

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%

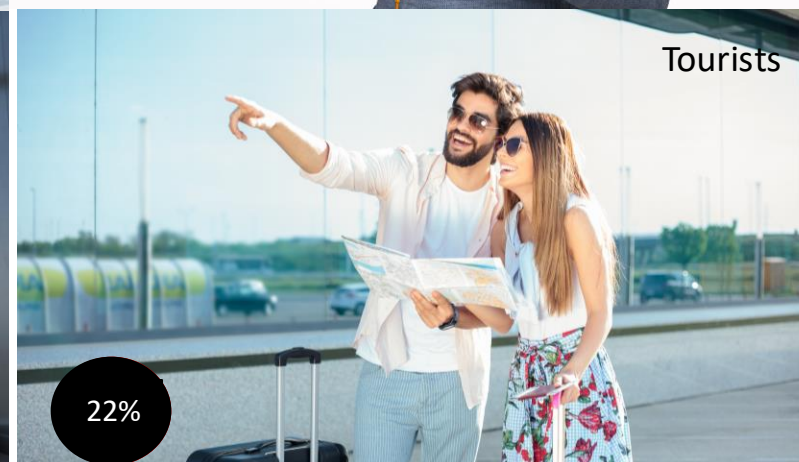
Young professionals in junior roles



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%

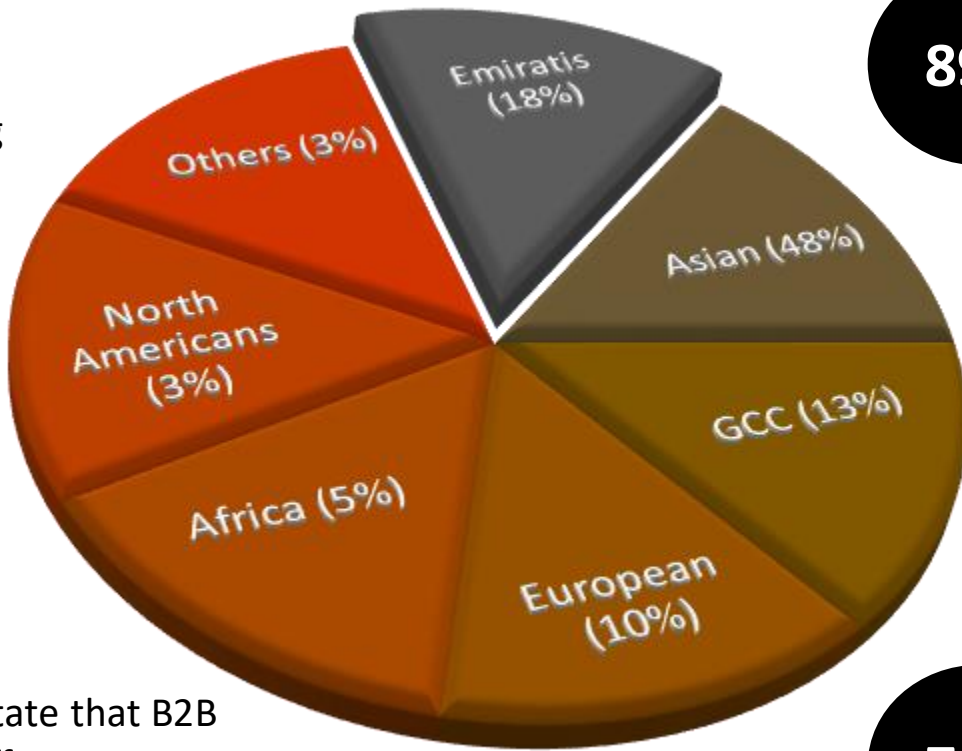
GCC Nationals pay attention to advertising while travelling

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%

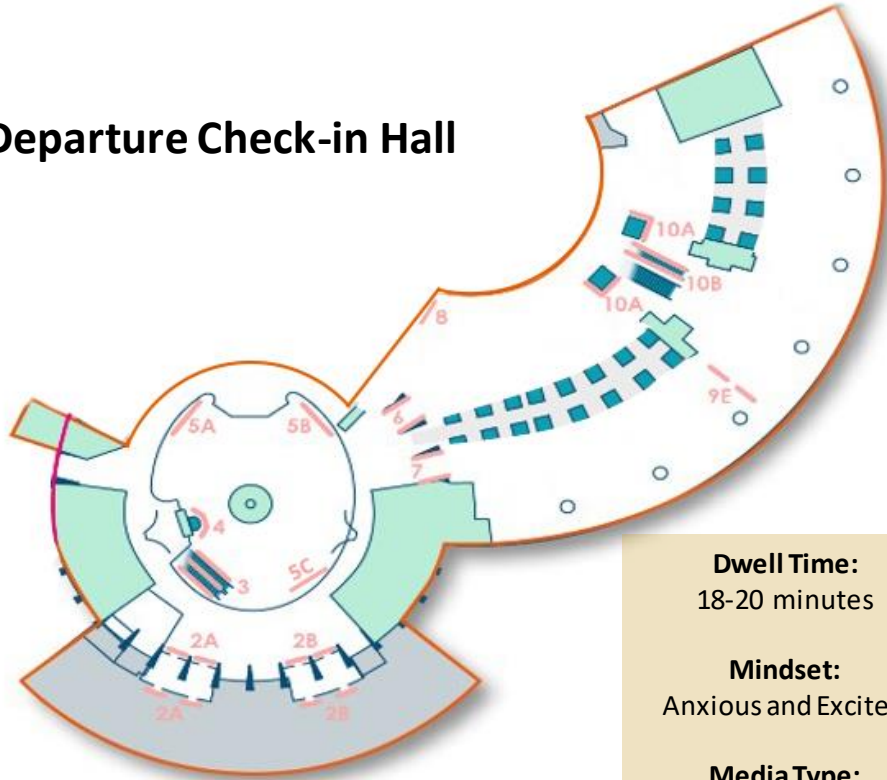
of air travelers are engaged with airport advertising, offering brands great opportunities

