



FLUGHAFEN WIEN

MEDIA DATA 2022

airport
media

managed by
VIC



RECORD YEAR 2019:

31.7 million passengers in total

3.2 million passengers in strongest month

113,069 passengers on strongest day

More than **100** shops, restaurants and food outlets

10 million meeters & greeters per year

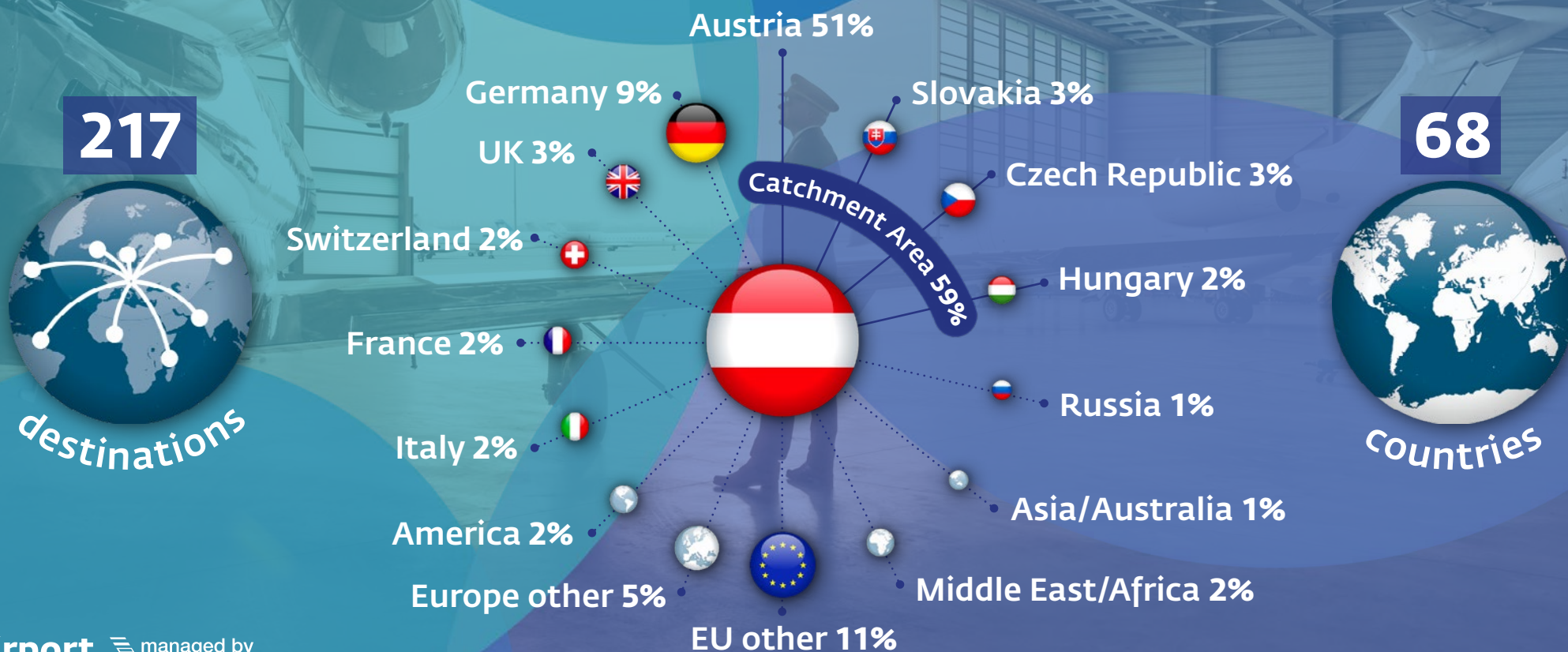
22,600 employees on site

Current information regarding COVID-19

Due to the Covid-19 pandemic, the current passenger numbers at Vienna Airport are subject to large fluctuations. For more information and figures on the current situation, please **contact** the Airport Media team. The figures given here refer to 2019, the strongest year for Vienna Airport to date.

- The most important hub between eastern and western Europe

ORIGINS OF LOCAL PASSENGERS



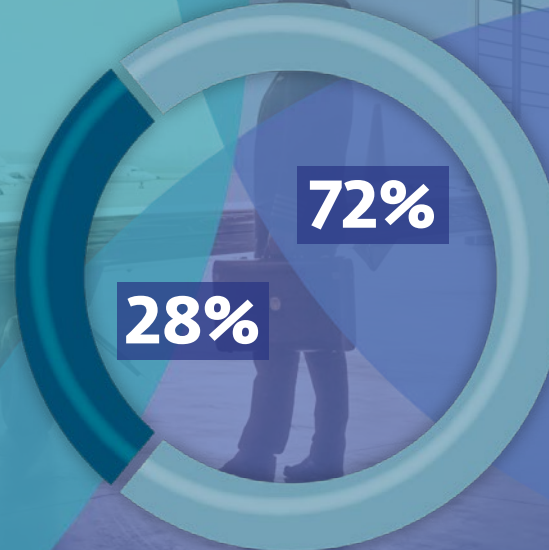
86% of the advertising-relevant target group are between 14 and 54 years old

35 million contacts per year

TARGET GROUPS

Business travellers:

The decisive target group – primarily expects premium quality and a wide range of top brands.



Holiday travellers:

The consumer target group – individuals who like traveling and do it frequently. They share a significant focus on premium goods.



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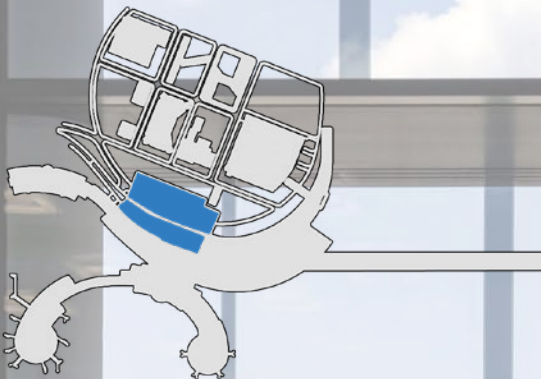
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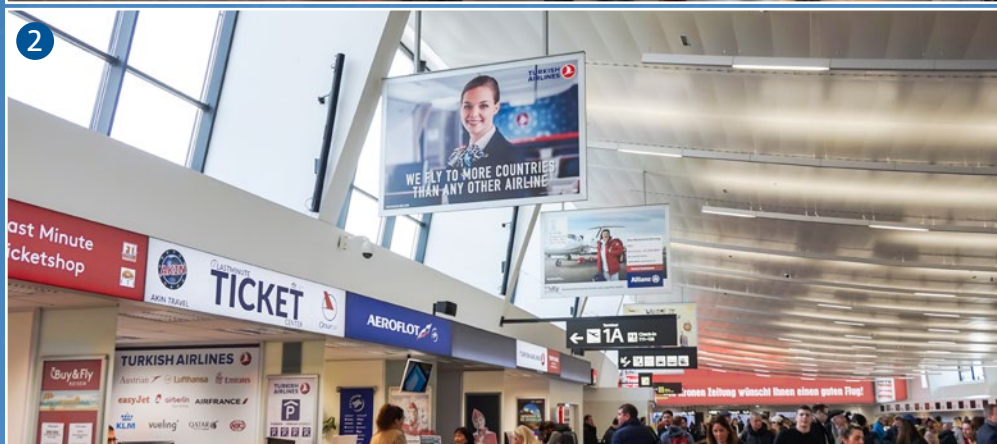
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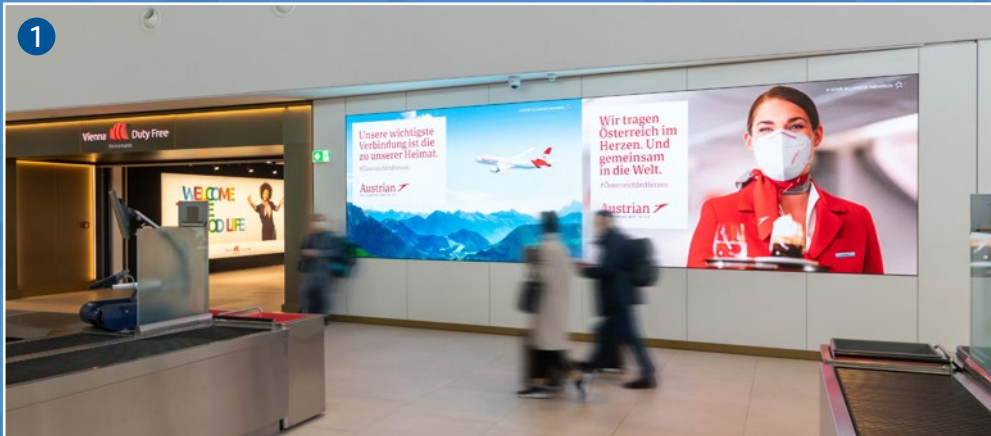
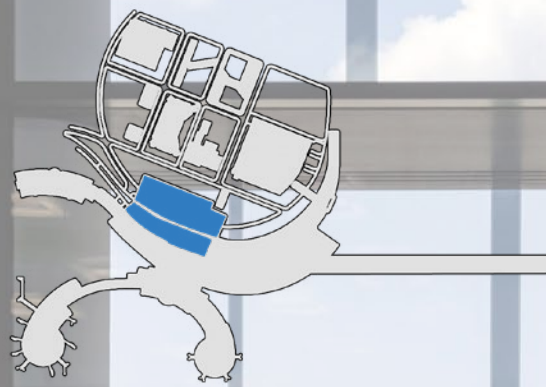
- Check-in area of airlines of Oneworld Alliance (British Airways, Finnair, Iberia, S7 Airlines and others) as well as SkyTeam (Air France/KLM, Aeroflot, Alitalia, China Airlines, Korean Air, Tarom and others)

