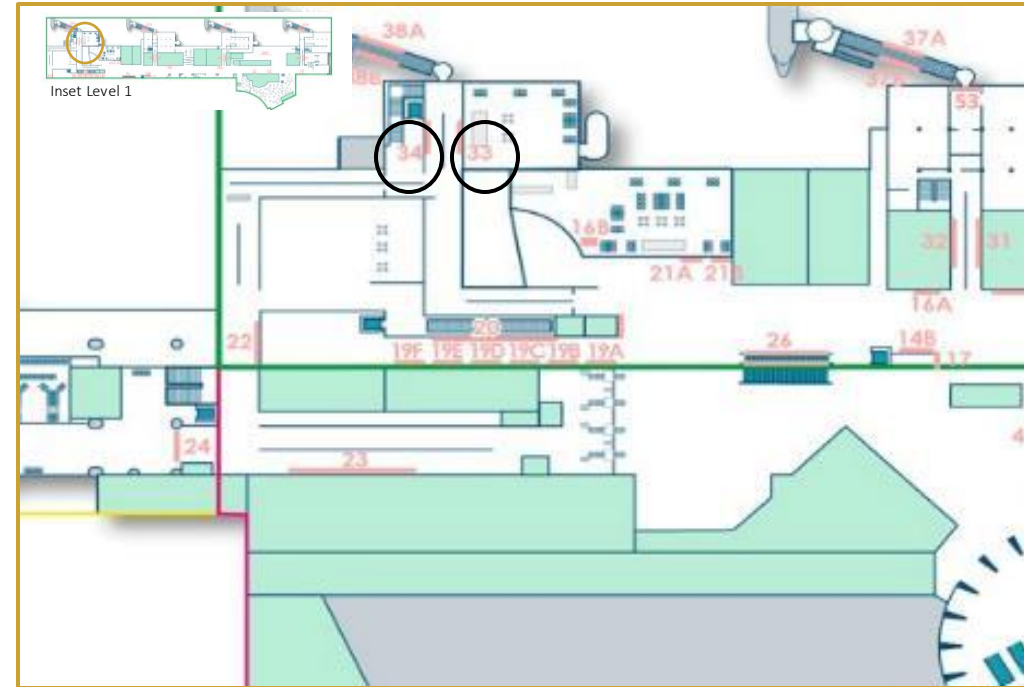
UAE SHA 033 & 034

## SITE DATA

Media: Fabric frame with print

Size: Door: 600(W) X 120(H) cms. each

Qty: 1 (can be sold as a set of 2)



## SITE LOCATION

2 wall sites adjacent to Gate 6 airbridge arrival corridor

# ARRIVALS HALL



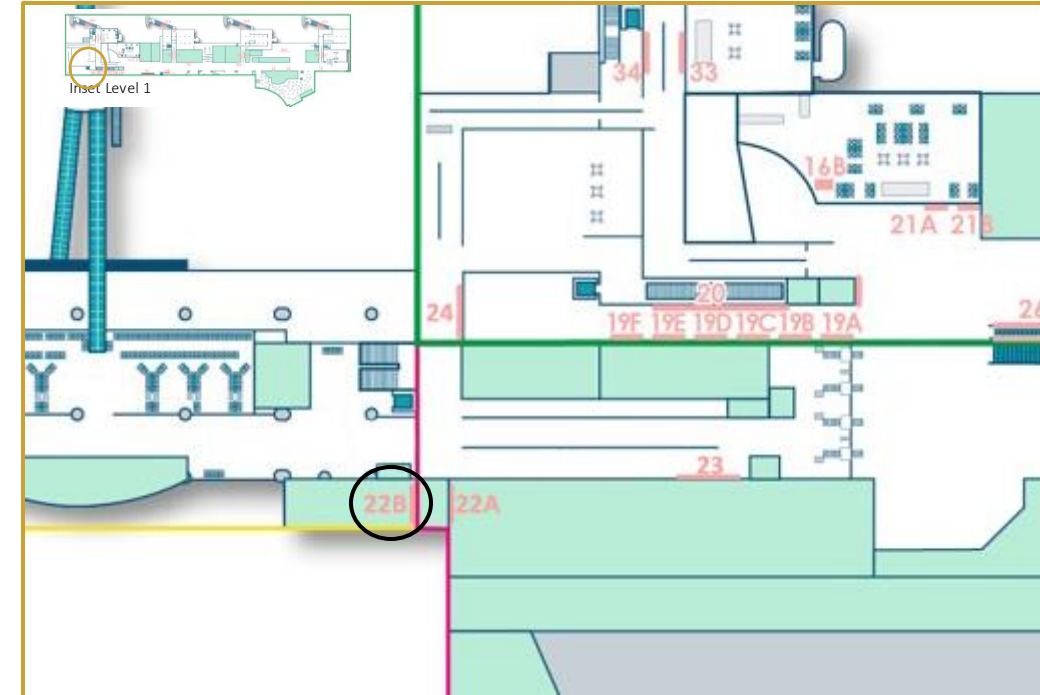
UAE SHA 022 B

## SITE DATA

Media: Fabric frame with print

Size: Door: 654(W) X 187(H) cms.

