



EXCLUSIVE PDOOH ADVERTISING PACKAGES

MONACO GRAND PRIX 2026

Where Luxury Meets Speed – Reach the World's Most Affluent Audience

 Campaign Dates: June 4–7, 2026 | Monaco & Nice, France

Elite Audience

HNWIs, celebrities & luxury brand loyalists converge in Monaco

Prime Locations

Airport, luxury malls, Casino Square & Port Hercules

Massive Reach

Up to 2.2M+ impressions across 140 premium screens

Exclusive Packages

Campaign Dates: Jun 4, 2026 - Jun 7, 2026

♥ Silver

\$10,000

- 417,760 Forecasted Impressions
- 83 Targetable Screens
- **Venue Types**
 1. Nice Côte d'Azur Airport

Book Now

● Gold

\$25,000

- 1,092,293 Forecasted Impressions
- 104 Targetable Screens
- **Venue Types**
 1. Nice Côte d'Azur Airport
 2. Malls

Book Now

♥ Platinum

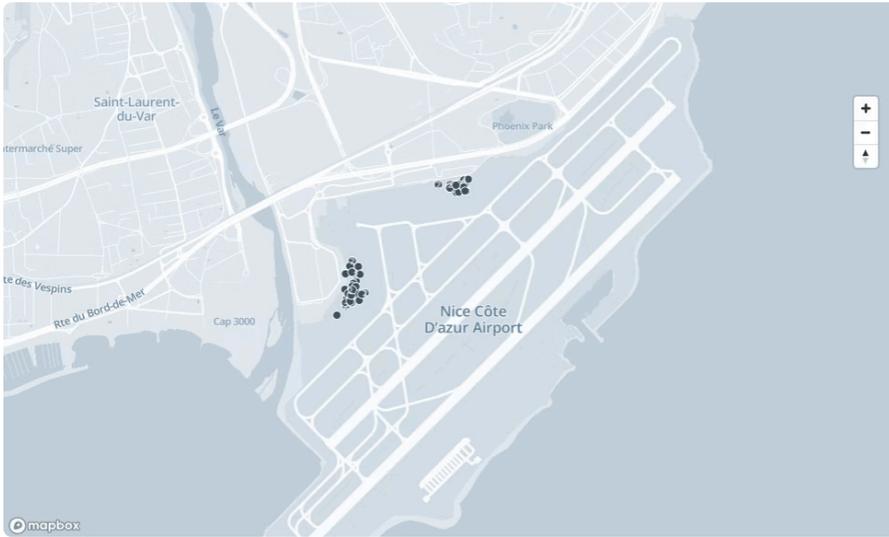
\$50,000

- 2,269,027 Forecasted Impressions
- 140 Targetable Screens
- **Venue Types**
 1. Nice Côte d'Azur Airport
 2. Malls
 3. Out of Home screens

Book Now

Silver

Nice Côte d'Azur Airport



417,760

Forecasted Impressions

83

Targetable Screens

📍 Location Intelligence & Audience Insights

✈️ Gateway Audience

Nice Côte d'Azur Airport is the 3rd busiest airport in France, serving 14M+ passengers annually. During Monaco Grand Prix week, it becomes the primary entry point for F1 teams, sponsors, VIP guests, and ultra-HNW travelers flying in on private jets and commercial first/business class.

👛 Advertiser Sweet Spot

Passengers at this airport have an average household income 3x the national average. Dwell time in departure lounges averages 45–90 minutes — creating extended, high-attention exposure windows ideal for luxury automotive, watches, finance, and hospitality brands.

🌍 International Reach

Over 60% of passengers are international travelers from key luxury markets: UK, USA, Middle East, and Asia-Pacific. Grand Prix week amplifies this with a surge of motorsport sponsors, team executives, and celebrity guests — a captive, brand-receptive audience.

