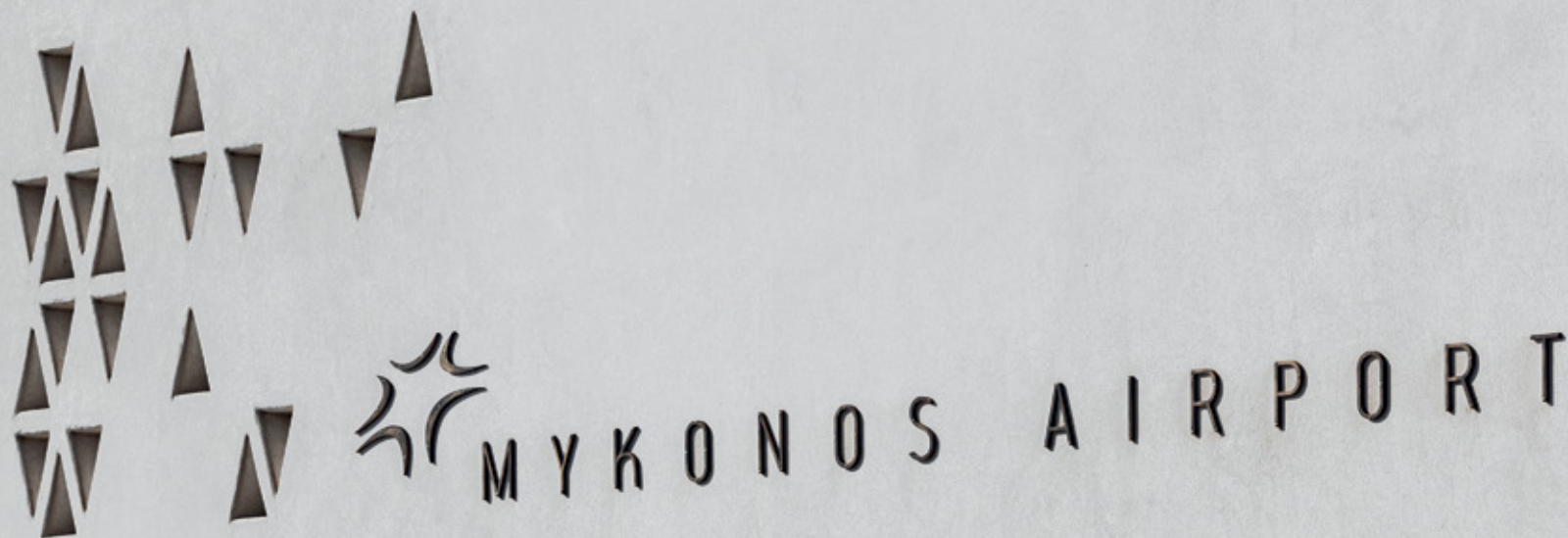


The background of the entire image is a deep, textured blue, representing the sea. It is filled with hundreds of small, white birds in flight, their wings creating a pattern of white and dark blue against the sea. The birds are scattered across the entire frame, giving a sense of vastness and movement.

INCREDIBLE GREECE

THE FRAPORT GREECE MAGAZINE

A PREMIUM PUBLICATION EXCLUSIVELY DISTRIBUTED ACROSS THE 14 GREEK AIRPORTS MANAGED BY FRAPORT GREECE



THESSALONIKI
ΘΕΣΣΑΛΟΝΙΚΗ

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ΡΟΔΟΣ

RHO

KOS
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KGS

LESVOS
ΛΕΣΒΟΣ

MJT

SAMOS
ΣΑΜΟΣ

SMI

KAVALA
ΚΑΒΑΛΑ

KVA

SKIATHOS
ΣΚΙΑΘΟΣ

JSI

MYKONOS
ΜΥΚΟΝΟΣ

JMK

SANTORINI
ΣΑΝΤΟΡΙΝΗ

JTR

CHANIA
ΧΑΝΙΑ

CHQ

CORFU
ΚΕΡΚΥΡΑ

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ΑΚΤΙΟ

PVK

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ZAKYNTHOS
ΖΑΚΥΝΘΟΣ

ZTH

14

airport magazines



THESSALONIKI



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SAMOS



KOS



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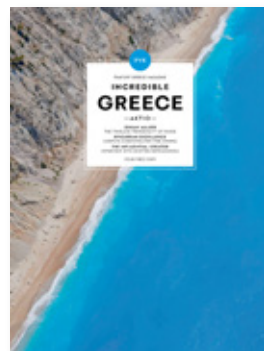
CHANIA