Qty: 1



## SITE LOCATION

Wall site positioned along the corridor leading to the departure gates (6,20 & 21)

# ARRIVALS HALL



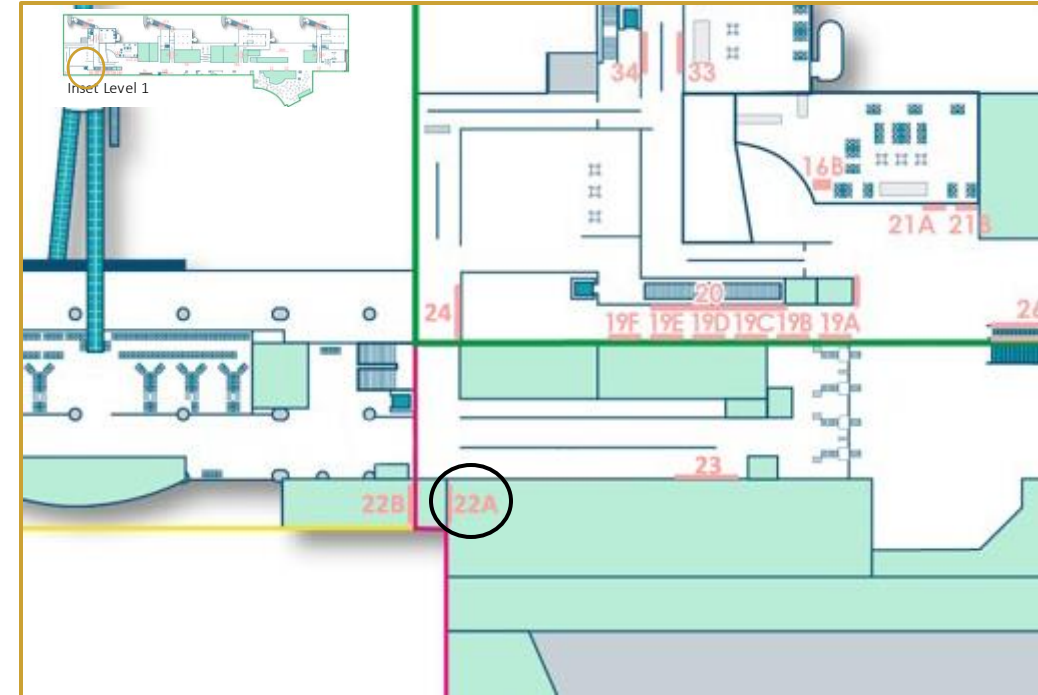
UAE SHA 022 A

## SITE DATA

Media: Fabric frame with print

Size: Door: 654(W) X 187(H) cms.

Qty: 1



## SITE LOCATION

Wall site positioned along the corridor leading to the departure gates (6,20 & 21)

# ARRIVALS HALL



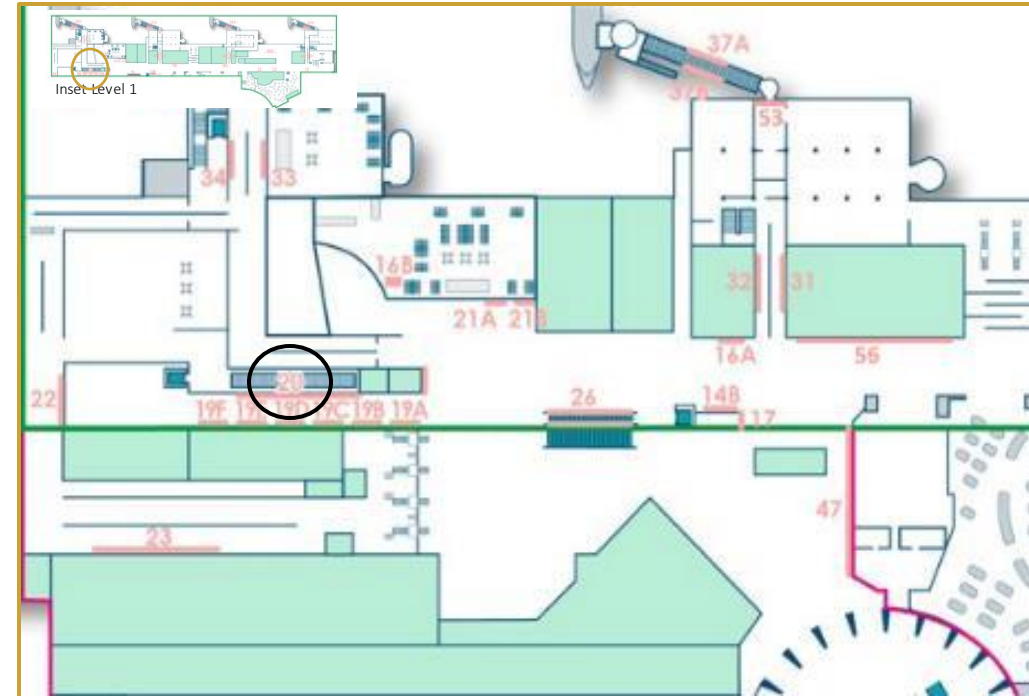
UAE SHA 020

## SITE DATA

Media: Fabric frame with print

Size: Door: 1,500(W) X 200(H) cms.

