

Media data 2026

**Your brand.
Unique encounters.
Unforgettable impact.**



Lufthansa Ambient Media



Meet your
target group.

**Before the travel.
In the lounge.
On board.**

Exclusive reach at numerous touchpoints along the journey.

Secure a high level of efficiency with Lufthansa through direct contact with an exclusive target group, without spreading loss.

Your advertising message receives sustained contact time through our numerous media along the travel chain: from home to destination. Our passengers' travel time becomes your efficient advertising time.

At Lufthansa your message receives highest attention.

Lufthansa's media offer you a unique advertising environment

- A fleet of over 250 aircraft
- More than 183 destinations in 69 countries
- An average of 4.6 million passengers per month

Lufthansa is the most popular travel and tourism brand among German consumers.¹

It is also one of the most popular airlines worldwide² and was named the most family-friendly airline by Skytrax in 2025.³

Take advantage of the Lufthansa brand image to place your advertising in a targeted manner and achieve a high advertising impact for your company.


The latest information about Lufthansa advertising media is available online at lufthansa.com/media

¹Source: Deutsche Lufthansa AG 2023

²<https://www.worldairlineawards.com/worlds-top-100-airlines-2025>

³<https://www.worldairlineawards.com/a-z-airline-awards-winners-2025>

With **4,408 weekly connections** to **183 destinations** in **69 countries**,
Lufthansa is connecting cultures and people worldwide.*



North America
262 weekly connections to
22 destinations in
2 countries



Europe
3,808 weekly connections to
121 destinations in
40 countries

Germany

966 weekly connections to
15 destinations



Middle East
75 weekly connections to
7 destinations in
6 countries



Asia Pacific
153 weekly connections to
15 destinations in
7 countries



South America
35 weekly connections to
6 destinations in
5 countries



Africa
75 weekly connections to
12 destinations in
9 countries

Our passengers.

Cosmopolitan.
Interested.
Demanding.

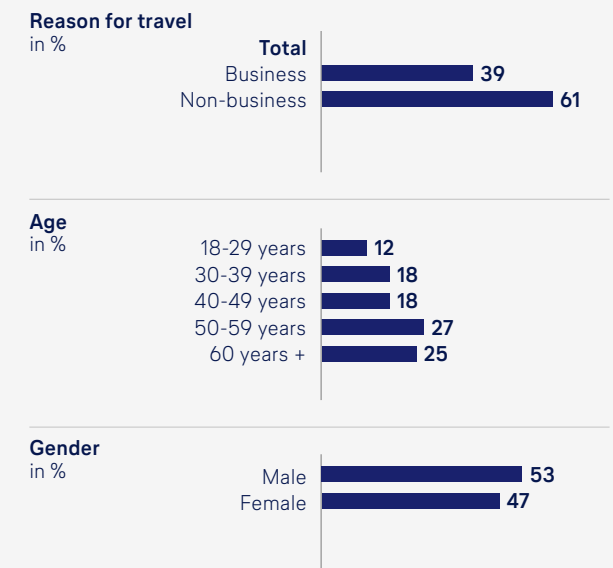
Lufthansa target groups: facts and figures

Lufthansa's passengers - cosmopolitan, interested and demanding.

Passengers flying with Lufthansa are highly quality-conscious and have a strong interest in consumer goods. As top decision-makers and multipliers from business and society, they have an above-average willingness to buy in the premium and luxury segments.

They are educated, well-off and have great freedom of decision in their professional and private lives. In terms of these characteristics, Lufthansa's passengers are significantly above the German average – also in terms of willingness to invest and technology affinity.

The target group



Source: YouGov 2024



Our advertising
environment.

Before the journey.

Lufthansa's digital media accompany passengers even before their journey begins – from inspiration and booking to flight confirmation. This ensures that advertising messages achieve maximum visibility and reach.



At the airport.

The exclusive and stylish ambience of our airport lounges makes waiting for your departure a relaxing experience. The lounges are available to Lufthansa First and Business Class passengers and status customers as comfortable places to retreat.



On board.

Take advantage of this moment of undivided attention: with premium experiences on board, Lufthansa brings your brand directly to passengers.



Our advertising media.

Focused.
Exclusive.
Wide-reaching.

