



Facts & figures 2017

Connecting brands to the world at Amsterdam Airport

Schiphol



Welcome to Schiphol Media

Welcome to Schiphol Media’s Facts & Figures brochure 2018, which contains our final statistics for 2017. As you look through the pages, you will find the passenger numbers and demographics that show why the airport is such an ideal place to advertise.

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1. Amsterdam Airport Schiphol



Dwell time:
146 minutes

As you can see, Amsterdam Airport Schiphol again surpassed its previous record by hosting a grand total of 63.5 million passengers in 2016. In fact, Schiphol has grown to become the 3rd largest airport in Europe, and is now the fastest-growing airport in Europe. It's also the 4th largest international airport and the 2nd most important in terms of hub connectivity. Altogether, it's a pretty high score – and we'll continue to aim high in 2017. All facts and figures are based on Schiphol's Continuous Research 2016, unless otherwise stated.

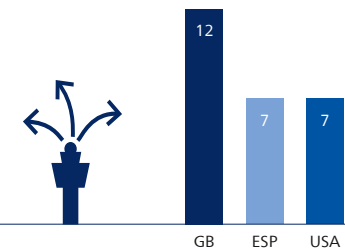


Departing passengers

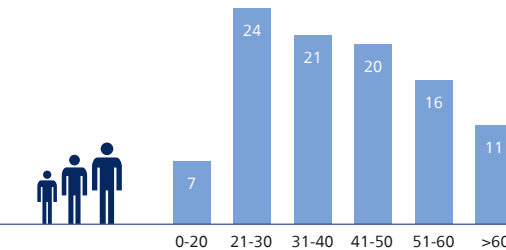
34.2 million



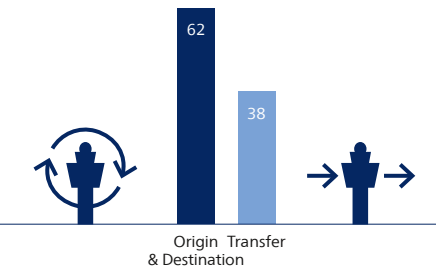
Top 3 destination countries in %



Age in %



Type of passengers in %

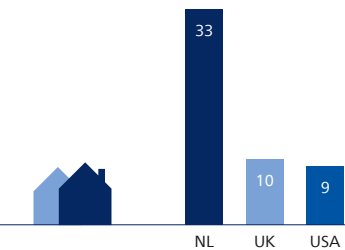


Arriving passengers

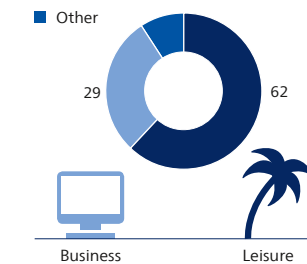
34.2 million



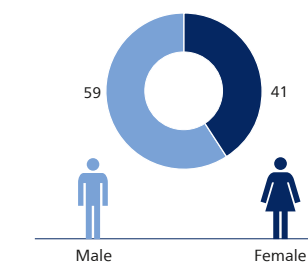
Top 3 countries of residence in %



Reason for travel in %



Gender in %



Frequency of flying





Traffic

Top 5 European airports

	million passengers a year	Growth in %
London (Heathrow)	78.0	+ 3.0%
Paris (Charles De Gaulle)	69.4	+ 5.4%
Amsterdam Schiphol Airport	68.4	+ 7.9%
Frankfurt	64.5	+ 6.2%
Istanbul (Atatürk)	63.7	+ 5.8%

Source: ACI World Airport Traffic Report 2016

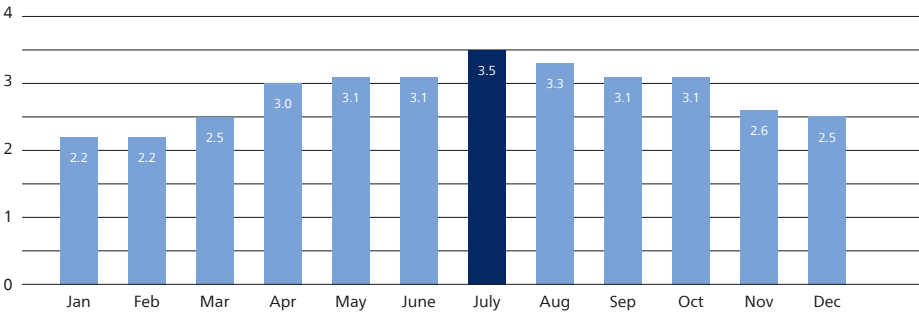
Historic overview per year, in millions

	2009	2010	2011	2012	2013	2014	2015	2016	2017
Departing	21.8	22.5	24.8	25.5	26.3	27.5	29.2	31.8	34.2
Arriving	21.7	22.7	24.9	25.5	24.9	27.5	29.1	31.7	34.2
Total	43.5	45.2	49.7	51.0	52.6	55.0	58.3	63.5	68.4

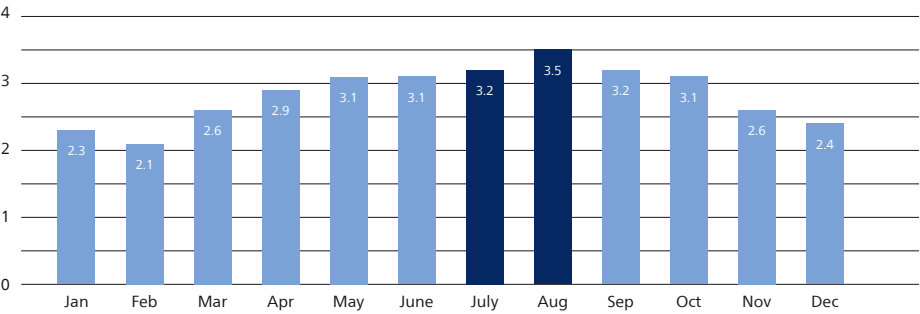
Passenger numbers per passenger type, in millions

	O&D	Transfer	Total
Departing	21.6	12.6	34.2
Arriving	21.5	12.7	34.2
Total	43.1	25.3	68.4

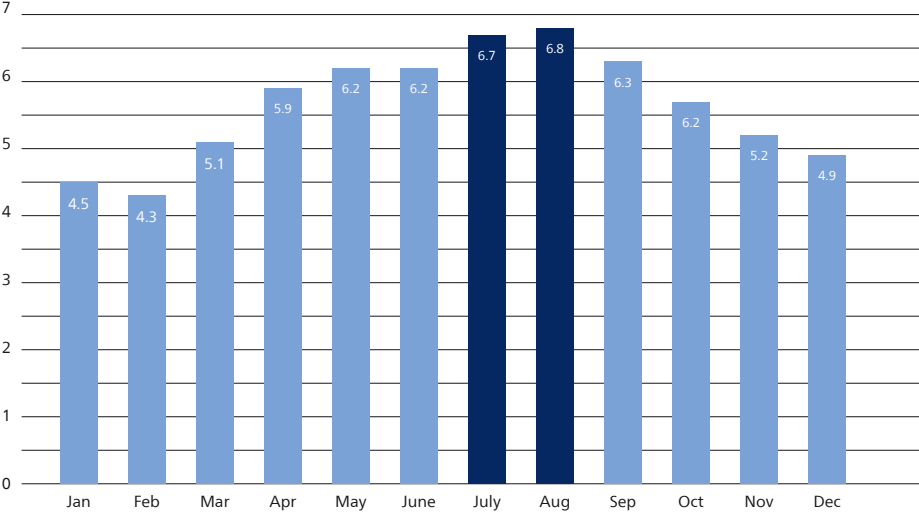
Departing passengers per month in millions



Arriving passengers per month in millions

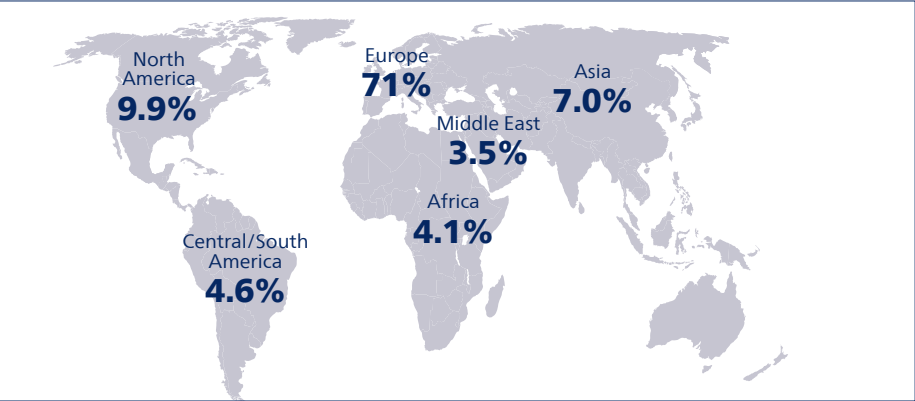


Total number of passengers per month in millions

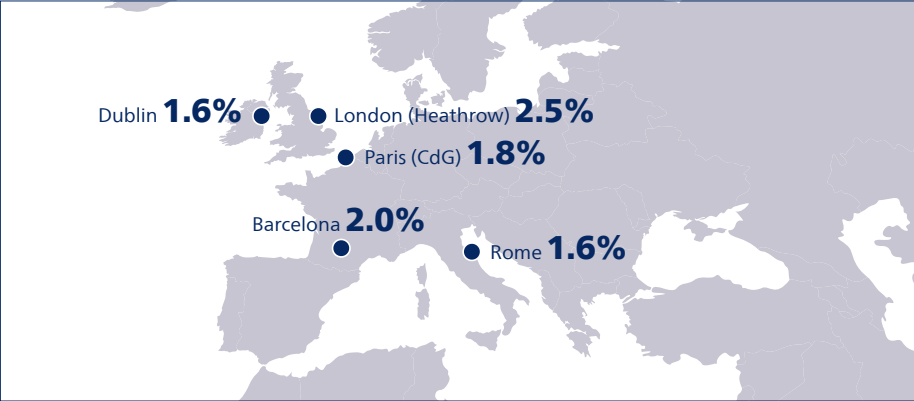


Destinations

Destination continent

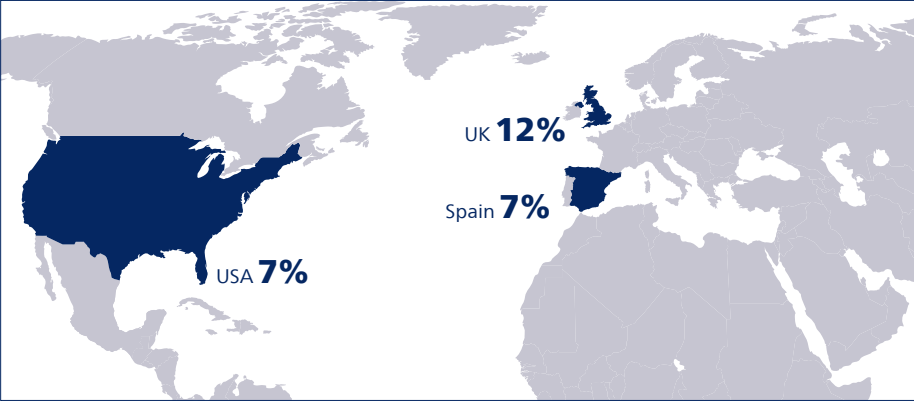


Airports of destination - Top 5 Airports of Destination



Total number of destination airports: 322

Country of destination - Top 3 country of destination





2. Reaching a captive audience

A large majority of our passengers say that advertisements suit the airport environment



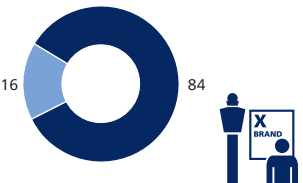
Reaching a captive audience

Travelers are happy to see advertising

When asked to what extent they agreed with various statements, passengers replied as follows:

The advertisements suit the airport environment		The advertisements are noticeable at this airport	
Totally agree	10%	Totally agree	14%
Agree	74%	Agree	69%
Neither agree nor disagree	12%	Neither agree nor disagree	12%
Disagree	3%	Disagree	5%
Totally disagree	1%	Totally disagree	0%

Most passengers think advertising fits well within the airport environment 84%



Most passengers think that the advertisements are very noticeable 83%



Source: Schiphol Continuous Research 2015

Advertising Awareness

Have you seen any advertisements at the airport?

	2010	2012
Definitely	58.0%	75.0%
Probably	28.0%	7.0%
Definitely not	14.0%	18.0%

Where did you see advertisements?

	2010	2012
Before check-in	53.0%	64.0%
During check-in	64.0%	53.0%
After security	75.0%	89.0%

dvj Insights campaign research 2012

Average time spent at Schiphol in minutes

	Travel time to Schiphol	Landside	Lounge	Pier/Gate	Total
Local boarding passengers	63 min.	30 min.	44 min.	73 min.	210 min.
Transfer passengers			102 min.	86 min.	188 min.

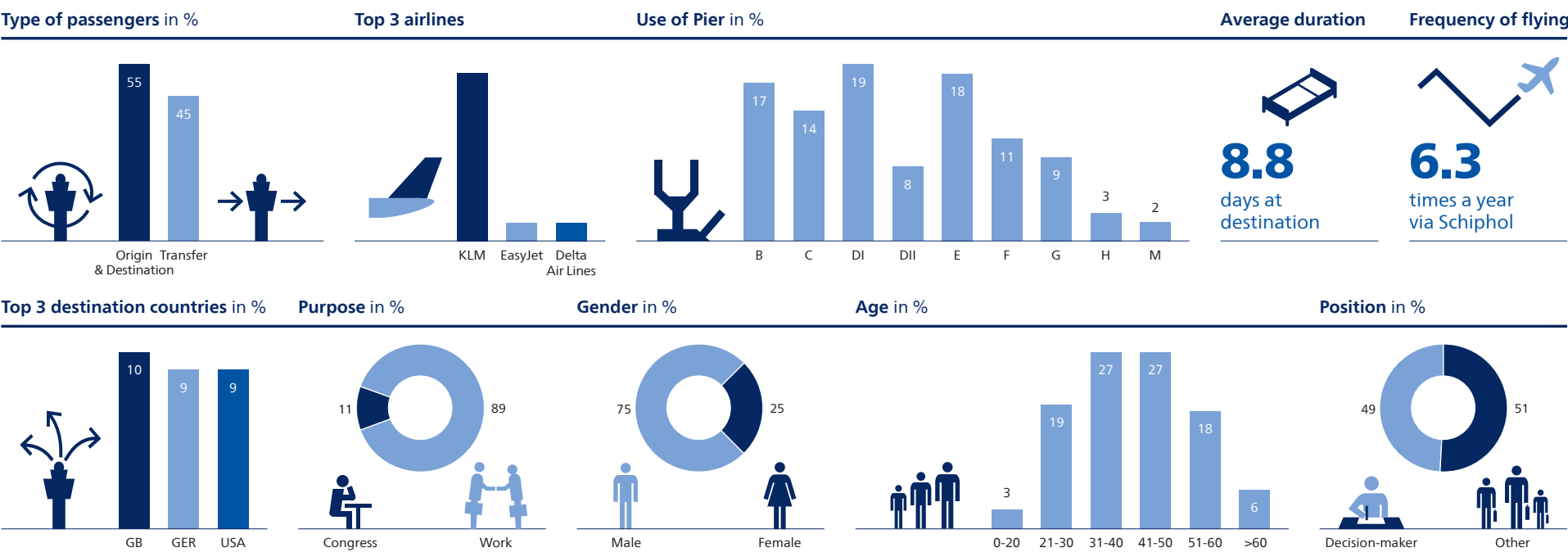
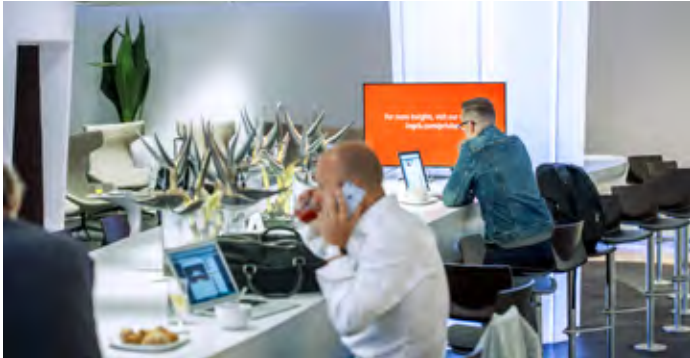
dvj Insights campaign research 2012