DEPARTURE ADVERTISING OPPORTUNITIES

STATUS		23:06		INTERNATIONAL DEPARTURES				23:06		INTERNATIONAL DEPARTURES			
TIME	EST.	FLIGHT	DESTINATION	GATE	STATUS	TIME	EST.	FLIGHT	DESTINATION	GATE	STATUS		
23:55		ME 0270	BEIRUT			00:55		TK 0696	ALEXANDRIA				
00:05		TK 0806	SULAIMANIYAH	C3	GO TO GATE	00:55	01:10	TK 0698	SHARM EL SHEIKH	F2			
00:05		TK 0810	TEL AVIV	B2	GO TO GATE	00:55		TK 1257	KYIV				
00:05	00:15	TK 0964	ERCAN	B5B	GO TO GATE	01:00	01:15	TK 0295	SOCHI	D7			
00:10	00:30	TK 0762	DUBAI	B3B	GO TO GATE	01:00		TK 1841	ATHENS				
00:15		TK 0754	SHARJAH	B13	GO TO GATE	01:05		TK 0702	HURGHADA	B4			
00:25		SU 2139	MOSCOW (SVO)	D4	20 min. DELAY	01:05	01:30	TK 1041	BUCHAREST	F13A			
00:30	01:20	TK 0368	TASHKENT	E2	50 min. DELAY	01:10		TK 0096	JEDDAH				
00:30		TK 0475	YEKATERINBURG			01:10		TK 0098	MEDINAH				
00:30		TK 0692	CAIRO			01:10		TK 0376	TBILISI				
00:35		TK 0293	ROSTOV	F3A		01:15		TK 0485	KRASNODAR				
00:40		TK 0344	BISHKEK	B6A		01:20		TK 0114	YANBU				
00:40	00:55	TK 0706	KABUL	B7B		01:20		TK 0144	RIYADH				
00:40		TK 0782	DOHA	F6B		01:20		TK 0469	ODESA				
00:50	01:25	TK 0828	BEIRUT	F14	15 min. DELAY	01:20		TK 0583	NOUAKCHOTT				
00:55		MLT 0672	BARCELONA	B10B		01:20		TK 0792	TEL AVIV				
00:55		WY 0166	MUSCAT	B1A	35 min. DELAY	01:25		TK 0020	BEIJING				
				D16									

