

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%

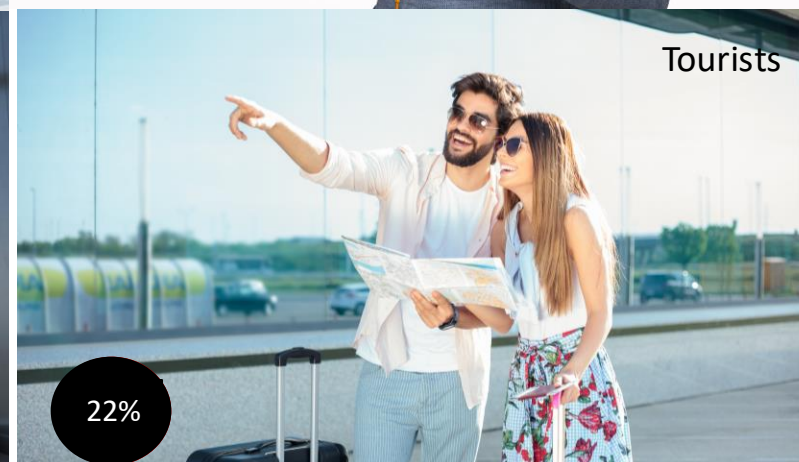
Young professionals in junior roles



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%**

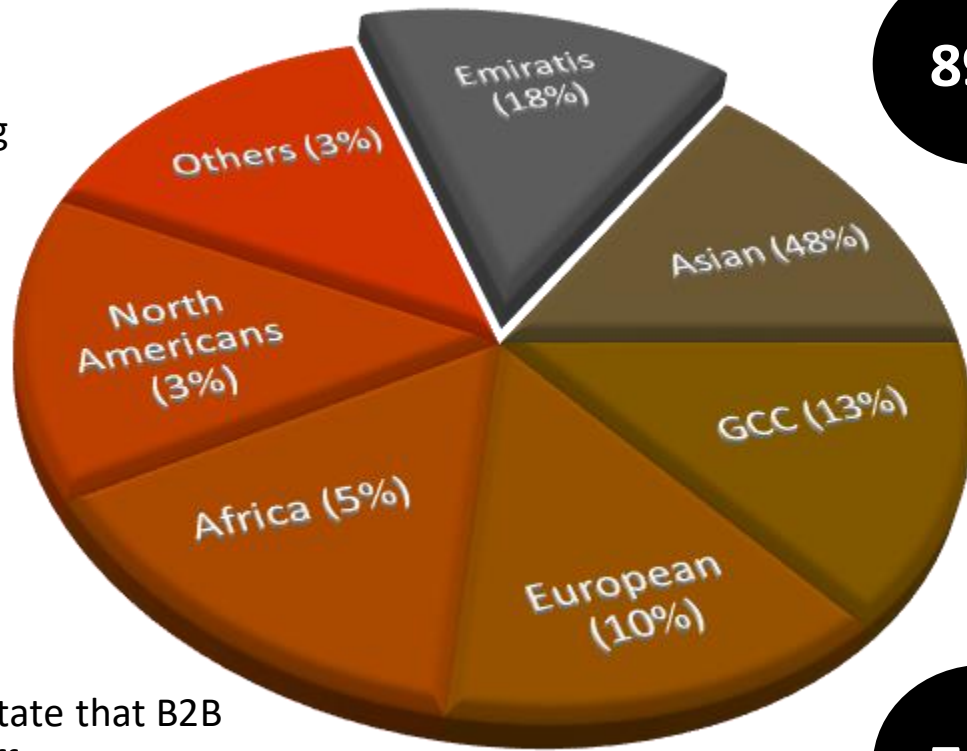
GCC Nationals pay attention to advertising while travelling

