

# 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



From the organizer of

 **Passenger Terminal EXPO 2025**

APRIL 8, 9 & 10, 2025  
MADRID, SPAIN

[www.passengerterminal-expo.com](http://www.passengerterminal-expo.com)



**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 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

## MAGAZINE ADVERTISING RATES\*

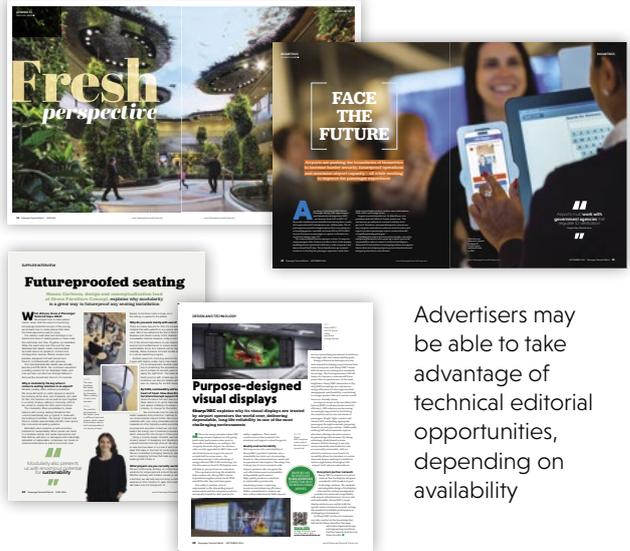
NUMBER OF INSERTIONS	FULL PAGE	HALF PAGE	DOUBLE PAGE SPREAD
1	£5,650	£4,200	£8,550
2	£5,350	£3,950	£8,150
3	£4,850	£3,550	£7,650
4	£4,600	£3,350	£7,250

\*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](http://www.ukimediaevents.com/guidelines/passenger-terminal.php)



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

## READER SURVEY<sup>1</sup>

### READERSHIP

81% final decision makers or influencers

### QUALITY OF CONTENT

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

### RELEVANCE OF CONTENT

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

### FORMAT

72% read the print magazine

28% prefer to read the digital version

### NEWSLETTER READERS

68% of respondents subscribe to the weekly newsletter

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

**73%**

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

**88%**

of readers find the magazine useful for sourcing new products

**46**

Net Promoter Score

<sup>1</sup> Reader survey conducted September 2024, by the publisher of *PTW*



**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 2025

**1 MARCH 2025**

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

**3 SEPTEMBER 2025**

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

**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

**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

**5 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



## PASSENGER TERMINAL WORLD ONLINE

[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 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](http://www.passengerterminaltoday.com) is distributed via a weekly e-newsletter sent to 20,000 industry professionals.

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).



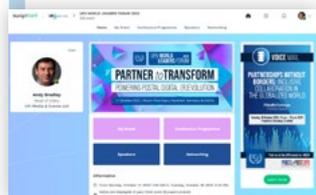
### WEBINARS

*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](mailto: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



### WEBSITE BANNER RATES

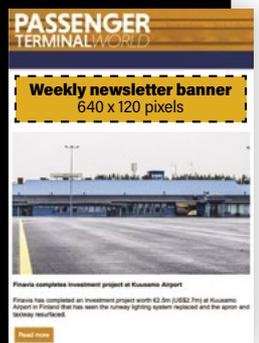
Updated daily with mission-critical news compiled by our team of worldwide freelance reporters, [www.passengerterminaltoday.com](http://www.passengerterminaltoday.com) is the go-to website for aviation news, with over 20,000 monthly page views

	3 MONTHS	6 MONTHS	12 MONTHS
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

### 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

# Passenger Terminal EXPO 2025

Passenger  
Terminal  
CONFERENCE 2025

SHARE > INNOVATE > DEVELOP > DEPLOY

APRIL 8, 9 & 10, 2025  
MADRID, SPAIN



## EXHIBITING OR SPEAKING AT PASSENGER TERMINAL EXPO AND CONFERENCE?

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

- Advertise and share your latest customer case study or technology innovation in an exclusive, accompanying article in an issue of your choice;
- 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 issue 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.
- 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;
- 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!



EXCLUSIVE  
EXHIBITOR  
INTERVIEWS  
AVAILABLE!

LIVE VIDEO  
INTERVIEWS

BE SEEN  
IN THE  
SHOWGUIDE  
WITH AN  
AD!



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