Before the journey

My bookings BANNER

Check-in confirmation BANNER

Data-based display ads BANNER

Data-based video ads VIDEO

Facebook/Instagram ads BANNER / VIDEO

At the airport

Lounge screens VIDEO

On board

Inflight entertainment pre-roll VIDEO

FlyNet portal BANNER / VIDEO



Before the journey

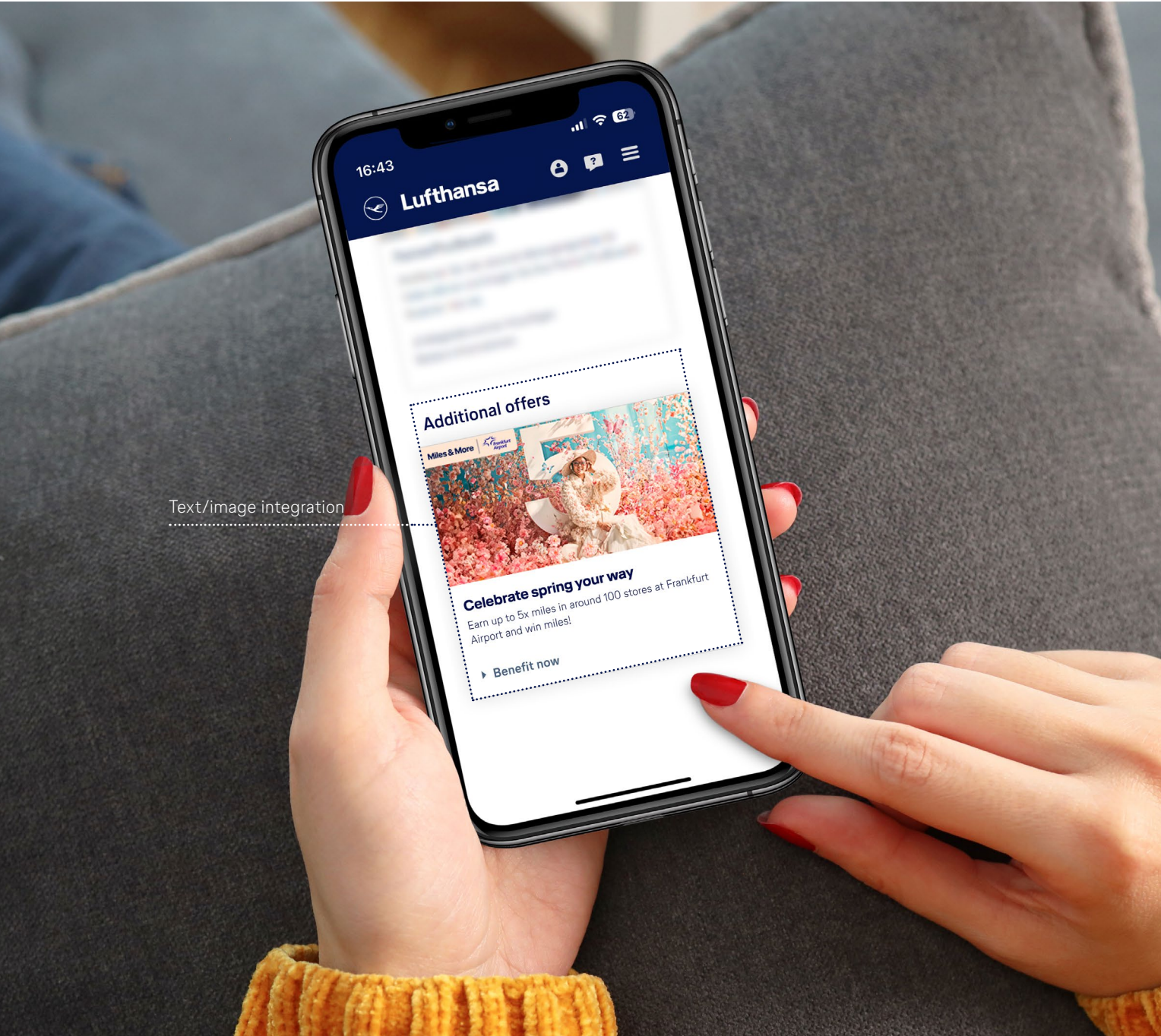
My bookings **BANNER**

Check-in confirmation **BANNER**

Data-based display ads **BANNER**

Data-based video ads **VIDEO**

Facebook/Instagram ads **BANNER / VIDEO**



Well planned.
Present at all times.

Contact us!

My bookings

Put your advertising in the centre of attention: In the context of the important booking information, your advertising message is sure to attract the maximum attention of our passengers.

Thanks to responsive design, your advertising is optimally displayed in the booking confirmation and "My bookings" service area. This means: With just one booking, your advertising message gets more reach, more attention and more impact.

- Every time you access the "My bookings" area, your advertising message is presented to Lufthansa customers
- In addition, every time you complete a flight booking your advertising banner is displayed
- Guaranteed attention directly within the important booking information

Digital banner | Image + text

| Placement | Banner views/month | Price |
|-----------|--------------------|---------|
| German | 240,000 | €20,900 |
| English | 470,000 | €40,100 |

General information

| | |
|----------------|---------|
| Booking period | monthly |
|----------------|---------|

| | |
|-------------------|------------------------------|
| Booking deadline | 4 weeks prior to circulation |
| Motif approval | 3 weeks prior to circulation |
| Delivery deadline | 2 weeks prior to circulation |

| Technical data | |
|----------------|---------------------|
| Image size | 1,350 x 600 pixels |
| Headline text | max. 25 characters |
| Copy text | max. 100 characters |
| CTA text | max. 20 characters |
| Language | German or English |
| Link | German or English |

Note
Depending on the number of passengers, banner views may fluctuate.

