

Media Port



Istanbul Airport
MEDIA KIT
2026

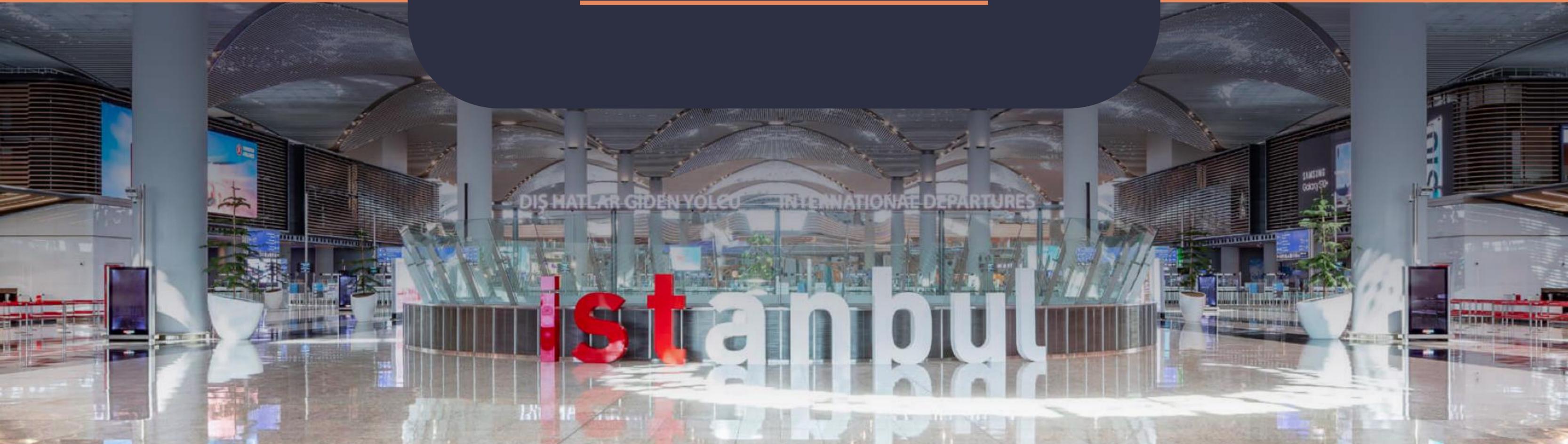
About Media Port

- Media Port was founded as part of Square Group, the leading OOH company in Türkiye, in March 2018 as an airport media company to exclusively manage advertising & promotional spaces at Istanbul (IST).
- Media Port expanded its operations by adding Riga (RIX) and Çukurova (COV) airports to its portfolio in 2022 and 2024, respectively.
- Media Port also provides strategic media consultancy services to airports.
- Media Port has been a member of ACI Europe since January 2023 as a World Business Partner.

