



# City of Derry Airport Advertising Opportunities

AIRPORTFOLIO



THE JOURNEY STARTS NOW

# Why Airport Advertising?

Airport's offers the perfect opportunity for brands to truly engage. With an average dwell time of 2.5 hours, the Airport offers a unique environment and a captive audience.

## BENEFIT FROM:

- Average dwell time of 2 hours delivers an engaged, captive audience
- Reach an alert consumer in a receptive and responsive mindset
- High AB Audiences
- Tailored campaigns that drive sales and enquiries

With over 20 years' experience Eye Airports manages advertising solutions for 20 UK airports and showcases client's products to a combined audience of over 24 million passengers.





# About the Derry Area

- **TOURISM AND THE CITY OF CULTURE**

Derry's City Council chief said "The Airport is a hugely important regional asset which greatly helped us during our year as City of Culture 2013 to raise the profile and attract new visitors.

- **ATTRACTING BUSINESS**

Derry has 2,200 registered companies, with 99% being small to medium sized enterprises (SMEs). Unemployment in the region is below the UK average at 7.3%.

- **A DENSELY POPULATED MARKET**

Nearly 1.6 million live within a 90 minute drive of the airport.

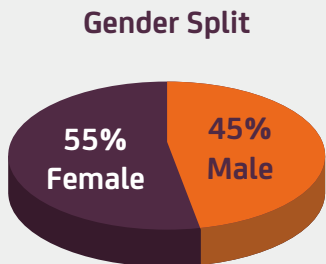
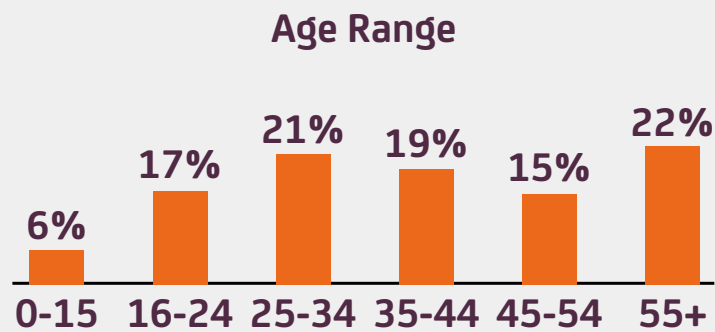
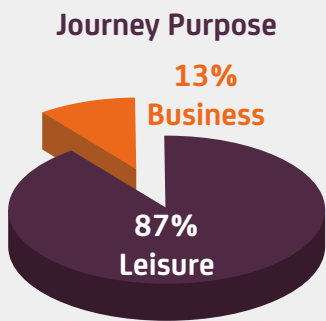
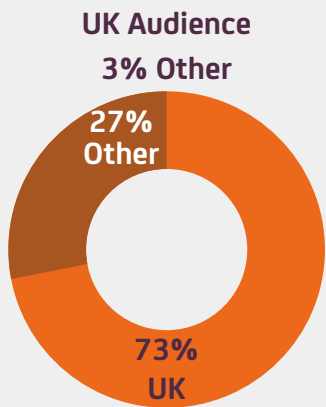
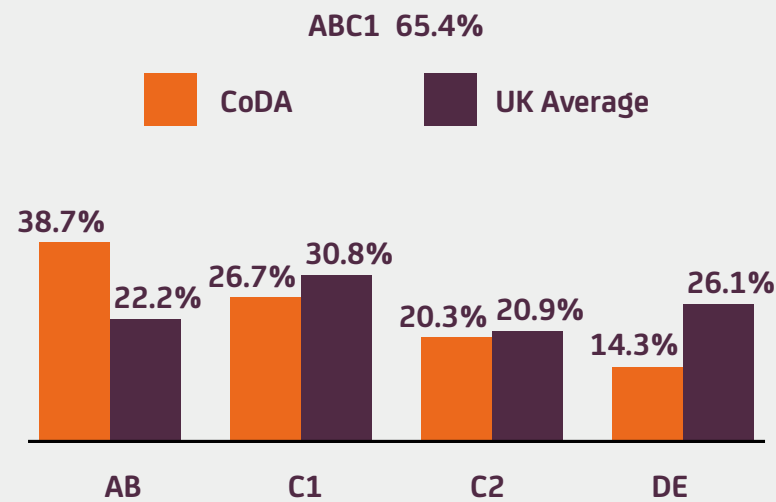
*Sources: Invest Derry, City of Derry Airport*



# Audience

Annual Passenger Numbers	
JANUARY 2019	14,536
FEBRUARY 2019	13,865
MARCH 2019	16,719
APRIL 2019	15,887
MAY 2019	15,341
JUNE 2019	16,886
JULY 2019	19,281
AUGUST 2019	20,556
SEPTEMBER 2019	16,081
OCTOBER 2019	18,201
NOVEMBER 2019	18,005
DECEMBER 2019	18,419
Total	203,777

Demographic Passenger Profile



Source: CAA

# Advertising Opportunities

By combining a variety of media formats and passenger data we can deliver a targeted brand message to any audience and measure the results of these campaigns more precisely than ever before, offering a strong return on investment.





# Advertising Opportunities

## Sponsorship Wall

Target passengers arriving by car with this eye-catching large format wall.



# Advertising Opportunities

## Lightboxes

These eye-catching back illuminated panels pack a punch thanks to their size, colour and premium locations.





# Advertising Opportunities

## External Panels

Large format external panels seen by everyone as they arrive and depart the Airport.





# Advertising Opportunities

## External Car Showcase

High profile opportunities for car brands to communicate with passengers in key locations.



# Contact

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