Contact | GTC

Before the journey

My bookings

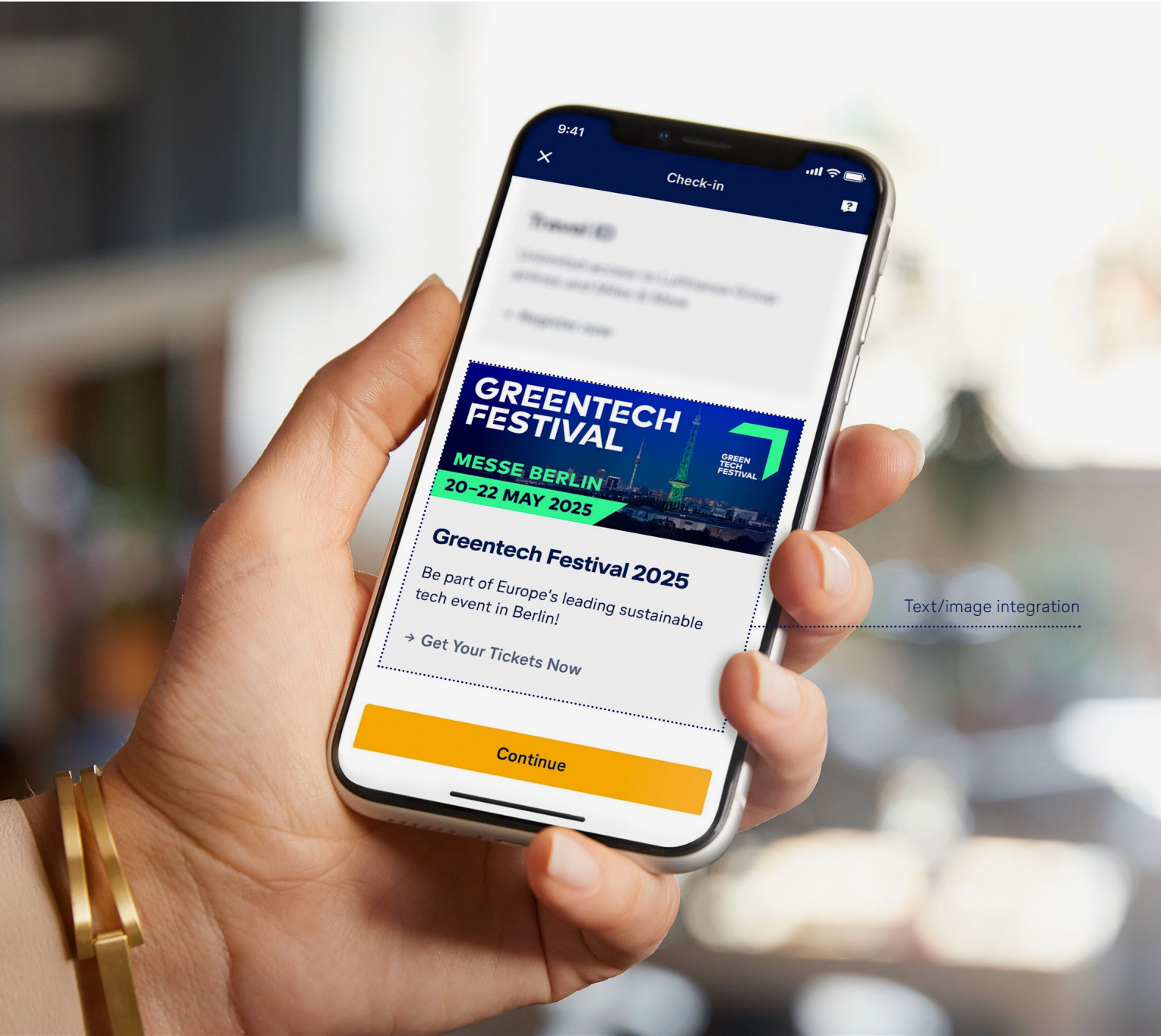
Check-in confirmation
Data-based display ads
Data-based video ads
Facebook/Instagram ads

At the airport

Lounge screens

On board

Inflight entertainment pre-roll
FlyNet portal



Check-in confirmation

Take the opportunity to reach travellers directly after check-in! A banner placement on the Lufthansa check-in confirmation offers you maximum visibility and reach.

Your advertising message is immediately brought into focus and perfectly positioned to make a strong impact right from the start. Get your target group excited about your brand right from the start of their journey.

- Effective targeting of all Lufthansa passengers who use the convenient, paperless check-in
- Particularly high reach among business travellers and frequent flyers
- Maximum attention through placement directly below the most important travel information

Digital banner | Image + text

| Placement | Page views/month | Price |
|-----------|------------------|---------|
| German | 630,000 | €23,200 |
| English | 1.3 million | €45,100 |

General information

| | |
|----------------|---------|
| Booking period | monthly |
|----------------|---------|

| | |
|-------------------|------------------------------|
| Booking deadline | 4 weeks prior to circulation |
| Motif approval | 3 weeks prior to circulation |
| Delivery deadline | 2 weeks prior to circulation |

| Technical data | |
|------------------|---------------------|
| Image size | 1,200 x 742 pixels |
| Headline text | max. 48 characters |
| Subheadline text | max. 68 characters |
| Copy text | max. 110 characters |
| CTA text | max. 24 characters |
| Language | German or English |
| Link | German or English |

Note
Depending on the number of passengers, page views may fluctuate.

Contact | GTC

Ready to travel.
Much admired.

Contact us!