Silver

Nice Côte d'Azur Airport

NICE.T2.3.DEPART.EMBARQUEMENT

06088.01813.02.01

Screen Details



NICE.T2.3.DEPART.EMBARQUEMENT 06088.01813.02.01

Address: France, Nice

Venue Type: Transit - Airports

Weekly Impressions: 193,340.48

Resolution: 1920x1080

Formats: Image, Video

NICE.T1.PRINCIPAL.ARRIVEE.LIV

BAGAGES 06088.01387.32.01

Screen Details



NICE.T1.PRINCIPAL.ARRIVEE.LIV BAGAGES 06088.01387.32.01

Address: France, Nice

Venue Type: Transit - Airports

Weekly Impressions: 203,850

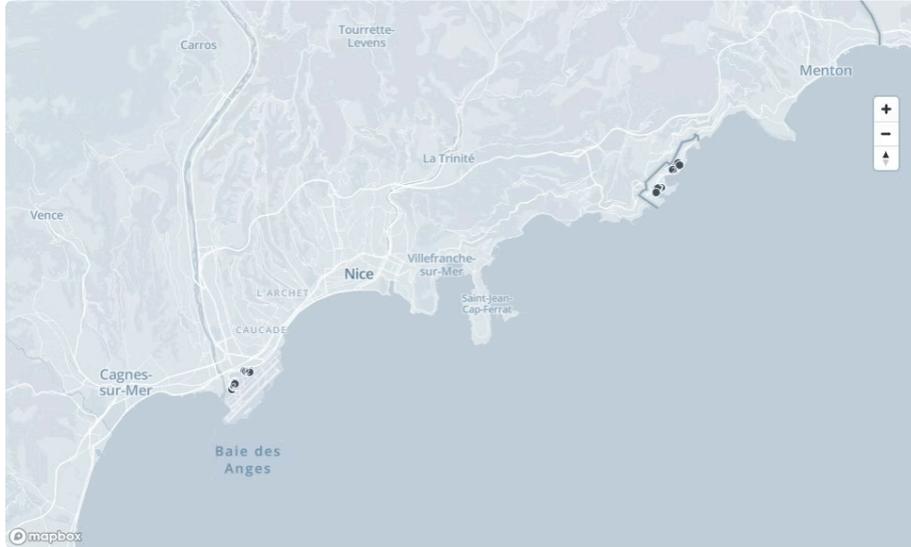
Resolution: 1920x1080

Formats: Image, Video

Gold

Nice Côte d'Azur airport

Malls - Metropole Shopping Monte-Carlo | One Monte-Carlo | Centre Commercial de Fontvieille | Condamine Market Area



1,092,293

Forecasted Impressions

104

Targetable Screens

Location Intelligence & Audience Insights

Airport Gateway

Nice Côte d'Azur Airport captures HNW arrivals and departures — the first and last brand touchpoint for VIP visitors. Grand Prix week sees a 40%+ surge in private aviation, with passengers spending significantly more on luxury goods within 48 hours of arrival.

Metropole Shopping Monte-Carlo

Monaco's premier luxury retail destination, home to Louis Vuitton, Chanel, Dior, and Rolex. Footfall spikes 35%+ during Grand Prix week as affluent visitors shop between race sessions. Average basket size among Grand Prix visitors exceeds €2,000.

One Monte-Carlo

An ultra-premium mixed-use development adjacent to the Casino de Monte-Carlo. Attracts billionaires, royalty, and A-list celebrities. Screens here deliver unparalleled brand adjacency to the world's most exclusive lifestyle destination.

Fontvieille & Condamine Market

Fontvieille is Monaco's commercial hub frequented by residents, yacht crews, and race team staff. Condamine Market draws locals and visitors daily — offering broad reach across the full Grand Prix visitor spectrum, from team personnel to leisure tourists.



Gold

Nice Côte d'Azur airport | Metropole Shopping Monte-Carlo | One Monte-Carlo | Centre Commercial de Fontvieille |
Condamine Market Area

Platinum

Nice Côte d'Azur airport

Malls - Metropole Shopping Monte-Carlo | One Monte-Carlo | Centre Commercial de Fontvieille | Condamine Market Area

Strategic OOH Locations - Monaco Yacht Club | Fairmont Hairpin Area | Casino Square (Monte Carlo) | Port Hercules (Superyacht Harbor)



2,269,027

Forecasted Impressions

140

Targetable Screens

Location Intelligence & Audience Insights

Airport + Mall Coverage

Full funnel coverage from arrival to leisure — capturing HNW visitors at every stage of their Monaco experience. Combined airport and mall screens deliver 1M+ impressions from the most affluent demographic in Europe during race week.

Monaco Yacht Club

Home to the world's most exclusive superyacht gathering during Grand Prix week. Screens here reach billionaire yacht owners, hedge fund managers, and global CEOs — an audience with average net worth exceeding \$50M. Unmatched brand prestige.

Fairmont Hairpin Area

The iconic hairpin turn is the most photographed corner in F1. The Fairmont Hotel hosts team principals, sponsors, and media. Advertising here places your brand at the epicenter of global motorsport coverage, with massive earned media amplification potential.

Casino Square (Monte Carlo)

The symbolic heart of Monaco. Casino Square attracts 20,000+ daily visitors during Grand Prix week — a mix of ultra-HNWIs, luxury tourists, and international media. Brands displayed here benefit from association with Monaco's legendary glamour and exclusivity.

Port Hercules (Superyacht Harbor)

The world's most valuable concentration of superyachts during Grand Prix week, with vessels worth \$500M+ moored in the harbor. Screens at Port Hercules reach owners, guests, and crew — a hyper-affluent audience actively spending on luxury experiences, fashion, and fine dining.

Platinum

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Thank You