AIRPORT LAYOUT – GROUND LEVEL

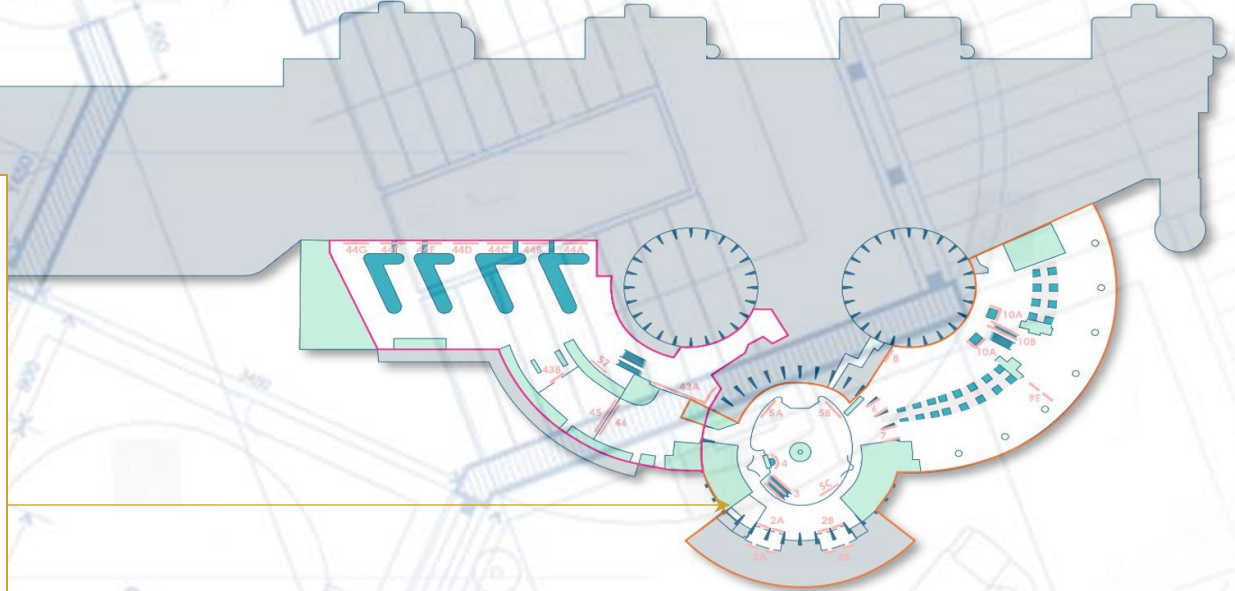
Departure Check-in Hall



Dwell Time:
18-20 minutes

Mindset:
Anxious and Excited

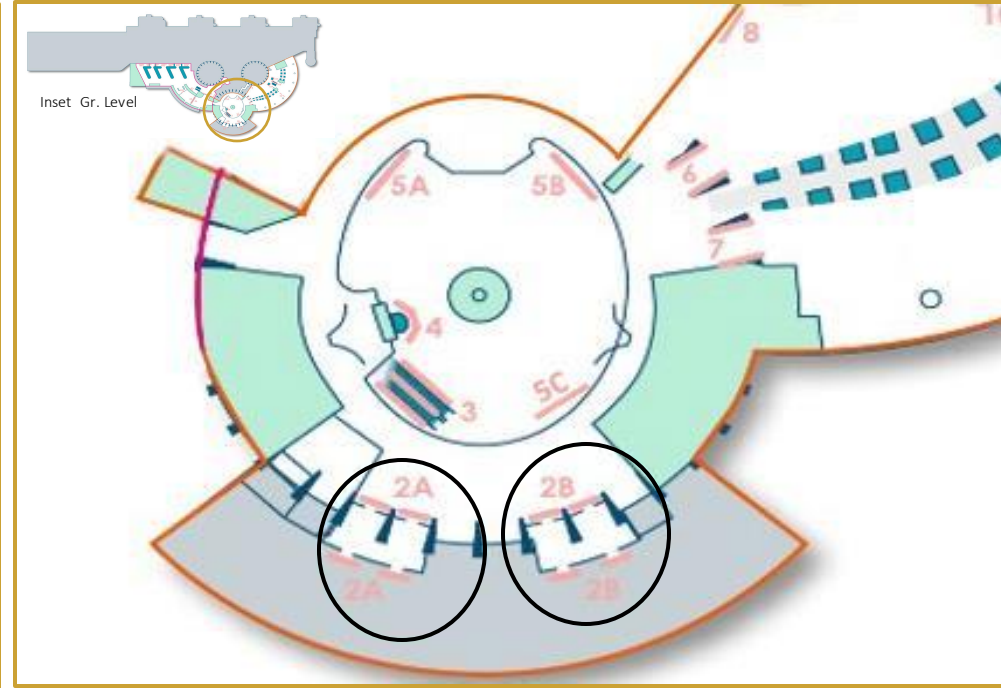
Media Type:
Large format, Digital



Estimated Departing passengers 2022*
6,478,293



DEPARTURES – MAIN ENTRANCE



UAE SHA 002 A & B

SITE DATA

Media: One Way Vision Sticker

Size: 325(W) X 215(H) cms. = 1 glass facade

Qty: 2 Sets (8 glass facades)

SITE LOCATION

Branding on the glass doors at the entrance and exit, total 8 sliding doors at the terminal building entrance

DEPARTURES – MAIN PUBLIC HALL



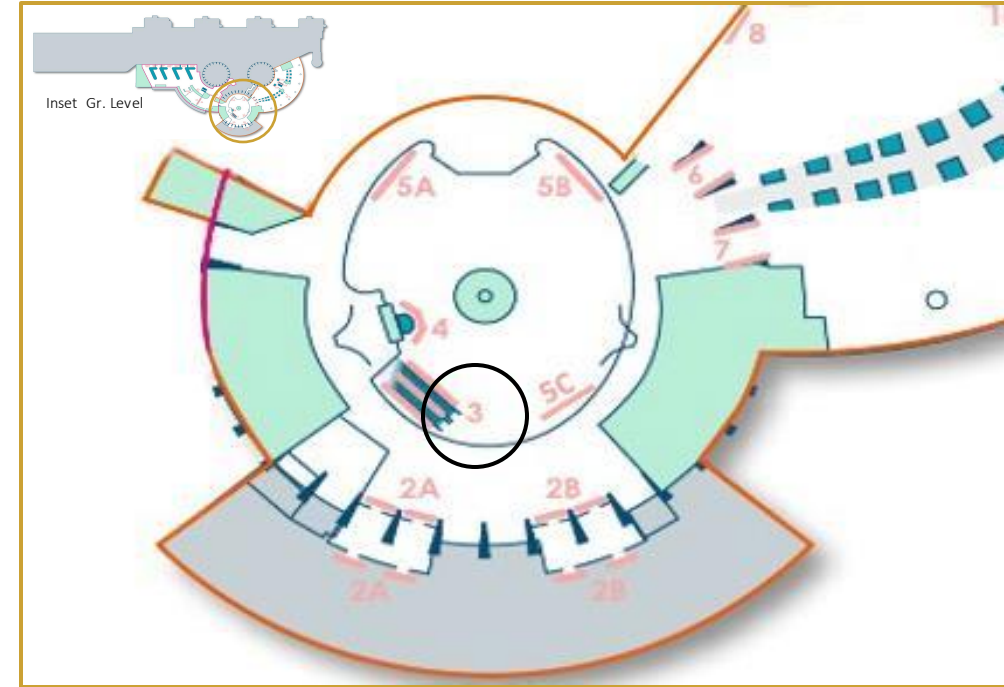
UAE SHA 003

SITE DATA

Media: Vinyl Sticker

Size: 1150 (W) X 55(H) cms.