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CORFU



AKTIO



KEFALONIA



ZAKYNTHOS

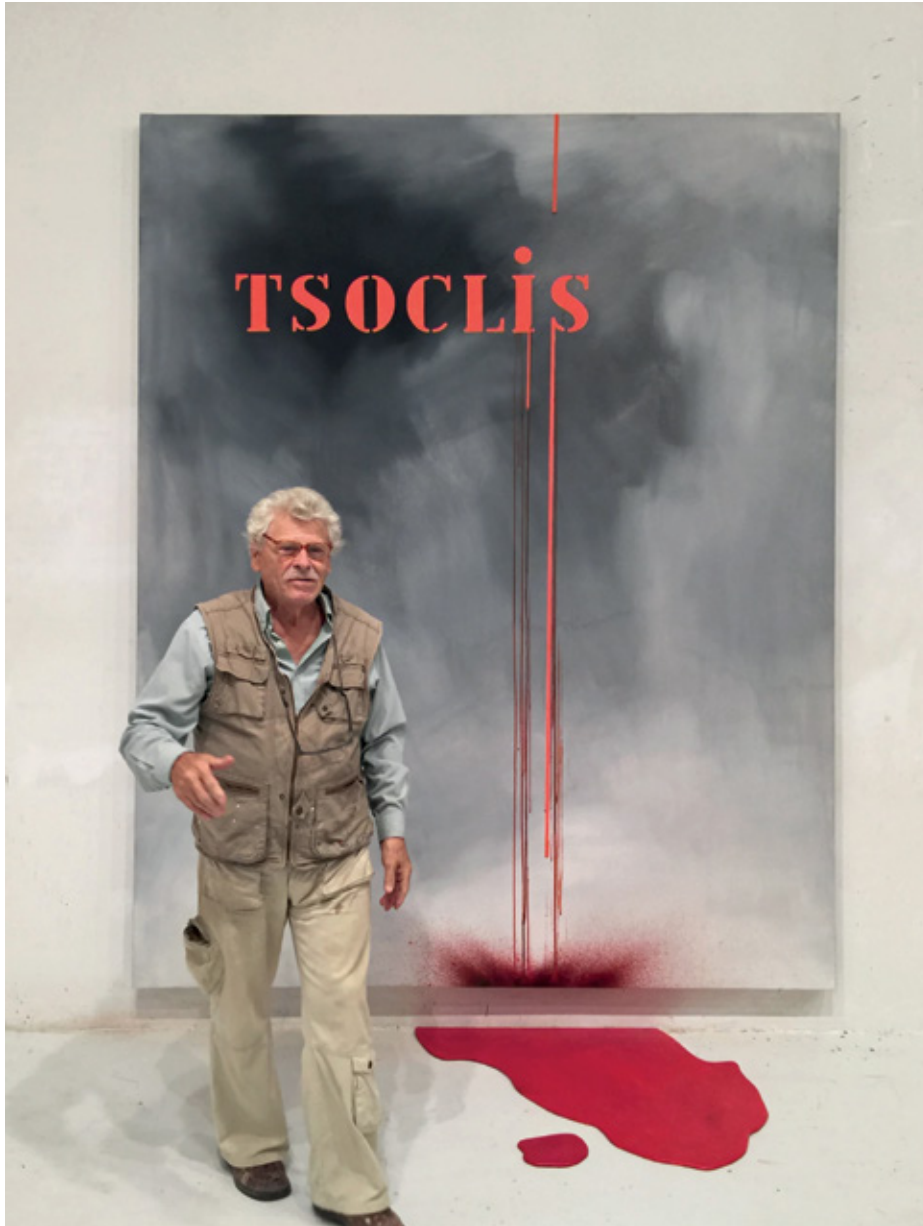
A magazine
that sees,
listens
and feels
all the elements
that make
Greece unique.