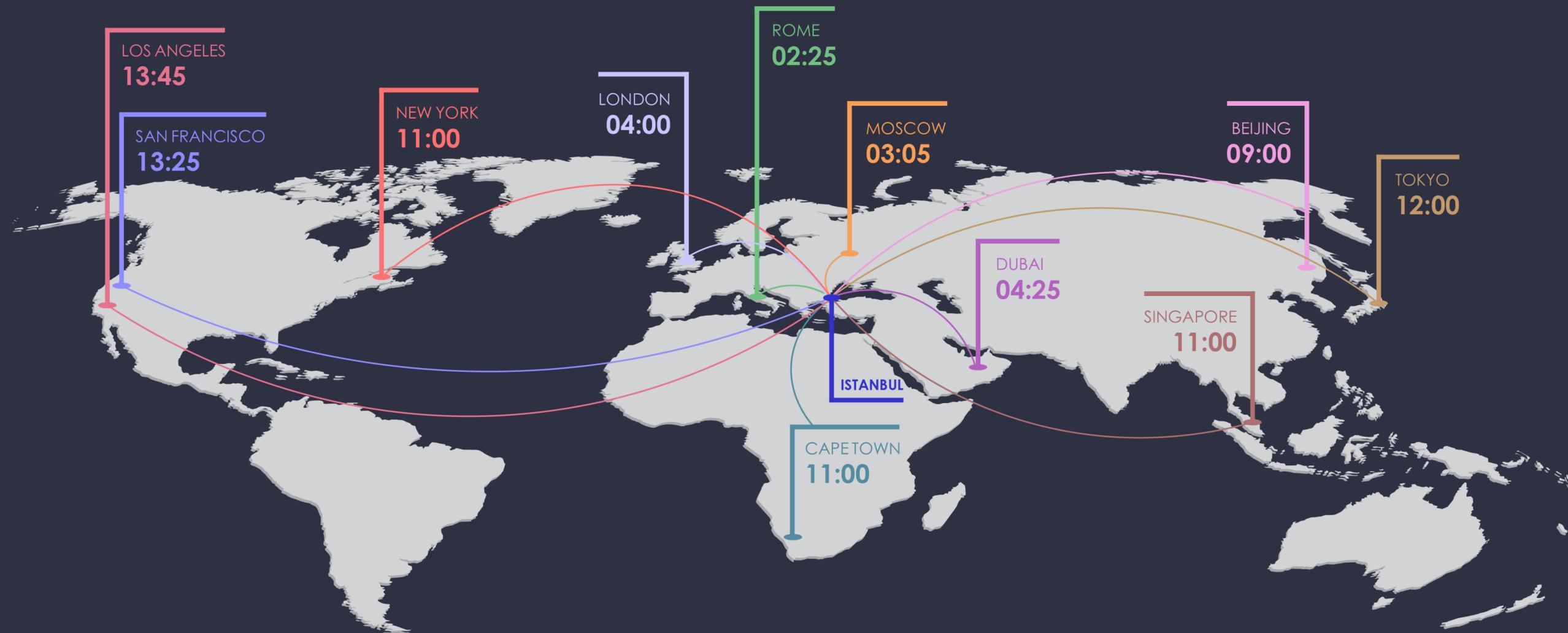


ISTANBUL

Türkiye



World's Meeting Point



When you land in Istanbul on a Turkish Airlines flight, you hear the **'Welcome to the world's meeting point'** announcement.

It is the **midway** between London and Dubai, Moscow and Madrid, Tehran and Berlin, Tel-Aviv and Zurich, and New York and Singapore.

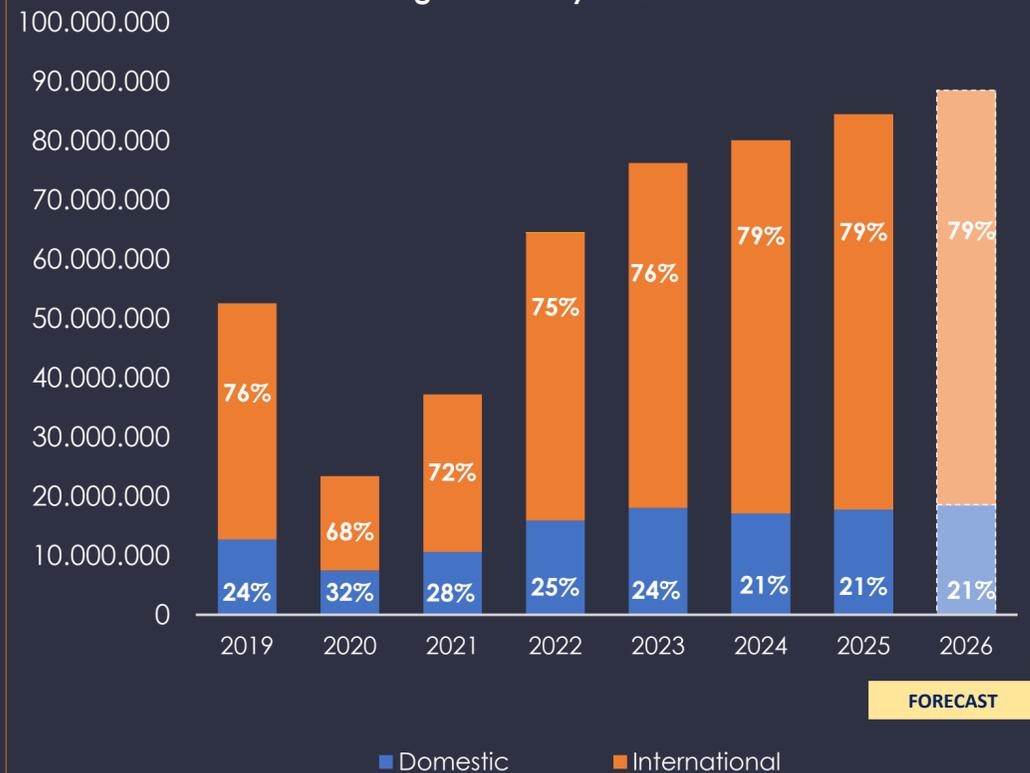
That is why nearly **1/3 of the total passengers are international transfer passengers** – 20 million in 2025.

