

ADVERTISING
MEDIA PACK

BELFAST CITY AIRPORT



WHAT'S INSIDE

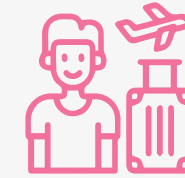
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THE HEART OF BELFAST

INTRODUCTION

As the only airport in the heart of Belfast, Belfast City Airport is a key strategic gateway for both leisure and business passengers travelling to and from Northern Ireland.

A prime location in the heart of the city, speedy security times, an efficient terminal layout, and outstanding passenger service – it's easy to see why Belfast City Airport is the airport of choice in Northern Ireland and an ideal platform for taking your brand to new heights.



2.1m passengers and growing



The opportunity to engage with over 10,000 people per day, including passengers, meeters and greeters, and staff



Extensive route network with 28 destinations across the UK and Europe at a high frequency in partnership with ten world-class airline partners



The UK's most punctual airport for 2023



Northern Ireland's only true global gateway with worldwide connectivity via major hubs including Amsterdam, London Heathrow, and Frankfurt



UK and Ireland's most convenient airport, located just 5 minutes from Belfast city centre



Six minute average security processing speed, giving passengers more time to relax, unwind, and enjoy themselves before they fly



Located in the heart of Belfast

WHY BELFAST CITY AIRPORT?



Advertising at Belfast City Airport is a powerful way of generating brand awareness, reaching target audiences, and influencing behaviour.

77%*
of people take action after being exposed to airport advertising

150+
advertising formats on site

MULTIPLE
touch points throughout passenger journey

Reach up to
10,000
people a day

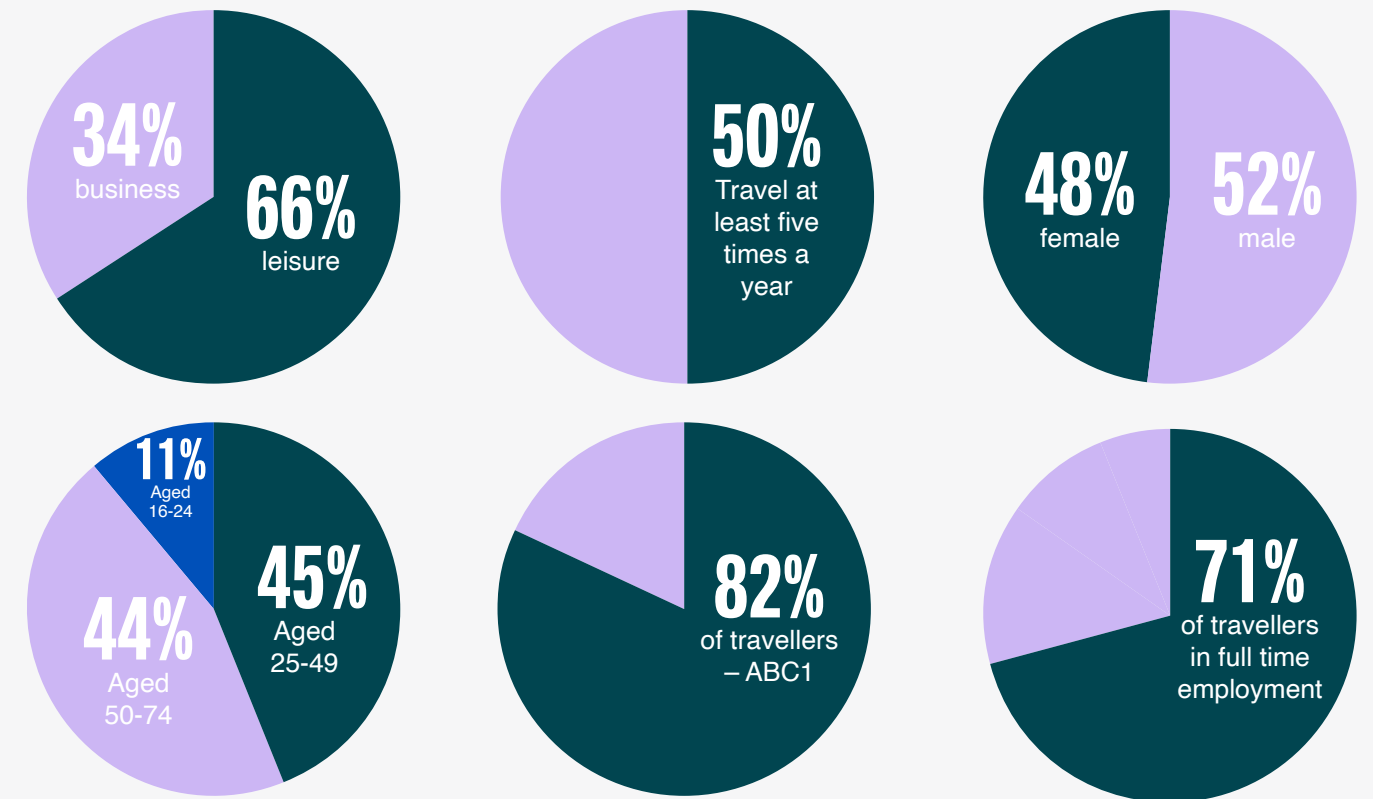
VALUABLE
target audience including business, leisure and roadside audience