3. Passenger profile



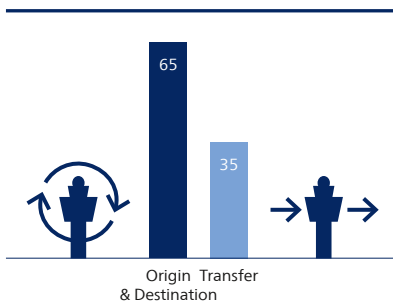
Business travelers



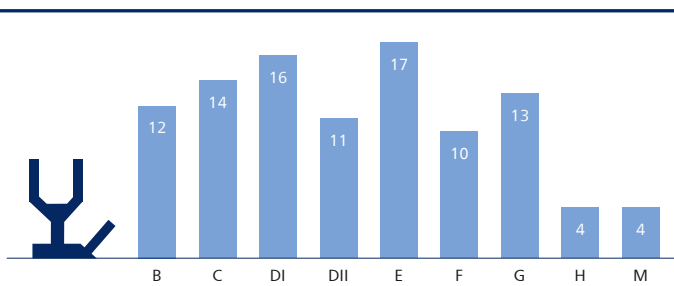


Leisure travelers

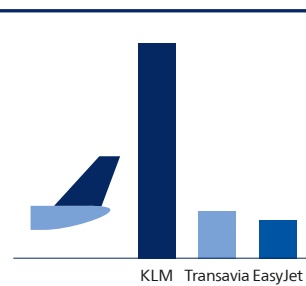
Type of passengers in %



Use of Pier in %



Top 3 airlines



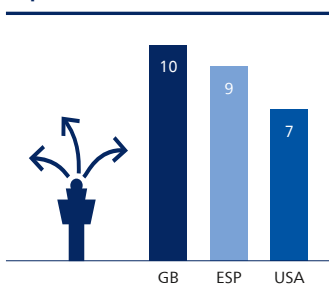
Average duration



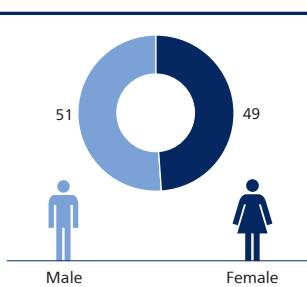
Frequency of flying



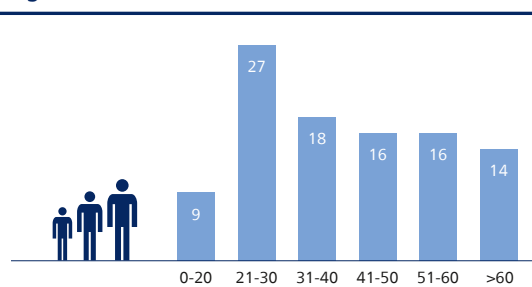
Top 3 destination countries in %



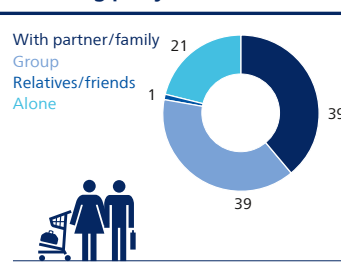
Gender in %



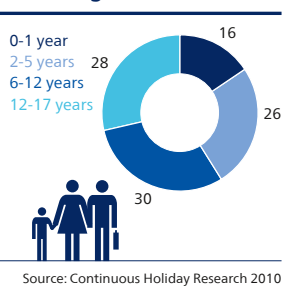
Age in %



Traveling party in %



Traveling children in %



Source: Continuous Holiday Research 2010



Typical family flyers

1.4

million households

19%

of all passengers at Schiphol

7,000

Privium



Online media 83% are online every day

81%

smartphone

71%

tablet

21%

smart TV

Top 3 channels preparing for journey

G 42%

Google search

Schiphol 36%

Schiphol website

33%

Travel organization's website

Shop at

👕

Coolcat, Zalando, WE, C&A and H&M

👞

Zalando, Van Dalen, Nelson and Van Haren

🏆

Intersport, Perry Sport and Sport 2000

🏠

Hema, ICI Parix XL and Douglas

💡

Ikea, the Bijenkorf and Hema

Brand preferences

👔

Vingino, Pall Mall, G-star, Tommy Hilfiger, Benetton, Sisley, PME Legend and Esprit

👞

UGG, Van Bommel, Converse, Ecco and Tamaris

🍷

Vichy, Hugo Boss, Kenzo, Esprit, L'Oreal Paris and Maybelline

🍷

Johnnie Walker whisky, Licor 43 and craft beers

Characteristics

👨👩👧

Age 30-50 parents

€

2 times average income, or higher

🏠

Semi-detached or terraced house

Free time

📖

Reading books (or reading to children)

🍴

Eating with friends and family

🐘

Zoo visits with family

🍖

BBQ

🏆

Sport

Media consumption

📺

Nickelodeon, NPO 1, SBS 6, Disney Channel and RTL 4

📻

Radio 538, NP O, 3FM, SkyRadio and Qmusic

📰

Regional newspapers, Reformatorisch Dagblad and AD

📖

Wij Jonge Ouders, Ouders van Nu, Autoweek, LINDA, Voetbal International and Donald Duck

Holiday behavior

78%

holiday

39%

travel agency

18%

city trip

>€1000

annual holiday expenditure

Flying behavior

16%

sometimes fly on business

56%

fly from Schiphol

At Schiphol

🍴

83%

use catering facilities

🛍

54%

intend to use shops

📺

91%

visit shops

🛍

51%

buy items at Schiphol

Motivational

"Schiphol should offer distractions and entertainment"

"There needn't be any exclusivestores"

"I want to be surprised by a unique shopping selection"

Purchase motives

34%

"To ease the wait / out of boredom"

30%

"I needed a specific product"

24%

"I wanted to buy myself something nice"

Obstacles

53%

"I didn't need anything"

44%

"Prices too high"

18%

"Inconvenient to take with me"

Destinations

☀

Turkey, France, Eastern Europe, the Netherlands and Germany

❄

The Netherlands, Great Britain / Ireland and Austria

Schiphol Parking 2-year spend: €122

P3

25%

use Schiphol Parking

P3

70%

use P3 (long-stay parking)

Transport to Schiphol

🚗

33%

dropped off by car

🚂

17%

train

Luxury frequent flyers

586

thousand households

15%

of all passengers at Schiphol

17,000

Privium



Online media 79% are online every day

66%

smartphone

68%

tablet

19%

smart TV

68%

laptop

Top 3 channels preparing for journey

G

47%

Google search

Schiphol

31%

Schiphol website

✈️

30%

Travel organization's website

Shop at

👤

The Bijenkorf, C&A and exclusive stores

👞

Ziengs, Van Dalen and exclusive shoe stores

🍷

Bever, Sport 2000 and Intersport

🍷

The Bijenkorf, ICI Paris and Yves Rocher

💡

The Bijenkorf and other exclusive stores

Brand preferences

👤

Marc O'Polo, State of Art, Hugo Boss, Tommy Hilfiger and G-Star

👞

Van Bommel, Clarks and Ecco

🍷

L'Oreal Paris, Estee Lauder, Hugo Boss, Chanel, Lancome and Max Factor

🍷

Cognac, port, gin, wine and champagne

Characteristics	Free time	Media consumption	Holiday behavior		Flying behavior
👤👤👤 Age 45-75 (head of household)	🏛️ Exhibitions and museums	📺 NPO 1, NPO 2, NPO 3 and RTL 4	81% holiday	40% travel agency	23% sometimes fly on business
👤👤 Or without children	🎭 Theatre visits	📻 NPO Radio 4, Classic FM, BNR Nieuwsradio and NPO, Radio 1 and 2			
€ >2x average income,	🎵 Classical music concerts	📰 NRC Handelsblad, Het Financieele Dagblad, De Volkskrant and regional daily newspapers	22% city trip	>€3000 annual holiday expenditure	69% fly from Schiphol
🏠 Own a home detached house	📖 Reading books	📖 Volkskrant Magazine, Quote, Vrij Nederland, Elsevier, ELLE Decoration and Reizen Magazine			
	🚶 Going for walks				

At Schiphol

🍴

82%

use catering facilities

🛍️

47%

intend to use shops

📺

85%

visit shops

🛍️

45%

buy items at Schiphol

Motivational

"After I arrive, I want to fly off as soon as possible"

"At Schiphol, I am well aware of where everything is"

"I don't take time to enjoy the atmosphere"

Purchase motives

39%

"I needed a specific product"

33%

"I saw an attractive offer"

16%

"To ease the wait / out of boredom"

Obstacles

58%

"I didn't need anything"

43%

"Prices too high"

16%

"Inconvenient to take with me"

Destinations

☀️

South-East Asia, the Middle East, Portugal, Italy and France

❄️

Middle/South America, the Canaries and Austria

Schiphol Parking 2-year spend: €172

🅑

19%

use Schiphol Parking

P3

51%

use P3 (long-stay parking)

Schiphol

35%

park at Schiphol Centre

Transport to Schiphol

🚗

29%

dropped off by car

🚆

25%

train

Youthful budget flyers

1.4
million households

14%
of all passengers at Schiphol

1,500
Privium



Online media 81% are online every day

70%
smartphone

10%
Gaming console

86%
laptop

Top 3 channels preparing for journey

46%
Google search

Schiphol 42%
Schiphol website

30%
Travel organization's website

Shop at

H&M, Vero Moda/Only, Wibra and C&A

Bristol, Van Haren and Scapino

Aktiesport, Sport 2000 and Decathlon

Kruidvat, Hema, Etos and Trekpleister

Kwantum, Blokker, Hema Xenos and Action

Brand preferences

Calvin Klein, Esprit, Diesel and G-Star

Converse, Skechers, Birkenstock and Ecco

Estee Lauder, Garnier, Armani, Calvin Klein, Dolce&Gabbana, Max Factor and Maybelline

Cider, rum, vodka, gin, berry genever, whisky and mixer drinks

Characteristics

Aged up to 45
(head of household)

May have children
aged <5

1.5x average
or below-average
income

Rent
house or apartment

Free time

Cafés
and bars

Disco
or clubs

Gaming
with friends

Reading
books

Eating
with friends

Media consumption

Comedy Central, MTV, Disney Channel, RTL4 and NPO1

SLAM FM, QMusic and Radio 538

Online news sites and Metro

Men's Health, Ouders van Nu, Wij Jonge Ouders, Glamour and Vriendin

Holiday behavior

61%
holiday

34%
travel agency

14%
city trip

>€1000
annual holiday
expenditure

Flying behavior

11%
sometimes fly
on business

43%
fly from Schiphol

At Schiphol

83%
use catering facilities

54%
intend to use shops

91%
visit shops

51%
buy items at Schiphol

Motivational

"If I have another drink, I can keep an eye on my gate"

"I don't want to just sit still and wait - I want to do something"

"Special offers are a reason to do some shopping"

Purchase motives

36%
"To ease the wait / out of boredom"

33%
"I saw an attractive offer"

24%
"I needed a specific product"

Obstacles

53%
"I didn't need anything"

44%
"Prices too high"

18%
"Inconvenient to take with me"

Destinations

Middle East, the Netherlands, Germany, Spain and Italy

Belgium, Luxembourg and France

Schiphol Parking 2-year spend: €105

14%
use Schiphol Parking

P3 72%
use P3
(long-stay parking)

Transport to Schiphol

38%
dropped off by car

31%
train

Urban high-flyers

774

thousand households

17%

of all passengers at Schiphol

3,000

Privium



Online media 81% are online every day

71%

smartphone

70%

laptop

Top 3 channels preparing for journey

G 47%

Google search

Schiphol 39%

Schiphol website

35%

Travel organization's website

Shop at

👕

The Bijenkorf, Sissy Boy, Zara,H&M,Hema and C&A

👟

Invito, Manfield, Van Dalen and Van Haren

🏋️

Perry Sport, Decathlon and Aktiesport

🏠

The Bijenkorf, ICI Paris, Douglas, Kruidvat and Etos

💡

Hema, Ikea, the Bijenkorf and Action

Brand preferences

👕

Calvin Klein, Ralph Lauren, Hugo Boss, Esprit and G-Star

👟

Timberland, Converse, Geox and Ecco

🏠

Biodermal, Clinique, Lancome, L'Oreal Paris, Dolce & Gabbana, Calvin Klein, Gucci, Jean Paul Gaultier and Dior

🍷

Disaronno, cider, rum, vodka and gin

Characteristics

👥

Aged 25-40
(head of household)

👤

Single

€

Average
(below-average to 2x average income)

🏠

Rent
apartment in the city

Free time

🍷

Cafés
and bars

🎰

Casino
or festivals

📖

Reading
books

🍴

Eating
with friends

🏆

Sport

Media consumption

📺

MTV, Comedy Central, TLC, NPO 1 and RTL4

📻

Sublime FM, NPO, Radio 3FM, SLAM FM and Radio 538

📰

Metro, Nrc.next, Het Financieele Dagblad and NRC Handelsblad

📖

Volkskrant Magazine, Vrij Nederland, Men's Health, Psychologie Magazine, Happinez and PS van de Week

Holiday behavior

75%

holiday

36%

travel agency

23%

city trip

>€1000

annual holiday expenditure

Flying behavior

15%

sometimes fly on business

61%

fly from Schiphol

At Schiphol

🍴

83%

use catering facilities

🛍️

50%

intend to use shops

📄

88%

visit shops

🛒

57%

buy items at Schiphol

Motivational

"Schiphol doesn't mean much more to me than a quick stopover"

"At Schiphol, I'm always stressed about whether everything will go okay"

"A high level of service and comfort is important to me"

Purchase motives

39%

"I needed a specific product"

30%

"To ease the wait / out of boredom"

26%

"I saw an attractive offer"

Obstacles

53%

"I didn't need anything"

28%

"Prices too high"

14%

"Inconvenient to take with me"

Destinations

☀️

US/Canada,South-East Asia, Spain, Italy and Portugal

❄️

US/Canada, Middle/ South America and Great Britain

Schiphol Parking 2-year spend: €120

🅑

13%

use Schiphol Parking

P3

62%

use P3
(long-stay parking)