Istanbul was also **in the Top 5 list of European Cities to visit** by Travel + Leisure in 2025, and last year Istanbul Airport hosted **more than 30 million P2P passengers internationally**.

ISTANBUL AIRPORT PASSENGER TRAFFIC

Istanbul Airport became the 2nd busiest major hub in Europe, accommodating an impressive 80 million passengers in 2024, and **solidified its status in 2025 with a 5,5% increase in 2025 hosting 84 million passengers**. It is ranked 7th in 2025 in the Top 10 List of worldwide busiest airports by total passenger traffic. **Projected to host nearly 90 million passengers in 2026**, Istanbul Airport is set to possibly take the lead in Europe once again.

Istanbul Airport Passenger Traffic by Year



2025 MONTHLY PASSENGER FIGURES*

	DOMESTIC	INTERNATIONAL	TOTAL
JANUARY	1.250.265	5.205.054	6.455.319
FEBRUARY	1.097.188	4.613.941	5.711.129
MARCH	1.121.607	4.743.448	5.865.055
APRIL	1.480.698	5.537.920	7.018.618
MAY	1.508.175	5.471.897	6.980.072
JUNE	1.748.293	5.428.892	7.177.185
JULY	1.850.820	6.114.332	7.965.152
AUGUST	1.881.659	6.445.685	8.327.344
SEPTEMBER	1.662.898	5.978.263	7.641.161
OCTOBER	1.549.089	6.061.733	7.610.822
NOVEMBER	1.392.408	5.516.271	6.908.679
DECEMBER	1.268.799	5.508.375	6.777.174
FULL YEAR	17.811.899	66.625.811	84.437.710



