

## **APG|SGA to become the exclusive marketing partner of Zurich Airport from 1 January 2020**

**In a tender process, Flughafen Zürich AG has awarded the marketing of all its advertising spaces to APG|SGA as of 1 January 2020. This includes all the analogue and digital advertising spaces at Zurich Airport (both airside and landside) together with all branding zones and special formats, as well as the Megaposters in the car parks.**

APG|SGA submitted a strong bid that took into account all the qualitative and quantitative criteria. The key factors in winning the tender included its existing network in the regional, national and international Out of Home advertising market in cooperation with its partner JCDecaux.

### **Contact**

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### **About the company**

**APG|SGA AG** is Switzerland's leading Out of Home media company. Listed on the SIX Swiss Exchange, APG|SGA covers all aspects of outdoor advertising: on streets and squares, in railway stations, at airports, in shopping centers, in the mountains as well as in and on means of transport – from poster campaigns with the widest coverage and large formats to state-of-the-art digital advertising spaces, special advertising formats, promotions and mobile advertising. When communicating with customers, the authorities and the advertising industry, APG|SGA represents sustainability and innovation, aiming to inspire people with the very best communication solutions in public spaces.