Transport to Schiphol

🚗

38%

dropped off by car

🚆

29%

train

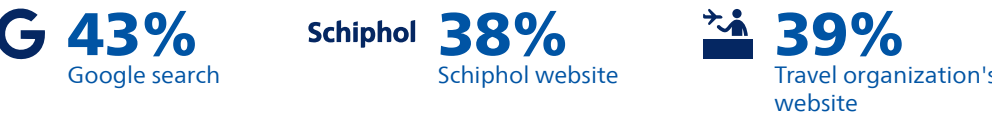
Over-55 travel lovers



Online media 72% are online every day



Top 3 channels preparing for journey



Shop at

- First Lady, Piet Zoomers, Claudia sträter, C&A and Hema

Ziengs, Scapino and Van Haren

DA, Yves Rocher, Kruidvat and Etos

Marskramer, Blokker, Action, IKEA and Leen Bakker

Brand preferences

- State of Art, Gaastra, Lacoste, Esprit, Tommy Hilfiger and McGregor

Ara, Rieker, Geox, Ecco and Van Bommel

Diadermine, Nivea, Gillette, Chanel and Lancôme

Whisky, gin, advocaat, bitters, gin, sherry and port

Characteristics	Free time	Media consumption	Holiday behavior		Flying behavior
Aged 55+ with children Or without children Average to >2x average income Homeowners	Gardening Management functions Volunteer work Jigsaw puzzles and books Going for walks	Regional broadcasters, NP01, NP02, Eurosport and RTL 4 Regional broadcasters, Classic FM, Sky Radio and NPO Radio 1, 2 & 5 Regional newspapers, Reformatorisch Dagblad, Trouw and De Telegraaf Plus Magazine, Kampioen, Zin, Knip Mode, Libelle, Margriet, Vrouw, Landleven and MAX Magazine	71% holiday 14% city trip	50% travel agency >€5000 annual holiday expenditure	8% sometimes fly on business 47% fly from Schiphol

At Schiphol



Motivational

"Schiphol doesn't have to keep me amused"

"I don't have to be surprised by a unique shopping selection"

"Special offers are no reason to go shopping"

Purchase motives

31%

"I needed a specific product"

26%

"I saw an attractive offer"

25%

"To ease the wait / out of boredom"

Obstacles

49%

"I didn't need anything"

8%

"Prices too high"

18%

"Inconvenient to take with me"

Destinations

- Switzerland, Austria, Germany, the Netherlands and France

The Canary Islands, Spain, Portugal, the Netherlands, Germany and Austria

Schiphol Parking 2-year spend: €126



P3

77%

use P3 (long-stay parking)

Transport to Schiphol



24%

train

Older budget flyers

1.5
million households

11%
of all passengers at Schiphol

1,000
Privium



Online media 69% are online every day

58%
laptop

53%
desktop PC

Top 3 channels preparing for journey

38%
Google search

Schiphol 43%
Schiphol website

40%
Travel organization's website

Shop at

Miller & Monroe (previously Charles Vögele), Ulla Popken, MS Mode, C&A, Hema and Zeeman

Van Haren, Bristol, Nelson and Scapino

Trekpleister, DA, Kruidvat and Etos

Marskramer, Blokker, Kwantum and Leen Bakker

Brand preferences

Esprit, Tommy Hilfiger, McGregor, own brands and budget brands

Ara, Rieker, Ecco, own brands and budget brands

Diadermine, Olaz, Dove, Cacharel and Nivea

Gin, berry genever, advocaat and aged genever

Characteristics

Aged 50+ parents

Average income (below-average to 1.5x average)

Rent house or apartment

Free time

Reading books

Caring for a family member

Volunteer work

Playing games online

Jigsaw puzzles

Media consumption

Regionale broadcasters, sports broadcasters, SBS6, RTL4 and NPO1

100% NL, NPO Radio 5, regional broadcasters and Sky Radio

Het AD, De Telegraaf and regional newspapers

Prive, Story, Weekend, Plus Magazine, Libelle, Margriet, Vorsten, Vrouw and MAX Magazine

Holiday behavior

56%
holiday

39%
travel agency

11%
city trip

<€500
annual holiday expenditure

Flying behavior

7%
sometimes fly on business

35%
fly from Schiphol

At Schiphol

86%
use catering facilities

58%
intend to use shops

87%
visit shops

54%
buy items at Schiphol

Motivational

"I take the time to enjoy the atmosphere at Schiphol"

"I want to be treated as an important customer"

"As soon as I've got through Customs, I look for where I've got to be"

Purchase motives

27%
"I wanted to buy myself something nice"

27%
"I saw an attractive offer"

25%
"I saw an attractive offer"

Obstacles

46%
"I didn't need anything"

41%
"Prices too high"

21%
"Inconvenient to take with me"

Destinations

Scandinavia, Great Britain/Ireland, the Netherlands and Germany

Middle East, Portugal and the Netherlands

Schiphol Parking 2-year spend: €116

17%
use Schiphol Parking

P3 79%
use P3 (long-stay parking)

Transport to Schiphol

40%
dropped off by car

23%
train



4. Area profile



Terminal overview

Passenger flows - Two types of passengers

OD passengers	Transfer passengers
JD Square and highway	Piers
Schiphol Plaza	Lounges
Check-in	In-store
Lounges	Piers and gates
In-store	
Piers and gates	

The difference between the Schengen and Non-Schengen areas

Schengen area

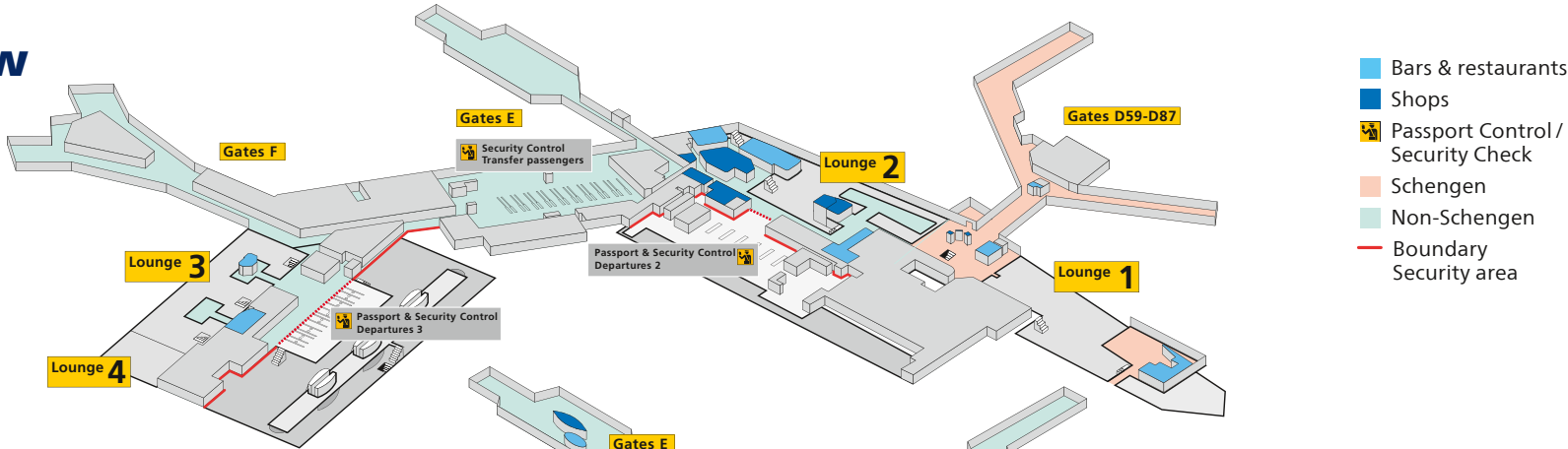
Enabling citizens to cross internal borders between several countries in and around the EU without being subject to border checks.

Non-Schengen area

All countries who are not a part of the above agreement and are therefore subject to border checks to access Schengen countries.

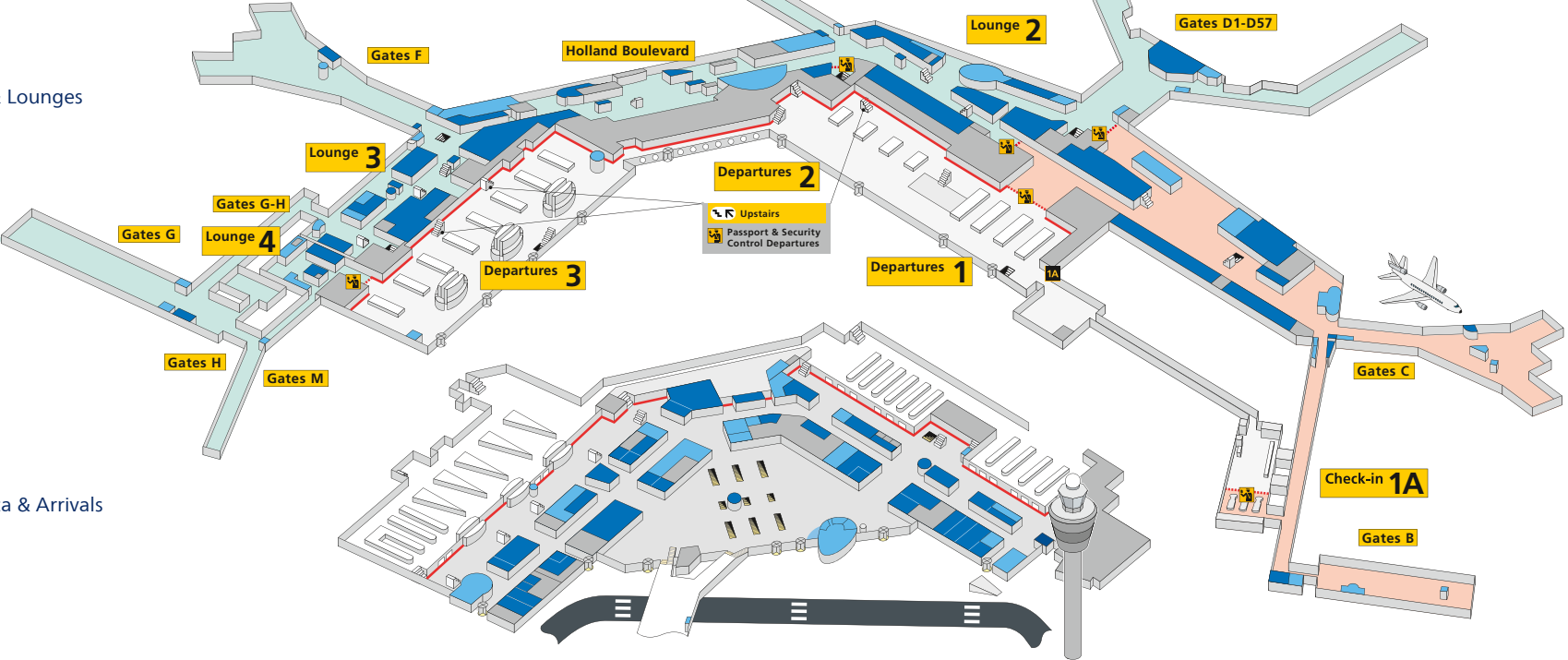
Map overview

Level 2



Level 1

Departures & Lounges



Level 0

Schiphol Plaza & Arrivals



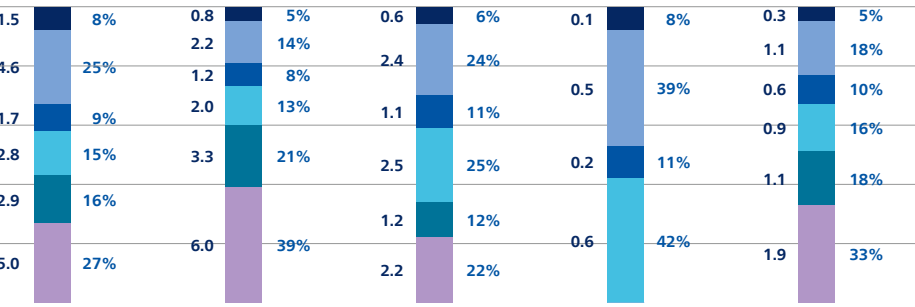
Overview of advertising areas

People passing through Jan Dellaert square and Schiphol Plaza in millions

Jan Dellaert square	23.9
Schiphol Plaza	56.8

Passengers per Lounge in millions

Lounge 1	Lounge 2	Lounge 3	Lounge 4	Holland Boulevard
Total 18.4	Total 15.5	Total 9.9	Total 1.4	Total 5.9



Target
■ O&D NL - Business
■ O&D NL - Leisure
■ O&D Non-Dutch - Business
■ O&D Non-Dutch - Leisure
■ Transfer Non-Dutch - Business
■ Transfer Non-Dutch - Leisure

Passengers per Pier in millions

B	C	D1	D2	E1	E2	F1	F2	G1	G2	H	M	Total
9.0	13.0	12.4	8.1	5.6	3.9	2.8	1.8	3.0	2.4	3.4	2.8	68.4
13%	19%	18%	12%	8%	6%	4%	3%	4%	4%	5%	4%	100%

Passengers per reclaim hall in millions

Reclaim hall 1	Reclaim hall 2	Reclaim hall 3	Reclaim hall 4	Total
6.2	5.1	5.3	4.9	21.5
28%	24%	25%	23%	100%

Average time spent at Schiphol in minutes

	Travel time to Schiphol	Landside	Lounge	Pier/Gate	Total
Locally boarding passengers	63	30	44	73	210
Transfer passengers			102	86	188

Vehicles using A4 highway Per year

Passengers using A4 Schiphol South	31 million
Passengers using A4 Schiphol North	29 million



Jan Dellaert square

Jan Dellaert square is the main forecourt outside Schiphol from which passengers arriving by bus or coach enter the airport. Many Schiphol workers also cross this square on a daily basis. The square is therefore mainly used by people who live in the Netherlands.



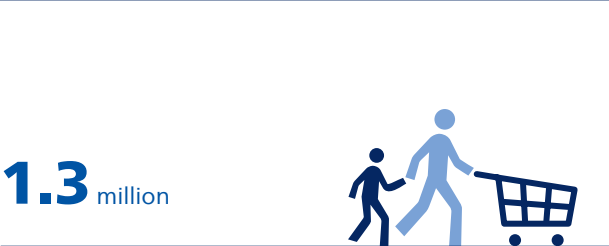
Passengers



Meeters and Greeters



Day Trippers



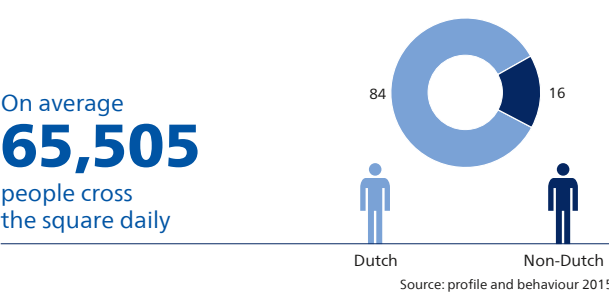
Schiphol workers



Public Transport Traveler



Schiphol workers





Schiphol Plaza is located at the very heart of the airport, and forms a junction where numerous passenger flows intertwine. With the main entrance at the front, a large railway station below, arrivals halls and access to the departures level at the rear, meeting points in the middle, and luxury shops and food & beverage facilities all around, it's the place where everyone and everything comes together.