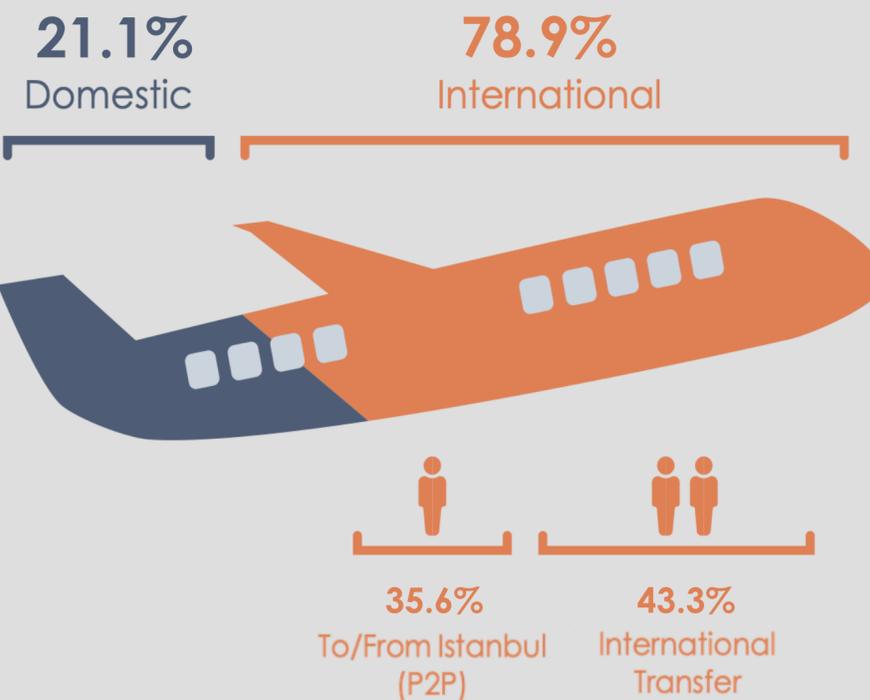
Top 10 airports by passenger volume

1	LHR	London	84.48 MPAX
2	IST	Istanbul	84.44 MPAX
3	CDG	Paris	72.03 MPAX
4	AMS	Amsterdam	68.77 MPAX
5	MAD	Madrid	68.12 MPAX
6	FRA	Frankfurt	63.19 MPAX
7	BCN	Barcelona	57.45 MPAX
8	FCO	Rome	50.99 MPAX
9	SAW	Istanbul	48.42 MPAX
10	MUC	Munich	43.39 MPAX

FULL YEAR

Traffic Breakdown 2025

Targeting the world



An unmatched international passenger mix originating from or traveling to **344 destinations in 127 countries** on four continents through Turkish Airlines' global network. 116 scheduled and 31 charter airlines contribute to this **unique international mix**.



What is also unique is IST serves all its passengers **under one roof – in a single terminal**.



Average connecting time of transfer passengers is **+/- 2 hours**.



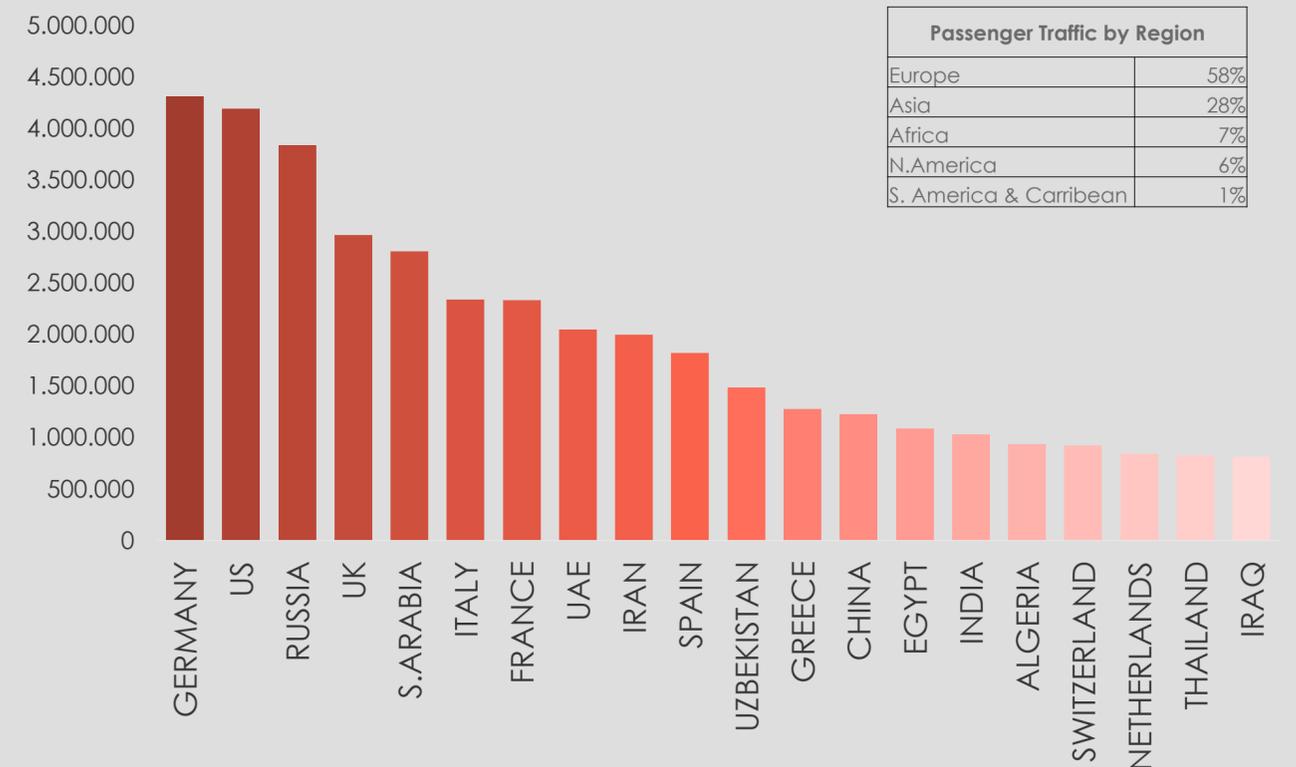
18-20% - The ratio of **Business Class**, Star Alliance Gold Members and iGA Pass holder passengers.

