



**INCREDIBLE
GREECE**



**THE
NEW
FRAPORT GREECE
OFFICIAL
AIRPORT MAGAZINE**

Around Greece



SKG — Thessaloniki Airport 'Makedonia'

14

UNIQUE MAGAZINES

WELCOME

THE ARRIVING

TRAVELLERS AT

CUSTOM MADE

STANDS AT

THE 14 COMPLETELY

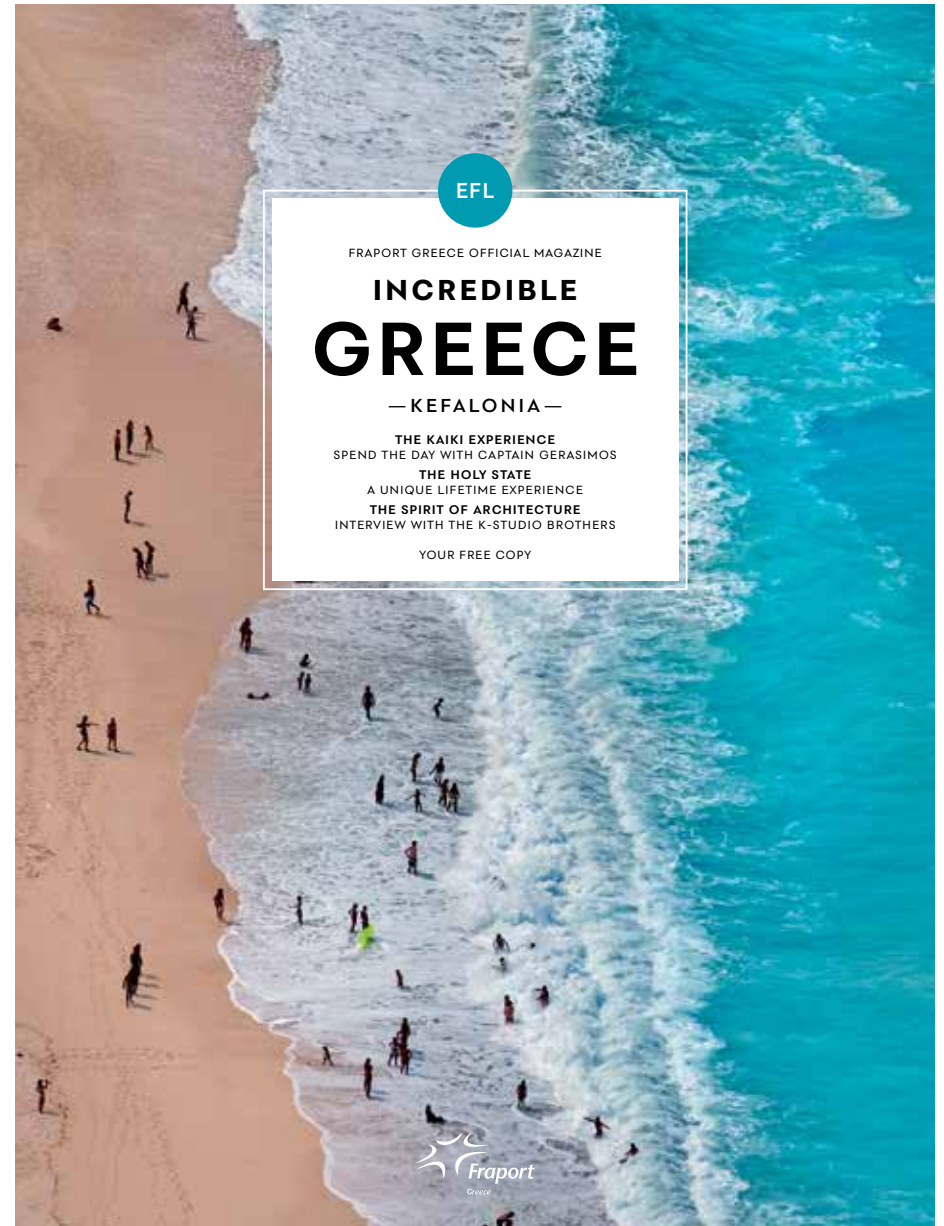
UPGRADED AIRPORTS

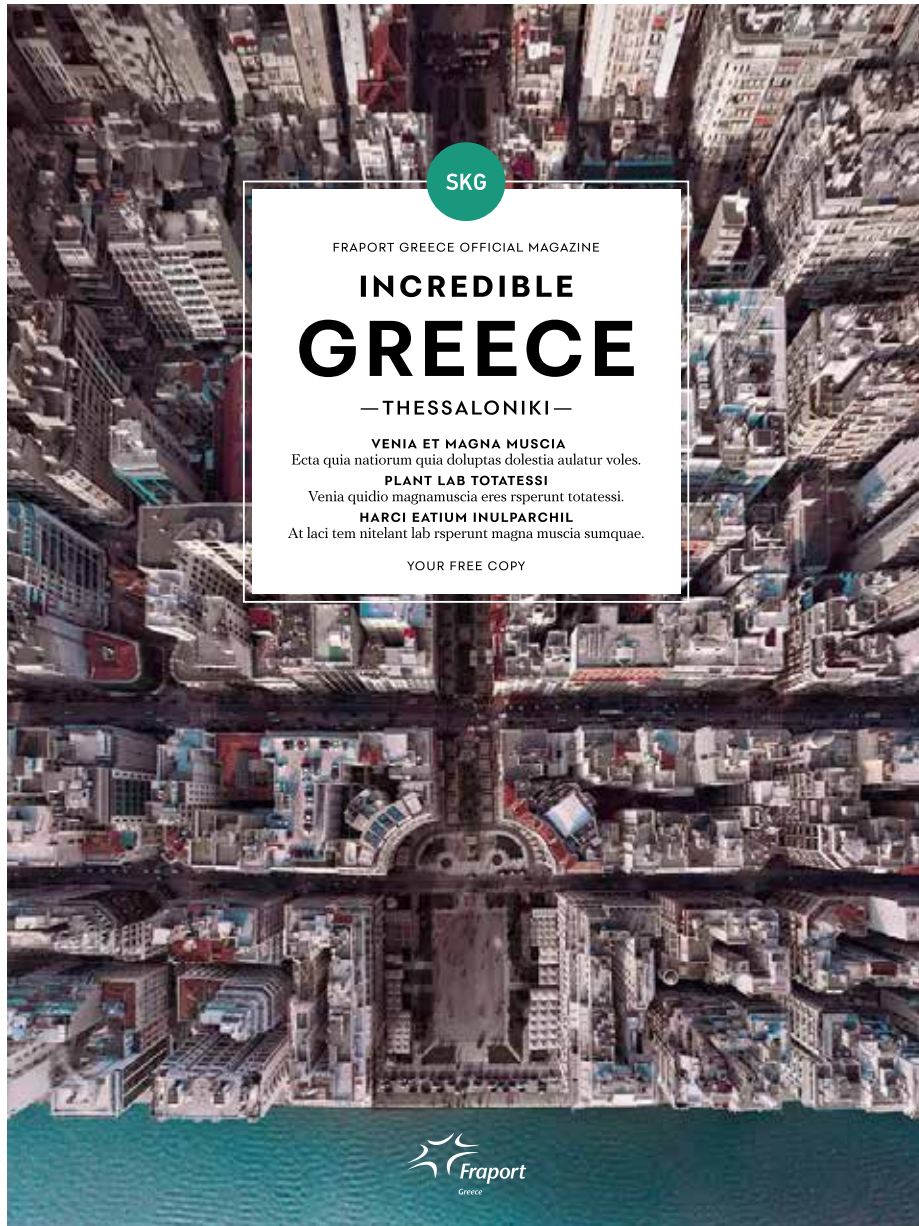
NOTE

Fraport Greece has completed the refurbishing, expansion and upgrading works of their airports.

