





BAG DROP

Specialbaggage
Special baggage A

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www.sfs.se

Self Service
Check-in

Valutaväxling
Currency exchange

Ankomsthall
Arrivals hall

Stockholm
Arlanda Airport

FASTEST WAY
TO STOCKHOLM CITY
20 MIN.



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Swedavia – a sustainable airport group

Swedavia is a state owned company that owns, operates and develops Sweden's national basic infrastructure of airports – a network of ten airports from Malmö in the south to Kiruna in the north which connects all of Sweden with the rest of the world.

We help to create the access that Sweden needs to facilitate travel, business and meetings in Sweden, elsewhere in Europe and around the world, based on the vision "Together we bring the world closer". Customer focus, sustainable development and security are the foundations of everything Swedavia does, both in the own operation and in the society at large. At the same time, the company shall continually reduce its carbon footprint and help reduce the environmental impact of the entire air travel industry. All of Swedavia's airports are environmentally certified at the highest level of the Airport Carbon Accreditation (ACA) programme. It is this long-term work that has made Swedavia a world leader in developing airports with the least possible environmental impact.

Number of travelers at the ten Swedavia airports:

2019

40 157 056



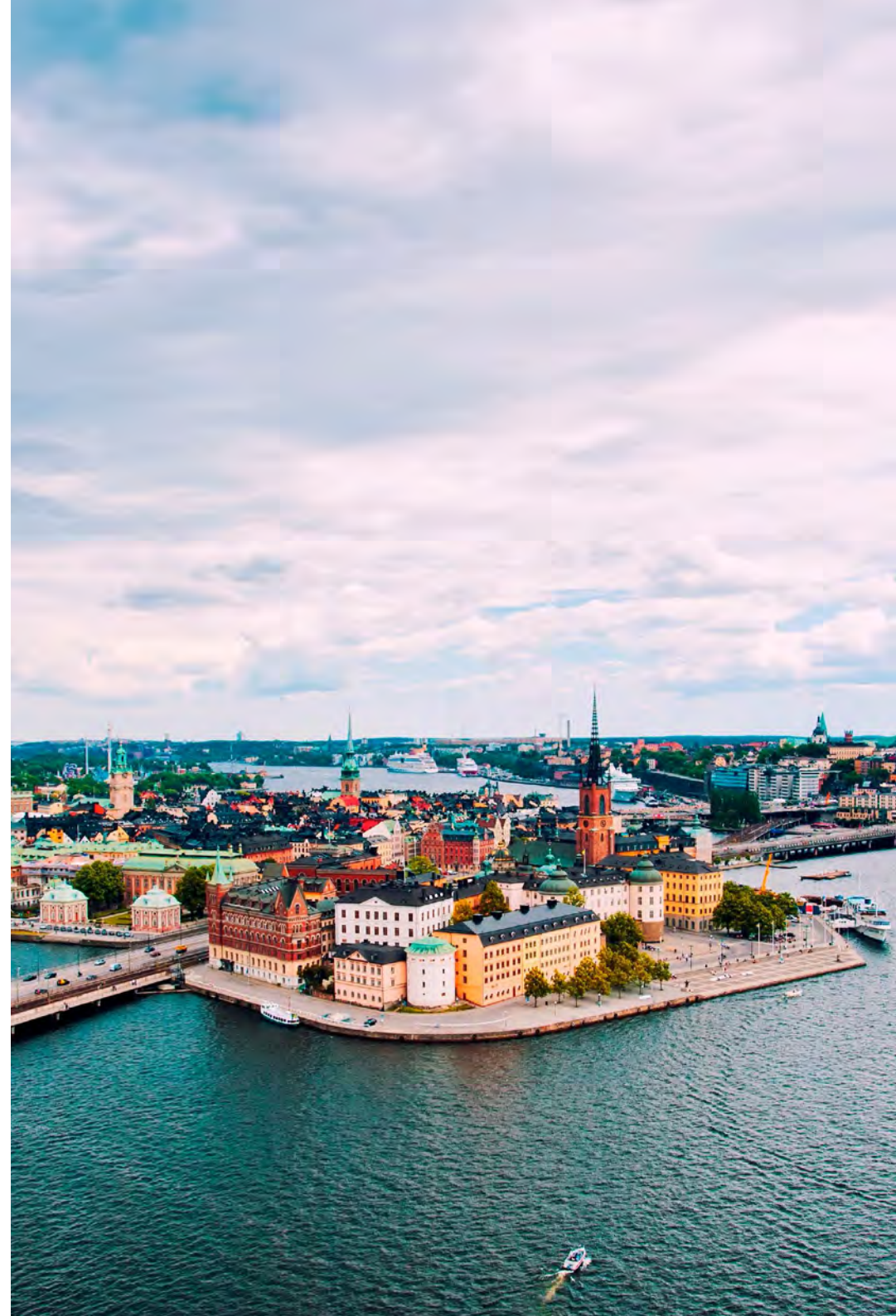
Sweden and the Stockholm region

Sweden is one of the most competitive and productive economies in the world, leading within innovation and with refined consumers and a open mindset to international business and ownership. Sweden is the home of multiple world-leading companies across various sectors and believes in making business easy which results in attractive investment and market opportunities.

Stockholm, the capital of Sweden, is a center for economic growth and new enterprise and Scandinavia's leading city for business. The region is the home of 23 000 new start-ups per year and increases with approximately 35 000 new citizens each year. With one of the highest GRP per citizen in Europe and representing 51 % of Sweden's GDP Stockholm is one of Europe's fastest growing cities.

Due to a rich culture life and a great variety of national and international events and experiences Stockholm is also a popular destination for leisure and business travel alike. In 2016 Stockholm was ranked as number 11 on the list of most attractive destinations in Europe and as number 18 of the list of the world's most popular international convention destinations.

Source: business-sweden.se & stockholmbusinessregion.com



Airport Advertising

Airports are positively charged environments that signal exclusivity, excitement and expectations, and the majority of the travelers are receptive to change and belong to a market with spending power. Research shows that three out of four travelers feel anticipated before the airport visit. Airport advertising is therefore optimal, offering great opportunities to capture B2B and B2C target groups that are easy to communicate with and remains in the same location for longer periods of time. 93 % of the travelers prefer to spend an hour or more at the airport before departure.

With unique knowledge of the travelers Swedavia Airport Advertising offer relevant and qualitative contacts with both geographical and numerical range. Our wide variety of analogue, digital and promotional advertising spaces are strategically placed for optimal impact and to create integrated and effective marketing activities and campaigns, tailored to requests and requirements.

Learn more at: swedavia.com/about-swedavia/advertising

Follow Swedavia Airport Advertising on [LinkedIn](#)



Stockholm Arlanda Airport



The airport

Swedavia work to constantly develop and improve the ten airports to manage the increasing demand on effective national and international travels.

Stockholm Arlanda Airport is about to become Scandinavia's leading airport. In 2019 more than 26 million travelers passed through the airport, it is estimated that almost 40 million people will travel via Stockholm Arlanda in 2040. To handle the growth, airport operations, environment and commercial offering will be enhanced, developed and modernized. All to meet the demands of the present and future and to make the travelers stay at the airport more pleasant.

A brand-new airport city - Airport City Stockholm - will also soon start taking shape around Stockholm Arlanda which will further amplify the airport's position as meeting place for business and leisure and a gateway between Scandinavia and the world.