■ Media:

- 1 The 3 **light boxes** at Terminal 1 are among the largest indoor advertising spaces featuring an impressive surface area of more than 80 m²
 - Media price: from EUR 60,000 / year
- 2 **Double-sided advertising spaces** above sales offices
 - Media price: from EUR 24,000 / year



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1 Digital Hotspot LED Wall Central Security Terminal 2

NEW: LED wall in an impressive ultrawide format with a size of 15 m² located directly after the central security check – in the field of vision of all passengers departing locally in Terminal 2 (Schengen and non-Schengen flights)

► Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator

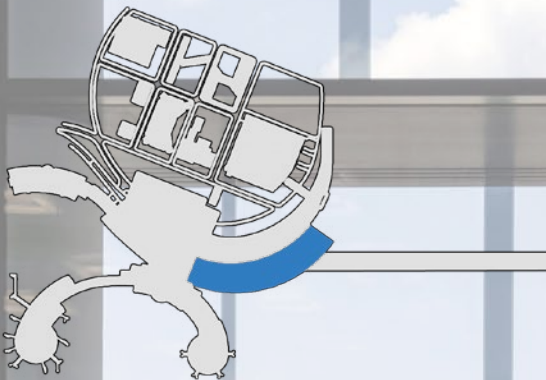
► See p. 24



2 Large-scale light boxes in the central security control area and hallway area

► Media price: from EUR 30,000 / year

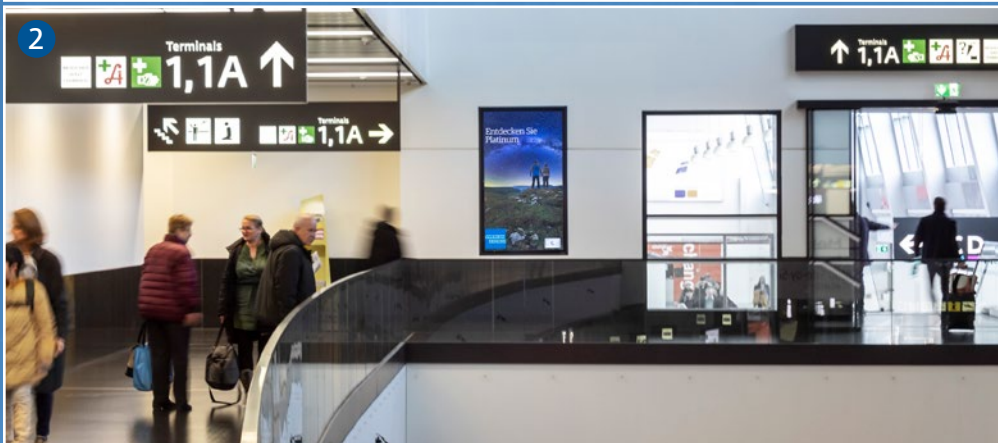
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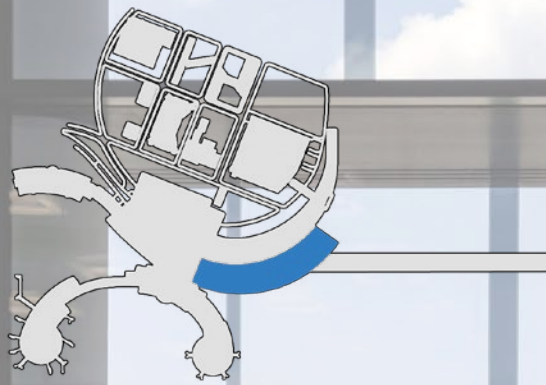
- Check-in area of Austrian Airlines, Lufthansa, Swiss, Eurowings, Egyptair, Brussels Air, TAP and further members of Star Alliance as well as Emirates and Qatar Airways

■ Media:

- 1 The digital **Mega Wall** at the boarding pass control is the central access point to the F & G gates
 - ▶ Media price: from EUR 38.400 / month
- 2 **7 units of 84 inch UHD screens**
 - ▶ See Digital Network Central Access Terminal, p. 25
 - ▶ Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator



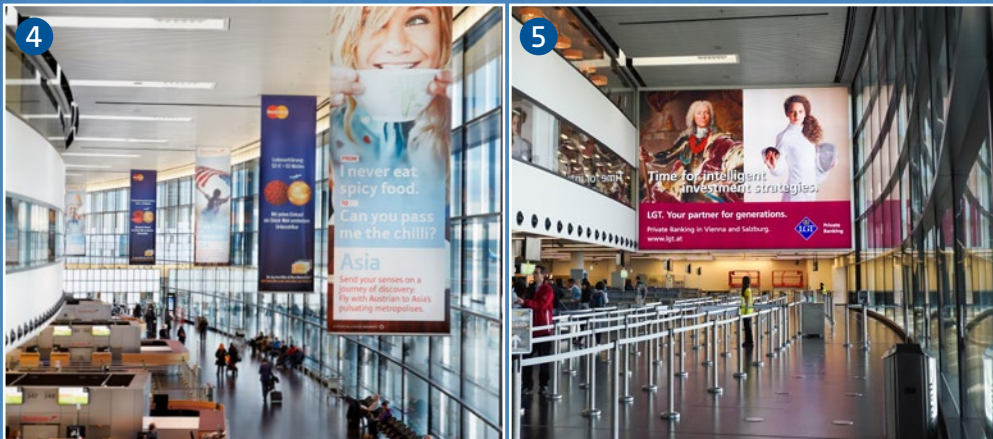
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3 Digital Hotspot LED Wall Central Security

The high-resolution LED wall with awe-inspiring dimensions of 8 m² welcomes all locally departing passengers directly after the central security check at Terminal 3

- Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator
- See p. 24



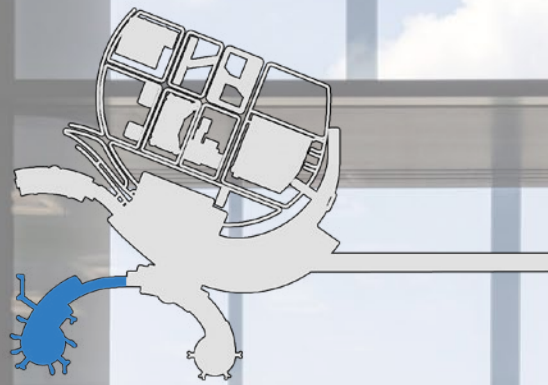
4 6 double-sided advertising banners along the check-in area of Austrian Airlines

- Banner dimensions: 2.4 x 8 m
- Media price: from EUR 135,000 / year

5 Large-scale light boxes in the central security control area

- Media price: from EUR 146,000 / year

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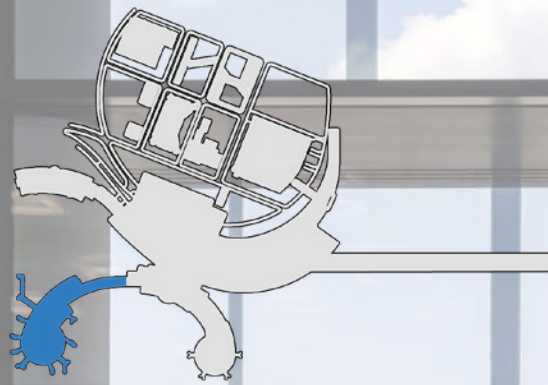