**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

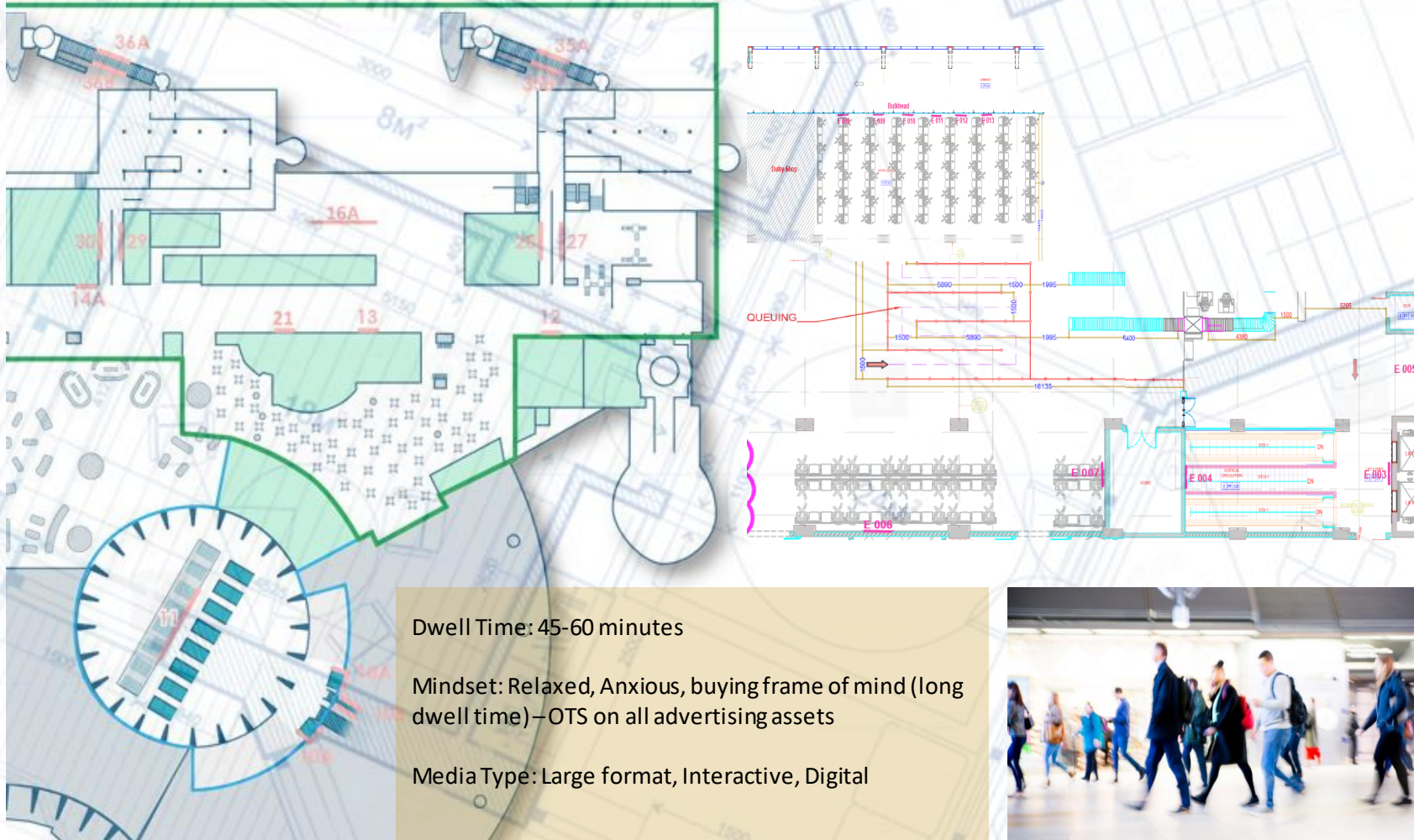
**71%**

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

# DEPARTURE ADVERTISING OPPORTUNITIES

STATUS		23:06		INTERNATIONAL DEPARTURES			
TIME	EST.	FLIGHT	DESTINATION	GATE	STATUS	23:06	INTERNATIONAL DEPARTURES
23:55		ME 0270	BEIRUT				INTERNATIONAL DEPARTURES
00:05		TK 0806	SULAIMANIYAH	C3	GO TO GATE		TIME EST. FLIGHT DESTINATION GATE
00:05		TK 0810	TEL AVIV	B2	GO TO GATE		00:55 TK 0696 ALEXANDRIA
00:05	00:15	TK 0964	ERCAN	B5B	GO TO GATE		00:55 01:10 TK 0698 SHARM EL SHEIKH F2
00:10	00:30	TK 0762	DUBAI	B3B	GO TO GATE		00:55 TK 1257 KYIV
00:15		TK 0754	SHARJAH	B13	GO TO GATE		01:00 01:15 TK 0295 SOCHI D7
00:25		SU 2139	MOSCOW (SVO)	D4	20 min. DELAY		01:00 TK 1841 ATHENS D7
00:30	01:20	TK 0368	TASHKENT	E2	GO TO GATE		01:05 TK 0702 HURGHADA B4
00:30		TK 0475	YEKATERINBURG				01:05 01:30 TK 1041 BUCHAREST F13A
