



Istanbul Airport
MEDIA KIT
2025

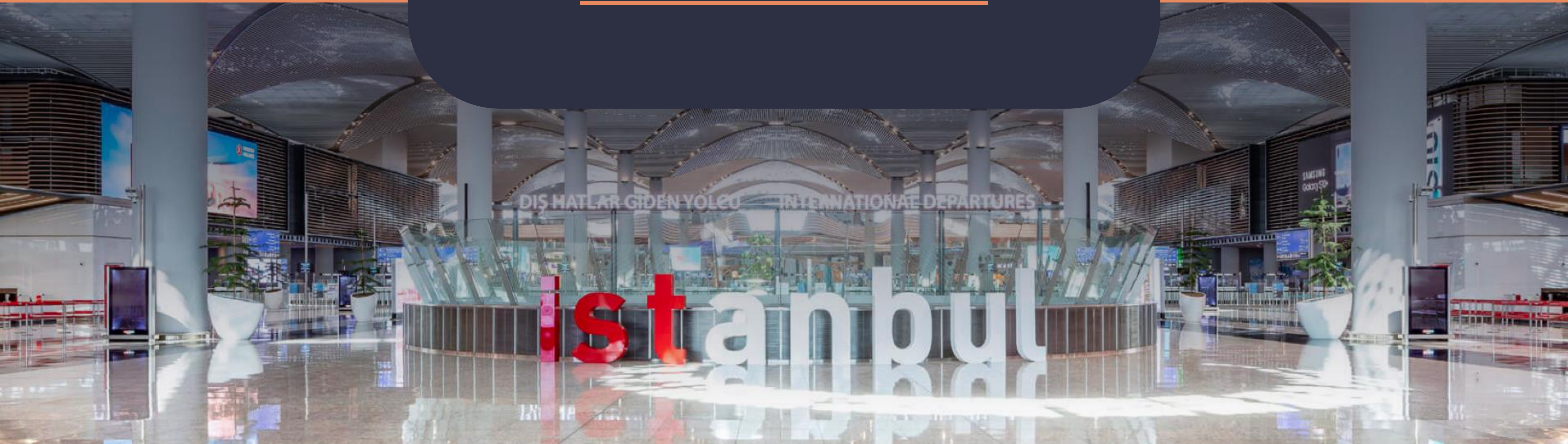
About Media Port

- 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.

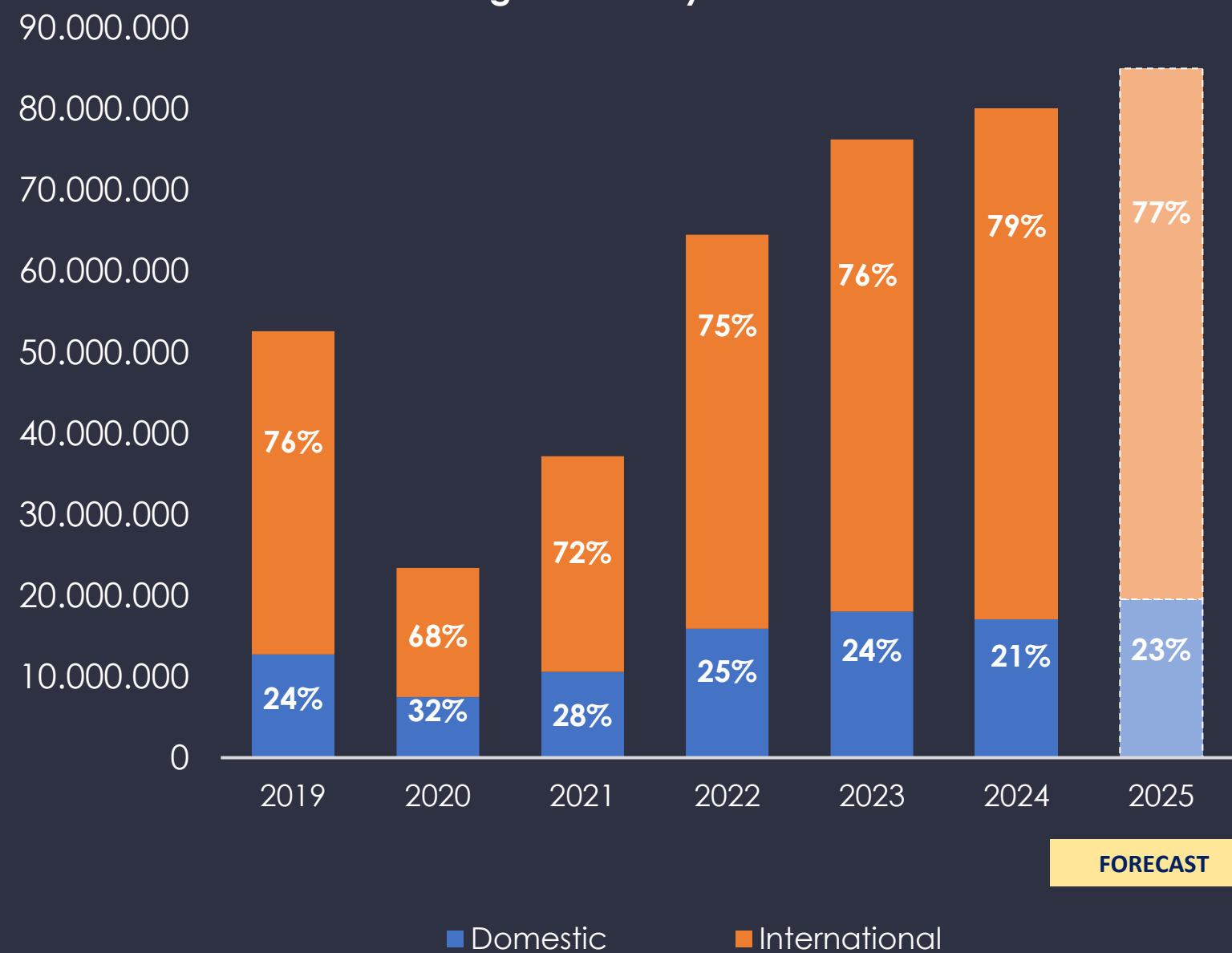
That is why nearly **1/3 of the total passengers are international transfer passengers** – 18 million in 2024.