Qty: 6 Sets



SITE LOCATION

Branding on the escalators in the central terminal building

DEPARTURES – MAIN PUBLIC HALL



UAE SHA 004

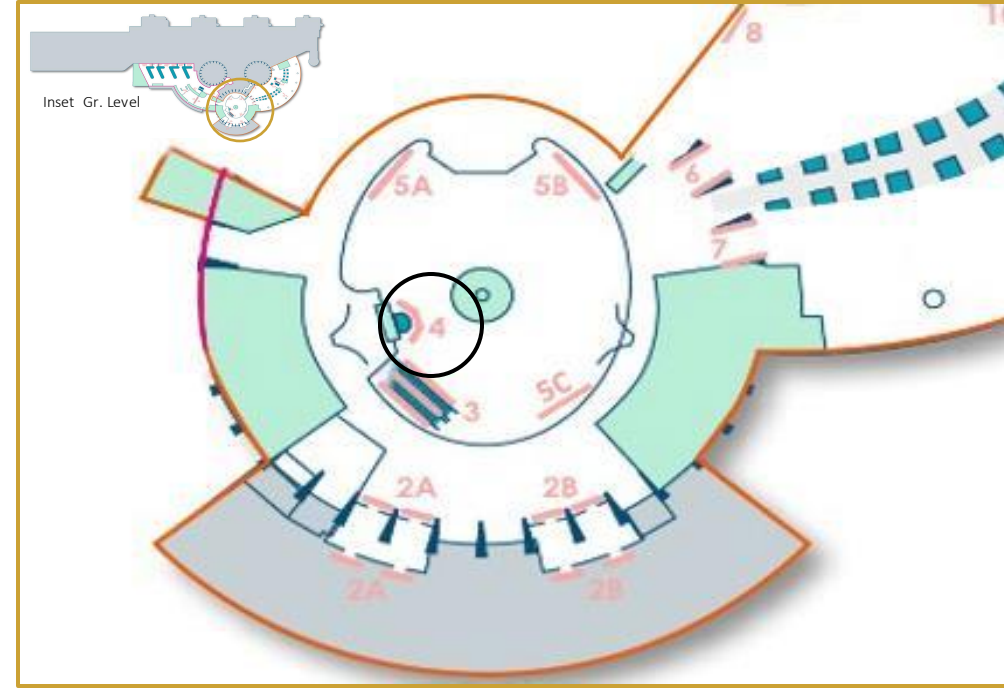
SITE DATA

Media: Vinyl Sticker

Wall: 635(W) X 100(H) cms. – Qty: 2

Lift Glass Size: 410(W) X 184(H) cms. Qty: 2

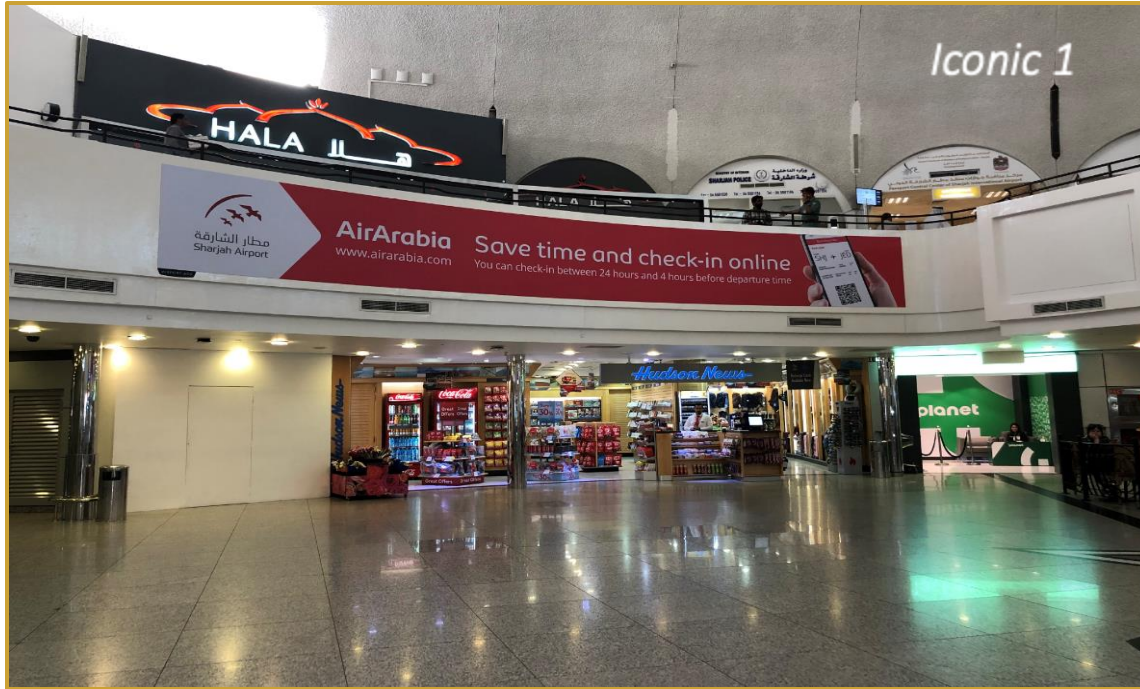
1 Set



SITE LOCATION

Branding on the lift surrounding glass and adjacent lift walls in the central terminal building

