

# PASSENGER TERMINALWORLD

# 2024

## ***MEDIA SCHEDULE & ADVERTISING RATES***

- **Publication  
schedule**
- **Readership  
profile**
- **Advertising  
rates**



From the organizer of  
**Passenger  
Terminal  
EXPO 2024**

APRIL 16, 17 & 18, 2024  
Messe Frankfurt, Germany  
[www.passengerterminal-expo.com](http://www.passengerterminal-expo.com)

Cover image courtesy of Tegmark



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

DESKO GmbH

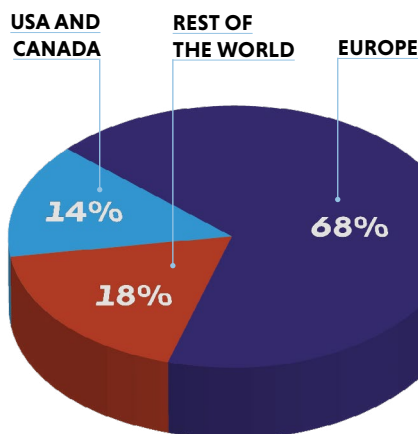
## CIRCULATION & READERSHIP

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 more than 25 years.

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

*Passenger Terminal World* is globally acknowledged as the most readable and best-designed publication in the industry, offering opinions and analyses on the biggest trends and issues in the airport terminal industry.

### DISTRIBUTION



**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 circulation of 9,979 worldwide**, with all copies distributed on an individually named basis. **PLUS** the online version at [www.passengerterminaltoday.com](http://www.passengerterminaltoday.com) adds a further 12,500\*\* readers to the global circulation.



\*Audit issue net circulation. Average net circulation per issue January 1 to December 31, 2022 was 9,979

\*\*Publisher's statement

## PASSENGER TERMINAL WORLD ONLINE

[www.PassengerTerminalToday.com](http://www.PassengerTerminalToday.com)

[www.passengerterminaltoday.com](http://www.passengerterminaltoday.com) hosts a fully interactive version of *Passenger Terminal World* magazine

[www.passengerterminaltoday.com](http://www.passengerterminaltoday.com) delivers the latest daily, real-time passenger terminal news, while also hosting the very latest issue of *Passenger Terminal World* – online readers receive the digital issue at least two weeks before the print version is circulated.

The digital version features interactive advertisements and articles that link straight through to advertisers' featured websites. The digital issue also allows several thousand 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 also available to download, online, featuring the latest news, current issue and back catalogue, optimized for mobile or tablet viewing. The app automatically updates to show new issues as they are published.

Content from [www.passengerterminaltoday.com](http://www.passengerterminaltoday.com) is distributed via a weekly e-newsletter sent to over 22,500 industry professionals. With mission-critical news compiled by our team of specialized reporters, our stories are exclusive to the website and are uploaded in real time, with independent features, opinion and videos adding further appeal.







**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

## PUBLICATION SCHEDULE 2024

### 1 JANUARY 2024\* OFFICIAL SHOW EDITION

BONUS DISTRIBUTION AT  
PASSENGER TERMINAL EXPO 2024

- Passenger Terminal EXPO 2024 preview (with a limited number of exclusive exhibitor interviews available).
- Retail/food and beverage
- Information technology
- Biometrics
- Artificial intelligence

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\*Printed November 2023  
and distributed at Passenger  
Terminal EXPO 2024

### 2 APRIL 2024

- Airport management
- Architecture and design
- Non-aeronautical revenue
- Wayfinding

### 3 JUNE 2024

- Health and safety
- Surface access
- Self-service

#### **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 round-up of the latest tracking technologies, including RFID. Expert comment and analysis from leading airports, suppliers, and consultants.