Istanbul was also **in the Top 10 list of European Cities to visit** by Conde Nast Travel and Travel + Leisure in 2024, and last year Istanbul Airport hosted **more than 30 million P2P passengers**.

ISTANBUL AIRPORT PASSENGER TRAFFIC

Istanbul Airport became the 2nd busiest major hub in Europe, accommodating an impressive 76 million passengers in 2023, and **solidified its status in 2024 with a 5,3% increase in 2024 exceeding 80 million passengers**. It is ranked 8th in 2024 in the Top 10 List of worldwide busiest airports by total passenger traffic. **Projected to host more than 85 million passengers in 2025**, Istanbul Airport is set to maintain its spot among Europe's top three and possibly even take the lead once again.

Istanbul Airport Passenger Traffic by Year



2024 MONTHLY PASSENGER FIGURES*

	DOMESTIC	INTERNATIONAL	TOTAL
JANUARY	1.234.466	4.772.250	6.006.716
FEBRUARY	1.188.864	4.594.835	5.783.699
MARCH	1.134.986	4.762.321	5.897.307
APRIL	1.499.717	5.094.053	6.593.770
MAY	1.476.200	5.305.245	6.781.445
JUNE	1.620.437	5.454.153	7.074.590
JULY	1.770.526	5.833.834	7.604.360
AUGUST	1.732.944	6.003.044	7.735.988
SEPTEMBER	1.600.370	5.655.353	7.255.723
OCTOBER	1.443.792	5.429.063	6.872.855
NOVEMBER	1.252.556	4.993.028	6.245.584
DECEMBER	1.134.388	5.086.827	6.221.215
TOTAL	17.089.246	62.984.006	80.073.252



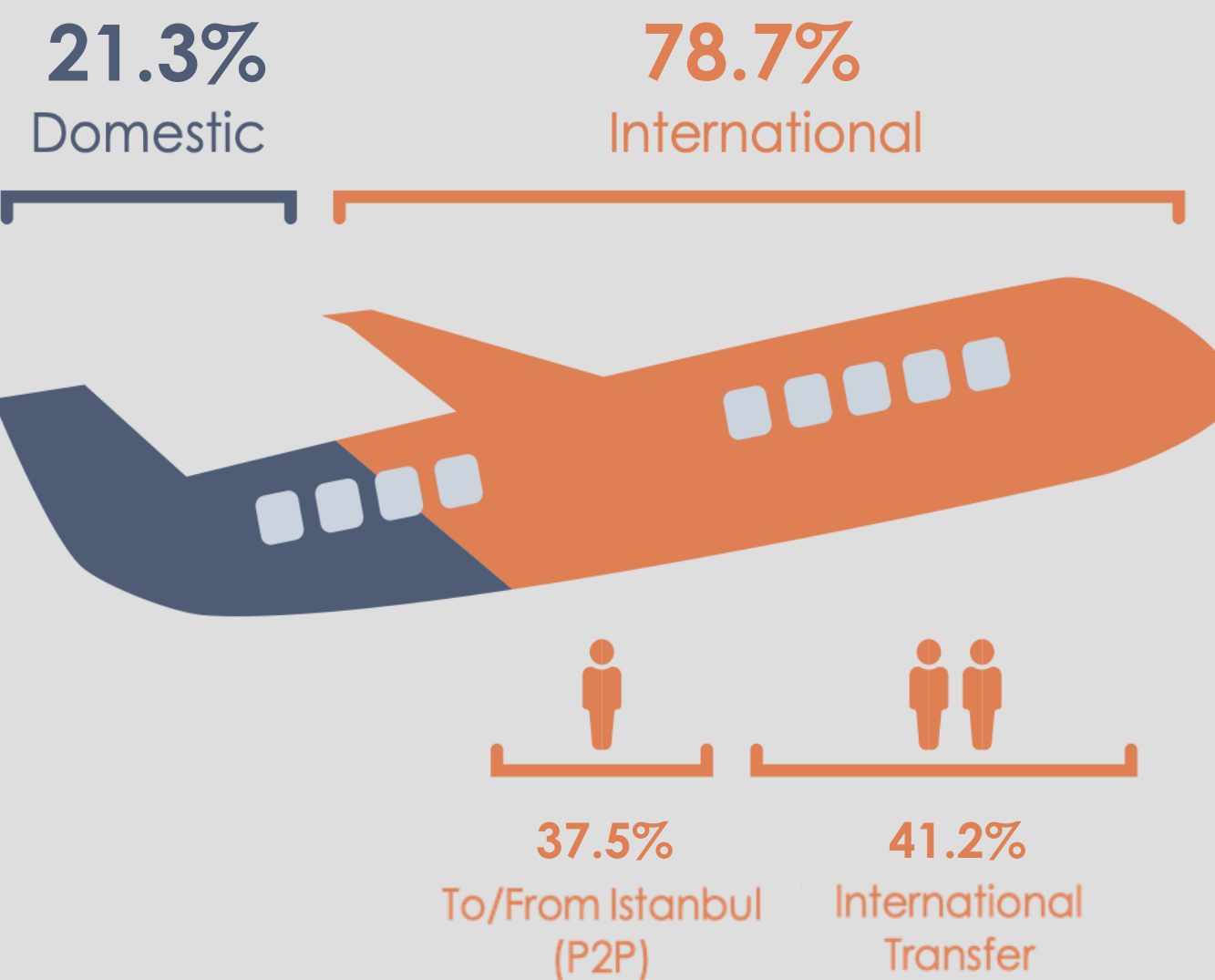
Top 10 airports by passenger volume

1	LHR	London	83.9 MPAX
2	IST	Istanbul	80.1 MPAX
3	CDG	Paris	70.3 MPAX
4	AMS	Amsterdam	66.8 MPAX
5	MAD	Madrid	66.1 MPAX
6	FRA	Frankfurt	61.6 MPAX
7	BCN	Barcelona	55.0 MPAX
8	FCO	Rome	48.9 MPAX
9	LGW	London	43.3 MPAX
10	MUC	Munich	41.6 MPAX

FULL YEAR

Traffic Breakdown 2024

Targeting the world



An unmatched international passenger mix originating from or traveling to **321 destinations in 124 countries** on four continents through Turkish Airlines' global network. 110 scheduled and 36 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**.