DEPARTURES – MAIN PUBLIC HALL



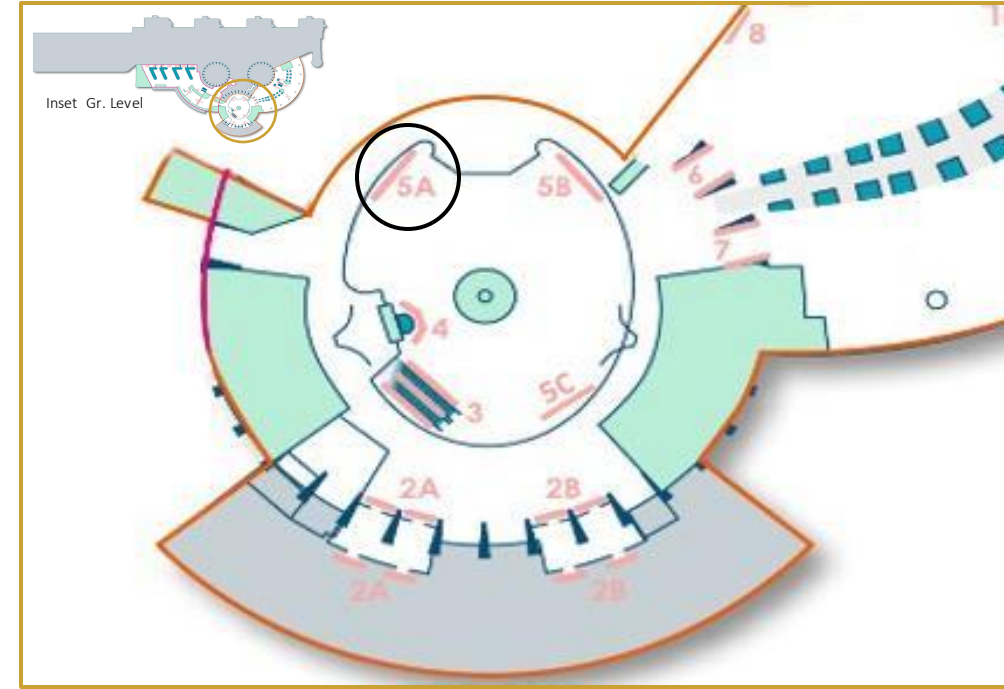
UAE SHA 005 A

SITE DATA

Media: ACP Vinyl Sticker

Size: 1220(W) X 145(H) cms.

Qty: 1



SITE LOCATION: ICONIC

Large overhead branding on the left wall façade in the central terminal building above the retail stores

DEPARTURES – MAIN PUBLIC HALL



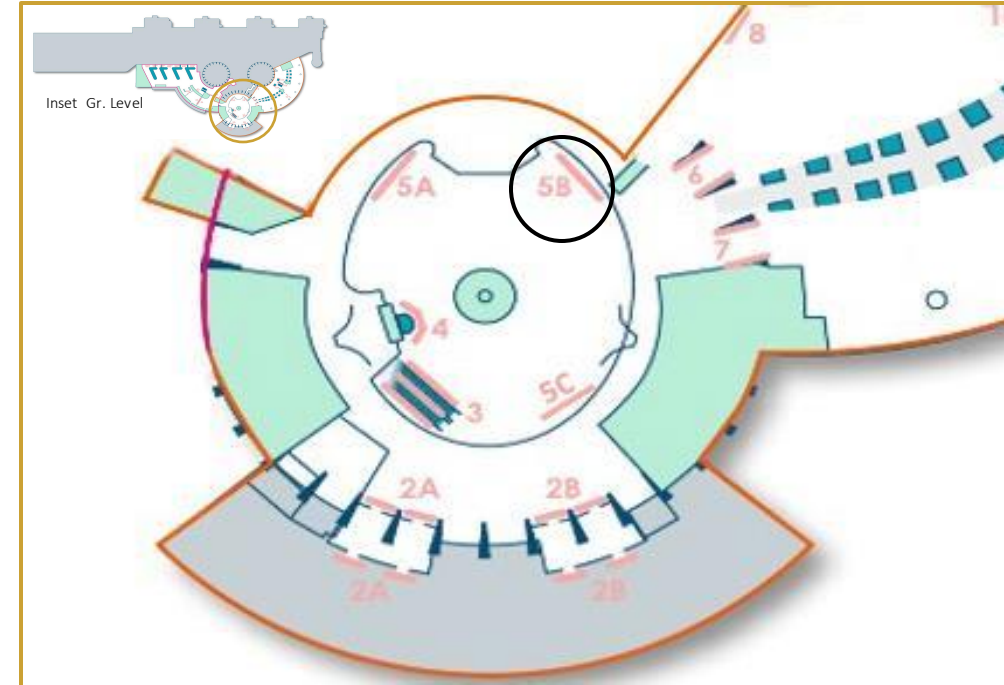
UAE SHA 005 B

SITE DATA

Media: ACP Vinyl Sticker

Size: 960(W) X 145(H) cms.