Qty: 1



## SITE LOCATION

Wall site positioned along the corridor leading to the departure/arrival gates



# ARRIVALS HALL



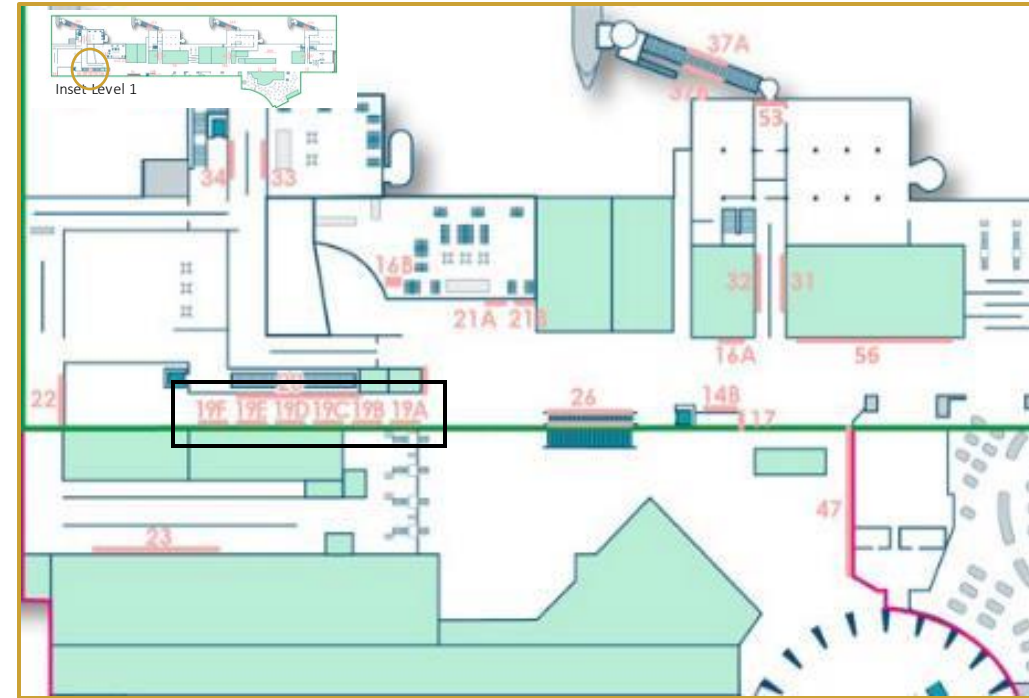
UAE SHA 019 A to F

## SITE DATA

Media: Fabric frame with print

Size: Door: 360(W) X 220(H) cms. each

Qty: 1 (can be sold as a set of 6)



## SITE LOCATION

7 (6) x wall sites positioned along the corridor leading to the departure/arrival gates

# GROUND LEVEL 1- ARRIVALS HALL NEXT TO LOUNGE



UAE SHA 016 B

## SITE DATA

Media: One-way vision Sticker

Size: Door: 345(W) X 240(H) cms.

Qty: 1 Set



## SITE LOCATION

Glass façade located on East Wing First Floor

# ARRIVALS CORRIDOR



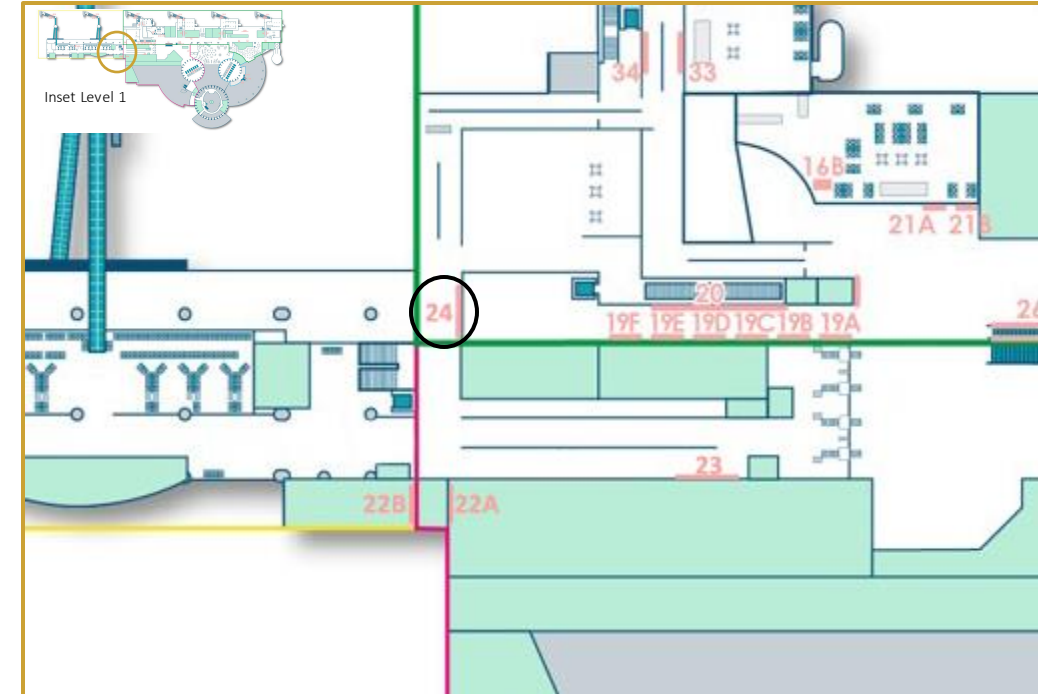
UAE SHA 024

## SITE DATA

Media: UV Flex

Size: Door: 380(W) X 1500(H) cms.

Qty: 1



## SITE LOCATION: STRATEGIC

Aluminum Wall Banner located in the arrivals/transit corridor link on route to main transit and immigration corridors