■ Schengen destinations

■ **Media:**

- 1 The **digital wall** composed of 3 x 3 units of 55 inch full HD screens may be booked in combination with the corresponding **promotion surface**, thereby providing an exclusive and modern platform for your advertising message
 - ▶ Media price or the promotion surface:
EUR 5,000 / month
 - ▶ See Digital Network Gatewalk Pier West Schengen,
p. 29
 - ▶ Calculate the price of your advertising campaign at
www.airport-media.at/en/price-calculator

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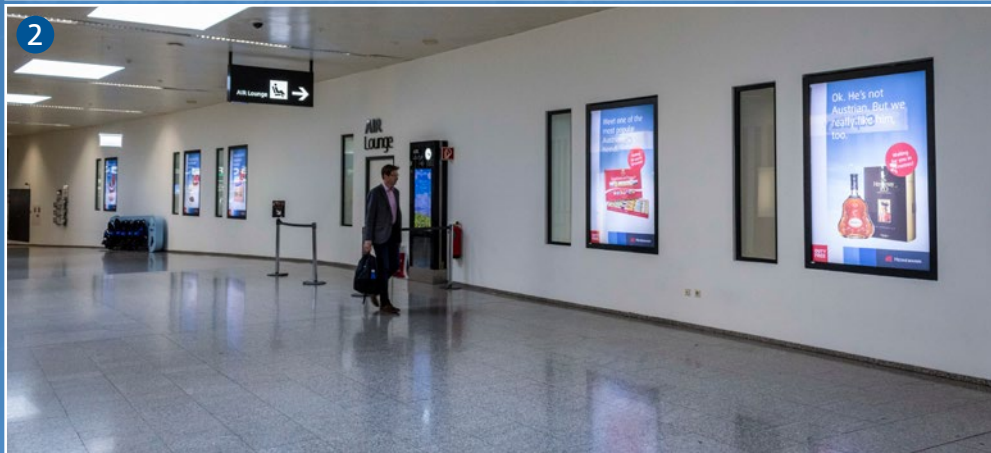
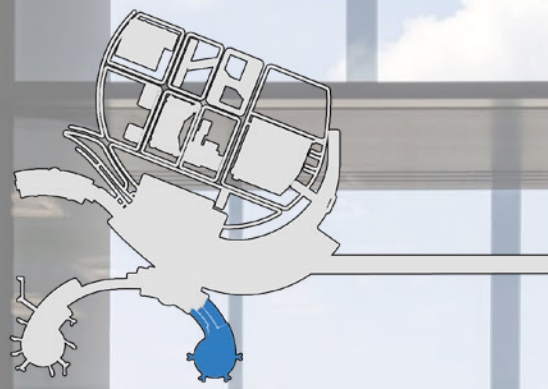


2 **Light boxes** in the entire arrivals, departures, and gate area

► Media price: from EUR 6,000 / year



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■ Non-Schengen destinations

■ **Media:**

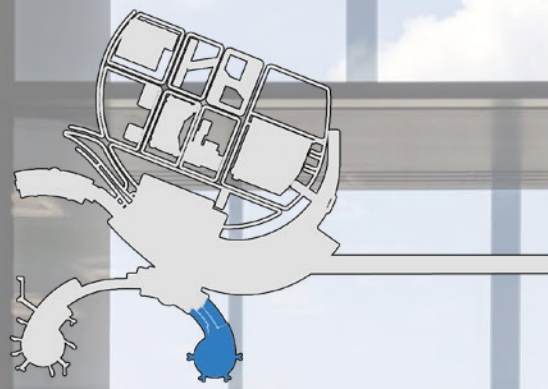
1 **Gate branding**

► Media price: from EUR 36,000 / year

2 The **5 City Light displays** along the walkways to the gates accompany all departing and arriving passengers – with exclusive branding!

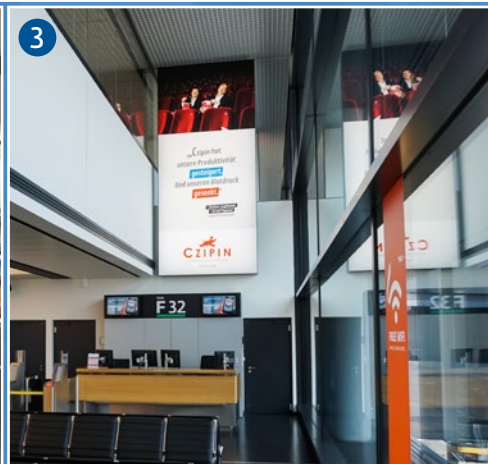
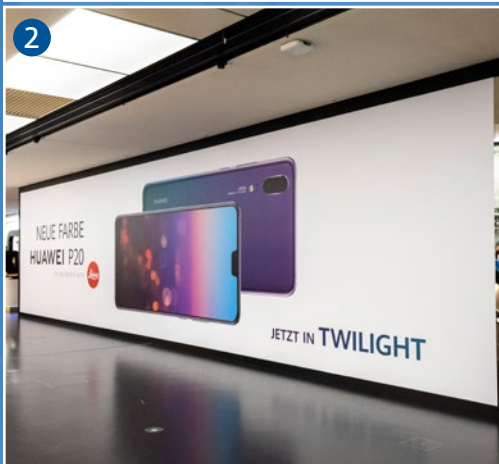
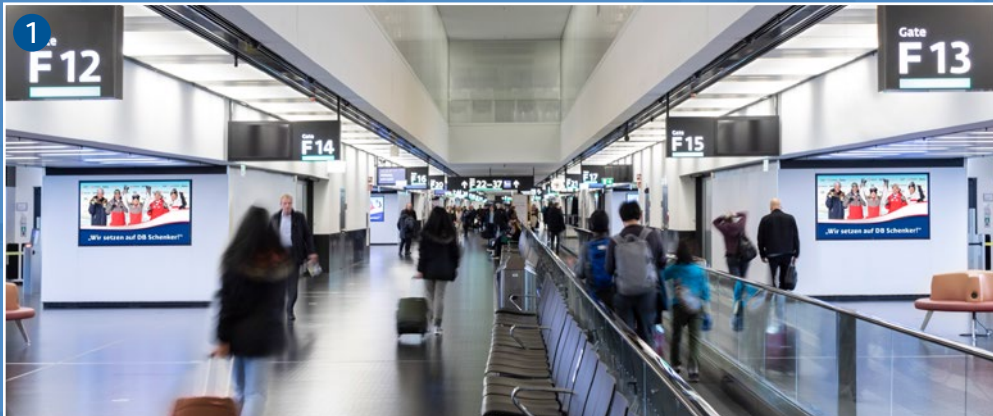
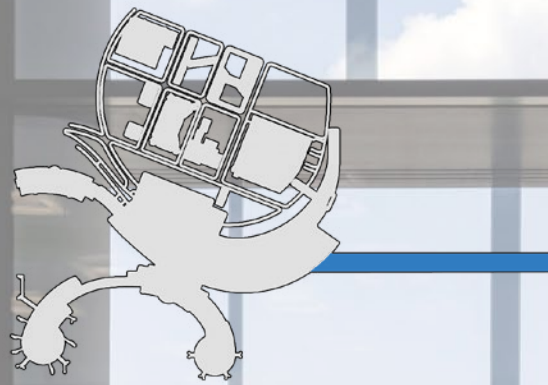
► Media price: from EUR 9,500 / year

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- 3** Light box at the escalators down to passport control with a total surface area of 5,310 x 4,000 mm
- Media price: from EUR 25,000 / year

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- Schengen destinations (Star Alliance)

■ Media:

1 Digital Network Gatewalk Pier North Schengen

10 units of 84 inch screens in UHD landscape format

- ▶ See Digital Network Gatewalk Pier North Schengen, p. 27

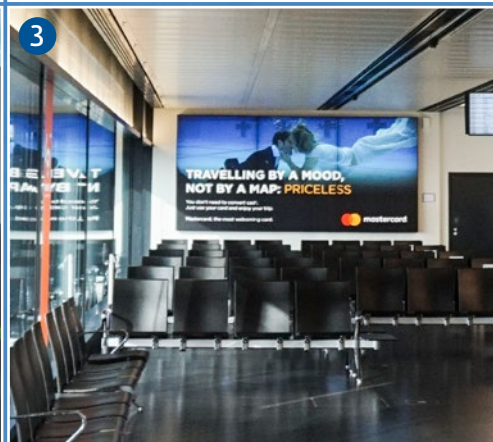
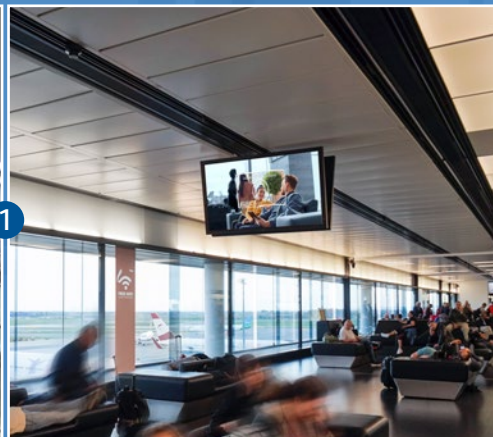
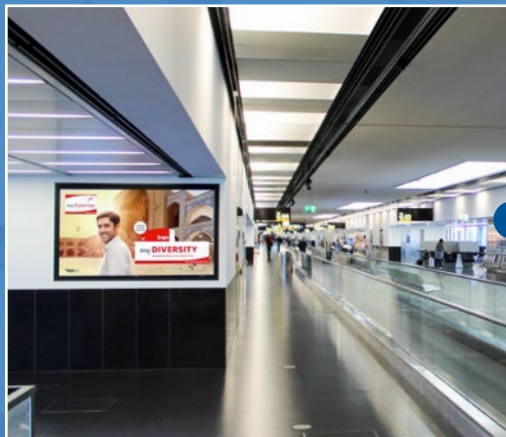
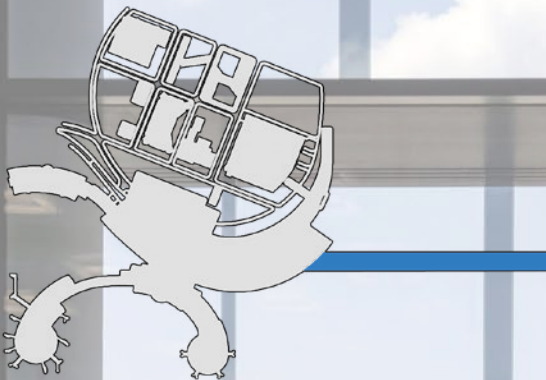
2 Specialty advertising with an advertising surface of more than 40 m²

- ▶ Media price: from EUR 77.150 / year

3 Large-scale **light boxes** in the walkway and gate area with advertising spaces of more than 11 m²

- ▶ Media price for 12 displays: EUR 40,000 / year
- ▶ Media price for 24 displays: EUR 70,000 / year

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■ Non-Schengen destinations

■ Media:

- 1 4 units of 84 inch and 1 unit of 65 inch **UHD screens** along the walkways to the gates and 9 x 2 (double-sided) 65 inch **Full HD screens** in the gate areas
 - ▶ See Digital Network Gatewalk Pier North Non-Schengen, p. 28
 - ▶ Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator
- 2 **Promotion surfaces**
 - ▶ Media price: EUR 5,000 / month
- 3 **Light boxes** in the gate area
 - ▶ Media price: upon request

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- The newly opened **Vienna Lounge** in Terminal 2 offers 2,500 m² of space for up to 500 guests and a breathtaking panoramic view of the apron.
- Reach frequent flyers and business travelers as well as premium card holders from various credit card companies by booking the digital advertising space in the lounge and at the entrance to the lounge.

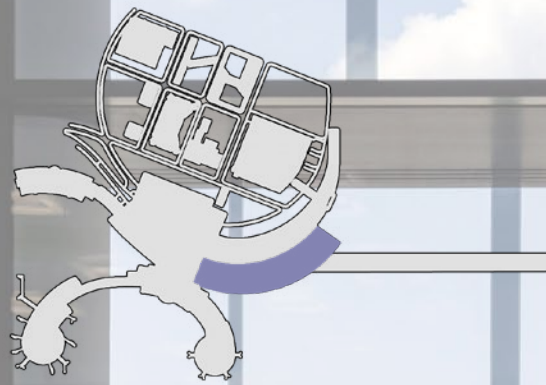
■ Media:

2 units of 65 inch UHD screens at the entrance to the lounge and **4 units of 98 inch UHD screens** in the reception and lounge area

- ▶ Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator



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■ **Target groups:** all locally arriving passengers

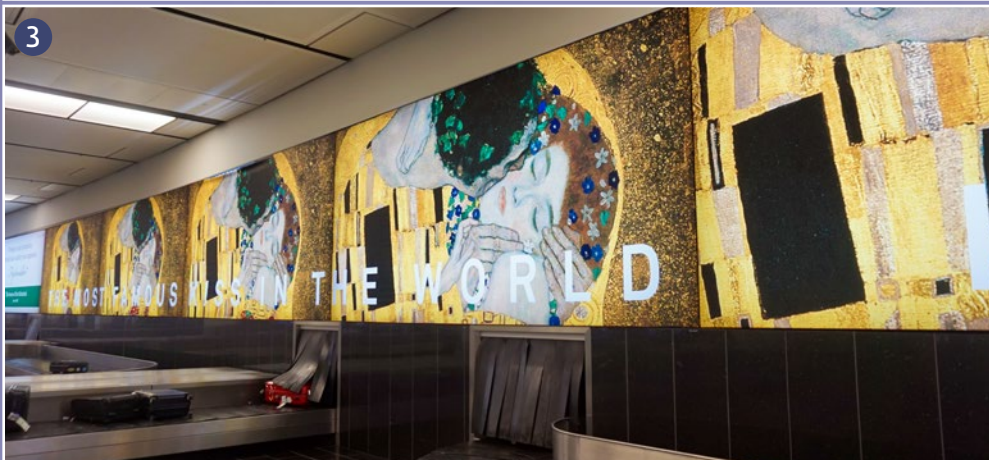
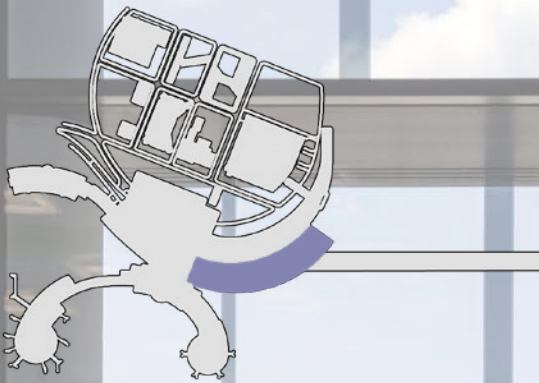
■ **Media:**

1 **Digital Hotspot LED Walls Central Arrivals**

The 2 high-resolution LED walls with awe-inspiring dimensions of 15 m² and 18 m² welcome all arriving passengers at the entrance to the baggage claim area, making them the ideal solution for spectacular and lasting image advertising

- ▶ Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator
- ▶ See p. 23

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2 Digital Hotspot Baggage Claim Area:

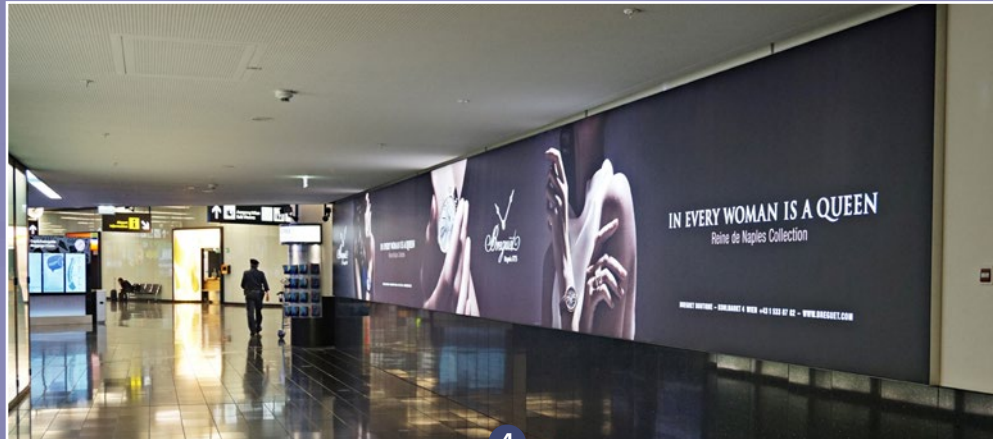
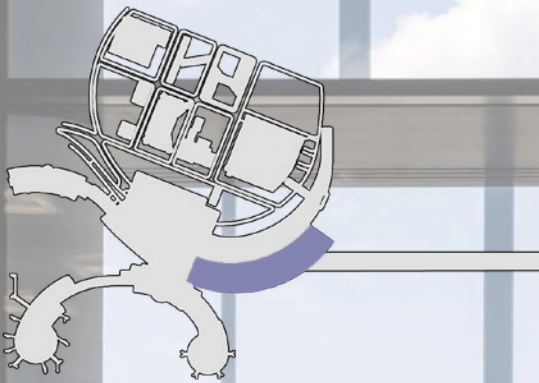
144 full HD screens (36 units of 4 screens each) create a synchronised and striking advertising medium along the baggage belts and help your advertising message to shine

- Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator
- See p. 23

3 Mega light wall along the entire baggage claim area with a total surface area of up to 80 m²!

- Media price: from EUR 63,000 / year

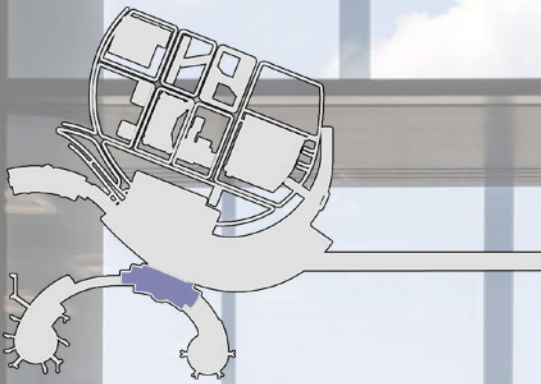
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- 4 Large-scale **light boxes** right after the escalators from Terminal 3 and in direction of the baggage claim area
 - Media price: from EUR 7,500 / month



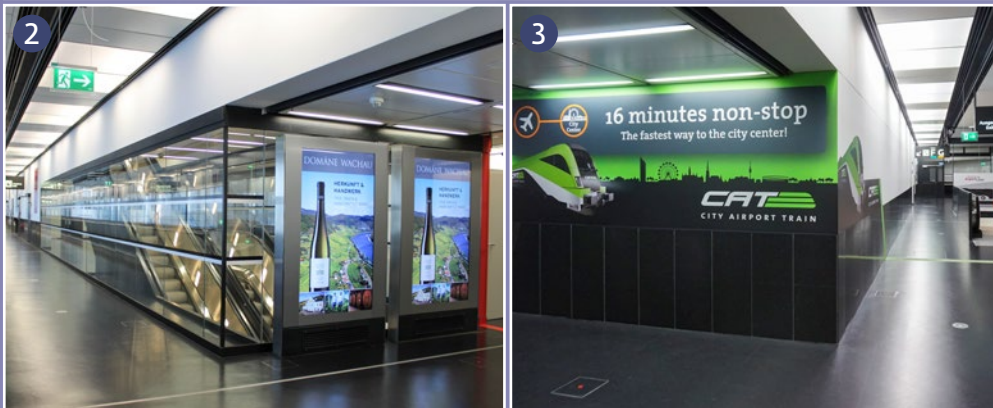
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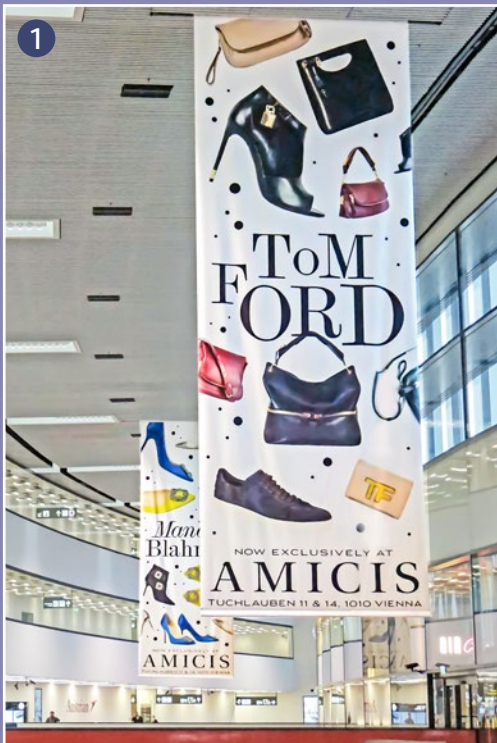
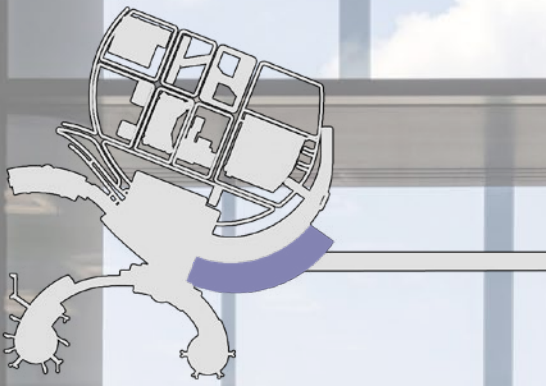
- Arrivals from non-Schengen destinations

■ Media:

- 1 **Glass film coating** at the escalators down to the baggage claim area
 - ▶ Media price: from EUR 60,000 / year
- 2 **City Light displays:** 4 units static and 4 units digital composed of 75 inch UHD screens
 - ▶ Media price (static): from EUR 6,000 / year
 - ▶ See Digital Network Passenger Walkway, p. 26
 - ▶ Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator
- 3 **Wall designs**
 - ▶ Media price: upon request



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Media:

- 1 The large-format banners hanging from the ceiling in the landside area cannot be missed. Positioned in the highly frequented arrivals hall, they are visible from both the departures and the arrivals level – with corresponding impact

► Media price: upon request

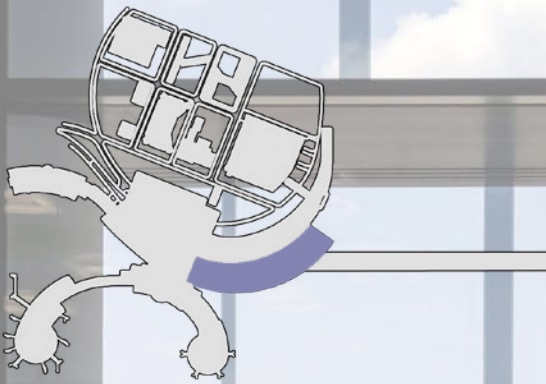
City Light displays

► Media price: from EUR 9,000 / year

- 2 **Bridge advertising:** up to 8 different subjects for the best possible presence of your brand

► Media price per bridge: EUR 56,250 / 6 months

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3 Handrail advertising (double-sided)

- ▶ Formats up to 17 x 0.5 m
- ▶ Media price: from EUR 50,000 / year

4 98 inch UHD screen

- ▶ See Digital Network Central Access Terminal, p. 25
- ▶ Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator

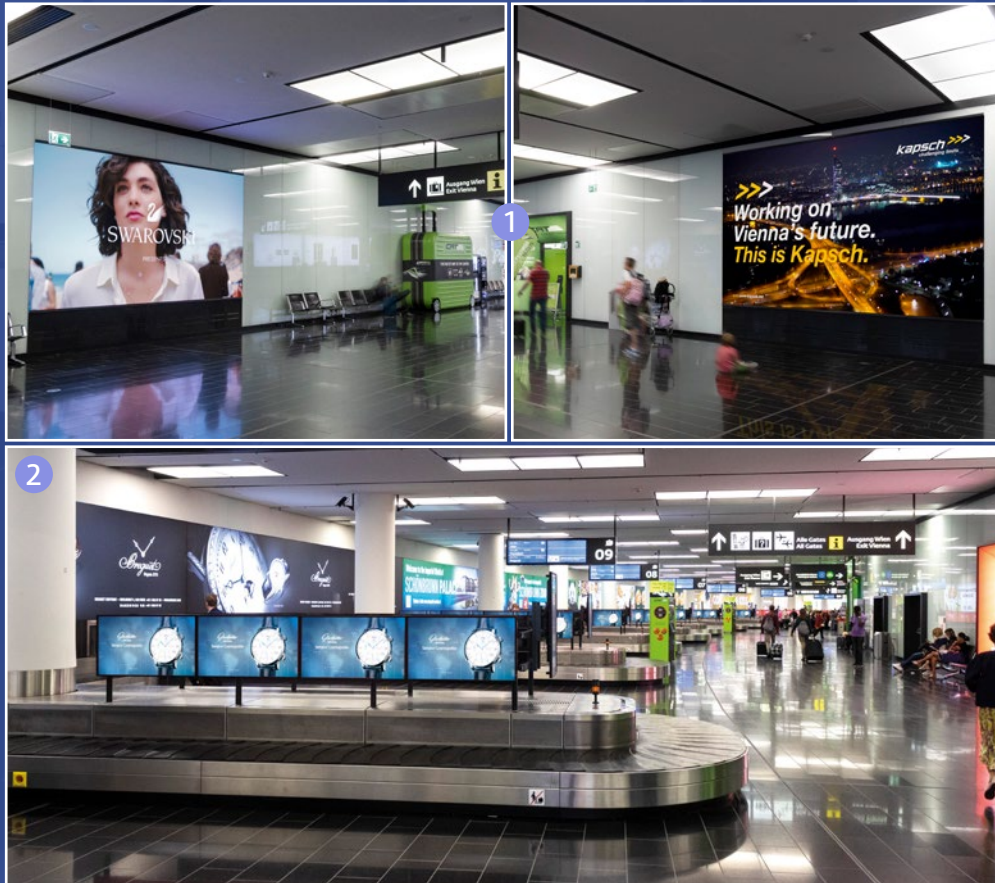
5 Advertising at the main exits

- ▶ Media price: from EUR 70,000 / year

6 Light boxes

- ▶ Media price: from EUR 6,000 / year

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■ Areas:

1 LED Walls Central Arrivals

2 LED Walls of 15 m² and 18 m², both at the entrance to the baggage claim area

2 Digital baggage belt advertising

144 units of 46 inch full HD screens (36 units of 4 screens each) with synchronised advertising

- Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator

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■ Areas:

1 Mega Wall at Terminal 3

78 units 46 inch full HD screens in portrait format right at the boarding pass control in the departures area

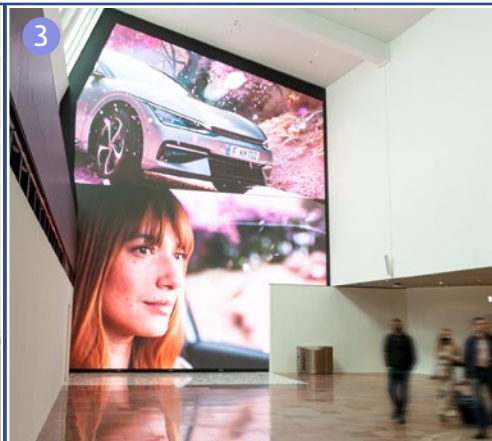
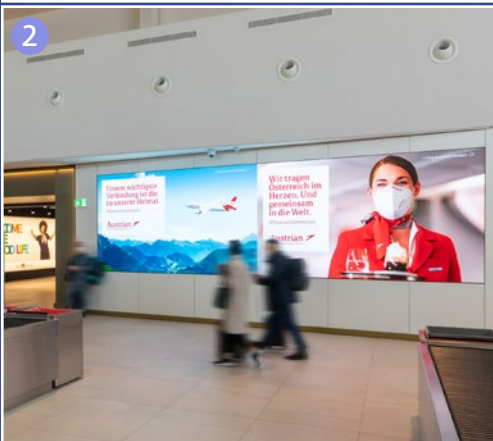
2 LED Wall Central Security

LED wall located directly after the central security check at Terminal 3 (8,3 m²) and Terminal 2 (15 m²)

3 LED Wall „The Gallery“

100 m² LED wall located directly after the central security control and the Travel Value Shop in the newly opened Terminal 2

■ Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator



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■ **Areas:**

1 **Terminal 1A**

2 units of 84 inch Screens in UHD landscape format

2 **Central Arrivals Hall**

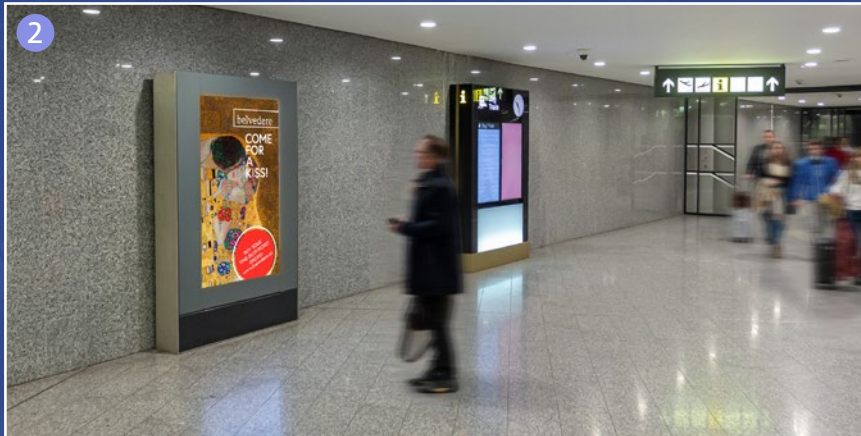
98 inch screen in UHD landscape format

3 **Terminal 3**

7 units 84 inch Screens in UHD portrait format

■ Calculate the price of your advertising campaign at
www.airport-media.at/en/price-calculator

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■ Areas:

1 Terminal 3 Arrivals level +2

Arrivals / Transfer

4 units 75 inch Screens in UHD portrait format

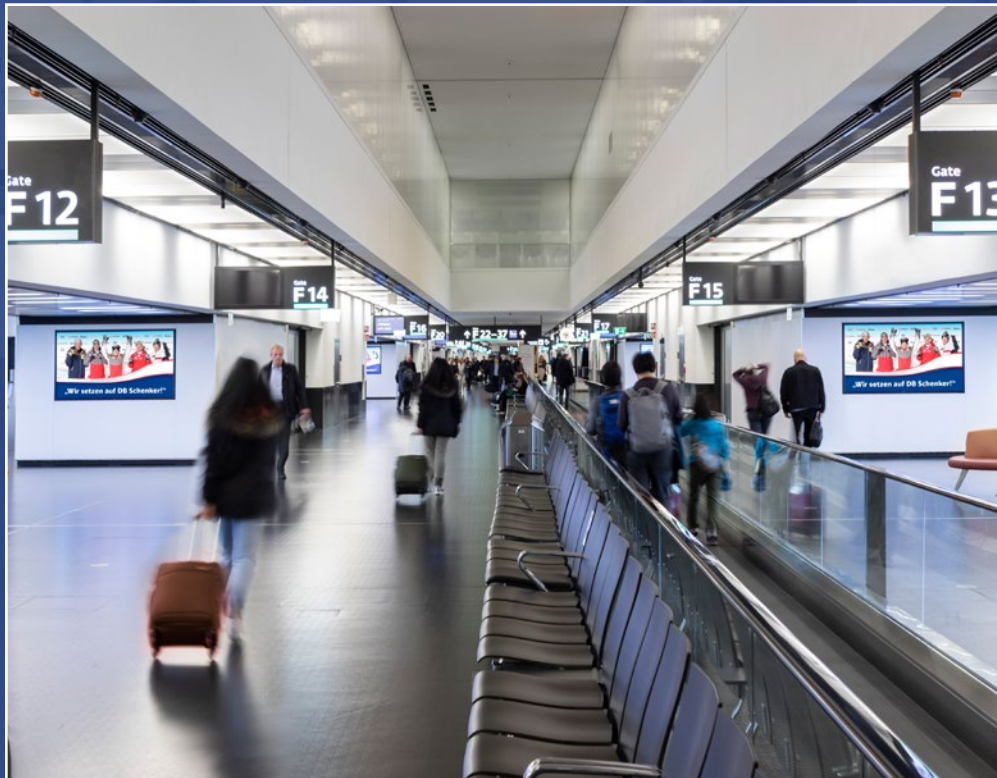
2 Terminal 3 railway level

Departures / Arrivals

70 inch screen in UHD portrait format

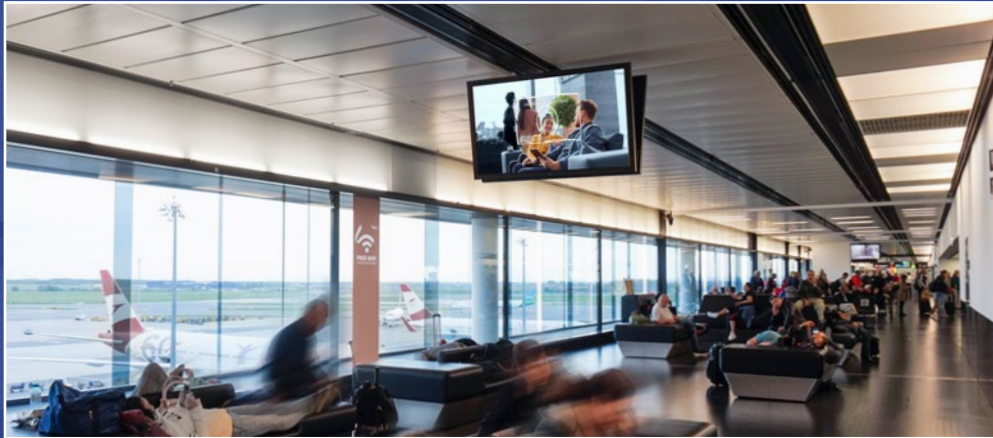
- Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator

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- **Areas:**
Pier North F gates
Departures / Transfer - Schengen
10 units of 84 inch Screens in UHD landscape format
- Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator

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■ **Areas:**

Pier North G gates

Departures / Transfer – Non-Schengen

4 units of 84 inch screens in UHD landscape format

1 units of 65 inch screen in UHD landscape format

9 x 2 units (double-sided) of 65 inch screens in Full HD landscape format

- Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator

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■ **Areas:**

Pier West C gates

Departures / Transfer – Schengen

Digital Wall 3x3 units of 55 inch Full HD screens

- Calculate the price of your advertising campaign at
www.airport-media.at/en/price-calculator

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Media:

1 Digital Network Passenger Walkway:

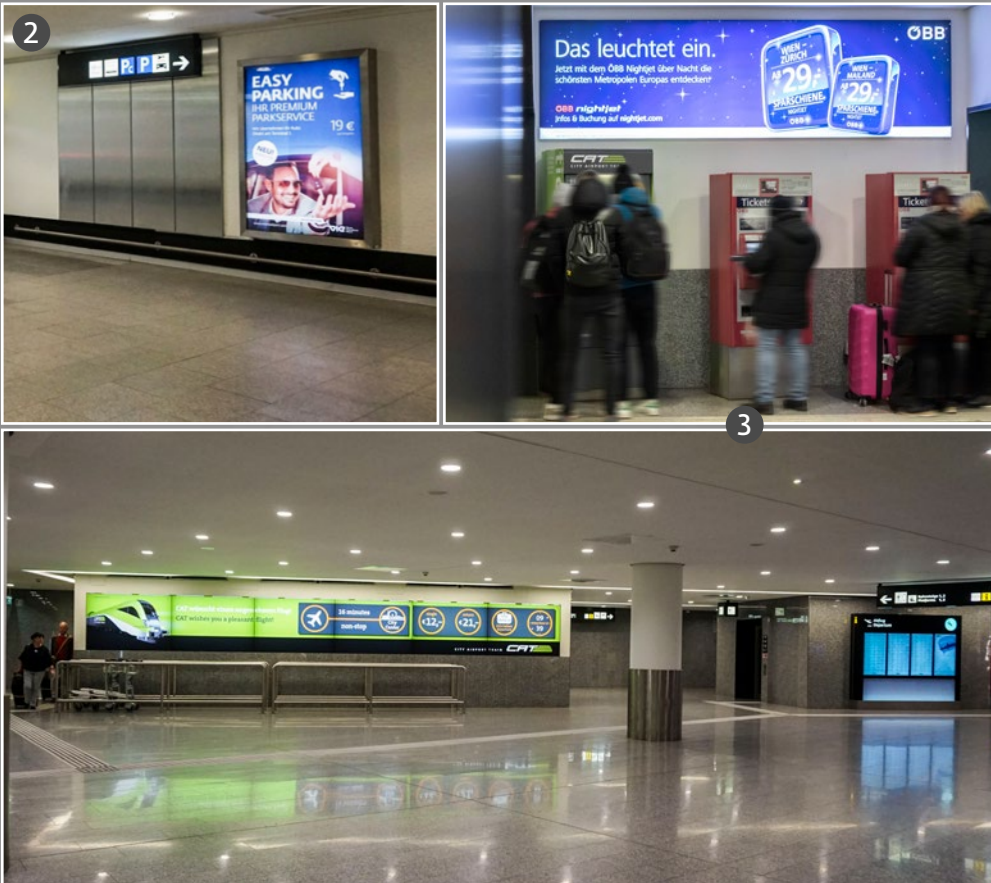
A 70 inch **UHD screen** communicates your message to all passengers arriving and departing by train on the railway level.

- Calculate the price of your advertising campaign at www.airport-media.at/en/price-calculator
- See p. 26

2 The railway station for short and long-distance trains features an **XL light box**

- Media price: from EUR 35,000 / year

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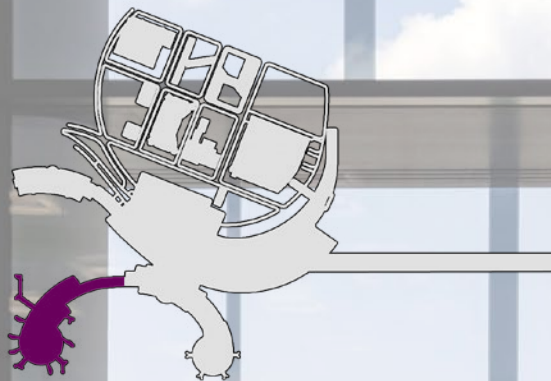
2 City Lights

► Media price: from EUR 5,520 / year

3 Light boxes

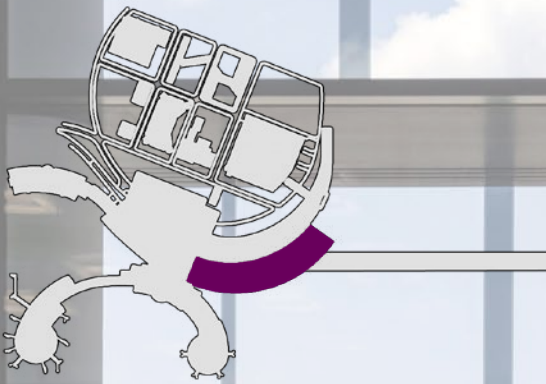
► Media price: from EUR 6,000 / year

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- Schengen Departures / Arrivals
- In addition to the display area, the digital wall in the back with 3 x 3 units of 55 inch full HD screens may be used for advertising as well (videos, images, animated clips)
 - ▶ See Digital Network Gatewalk Pier West Schengen, p. 29
- The adaptive floor lighting is adjustable to the desired range of colours
- **Airlines:** Air France, KLM, Alitalia etc.
- **Format of the display area:** 5.4 x 3.5 m
- **Media price:** EUR 5,000 / month

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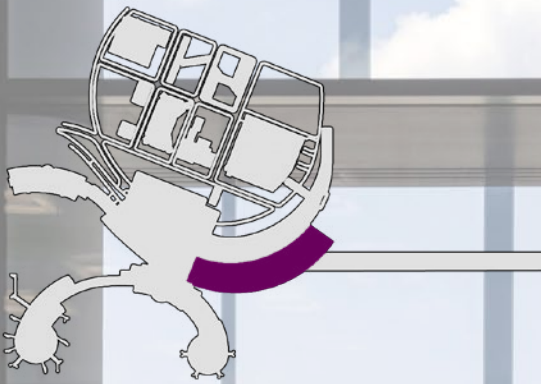


- Terminal 3
- The perfect space for presenting your vehicle
- **Format of the display area:** 3 x 5 m
- **Media price:** EUR 7,500 / month

PROMOTIONS

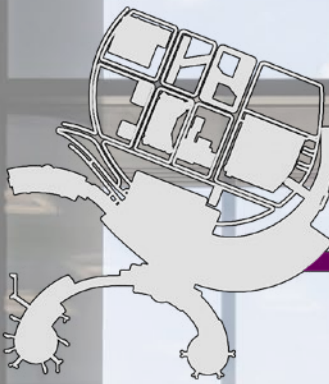
Baggage Claim Area

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- Promotion desk in the baggage claim area
- **Format promotion area:** 3 x 1.5 m
- **Format desk:** 2.8 x 0.7 x 2.4 m (L x W x H)
- **Format sign:** 1.2 x 0.4 m (W x H)
- **Media price:** EUR 5,000 / month

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- Non-Schengen Departures Star Alliance
- Promotion surface right in front of the duty free shop in direction of the departures gates
- **Airlines:** Austrian Airlines, Lufthansa, Swiss etc.
- **Format of the display area:** ca. 3 x 3 m
- **Media price:** EUR 5,000 / month