Learn more at swedavia.com/arlanda/development-plans



Statistics & demography 2019

The traveler



Gender
Men 53%
Women 47%

Age (%)
16–19 4%
20–34 39%
35–49 29%
50–64 22%
65+ 7%

Home country
Sweden 61%
Other 39%

Number of passengers

Total
25 642 374

International
20 800 000

Domestic
4 842 000

Transfer
2 130 000

Transport to the airport



Car
27%

Train
26%

Bus
20%

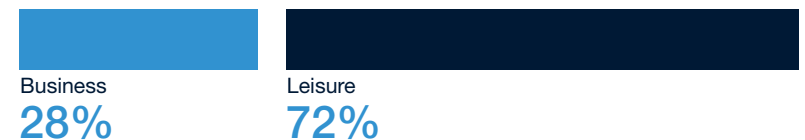
Taxi
20%

Other
6%

Destinations Top 5

- 1. London**
- 2. Oslo**
- 3. Copenhagen**
- 4. Helsinki**
- 5. Paris**

Travel purpose



Business
28%

Leisure
72%

Stockholm Arlanda Airport Terminal 5



Statistics & demography 2019

The traveler



Gender
Men 52%
Women 48%

Age (%)
16–19 3%
20–34 34%
35–49 29%
50–64 23%
65+ 11%

Home country
Sweden 56%
Other 44%

Number of passengers

Total
17 650 501

Departing
8 821 540

Arriving
8 828 961

Transfer
2 715 000

Transport to the airport



Car
30%

Train
23%

Taxi
21%

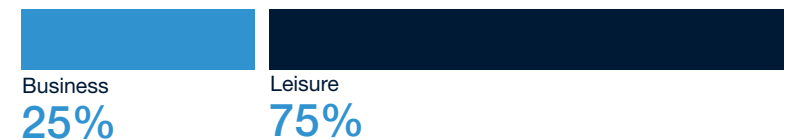
Bus
20%

Other
6%

Destinations Top 5

1. Oslo **2. Copenhagen**
3. London **4. Helsinki**
5. Malaga

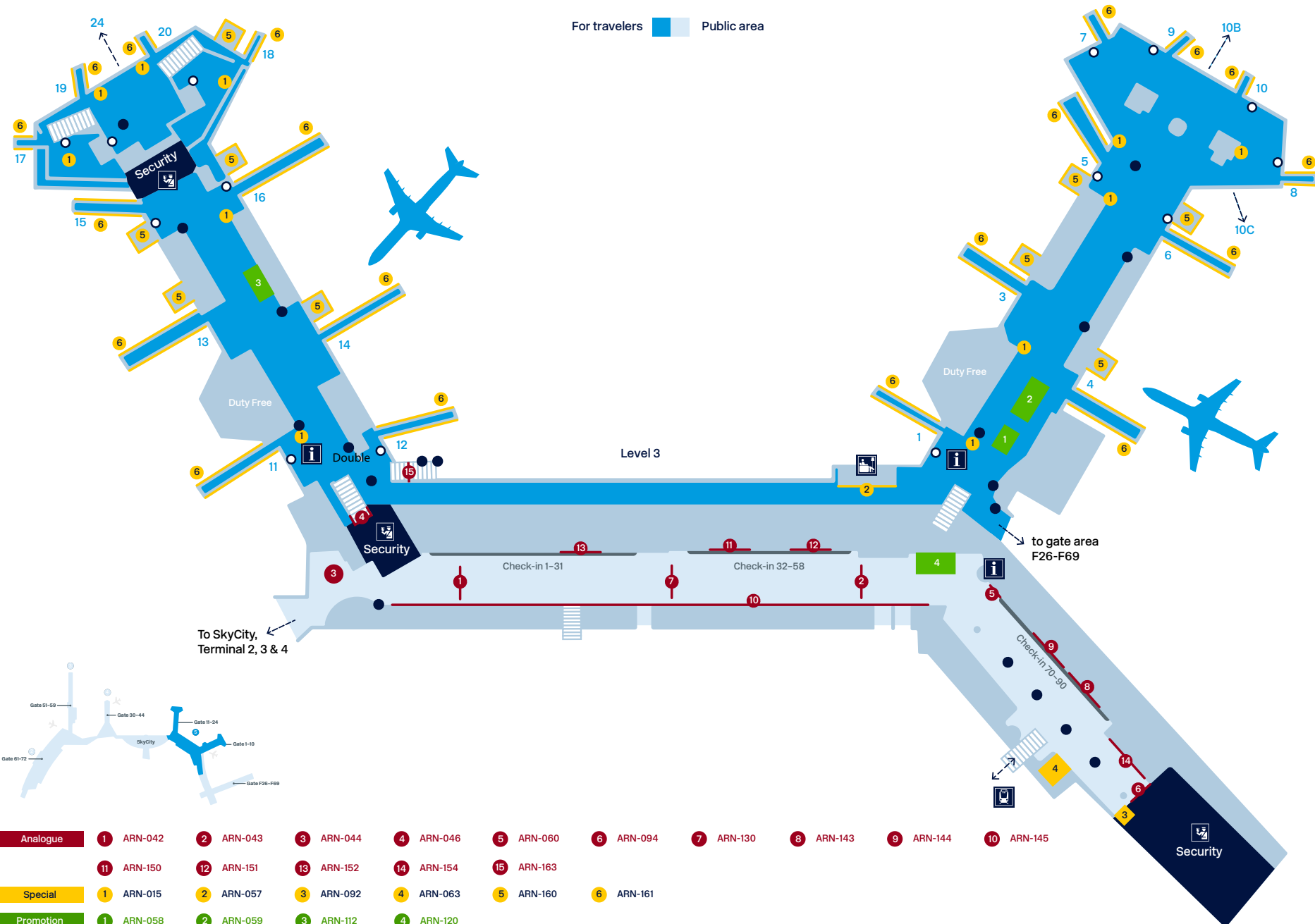
Travel purpose



Business
25%

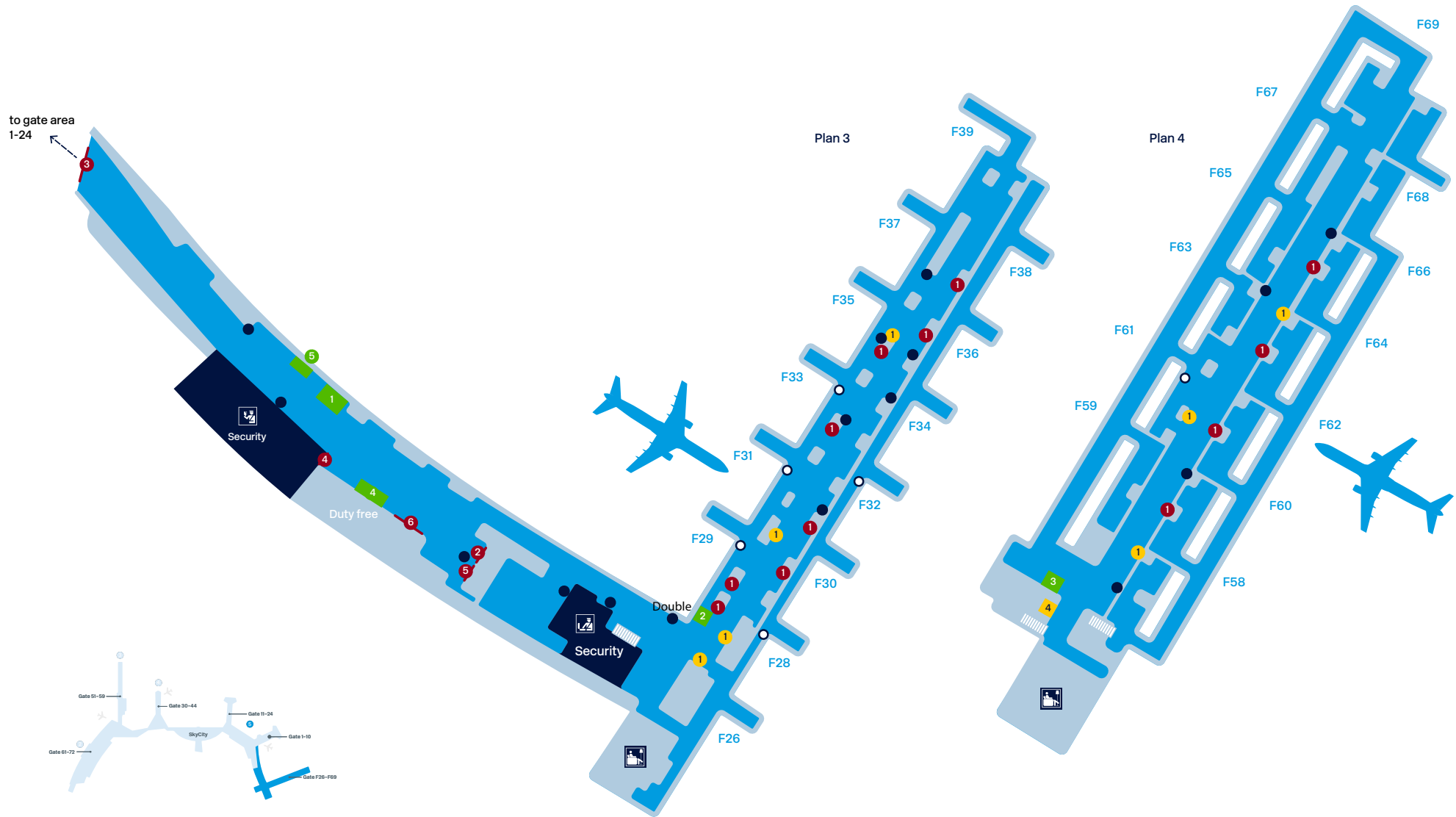
Leisure
75%

For travelers  Public area



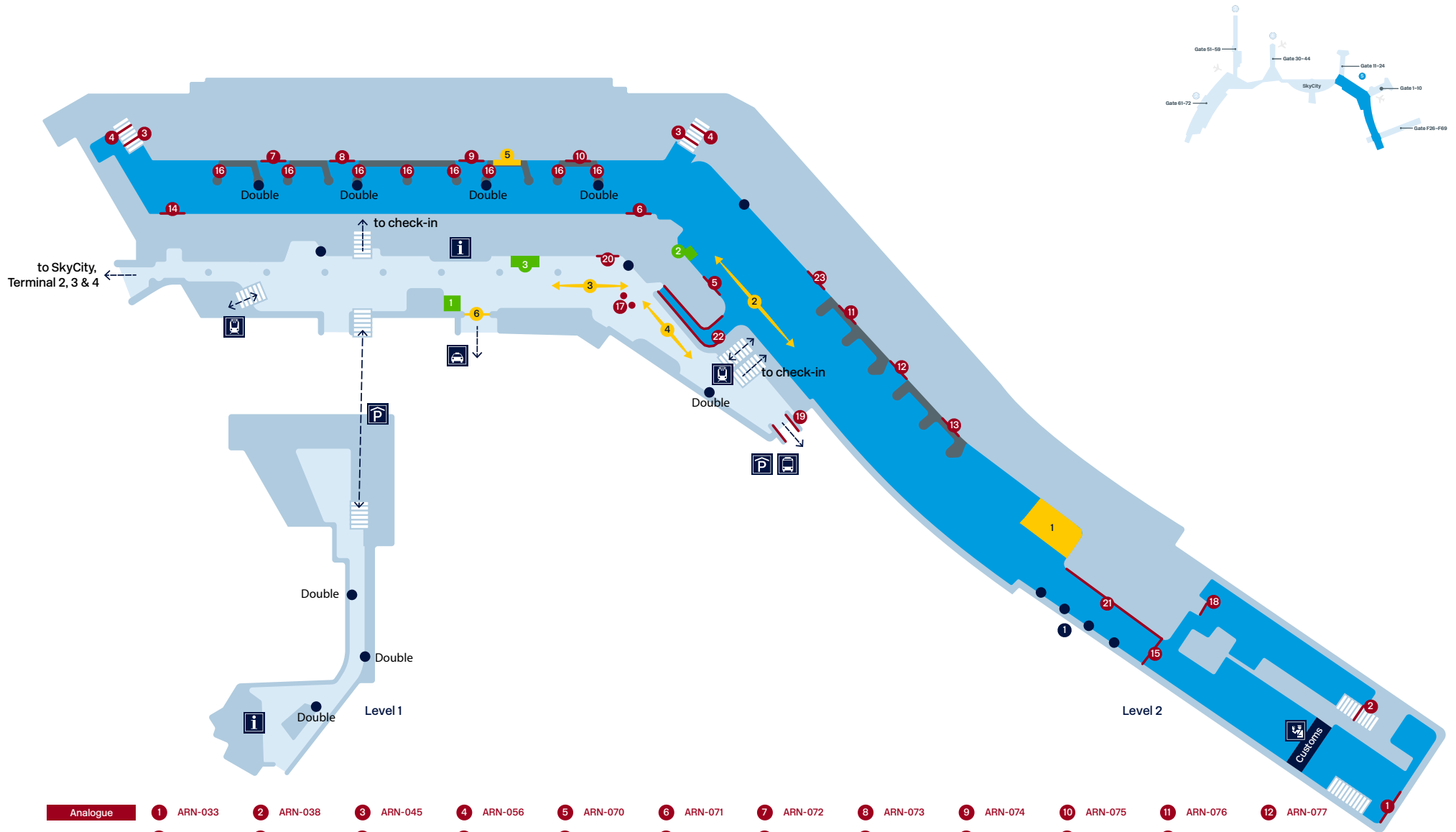
- | | | | | | | | | | | |
|------------------|--------------------------------|---------------------------------|------------|------------|------------|-----------|-----------|-----------|-----------|------------|
| Analogue | 1 ARN-042 | 2 ARN-043 | 3 ARN-044 | 4 ARN-046 | 5 ARN-060 | 6 ARN-094 | 7 ARN-130 | 8 ARN-143 | 9 ARN-144 | 10 ARN-145 |
| | 11 ARN-150 | 12 ARN-151 | 13 ARN-152 | 14 ARN-154 | 15 ARN-163 | | | | | |
| Special | 1 ARN-015 | 2 ARN-057 | 3 ARN-092 | 4 ARN-063 | 5 ARN-160 | 6 ARN-161 | | | | |