# ARRIVALS HALL



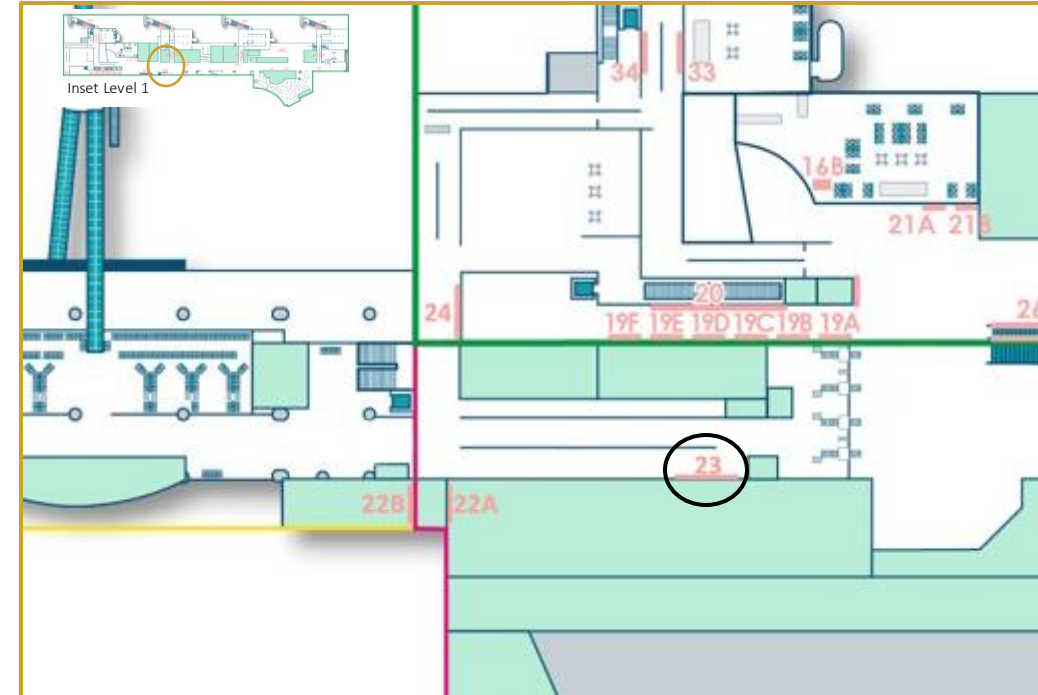
UAE SHA 023

## SITE DATA

Media: Fabric frame with print

Size: Door: 2,000(W) X 220(H) cms.

Qty: 1



## SITE LOCATION

Wall site positioned along the corridor leading to the departure gates (6 & 29)

# ARRIVALS HALL & DUTY FREE



UAE SHA 014 B

## SITE DATA

Media: UV Flex

Size: 380(W) X 150(H) cms.

Qty: 1



## SITE LOCATION

Inset aluminum wall frame on the main airside corridor between duty free stores and Forex kiosks

# ARRIVALS HALL & DUTY FREE



UAE SHA 056

## SITE DATA

Media: UV Flex

Size: 380(W) X 150(H) cms.

Qty: 1



## SITE LOCATION

Inset aluminum wall frame on the main airside corridor between duty free stores and Forex kiosks

# ARRIVALS CORRIDOR



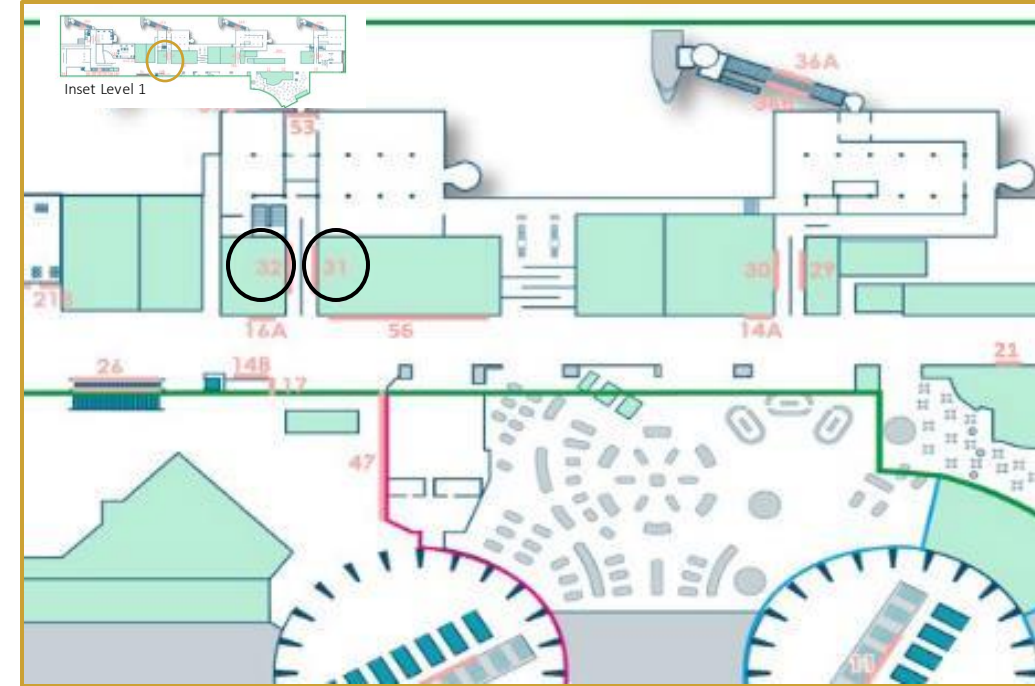
UAE SHA 031 & 032

## SITE DATA

Media: Fabric frame with print

Size: Door: 600(W) X 120(H) cms. each

Qty: 1 (can be sold as a set of 2)