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- **Large-scale light boxes** along the airport entrance and exit roads
- **Format:** 6.5 x 4 m
- Uniformly backlit LED banners for a high-profile presentation of your advertising message
- **Media price:** from EUR 69,000 / year

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- **Enormous banners** with awe-inspiring surface areas of up to 1,600 m²
- **Media price:** from EUR 170,000 / year

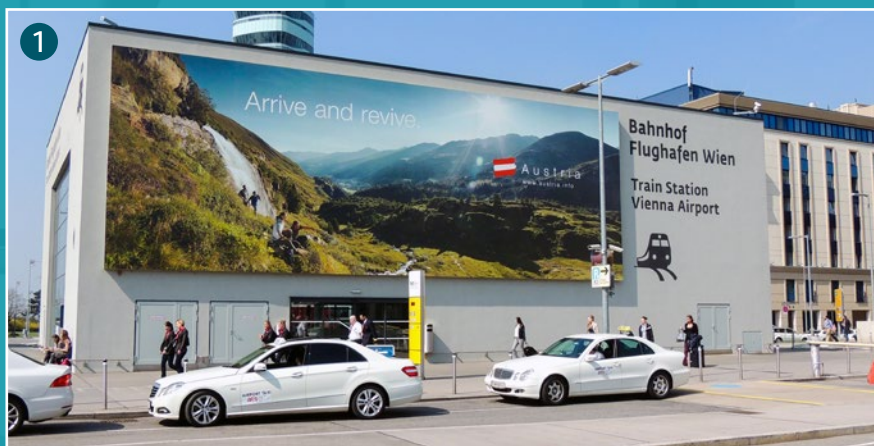


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- 1 **City Light displays** are strategically positioned along the passenger walkways and all across the Airport City. These highly frequented locations provide both a tangible and cost-efficient medium.
 - **Media price:** from EUR 5,000 / year
- 2 **NEW: 4 Digital City Lights** equipped with 75 inch UHD screens
 - **Media price:** upon request

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- 1 The **XL light box** at the railway station next to the road to short-term car park 3 evokes a wow effect among both arriving and departing passengers

► **Media price:** from EUR 95,000 / year

- 2 Mounted on the façade of Office Park 3, the 4 large-scale **light boxes** are clearly visible from the entrance road

► **Media price:** from EUR 35,000 / year

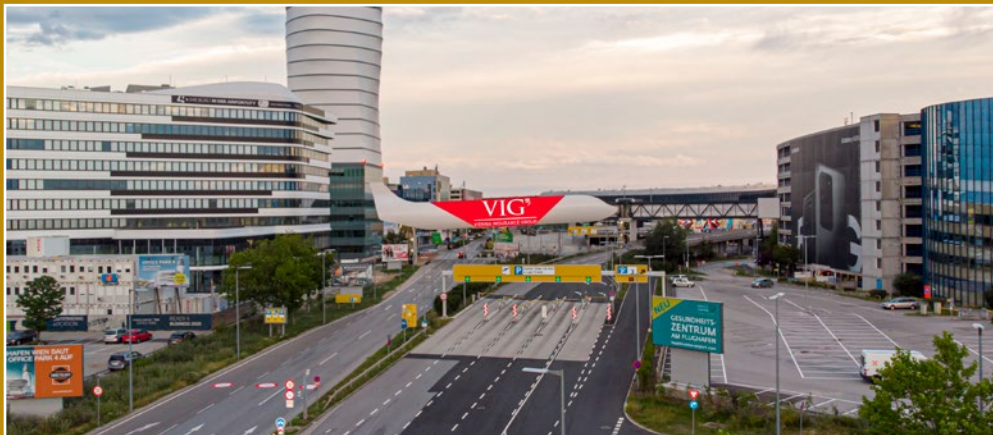


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- Their unique 360-degree format turns these innovative **advertising elements** into effective eye catchers from all angles
- **Media price:** from EUR 59,000 / year



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- A new dimension for DOOH – **Austria's largest airport outdoor video wall**
- Highly emotional target group addressing at the highest technical standard on the new **180 m² landmark advertising "The Bridge"** at the main entrance to Vienna Airport and Airport City
- Soft fading of static images or animations in slow motion in 4K resolution
- Bookings possible from one week
- **Media price:** upon request

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- **41 jet bridges** in Pier North, Pier East and Pier West
- High brand awareness combined with a claim to exclusivity and a tailor-made creative idea designed for the world of flying
- Format up to 8.25 x 2.25 m
- **Media price:** upon request

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- The extensive advertising surfaces along the inside of the jet bridges are ideally combined with additional advertising on the outside elements of the jet bridges
- Formats up to 8.25 x 2.25 m
- **Media price:** from EUR 9,000 / year

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- The central location at the boarding pass control of Terminal 3 makes sure that this spectacular advertising medium reaches every single passenger of the Star Alliance Group in direct and exceptional fashion as the very first hotspot of their journey

- The Mega Wall (78 units of 46 inch full HD screens) is able to display both still and moving images. Its different clusters reinforce the advertising campaign and effectively focus the attention on individual messages

- Exclusive use possible



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- Located directly after the central security control and the Travel Value Shop in the newly opened Terminal 2, Airport Media is presenting the new large-scale digital advertising wall **"The Gallery"** in the direct passenger path
- With an area of around **100 m²**, the LED wall is an unmissable highlight along the passenger journey
- **Media price:** upon request

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- Situated at the entrance road to the airport and visible from the motorway A4 in direction from both Vienna and Bratislava
- 2 surfaces in total, each with approx. 200 m² / 16 m x 12 m per direction
- Excellent visibility from the B9 in both directions as well

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- LED backlighting
- The added airport skyline and the symbolised aircraft flying into the sky combined with an appealing range of colours generate further attention. The design may be selected either in changing colours or a colour scheme adjusted to your advertising campaign
- **Media price:** EUR 290,000 / year

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- Visible from the motorway A4 in direction from Vienna to the airport as well as from Bratislava
- Total height: 20 m
- LED backlighting
- The added airport skyline and the symbolised aircraft flying into the sky generate further attention. The light colour is individually adjustable.
- **Media price:** EUR 180,000 / year

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- Visible from Terminal 3 Arrivals & Departures
- Up to 8 different subjects for the best possible presence of your brand
- High brand recognition by directly addressing both departing and arriving passengers
- Individual rental opportunities available
- **Media price per bridge:** EUR 56,250 / 6 months

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- **Area:** Central baggage claim area
- Total of 10 baggage belts
Minimum booking of 5 baggage belts
- Best combined with screen advertising
- **Media price:** from EUR 8,500 / month



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- In the departures area of Terminal 3 as well as the central baggage claim area, all airport clocks may be booked for exclusive branding
- Their special position efficiently attracts passenger attention
- High brand awareness combined with a claim to exclusivity as part of the exceptional ambiance of an international airport
- 41 clocks are available for your advertising campaign
- **Media price:** upon request

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The screenshot shows the Vienna Airport website. On the left, there's a 'FREE WIFI' banner. The main content area is titled 'ABFLÜGE' (Flights) and displays a table of flight information. On the right, there's a 'COVID Care' banner with the text 'ONLINE BANNER' and a hand icon pointing to it.

ABFLÜGE

Die aktuellen Abflüge bieten Informationen zu allen Flügen, die im Zeitraum von 1 Stunde zurück bis 26 Stunden voraus durchgeführt werden.

Letztes Update: 19.10.2021 18:53

Suche:

ABFLUG NACH: FLUGLINIE: FLUGZEIT:

früher später

ZEIT	NACH	FLUG	TERMINAL	GATE	FLUGLINIE	STATUS
19.10.2021						
18:30	ROM FCO	FR 1312	1	F26	Ryanair	gate closed
18:45	PORTO	FR 7275	1	F16	Ryanair	gate closed
18:45	THESSALONIKI	W6 2839	1	F21	Wizz Air	gate closed
19:10	FRANKFURT	LH 1243	3	F04	Lufthansa	boarding
ET 1400 (26.10.2021) 07:00						
19:15	HELSINKI	AY 1476	3	F12	Finnair	boarding
19:15	ALTENHEIM	PE 107	3	F08	People's	gate open
19:40	MADRID	IB 3123	3	F17	Iberia	gate open
30.0002						
19:45	ICEFARHUS ICE	TV 1088	3	F201	Trasavia	gate open

- Place your online banner on the high-reach Vienna Airport website www.viennaairport.com
- Media price and advertising possibilities: upon request

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**Please do not hesitate to
contact us for more information!**

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