| Promotion | 1 ARN-058 | 2 ARN-059 | 3 ARN-112 | 4 ARN-120 | | | | | | |
| Digital | ● Digital Portrait
20 faces | ○ Digital Landscape
14 faces | | | | | | | | |

For travelers  Public area



- | | | | | | | |
|------------------|--------------------------------|--------------------------------|-----------|-----------|-----------|-------------|
| Analog | 1 ARN-035 | 2 ARN-061 | 3 ARN-108 | 4 ARN-153 | 5 ARN-159 | 6 ARN-T-032 |
| Special | 1 ARN-XXX | 2 ARN-034 | | | | |
| Promotion | 1 ARN-091 | 2 ARN-125 | 3 ARN-126 | 4 ARN-141 | 5 ARN-167 | |
| Digital | ● Digital Portrait
17 faces | ○ Digital Landscape
6 faces | | | | |

For travelers Public area



Analogue	1 ARN-033	2 ARN-038	3 ARN-045	4 ARN-056	5 ARN-070	6 ARN-071	7 ARN-072	8 ARN-073	9 ARN-074	10 ARN-075	11 ARN-076	12 ARN-077
	13 ARN-078	14 ARN-079	15 ARN-086	16 ARN-093	17 ARN-121	18 ARN-122	19 ARN-142	20 ARN-146	21 ARN-T-023	22 ARN-T-151	23 ARN-166	1
Special	1 ARN-063	2 ARN-080	3 ARN-081	4 ARN-088	5 ARN-095	6 ARN-129						
Promotion	1 ARN-087	2 ARN-123	3 ARN-T-022									
Digital	● Digital Portrait 23 faces	1 ARN-T-011										

Pricelist

Departing

Designation	Product	Price, weekly*	Price, monthly*
ARN-035	Lightbox package	-	250 000 SEK
ARN-042	Banner	-	155 000 SEK
ARN-043	Banner	-	155 000 SEK
ARN-044	Pillar banner	-	100 000 SEK
ARN-046	Convex banner	-	71 500 SEK
ARN-051	Floor decals	-	90 000 SEK
ARN-057	Foil, elevator shaft	-	125 000 SEK
ARN-058	Promotion area	78 000 SEK	-
ARN-059	Promotion area	78 000 SEK	-
ARN-060	Lightbox	-	150 000 SEK
ARN-061	Lightbox	-	135 000 SEK
ARN-063**	Luggage trolleys	-	100 000 SEK
ARN-091	Promotion area	78 000 SEK	-
ARN-092	Foil, elevator shaft	-	100 000 SEK
ARN-094	Banner	-	80 000 SEK
ARN-105	Floor decals	-	90 000 SEK
ARN-108	Lightbox	-	85 000 SEK
ARN-112	Promotion area	?	-

Analogue

Special

Promotion

* All prices excl. VAT.