Qty: 1



SITE LOCATION

Large overhead branding on the right wall façade in the central terminal building above the retail stores

DEPARTURES – MAIN PUBLIC HALL



Iconic 2

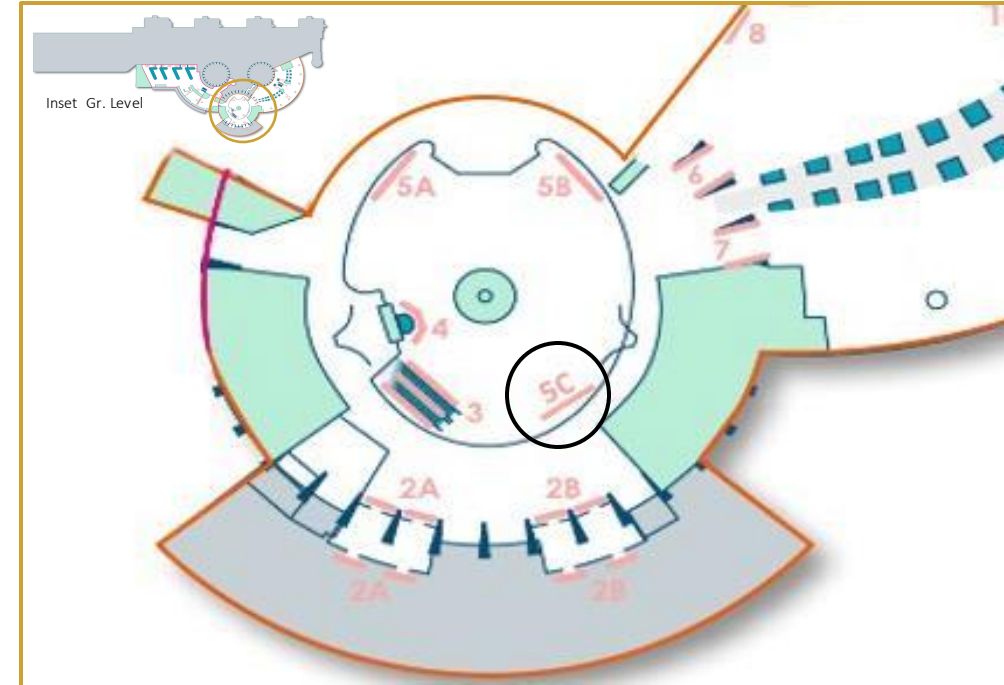
UAE SHA 005 C

SITE DATA

Media: ACP Vinyl Sticker

Size: 1220(W) X 145(H) cms.

Qty: 1



SITE LOCATION: ICONIC

Large overhead branding on the wall façade in the central terminal building above the retail stores

DEPARTURES – CHECK-IN HALL ENTRANCE



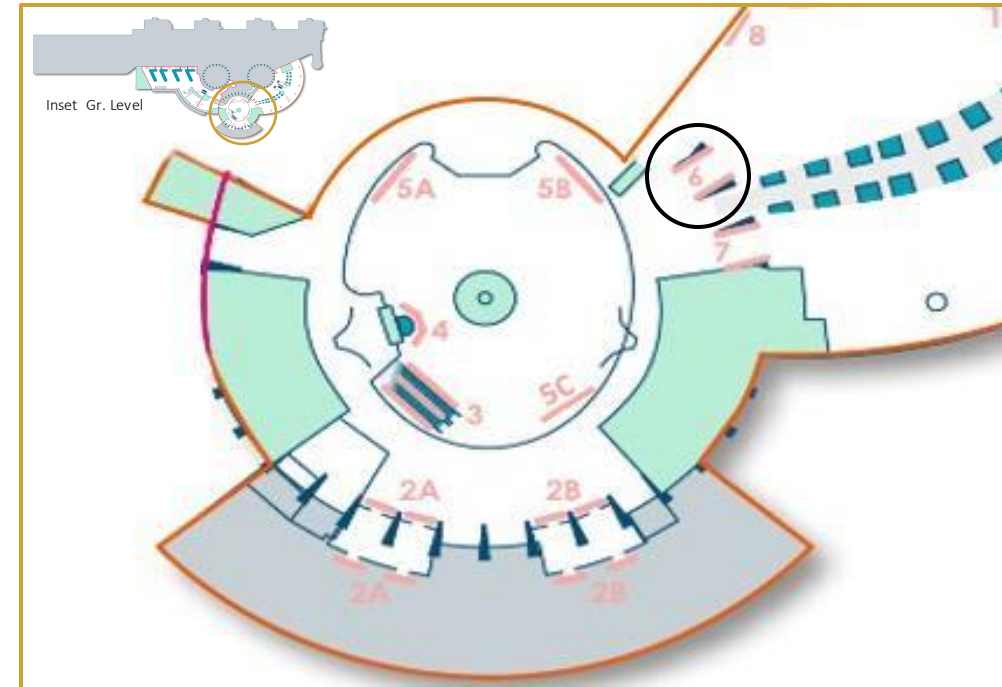
UAE SHA 006

SITE DATA

Media: Fabric Frame with print

Size: 358(W) X 182(H) cms.