Before the journey

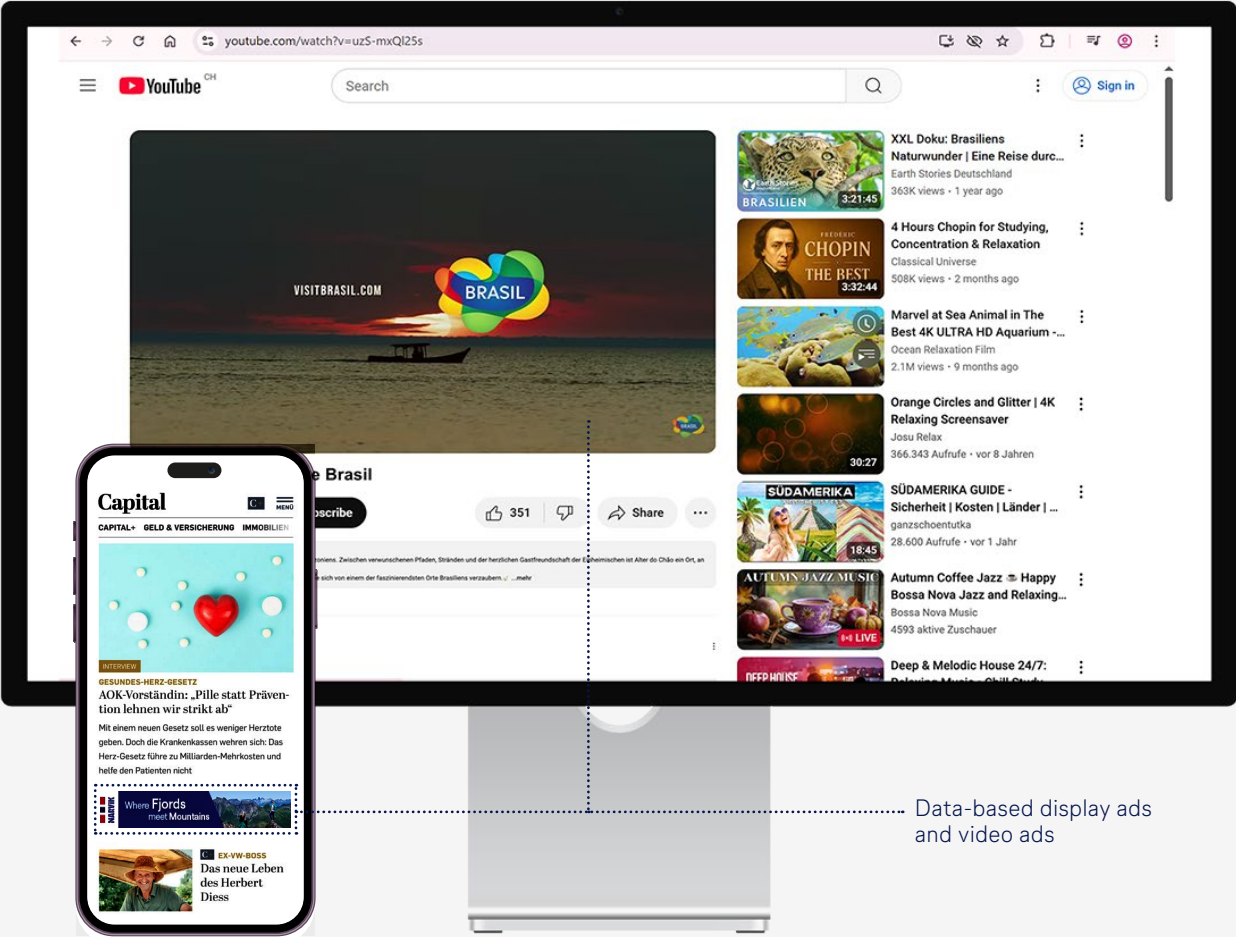
My bookings
Check-in confirmation
Data-based display ads
Data-based video ads
Facebook/Instagram ads

At the airport

Lounge screens

On board

Inflight entertainment pre-roll
FlyNet portal



Data-based display ads
and video ads

Played out precisely.
Visible everywhere.

Contact us!

Data-based display ads Data-based video ads

Data-based display ads

Increase the visibility and success of your advertising campaigns with our Data-based display ads.

Address your target groups across digital formats with personalized targeting, ensuring your message is delivered with precision and minimal wastage.

Ads are displayed on third-party websites worldwide through intelligent data targeting, based on the interests and behavior of visitors to **lufthansa.com**.

- Direct address of all relevant users through intelligent data targeting

Data-based video ads

Inspire your audience with data-driven video ads on third-party websites or YouTube. Thanks to intelligent targeting, you can reach users of **lufthansa.com** with high relevance, precision, and measurable results.

- Direct addressing of relevant users via YouTube ads or on the World Wide Web

Your advantages

- Flexible duration and start date
- Adjustment at any time (e.g. if the target group changes)
- Guaranteed and predictable net reach
- Detailed reporting after completion

Data-based display ads

| Ad Type | Price / CPM |
|----------|-------------|
| Standard | €25 |
| Premium | €45 |

Additional parameters

| | |
|--------------------------|-----|
| Travel Intent | +€5 |
| Booked | +€5 |
| First- / Business Class | +€5 |
| Origin / Destination | +€5 |
| Geo / Language Targeting | +€5 |

Data-based video ads

| Ad Type | Price / CPM |
|---------|-------------|
| Video | €50 |
| YouTube | €50 |

Additional parameters

| | |
|--------------------------|-----|
| Travel Intent | +€5 |
| Booked | +€5 |
| First- / Business Class | +€5 |
| Origin / Destination | +€5 |
| Geo / Language Targeting | +€5 |

General information

| | |
|-------------------|------------------------------|
| Booking period | flexible |
| Booking deadline | 3 weeks prior to circulation |
| Motif approval | 2 weeks prior to circulation |
| Delivery deadline | 1 week prior to circulation |
| Technical data | available upon request |