INCREDIBLE GREECE

A magazine
that sees,
listens
and feels
all the things
that make
Greece
unique





EACH ISSUE IS
A NEW EXPERIENCIAL GUIDE
TO OUR COUNTRY

14

unique destinations

People
Gastronomy
Hospitality
Architecture
Habits

Creativity
Fashion
Traditions
The art
of living well

History
Entertainment
Life style
Aesthetics

and all things that comprise
our country and we proudly want
to share with the world

INCREDIBLE
GREECE



14

Unique
Destinations

14

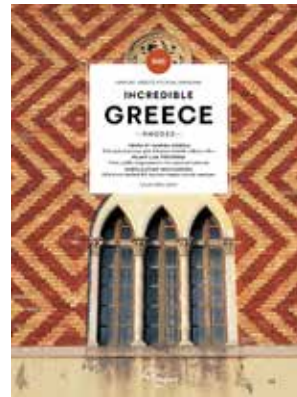
state-of-the-art
upgraded
airports

14

brand new,
luxurious
magazines
will welcome
millions of
Greek and
foreign travellers

JMK — Mykonos
International Airport

14



THESSALONIKI
ΘΕΣΣΑΛΟΝΙΚΗ



RHODES
ΡΟΔΟΣ



KOS
ΚΩΣ



LESVOS
ΛΕΣΒΟΣ



SAMOS
ΣΑΜΟΣ



KAVALA
ΚΑΒΑΛΑ



SKIATHOS
ΣΚΙΑΘΟΣ



MYKONOS
ΜΥΚΟΝΟΣ



SANTORINI
ΣΑΝΤΟΡΙΝΗ



CHANIA
ΧΑΝΙΑ



CORFU
ΚΕΡΚΥΡΑ



AKTIO
ΑΚΤΙΟ



KEFALONIA
ΚΕΦΑΛΟΝΙΑ



ZAKYNTHOS
ΖΑΚΥΝΘΟΣ





The Magazine

The land, its people and their habits & customs, the hospitality, the aesthetics & creativity, the local gastronomy, architecture, history, tradition, culture, the Greek temperament & lifestyle, and "the overall unique feeling & experience" of being in Greece, star in every single page of the magazine.

Welcoming All Travellers



PLACEMENT:
AT SPECIAL CUSTOM MADE STANDS
THAT WILL BE LOCATED
IN VISIBLE LOCATIONS
AROUND THE AIRPORT,
TARGETING THE ARRIVING TRAVELLER

