



# Engage millions of airline passengers in travel essentials stores at 103 major airports



## The Network

Engage millions of airline passengers at more than 100 major domestic airports\* per month in 1,000+ **Paradies** travel essentials branded stores (CNBC, Today, TripAdvisor, Relay, 7 Eleven, and Univision) and/or 1,000 Hudson branded stores (Hudson News, Hudson, CNN, and local market branded shops) nationwide. Air passengers will try your hand-delivered samples in the terminal, during their flights, or at their destinations (depending upon product usage occasion and utility), spending quality time with your brand. Sampling in the **Airport Store Network™** is the perfect way to engage airline travelers en masse, when they are receptive to new experiences.



### Key Demographics

- Air passengers by age: 18-34: 33.9% | 35-54: 34.7% | 55+: 31.4%
- Gender: 60% Male / 40% Female
- HH Income: 50% of air travelers have \$100,000+ income
- Travel: Business - 29% | Personal - 71%



### Locations/Reach

- Up to 65MM samples per month nationally
- 103 major airports (by region, DMA, or airport) with 2,200+ stores (1,000+ Paradies and 1,200 other branded stores nationwide)
- NY Metro train station stores also available (up to 3.6MM samples per month)



### Signage and Research

- Counter tent cards to encourage travelers to try your sample and tell brand narrative
- Optional dedicated consumer core and conversion dual research (recommended)
- Optional counter easel card w/tear pad or acrylic counter sign holder for survey

### Investment *Pricing does not include shipping\*\**

Sample Quantity	Cost / Sample
100,000 – 250,000	36 - 42¢ / sample
250,001 – 500,000	32 - 36¢ / sample
500,001 – 1,000,000	28 - 32¢ / sample
1,000,001 – 1,500,000	26 - 28¢ / sample
> 1,500,000	24¢ / sample

### Product Sampling & Media

At register with checkout (hand-to-hand or bag insert delivery)

\* Plus four Canadian airports also available (up to 1MM samples per month)

\*\* Staging & shipping quoted upon request (please provide all specs and actual samples) or client can ship pallets directly to airports from our instructions

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## About Hudson Group

**Hudson** Group, is also an industry leader in Travel Essentials with more than 1,000 stores in airports throughout the U.S. (plus top brand sit-down and quick-serve restaurants) Hudson strives to consistently deliver what travelers need and want, with sophisticated merchandising approach and under well known brands, including Hudson News. At every location, Hudson stocks national necessities alongside a bounty of regional must-haves. Their objective is to unify the concepts of grab and go convenience and local pride in the communities they serve.





## About Paradies Travel Stores

**Paradies Lagardère** is an industry leader in Travel Essentials retail concepts, crafting unique shopping experiences for travelers with high-profile national and international brands including: TripAdvisor, Relay, 7-Eleven, Univision, and CNBC. Their design and merchandising teams are well-known for creating custom concepts to reflect the individuality of an airport by pulling in unique aspects of the area's history, culture, and plans for the future. They achieve this by combining design elements drawn straight from the community architecture, neighborhoods, and historic legacy of each individual airport.





CITY (AIRPORT CODE)	# of Locations	Samples/Mo.
ALBANY NY (ALB)	6	252,000
ALBUQUERQUE NM (ABQ)	3	240,567
ALLENTOWN PA (ABE)	1	48,708
ANCHORAGE AK (ANC)	6	173,076
ASHEVILLE REGIONAL	1	60,000
ATLANTA GA (ATL)	49	3,841,872
AUSTIN TX (AUS)	1	27,000
BALTIMORE MD (BWI)	15	812,097
BANGOR ME (BGR)	0	27,000
BOISE ID (BOI)	3	180,000
BOSTON MA (BOS)	24	774,876
BURBANK BOB HOPE (BUR)	5	300,000
CHARLESTON SC (CHS)	5	142,842
CHARLOTTE NC (CLT)	22	1,352,148
CHICAGO IL (MDW)	11	303,264
CHICAGO IL (ORD)	39	2,006,412
CINCINNATI OH (CVG)	14	824,958
CLEVELAND OH (CLE)	10	419,283
COLUMBUS INT'L (CMH)	4	240,000
DALLAS TX (DAL)	11	452,037
DALLAS/FORT WORTH TX (DFW)	29	1,740,246
DAYTON BEACH INT'L (DAB)	2	120,000
DENVER CO (DEN)	14	793,764
DES MOINES INT'L	2	120,000
DETROIT MI (DTW)	17	975,000
DULLES INT' (IAD)	3	180,000
EDMONTON AB (YEG)	7	316,539
EL PASO INT'L (ELP)	7	420,000
FORT LAUDERDALE, FL (FLL)	20	1,014,408
FRESNO CA (FAT)	3	75,405
FLINT- BISHOP INT'L (FNT)	2	120,000
FORT MYERS - SW FLORIDA INT'L	15	900,000
GRAND RAPIDS MI (GRR)	3	70,491
GREENSBORO - PIEDMONT TRIAD INT'L	5	300,000
GULFPORT MS (GPT)	1	49,782
HALIFAX NS (YHZ)	9	227,289
HARLINGEN - VALLY INT'L	2	120,000
HONOLULU (HNL)	9	270,000
HOUSTON TX (HOU)	7	505,053
HOUSTON TX (IAH)	32	2,022,864
HUNTSVILLE INT'L	3	180,000
INDIANAPOLIS IN (IND)	8	691,494
JACKSON MS (JAN)	3	84,333
JACKSONVILLE INT'L (JAX)	9	540,000
KANSAS CITY INT'L (MCI)	10	300,000
LAS VEGAS NV (LAS)	24	1,713,534
LONG BEACH (LGB)	3	180,000
LOUISVILLE INT'L (SDF)	10	600,000
LOS ANGELES CA (LAX)	45	2,039,508
MANCHESTER, NH (MHT)	4	210,063
MCALLEN - MILLER INT'L (MFE)	1	60,000