** Covering entire airport

Pricelist

Departing, continuing

Designation	Product	Price, weekly*	Price, monthly*
ARN-120	Promotion area	78 000 SEK	-
ARN-125	Promotion area	55 000 SEK	-
ARN-127	Promotion area	100 000 SEK	-
ARN-130	Banner	-	155 000 SEK
ARN-135	Magazine racks	-	50 000 SEK
ARN-141	Promotion area	90 000 SEK	-
ARN-143	Lightbox	-	150 000 SEK
ARN-144	Lightbox	-	150 000 SEK
ARN-145	Banner	-	150 000 SEK
ARN-149	Jet bridge banners	-	500 000 SEK
ARN-150	Lightbox	-	105 000 SEK
ARN-151	Lightbox	-	105 000 SEK
ARN-152	Lightbox	-	105 000 SEK
ARN-153	Lightbox	-	100 000 SEK
ARN-154	Lightbox	-	150 000 SEK
ARN-159	Lightbox	-	155 000 SEK
ARN-T-032	Analogue sign	-	On request

Analogue

Special

Promotion

* All prices excl. VAT.



Pricelist

Arriving

Designation	Product	Price, weekly*	Price, monthly*
ARN-033	Lightbox	-	105 000 SEK
ARN-034	Foil, elevator shaft	-	125 000 SEK
ARN-038	Lightbox	-	58 500 SEK
ARN-045	Lightbox package	-	180 000 SEK
ARN-056	Lightbox package	-	225 000 SEK
ARN-063**	Luggage trolleys	-	100 000 SEK
ARN-070	Lightbox	-	95 000 SEK
ARN-071	Lightbox + digital	-	95 000 SEK
ARN-072	Lightbox + digital	-	95 000 SEK
ARN-073	Lightbox	-	95 000 SEK
ARN-074	Lightbox + digital	-	95 000 SEK
ARN-075	Lightbox + digital	-	95 000 SEK
ARN-076	Lightbox + digital	-	95 000 SEK
ARN-077	Lightbox + digital	-	95 000 SEK
ARN-078	Lightbox + digital	-	95 000 SEK
ARN-079	Lightbox	-	75 000 SEK
ARN-080	Floor decals	-	100 000 SEK
ARN-081	Floor decals	-	157 500 SEK

Analogue

Special

Promotion

* All prices excl. VAT.
 ** Covering entire airport

Pricelist

Arriving, continuing

Designation	Product	Price, weekly*	Price, monthly*	Price, yearly*
ARN-084	Foil, baggage belt	-	135 000 SEK	-
ARN-086	Lightbox	-	58 500 SEK	-
ARN-087	Promotion area	78 000 SEK	-	-
ARN-088	Floor decals	-	100 000 SEK	-
ARN-095	Analogue sign, "The box"	-	120 000 SEK	-
ARN-121	Banner package	-	150 000 SEK	-
ARN-122	Foil, glass wall	-	100 000 SEK	-
ARN-123	Promotion area	On request	-	-
ARN-126	Promotion area	78 000 SEK	-	-
ARN-129	Foil, revolving door	-	95 000 SEK	-
ARN-142	Lightbox package	-	110 000 SEK	-
ARN-146	Banner	-	On request	-
ARN-166	Lightbox + digital	-	95 000 SEK	-
ARN-T-016	Promotion area	78 000 SEK	-	-
ARN-T-023	Analogue sign	-	150 000 SEK	On request
ARN-T-151	Customs, terminal 2 & 5	-	-	-

Analogue

Special

Promotion

* All prices excl. VAT.



