

# How to reach 22 million decision-makers

**Where can you reach 22 million business travellers per year?** At Munich Airport. And every one of them not just once but time and again on the way from entry to gate. In addition to the “classics”, the airport offers a large number of eye-catching spaces. And the best thing: the decision-makers have time to take a closer look.

## MAC-FORUM

The largest covered open-air space in Europe with an area of 10,000 square metres offers ideal opportunities to present your brands and products. Customers can rent and individually use up to 3,200 square metres of this highly frequented space. Specially organised events, such as the Bike & Style, make for added attraction.



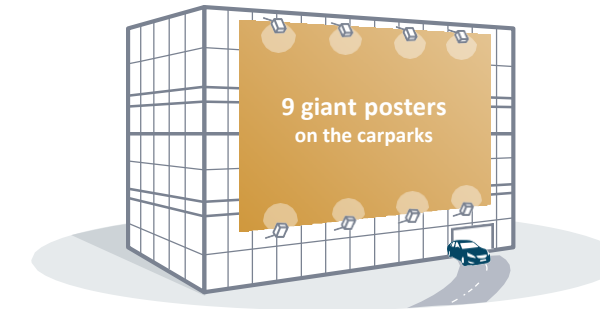
## WEST FACADE

The western outside facade of Terminal 2 dominates the entire MAC Forum and with an area of 3,400 square metres is Germany's largest advertising space.



## GIANT POSTERS

Large spaces on carparks P20 (business carpark) and P81 generate enormous reach and are eye-catchers from afar.



16 exhibit areas

## EXHIBITS

All exhibit locations are centrally positioned in the airport campus, permitting large scale and innovative presentations in a highly frequented area.

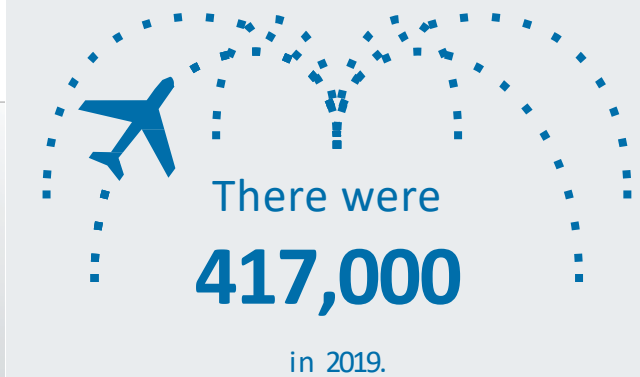
WHO DO ADVERTISERS  
COMMUNICATE WITH  
AT MUNICH AIRPORT?



47.9 million passengers

were handled in 2019.

That's 131,000  
passengers per day.



254 destinations



in 75 countries

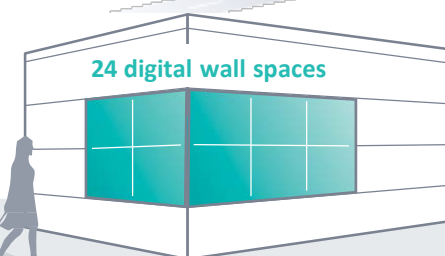
Source: Passenger survey 2019 – Munich Airport

## DIGITAL

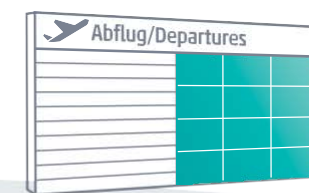
With steady growth, Munich Airport is also a digital force to be reckoned with: innovative digital advertising spaces along the entire passenger journey offer creative and targeted placements.



39 digital columns



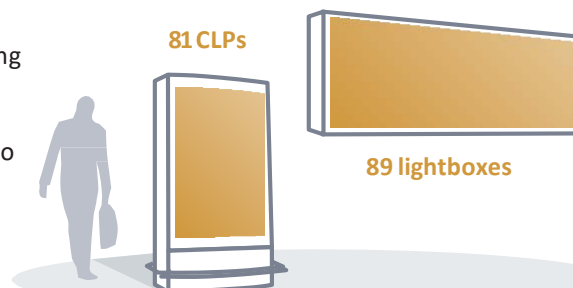
24 digital wall spaces



4 digital take-off boards

## THE CLASSICS

Munich Airport offers not only special advertising forms but also standard areas such as the CLPs, which customers can book individually or as a network. Centrally positioned lightboxes are also great eye-catchers in different sizes.



81 CLPs

89 lightboxes

## AWARDS

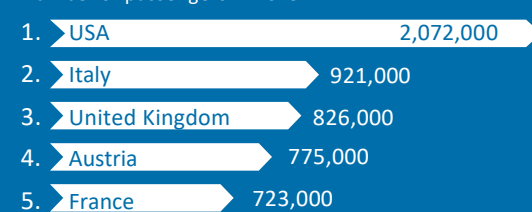


First and so far only 5-Star-Airport in Europe. Number 1 in Europe in the Skytrax Ranking 2019.

## INTERNATIONAL HUB



Top 5 countries of origin:  
Number of passengers in 2019



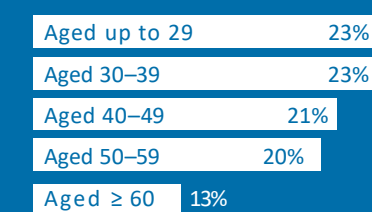
## EXCLUSIVE TARGET GROUPS



22 million  
decision makers

Premium target group:  
Munich Airport has one of the highest shares of business travellers in Germany.

## GENDER & AGE



## POTENTIAL REACH

- ➔ National and international passengers
- ➔ Meeters & greeters
- ➔ Visitors (to the shopping and catering units as well as events)
- ➔ 38,000 employees at Munich Airport (throughout the campus)
- ⌚ Average length of stay approx. 2 hours



Further information at  
[www.munich-airport.com/advertising](http://www.munich-airport.com/advertising)