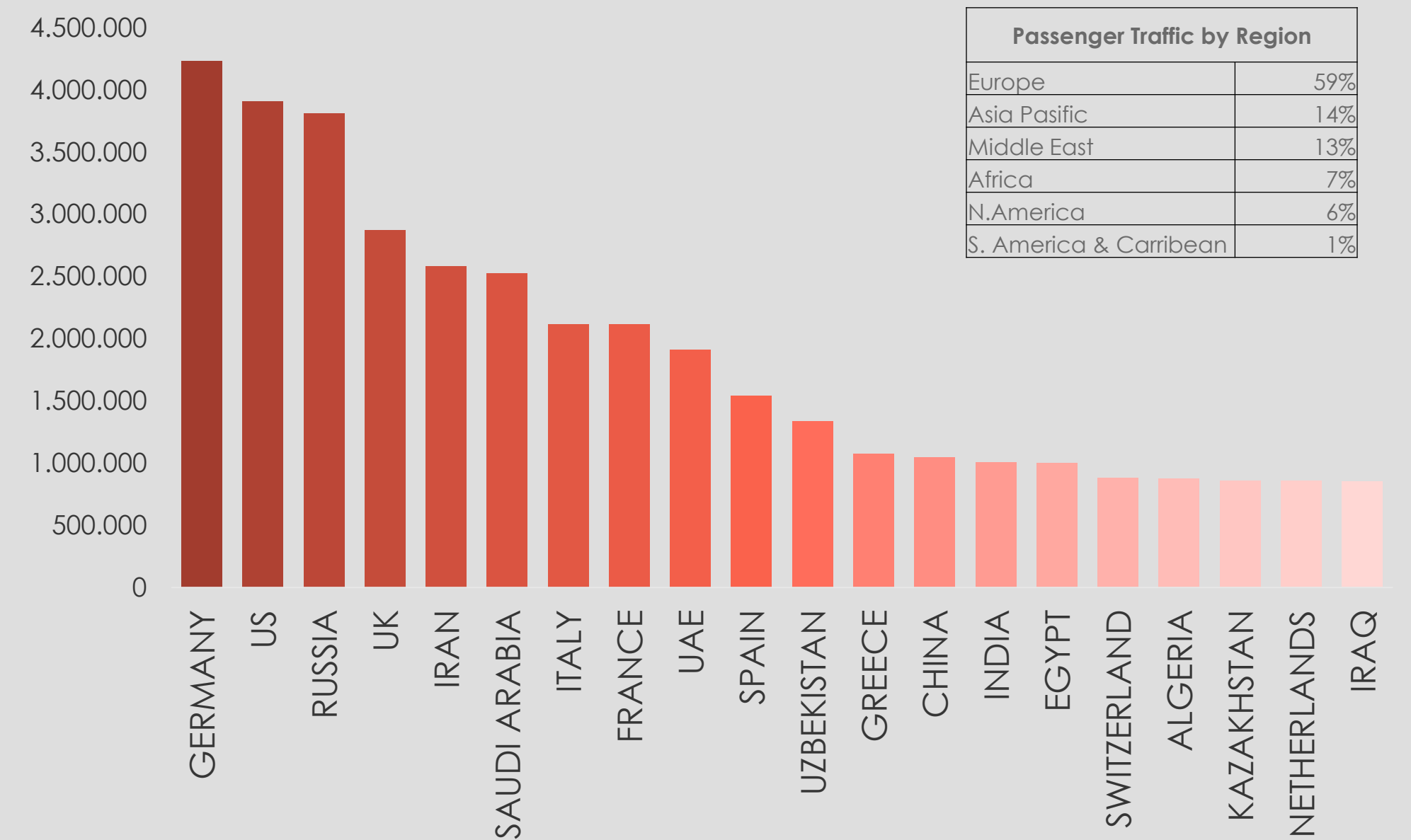
18-20% - The ratio of **Business Class**, Star Alliance Gold Members and iGA Pass holder passengers.

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 2024.
- USA was one of the key markets with nearly 325.000 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.