Schiphol Plaza

Arriving passengers	Schiphol related workers	Public Transport Travelers	Other
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Departing passengers	Meeters and Greeters	Day Trippers
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Source: Plaza profiel en gedrag 2015

Passengers per check-in

Passengers per Check-in in millions

Check-in 1	Check-in 2	Check-in 3	Total
7.5	4.1	9.9	21.5
35%	19%	46%	100%

Schengen / Non-Schengen destination

Destination of passengers per check-in	Check-in
SCH: Schengen	39%
EUR: Non-Schengen	61%

Country of residence

Passengers per check-in	Check-in 1	Check-in 2	Check-in 3	Total
The Netherlands	57%	48%	48%	52%
NW Europe	21%	22%	28%	24%
Europe Other	13%	5%	9%	10%
North America	4%	13%	6%	6%
ICA Other	5%	12%	9%	8%

Reason for travel

Passengers per check-in	Check-in 1	Check-in 2	Check-in 3
NL business travelers	16%	17%	8%
Non-Dutch business travelers	17%	20%	15%
NL leisure travelers	41%	31%	41%
Non-Dutch leisure travelers	26%	32%	36%
Total	39.2%	16.7%	44.1%

Transport used to the airport

	Public transport	Car parked	Brought by car	Taxi	Other
Business travelers	42%	11%	15%	20%	12%
Leisure travelers	43%	11%	26%	14%	6%
Total Responses	43%	11%	23%	16%	7.5%





5. Lounges



Lounge 1

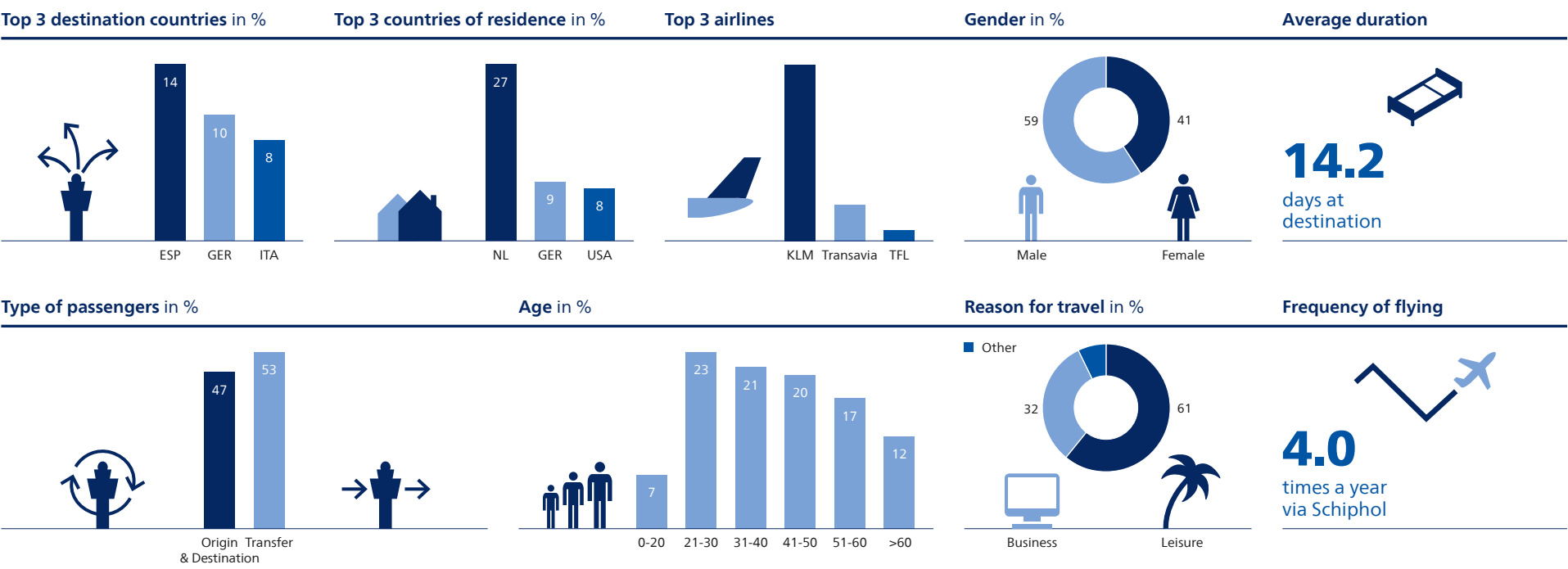
Lounge 1 is visited exclusively by passengers flying to a Schengen destination and offers a wide selection of shops with international brands and traditional Dutch products. The lounge has a luxurious look & feel and a vibrant ambiance. Airport Park, Starbucks and Rituals Spa are just a few of the attractive names hosted in this lounge. Piers B, C and DII are connected to this lounge.

Schengen countries

- Austria
- Belgium
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Iceland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Norway
- Poland
- Portugal
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland



- 63 minutes average dwell time
- 61 destination airports
- 19 airlines
- Top 3 destination airports:
 - Barcelona
 - Paris (Charles de Gaulle)
 - Madrid



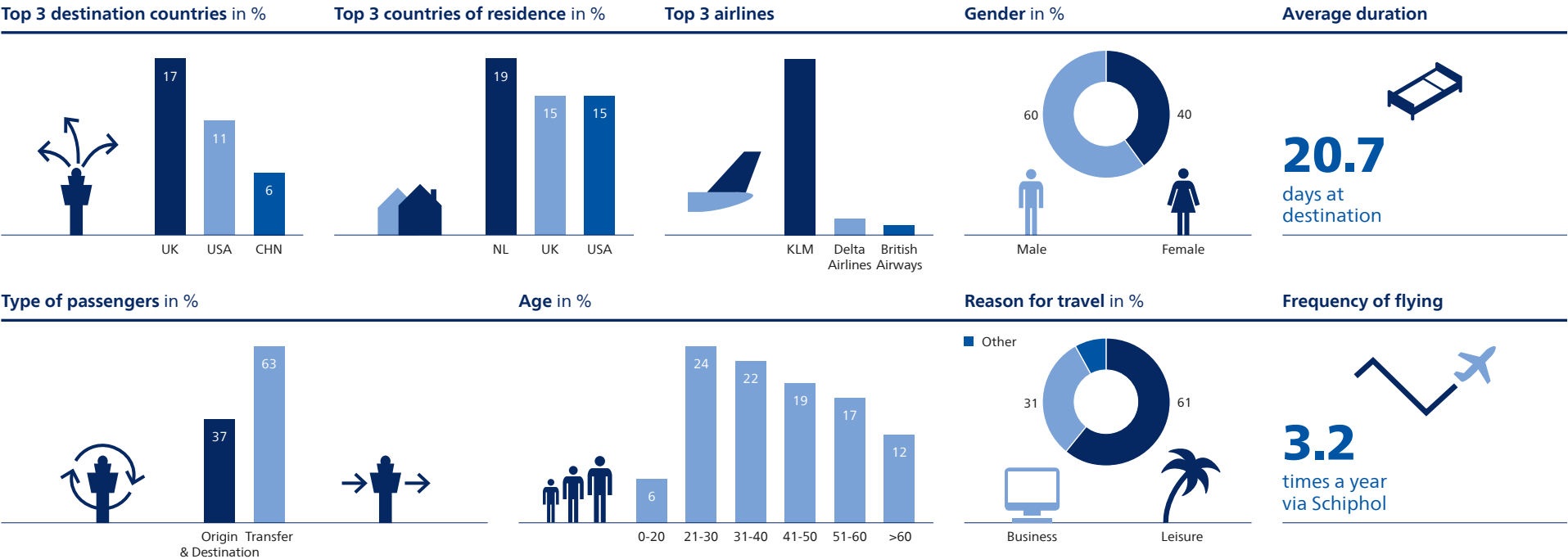


Lounge 2

Lounge 2 is the busiest non-schengen lounge at Amsterdam Airport Schiphol due to the high number of passengers transferring from Schengen to non-Schengen destinations. It is connected to Lounge 3 via Holland Boulevard and has numerous shops and facilities. Lounge 2 has the highest number of business travelers since Pier DI is used by 34% of them. Piers DI, E and F are connected to this lounge.



- 81 minutes average dwell time
- 79 destination airports
- 14 airlines
- Top 3 destination airports:
 - London (Heathrow)
 - New York (JFK Airport)
 - Atlanta (William B. Hartsfield)



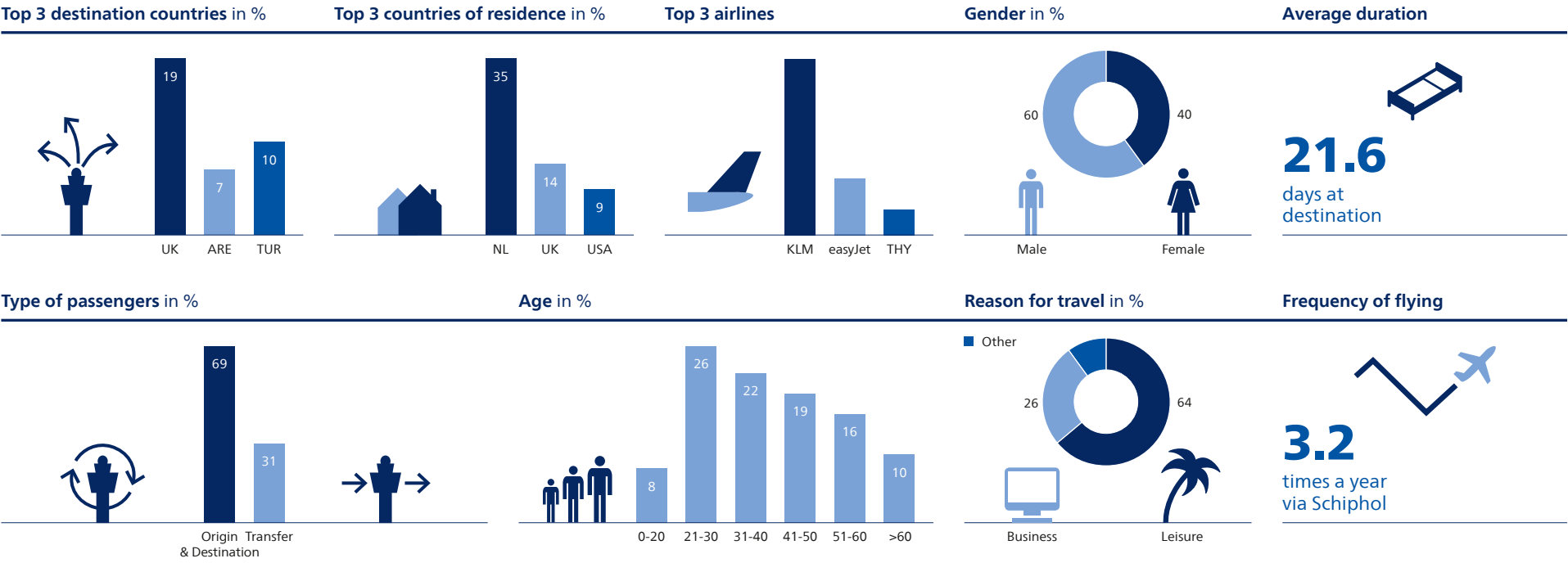


Lounge 3

Lounge 3 provides an excellent retail proposition specifically designed to appeal to its upmarket passengers. Brand stores include Burberry, Hermès and Victoria’s Secret. Passengers flying to China and the Middle East mainly use Lounge 3, and their numbers are growing rapidly. Piers F, G and H are connected to this lounge.



- 76 minutes average dwell time
- 59 destination airports
- 24 airlines
- Top 3 destination airports:
 - London (Gatwick)
 - London (Heathrow)
 - Dubai



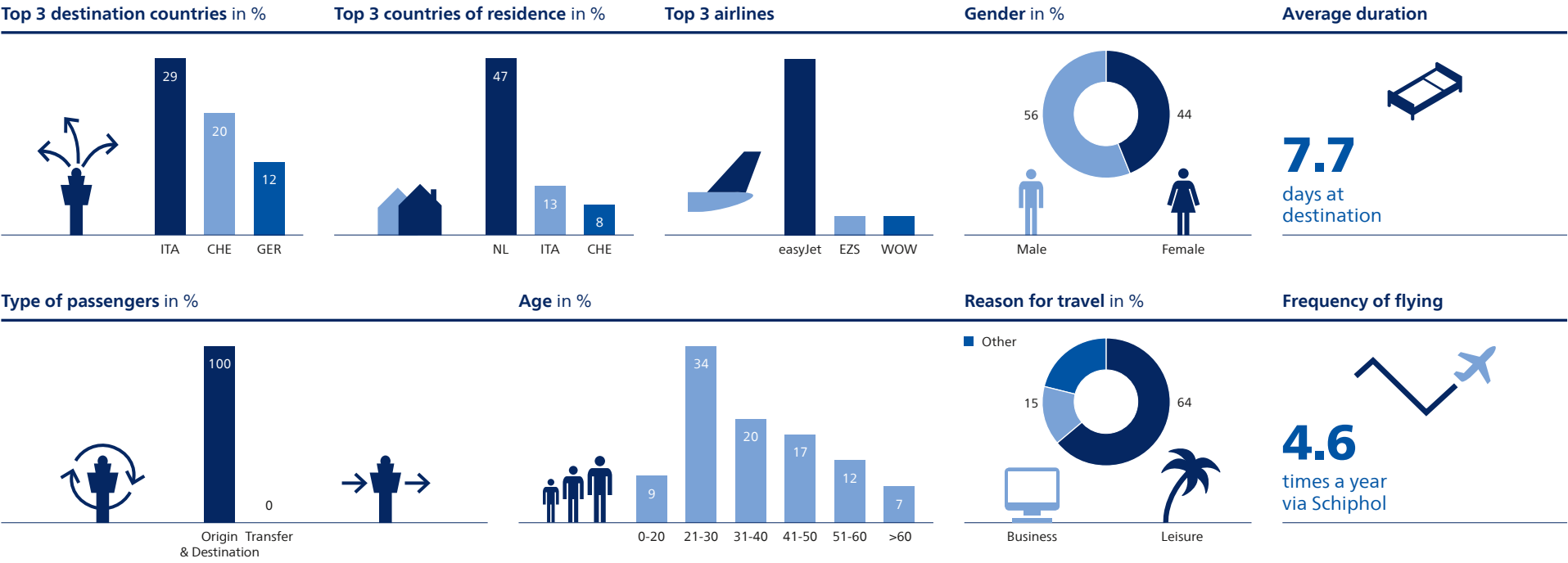


Lounge 4

Lounge 4 is the low-budget departure lounge for the Schengen countries. Its facilities include a combined brand store concept with brands like Rituals, Tommy Hilfiger, Swatch, O.P.I., Desigual and Philosophy. A lounge café and an urban food market are there for a quick bite and a drink. Pier M is connected to this lounge.



- 46 minutes dwell time
- 18 destination airports
- 4 airlines
- Top 3 destination airports:
 - Milan
 - Berlin
 - Geneva



6. Piers

HOE KUNNEN WE DE OVERGANG NAAR DUURZAME ENERGIE BEWERKSTELLIGEN?

➤ Met 's werelds meest uitgebreide gasnetwerk en een betrouwbare energieleverancier uit Noorwegen.

