

The Original Data Driven Digital Airport Advertisement Supplier

Airmagine allows advertisers, brands and agencies to reach specific target groups in airports through detailed use of data and sophisticated targeted playlists.

COPENHAGEN, February 27, 2019 – With the recent focus on the use of data to generate targeted advertisements in airports Airmagine wish to make it clear that this is our core business and we have supplied the market with data driven marketing which enable advertisers to reach specific target groups in airports since 2015. Through our revolutionising approach more than 4 years ago we are continuing to push the boundaries, and hence improving the offering available to the airports. We are proud to be innovators and challengers, and will always welcome competition.

Airmagine (owned by Egmont, a leading media company in the Nordics with a yearly revenue of 1.6 bnEUR) built an intelligent media platform that distributes sophisticated playlists across airports giving advertisers, brands and agencies the opportunity to reach specific target groups with relevant content throughout the day. Numerous variables are taken into account, such as movement patterns, flight information, passenger information, dwell time, and more. Airmagine changed the market in 2015 with this approach, and sell data driven advertisements with segmented target groups that are tailor made for the airport environment. We continue to this day the further development of this approach to ensure we will maintain our market leading position to deliver and offer our solution worldwide.

Airmagine offers:

- In-house purpose built software engine designed for airports.
- Proven digital business case with double-digit growth.
- Flexible solutions (full service, revenue share or licence model) suitable for any customer.
- Higher hit rates through advanced data to reach target markets.
- Validated results and reports.
- Unique playlists at each advertisement position based on that exact location's variables and reach.
- Five minutes playlist intervals.
- External factors such as gate change affect playback.
- Non-advertisement capabilities such as FIDS/GIDS, way finding, emergency handling, RTB and nudging.

"In Airmagine, we pride ourselves with being the worlds first truly digital airport advertising company on the market since 2015. When others were still thinking in traditional analogue outdoor advertising solutions, we build a complete digital advertising platform that enables advertisers and buyers from around the world to buy into specific target groups. Buying is based on contact estimates and CPM prices, combined with documentation and delivery reports based on actual traffic data. We want to provide airports with the best solutions within advanced and intelligent digital advertising", says Jesper Høyer Andersen, director of Airmagine.

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