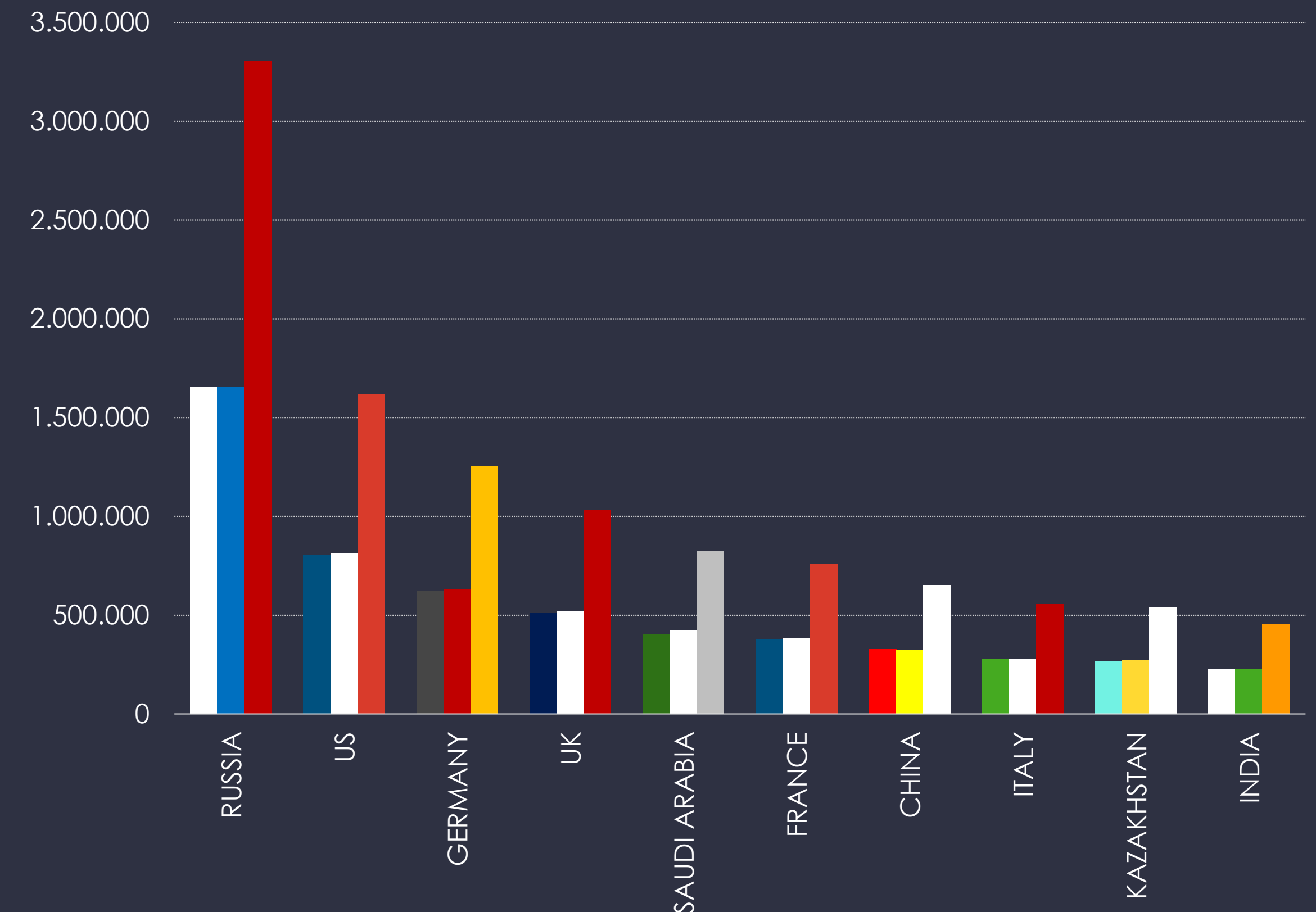
IST - Top Passenger Markets 2024



Destination ≠ Nationality

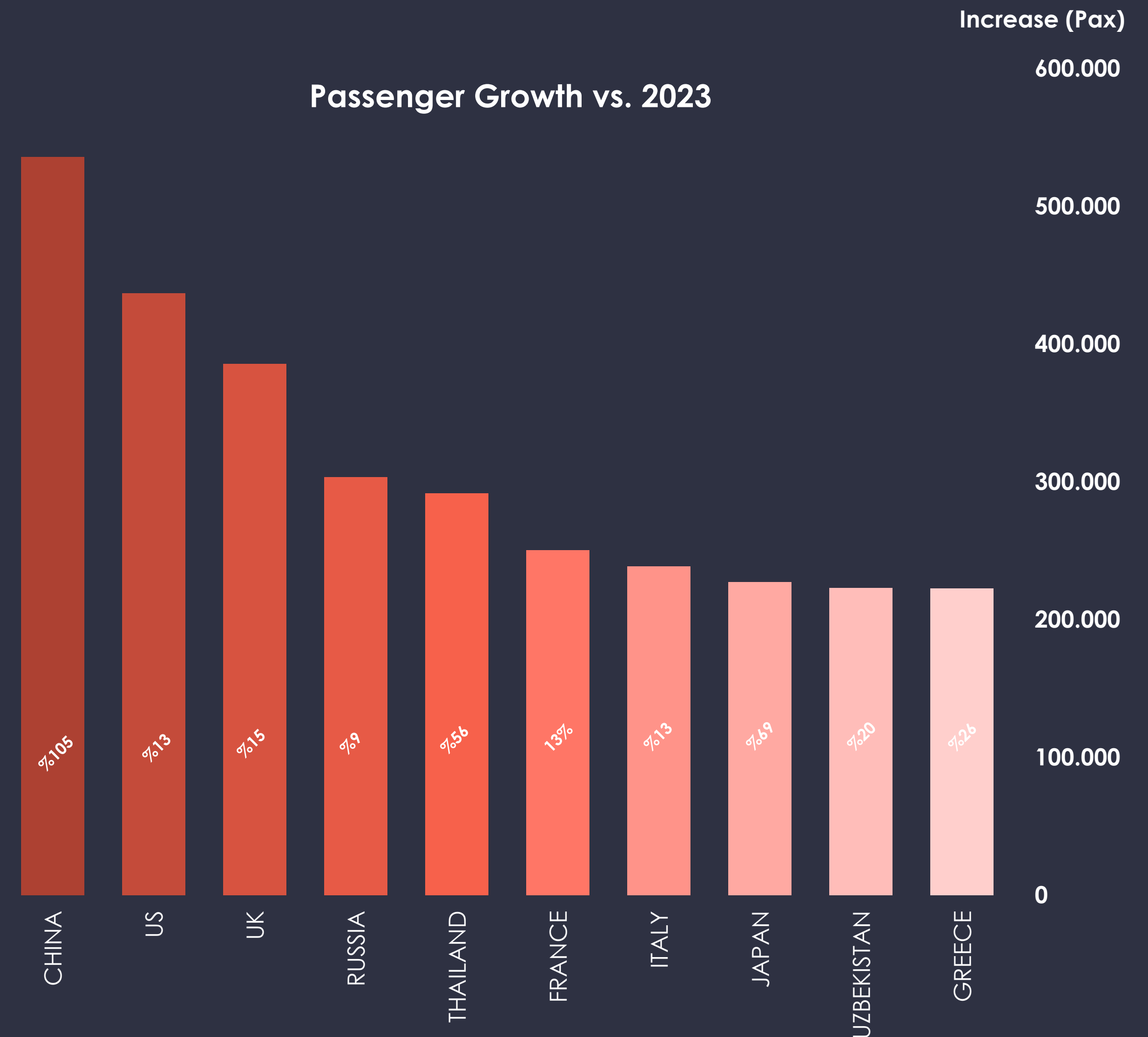
- Interpreting demographic data of passengers is challenging in aviation and travel retail. There is a common confusion- the destination is interpreted as nationality.
- Airports don't have access to demographic data of passengers, but they have flight data, and it is known that **destination is not 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 - 2024