## SITE LOCATION

2 wall sites adjacent to Gate 5 airbridge arrival corridor

# ARRIVALS CORRIDOR



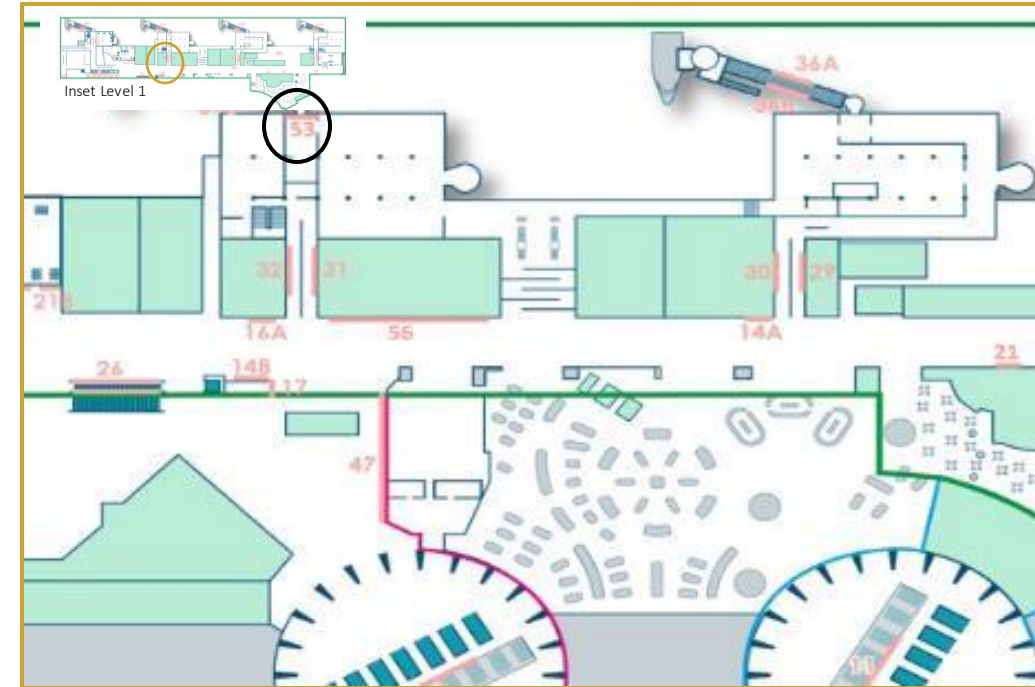
UAE SHA 053

## SITE DATA

Media: UV Flex

Size: Door: 380(W) X 150(H) cms.

Qty: 1



## SITE LOCATION

Wall sites adjacent to Gate 6 airbridge arrival corridor

# ARRIVALS HALL & DUTY FREE



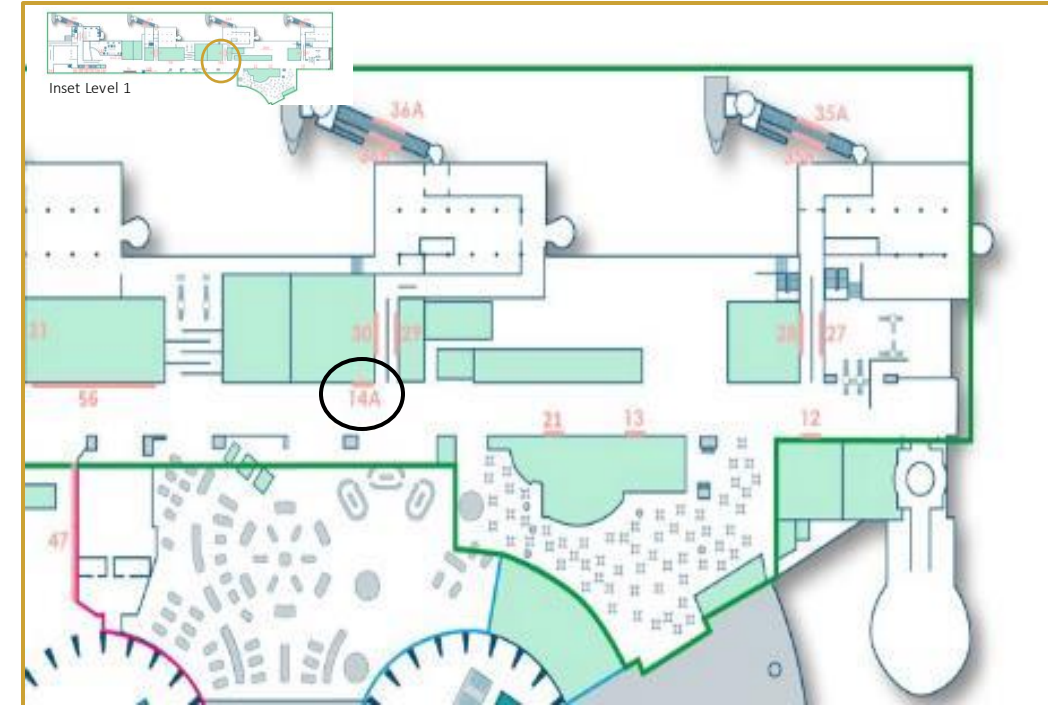
UAE SHA 014 A

## SITE DATA

Media: UV Flex

Size: 503(W) X 208(H) cms.