Qty: 2



SITE LOCATION

Panel branding on the 2 X wall frames leading to Air Arabia check in counters from the central terminal building

DEPARTURES – CHECK-IN HALL ENTRANCE



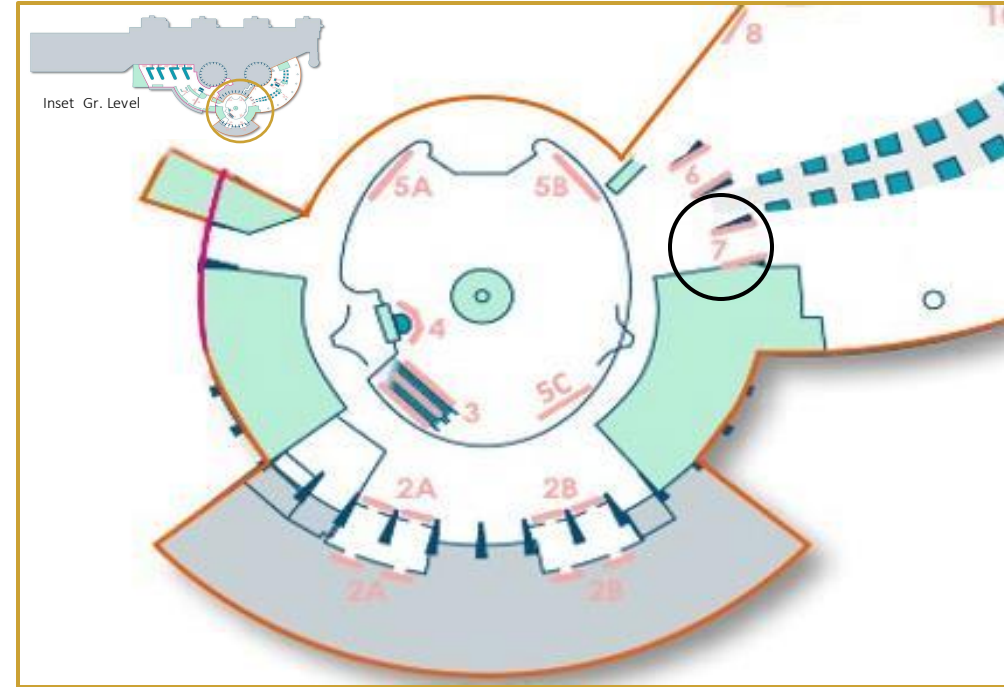
UAE SHA 007

SITE DATA

Media: Fabric Frame with print

Size: 358(W) X 182(H) cms.

Qty: 2



SITE LOCATION

Panel branding on the 2 X wall frames leading to other airline check in counters from the central terminal building

DEPARTURES – CHECK-IN HALL



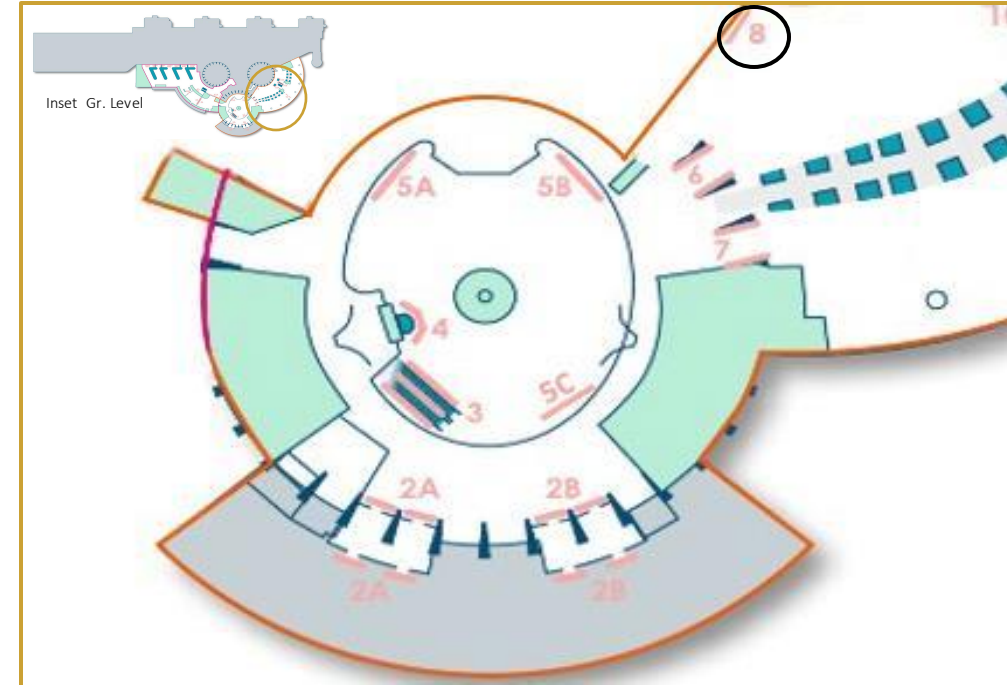
UAE SHA 008

SITE DATA

Media: Fabric Frame with print

Size: 1,240(W) X 434(H) cms.