- When we look at the Chinese market, there is a significant increase due to the **new Chinese airlines** to IST, such as China Southern and Air China.
- Japan market growth as Turkish Airlines started operations from Tokyo Narita Airport in addition to their existing operations at Haneda Airport.
- The all-time favorite **US market has grown 13% in 2024**. Istanbul Airport is the most preferred airport for US-bound passengers from South Asia, Southern & Eastern Europe and the Near East.
- Russia was one of the fastest-growing markets in 2024, with over 300.000 passengers, as Istanbul is the closest and one of the few accessible hubs for Russians.
- We expect a decrease in the Russian market upon a peace deal and **continuing growth in the Chinese, US and underserved Asian markets** in 2025.

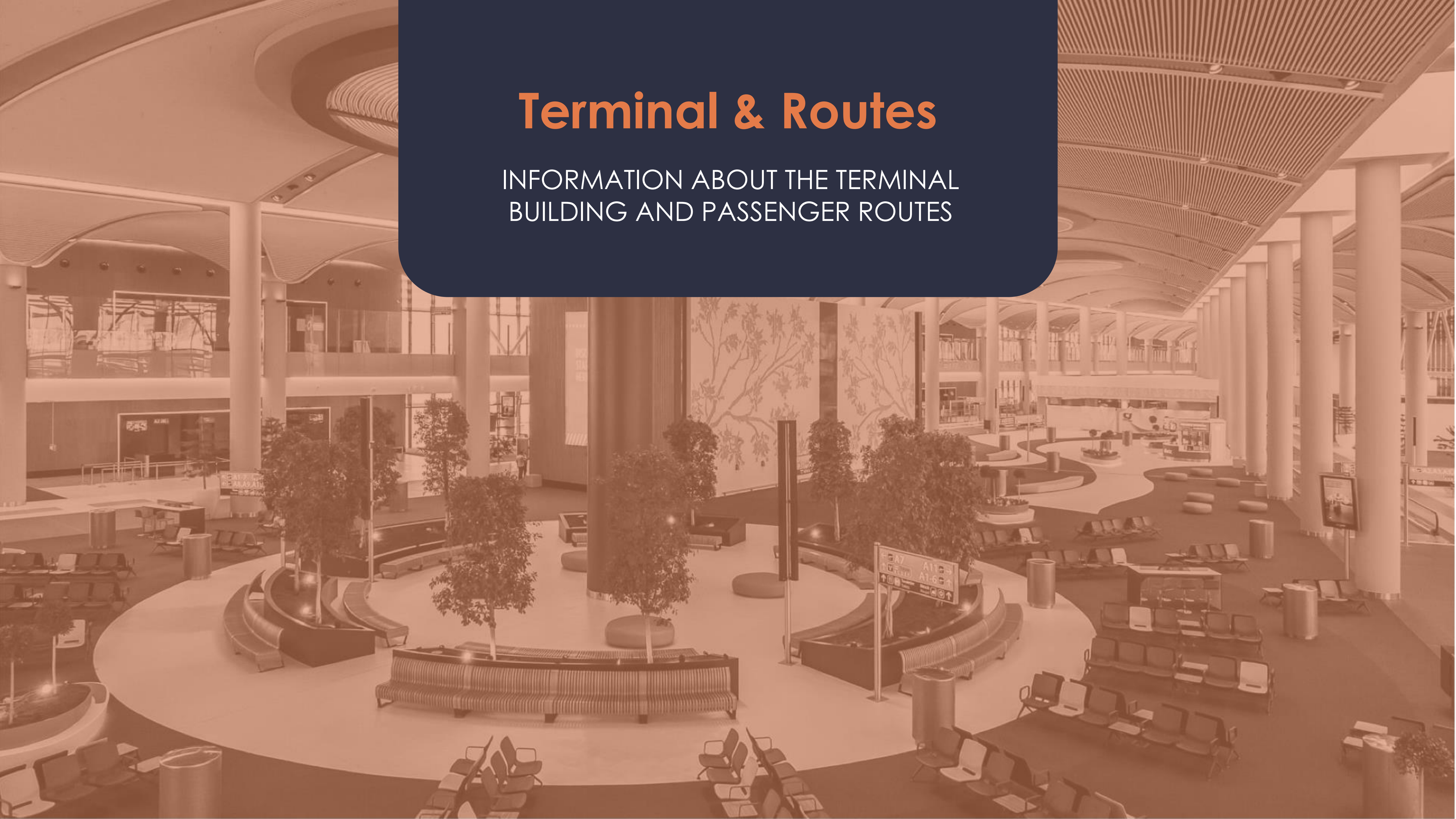


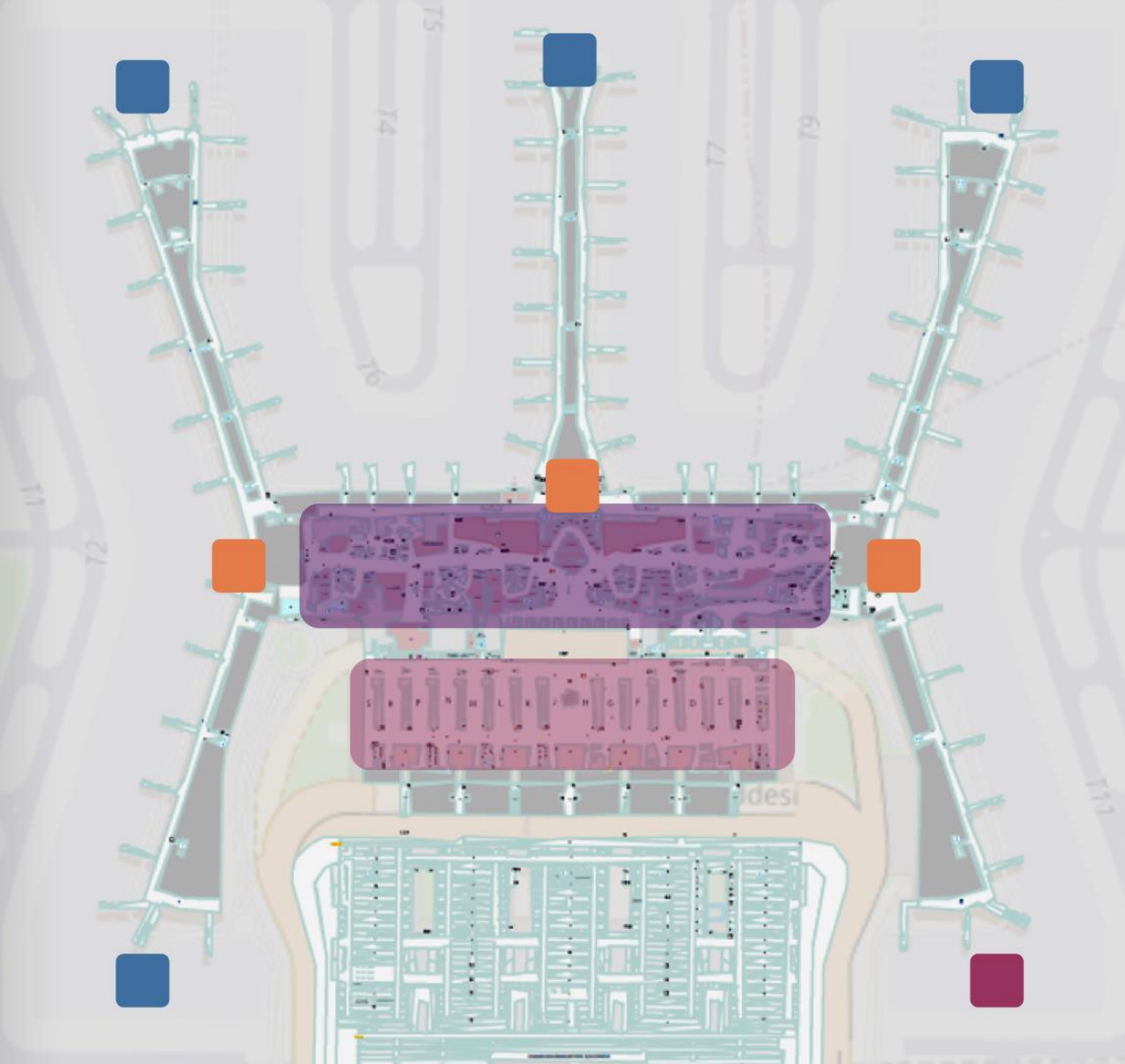
Why should you advertise in Istanbul Airport?

- More than 20 million visitors have made **Istanbul the number one city in the Europe in international visitor numbers in 2024**, with 14% growth compared to the previous year followed by London (+7%) and Antalya (+17%). 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.