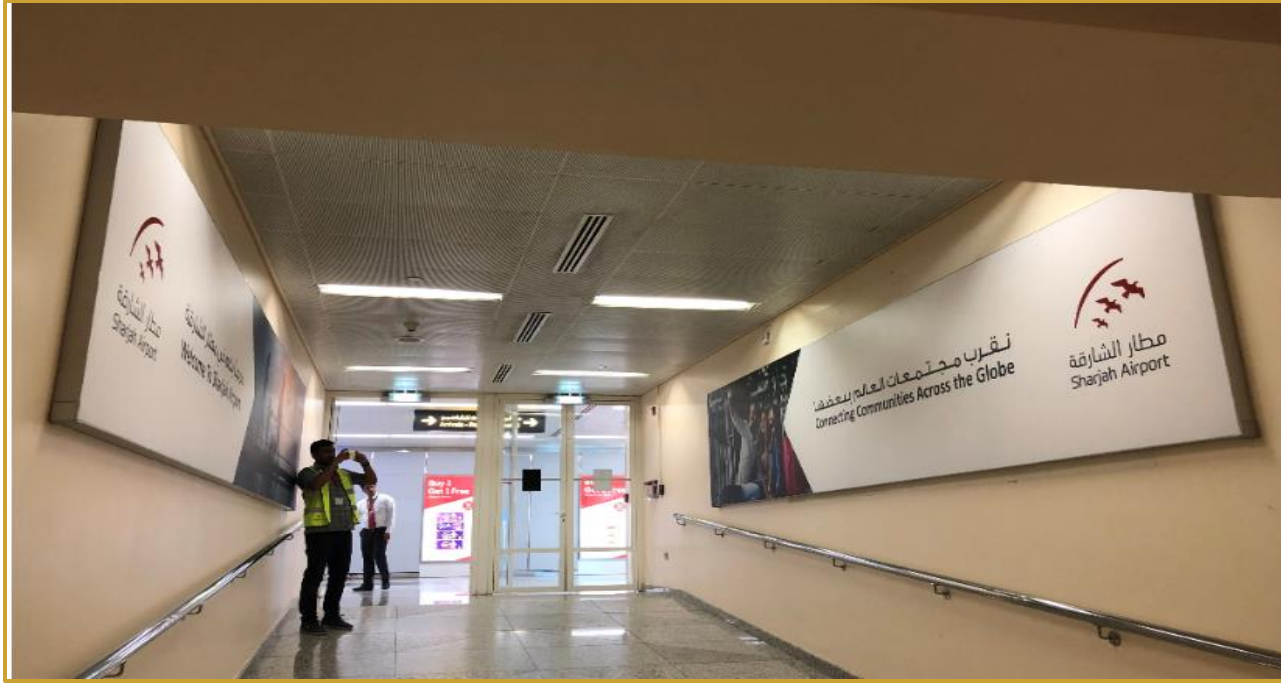
Qty: 1



## SITE LOCATION

Inset aluminum wall frame on the main airside corridor between duty free stores and Forex kiosks

# ARRIVALS CORRIDOR



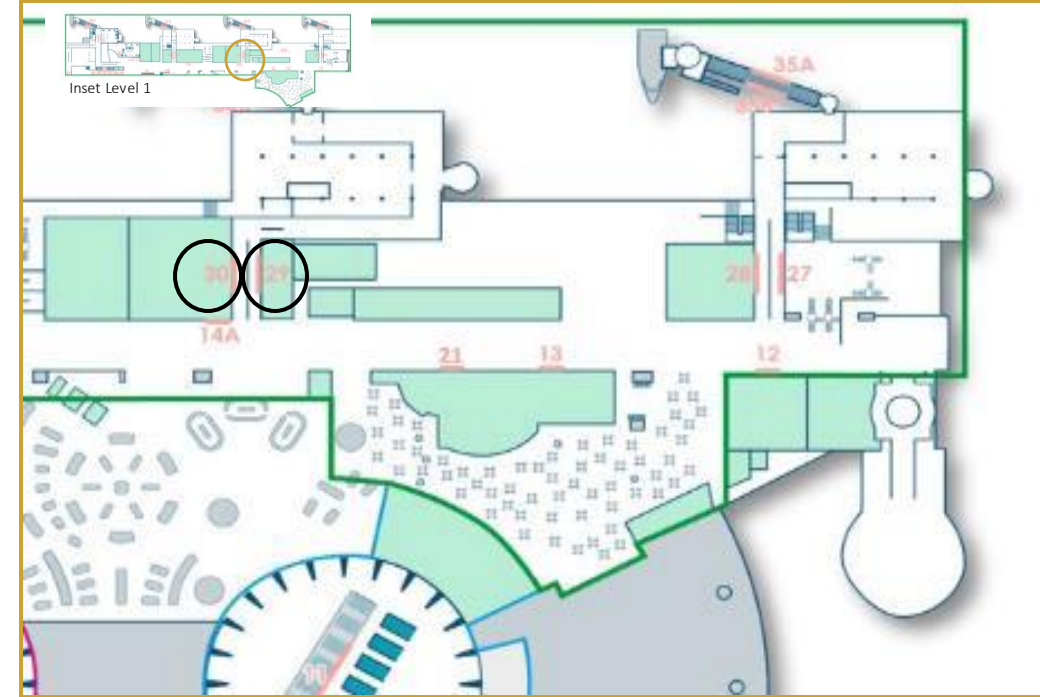
UAE SHA 029 & 030

## SITE DATA

Media: Fabric frame with print

Size: Door: 600(W) X 120(H) cms. each

Qty: 1 (can be sold as a set of 2)



## SITE LOCATION

2 wall sites adjacent to Gate 4 airbridge arrival corridor

# ARRIVALS CORRIDOR

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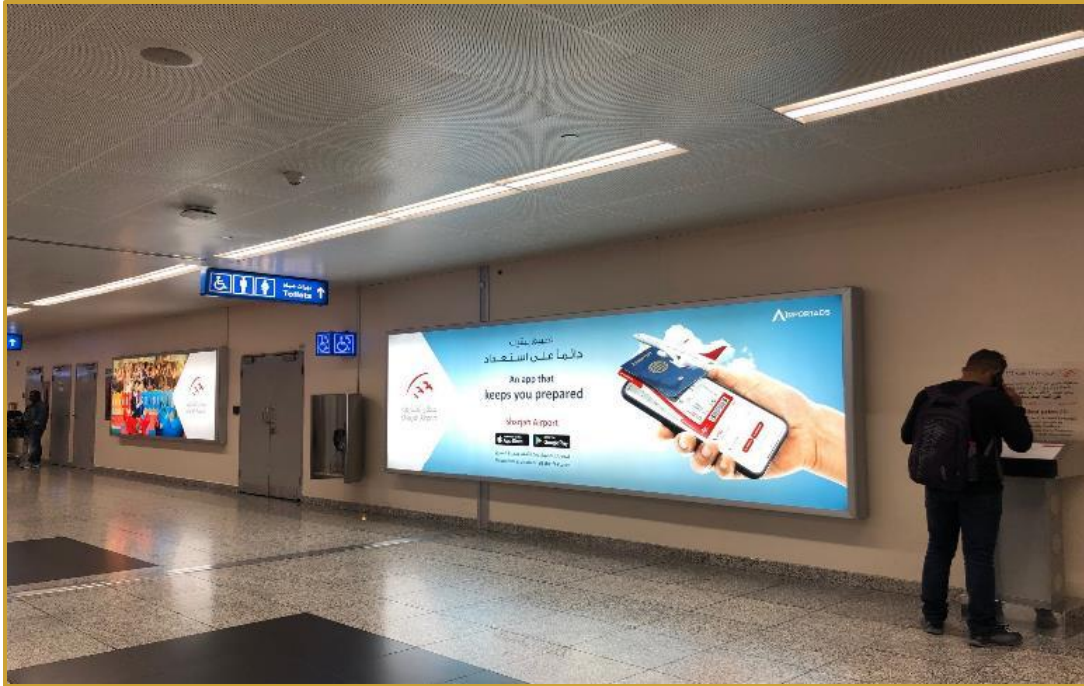
UAE SHA 029