00:30		TK 0692	CAIRO	F3A	50 min. DELAY		01:10 TK 0096 JEDDAH
00:35		TK 0293	ROSTOV	B6A			01:10 TK 0098 MEDINAH
00:40		TK 0344	BISHKEK	B7B			01:10 TK 0376 TBILISI
00:40	00:55	TK 0706	KABUL	F6B			01:10 TK 0485 KRASNODAR
00:40		TK 0782	DOHA	F14	15 min. DELAY		01:15 TK 0114 YANBU
00:50	01:25	TK 0828	BEIRUT	B10B			01:20 TK 0144 RIYADH
00:55		MLT0672	BARCELONA				01:20 TK 0469 ODESA
00:55		WY 0166	MUSCAT	B1A	35 min. DELAY		01:20 TK 0583 NOUAKCHOTT
				D16			01:20 TK 0792 TEL AVIV
							01:25 TK 0020 BEIJING

# LEVEL 1- DEPARTURES NEW EAST WING



Dwell Time: 45-60 minutes  
Mindset: Relaxed, Anxious, buying frame of mind (long dwell time) – OTS on all advertising assets  
Media Type: Large format, Interactive, Digital



# DEPARTURES EAST WING



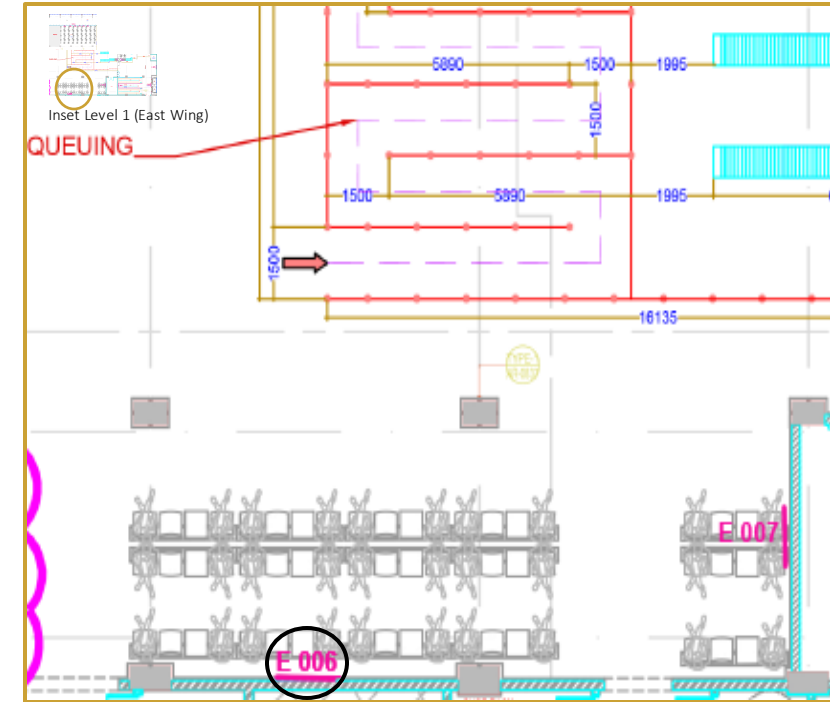
UAE SHA E 006

## SITE DATA

Media: Fabric frame with print (backlit)

Size: Door: 367.5(W) X 186(H) cms.