Stockholm Arlanda Airport

Terminal 4



Statistics & demography 2019

The traveler



Gender
Men 53%
Women 47%

Age (%)
16–19 4%
20–34 38%
35–49 27%
50–64 25%
65+ 7%

Home country
Sweden 87%
Other 13%

Number of passengers

Total
4 705 924

Departing
2 350 949

Arriving
2 354 975

Transfer
1 680 000

Transport to the airport



Train
36%

Car
24%

Bus
20%

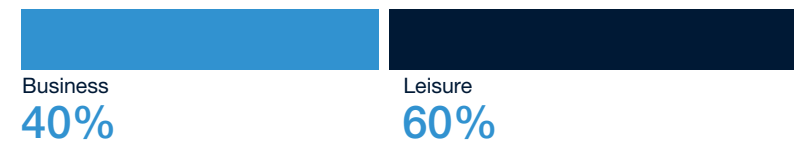
Taxii
15%

Other
6%

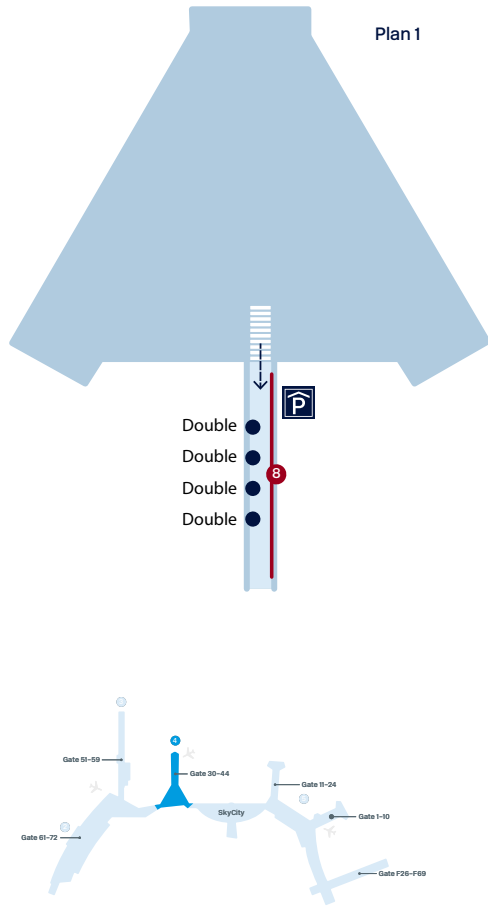
Destinations Top 5

1. Luleå **2. Gothenburg**
3. Umeå **4. Malmö**
5. Åre/Östersund

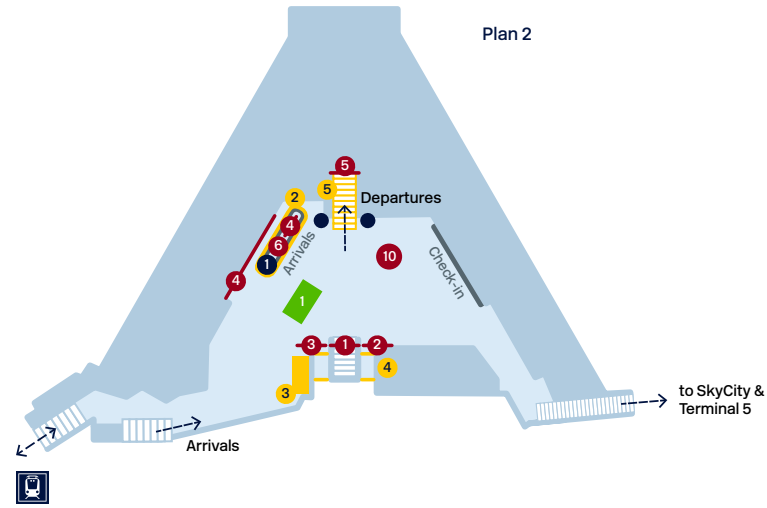
Travel purpose



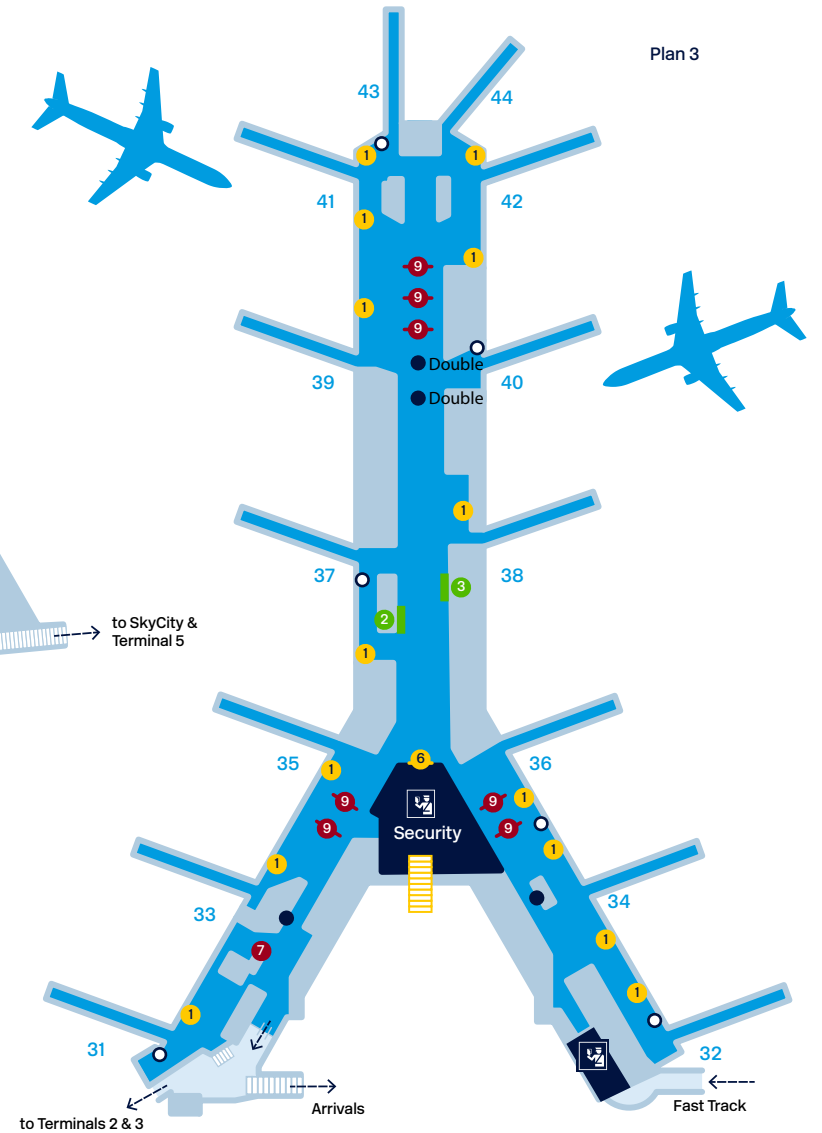
For travelers  Public area



Plan 1



Plan 2



Plan 3

- | | | | | | | | | | | |
|------------------|-----------|--------------------|---------------------|-----------|-------------|-------------|-----------|-----------|-----------|--------------|
| Analogue | 1 ARN-022 | 2 ARN-023 | 3 ARN-024 | 4 ARN-025 | 5 ARN-031 | 6 ARN-093 | 7 ARN-109 | 8 ARN-111 | 9 ARN-134 | 10 ARN-T-030 |
| Special | 1 ARN-015 | 2 ARN-027 | 3 ARN-063 | 4 ARN-156 | 5 ARN-T-021 | 6 ARN-T-029 | | | | |
| Promotion | 1 ARN-028 | 2 ARN-029 | 3 ARN-030 | | | | | | | |
| Digital | 1 ARN-026 | ● Digital Portrait | ○ Digital Landscape | | | | | | | |

Pricelist

Departing & arriving

Designation	Product	Price, weekly*	Price, monthly*
ARN-015	Magazine racks	-	50 000 SEK
ARN-022	Banner	-	50 000 SEK
ARN-023	Banner	-	50 000 SEK
ARN-024	Banner	-	50 000 SEK
ARN-025	Banner	-	61 000 SEK
ARN-026	Digital screen	-	120 000 SEK
ARN-027	Foil, baggage belt	-	135 000 SEK
ARN-028	Promotion area	78 000 SEK	-
ARN-029	Promotion area	78 000 SEK	-
ARN-030	Promotion area	78 000 SEK	-
ARN-031	Lightbox	-	150 000 SEK
ARN-063**	Luggage trolleys	-	100 000 SEK
ARN-109	Lightbox	-	90 000 SEK
ARN-111	Analogue sign package	-	150 000 SEK
ARN-134	Lightbox package	-	100 000 SEK
ARN-156	Foil, main entrance/exit	-	On request
ARN-T-019	Foil, staircase	-	On request
ARN-T-029	Foil, glass wall	-	120 000 SEK
ARN-T-030	Banner	-	80 000 SEK

Analogue

Special

Promotion

* All prices excl. VAT.



ARN-030



ARN-025, ARN-026 & ARN-027



ARN-134

Stockholm Arlanda Airport

Terminal 3



Statistics & demography 2019

The traveler



Gender
Men 59%
Women 41%

Age (%)
 16–19 **1%**
 20–34 **29%**
 35–49 **35%**
 50–64 **27%**
 65+ **9%**

Home country
Sweden 84%
Other 16%

Number of passengers

Total
139 742

Departing
69 757

Arriving
69 985

Transfer
79 000

Transport to the airport



Train
31%

Car
29%

Taxi
21%

Bus
18%

Other
0%

Destinations Top 5

1. Arvidsjaur 2. Gällivare
3. Lycksele 4. Karlstad
5. Hemavan

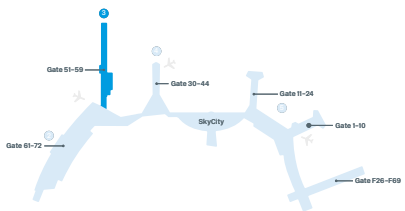
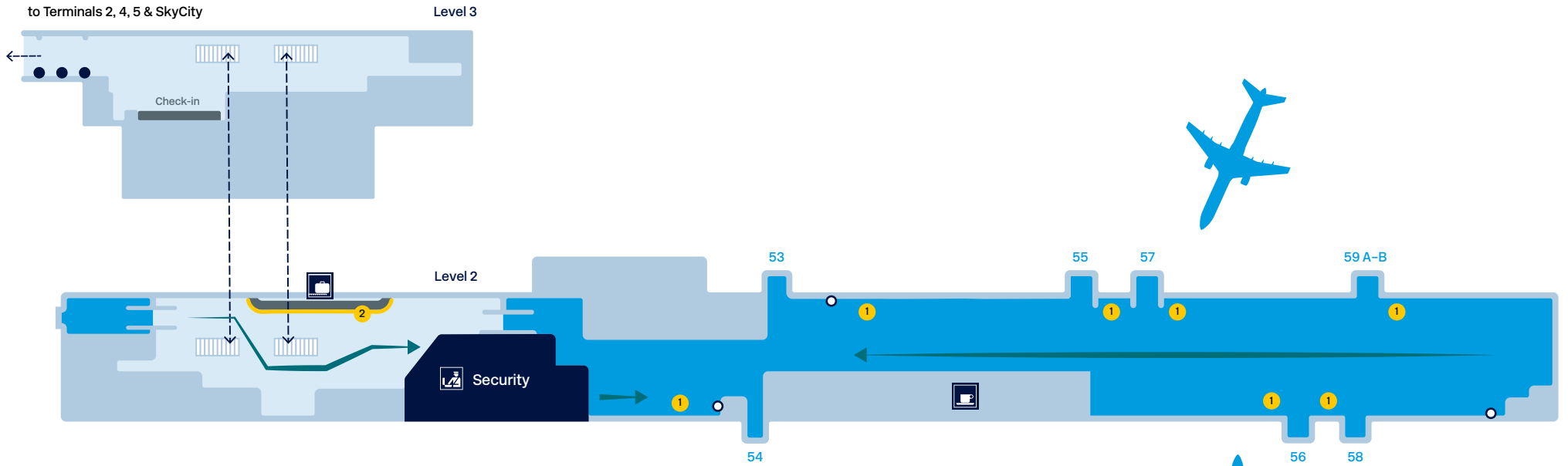
Travel purpose