UAE SHA 030



# ARRIVALS HALL & DUTY FREE



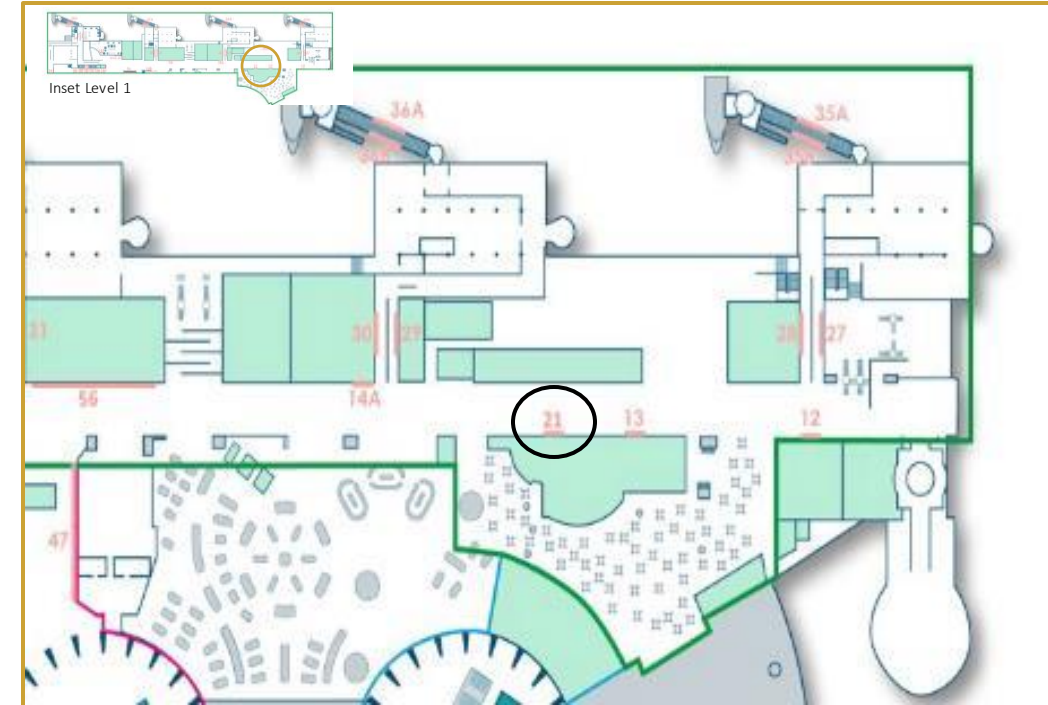
UAE SHA 021

## SITE DATA

Media: UV Flex

Size: 500(W) X 170(H) cms.

Qty: 1



## SITE LOCATION

Inset aluminum wall frame on the main airside corridor between duty free stores and Forex kiosks

# ARRIVALS & DUTY FREE



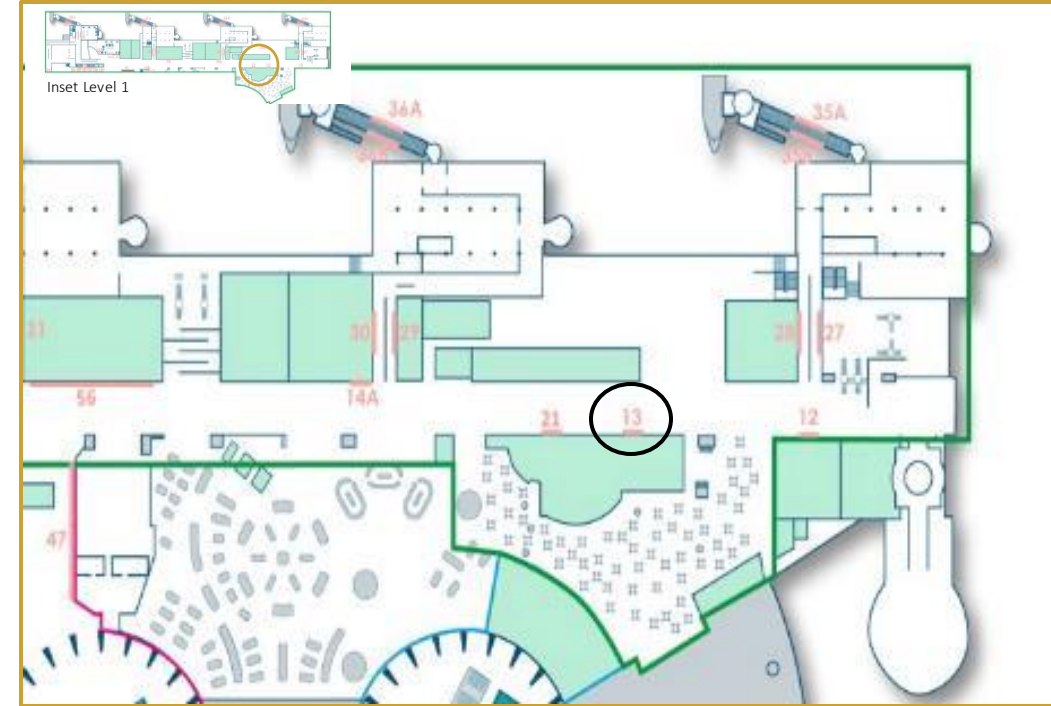
UAE SHA 013

## SITE DATA

Media: UV Flex

Size: 380(W) X 150(H) cms.

