

## Media Frankfurt GmbH

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### Area of activity:

Media Frankfurt has sole responsibility for marketing all advertising displays at Frankfurt and Frankfurt-Hahn Airport. At Frankfurt Airport alone, this leader in the German airport marketing sector manages about 1,800 advertising displays. Advertisers and agencies can choose from over 30 different display types: the product range inside both terminals includes standard formats such as posters and banners as well as more unusual formats like oversize visual displays and Sky Posters. For outdoors, advertisers have a choice of standard displays such as City Light Posters and City Light Boards and media visible from far away, including Megaposters and 30-meters-tall TriTowers. Special campaigns are also available, such as branding of the 100 passenger bridges and the Light Corridor featuring the world's longest backlit advertising wall (400 meters long). Last but not least, the portfolio of Media Frankfurt includes sales promotion in the form of mobile campaigns and exhibition areas, dubbed Promotion Points.



It is possible to book the standard displays either individually or to create entire networks. The duration of advertising is also flexible: customers can, for example, conduct single-day promotion campaigns, city light poster campaigns lasting several weeks, or even use special objects like the passenger bridges for years at a time, depending on whether a short-term product or long-term image campaign is involved.

But the services provided by Media Frankfurt go far beyond simply leasing advertising displays. Before customers make a booking, we hold an in-depth consulting session with them in order to make an offer tailored to their needs. Media Frankfurt is also happy to take care of producing required advertising media. To ensure effective, attention-getting advertising at Frankfurt and Frankfurt-Hahn Airports in the future as well, our product development department is constantly working on new ideas. Media Frankfurt intends to continue asserting its position as a market leader and trendsetter

### Services:

- Exclusive marketing of advertising displays at Frankfurt and Frankfurt-Hahn Airports
- Development of advertising media
- Preparation of advertising concepts (consulting)
- Production of advertising

**Fraport holds a 51-percent share in the company.**

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