

MEDIA PACK

ROUTE MEDIA
cardiff airport 
maes awyryr caerdydd



KEY FACTS

PASSENGER PROFILES

 1.67 MILLION PASSENGERS
IN THE LAST 12 MONTHS

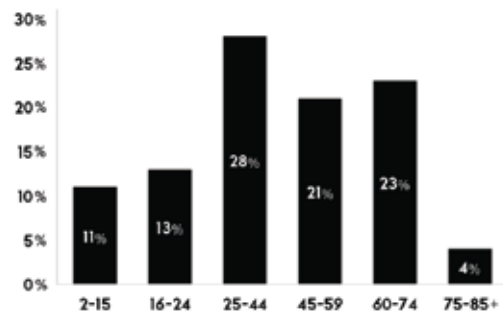
RATIO OF PASSENGERS



 30% OF PASSENGERS ARE
VISITORS TO WALES








AGE OF PASSENGERS



TRAVEL ROUTES

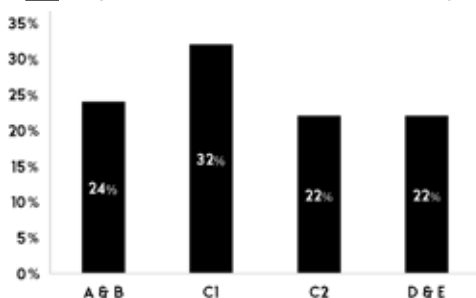


ORIGINATED FROM

-  EUROPE : 70%
-  NORTH AMERICA : 10%
-  ASIA : 5%
-  AUSTRALASIA : 4%
-  OTHERS : 12%



SOCIO - DEMOGRAPHICS



DEPARTURES GROUND FLOOR

CARDIFF AIRPORT

DEPARTURES GROUND FLOOR



DESCRIPTION

2 X 6 SHEETS AT ENTRANCE WAY TO DEPARTURES HALL,
(LEFT AND RIGHT SIDE OF ENTRANCE)

ARTWORK SPECIFICATION

1720MM (H) X 1150MM (W)
PDF WITH OUTLINED TEXT



DESCRIPTION

PANELS BEHIND CHECK IN COUNTERS, LEFT HAND
SIDE AND RIGHT HAND SIDE

ARTWORK SPECIFICATION

VARIETY - EXAMPLE : 1000 (H) X 2800 (W)
PDF HIGH RESOLUTION



DESCRIPTION

STAIRS FROM DEPARTURES GROUND FLOOR TO
FIRST FLOOR

ARTWORK SPECIFICATION

BESPOKE

DEPARTURES FIRST FLOOR

CARDIFF AIRPORT

DEPARTURES FIRST FLOOR



6 SHEET

DESCRIPTION

6 SHEET NEXT TO CAFE ON FIRST FLOOR,
PRE SECURITY

ARTWORK SPECIFICATION

1730MM (H) X 1150MM (W)
PDF WITH OUTLINED TEXT



LIGHT BOX

DESCRIPTION

LIGHT BOX NEXT TO CAFE ON FIRST FLOOR,
PRE SECURITY

ARTWORK SPECIFICATION

1750MM (H) X 1155MM (W)
PDF WITH OUTLINED TEXT



LARGE WALL VINYL

DESCRIPTION

FLOOR TO CEILING WALL VINYL IN AREA PRE
SECURITY

ARTWORK SPECIFICATION

7450MM (H) X 4230MM (W)
PDF HIGH RESOLUTION



LIGHT BOX

DESCRIPTION

2X LARGE LIGHTBOX ABOVE SECURITY
ENTRANCE DOORWAY

ARTWORK SPECIFICATION

1496MM X 6100MM

CARDIFF AIRPORT

DEPARTURES SECURITY AREA

DEPARTURES SECURITY WALL



DESCRIPTION

LARGE WALL IN SECURITY AREA

ARTWORK SPECIFICATION

3130MM (H) X 9700MM (W)
PDF HIGH RESOLUTION

6 SHEET



DESCRIPTION

6 SHEET IN SECURITY AREA

ARTWORK SPECIFICATION

1720MM (H) X 1150MM (W)
PDF WITH OUTLINED TEXT

LIGHTBOX



DESCRIPTION

LIGHTBOX POSITIONED AFTER DUTY FREE IN DEPARTURE LOUNGE

ARTWORK SPECIFICATION

2245MM (H) X 1925MM (W)
PDF WITH OUTLINED TEXT

CARDIFF AIRPORT

DEPARTURES LOUNGE GATES 1-3

EXPERIENTIAL CORNER



DESCRIPTION

BESPOKE AREA IN THE DEPARTURES LOUNGE

ARTWORK SPECIFICATION

BESPOKE

SMOKING AREA



DESCRIPTION

ONLY SMOKING AREA PAST SECURITY.

ARTWORK SPECIFICATION

6 UNITS 1000 (H) X 1000 (W), 2 UNITS 1000 (H) X 800 (W)
(FLEXIBLE)
PDF HIGH RESOLUTION

BUSINESS LOUNGES



DESCRIPTION

TWO DIGITAL TOTEMS .
1 IN 12 ROTATION.