Aardgas uit **Noorwegen** is een emissiearme en betaalbare oplossing om aan de Nederlandse energievraag te voldoen. Lees meer op statoil.nl

Noors gas zorgt ervoor.  Statoil

*Wat doen we als de wind
en zon niet genoeg energie
hebben geleverd?*

➤ Dan laten we de energiecentrale
even bijspringen.

Natuurlijk met Noors gas, de meest milieuvriendelijke vorm van aardgas. Het is een duurzame oplossing voor de Nederlandse energievraag.

Noors gas zorgt ervoor.  Statoil

*Wat is de perfecte mix
voor de overgang
naar duurzame energie?*

➤ Zelfs als we nog
niet de perfecte mix
hebben gevonden.

Natuurlijk met Noors gas, de meest milieuvriendelijke vorm van aardgas. Het is een duurzame oplossing voor de Nederlandse energievraag.

Noors gas zorgt ervoor.  Statoil

*Waarom wordt er nog
gesproken over het
warme Zuiden?*

➤ Omdat het
nog niet de perfecte
mix is.

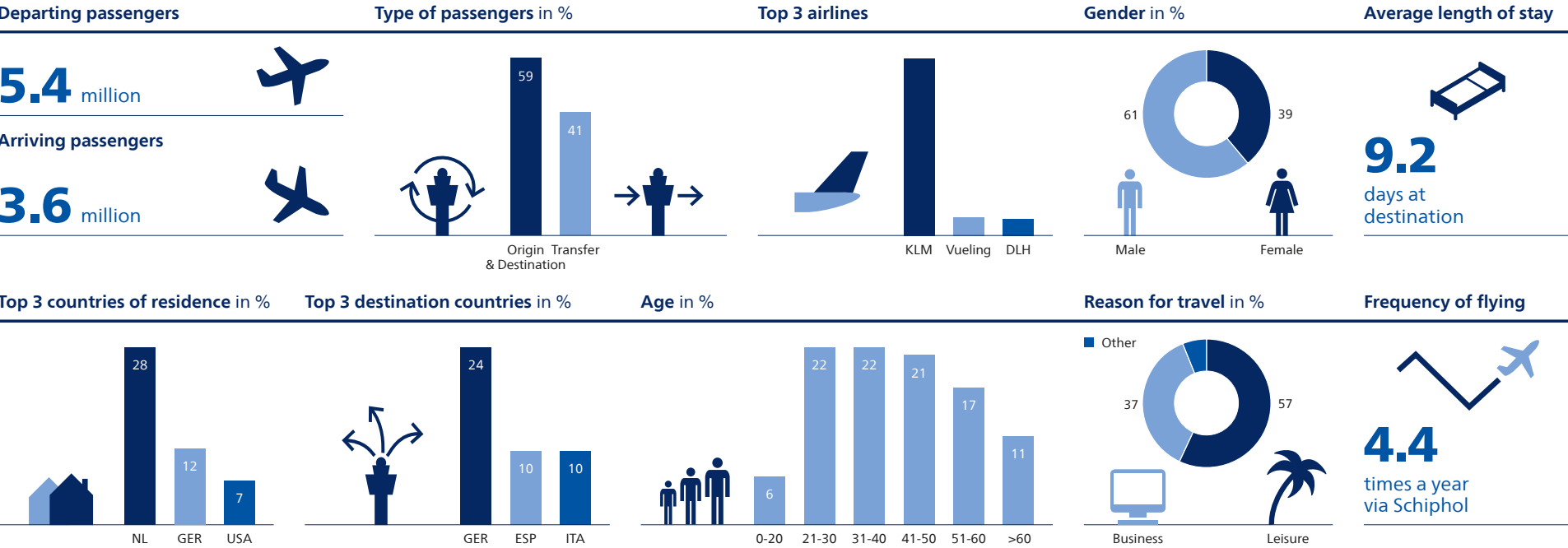
Natuurlijk met Noors gas, de meest milieuvriendelijke vorm van aardgas. Het is een duurzame oplossing voor de Nederlandse energievraag.