Who Are These Passengers?

A unique mix under one roof

- Germany was the top European market for IST, followed by the UK, Italy, France and Spain in 2025.
- US was one of the key markets with nearly 350.000 monthly passengers on **direct flights to 14 US cities**, and second after Germany.
- Russia and CIS countries are always among the top routes of Istanbul.
- Iran, Saudi Arabia, UAE, Egypt and Iraq are among the leading Middle East/Gulf routes.

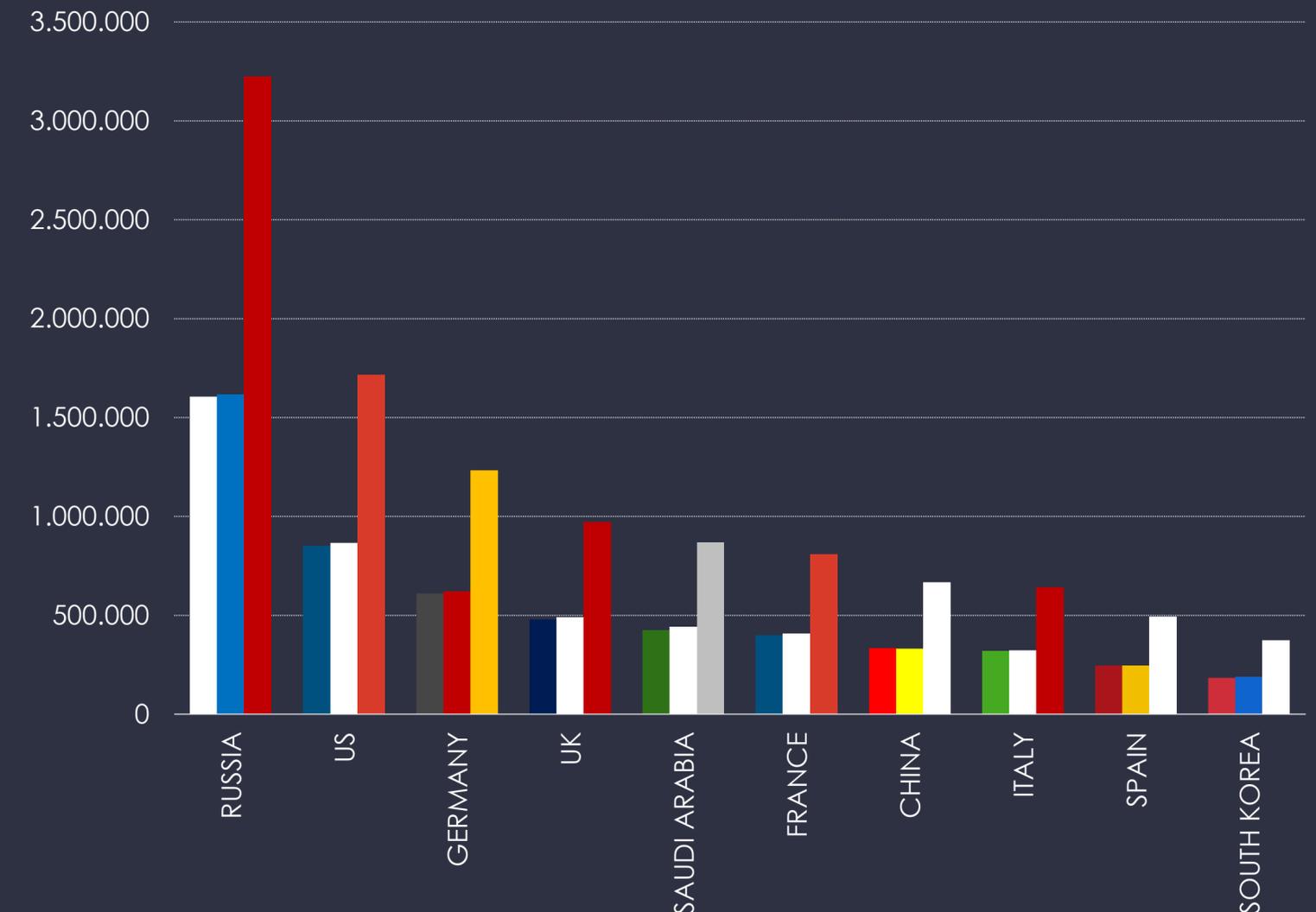
IST - Top Passenger Markets 2025



Destination ≠ Nationality