Qty: 1



## SITE LOCATION

Inset aluminum wall frame on the main airside corridor between duty free stores and Forex kiosks

# ARRIVALS HALL & DUTY FREE



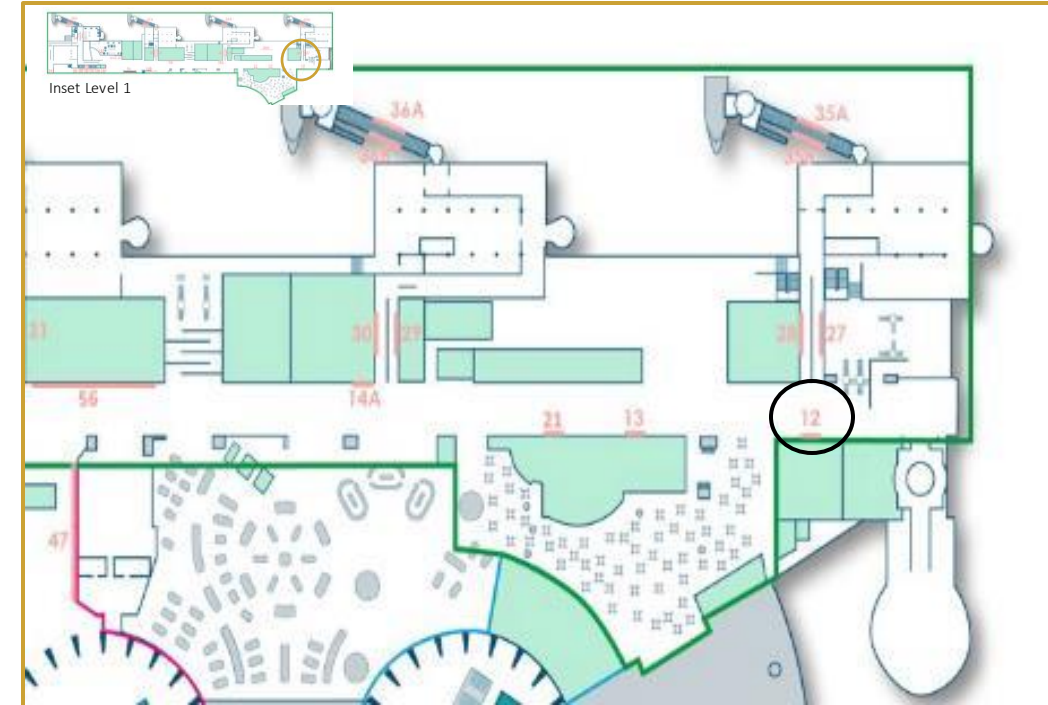
UAE SHA 012

## SITE DATA

Media: UV Flex

Size: 380(W) X 150(H) cms.

Qty: 1



## SITE LOCATION: STRATEGIC

Inset aluminum wall frame on the main airside corridor  
between duty free stores and Forex kiosks

# ARRIVALS CORRIDOR



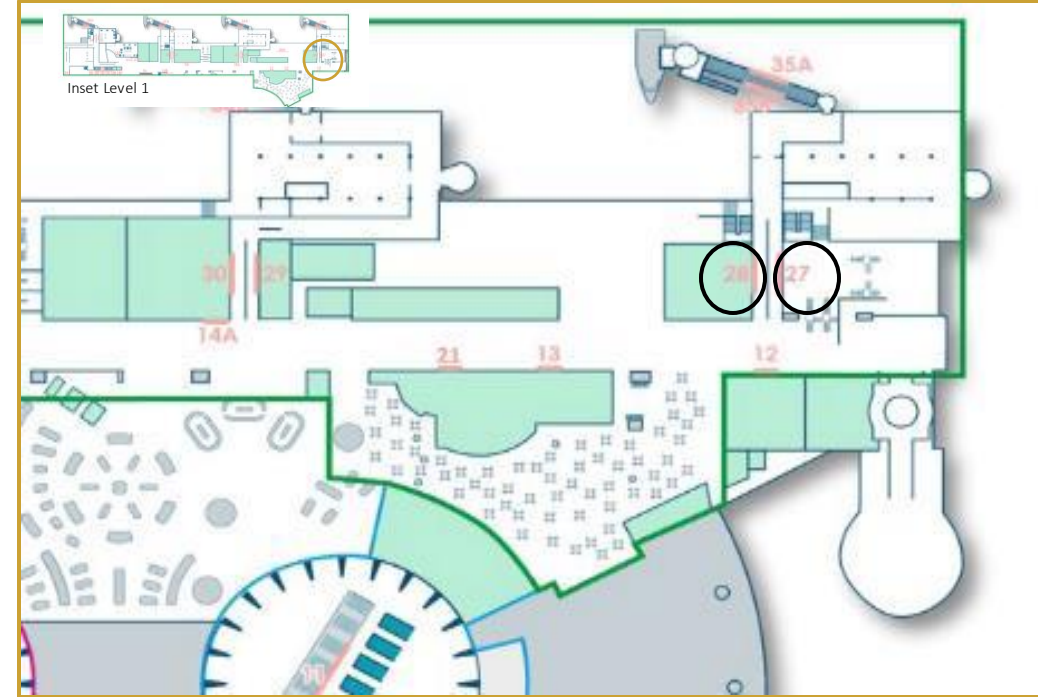
UAE SHA 027 & 028

## SITE DATA

Media: Fabric frame with print

Size: Door: 600(W) X 120(H) cms. each

Qty: 1 (can be sold as a set of 2)



## SITE LOCATION

2 wall sites adjacent to Gate 1 to 3 airbridge arrival corridor

# ARRIVALS CORRIDOR

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UAE SHA 027



UAE SHA 028



THANK YOU



**OUTREACH**  
GO BEYOND