Business
61%

Leisure
39%

For travelers ■ ■ Public area



- Special 1 ARN-015 1 ARN-016
- Digital ● Digital Portrait ○ Digital Landscape

Pricelist

Departing & arriving

Designation	Product	Price, weekly*	Price, monthly*
ARN-015	Magazine racks	-	50 000 SEK
ARN-016	Foil, baggage belt	-	50 000 SEK

Analogue

Special

Promotion

* All prices excl. VAT.

Admännare bagage
Baggage claim area



Stockholm Arlanda Airport Terminal 2



Statistics & demography 2019

The traveler



Gender
Men 54%
Women 45%

Age (%)
16–19 4%
20–34 43%
35–49 30%
50–64 17%
65+ 6%

Home country
Sweden 41%
Other 59%

Number of passengers

Total
3 142 956

Departing
1 563 470

Arriving
1 579 486

Transfer
124 000

Transport to the airport



Train
28%

Car
22%

Taxi
22%

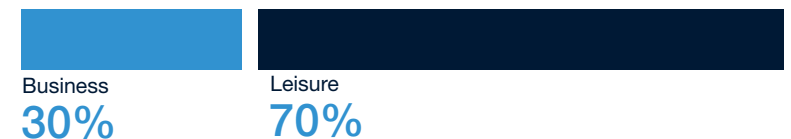
Bus
22%

Other
6%

Destinations Top 5

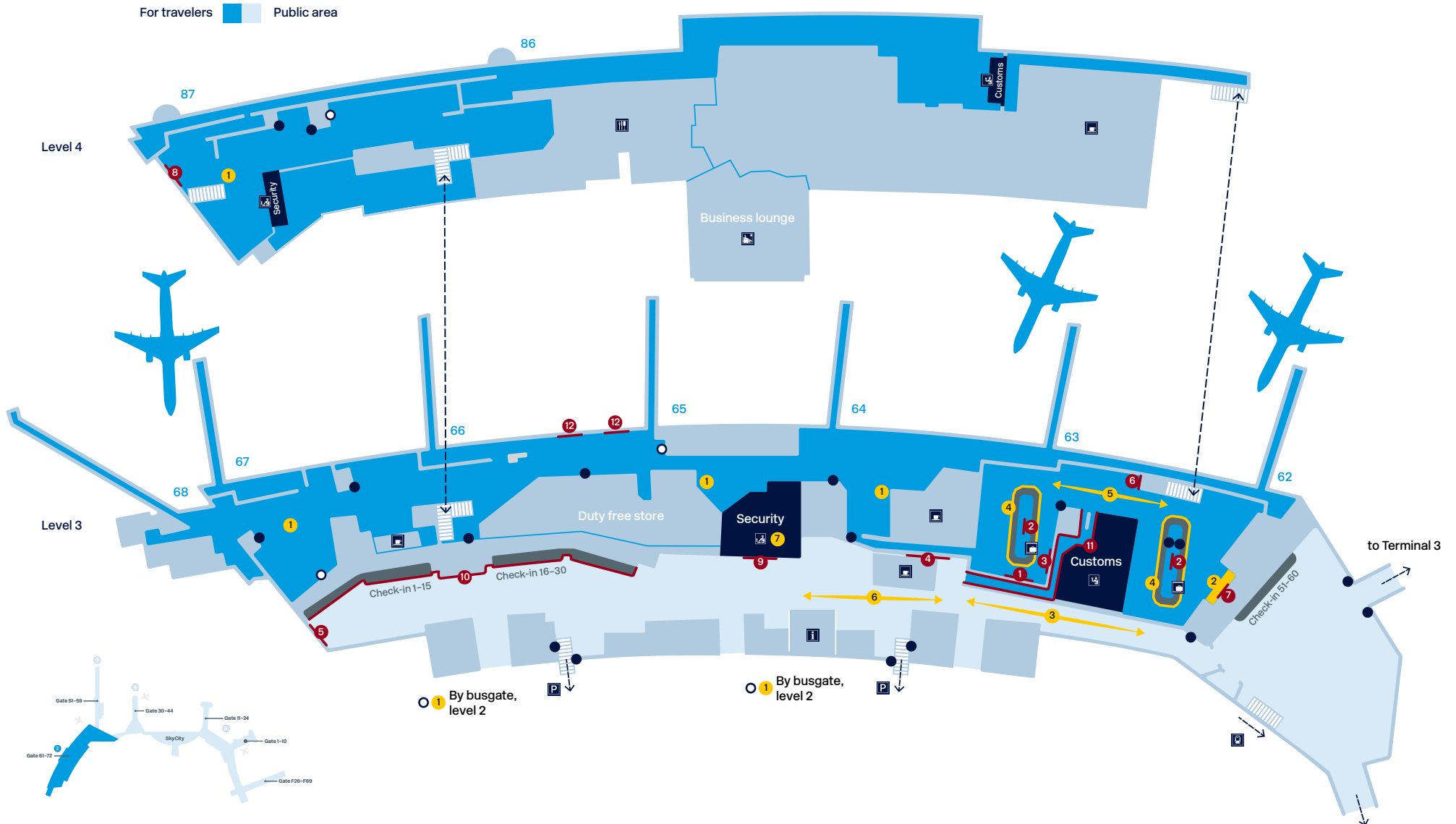
1. Amsterdam **2. London**
3. Helsinki **4. Berlin**
5. Paris

Travel purpose



Business
30%

Leisure
70%



- Analogue**
- 1 ARN-085
 - 2 ARN-093
 - 3 ARN-096
 - 4 ARN-097
 - 5 ARN-098
 - 6 ARN-101
 - 7 ARN-102
 - 8 ARN-103
 - 9 ARN-155
 - 10 ARN-T-145
 - 11 ARN-T-151
 - 12 ARN-T-152
- Special**
- 1 ARN-015
 - 2 ARN-062
 - 3 ARN-065
 - 4 ARN-066
 - 5 ARN-082
 - 6 ARN-089
 - 7 ARN-147
- Digital**
- Digital Portrait 16 st
 - Digital Landscape 5 st

to Terminal 4
Terminal 5
SkyCity

Pricelist

Departing

Designation	Product	Price, weekly*	Price, monthly*
ARN-063**	Luggage trolleys	-	100 000 SEK
ARN-097	Lightbox	-	150 000 SEK
ARN-098	Lightbox	-	74 000 SEK
ARN-135	Magazine racks	-	50 000 SEK
ARN-155	Lightbox	-	75 000 SEK

Analogue

Special

Promotion

* All prices excl. VAT.