Contact | GTC

Before the journey

My bookings
Check-in confirmation
Data-based display ads
Data-based video ads
Facebook/Instagram ads

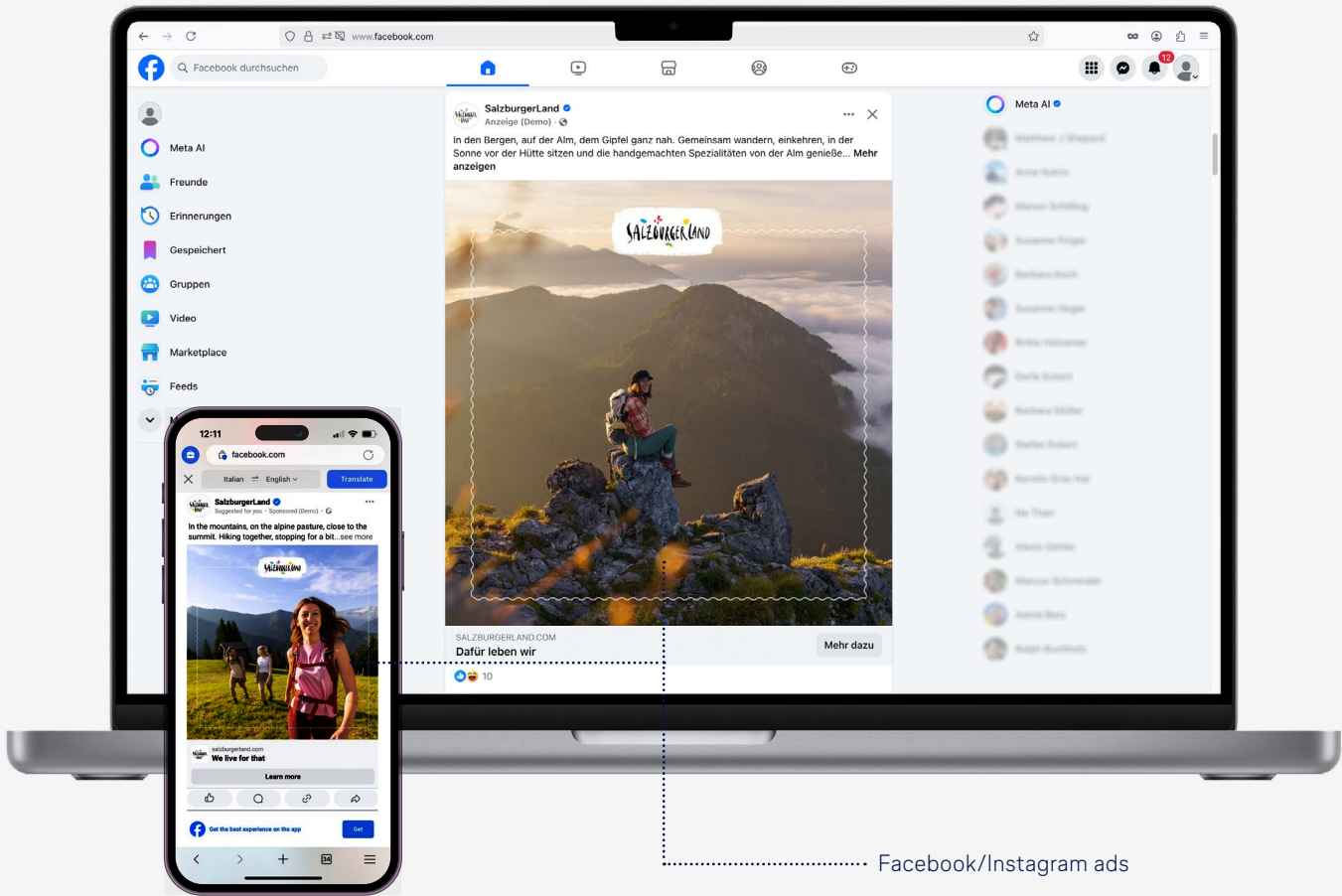
At the airport

Lounge screens

On board

Inflight entertainment pre-roll
FlyNet portal

Facebook/Instagram ads



Facebook/Instagram ads

Increase the visibility and performance of your campaigns on Meta platforms. Your message appears directly above your brand's Facebook and Instagram page – precisely targeted according to the interests and behaviour of lufthansa.com visitors, with maximum relevance and minimal wastage.

By using data-based strategies, your campaigns are optimally tailored to the needs and interests of your target group – with maximum relevance and minimal wastage.

The result: greater visibility, measurable success, and an efficiently used advertising budget.

- Targeted communication via META platforms

Your advantages

- Flexible duration and start date
- Adjustment at any time (e.g. if the target group changes)
- Guaranteed and predictable net reach
- Detailed reporting after completion

Facebook/Instagram ads

| Ad Type | Price / CPM |
|--------------------------|-------------|
| Facebook | €45 |
| Instagram | €45 |
| Additional parameters | |
| Travel Intent | +€5 |
| Booked | +€5 |
| First- / Business Class | +€5 |
| Origin / Destination | +€5 |
| Geo / Language Targeting | +€5 |

General information

| | |
|-------------------|------------------------------|
| Booking period | flexible |
| Booking deadline | 3 weeks prior to circulation |
| Motif approval | 2 weeks prior to circulation |
| Delivery deadline | 1 week prior to circulation |
| Technical data | available upon request |

Contact | GTC

Played out precisely.
Visible everywhere.