PEOPLE

Nº 7: Constantinos Sofikitis, "Faces of the Aegean"





PEOPLE

Nº 6: Costas Tsoklis, "The Artist" — Nº 9: Nana Mouschouri, "The Voice"



LIFE STYLE

Nº 3: "Everlasting Summer"

AESTHETICS

Nº 5: Yiorgos Kordakis "An Aerial Work of Art"





CREATIVITY

Nº 4: "Made In Corfu"





FASHION

Nº 2: "Mary Katrantzou: The Queen of Prints"



HISTORY

Nº 9: "Women of the Cyclades"

ARCHITECTURE

Nº 4: "The Legacy of Ernst Ziller"



DESIGN

Nº 6: "Springs of Serenity"





NATURE

Nº 2: "Hot Flashes in Winter"



GASTRONOMY

Nº 4: "Cretan Cuisine"



ENTERTAINMENT

Nº 4: "Back to Roots"



HOSPITALITY

Nº 3: "Bohemian Beach Cooking"



PRODUCTIVITY

Nº 9: "Love at First Sip"



THE ART OF LIVING WELL

Nº 9: "Volcanic Flavours"





Facts & Figures

6 MONTH STAY AT AIRPORTS

BILINGUAL (GREEK/ENGLISH)
LARGE FORMAT (21 × 28)
COVER PAGE 250 GRSM IN MATTE
CONTENT PAGES 90 GRSM
HEATSET PERFECT BINDING

Welcoming All Travellers



PLACEMENT:
THE MAGAZINES ARE AVAILABLE
AT CUSTOM MADE STANDS
LOCATED IN VISIBLE LOCATIONS
AROUND THE AIRPORT,
TARGETING THE ARRIVING TRAVELLER