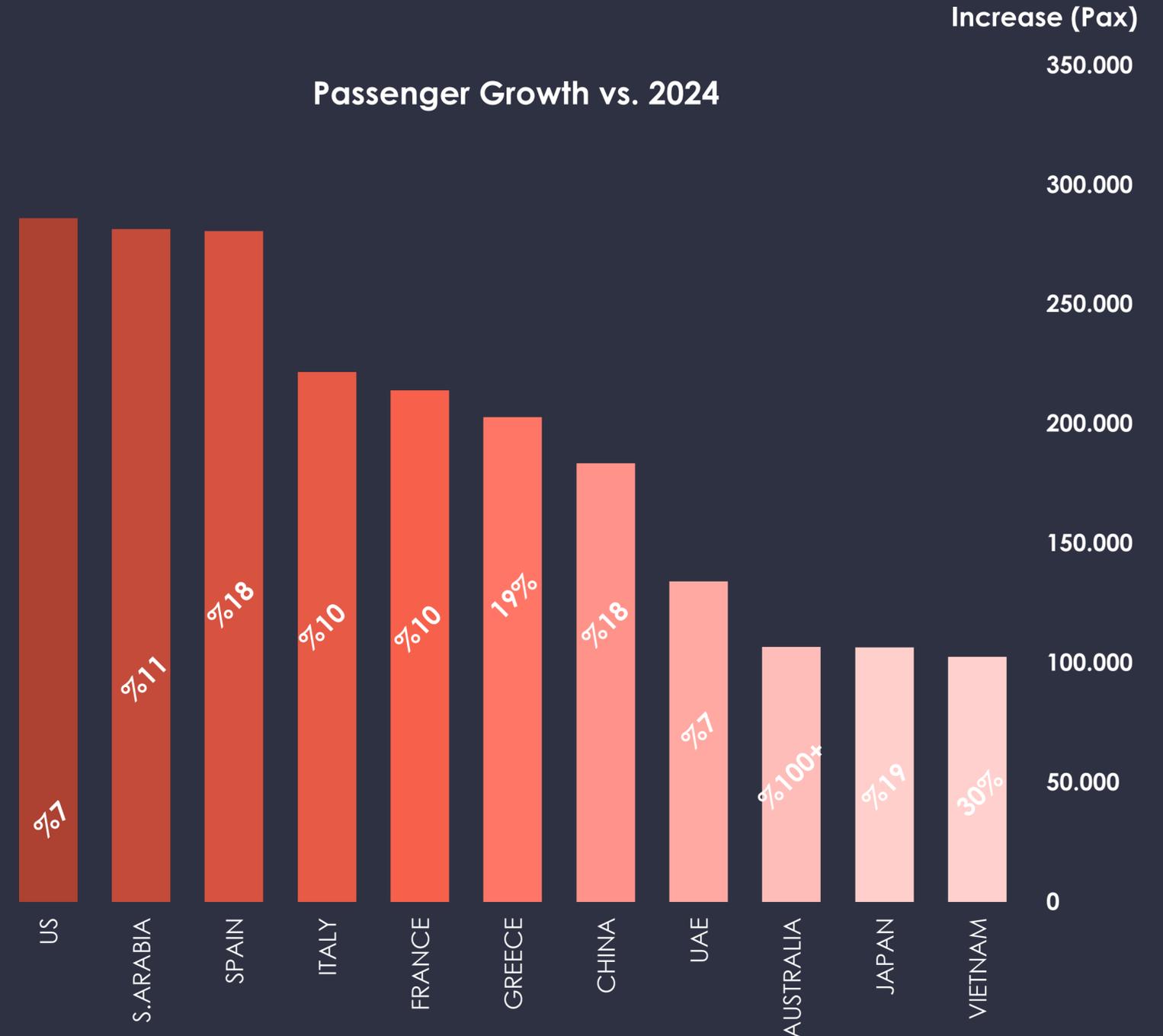
- Interpreting demographic data of passengers is challenging in aviation and travel retail. There is a common confusion- the destination is interpreted as nationality.
- Airports don't have access to demographic data of passengers, but they have flight data, and it is known that **destination is not nationality**.
- In other words, **not all Germany bounded passengers are German or US bounded ones are Americans**.
- Especially in global hubs like Istanbul, passenger composition in inbound and outbound flights is diverse.

