

PTWORLD

PASSENGER TERMINAL WORLD

2025

MEDIA SCHEDULE & ADVERTISING RATES

• **Publication
schedule**

• **Readership
profile**

• **Advertising
rates**



The only magazine
with a broad enough
spectrum of the
airport world

Fabrice Quemeneur, architect &
principal, Groupe ADP



Cover image courtesy of Foster + Partners

From the organizer of



PTEWORLD

March 17, 18 & 19, 2026
Excel, London

www.ptw-world.com

www.PassengerTerminalToday.com

CIRCULATION & READERSHIP

Published by the organizer of Passenger Terminal Expo, *Passenger Terminal World* has been the world's leading magazine in the field of airport terminals for 30 years.

The publication covers all the latest developments in the industry, including new airport terminals, security screening and baggage handling equipment, revenue generation and passenger experience improvements.

Globally acknowledged as the most readable and best-designed magazine in the industry, *Passenger Terminal World* is the official publication and media partner for Passenger Terminal Expo, with bonus distribution throughout the event.

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

Passenger Terminal World is published quarterly and has a fully ABC audited print circulation of 9,983 worldwide,* with all copies distributed on an individually named basis. A fully interactive, digital edition of each issue is sent to our database of 34,000** e-newsletter readers.

*Audit issue net circulation. Average net circulation per issue January 1 to December 31, 2023, was 9,983

**Publisher's statement



Passenger Terminal World is a **stylish, fresh** magazine that targets exactly the customer group we are looking for

DESKO GmbH



MAGAZINE ADVERTISING RATES*

NUMBER OF INSERTIONS	FULL PAGE	HALF PAGE	DOUBLE PAGE SPREAD
1	£5,650	£4,200	£8,550
2	£5,350	£3,950	£8,150
3	£4,850	£3,550	£7,650
4	£4,600	£3,350	£7,250

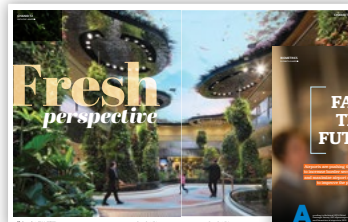
*PRICE PER INSERTION

SPECIAL POSITIONS AVAILABLE:

Inside front cover • Inside back cover • Outside back cover

Magazine advertising dimensions are available online:

www.ukimediaevents.com/guidelines/passenger-terminal.php



Advertisers may be able to take advantage of technical editorial opportunities, depending on availability

READER SURVEY¹

READERSHIP

81% final decision makers or influencers

NEWSLETTER READERS

68% of respondents subscribe to the weekly newsletter

Of which 92% rated the newsletter as good/very good/excellent

QUALITY OF CONTENT

96% say it's good/very good/excellent

73%
of readers share their copy with colleagues (on average 2-3)

RELEVANCE OF CONTENT

87% say the content is relevant to them and their role

88%
of readers find the magazine useful for sourcing new products

FORMAT

72% read the print magazine

28% prefer to read the digital version

46
Net Promoter Score

¹ Reader survey conducted September 2024, by the publisher of PTW

PUBLICATION SCHEDULE 2025



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



1 MARCH 2025

- Airport management/planning
- Architecture & design/Construction & engineering
- Non-aeronautical revenue
- Wayfinding

2 JULY 2025

- Accessibility
- Self-service

SPECIAL REPORT

• Aircraft Turnaround

The latest developments and innovations in aircraft turnaround, many of which are empowered by AI and computer vision technology

SPECIAL REPORT

• Seating

Leading airport buyers and designers at seating suppliers share their thoughts on the latest trends in seating materials, design and technology

SPECIAL REPORT

• Baggage handling

The latest, most significant case studies and lessons learned from recent BHS installations and upgrades; the latest safety/security standards, including explosive detection; plus a roundup of the latest tracking technologies, including RFID. Expert comment and analysis from leading airports, suppliers and consultant

3 SEPTEMBER 2025

- Passenger flow/tracking
- Security
- Biometrics
- Border control
- Display systems/Experiential media
- Sustainability/green airports

4 JANUARY 2026*

EXPO 2026 PREVIEW ISSUE

BONUS DISTRIBUTION AT
PASSENGER TERMINAL EXPO 2026

- Passenger Terminal Expo 2026 preview (with a limited number of exclusive exhibitor interviews available)
- Retail/food and beverage
- Information technology
- Artificial intelligence

**Passenger
Terminal
EXPO 2026**

*Printed November 2025 and distributed in January 2026, with bonus distribution at Passenger Terminal Expo 2026

ANNUAL SHOWCASE PASSENGER TERMINAL WORLD SHOWCASE 2026

PUBLISHED OCTOBER 2025

- Exclusive interviews with industry experts; white papers sourced from leading organizations
- Roundup of airport construction projects around the world – key suppliers and contractors
- Feature-length editorial showcases highlighting the latest supplier product innovations available

5



PASSENGER TERMINAL WORLD ONLINE

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

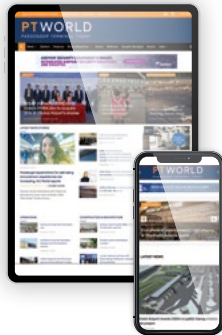
www.passengerterminaltoday.com delivers the latest and most important passenger terminal news, as well as exclusive interviews and features, while also hosting the very latest issue of *Passenger Terminal World* – available at least one week in advance of print – plus a full back-issue archive.

The digital version features interactive advertisements and articles that link straight through to advertisers' featured websites. The digital issue also allows thousands more key decision makers, engineers, designers and planners to view the industry's leading publication.