TRAFFIC 2025

OVER

37,000,000

TRAVELLERS

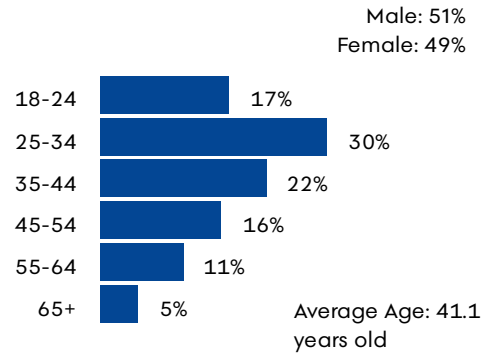
IN 2025

AT THE 14

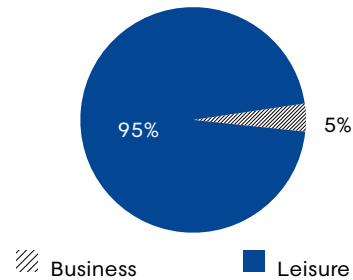
AIRPORTS

** Source: Fraport Greece
Traffic Data Management*

GENDER/AGE



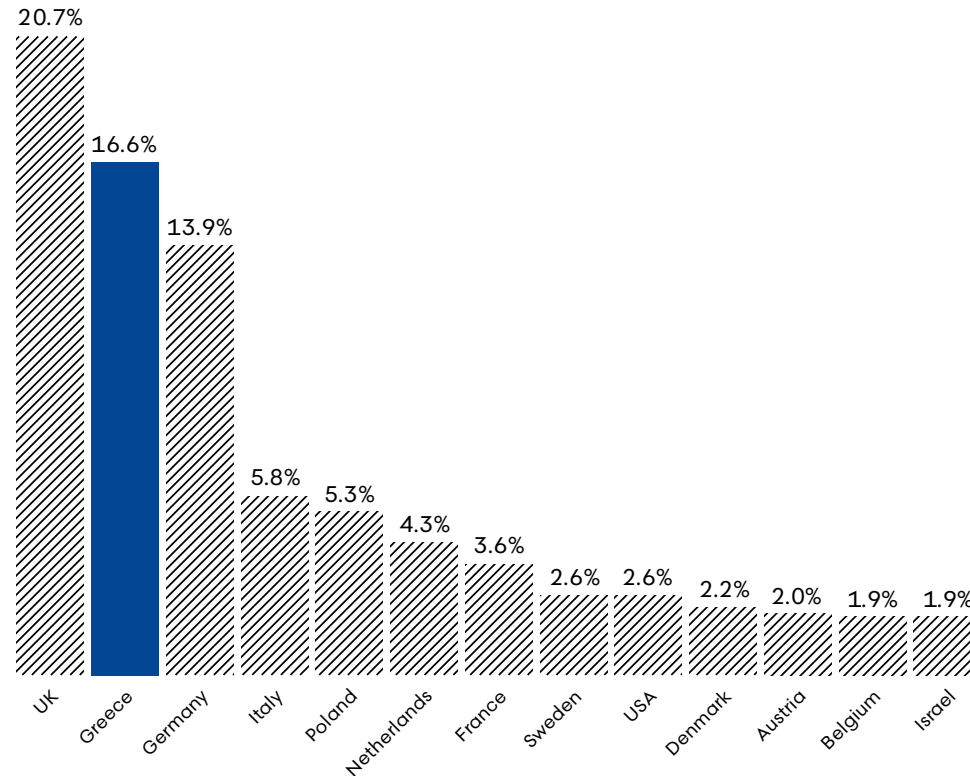
TRIP PURPOSE



• On Average 10.3% of passengers travel with a child up to 10 years old.

Period: Full year 2024

COUNTRY OF RESIDENCE



Source: Passenger Survey/Fraport Greece

A UNIQUE
AND DYNAMIC
TARGET
AUDIENCE

85%

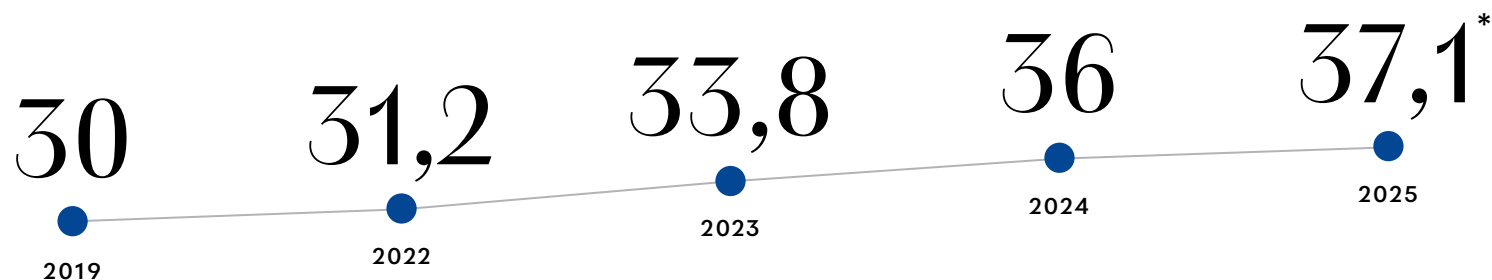
ARE BETWEEN
THE AGES OF
17-54 YEARS OLD

95%

ARE TRAVELLING
FOR PLEASURE

The Statistics

PASSENGER TRAFFIC 14 AIRPORTS

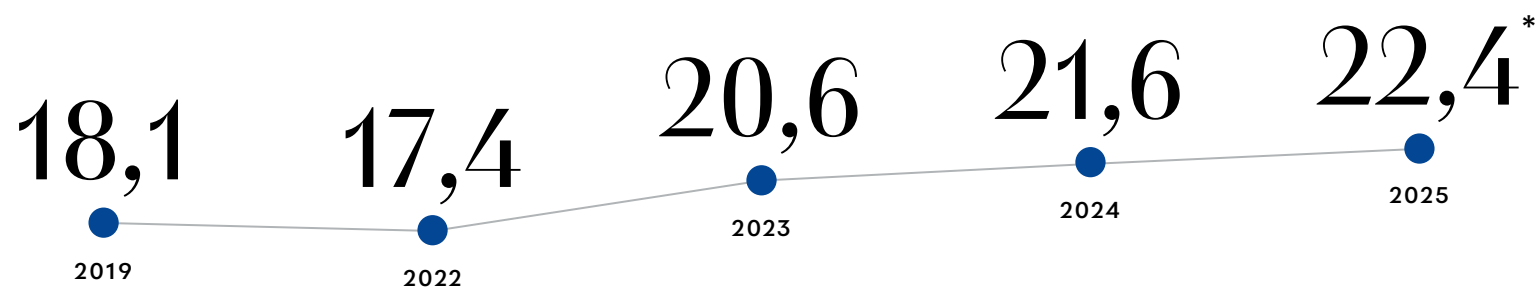


*Jan.-Oct.

Numbers in millions

Source: Fraport Greece

TRAVEL RECEIPTS - GREECE



*Jan.-Oct.