An engaged audience due to high dwell time
74%
of passengers arrive two hours before their flight

RECEPTIVE PASSENGERS
in a positive mindset due to Belfast City Airport's efficiency

*According to Ipsos research

PASSENGER DEMOGRAPHICS





15 YEARS OF PARTNERSHIP

In 2024, Belfast City Airport marked 15 years of its advertising partnership with iconic local crisp brand, Tayto.

From bus shelters to wall wraps, Tayto has done it all!

- 'Welcome home' wall wrap
- Experiential in-terminal activity
- Gate wraps
- Pick Up and Drop Off bus shelter wrap



We chose to advertise at Belfast City Airport 15 years ago because of the presence that it offered us as a brand, with lots of opportunity to make a statement, and the impact and the feedback since has been amazing.

The team at Belfast City Airport has always had great ideas and been a really good team to work with - nothing has been too much of a problem and they've really embraced what we have wanted to do.



Elly Hunter,
Group Marketing Director at Tayto



Our long-term partnership with Belfast City Airport has provided us with invaluable brand exposure, enhancing our visibility and attracting discerning customers who appreciate the luxury and heritage that Lunn's represents.

The entire process, from concept to execution, was seamless, and the impact on our business has been significant.

We look forward to continuing our partnership with Belfast City Airport as we showcase the finest in luxury jewellery to travellers from around the world.



Lunns

ADVERTISING OPPORTUNITIES

WHAT OUR CLIENTS SAY ABOUT US



Our partnership with Belfast City Airport has been an incredibly effective way to enhance VANRATH's visibility as a leading recruitment agency.

With our branding prominently displayed along the fence line and walkway from the car park to the terminal entrance, we reach a broad audience of both business and leisure passengers.

The team at Belfast City Airport is always great to work with and we are excited to continue our partnership in the many years to come.



VANRATH



BILLBOARD AT ENTRANCE



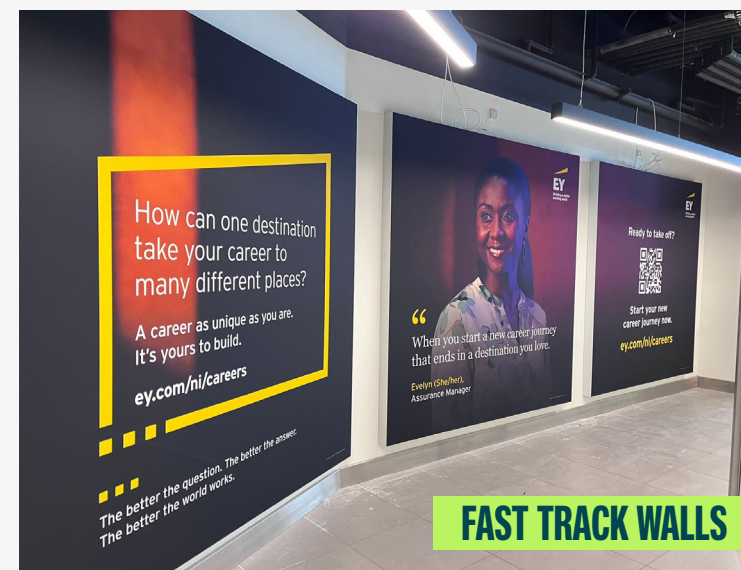
DIGITAL SCREENS



BRANDED SHELTER



LIGHTBOX AT ENTRANCE



FAST TRACK WALLS



LARGE WALL WRAP



ARRIVALS WALLS

OPPORTUNITY AT EVERY STEP OF THE JOURNEY

With over 150+ advertising formats on site, there are countless ways to engage with your target audience at every touchpoint of their through journey Belfast City Airport.