The number of passengers for selected **nationalities**
(entry / exit / total)



The Most Growing Markets - 2025

- The all-time favorite **US market has grown 7% in 2025**. Istanbul Airport is the most preferred airport for US-bound passengers from South Asia, Southern & Eastern Europe and the Near East.
- Passenger traffic from Saudi Arabia has grown significantly supported by Saudia's increased flight frequencies to Jeddah and Medina, enhancing route capacity.
- Japan market growth continued thanks to Turkish Airlines operations from Tokyo Narita Airport in addition to their existing operations at Haneda Airport.
- Key European markets such as Spain, Italy, France, and Greece demonstrated steady growth, supported by sustained travel demand. The Greek market, in particular, benefited from Aegean flights to the Greek islands during the high season.
- We expect **continuing growth in the Chinese, US and underserved Asian markets** in 2026.



Why should you advertise in Istanbul Airport?

- Almost 20 million visitors have made **Istanbul 5th city in the World in international visitor numbers in 2025**, with 6% growth compared to the previous year. This shows the continuous appeal of business & leisure potential of the city.*
- More than 1/3 of the traffic is transfer passengers, and unlike other airports, **it consists of a balanced mix of passengers** arriving from or going to European, Asian, Middle Eastern and African destinations. The average **dwelt time of transfer passengers is +/- 2 hours**. This allows brands to reach a unique target audience that is difficult to capture at other airports.
- IST serves **all its passengers under one roof – in a single terminal**. Bosphorus Area, consisting of the main duty-free stores, Luxury Square and Mono-Brand Exclusive Stores, generate revenue of approximately 1 billion dollars every year. Media Port has an extensive selection of advertising units in and around this area.
- 43% of total passengers are aged between 25-34, followed by the 35-44 age group with a 30% share—**a good combination of Millennials and late Generation Xers**. Almost half of passengers (46%) fly round-trip 3-5 times yearly.**
- In parallel, Media Port constantly optimizes its digital networks and static units based on heat maps and passenger movement data that iGA collects through beacons and other data sources.

Media Port