Numbers in billions

Source: Bank of Greece

TRAVEL
RECEIPTS
INCREASE
2025 VS 2024

+

8,9%

AVERAGE
EXPENDITURE
2025 VS 2024

+

3,9%

Source: Bank of Greece

The Statistics

INCREDIBLE GREECE

The Editions

PRINT RUN
OVER
150,000
COPIES

SUMMER/AUTUMN EDITION

July – December

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)

WINTER/SPRING EDITION

December – June

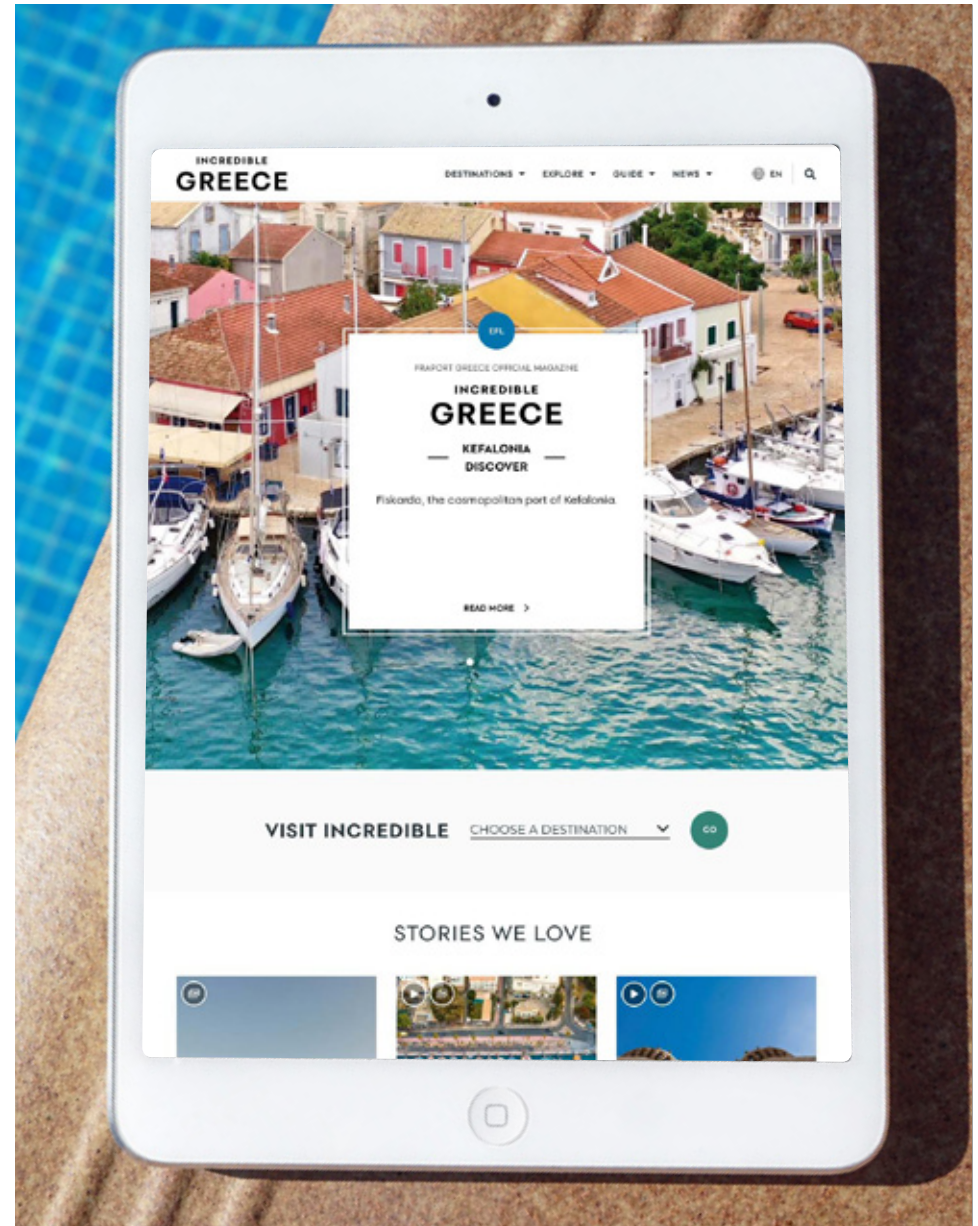
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REACHING ALL TRAVELLERS TO ALL DESTINATIONS
FOR A SIX MONTH PERIOD