2022 FORECAST:

OVER

25.000.000

TRAVELLERS

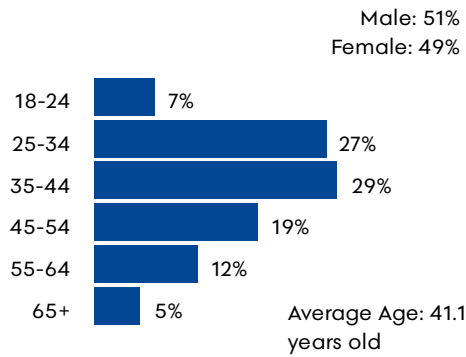
IN 2022

AT THE 14

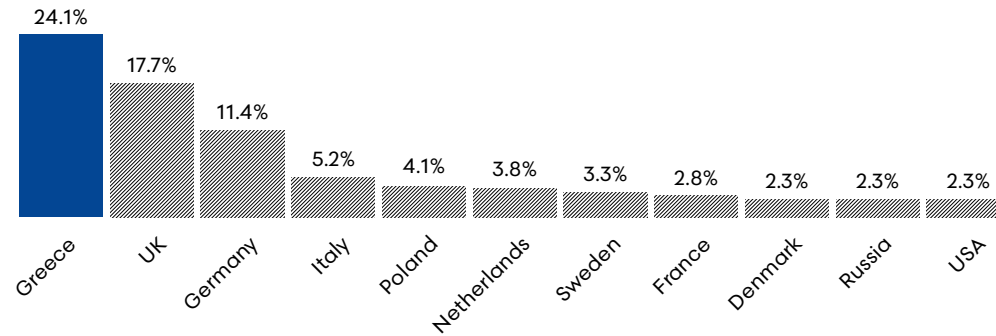
AIRPORTS*

** Based on official forecasts
for the 14 Fraport Greece Airports*

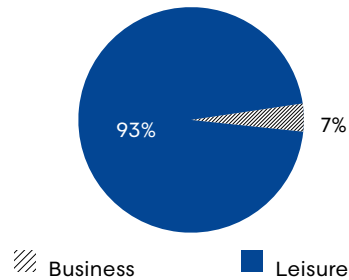
GENDER/AGE



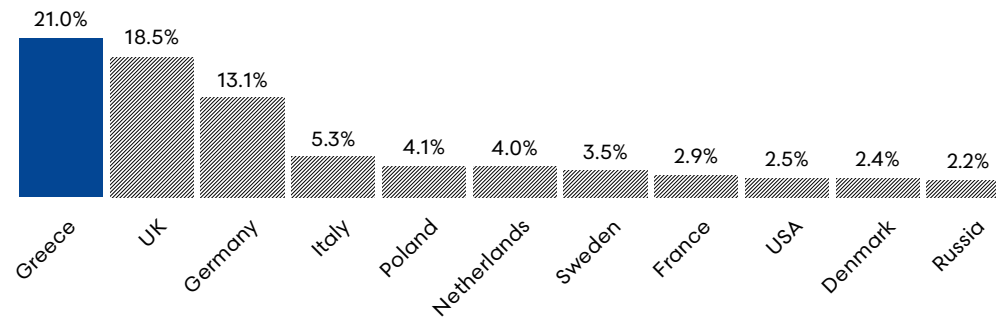
NATIONALITY



TRIP PURPOSE



COUNTRY OF RESIDENCE



• On Average 10.3% of passengers travel with a child up to 10 years old. In Rhodes (RHO) we see the highest percentage of passengers who travel with children (16.2%), while Mykonos (JMK) this share only 2.9%