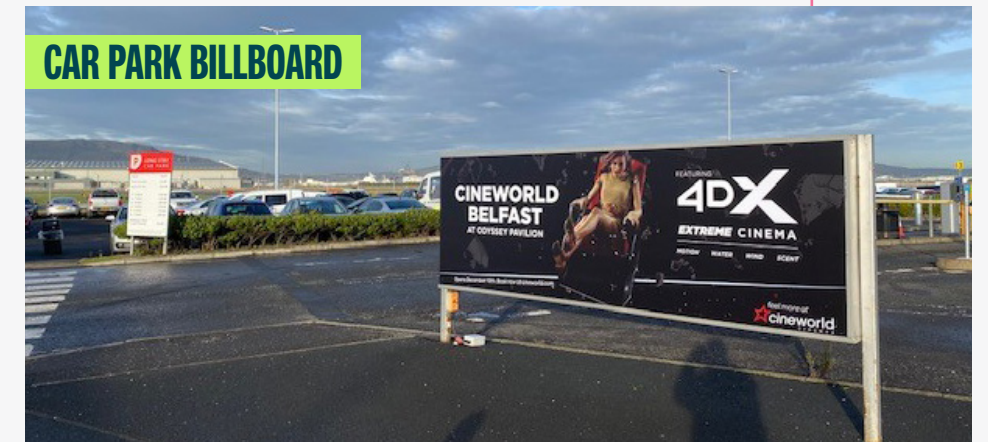
EXTERIOR

Attention-grabbing options that reach everyone arriving at and departing from Belfast City Airport, plus many more through their location on the busy Sydenham Bypass

MEDIA PACK



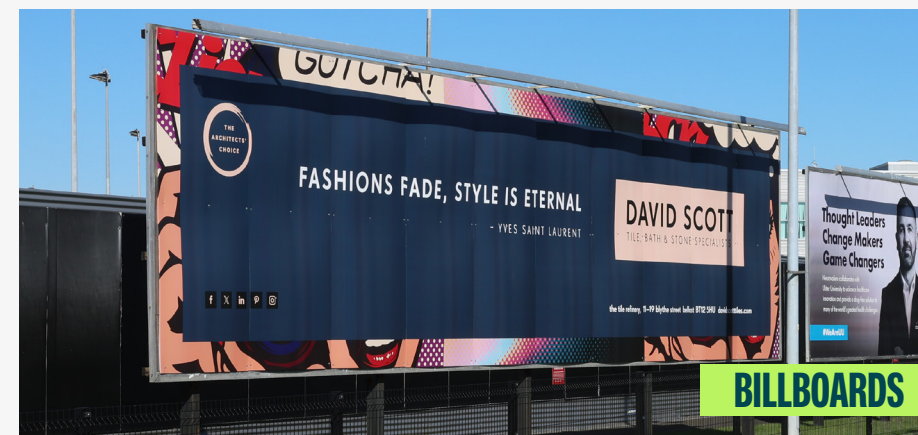
SIDE OF TERMINAL BANNER



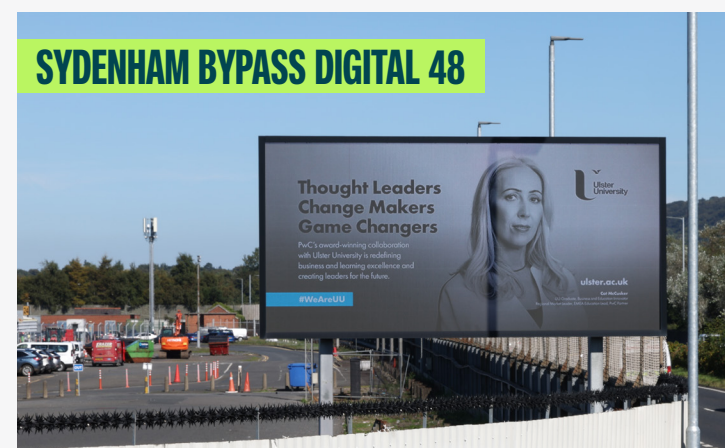
CAR PARK BILLBOARD



WALKWAY



BILLBOARDS



SYDENHAM BYPASS DIGITAL 48



BRANDED SHELTER

MEDIA PACK

BELFAST CITY AIRPORT

MAIN CONCOURSE

Arriving and departing passengers, meeters and greeters – everyone that comes through Belfast City Airport starts their journey in the main concourse