Noors gas zorgt ervoor.  Statoil



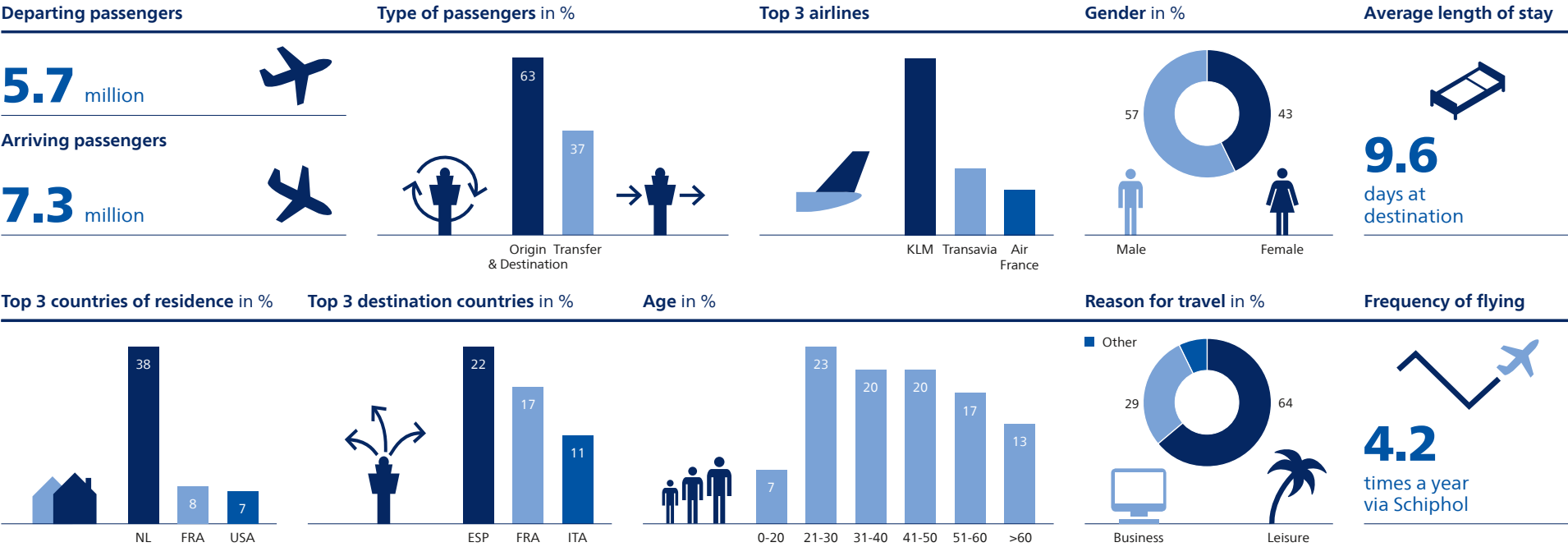
Pier B

Dwell time:
74 minutes



Pier C

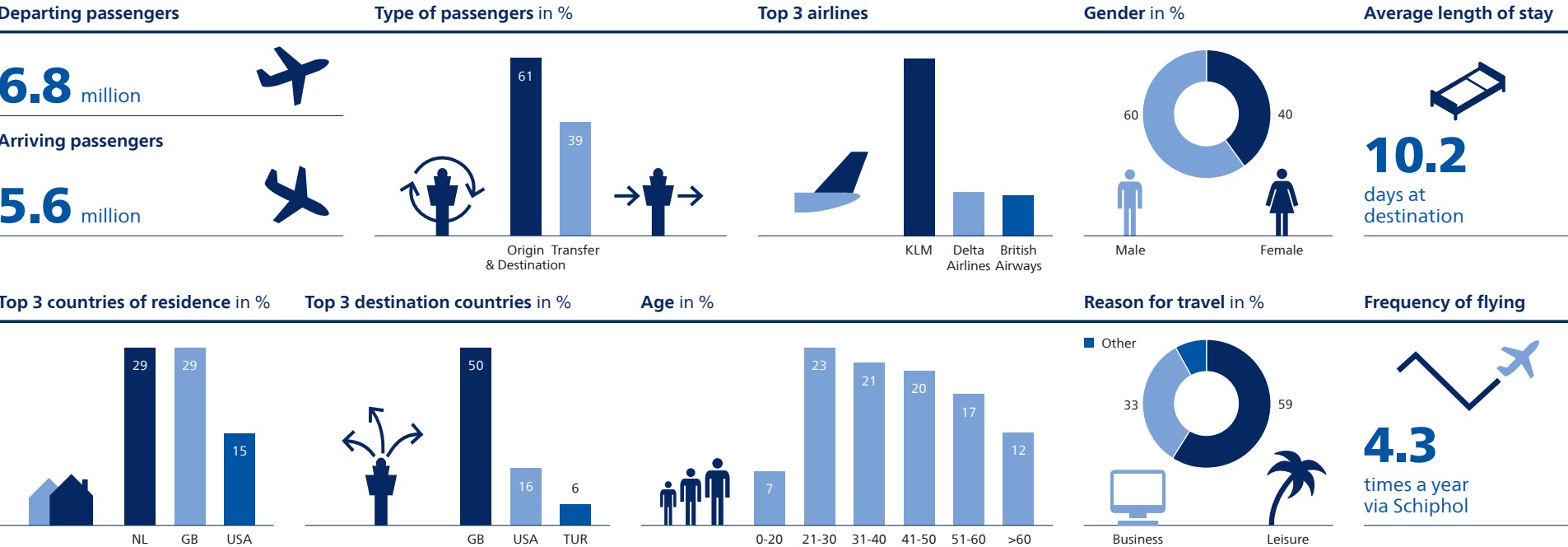
Dwell time:
77 minutes





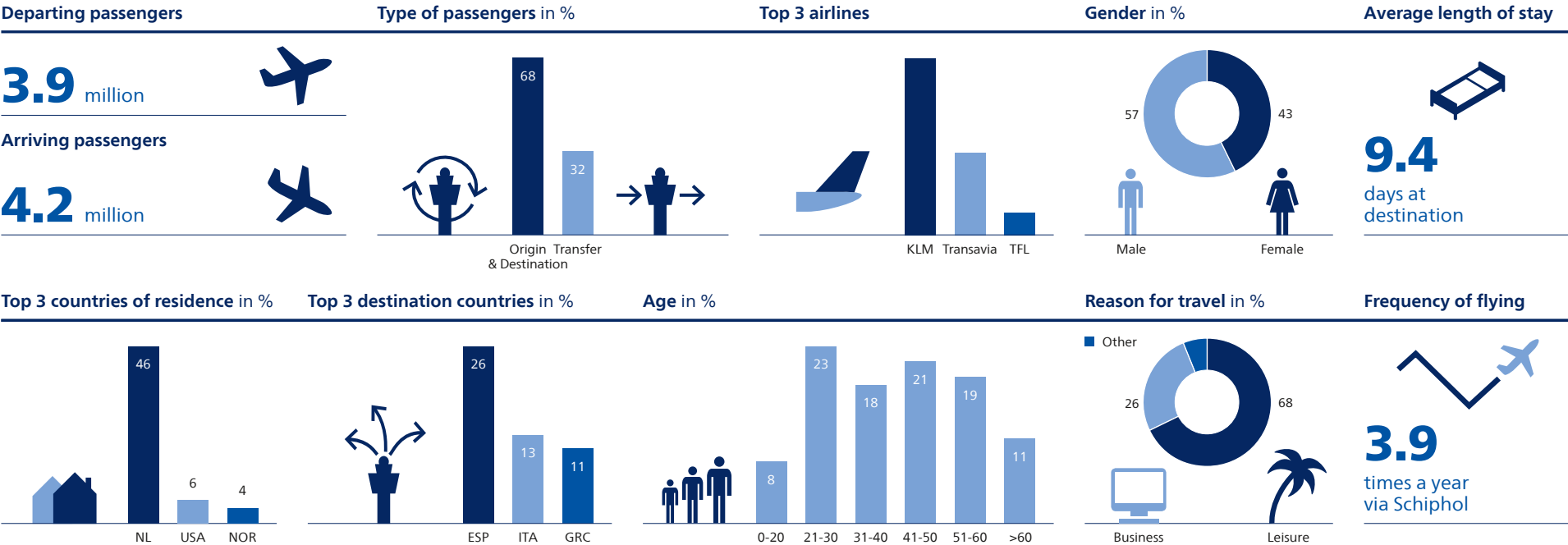
Pier D1

Dwell time:
76 minutes



Pier D2

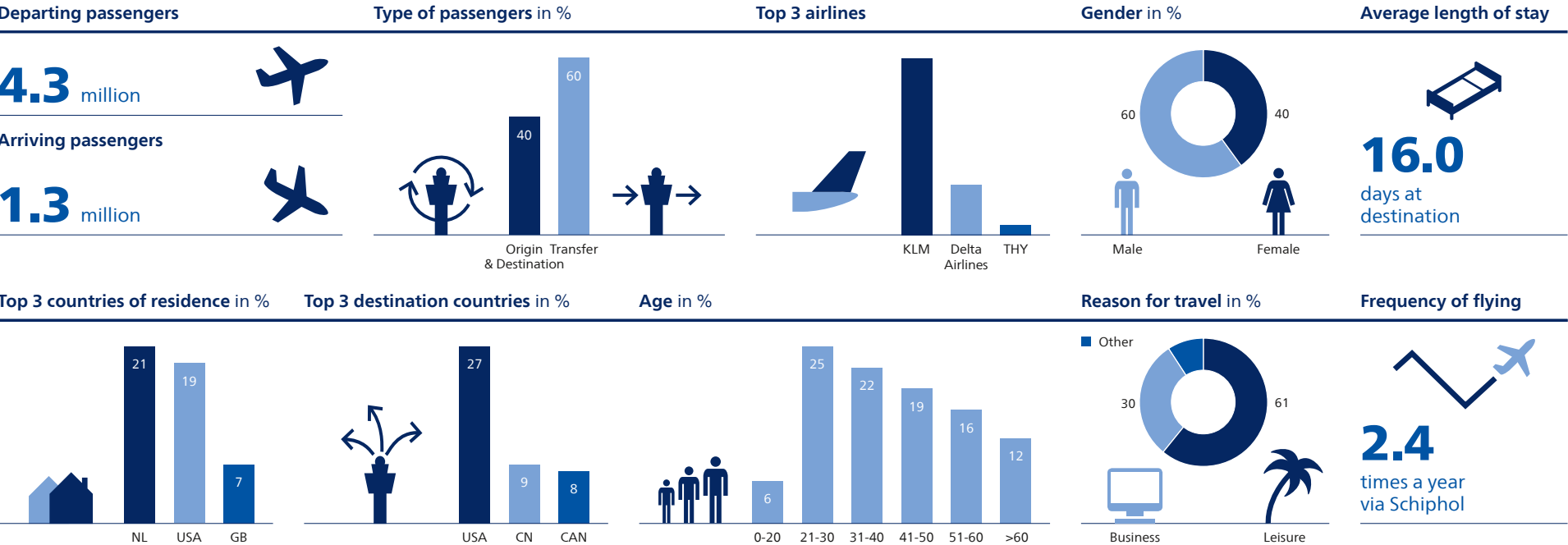
Dwell time:
74 minutes





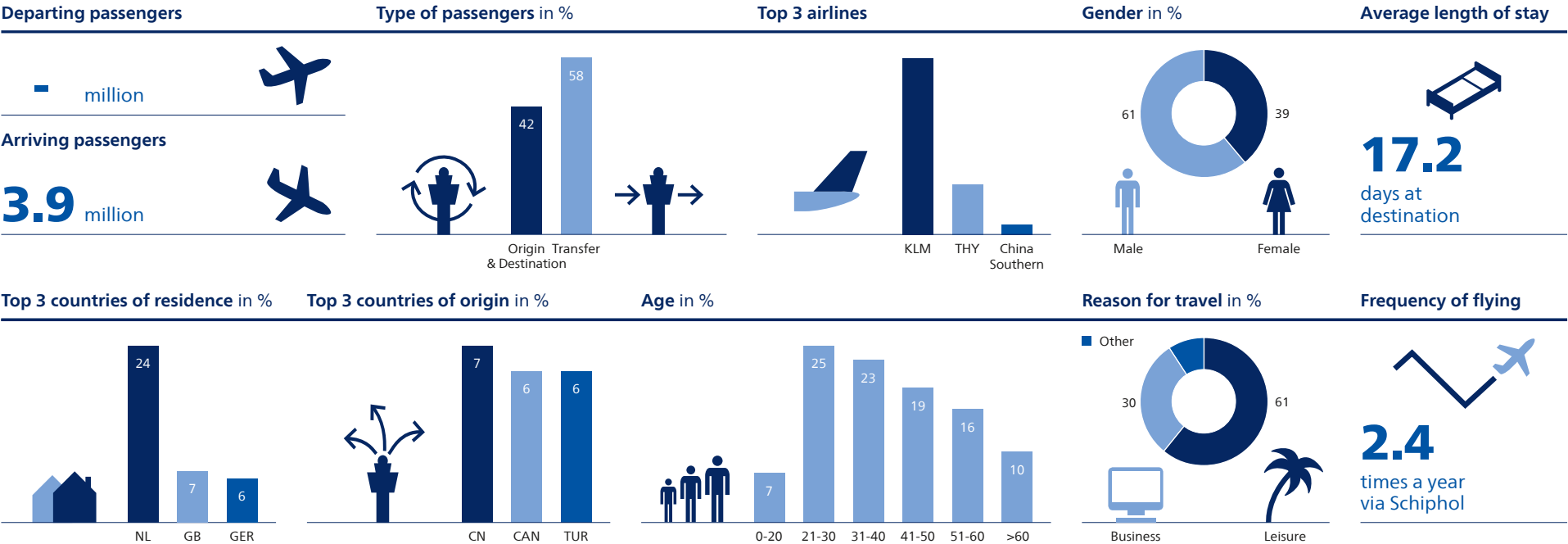
Pier E1

Dwell time:
90 minutes



Pier E2

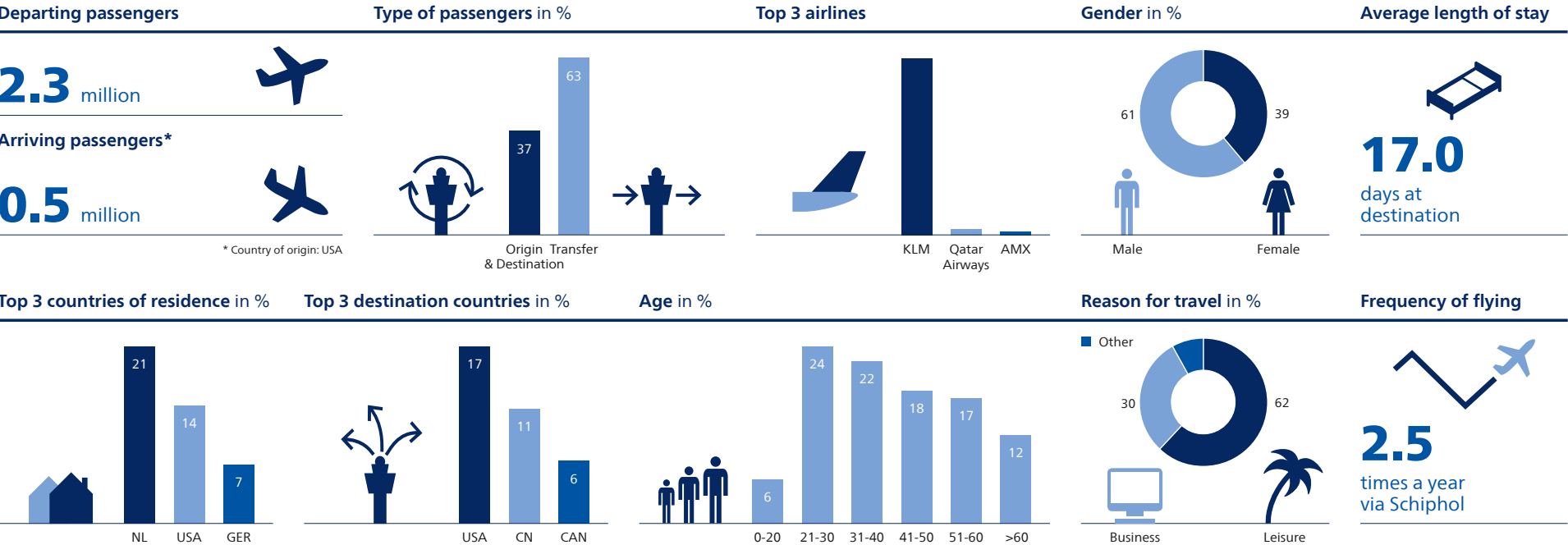
Dwell time:
74 minutes



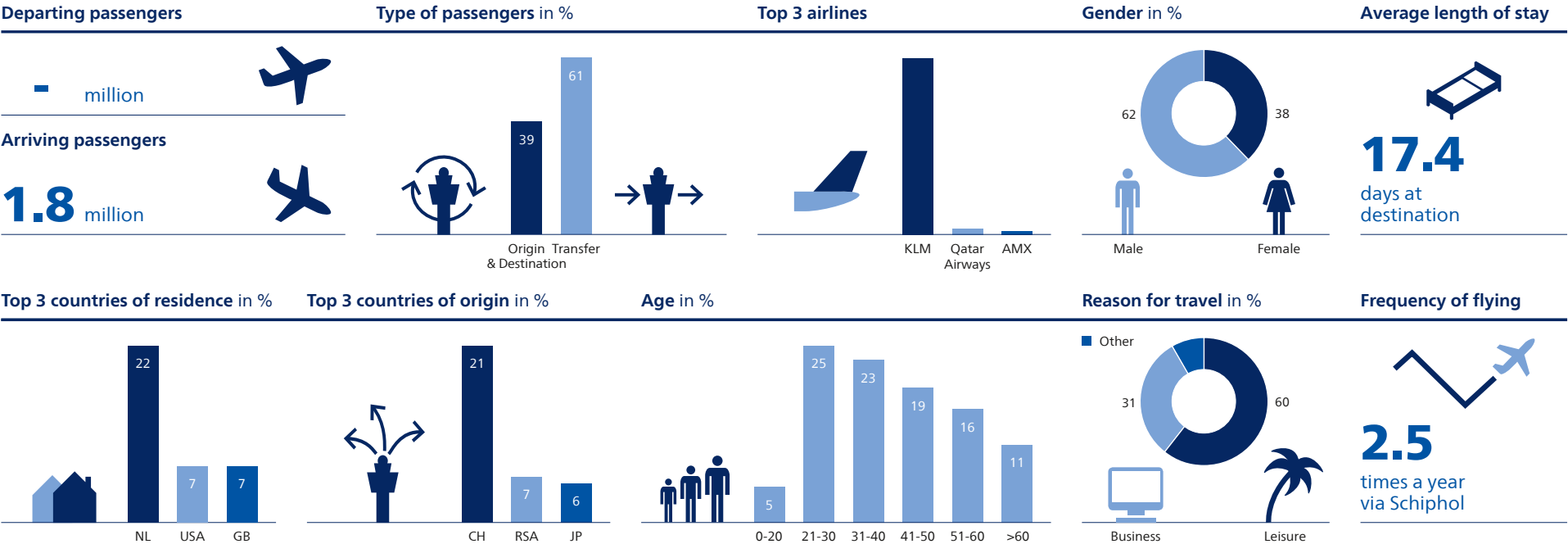


Pier F1

Dwell time:
86 minutes



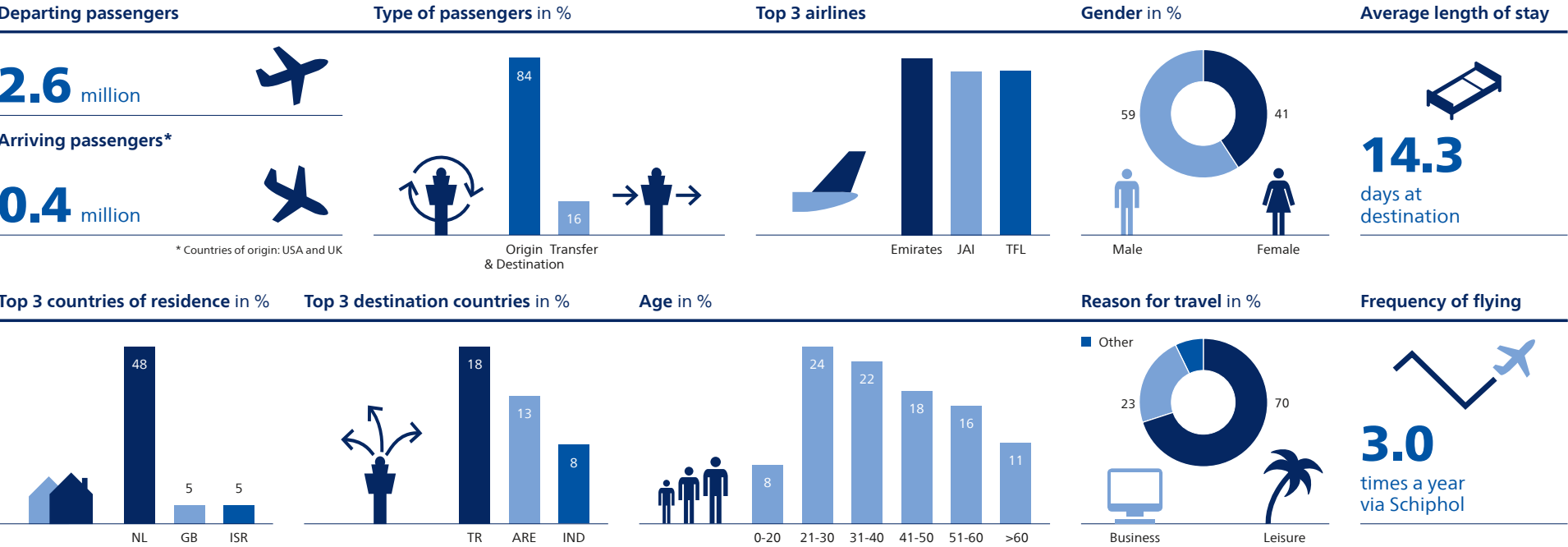
Pier F2



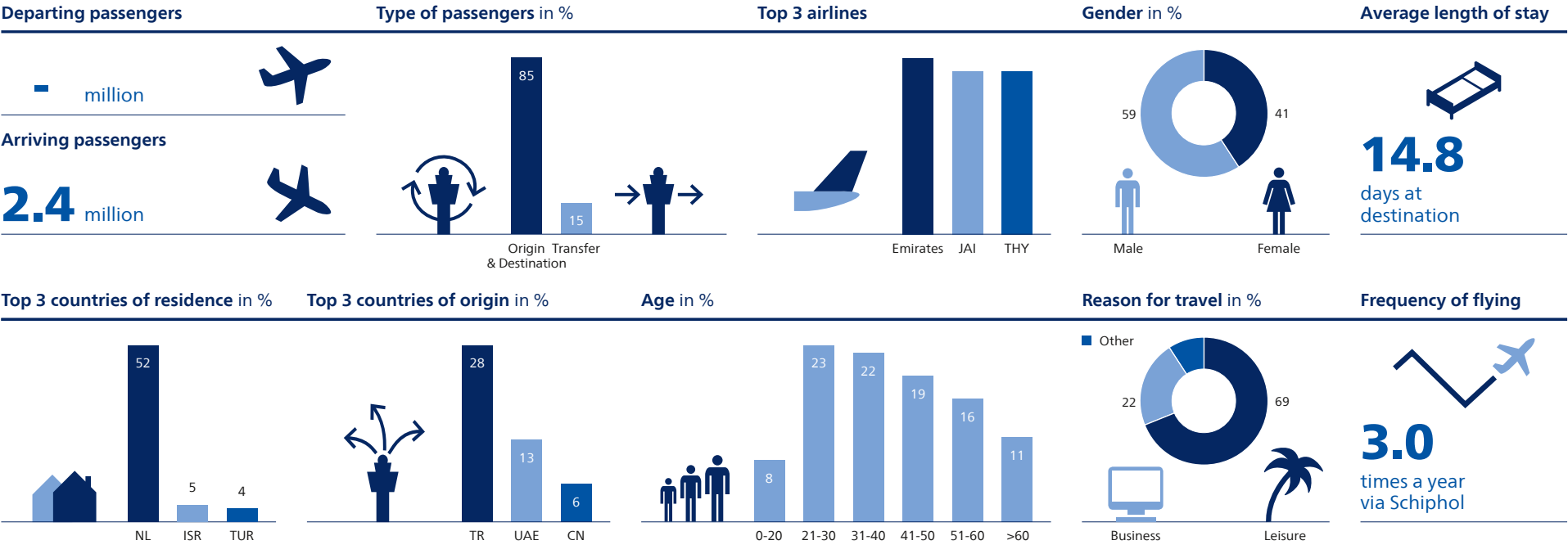


Pier G1

Dwell time:
84 minutes



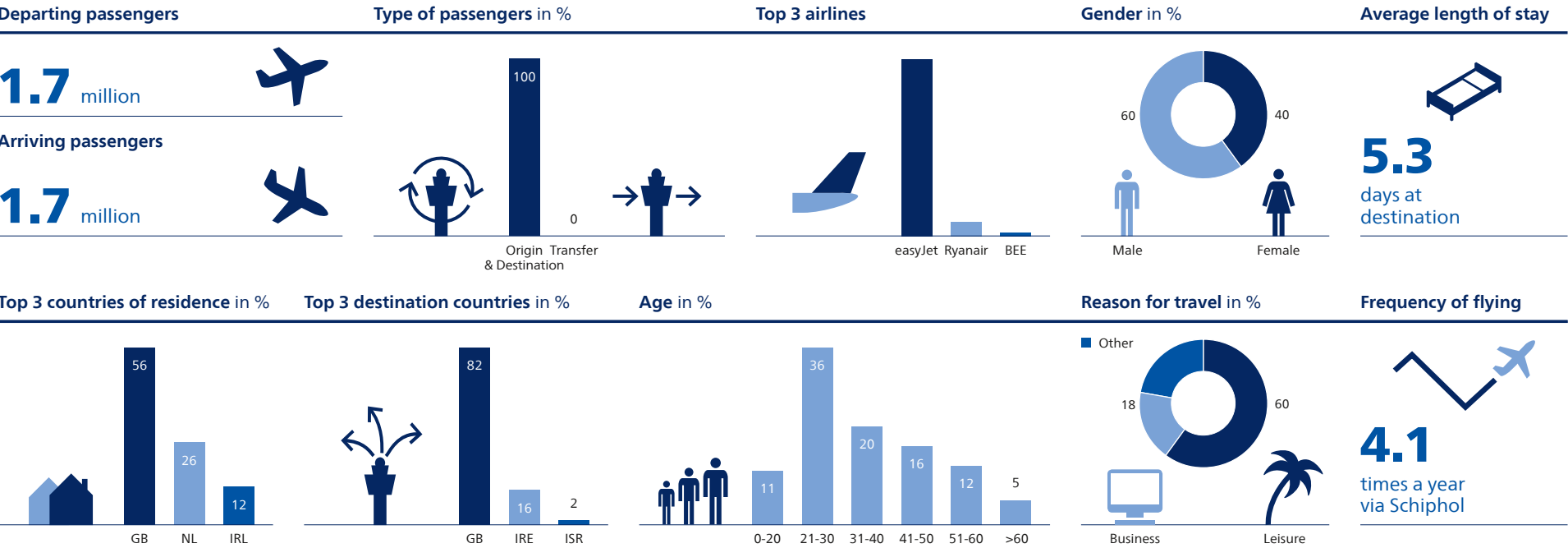
Pier G2





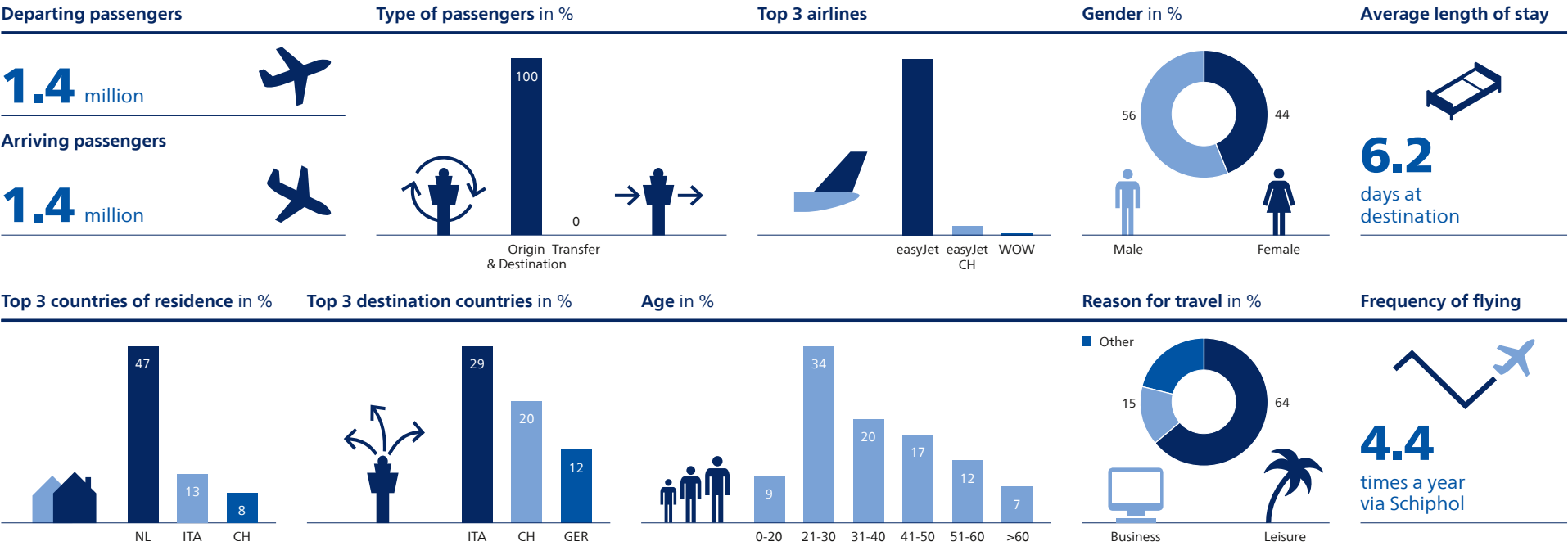
Pier H

Dwell time:
63 minutes



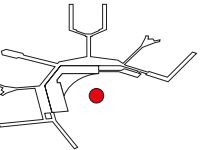
Pier M

Dwell time:
58 minutes





7. Rates 2018



Jan Dellaert Square

Digital

Product code	Product name	Number of screens	2018 Rate (€)	Booking period	Size (H x W)	Length of commercial	Location	Total reach per booking period
AV ST	Astrovision	1	3,000	Week	648 x 1,152 cm	30 seconds; minimum of 10 showings per hour	Jan Dellaert Square	427,000

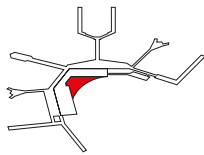
Promotions

Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
PP JD 1508	Central Square Promo Point	10,000	Week	7 x 4 m	Jan Dellaert Square	427,000

Lightboxes

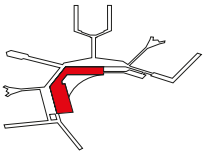
Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
LO ST 0435	Central Square Giant Lightbox	18,000	Month	1,303 x 603 cm	Jan Dellaert Square	1,850,000
RM ST 0441	Central Square Advertising Mast	700,000	Year	Upper: 1,245 x 645 cm / Lower: 1,245 x 325 cm	Jan Dellaert Square	2,200,000
VS ST 1328	Vision Square Lightboxes	24,500	Month	1,580 x 680 cm	Jan Dellaert Square	1,850,000
VS ST 1334	Vision Square Lightboxes	24,500	Month	1,580 x 680 cm	Jan Dellaert Square	1,850,000

Schiphol Plaza



Digital								
Product code	Product name	Number of screens	2018 Rate (€)	Booking period	Size (H x W)	Length of commercial	Location	Total reach per booking period
DM SP	Digital Meeting Point	1	1,500	Week	1,920 x 3,200 mm	30 seconds	Schiphol Plaza	1,012,000
DPP	Digital Plaza Package	63	4,250	Week	1,018 x 573 mm	7 seconds	Schiphol Plaza	1,012,000
Promotions								
Product code	Product name		2018 Rate (€)	Booking period	Size (H x W)		Location	Total reach per booking period
PP SP 0493	Schiphol Plaza Central Promo Point		25,000	Month	6 x 4 m		Schiphol Plaza	4,384,000
PP SP 0503	Schiphol Plaza Premium Promo Point		35,000	Month	7 x 4 m		Schiphol Plaza	4,384,000
Lightboxes								
Product code	Product name		2018 Rate (€)	Booking period	Size (H x W)		Location	Total reach per booking period
LO SP 0433	Schiphol Plaza Giant Lightbox		6,250	Month	8,200 x 2,380 mm		Schiphol Plaza	1,726,000
PLP1	Schiphol Plaza Landscape Package		2,500	Month	1,693 x 1,143 mm		Schiphol Plaza	1,234,000
PLPO1	Schiphol Plaza Portrait Package		3,000	Month	A: 1,143 x 1,693 mm / B: 1,185 x 1,770 mm		Schiphol Plaza	2,548,000
SPGLP1	Schiphol Plaza Giant Landscape Package		1,700	Month	4,970 x 1,132 mm		Schiphol Plaza	4,384,000
SPTLP	Schiphol Plaza Triangle Lightbox Package		11,000	Month	1x 565 x 182 / 2x 410 x 182		Schiphol Plaza	4,384,000

Reclaim



Digital								
Product code	Product name	Number of screens	2018 Rate (€)	Booking period	Size (H x W)	Length of commercial	Location	Total reach per booking period
DBBN	Digital Business to Business Network	20	3,000	Week	473 x 1,018 mm & 685 x 1,218 mm	7 seconds	Various	200,000
DTPR	Digital Triangle Package Reclaim 1	9	1,500	Week	934 x 1,660 mm	15 seconds	Reclaim 1	114,000
DRN	Digital Reclaim Network	76	5,500	Week	930 x 523 mm	15 seconds	Reclaim	379,000
DSP	Digital Suitcase Package	12	6,500	Week	680 x 380 mm = suitcase 1,660 x 934 mm = Digital Triangle	7 seconds	Reclaim 1	114,000
Promotions								
Product code	Product name		2018 Rate (€)	Booking period	Size (H x W)		Location	Total reach per booking period
PP A1 1071	Reclaim Hall 1 Corridor Promo Point		18,500	Month	7 x 4 m		Reclaim 1	517,000
Lightboxes								
Product code	Product name		2018 Rate (€)	Booking period	Size (H x W)		Location	Total reach per booking period
LO A1 1386	Reclaim 1 Corridor Lightbox		12,500	Month	8,225 x 2,695 mm		Reclaim 1	517,000