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FLYGBUSS AIRPORT SHUTTLE
Flygbuss
Airport Shuttle
Waiting
Exit

Ankommande Terminal 2
Arrivals Terminal 2

FLYGBUSS AIRPORT SHUTTLE
Flygbuss
Airport Shuttle
Waiting
Exit

Pricelist

Arriving

Designation	Product	Price, weekly*	Price, monthly*	Price, yearly*
ARN-063**	Luggage trolleys	-	100 000 SEK	-
ARN-065	Floor decals	-	157 500 SEK	-
ARN-066	Foil, baggage belt	-	128 000 SEK	-
ARN-082	Floor decals	-	75 000 SEK	-
ARN-085	Lightbox	-	85 000 SEK	-
ARN-089	Floor decals	-	157 500 SEK	-
ARN-096	Lightbox	-	85 000 SEK	-
ARN-101	Lightbox	-	50 000 SEK	-
ARN-102	Lightbox	-	50 000 SEK	-
ARN-103	Lightbox	-	50 000 SEK	-
ARN-T-151	Customs, terminal 2 & 5	-	-	On request

Analogue

Special

Promotion

* All prices excl. VAT.
 ** Covering entire airport



ARN-T-151



ARN-066, ARN-093 & ARN-096

Stockholm Arlanda Airport

SkyCity



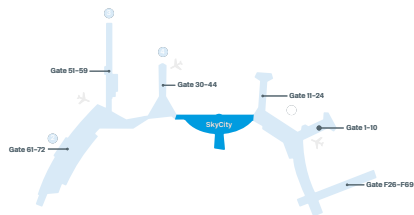
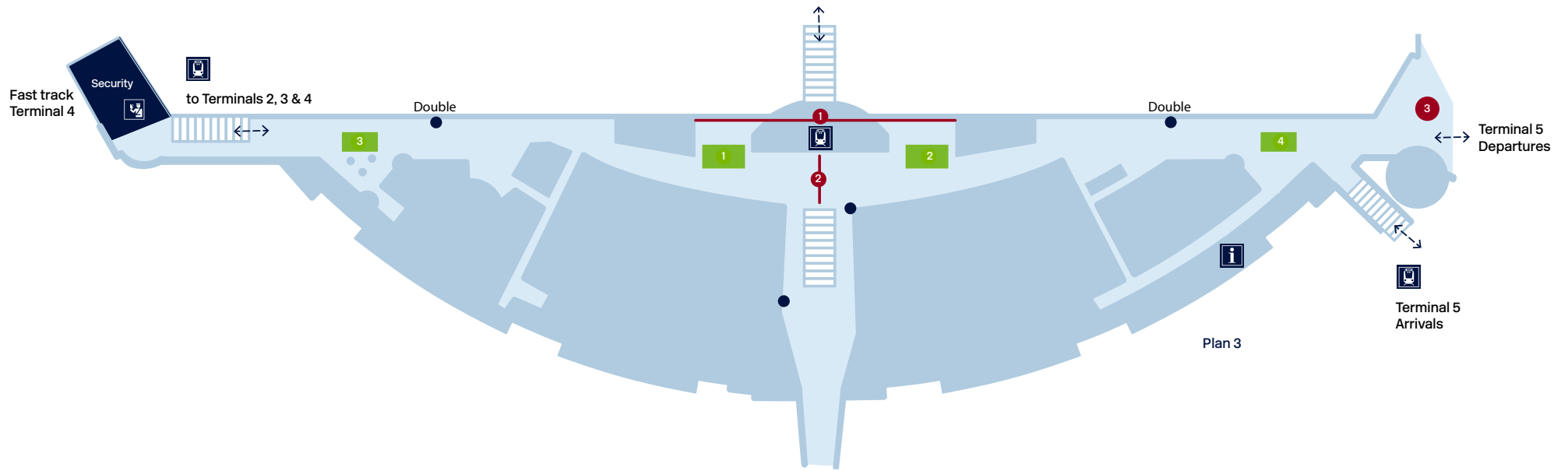
The area

SkyCity is located in the heart of Stockholm Arlanda, connecting terminal 4 and 5. It is not a terminal, but rather a building available to everyone, traveler or not. SkyCity is filled with a wide variety of shops, restaurants, hotels, conference centers and other facilities such as banks and currency exchange. The area attracts a large number of travelers, airport personnel and visitors that reside in here for lunch, shopping and business. SkyCity also holds Arlanda Central Station, the fourth largest train station in Sweden and a commuter train station.

In SkyCity you'll reach both business and leisure target groups by communicating with travelers spending time in or passing through the area, a large amount of the 17 000 airport people working at Stockholm Arlanda and the visitors that reside in here for business or to just enjoy the panoramic view of the airport runway and the facilities that SkyCity has to offer.



For travelers ■ Public area



- | | | | | | |
|----------|-------------------------------|-----------|-----------|-----------|--|
| Analogue | 1 ARN-001 | 2 ARN-002 | 3 ARN-044 | | |
| Special | 1 ARN-003 | 2 ARN-004 | 3 ARN-005 | 4 ARN-006 | |
| Digital | ● Digital Portrait
6 faces | | | | |

Pricelist

SkyCity

Designation	Product	Price, weekly*	Price, monthly*
ARN-001	Banner	-	140 000 SEK
ARN-002	Banner	-	97 000 SEK
ARN-003	Promotion area	55 000 SEK	-
ARN-004	Promotion area	55 000 SEK	-
ARN-005	Promotion area	78 000 SEK	-
ARM-006	Promotion area	55 000 SEK	-
ARN-044	Pillar banner	-	100 000 SEK

Analogue

Special

Promotion

* All prices excl. VAT.



Stockholm Arlanda Airport

Outdoors





- | Analogue | Marker | Code |
|----------|--------|---------|
| | 1 | ARN-007 |
| | 2 | ARN-008 |
| | 3 | ARN-009 |
| | 4 | ARN-010 |
| | 5 | ARN-012 |
| | 6 | ARN-014 |
| | 7 | ARN-110 |
| | 8 | ARN-128 |
| | 9 | ARN-132 |
| | 10 | ARN-168 |
| | 11 | ARN-169 |

Pricelist

Outdoors

Designation	Product	Price, weekly*	Price, monthly*
ARN-007	Lightbox, highway	-	190 000 SEK
ARN-008	Lightbox, terminal 5	-	75 000 SEK
ARN-009	Banner, terminal 4	-	175 000 SEK
ARN-010	Banner, terminal 4	-	75 000 SEK
ARN-012	Banner, terminal 5	-	240 500 SEK
ARN-014	Banner, terminal 5	-	240 500 SEK
ARN-110	Foil on walkway, terminal 5	-	200 000 SEK
ARN-128	Banner, terminal 5	-	150 000 SEK
ARN-132	Banner, terminal 5	-	240 500 SEK

Analogue

Special

Promotion

* All prices excl. VAT.