Terminal & Routes

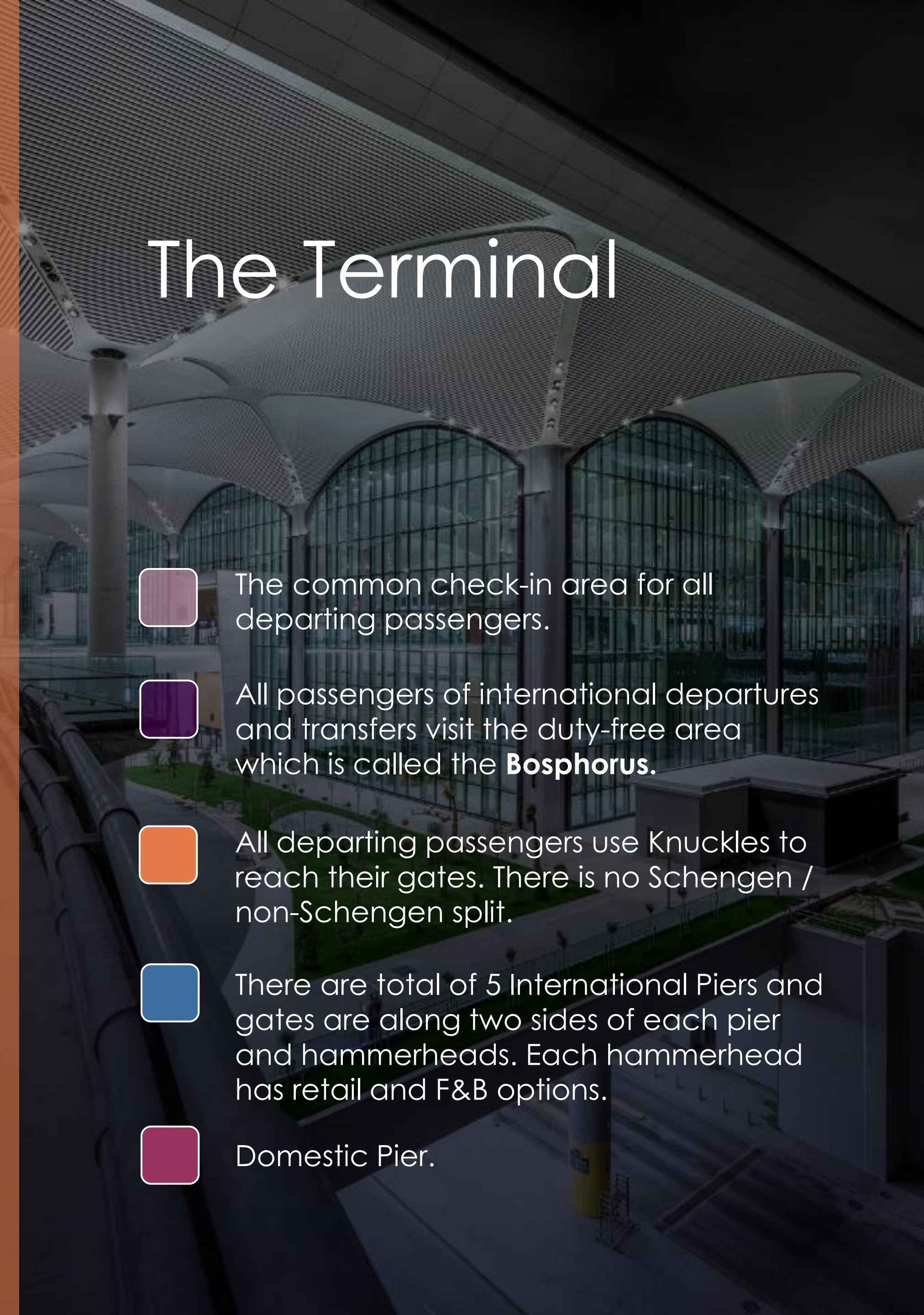
INFORMATION ABOUT THE TERMINAL
BUILDING AND PASSENGER ROUTES





The Terminal

-  The common check-in area for all departing passengers.
-  All passengers of international departures and transfers visit the duty-free area which is called the **Bosphorus**.
-  All departing passengers use Knuckles to reach their gates. There is no Schengen / non-Schengen split.
-  There are total of 5 International Piers and gates are along two sides of each pier and hammerheads. Each hammerhead has retail and F&B options.
-  Domestic Pier.



Transfer via IST

We offer the following options in this area:

Digital Monitor Network

65 inch

Digital Screen Network

65 & 75 inch

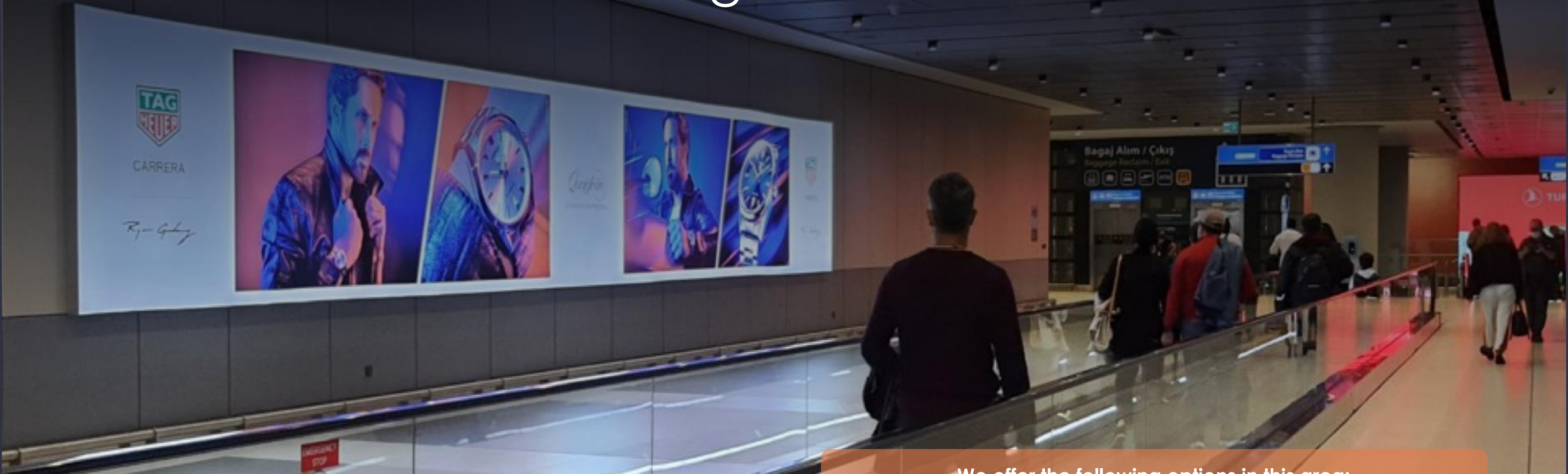
Light Boxes

- All arriving passengers reach the same corridor where they split towards either passport control for Istanbul or security check for connecting flights.
- Transfer desks of Turkish Airlines and other operators are located in this part of the airport to assist millions of transferring passengers.
- Transfer passengers go up to Bosphorus duty-free area through escalators.



ULUSLARARASI TRANSFER - INTERNATIONAL TRANSFERS

Arriving in Istanbul



We offer the following options in this area:

- After passport control, all arriving passengers walk through arrival corridors and go one level down to baggage claim.
- There are total of 26 baggage conveyors for International Arrivals, 10 for Domestic Arrivals. The Duty-free shops are blended seamless in the Arrivals Hall.