Contact us!

Before the journey

My bookings
Check-in confirmation
Data-based display ads
Data-based video ads

Facebook/Instagram ads

At the airport

Lounge screens

On board

Inflight entertainment pre-roll
FlyNet portal



At the airport

Lounge screens [VIDEO](#)



Stylish ambience.
Perfectly staged.

Contact us!

Lounge screens

In the Senator and Business Lounges, waiting becomes a relaxed experience. The lounges are available to Lufthansa First and Business Class travellers as well as status customers as comfortable places of retreat.

Place your advertising prominently on up to 38 screens in up to 19 lounges across Germany and use the exclusive ambience and high-class environment as advertising support.

- 4 high traffic lounges at the international hub in Frankfurt with over 100,000 visitors per month
- Digital advertising opportunities in the exclusive ambience of the Lufthansa Business and Senator lounges
- All-day screening of advertising spots on prominently positioned 47 inch monitors
- Addressing international status customers as well as Lufthansa Business and First Class travelers

Video

| Placement | Visitors/month | Price/month |
|---|----------------|-------------|
| 19 lounges <small>Frankfurt, Munich, Hamburg, Berlin, Duesseldorf, Hannover, Stuttgart</small> | 360,000 | €50,500 |
| 15 lounges <small>Munich, Hamburg, Berlin, Duesseldorf, Hannover, Stuttgart</small> | 240,000 | €38,100 |

General information

| Booking period | monthly |
|-------------------|------------------------------|
| Booking deadline | 4 weeks prior to circulation |
| Motif approval | 3 weeks prior to circulation |
| Delivery deadline | 2 weeks prior to circulation |

| Technical data | |
|----------------|--------------------------------------|
| Format | various formats, 1,920 x 1,080 Pixel |
| Sound | without sound |
| Spot length | 30 seconds (standard) |

| Notes | |
|---|-----------------|
| Ø Duration of visit per guest | 60 minutes |
| Ø Broadcasts per day (incl. Frankfurt) | 4,500 |
| Ø Broadcasts per month (incl. Frankfurt) | 136,000 |
| Ø Repetition of spots | every 8 minutes |
| Depending on the number of passengers, there may be fluctuations in the number of visitors. | |

Contact | GTC

Before the journey
My bookings
Check-in confirmation
Data-based display ads
Data-based video ads
Facebook/Instagram ads

At the airport
Lounge screens

On board
Inflight entertainment pre-roll
FlyNet portal



On board

Inflight entertainment pre-roll VIDEO

FlyNet portal BANNER / VIDEO



Inflight entertainment long-haul flights

Lufthansa inflight entertainment guarantees the best entertainment on board – current blockbusters, classics of film history, TV series highlights, documentaries, sitcoms, music and games make for an entertaining flight.

Especially the target group of business travellers finds more time on board to deal with an advertising message than usual.

- Maximum of attention by prominent pre-roll placement in the popular and much-used entertainment programme on board
- Effective means of communication with passengers on long-haul flights – also in First Class
- Diverse integration through a shuffle system in all programs and booking classes

Even more premium experiences on board with Lufthansa Allegris.

Lufthansa Allegris makes time on board something truly special. On selected long-haul flights, our passengers enjoy the exclusive comfort of suites, innovative seat types and state-of-the-art technology, transforming their flight into an exclusive premium experience.

Lufthansa Allegris flies from Munich or Frankfurt to many destinations worldwide.

You can find more information about Lufthansa Allegris here. ▶

- Reach**
- Ø Passengers / year: 15 million
 - Ø Passengers / month: 1.25 million
 - Number of aircraft: ~ 100
 - Number of flights / month: ~ 5,000 +

- Target group**
- Passengers on long-haul flights
 - 41% aged 30-49 years
 - 29% aged 50-59 years
 - 56% business travellers [First Class and Business Class]

- Usage**
- More than 90% of the respondents have used Lufthansa inflight entertainment
 - 4.9 hours is the average period of use per long-haul flight
 - 66% can remember the adverts
 - 30% remember concrete advertising content

Watch all entertainment programmes online now!



Exclusive range.
On the screen.

Contact us!

Inflight entertainment long-haul flights Pre-roll Classic Package / Light Package

We place your commercial before the program starts, so your advertising message enjoys full attention. More than 350 movies and more than 400 TV productions provide an exclusive advertising environment – in all booking classes.

- Maximum attention by a Pre-roll placement in the popular and much-used entertainment programme on board
- Effective means of communication with passengers on all long-haul flights – also in First Class
- Guaranteed SOV of 20% in the Pre-roll Classic Package and 10% in the Pre-roll Light Package.

