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PASSENGER TERMINAL WORLD

2016

media schedule & advertising rates

- Publication schedule
- Readership profile
- Advertising rates

www.passengerterminaltoday.com
a bright future for the industry

Here is a selection of some market values and forecasts from many areas that make up the vibrant passenger terminal industry:

- **Passenger numbers** are expected to reach 7.3 billion by 2034, representing 4.1% average annual growth between 2014-2034.
- **China** will overtake the USA as the world’s largest passenger market (defined by traffic to, from and within) by 2030, with 1.3 billion passengers by 2034.
- **Routes to, from and within Asia-Pacific** will see an extra 1.8 billion annual passengers by 2034, for an overall market size of 2.9 billion. In relative terms it will increase its size compared to other regions to 42% of global passenger traffic, and its annual average growth rate, 4.9%, will be the joint-highest with the Middle East.
- **China** will overtake the USA as the world’s largest passenger market (defined by traffic to, from and within) by 2030, with 1.3 billion passengers by 2034.
- **The global aviation security market** will reach US$12.67bn by 2023 (Global Airport Security Technology Market Assessment report by Frost & Sullivan).
- **The global market for advanced airport technologies** is estimated to reach US$11.1bn in 2018, with a compound annual growth rate (CAGR) of 3.8% between 2013 and 2018 (BCC Research).
- **42% of passengers** surveyed used a check-in counter in 2015 while 57% used a self-service option – online, kiosk or mobile (SITA 2015 Passenger IT Trends Survey).
- **43% of passengers** surveyed used a check-in counter in 2015 while 57% used a self-service option – online, kiosk or mobile (SITA 2015 Passenger IT Trends Survey).
- **China** will overtake the USA as the world’s largest passenger market (defined by traffic to, from and within) by 2030, with 1.3 billion passengers by 2034.
- **The global aviation security market** will reach US$12.67bn by 2023 (Global Airport Security Technology Market Assessment report by Frost & Sullivan).
- **The global market for advanced airport technologies** is estimated to reach US$11.1bn in 2018, with a compound annual growth rate (CAGR) of 3.8% between 2013 and 2018 (BCC Research).
- **43% of passengers** surveyed used a check-in counter in 2015 while 57% used a self-service option – online, kiosk or mobile (SITA 2015 Passenger IT Trends Survey).
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www.passengerterminaltoday.com
In 2016 Passenger Terminal World enters its 22nd year as the world’s leading magazine in the field of airport terminals. The publication covers all the latest developments in the industry, including new airport terminals, security screening and baggage handling equipment, and passenger experience improvements. Passenger Terminal World is globally acknowledged as the most readable and best-designed publication in the sector, offering opinions and analyses on the biggest trends and issues present in the airport terminal industry.

Advertisers benefit from exposure to the most senior decision makers and decision influencers in airports, airlines and transportation authorities in 151 countries. They include:

- Managing directors/CEOs of airport authorities
- Senior airline management
- Airport operations managers
- Departments of transportation
- Architects and interior designers
- Concessions directors
- Commercial managers
- Purchasing department directors
- Heads of department

DISTRIBUTION
Europe 56%
USA and Canada 18%
Rest of the world 26%

Each issue also benefits from additional distribution at one or more major industry exhibitions and conferences around the world, including: Passenger Terminal Expo, Airport Show Dubai, plus other industry-specific shows.

**Publisher’s statement

www.passengerterminaltoday.com hosts a fully interactive version of Passenger Terminal World magazine.

www.passengerterminaltoday.com is not only the place to get the latest daily, real-time passenger terminal news, but also the only portal where you can read the very latest issue of Passenger Terminal World. And online readers will receive the issue at least two weeks before the paper version is circulated.

The digital magazine is an exact copy of the established and widely read printed version of Passenger Terminal World, and features interactive advertisements and articles that link straight through to advertiser’s featured websites.

The digital issue will also allow several thousand more key decision makers, engineers, designers and planners to view the industry’s leading publication. www.passengerterminaltoday.com has proved to be enormously popular, and we continue to distribute the site to in excess of 35,553** industry professionals each and every week.

With mission critical news compiled by our team of worldwide freelance reporters, our stories are exclusive to www.passengerterminaltoday.com and are uploaded in ‘real time’ as and when the stories unfold.

"Passenger Terminal World is a stylish, fresh magazine which targets exactly the customer group we are looking for.”

DESKO GmbH
publication schedule 2016

MARCH 2016
EXPO ISSUE
Architecture, Design & Operation Focus
- Passenger Terminal Expo 2016: with exclusive exhibitor product launches
- Architecture & Design
- Sustainability & Green Airports
- Airport Management
- Simulation / Crowd Modelling / BIM

JUNE 2016
Passenger Experience Focus
- 2016 Seating Design Challenge
- Airport Lounges
- Passenger Relaxation/Entertainment
- Wayfinding/FIDS
- APMs/PRTs
- Passenger Terminal Expo Follow Up

SEPTEMBER 2016
Passenger Processing / Security Focus
- Baggage Handling/Screening
- Security
- Access & Border Control
- Biometrics
- Self Service

JANUARY 2017
EXPO 2017 PREVIEW ISSUE*
Revenue Generation
- Retail
- Mobile Solutions/Apps
- Food & Beverage
- Revenue Generation
- Digital Signage & Advertising
- Passenger Terminal Expo 2017 Preview: with exclusive exhibitor interviews

ANNUAL SHOWCASE
PASSENGER TERMINAL WORLD ANNUAL SHOWCASE:
Published October 2016
- Interviews with the industry’s leading experts
- Round-up of construction projects around the world
- The latest product developments from suppliers to the world’s airports
- The Annual Showcase will be available at all major airport shows, including Passenger Terminal Expo, throughout 2017

*Printed November 2016 and distributed at Passenger Terminal Expo 2017

"Passenger Terminal World is among the selected publications we consider valuable in terms of reaching the established airport industry and its decision makers.”
Peter Elmvang, Director of Marketing and Communications, Crisplant a/s
MAGAZINE ADVERTISING DIMENSIONS

QUARTERLY ISSUES

Media: advertising and editorial material should be supplied in an electronic format

- Full page (trim size): 215mm (width) x 275mm (height)
- Safe text area: 200mm (width) x 260mm (height)
- Half page: 183mm (width) x 115mm (height)
- Half page vertical: 90mm (width) x 250mm (height)

ANNUAL SHOWCASE

- Full page (trim size): 230mm (width) x 300mm (height)
- Safe text area: 215mm (width) x 285mm (height)
- Half page: 200mm (width) x 132mm (height)
- Half page (Vertical): 100mm (width) x 270mm (height)

Series discounts:

- 2 issues: 5%
- 3 issues: 7.5%
- 4 issues: 10%
- 5 issues: 20%

Magazine carrier sheet sponsorship:

- 1 issue: £4,350
- 2 issues: £5,650

Supplier Spotlight Entry

Includes:

- 300-500 word company profile
- Company logo
- Relevant illustrations
- Contact details
- Click-through to your own website
- Coverage on the Supplier Directory page for a whole year

PLUS receive one month’s free banner promotion on our weekly News Emailer*

Rate: £2,000

*Subject to editor’s decision