ARN-128



ARN-003



ARN-008

Stockholm Arlanda Airport

Digital

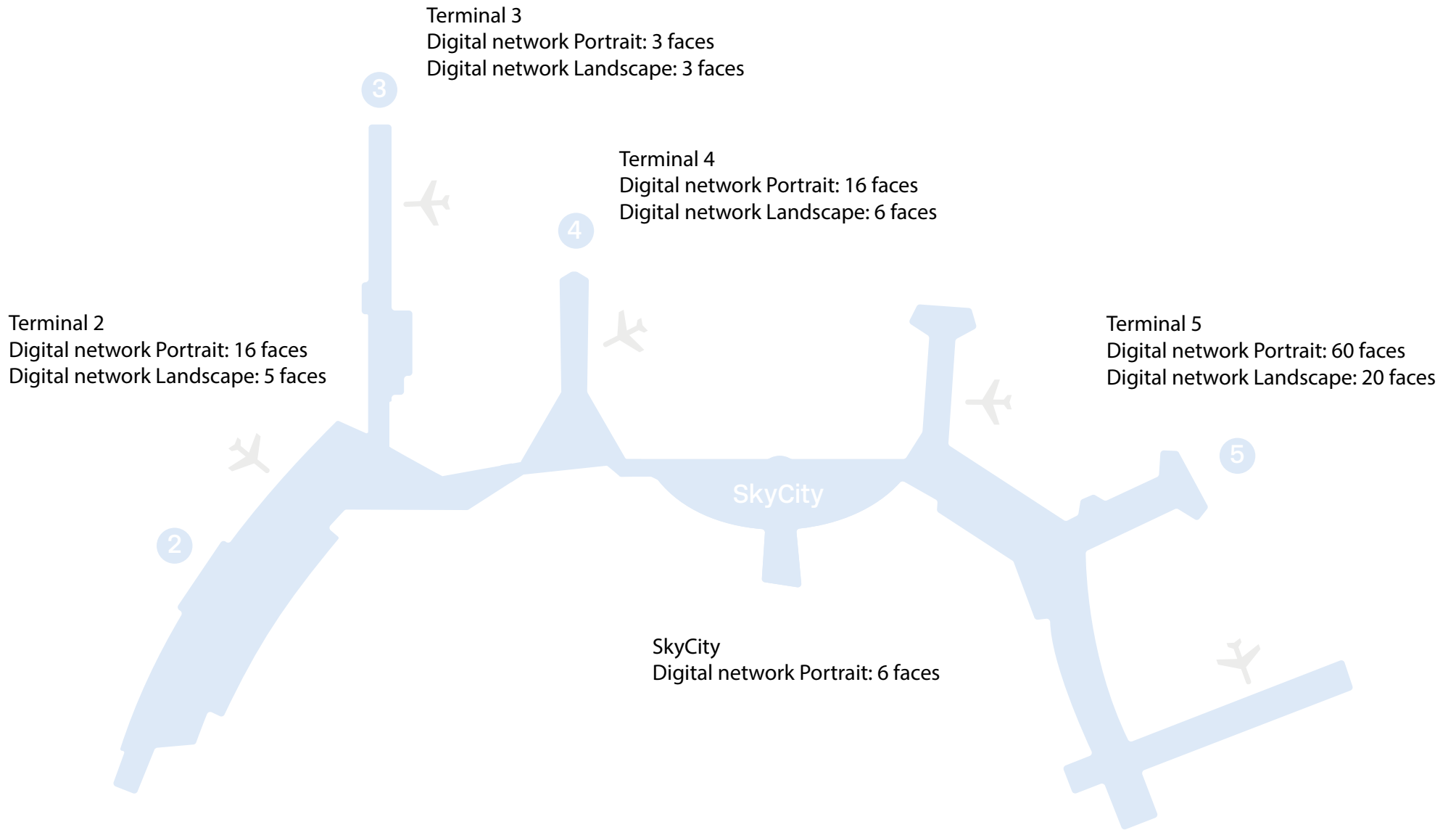


Digital Out of Home

Digital out of home advertising, commonly known as DOOH, is integrated and interactive and offers a wide range of possibilities to adapt campaign messages to attain ultimate reach, visibility and impact. Location, the "who" and "where", is the foundation for successful DOOH campaigns. With heavy knowledge of the travelers and main target groups at the airports, Airport Advertising offer solutions for delivering real-world contexts and messages that are close to the target's consciousness and purchase.

The Airport Advertising digital signage consists of more than 300 faces distributed at the ten Swedavia airports, strategically placed for optimized impact among the travelers and broken down into two networks. The portrait series is placed in the largest passenger flows where high reach is enabled and through the landscape gate series messages can be further amplified in areas where the travelers reside for longer periods of time.





Pricelist

Digital network Portrait

Placement	Number of spaces	Share of Voice	Price, weekly*
Entire airport	103	12.5 %	190 000 SEK
International (terminals 2 & 5)	76	12.5 %	165 000 SEK
Domestic (terminals 3 & 4 & SkyCity)	25	12.5 %	65 000 SEK
National (all ten Swedavia airports)	172	12.5 %	300 000 SEK
Metropolitan (Stockholm Arlanda, Göteborg Landvetter, Bromma Stockholm, Malmö Airport)	151	12.5 %	288 000 SEK

Digital network, non-schengen domination

Placement	Number of spaces	Share of Voice	Price, weekly*	Designation
Arrival hall, terminal 5 100 % SoV (passenger flow from gate area F26-F69)	4	100 %	40 000 SEK	ARN-T-011

* All prices excl. VAT.



Utgång Gate 38

Digital network ARN F008



4 A-B

FOOD MARKET RESTAURANT & T...
FOOD MAR...

SAS
TRAVELERS START YOUNG

Digital network Portrait, terminal 5

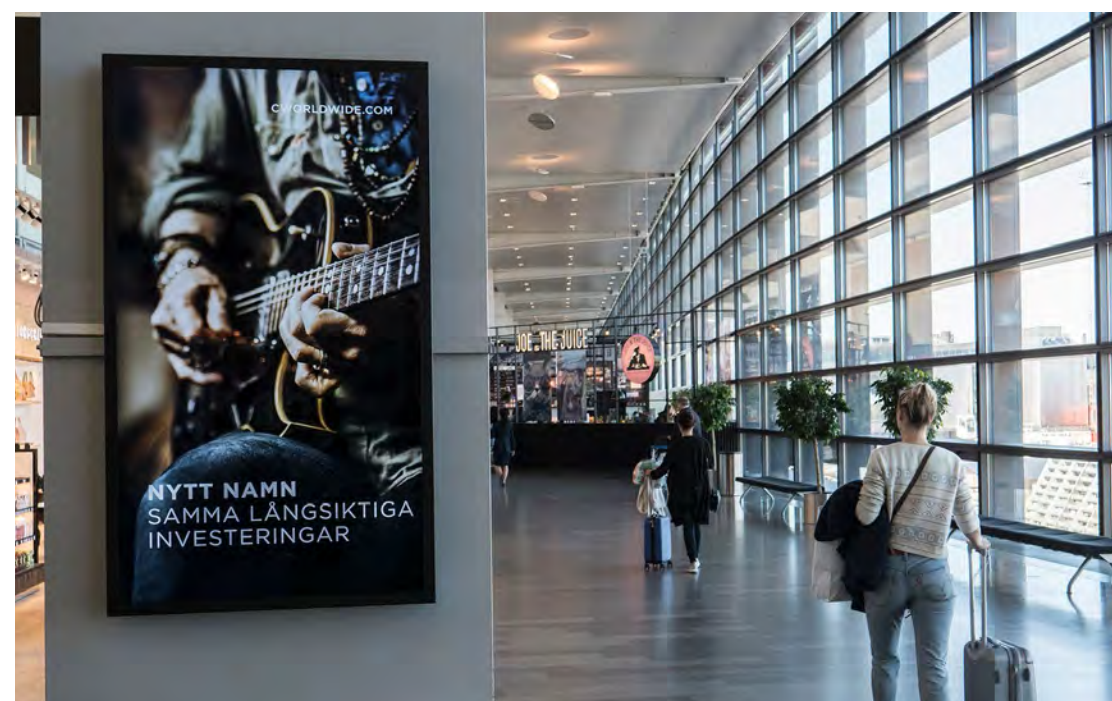


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Digital network Portrait, terminal 4



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INVESTERINGAR

Digital network Portrait, terminal 5

Pricelist

Digital network Landscape

Placement	Number of spaces	Share of Voice	Price, weekly*
Entire airport	34	12.5 %	110 000 SEK
International (terminals 2 & 5)	25	12.5 %	
Domestic (terminals 3 & 4)	9	12.5 %	
National (except Bromma Stockholm)	113	12.5 %	200 000 SEK

Wifi sponsorship

Product	Number of spaces	Share of Voice	Price, monthly*	Designation
Banners on Swedavia's page for wifi login. (Covers computer, smartphone and tablet at all ten of the Swedavia airports)	Two formats	100 %	150 000 SEK	D-RIKS-013

* All prices excl. VAT.



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