LO A1 1483	Reclaim 1 Giant Lightbox		18,150	Month	7,580 x 2,720 mm		Reclaim 1	517,000
LO A1 1533	Schengen Arrivals Giant Lightbox		21,000	Month	13,046 x 2,530 mm		Reclaim 1	729,000
LO A2 1511	Reclaim 2 Giant Lightbox		7,500	Month	9,615 x 2,370 mm		Reclaim 2	392,000
LO A2 1512	Reclaim 2 Giant Lightbox		7,500	Month	9,615 x 2,370 mm		Reclaim 2	392,000
LO A2 1526	Reclaim 2 Giant Lightbox		7,500	Month	9,615 x 2,370 mm		Reclaim 2	392,000
LO A2 1538	Pier E Arrivals Lightbox		5,250	Month	4,240 x 3,000 mm		Reclaim 2	299,000
RLN	Reclaim Lightbox Network		16,500	Month	3,150 x 670 mm		Reclaims 2, 3 and 4	1,151,000

Arrivals

Lightboxes

Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
AL 1	Lightbox Arrivals 1, 2, 3	5,000	Month	div.	Arrivals	3,059,000

Departures

Digital

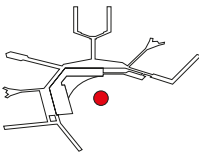
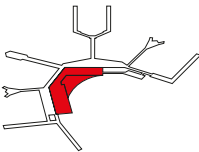
Product code	Product name	Number of screens	2018 Rate (€)	Booking period	Size (H x W)	Length of commercial	Location	Total reach per booking period
DBBN	Digital Business to Business Network	20	3,000	Week	473 x 1,018 mm & 685 x 1,218 mm	7 seconds	Various	200,000
DP SP	Digital Departure Panorama	1	1,500	Week	4,853 x 1,368 mm	15 seconds	Departures	204,000
FIND	Digital Flight Information Network Departures	23	4,000	Week	1,018 x 573 mm	7 seconds	Departures	381,000

Giant banner

Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
GB ST 0432	Giant Departure Banner	13,250	Month	2,496 x 307 cm	Outdoor	913,000

Lightboxes

Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
CLPC1	Check-in Lightbox Package Check-in 1	9,000	Month	2,000 x 3,000 mm	Check-in 1	592,000
CLPC2	Check-in Lightbox Package Check-in 2	11,000	Month	2,000 x 3,000 mm	Check-in 2	292,000
CLPC3	Check-in Lightbox Package Check-in 3	17,000	Month	3,000 x 4,500 mm	Check-in 3	767,000
LO V1 1503	Departures 1 Landscape Lightbox	7,000	Month	8,050 x 2,700 mm	Check in 1	592,000
LO V2 0820	Departures 2 Lightbox	6,500	Month	3,705 x 2,910 mm	Check-in 2	292,000
LO V2 1519	Privium Lounge Exterior Lightbox	11,000	Month	2,050 x 2,750 mm	Departures	292,000
LO V2 1530	Privium Lounge Interior Lightbox	6,000	Month	4,185 x 2,290 mm	Privium	12,000
LO V2 1531	Departures 2 Giant Landscape Lightbox	10,000	Month	5,350 x 2,750 mm	Check-in 2	292,000



Lounges

Digital

Product code	Product name	Number of screens	2018 Rate (€)	Booking period	Size (H x W)	Length of commercial	Location	Total reach per booking period
DBBN	Digital Business to Business Network	20	3,000	Week	473 x 1,018 mm en 685 x 1,218 mm	7 seconds	Various	200,000
DGL L4	Digital Giant Landscape Lounge 4	1	250	Week	3,100 x 1,700 mm	15 seconds	Lounge 4	25,000
DGS L2	Digital Giant Screen Lounge 2	1	4,500	Week	4,000 x 4,000 mm	15 seconds	Lounge 2	281,000
DGS L1	Digital Giant Screens Lounge 1	3	4,500	Week	4,000 x 2,500 mm	15 seconds	Lounge 1	300,000
DSS	Digital Shopping Screen Lounge 2	1	5,000	Week	2,000 x 5,000 mm	15 seconds	Lounge 2	281,000
DDFN L1	Digital Duty-Free Network Lounge 1	22	6,500	Week	1,018 x 573 mm	7 seconds	Lounge 1	300,000
DDFN L2	Digital Duty-Free Network Lounge 2	40	8,000	Week	1,018 x 573 mm	7 seconds	Lounge 2	281,000
DDFN L3	Digital Duty-Free Network Lounge 3	20	3,000	Week	1,018 x 573 mm	7 seconds	Lounge 3	202,000
DDFN L4	Digital Duty-Free Network Lounge 4	3	250	Week	1,018 x 573 mm	7 seconds	Lounge 4	25,000

Giant banner

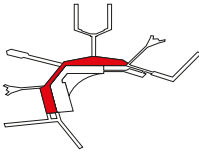
Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
GB L1 1379	Entrance Banner Lounge 1	15,000	Month	4,000 x 7,250 mm	Lounge 1	1,007,000

Promotions

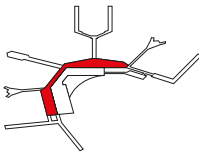
Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
PP L1 1397	Lounge 1 Promo Point	42,500	Month	4 x 5 m	Lounge 1	1,300,000
PP L2 0983	Lounge 2 Central Promo Point	45,000	Month	5 x 5 m	Lounge 2	1,217,000
PP L2 1543	Luxury World Promo Point	15,000	Month	25 m²	Lounge 2	1,217,000
PP L3 0496	Lounge 3 Promo Point	19,500	Month	6 x 4 m	Lounge 3	875,000

Lightboxes

Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
DFLPL1	Duty-Free Lightbox Package Lounge 1	30,000	Month	2,000 x 3,000 mm	Lounge 1	1,430,000
DFLPL2	Duty-Free Lightbox Package Lounge 2	40,000	Month	2,000 x 3,000 mm	Lounge 2	1,319,000
DFLPL3	Duty-Free Lightbox Package Lounge 3	20,000	Month	3,350 x 2,100 mm	Lounge 3	787,000

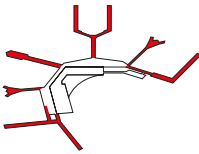


Lounges (cont.)



