

tailored advertising solutions



Airport Advertising - The air and rail travel industry has changed dramatically over the last ten years. For consumers planning a trip and travelling abroad it is easier, quicker, more affordable, more flexible and more convenient than ever before.

Europe has become much more accessible since the low cost boom. 80 million passengers in total took to the air with low cost airlines in 2004. The majority of low cost travellers are young affluent professionals looking for a break from the daily routine. Low cost travellers have high disposable incomes and leisure budgets. For this group frequent mini breaks are about pure indulgence. Over 50 million passenger journeys per year are for the purpose of business. These frequent business flyers with high incomes and hectic lifestyles are the world's CEOs, MDs and chairmen.

Focal Point Advertising have been established since 1987 and can help you reach strategically targeted audiences through traditional and out-of-home advertising opportunities. To find out more call us today, you won't be disappointed.

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