Qty: 1



## SITE LOCATION

Aluminum backlit frame on first floor near cafes and duty free shop.

# DEPARTURES EAST WING



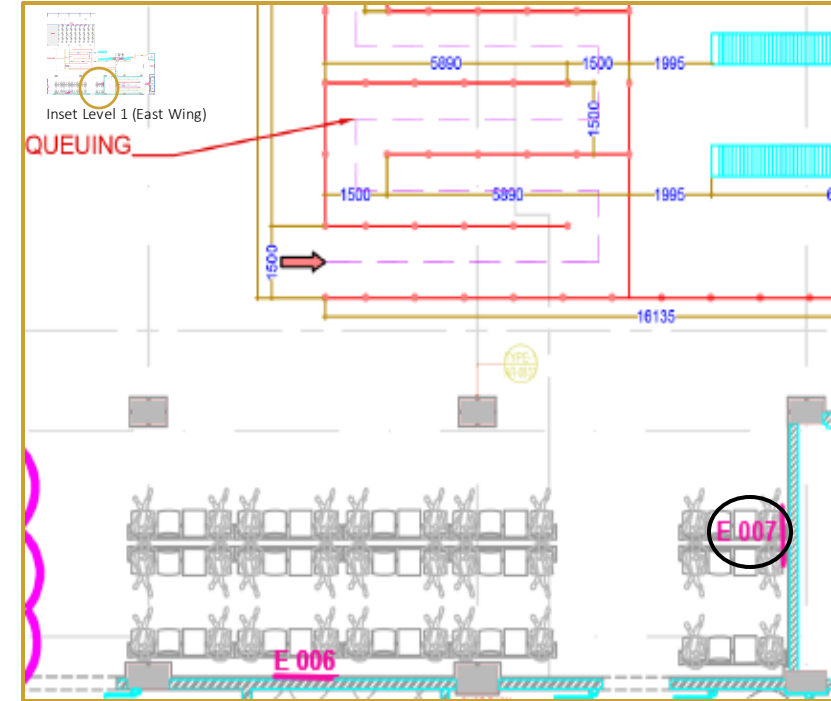
UAE SHA E 007

## SITE DATA

Media: Fabric frame with print (backlit)

Size: Door: 367.5(W) X 186(H) cms.

Qty: 1



## SITE LOCATION

Aluminum backlit frame on first floor near cafes and duty free shop.