ARTWORK SPECIFICATION

1080 (PX) X 1920 (PX) PORTRAIT 1MB

CARDIFF AIRPORT

DEPARTING PASSENGERS



6 SHEET

DESCRIPTION

1 X 6 SHEETS THROUGH DEPARTURE DOORWAY TO GATES.

ARTWORK SPECIFICATION

1725MM (H) X 1150MM (W)
PDF WITH OUTLINED TEXT



GATE 10 STAIRCASE WALLS

DESCRIPTION

STAIRS CASE WALLS GOING DOWN TO GATE 7-10

ARTWORK SPECIFICATION

LEFT SIDE 2465 (H) X 5410 (W), RIGHT SIDE 2470
(H) X 5440 (W)
PDF HIGH RESOLUTION

ARRIVALS

CARDIFF AIRPORT

ARRIVING PASSENGERS

ARRIVALS BANNER



DESCRIPTION

BANNER POSITIONED IN STAIRWELL CAPTURING ARRIVING PASSENGERS

ARTWORK SPECIFICATION

AVAILABLE ON REQUEST

GATE 7



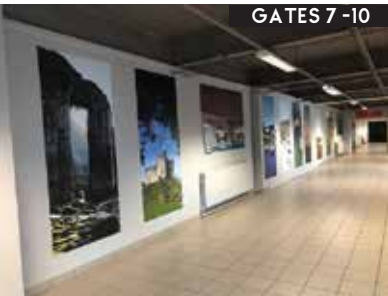
DESCRIPTION

CORRIDOR FROM ARRIVALS GATES TO PASSPORT CONTROL

ARTWORK SPECIFICATION

BESPOKE, VARIETY
HIGH RESOLUTION

GATES 7 -10



DESCRIPTION

CORRIDOR FROM ARRIVALS GATES TO PASSPORT CONTROL

ARTWORK SPECIFICATION

BESPOKE, VARIETY
HIGH RESOLUTION

PANELS BY GATE 10



DESCRIPTION

2 X PANELS INFRONT OF GATES 10 PRIOR TO PASSPORT CONTROL

ARTWORK SPECIFICATION

AVAILABLE ON REQUEST

CARDIFF AIRPORT

ARRIVING PASSENGERS

CORNER WALL PRE IMMIGRATION



DESCRIPTION

ALL INTERNATIONAL ARRIVALS PASS THIS AREA.
SITUATED JUST BEFORE PASSPORT CONTROL

ARTWORK SPECIFICATION

AVAILABLE ON REQUEST

IMMIGRATION XL LIGHTBOX



DESCRIPTION

LARGE LIGHTBOX, ONLY ADVERTISING IN
IMMIGRATION

ARTWORK SPECIFICATION

1496MM (H) X 6100MM (W)
PDF WITH OUTLINED TEXT

CARDIFF AIRPORT

INTERNATIONAL BAGGAGE RECLAIM

EXTRA LARGE WALL



DESCRIPTION

EXTRA LARGE WALL IN INTERNATIONAL BAGGAGE RECLAIM.

ARTWORK SPECIFICATION

2790MM (H) X 7295MM (W)
PDF HIGH RESOLUTION

LIGHT BOXES



DESCRIPTION

2 LIGHT BOX POSITIONED ON THE WALL IN INTERNATIONAL BAGGAGE RECLAIM

ARTWORK SPECIFICATION

WALL LIGHTBOXES: 1490(H) X 3980 (W)
PDF HIGH RESOLUTION WITH OUTLINED TEXT

LIGHT BOXES



DESCRIPTION

6 LIGHT BOX POSITIONED DIRECTLY ABOVE RECLAIM BELTS IN INTERNATIONAL BAGGAGE RECLAIM

ARTWORK SPECIFICATION

990 (H) X 3990 (W)
PDF HIGH RESOLUTION WITH OUTLINED TEXT

CARDIFF AIRPORT

INTERNATIONAL BAGGAGE RECLAIM



DESCRIPTION

6 SHEET IN INTERNATIONAL BAGGAGE, POSITIONED NEAR EXIT

ARTWORK SPECIFICATION

1730MM (H) X 1150MM (W)
PDF HIGH RESOLUTION WITH OUTLINED TEXT



DESCRIPTION

ONE DIGITAL TOTEM.
1 IN 12 ROTATION.

ARTWORK SPECIFICATION

1080 (PX) X 1920 (PX) PORTRAIT 1MB

CARDIFF AIRPORT

DOMESTIC BAGGAGE RECLAIM



LIGHT BOX

DESCRIPTION

2 X LIGHTBOX ABOVE THE RECLAIM BELTS IN DOMESTIC RECLAIM

ARTWORK SPECIFICATION

990 (H) X 3990 (W)

PDF HIGH RESOLUTION WITH OUTLINED TEXT



DIGITAL TOTEM

DESCRIPTION

ONE DIGITAL TOTEM.
1 IN 12 ROTATION.

ARTWORK SPECIFICATION

1080 (PX) X 1920 (PX) PORTRAIT 1MB

OUTDOOR

CARDIFF AIRPORT

ARRIVALS DIGITAL SCREENS

D48 DIGITAL SCREEN



DESCRIPTION

DIGITAL SCREEN OUTSIDE ARRIVALS.

ARTWORK SPECIFICATION

1008PX X 504PX

1 MB

96 SHEET



DESCRIPTION & SPEC

LARGE 96 SHEET INFRONT OF DROP OFF/PICK UP

ARTWORK SPECIFICATION

2970 (H) X 12175 (W)

PDF HIGH RESOLUTION

EXTRAS

CARDIFF AIRPORT

EXTRAS

URINALS & TOILETS



DESCRIPTION & SPECIFICATION

MENS 19 X A3, 5 X A4.

WOMENS: 32 X A3.

MIXED, BABY CHANGING & ACCESSIBLE 12 X A3

TOTAL 68

BAGGAGE TROLLEYS



DESCRIPTION

300 BAGGAGE TROLLEYS

ARTWORK SPECIFICATION

345 (H) X 520 (W)

CAR PARK TICKETS



DESCRIPTION

TICKETS ISSUED, USING AIRPORT PARKING

ARTWORK SPECIFICATION

AVAILABLE ON REQUEST

CONTACT ROUTE MEDIA

SALES@ROUTEMEDIA.CO.UK

02921 404342