An exclusive Apple or Android app ('Passenger Terminal World') is available to download, online, featuring the latest news, current issue and back catalog, optimized for cell phone and tablet viewing. The app automatically updates to show new issues as they are published.

Content from **www.passengerterminaltoday.com** is distributed via a weekly e-newsletter sent to 34,000 individual subscribers.

The website also hosts the Supplier Spotlight Directory – a comprehensive listing of leading industry suppliers, with a 200- to 300-word profile, logo, images and contact details for each company (contact sales for more information).



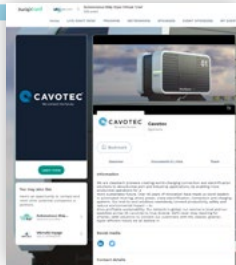
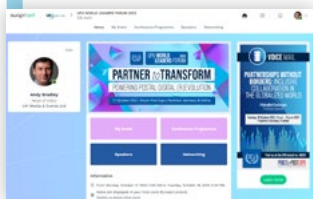
WEBINARS

Passenger Terminal World can run and host an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up

Passenger Terminal World webinars are run on SwapCard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with

the international reach and scalability of a webinar, which can host product PDFs, case study documents and additional video content.



CONTACT US

For further information, please contact **Aboobaker Tayub**, sales director. • Email: aboobaker.tayub@ukimediaevents.com • Tel: +44 1306 743744 • *Passenger Terminal World*, Parsonage House, Parsonage Square, Dorking, Surrey, RH4 1UP, UK

www.PassengerTerminalToday.com DIGITAL ADVERTISING

PT WORLD
PASSENGER TERMINAL TODAY

Banner unit - 8:1
(site header) 600 x 75 pixels

Banner unit - 10:1 (main menu) 900 x 90 pixels

Banner unit - 1:1
(large banner) 300 x 300 pixels

Banner unit - 2:1
(junior banner) 300 x 150 pixels

LATEST NEWS

- Stockholm Arlanda Airport opens first phase of transformed T5 F&B offering at Stockholm Arlanda
- London Luton Airport achieves Level 4 of ACI's Airport Carbon Accreditation scheme
- Weyo introduces lidar technology to airport management platform
- ABM collaborates with Disability Rights UK on national training certification
- Changai Pay digital wallet joins China's Alipay payment ecosystem
- Scott Charlton appointed Sydney Airport CEO

WEBSITE BANNER RATES

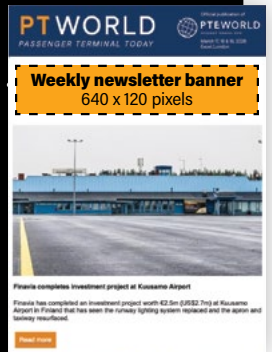
Updated daily with mission-critical news compiled by our team of worldwide freelance reporters, **www.passengerterminaltoday.com** is the go-to website for aviation news, with over 20,000 monthly page views

	3 MONTHS	6 MONTHS	12 MONTHS
Site header banner	£2,625	£5,250	£10,475
Main menu banner	£2,425	£4,850	£8,475
Large banner	£2,150	£3,950	£7,875
Junior banner	£2,050	£3,250	£6,475

WEEKLY E-NEWSLETTER BANNER RATES

Sent to more than 34,000 key industry professionals weekly, our e-newsletter keeps the airport terminal industry up to date with the latest industry news and developments

12 months	£8,500
6 months	£6,350
3 months	£4,250



EMAILERS

Giving industry suppliers the opportunity to deliver information on their latest projects directly to the inboxes of over 40,000 key industry professionals

Single emailer **£3,850**

FOR MORE THAN ONE EMAILER IN A PACKAGE PLEASE INQUIRE

VIDEO CONTENT

In partnership with our video and editorial teams, we can work with you to produce and publish unique video content (interviews, technology showcases, etc) on our website, and promoted on our weekly e-newsletter, socials, etc.

RATES AVAILABLE UPON REQUEST



PTEWORLD

PASSENGER TERMINAL EXPO

March 17, 18 & 19, 2026

Excel, London

www.pte-world.com

EXHIBITING OR SPEAKING AT PTE WORLD?

Promote your company's expertise to exhibition visitors and conference delegates – and the wider industry – before, during and after the event:

- Secure an on-site exclusive video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter, social channels, etc;
- Advertise and share your latest customer case study or technology innovation in an exclusive, accompanying article in the pre-show or at-show issues;
- All advertisers in the pre-show issue are guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show;
- Advertisers also benefit from daily circulation of the pre-show and at-show issues throughout the event - with copies at every entrance, on the magazine's dedicated booth, booth drops throughout the hall, etc;
- Secure an exclusive interview (limited availability) in the dedicated event preview published in the pre-show issue (with accompanying advert);
- Special cover positions available for advertisers to amplify brand awareness, new product launches and promote their booth number, etc;
- Take an ad in the official show guide – the on-site catalogue used by visitors to navigate the show, during the event;
- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event;
- Reserve a banner on the magazine website and/or e-newsletter before, during or after the event.
- Book an exclusive webinar (before or after the event) for highly targeted lead generation/brand awareness, with full e-newsletter/social media promotion included.

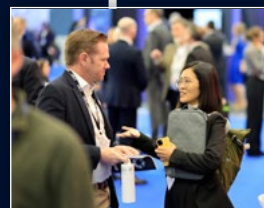
**PROMOTE
YOUR
COMPANY
HERE!**



**LIVE VIDEO
INTERVIEWS**

**EXCLUSIVE
EXHIBITOR
INTERVIEWS
AVAILABLE!**

**BE SEEN
IN THE
SHOWGUIDE
WITH AN
AD!**



www.pte-world.com