### 4 SEPTEMBER 2024

- Construction and engineering
- Security
- Border control
- Display systems
- Sustainability/green airports

### 5 JANUARY 2025\*\* EXPO 2024 PREVIEW ISSUE

BONUS DISTRIBUTION AT  
PASSENGER TERMINAL EXPO 2025

- Passenger Terminal EXPO 2025 preview (with a limited number of exclusive exhibitor interviews available).
- Retail/food and beverage
- Information technology
- Biometrics
- Artificial intelligence

**Passenger  
Terminal  
EXPO 2025**

\*\*Printed November 2024  
and distributed at Passenger  
Terminal EXPO 2025

### 6 ANNUAL SHOWCASE PASSENGER TERMINAL WORLD SHOWCASE 2025

PUBLISHED OCTOBER 2024

- Interviews with the industry's leading experts
- Roundup of construction projects around the world
- The latest product developments from suppliers to the world's airports



# ADVERTISING RATES

## MAGAZINE ADVERTISING RATES\*

NUMBER OF INSERTIONS	FULL PAGE	HALF PAGE
1 .....	£5,650	£4,200
2 .....	£5,350	£3,950
3 .....	£4,850	£3,550
4 .....	£4,600	£3,350

\*PRICE PER INSERTION

### SPECIAL POSITIONS AVAILABLE:

Inside front cover • Inside back cover • Outside back cover  
• Double page spread – rates available upon request

All advertisers will receive a three-month free-of-charge Supplier Spotlight profile on our online directory:  
[www.passengerterminaltoday.com/supplier-spotlight](http://www.passengerterminaltoday.com/supplier-spotlight)

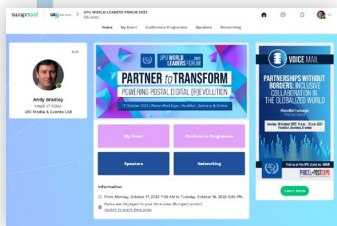
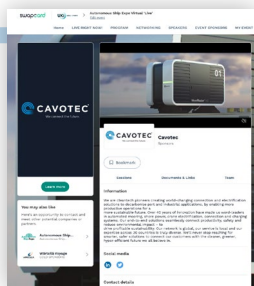
Magazine advertising dimensions are available online:  
[www.ukimediaevents.com/guidelines/passenger-terminal.php](http://www.ukimediaevents.com/guidelines/passenger-terminal.php)

## 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](mailto:aboobaker.tayub@ukimediaevents.com)  
• Tel: +44 1306 743744 • Fax: +44 1306 742525 • Passenger Terminal World, Abinger House, Church Street, Dorking, Surrey, RH4 1DF, UK

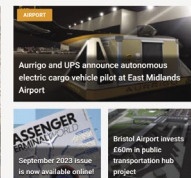
## www.PassengerTerminalToday.com DIGITAL ADVERTISING

PASSENGER  
TERMINALTODAY

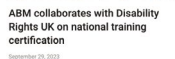
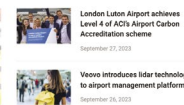
Head Page Banner  
(Banner Unit: 8:1) 600 x 75 pixels

News Features Online Magazines Subscribe Opinion Videos Supplier Spotlight Events Jobs

Lead Banner (Banner Unit: 10:1) 900 x 90 pixels



### LATEST NEWS



Large Banner  
(Banner Unit: 1:1) 300 x 300 pixels

Junior Banner  
(Banner Unit: 2:1) 300 x 150 pixels

## WEBSITE BANNER RATES

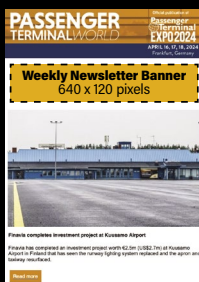
Updated daily with mission-critical news compiled by our team of worldwide freelance reporters, [www.passengerterminaltoday.com](http://www.passengerterminaltoday.com) is the go-to website for aviation news, with over 20,000 monthly page views

	3 MONTHS	6 MONTHS	12 MONTHS
Head Page Banner .....	£2,625	£5,250	£10,475
Lead 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 22,500 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 30,000 key industry professionals.

Single emailer .....

£3,350  
FOR MORE THAN ONE MAILER IN A PACKAGE PLEASE INQUIRE

## PROMOTED CONTENT:

In partnership with our editorial team, we can produce and publish 'promoted' content (news, technology showcases, etc) on our website, relating to your innovation, service or product. Content included in weekly email newsletter.

RATES AVAILABLE UPON REQUEST

