

Aena launches its advertising tender for the network's airports, with a business value of over 1 billion euros

- This project offers one of Europe's largest advertising platforms, with high impact and visibility covering more than 9 million square metres
- The tender is for a single lot and shall have a term of 10 years (except for the Balearic Islands airports, which shall be 11.5 years)
- Aena is committed to transforming airport advertising based on digitalisation, the intelligent use of data and the implementation of advanced solutions

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Aena's Board of Directors has approved the launching of a tender for a new advertising model for the network in Spain. It presents a unique opportunity in the sector, thanks to the significant possibilities of airports as an advertising medium with national, international, continuous and concentrated visibility within a single environment. It is estimated that the value of airport advertising over the term of the contract will exceed 1 billion euros.

Aena makes available one of Europe's largest advertising platforms to operators, 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 areas, and iconic Spanish cultural 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.

With this tender, 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

Press release

in a long-term strategic alliance that focuses on joint growth. The contract currently in force consists of 8 lots managed by four advertising operators.

The award period will be 10 years, starting in June 2028 and ending in 2038, except for the Balearic Islands airports, whose current contract ends in December this year, and therefore the new contract shall be for a period of 11.5 years, from December 2026 until June 2038.

The new advertising model for the network's airports in Spain was presented last week by Aena's Managing Director of Commercial and Real Estate, María José Cuenda; the Director of VIP, Premium and Corporate Services, María Ángeles Rubio Alfayate, and the head of Advertising and Premium Leases, Pablo Martínez Moya, to major advertising operators and professionals in the sector.

More than 25 interviews have been conducted with advertising operators and agencies when designing the tender strategy, in order to better understand their concerns and study their proposals.