- All passengers exit the city through the same door.

**Digital
Monitor
&
Screen
Network**

**Baggage
Claim
LED Screen
Network**

**Light
Boxes**

**Iconic
Digital
LED Screens**

Leaving Istanbul

- All passengers use the same check-in hall.
- Turkish Airlines has dedicated islands, while other airlines are distributed among other islands.
- Passengers split between international and domestic departures as they proceed either to passport control or security check.
- International passengers reach Bosphorus – the duty-free area, while domestic passengers go to a separate pier.

We offer the following options in this area:

**Giant
Video
Walls**

**Rotating
Digital
Tower**

**Digital
Screen
&
Monitor
Network**

**Light
Boxes**

**Iconic
Video
Walls**

CIP / Business Class

- Business class passengers, Star Alliance Gold members, CIPs and iGA Pass holders use a dedicated terminal gate and security.
- Turkish Airlines has a dedicated check-in island for Business Class / CIP.
- All BC & CIP passengers proceed to the fast-track passport control and security check and continue to the Bosphorus (duty-free area) before reaching their lounges.
- There are four lounges in Bosphorus:
 - Turkish Airlines Business Class Lounge
 - Turkish Airlines Miles & Smiles Lounge
 - iGA Lounge
 - SkyTeam Lounge
- More than 1 million passengers use these lounges monthly, particularly the Turkish Airlines Lounge.



