

Aena presents a new advertising model for airports with over 9 million square metres of advertising space

- The airport company has brought together representatives of major advertising operators and professionals in the sector
- This project offers one of the largest advertising platforms in Europe, with high impact and visibility covering more than 9 million m²

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Today, Aena introduced to major advertising operators and professionals in this sector, the general lines of its new advertising model at the airports of the Aena network in Spain. This model is expected to be launched in the coming weeks, following its approval by the Board of Directors of the airport company. Aena's Managing Director of Commercial and Real Estate, María José Cuenda; the Director of VIP, Premium and Corporate Services, M^a Ángeles Rubio Alfayate and the Head of Premium Advertising and Leasing, Pablo Martínez Moya, have demonstrated the considerable possibilities provided by airport facilities as an advertising medium with national, international, continuous and concentrated visibility within a single environment.

Aena possesses one of Europe's largest advertising platforms, with high impact and located within an environment with scale, coverage and visibility spanning more than 9 million square metres, an area larger than 1,260 football pitches. Aena airports' advertising surface includes spaces in terminals, boarding and arrival areas, shopping areas, parking and iconic locations, with more than 1,500 displays.

With this model, Aena is targeting the passengers of its network in Spain, which in 2025, totalled more than 321 million persons, a global, diverse, international and highly receptive audience.

Aena is committed to transforming airport advertising based on digitalisation, the intelligent use of data, and the inclusion of advanced solutions that can maximise the impact of every campaign.

The contract will bring Aena in line with international standards and provide for a single advertising allotment, centralising the business relationship between Aena and the awarded operator, as well as fostering collaboration between the two parties in a long-term strategic alliance that focuses on joint growth.

Press release

More than 25 interviews have been conducted with advertising operators and agencies when designing the bases of this new project, in order to better understand their concerns and study their proposals.