LARGE BANNER



LIGHTBOX AT ENTRANCE



EXIT LIGHTBOX



LIGHTBOX



BRANDED CLOCK



CAR PLACEMENT

SECURITY

A heavy traffic location with all departing passengers and staff passing through

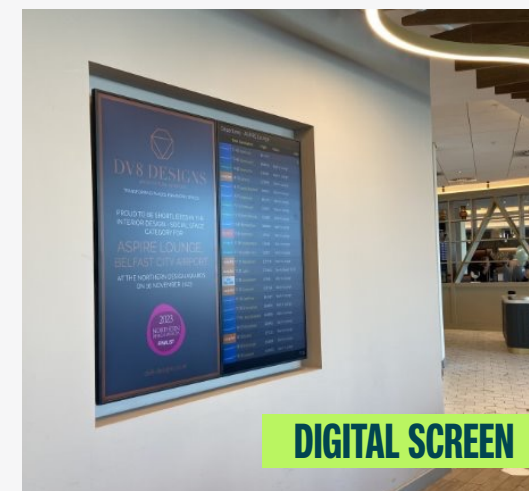
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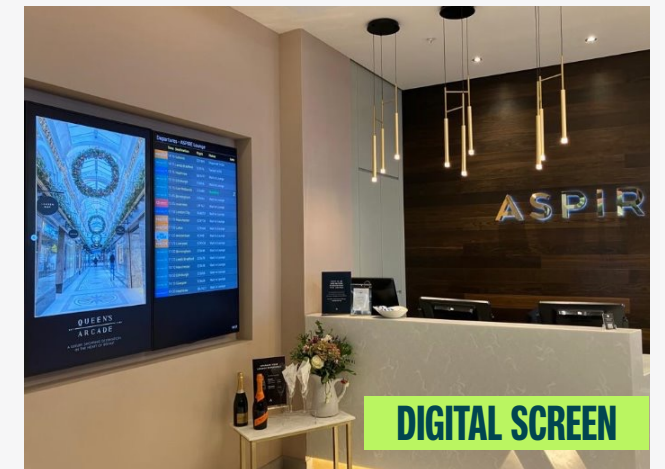
LIGHTBOXES



