



Source: flybirmingham.com

BIRMINGHAM, AL [BHM] AIRPORT MEDIA GUIDE

AIRPORT ADVERTISING

Airport advertising delivers your message to a saturated audience of **affluent, educated, tech-savvy** business and leisure travelers in a “high dwell environment.”

Whether you are trying to raise awareness about your brand, product, or service, or you’d like to encourage point-of-sale, **airport advertising meets your needs.**



Airport advertising stands out from other media options because of its high visibility. Advertisers have the opportunity to target an engaged audience as they journey through the airport, from security lines to baggage claim.

Branding campaigns give consumers top of mind awareness of your brand. Invest in airport advertising to spread the word about your product or service.

Airport ads work exceptionally well for branding campaigns. Use airport advertising to paint a vivid, captivating picture of your brand. Achieve high ad recall and campaign awareness by bringing your message to the airport where the engaged audience awaits.

Advertisers say that when they use airport in their media mix, the buy feels much “bigger” than the actual spend.

AIRPORT PROFILE



**AVERAGE ANNUAL
PASSENGERS:
2,595,000**

- Birmingham-Shuttlesworth International Airport ranks in the country's top 75 airports in terms of passengers served annually
- BHM is less than 6 miles from Birmingham's Downtown District
- BHM covers approximately 2,000 acres of land
- Atlanta, GA is the top destination

Source: transtats.bts.gov, flybirmingham.com, gcr1.com

TRAVELER PROFILE



95 MILLION ADULTS
HAVE TAKEN AT LEAST 1 DOMESTIC
FLIGHT IN THE PAST YEAR

Airport Frequent Fliers:
4+ trips per year

FREQUENT FLIERS



92%

have taken at least one
personal/vacation trip in
the past year.



68%

have taken at least one
business trip in the
past year.



78%

have at least some
college education.



31%

are employed full time.



62%

have a HHI of \$75,000
or greater.



56%

viewed airport digital
display in past 6 months.

Source: Nielsen USA+ 2016 Release 2

MARKET PROFILE

AREA EVENTS & ATTRACTIONS

Alabama Wildlife Center | Annual Creek Bank Festival | Galaxy of Lights Artwalk | Birmingham Botanical Gardens | Birmingham Civil Rights Institute | Birmingham FunkFest | Birmingham Museum of Art | Restaurant Week | Winter Beer Fest | Birmingham Zoo | Bluff Park Art Show | Gumbo Gala | Civil Rights District | Cullman Oktoberfest | Southern Voices Festival | Dia de los Muertos | Greek Food Festival | McWane Science Center | Juneteenth Celebration | Ruffner Mountain Nature Preserve | Lyric Theatre | Red Mountain Park | Rickwood Field Park | Sidewalk Film Festival



Source: Nielsen USA+ 2016 Release 2 - East South Central Census Division

33%
OF EAST SOUTH
CENTRAL
CENSUS DIVISION
RESIDENTS HAVE
FLOWN AT LEAST
ONCE THIS PAST
YEAR.

26%
OF RESIDENTS
HAVE ATTENDED
A PROFESSIONAL
SPORTING EVENT
IN THE PAST 12
MONTHS.

MARKET PROFILE



POPULATION:

212,157



47.3% MALE



52.7% FEMALE

18-24 y/o **11.1%**

45-54 y/o **17.0%**

25-34 y/o **16.5%**

55-64 y/o **18.4%**

35-44 y/o **15.3%**

65 & older **21.8%**

53% OF RESIDENTS ATTENDED AT LEAST SOME COLLEGE

74% ARE WHITE; 19% ARE BLACK; 3% ARE HISPANIC

30% OF HOUSEHOLDS EARN OVER \$75,000/YEAR

70% OWN THEIR RESIDENCE WHILE 26% RENT

Source: Nielsen USA+ 2016 Release 2 - East South Central Census Division, census.gov



AIRPORTS

BHM

COMPETITIVE MEDIA PRESENCE

LAMAR

Airport advertising is a constant media companion.
Outdoor ads deliver consistent impressions as trends shift in other forms of advertising. Out-of-Home can compliment, reinforce, and extend the reach of other ad types in your campaign as part of a media mix strategy.

RADIO

27%

of residents used an online music service.

TELEVISION

58%

of homes *do not* subscribe to cable television.

NEWSPAPER

74%

of residents say they *did not* read a newspaper in the past week.

Source: Nielsen USA+ 2016 Release 2 - East South Central Census Division

LAMAR

AIRPORTS

BHM



AIRPORTS

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lamar.com/airportadvertising



Thank you!

We appreciate the opportunity to be your airport media partner.

Please contact your Lamar Representative or our office to discuss availability and any questions you may have.

We're ready to help you build an effective campaign.