# DEPARTURES EAST WING



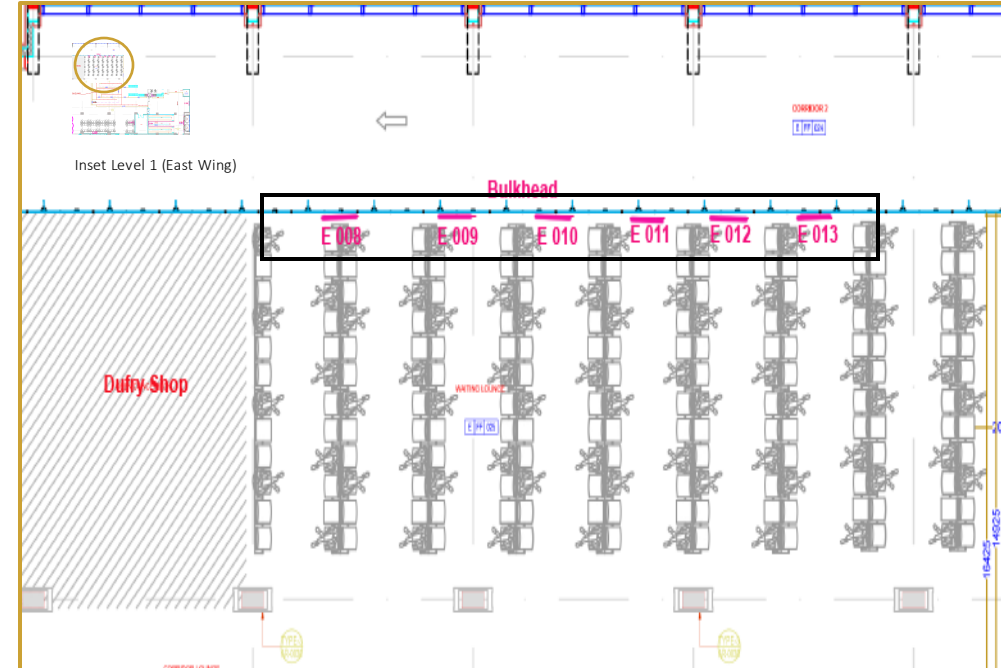
UAE SHA E 008 to 013

## SITE DATA

Media: Fabric frame with print (backlit)

Size: Door: 300(W) X 100(H) cms. each

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



## SITE LOCATION

Branding on aluminum backlit frames overhead on the new east wing, first floor departure heading to security holding and departure gates.

# DEPARTURES EAST WING

UAE SHA E 008



UAE SHA E 010



UAE SHA E 012



UAE SHA E 009



UAE SHA E 011



UAE SHA E 013



# DEPARTURES EAST WING



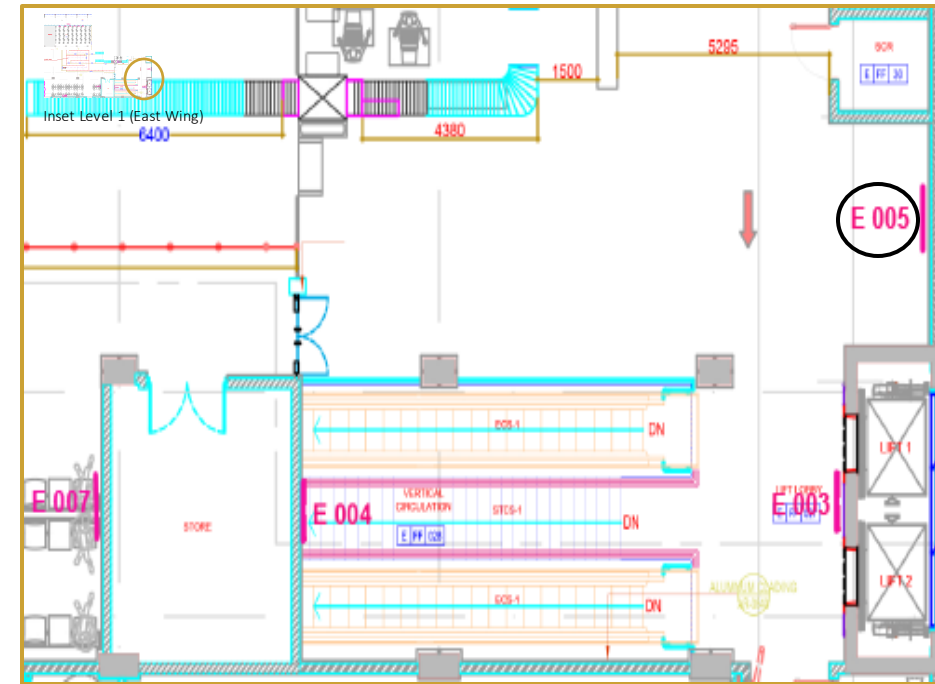
UAE SHA E 005

## SITE DATA

Media: Fabric frame with print (backlit)

Size: Door: 360.5(W) X 300(H) cms.

Qty: 1



## SITE LOCATION

Aluminum backlit frame directly in front of passengers heading to elevators or escalators towards the boarding gates at ground floor.