Period: Full year 2019

Source: Passenger Survey/Fraport Greece

A UNIQUE AND DYNAMIC TARGET AUDIENCE

75%

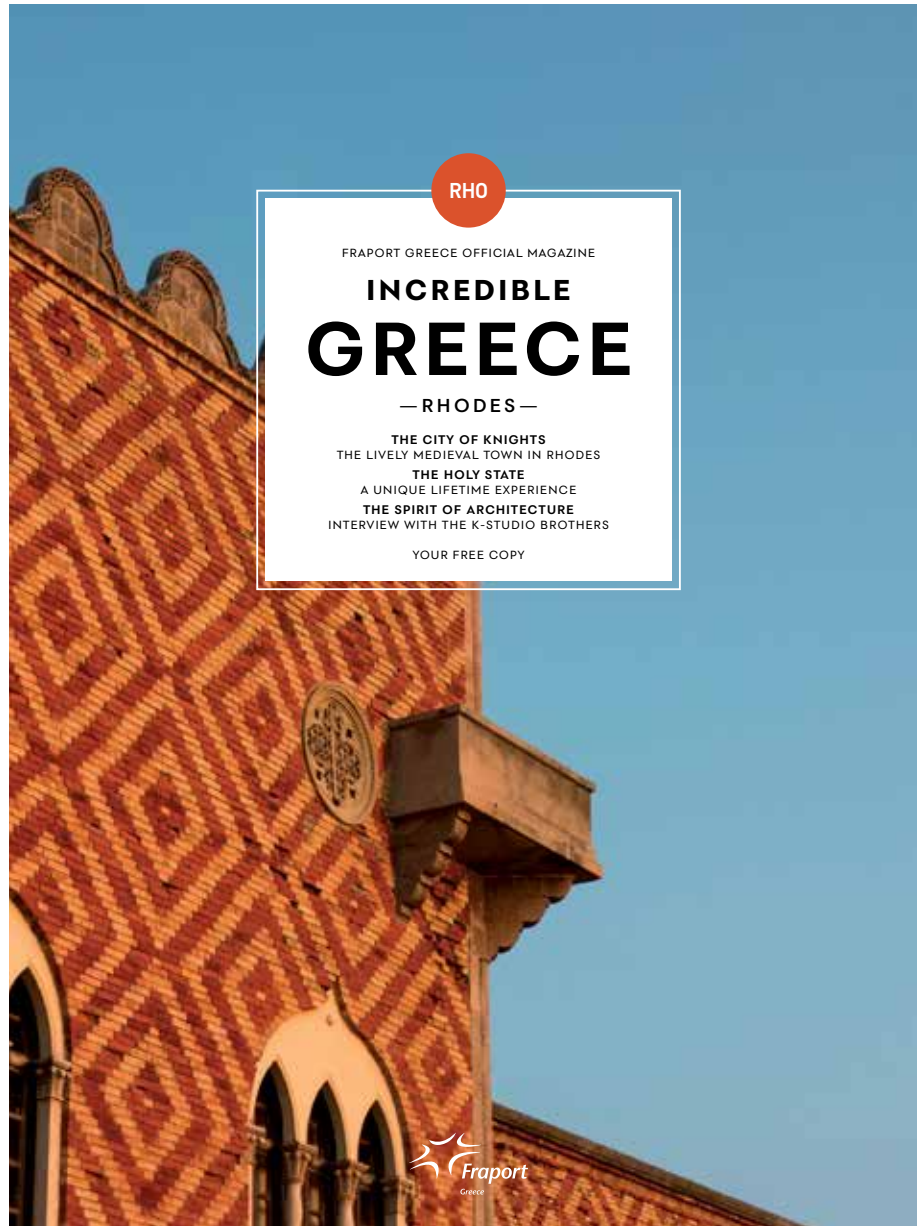
ARE BETWEEN THE AGES OF 25-54 YEARS OLD

93%

ARE TRAVELLING FOR PLEASURE

The Statistics

* The target audience are spenders
 **The magazine will be available to all travellers, regardless of the airline used to travel



Technical Characteristics

6 MONTH STAY AT AIRPORTS
BILINGUAL (GREEK/ENGLISH)
LARGE FORMAT (21 X 28)
COVER PAGE 250 GRSM IN MATE
CONTENT PAGES 90 GRSM
HEATSET PERFECT BINDING

INCREDIBLE GREECE

The Editions

PRINT RUN
OVER
150,000
COPIES

WINTER/SPRING EDITION

November – May

ONE EDITION FOR ALL DESTINATIONS

REACHING ALL TRAVELLERS TO ALL DESTINATIONS
FOR A SIX MONTH PERIOD

SUMMER/AUTUMN EDITION

June – November

2 DIFFERENT EDITIONS
NORTH-EAST GREECE EDITION
AND SOUTH-WEST EDITION

ADVERTISING IN ONE EDITION APPEALS
TO 7 DESTINATIONS SIMULTANEOUSLY
AND
BY SELECTING BOTH EDITIONS
YOUR ADVERTISEMENT APPEALS
TO ALL 14 DESTINATIONS

NORTH - EAST EDITION

– 7 Destinations –
THESSALONIKI
RHODES
KOS
SAMOS
LESBOS
KAVALA
SKIATHOS

SOUTH - WEST EDITION

– 7 Destinations –
MYKONOS
SANTORINI
CHANIA
CORFU
KEFALONIA
ZAKYNTHOS
AKTIO (LEFKADA)