Video | Movies & Best of TV

| Placement | Coverage/month | Price |
|--|--|---------|
| Pre-roll Classic Package First-, Business-, Premium Eco + Economy Class | Ø 1.9 million contacts SOV 20% / OTS 1.53 | €69,000 |
| Pre-roll Light Package First-, Business-, Premium Eco + Economy Class | Ø 950,000 contacts SOV 10% / OTS 0.76 | €44,000 |

General information

| | |
|----------------|---------|
| Booking period | monthly |
|----------------|---------|

| | |
|-------------------|------------------------------|
| Booking deadline | 9 weeks prior to circulation |
| Motif approval | 9 weeks prior to circulation |
| Delivery deadline | 8 weeks prior to circulation |

| Technical data | |
|----------------|---|
| Format | 1 or 2 channel sound, with or without music |
| Spot length | 30 seconds (standard) |
| Language | German and English |

| Notes | |
|------------------------|--------------------|
| Ø Passengers per month | 1.25 million |
| SOV | Share of Voice |
| OTS | Opportunity to see |

Contact | GTC

Before the journey

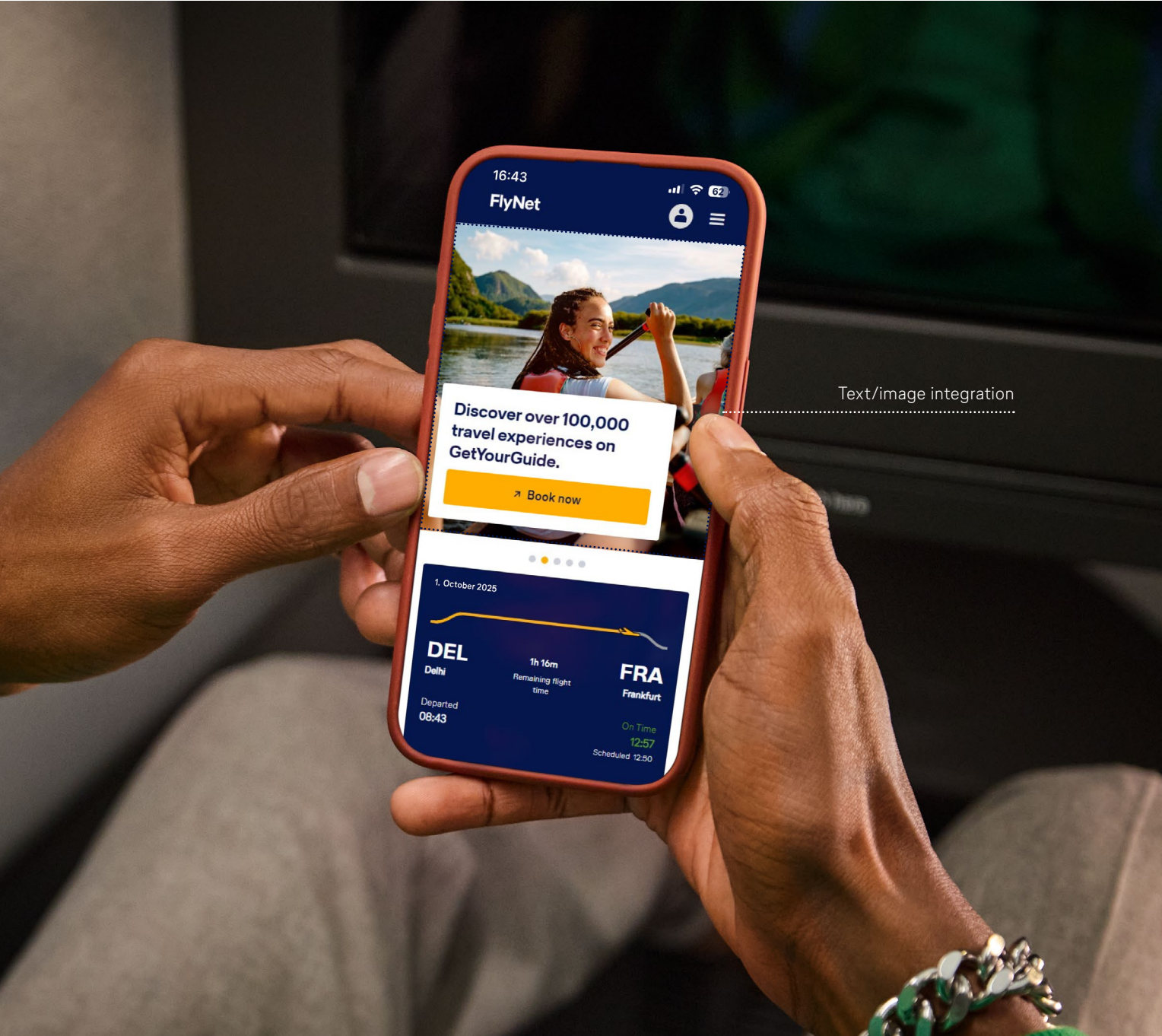
My bookings
Check-in confirmation
Data-based display ads
Data-based video ads
Facebook/Instagram ads

At the airport

Lounge screens

On board

Inflight entertainment pre-roll
FlyNet portal



FlyNet portal

Use Lufthansa passengers' travel time as your advertising time – on all continental and European flights, as well as on all long-haul flights equipped with Allegris. With a placement on Lufthansa's FlyNet Wi-Fi portal, you can reach your target group directly during the flight.

Your banner advertising ensures that your offer is accessible to all guests on the Internet, even without registration. The link takes your guests directly to your website during the flight.

Whether it's new products, tailor-made offers or compelling brand messages, your advertising reaches travellers precisely when their attention is at its highest.

Benefit from attractive opportunities:

- The bundle consisting of stage & content teaser and/or
- A clickable banner on the home page
- Direct link to your website or integration of a video
- The offer is visible to all guests, even without registration
- An average of around 700,000 monthly users on continental and European flights as well as long-haul flights equipped with Allegris.