# DEPARTURES EAST WING



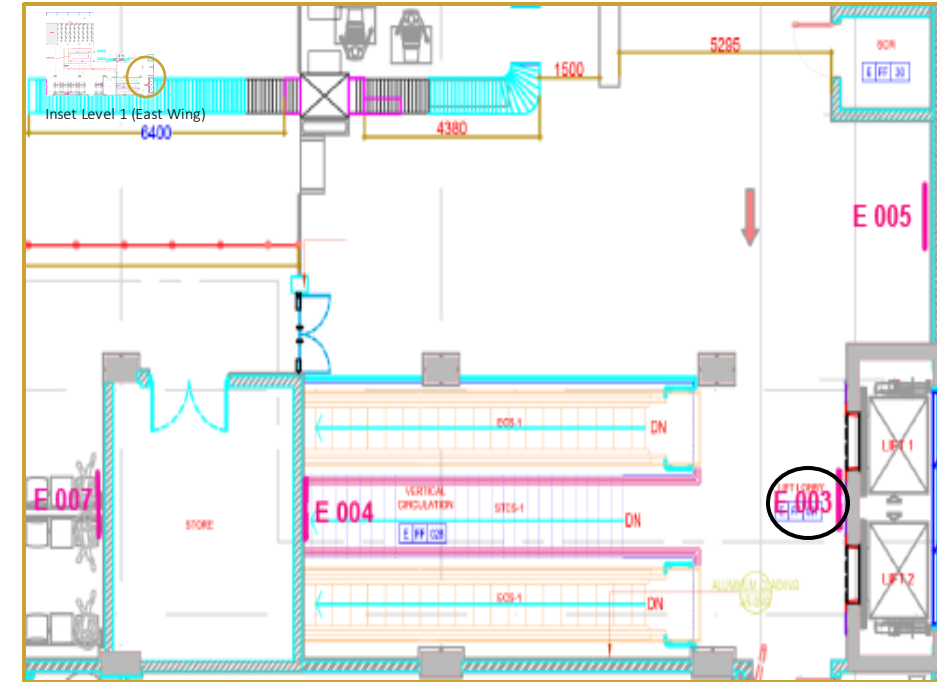
UAE SHA E 003

## SITE DATA

Media: Fabric frame with print (backlit)

Size: Door: 500(W) X 100(H) cms.

Qty: 1



## SITE LOCATION

Aluminum backlit frame above the elevator door heading to boarding gates at ground floor.

# DEPARTURES EAST WING



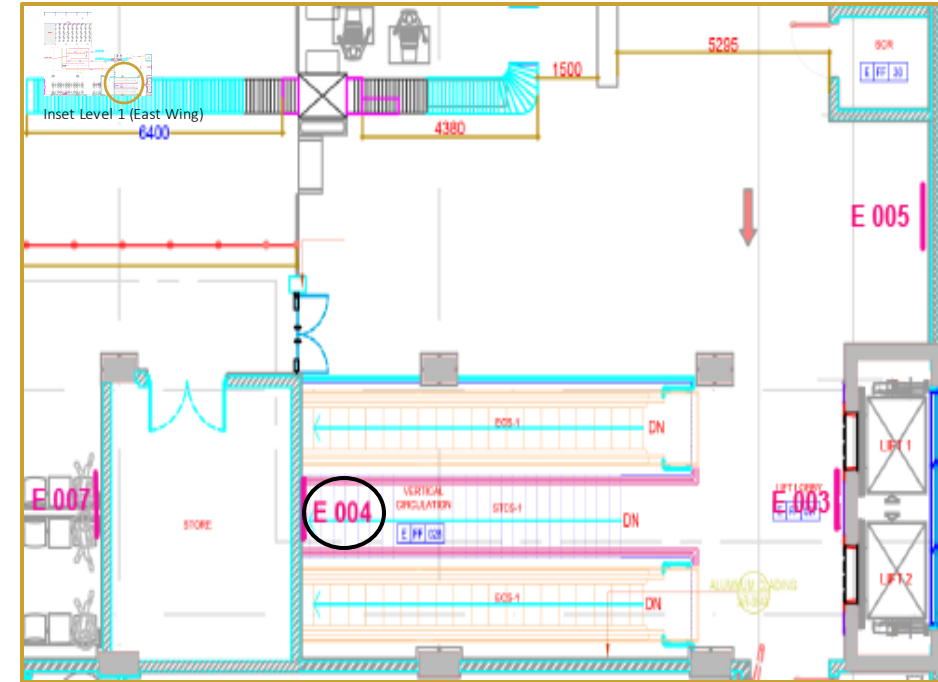
UAE SHA E 004

## SITE DATA

Media: Fabric frame with print (backlit)

Size: Door: 400(W) X 305(H) cms.