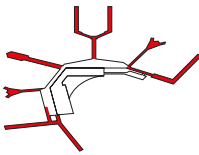
Lightboxes						
Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
GSLP L2	Lounge 2 Giant Skyline Lightbox Package	25,000	Month	1: 7,970 x 1,368 mm / 2: 8,968 x 1,368 mm	Lounge 2	1,200,000
LO L1 0533	Lounge 1 Giant Lightbox	6,500	Month	8,210 x 3,045 mm	Lounge 1	283,000
LO L1 0534	Lounge 1 Giant Lightbox	6,500	Month	8,210 x 3,045 mm	Lounge 1	283,000
LO L1 1459	Lounge 1 Perfumes & Cosmetics Lightbox	7,500	Month	1,502 x 2,587 mm	Lounge 1	1,007,000
LO L1 1587	Lounge 1 Travel Retail Lightbox	7,500	Month	2,453 x 2,583 mm	Lounge 1	1,007,000
LO L1 1588	Lounge 1 Travel Retail Lightbox	7,500	Month	1,702 x 2,586 mm	Lounge 1	1,007,000
LO L1 1589	Lounge 1 Travel Retail Lightbox	7,500	Month	2,745 x 2,845 mm	Lounge 1	1,007,000
LO L2 1595	Lounge 2 Giant Lightbox	7,000	Month	9,260 x 2,468 mm	Lounge 2	292,000
LO L2 1596	Lounge 2 Giant Skyline Lightbox	26,000	Month	10,295 x 2,425 mm	Lounge 2	898,000
LO L2 1597	Lounge 2 Travel Retail Lightbox	10,000	Month	2,300 x 2,735 mm	Lounge 2	1,014,000
LO L2 1598	Lounge 2 Travel Retail Lightbox	10,000	Month	2,300 x 2,735 mm	Lounge 2	1,014,000
LO L2 1599	Lounge 2 Perfumes & Cosmetics Lightbox	10,000	Month	2,535 x 2,740 mm	Lounge 2	1,319,000
LO L2 1701	Lounge 2 Travel Retail Lightbox	10,000	Month	2,535 x 2,740 mm	Lounge 2	1,319,000
LO L2 1702	Lounge 2 Travel Retail Lightbox	10,000	Month	4,120 x 2,473 mm	Lounge 2	1,319,000
LO L2 1707	Lounge 2 Giant Skyline Lightbox	15,000	Month	5,010 x 1,245 mm	Lounge 2	1,014,000
LO L3 0906	Lounge 3 Giant Skyline Lightbox	19,000	Month	14,170 x 2,840 mm	Lounge 3	875,000
LO L3 1497	Lounge 3 Portrait Travel Retail Lightbox	6,000	Month	2,320 x 2,680 mm	Lounge 3	875,000
LO L3 1498	Lounge 3 Giant Travel Retail Lightbox	6,000	Month	3,520 x 2,140 mm	Lounge 3	875,000
LO L3 1501	Lounge 3 Holland Boulevard Lightbox	6,000	Month	3,350 x 2,160 mm	Lounge 3	457,000
LO L3 1502	Lounge 3 Perfumes & Cosmetics Lightbox Package	12,000	Month	L: 3,190 x 2,790 mm / R: 2,790 x 2,790 mm	Lounge 3	787,000
LO L3 1514	Lounge 3 Lightbox	4,000	Month	1,720 x 2,140 mm	Lounge 3	787,000
LO L3 1515	Lounge 3 Lightbox	2,000	Month	3,050 x 2,160 mm	Lounge 3	367,000
LO L3 1523	Lounge 3 Seating Area Lightbox	3,000	Month	3,640 x 2,140 mm	Lounge 3	505,000
LO L3 1524	Lounge 3 Seating Area Lightbox	3,000	Month	3,520 x 2,140 mm	Lounge 3	505,000
LO L3 1541	Lounge 3 Watches & Jewelry Lightbox	6,000	Month	1,850 x 2,150 mm	Lounge 3	457,000
LO L4 1544	Lounge 4 Giant Lightbox	1,500	Month	3,195 x 1,895 mm	Lounge 4	109,000
STP 1	Schengen Threer Pack	10,000	Month	2,000 x 3,000 mm	Lounge 1	898,000

Piers



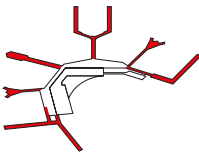
Digital								
Product code	Product name	Number of screens	2018 Rate (€)	Booking period	Size (H x W)	Length of commercial	Location	Total reach per booking period
DGN	Digital Gate Network	435	8,750	Week	886 x 498 mm	15 seconds	All piers	612,000
DGPP BP	Digital Giant Pier B Portrait	2	3,000	Week	2,899 x 2,051 mm	7 seconds	Pier B	162,000
DGPP CP	Digital Giant Pier C Portrait	2	3,500	Week	2,899 x 2,051 mm	7 seconds	Pier C	229,000
DGPP D1P	Digital Giant Pier D1 Portrait	2	4,250	Week	2,899 x 2,051 mm	7 seconds	Pier D1	225,000
DGPP D2P	Digital Giant Pier D2 Portrait	2	2,250	Week	2,310 x 2,051 mm	7 seconds	Pier D2	141,000
DPPA	Digital Pier Package Arrival	79	7,000	Week	1,018 x 573 mm & 1,218 x 685 mm	7 seconds	All piers	610,000
DPPD	Digital Pier Package Departure	70	11,500	Week	1,018 x 573 mm	7 seconds	All piers	612,000
Giant banners								
Product code	Product name		2018 Rate (€)	Booking period	Size (H x W)		Location	Total reach per booking period
DO D1 0821	Giant Wraparound		21,500	Month	2,113 x 297 cm		Pier D1	975,000
GB BP 0817	Giant Pier B Banner - 20 meters		25,000	Month	1,929 x 302 cm		Pier B	700,000
GB BP 1200	Giant Pier B Banner - 20 meters		25,000	Month	1,929 x 302 cm		Pier B	700,000
GB BP 1456	Giant Pier B Banner - 13 meters		20,000	Month	1,300 x 302 cm		Pier B	700,000
GB BP 1485	Giant Pier B Banner - 13 meters		20,000	Month	1,300 x 302 cm		Pier B	700,000
GB BP 1486	Giant Pier B Banner - 20 meters		25,000	Month	1,929 x 302 cm		Pier B	700,000
GB GP 0430	Giant Pier G Banner - 25 meters		8,500	Month	2,537 x 325 cm		GH corridor	400,000
GB GP 1495	Giant Pier G Banner - 19 meters		8,000	Month	1,950 x 325 cm		GH corridor	400,000
GB GP 1496	Giant Pier G Banner - 25 meters		8,500	Month	2,597 x 325 cm		GH corridor	400,000
GB M1 0958	Giant Pier M Banner		4,500	Month	1,062 x 262 cm		Pier M	217,000
Promotion								
Product code	Product name		2018 Rate (€)	Booking period	Size (H x W)		Location	Total reach per booking period
PP BP 1755	Pier B Promo Point		20,000	Month	4,5 x 5,5 m		Pier B	700,000

Piers (cont.)



Lightboxes						
Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
LO A1 1570	Pier D1 Arrivals Giant Lightbox	8,500	Month	6,800 x 2,530 mm	Pier D1	257,000
LO A3 1537	Pier GH Arrivals Lightbox	7,250	Month	3,845 x 2,840 mm	Pier GH	355,000
LO A3 1742	Pier F2 Arrivals Lightbox	3,750	Month	6,260 x 2,292 mm	Pier F Arrivals	67,000
LO BP 0868	Pier B Lightbox B1-8 Gates	5,000	Month	3,150 x 1,960 mm	Pier B	700,000
LO BP 1534	Pier B Giant Portrait Lightbox	5,000	Month	2,051 x 2,899 mm	Pier B	700,000
LO BP 1535	Pier B Giant Portrait Lightbox	5,000	Month	2,051 x 2,899 mm	Pier B	700,000
LO BP 1590	Pier B Giant Portrait Lightbox	5,000	Month	2,051 x 2,899 mm	Pier B	700,000
LO CP 1552	Pier C Giant Portrait Lightbox	6,000	Month	2,051 x 2,319 mm	Pier C	992,000
LO CP 1553	Pier C Giant Portrait Lightbox	6,000	Month	2,051 x 2,319 mm	Pier C	992,000
LO D1P 1554	Pier D1 Giant Portrait Lightbox	7,500	Month	2,051 x 2,899 mm	Pier D1	975,000
LO D1P 1555	Pier D1 Giant Portrait Lightbox	7,500	Month	2,051 x 2,899 mm	Pier D1	975,000
LO D1P 1591	Pier D1 Giant Portrait Lightbox	7,500	Month	2,051 x 2,899 mm	Pier D1	975,000
LO D1P 1592	Pier D1 Giant Portrait Lightbox	7,500	Month	2,051 x 2,899 mm	Pier D1	975,000
LO D2P 1556	Pier D2 Giant Portrait Lightbox	5,000	Month	2,051 x 2,319 mm	Pier D2	609,000
LO D2P 1557	Pier D2 Giant Portrait Lightbox	5,000	Month	2,051 x 2,319 mm	Pier D2	609,000
LO E2P 1737	Pier E2 Giant Landscape Lightbox	6,000	Month	5,495 x 2,635 mm	Pier E2	267,000
LO E2P 1738	Pier E2 Giant Landscape Lightbox	6,000	Month	5,495 x 2,635 mm	Pier E2	267,000
LO E2P 1739	Pier E2 Giant Lightbox	4,500	Month	2,740 x 2,635 mm	Pier E2	267,000
LO E2P 1740	Pier E2 Giant Lightbox	3,000	Month	2,740 x 2,635 mm	Pier E2	267,000
LO E2P 1741	Pier E2 Giant Arrivals Lightbox	6,000	Month	3,673 x 4,044 mm	Pier E2	267,000
LO EP 1558	Pier E1 Giant Portrait Lightbox	4,000	Month	2,051 x 2,899 mm	Pier E1	375,000
LO EP 1559	Pier E1 Giant Portrait Lightbox	4,000	Month	2,051 x 2,899 mm	Pier E1	375,000
LO EP 1574	Pier E1 Giant Portrait Lightbox	4,000	Month	2,051 x 2,899 mm	Pier E1	375,000
LO EP 1575	Pier E1 Giant Portrait Lightbox	4,000	Month	2,051 x 2,899 mm	Pier E1	375,000
LO F2P 1743	Pier F2 Giant Lightbox	2,750	Month	2,740 x 2,635 mm	Pier F2	150,000
LO F2P 1744	Pier F2 Giant Lightbox	2,750	Month	2,740 x 2,635 mm	Pier F2	150,000
LO F2P 1745	Pier F2 Giant Landscape Lightbox	4,000	Month	5,495 x 2,635 mm	Pier F2	150,000
LO F2P 1746	Pier F2 Giant Lightbox	2,750	Month	2,740 x 2,635 mm	Pier F2	150,000

Piers (cont.)



Lightboxes						
Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
LO FP 1560	Pier F1 Giant Portrait Lightbox	3,000	Month	2,051 x 2,319 mm	Pier F1	242,000
LO FP 1561	Pier F1 Giant Portrait Lightbox	3,000	Month	2,051 x 2,319 mm	Pier F1	242,000
LO FP 1576	Pier F1 Giant Portrait Lightbox	3,000	Month	2,051 x 2,319 mm	Pier F1	242,000
LO G2P 1723	Pier G2 Giant Portrait Lightbox	3,000	Month	2,050 x 2,750 mm	Pier G2	200,000
LO G2P 1724	Pier G2 Giant Portrait Lightbox	3,000	Month	2,050 x 2,750 mm	Pier G2	200,000
LO G2P 1725	Pier G2 Giant Portrait Lightbox	3,000	Month	2,050 x 2,750 mm	Pier G2	200,000
LO G2P 1726	Pier G2 Giant Portrait Lightbox	3,000	Month	2,050 x 2,750 mm	Pier G2	200,000
LO G2P 1727	Pier G2 Giant Landscape Lightbox	5,500	Month	7,790 x 2,750 mm	Pier G2	200,000
LO G2P 1729	Pier G2 Giant Portrait Lightbox	3,000	Month	2,051 x 2,319 mm	Pier G2	200,000
LO GHP 1721	Pier GH Giant Landscape Lightbox	8,000	Month	10,490 x 3,050 mm	Pier GH	355,000
LO GP 1562	Pier G1 Giant Portrait Lightbox	3,000	Month	2,051 x 2,899 mm	Pier G1	250,000
LO GP 1563	Pier G1 Giant Portrait Lightbox	3,000	Month	2,051 x 2,899 mm	Pier G1	250,000
LO GP 1571	GH-pier Corridor Giant Lightbox	5,000	Month	6,030 x 2,363 mm	Corridor Pier G & H	400,000
LO GP 1577	Pier G1 Giant Portrait Lightbox	3,000	Month	2,051 x 2,899 mm	Pier G1	250,000
LO GP 1578	Pier G1 Giant Portrait Lightbox	3,000	Month	2,051 x 2,899 mm	Pier G1	250,000
SB D1 1431	Pier D1 Landscape Lightbox	5,000	Month	4,529 x 1,973 mm	Pier D1	975,000

Additional

Lightboxes						
Product code	Product name	2018 Rate (€)	Booking period	Size (H x W)	Location	Total reach per booking period
ELP1	Excellence Parking Lightbox Package	3,250	Month	1,600 x 2,200 mm	Excellence Parking	4,000
RM ST 0440	Gateway Advertising Mast	22,000	Month	Upper: 1,102 x 572 cm / Lower: 1,102 x 284 cm	Outdoor	940,000
RM ST 0442	Departures Advertising Mast	22,000	Month	Upper: 1,102 x 572 cm / Lower: 1,102 x 284 cm	Outdoor	940,000
RM ST 0446	Motorway Advertising Mast Central	32,500	Month	Upper: 1,102 x 572 cm / Lower: 1,102 x 284 cm	Highway	6,584,000
RM ST 0449	Airport City Advertising Mast	12,000	Month	Upper: 1,102 x 572 cm / Lower: 1,102 x 284 cm	Highway	940,000
RM ST 0450	Motorway Advertising Mast South	32,000	Month	Upper: 1,102 x 572 cm / Lower: 1,102 x 284 cm	Highway	6,584,000
RM ST 0451	Motorway Advertising Mast North*	30,000	Month	Upper: 1,102 x 572 cm / Lower: 1,102 x 284 cm	Highway	7,750,000



List of terms

Arriving passengers

All passengers arriving at Amsterdam Airport Schiphol by aircraft, including both Transfer and O&D passengers.

Departing passengers

All passengers departing from Amsterdam Airport Schiphol by aircraft, including both Transfer and O&D passengers.

Country of residence

The most recent country where someone has resided on a long-term basis.

Dwell time

The amount of time a departing passenger spends at the airport between two flights (for Transfer passengers) or the time a departing passenger spends at Schiphol between check-in and boarding (for O&D passengers).

Intercontinental (ICA)

All non-European countries, mainly overseas destinations.

Meeters & Greeters

People collecting arriving passengers, or dropping off and saying goodbye to departing passengers.

Origin & Destination (O&D)

Passengers checking in at one of Schiphol's check-in halls, going through customs and departing by airplane from Amsterdam Airport Schiphol, and passengers arriving by airplane and having Amsterdam Airport Schiphol as their final destination.

Schiphol workers

Employees of companies that are established at Amsterdam Airport Schiphol.

Transfer

Passengers arriving by airplane and using Amsterdam Airport Schiphol as a transfer airport, departing within 24 hours of arrival with another aircraft and flying to a final destination elsewhere than Amsterdam Airport Schiphol.

Reclaim hall

The area with baggage belts where arriving O&D passengers pick up their luggage.

Disclaimer

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