DIGITAL 6 SHEET



DIGITAL SCREEN



DIGITAL SCREEN



DIGITAL SCREEN

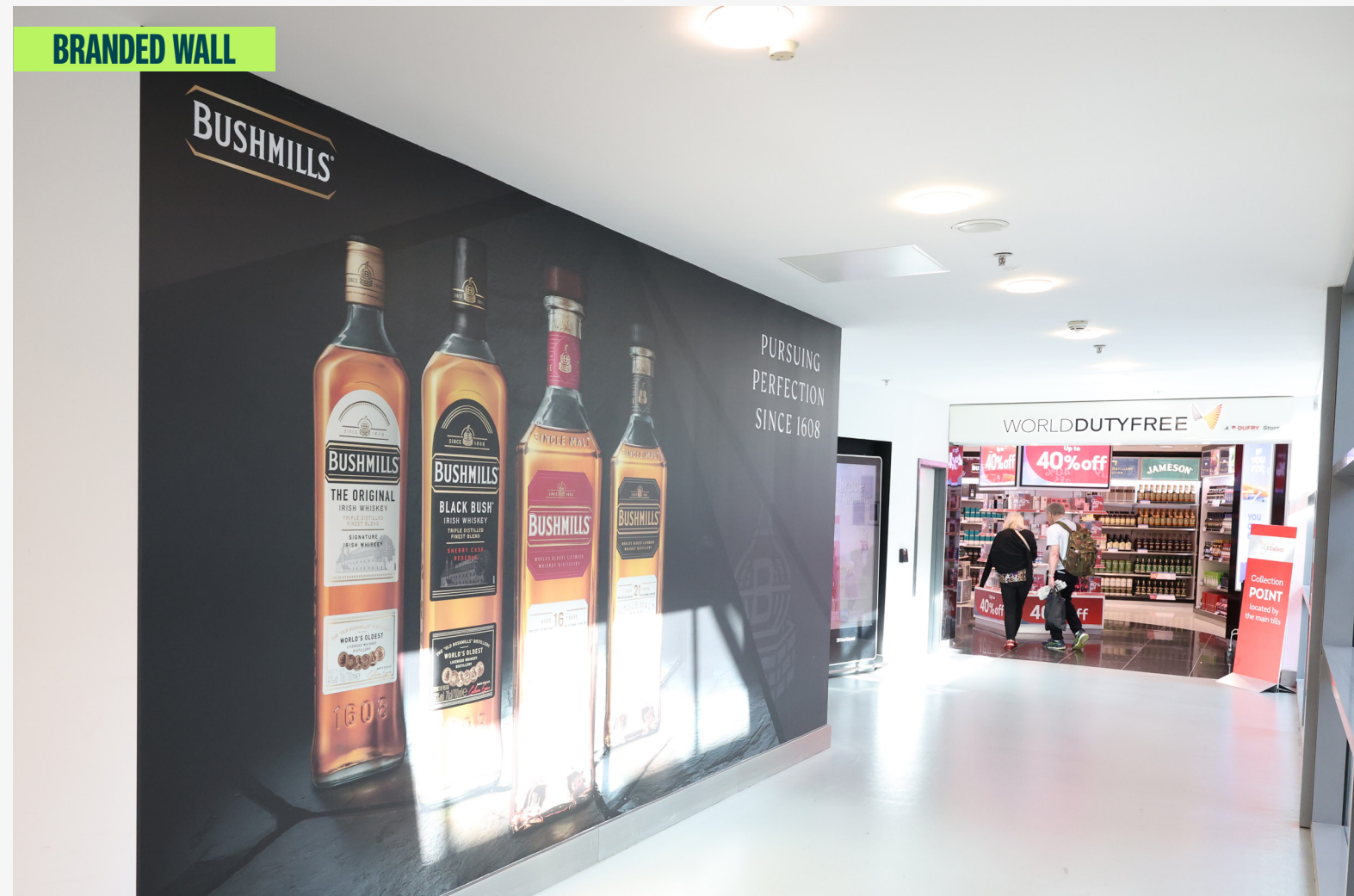


HANGING BANNER

ASPIRE LOUNGE

A key platform for reaching ABC1 passengers and business travellers

MEDIA PACK



BRANDED WALL



LARGE WALL WRAP



LIGHTBOX



DIGITAL POD X7



HANGING BANNER

DEPARTURES

A prime advertising location due to the high passenger dwell time and strong levels of receptivity

AIRBRIDGE

Eye-catching advertising space that is visible from the Departures Lounge, Aspire Lounge, and on approach to Belfast City Airport

EXTERNAL BRANDED AIRBRIDGE



INTERNAL BRANDED AIRBRIDGE

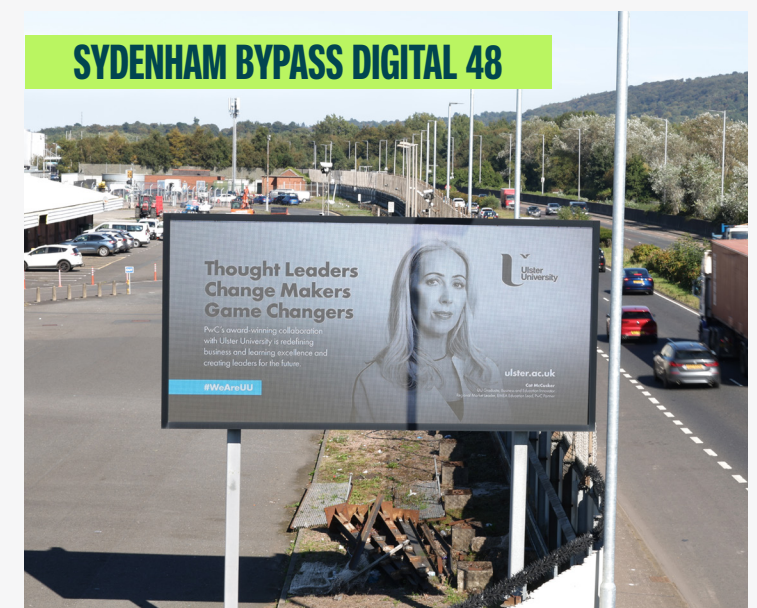


DIGITAL

Available at every touchpoint on the passenger journey, so you can reach your target audience multiple times



SYDENHAM BYPASS DIGITAL 48



ARRIVALS

Perfect for having high impact the moment passengers land in Northern Ireland



ARRIVALS WALL



CURVED WALL



LARGE DIGITAL SCREEN



WINDOW GLAZING



TRANSIT CORRIDOR



FLOOR STICKERS



DOOR PACKAGE



BAGGAGE CAROUSEL LIGHTBOX

BRAND ENGAGEMENT

An engaging way to
showcase your brand
or product to the 10,000
people who use the
airport every day

MEDIA PACK

BELFAST CITY AIRPORT



MEET OUR MEDIA SALES MANAGER



SONIA ARMSTRONG

MEDIA SALES MANAGER

Sonia looks after Belfast City Airport's advertising sites. From concept to design, print, and install, Sonia is there every step of the way to ensure you get the best results and return on investment.

TAKE YOUR BRAND TO NEW HEIGHTS!

CONTACT SONIA TODAY:
SONIA.ARMSTRONG@BCA.AERO
07760 196 821

BELFAST CITY AIRPORT