Qty: 1



## SITE LOCATION

Aluminum backlit frame above the escalator / stairs heading to boarding gates at ground floor.



# DEPARTURES EAST WING



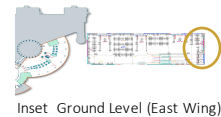
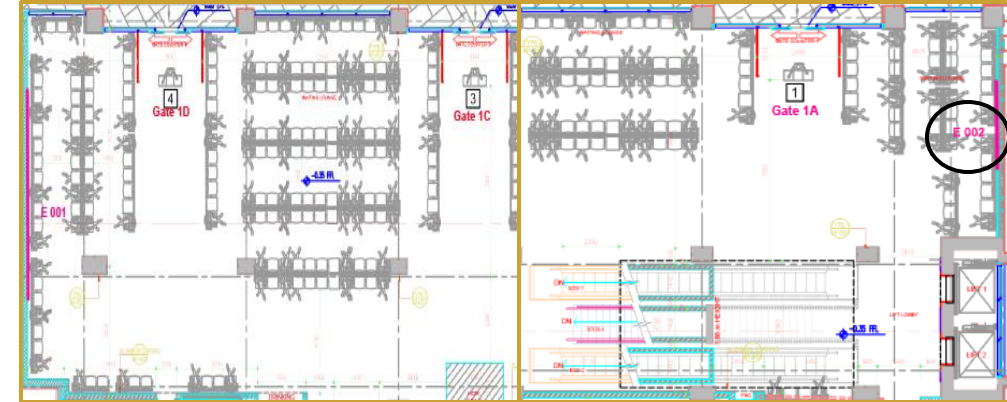
UAE SHA E 002

## SITE DATA

Media: Fabric frame with print (backlit)

Size: Door: 540(W) X 140(H) cms.

Qty: 1



Inset Ground Level (East Wing)

## SITE LOCATION

Aluminum backlit frame on the wall located at ground floor waiting area of departure boarding gates.

# DEPARTURES EAST WING



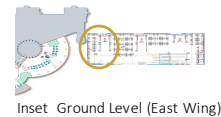
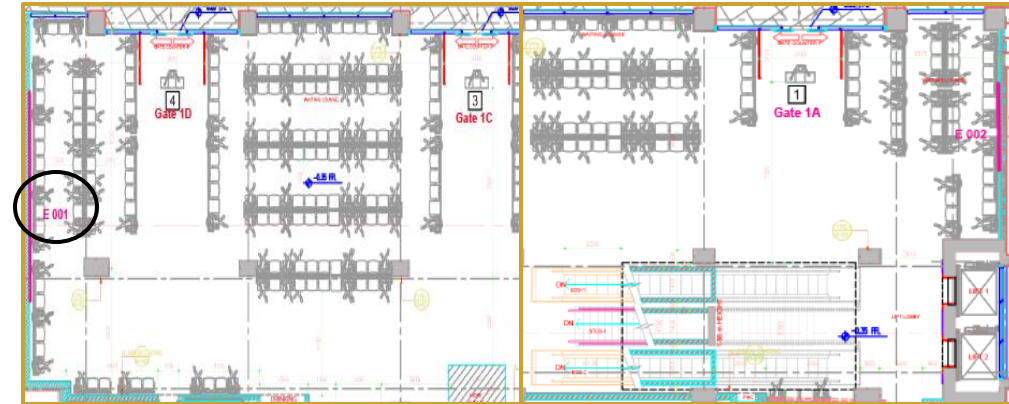
UAE SHA E 001

## SITE DATA

Media: Fabric frame with print (backlit)

Size: Door: 1,200(W) X 140(H) cms.

Qty: 1



Inset Ground Level (East Wing)

## SITE LOCATION

Aluminum backlit frame on the wall located at ground floor waiting area of departure boarding gates.

THANK YOU



**OUTREACH**  
GO BEYOND