Qty: 2



SITE LOCATION

Large format wall site above the Air Arabia check in counters facing the check-in hall

DEPARTURES – CHECK-IN HALL



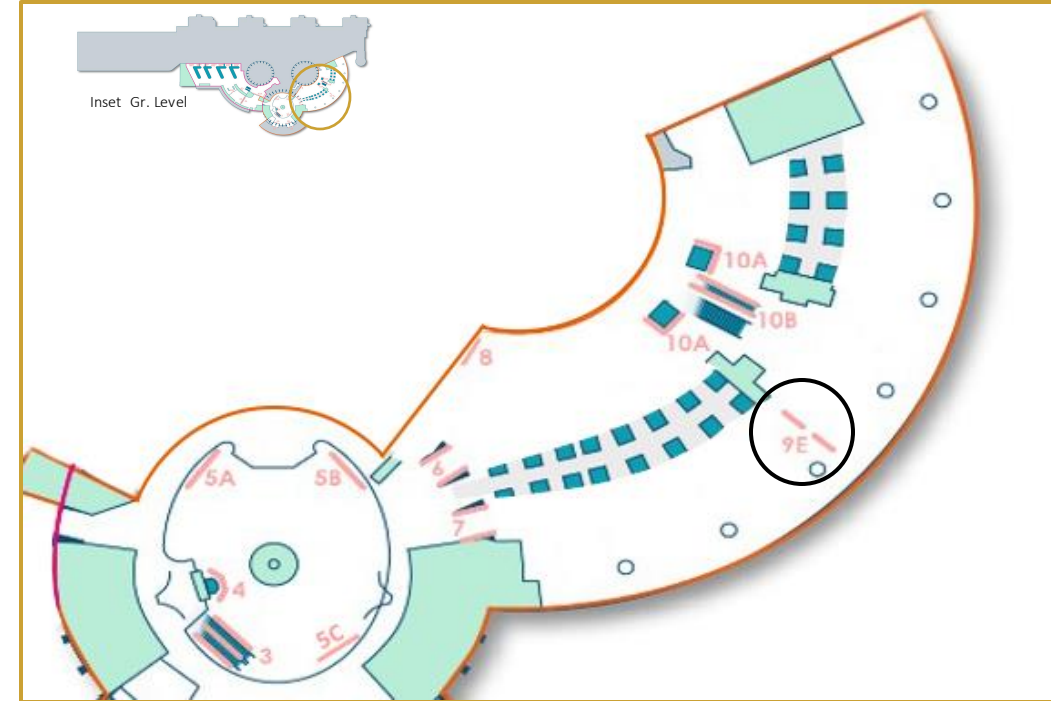
UAE SHA 009 E

SITE DATA

Media: Double sided hanging banners

Size: 200(W) X 500(H) cms.

Qty: 2



SITE LOCATION

Double-Sided hanging banners in departure main check-in area.

DEPARTURES – CHECK-IN HALL



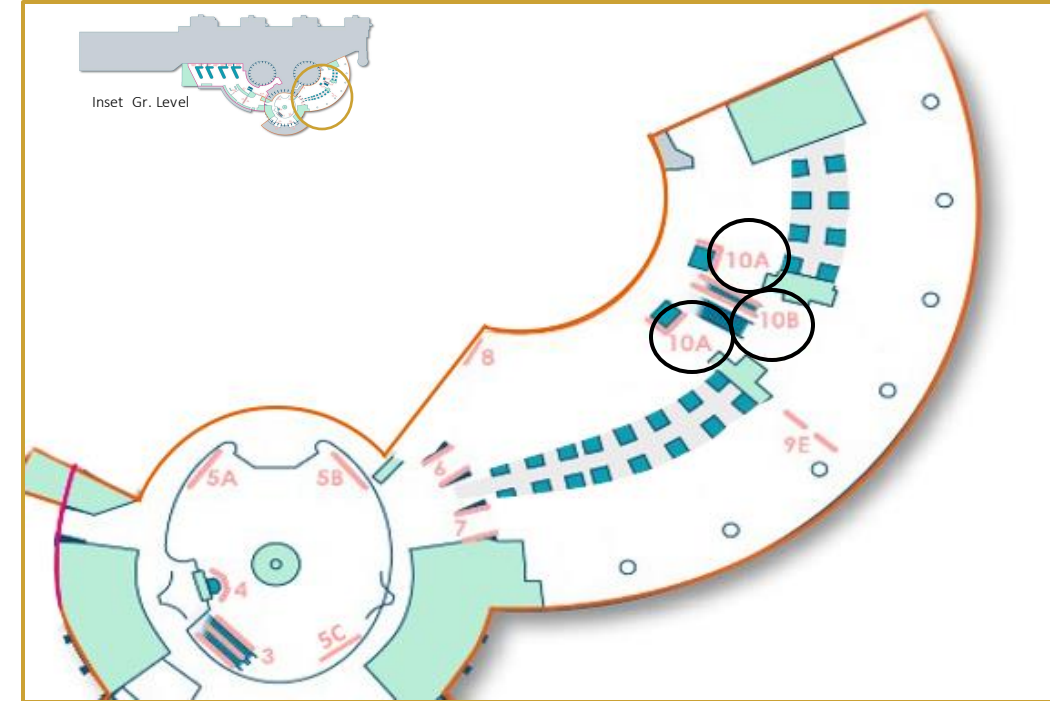
UAE SHA 010 A & B

SITE DATA

Media: Lift shaft one-way vinyl stickers

Size: 210(W) X 270(H) cms.

Qty: 2



SITE LOCATION

Glass branding on both lift shafts leading to the passport control area.

THANK YOU

OUTREACH
GO BEYOND