DIGITAL
& MOBILE FRIENDLY

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A TRUE
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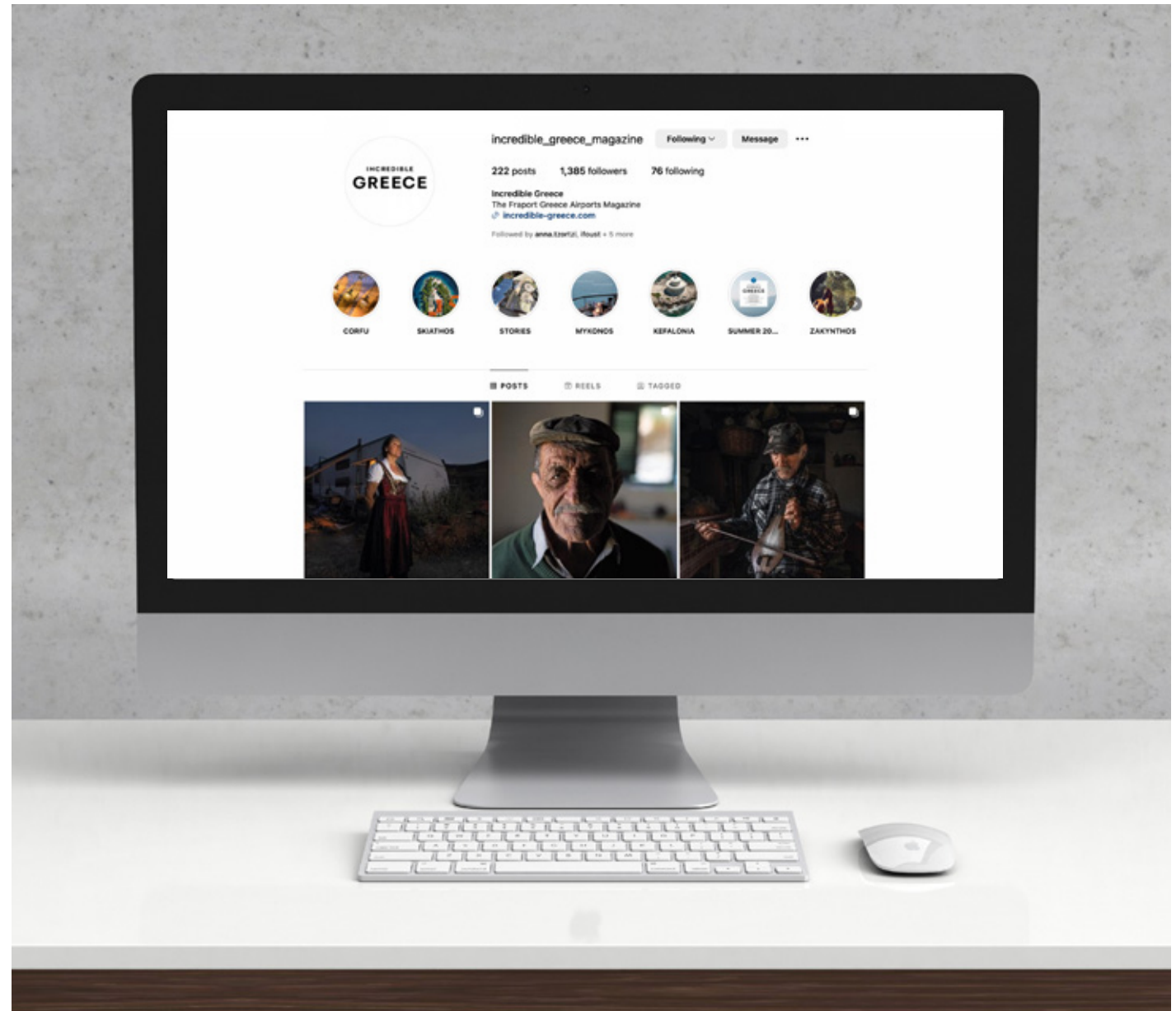
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— CONTACT US —

MARKETING & COMMERCIAL DEPT.:

LANDLINE: +30 2160 027 027

AGGELIKI KYRKILI aggeliki@uniquera.gr

IOANNA KOUKOU ioanna@uniquera.gr



I.K.DRAGONIS PUBLICATIONS

IFIGENEIAS 81, NEA IONIA 14231

T: +30 216 0 027 027