MEMPHIS TN (MEM)	13	213,435
MIAMI FL (MIA)	21	1,342,188
MIDLAND INT'L (MAF)	1	60,000
MILWAUKEE - MITCHELL INT'L (MKE)	8	480,000
MINNEAPOLIS MN (MSP)	25	50,400
MOLINE - QUAD CITY INT'L (MLI)	2	120,000
MYRTLE BEACH SC (MYR)	1	49,323
NASHVILLE TN (BNA)	15	456,591
NEW ORLEANS LA (MSY)	12	461,232
NEW YORK NY (JFK)	40	2,798,241
NEW YORK NY (LGA)	23	1,466,862
NEWARK NJ (EWR)	19	1,037,736
NEWPORT NEWS VA (PHF)	2	173,928
OAKLAND CA (OAK)	7	136,659
OKALOOSA REGIONAL AIRPORT (VPS)	4	60,336
OKLAHOMA CITY - WILL ROGERS WORLD (OKC)	7	540,000
OMAHA EPPLEY AIRFIELD (OMA)	6	107,352
ONTARIO CA (ONT)	9	347,463
ORLANDO FL (MCO)	9	341,043
PALM SPRINGS INT'L (PSP)	4	480,000
PENSACOLA GULF COAST REGIONAL (PNS)	2	120,000
PHILADELPHIA PA (PHL)	26	1,655,559
PHOENIX AZ (PHX)	20	1,329,768
PITTSBURGH PA (PIT)	16	782,790
PORTLAND INT'L JETPORT (PDX)	2	120,000
RALEIGH-DURHAM NC (RDU)	13	780,246
RENO - TAHOE INT'L (RNO)	5	300,000
RICHMOND VA (RIC)	10	203,919
ROANOKE VA (ROA)	6	434,829
ROCHESTER NY (ROC)	7	159,573
RONALD REAGAN NAT'L AIRPORT (DCA)	5	145,056
RONKONKOMA - LI MACARTHUR (ISP)	4	240,000
SACRAMENTO INT'L (SMF)	11	660,000
SALT LAKE CITY UT (SLC)	15	686,844
SAN DIEGO CA (SAN)	18	702,906
SAN FRANCISCO CA (SFO)	17	1,534,992
JOHN WAYNE SANTA ANA, CA (SNA)	8	394,695
SARASOTA - BRANDENTON INT'L (SRQ)	5	300,000
SAVANNAH - HILTON HEAD INT'L (SAV)	4	240,000
SEATTLE WA (SEA)	22	1,558,938
SHREVEPORT AIRPORT (SHV)	4	29,376
SPOKANE INT'L (GEG)	8	480,000
SPRINGFIELD - BRANSON NATIONAL (SGF)	2	120,000
ST LOUIS - LAMBERT INT'L (STL)	18	1,080,000
STEWART INT'L AIRPORT (SWF)	2	99,663
TAMPA FL (TPA)	20	1,058,652
TUCSON INT'L (TUS)	9	540,000
TULSA INT'L (TUL)	7	420,000
WEST PALM BEACH INT'L (PBI)	10	600,000
WASHINGTON, DC (IAD)	19	2,931,255
WILLIAM P HOBBY INT'L AIRPORT (HOU)	7	303,000
WINDSOR LOCKS - BRADLEY INT'L (BDL)	7	420,000
<b>TOTAL</b>	<b>1104</b>	<b>65,481,750</b>