We offer the following options in this area:

Light Boxes
in dedicated
security
check area

Giant
Video Walls
on the way
to lounges

Static
Light Boxes
opposite
TK lounge
stairs



**TURKISH
AIRLINES**

A STAR ALLIANCE MEMBER 



Bosphorus Duty Free

- The **core of the Istanbul Airport** where continents and people meet... Like the city itself.
- All departing and transfer passengers spend their **dwell time** here.
- Luxury Boutiques, Main Duty-Free and retail **shops are located in this area, along with F&B venues** ranging from casual to fine dining.
- The average layover time for transfer passengers is 2 hours.



We offer the following options in this area:

Light
Boxes

Digital
Monitor
&
Screen
Network

Digital
Arches

Promotion
Areas



Knuckles

- Knuckles connect the Bosphorus area to the piers.
- All passengers go one level down by escalators and pass through these knuckles to reach their gates.
- Knuckles have F&B options, last-minute Duty-Free shops, Youth Lounge and exhibition areas..
- It is **an ideal place for brand marketing and events.**

We offer the following options in this area:

Light
Boxes

Giant Wall
Light Box

Digital
Screens
&
Monitor
Network

Promotion
&
Experience
Areas

Piers & Hammerheads

- Gates are located on each side of each pier and hammerheads.
- Smoking Terraces are also located at each hammerhead.
- There is **no Schengen/non-Schengen or geographic split**. Each pier has an almost equal number of passengers based on the operational distribution of aircrafts.
- Hammerheads have F&B for the last refresh and selected retail options before the flight.

We offer the following options in this area:

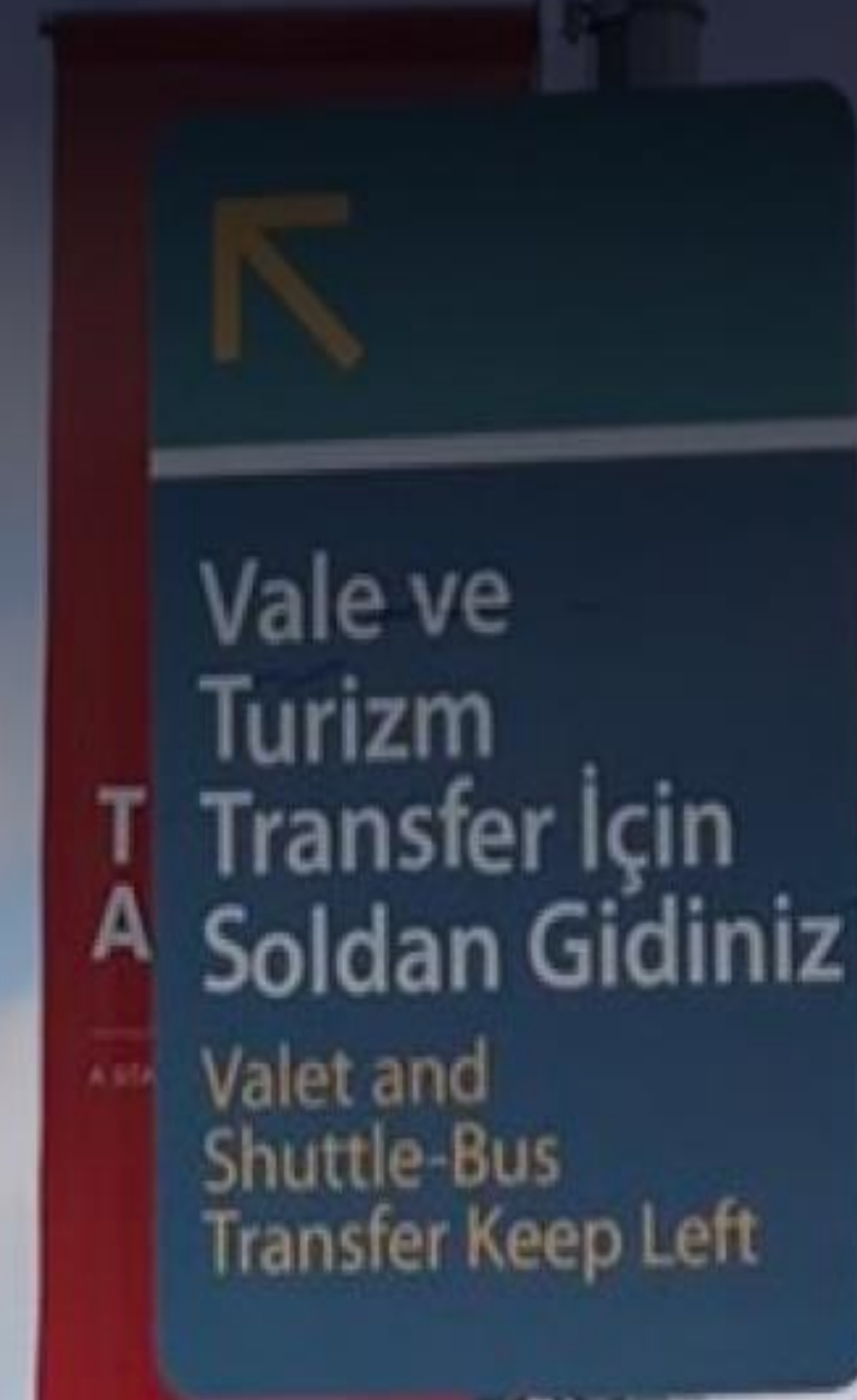
Light Boxes

Digital Monitor & Screen Network

Promotion Areas



To / From Airport



We offer the following options in this area:

- Passengers that reach the airport via highway split into two routes; car park or drop lane.
- All exit roads merge right after leaving the terminal/car park on the way to the city..
- The Metro line to the city is partly operational as of January 2023. The airport station is connected to the terminal with a semi-covered 200mt Walkway.

Outdoor
City Light
Poster

Megalights

Monumental
Arch

Car Park
Facade
Digital
LED Screen

Digital
Screens in
Metro
Walkway

Team Media Port

Our team has a versatile experience in OOH, brand management and marketing to find the best solutions for brands to target travelers.

Contact us to explore more.

To advertise at Istanbul Airport:
salesteam@mediaport.com.tr

For special projects and commercial partnerships:
marketing@mediaport.com.tr

-
www.mediaport.com

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