DIGITAL
& MOBILE FRIENDLY

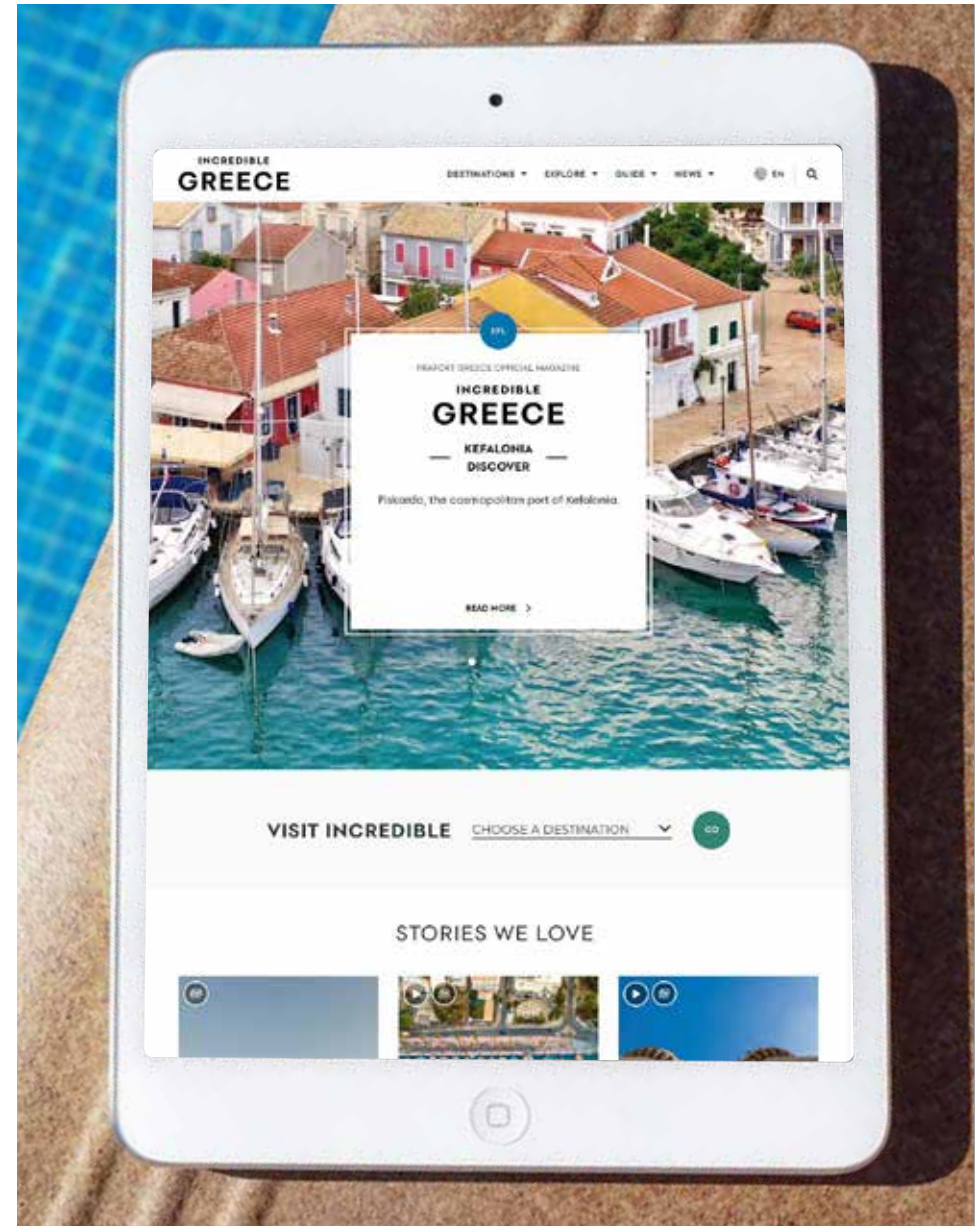
INCREDIBLE-GREECE.COM

A TRUE
360°
EXPERIENCE

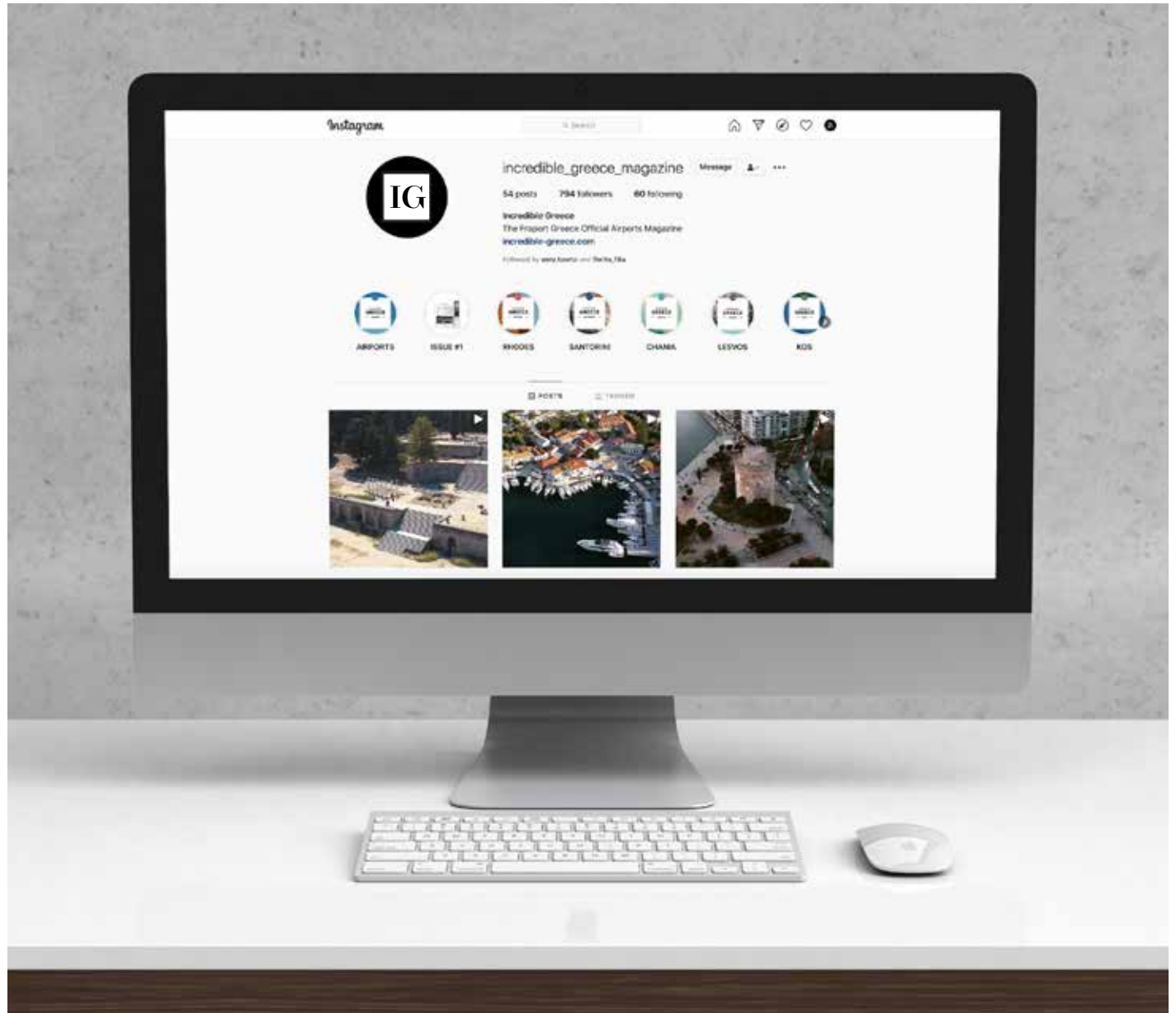
Print | Web | Mobile | Tablet

QR CODES FOUND IN OUR PRINT
MAGAZINES WILL DIRECT THE READER
TO A DIGITAL, INTERACTIVE
AND IMMERSIVE EXPERIENCE.
FURTHER READING, VIDEOS, MAPS
AND INTERACTIVE FEATURES.

CONSTANT UPDATES
WITH NEW ARTICLES OF INTEREST
TO TRAVELLERS
OF ALL DESTINATIONS



Social Media



@incrediblegreece



@incredible_greece_magazine

INCREDIBLE GREECE

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