Digital banner | Image + text + linking

| Placement | Users/month | Price |
|------------------------|-------------|---------|
| Stage & Content Teaser | 700,000 | €43.900 |
| Clickable Banner | 700,000 | €43.900 |

General information

| | |
|-------------------|------------------------------|
| Booking period | monthly |
| Booking deadline | 7 weeks prior to circulation |
| Motif approval | 6 weeks prior to circulation |
| Delivery deadline | 5 weeks prior to circulation |

Technical data

| | |
|-----------------------------------|--|
| Stage & Content Teaser | |
| Image size (Stage) | 2,880 x 1,234 pixels 1,000 x 1,000 pixels |
| Image size (Content Teaser) | 2,880 x 1,234 pixels 2,880 x 921 pixels |
| Headline text (Stage) | max. 44 characters (with spaces) |
| Headline text (Content Teaser) | max. 24 characters (with spaces) |
| Subheadline text | max. 87 characters (with spaces) |
| CTA text | max. 25 characters (with spaces) |

Clickable Banner

| | |
|---------------|--|
| Image size | 600 x 500 pixels 1,456 x 420 pixels 1,940 x 500 pixels |
| Headline text | max. 24 characters (with spaces) |

Notes

| | |
|---|--------------------|
| Language | German and English |
| Link | German and English |
| Depending on the number of passengers, users may fluctuate. | |

Contact | GTC

In connection.
Above the clouds.

Contact us!

Before the journey

My bookings
Check-in confirmation
Data-based display ads
Data-based video ads
Facebook/Instagram ads

At the airport

Lounge screens

On board

Inflight entertainment pre-roll
FlyNet portal

Your Lufthansa Ambient Media Team



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General Terms and Conditions

1. Responsibility / Contractual partners

Deutsche Lufthansa AG – hereinafter referred to as Lufthansa – is exclusively responsible for marketing the Lufthansa media. The contract concerning execution of the advertising order placed by the client shall be concluded on behalf and for account of Lufthansa.

2. Conclusion of the contract

Offers by Lufthansa shall in all cases be made without obligation. The contract shall come into effect when confirmed by Lufthansa in writing. Orders placed verbally, by telephone and electronically, and confirmed in writing by Lufthansa, are deemed to be agreed upon, to the extent that the client does not object in writing within 24 hours of receipt of the booking confirmation (also named order confirmation). All orders shall be exclusively governed by Lufthansa's General Terms and Conditions (GTC) in force at that time. Separate General Terms and Conditions apply to bookings made via the website LH.com/media. Application of the client's General Terms and Conditions is herewith explicitly rejected, unless Lufthansa has explicitly agreed to their validity in writing. This shall also apply even when Lufthansa has unconditionally accepted an order despite being aware of terms and conditions to the contrary.

3. Orders from agencies

Orders from advertising agencies shall only be accepted for precisely designated advertisers (name, full address). Provided that they can offer proof of corresponding services, advertising agencies or intermediaries shall receive an agency fee from Lufthansa equal to 15% of the net order value, i.e. of the net invoiced sum excluding VAT, after deduction of discounts. The agency fee shall be recalculated if the value of an order and/or a discount changes due to an addition or cancellation.

4. Period for completion

The completion period shall be the period between Lufthansa and the client.

5. Lead times, print deadlines

The specified lead times (for example, subject approval, delivery date) serve as guidelines. The specific deadlines may sometimes deviate from the specified guidelines. The deadlines according to the booking confirmation apply. If a deadline indicated in the booking confirmation varies from the specified lead times and the client does not agree to this, it has the right of withdrawal. It must declare the withdrawal in writing within five working days of receipt of the booking confirmation.

6. Rescission

An advertising order shall be accepted when confirmed in accordance with No. 2. of the present General Terms and Conditions. The client may cancel an advertising order in writing prior to the booking deadline. In the case of cancellation by the client, the following cancellation costs are incurred; the gradation of these costs is governed by the booking deadline indicated in the order confirmation for the medium in question. In the case of cancellation up to a maximum of 4 weeks before the booking deadline, 50% of the order value is incurred. If Lufthansa receives the cancellation less than 4 weeks before the booking deadline, 70% of the order value is incurred. In case of cancellation after the booking deadline, 100% of the order value is incurred. The client reserves the right to present proof that the costs asserted by Lufthansa were not incurred or were incurred in a significantly smaller amount. In case of partial cancellation by the client, any contract discounts which may have been granted for the remaining advertising order will be recalculated according to the price list in effect as of the time of cancellation. Lufthansa may cancel the advertising order in writing in accordance with No. 7., 16. resp. 18. of these GTC.

7. Rejection of advertising orders

Lufthansa reserves the right to decline advertising orders, including orders which have already been confirmed with legally binding force, as well as individual orders within the framework of an arrangement if they violate the law or official regulations, third party

rights, are contrary to public policy, or whose publication is unacceptable to Lufthansa, especially if their reputation may be damaged as a result or if competitive products are advertised. The client shall be informed of such a refusal without delay. The client shall not be obliged to pay for the service ordered in such a case, however cancellation fees have to be paid in accordance with No. 6. of these GTC if the client has caused Lufthansa's cancellation by his fault. All further claims shall be excluded. If the booked advertising service is rendered despite giving notice of rescission, the client shall also be obliged to pay for the service as originally agreed. The client shall also bear the costs of any changes requested by the client, as well as the costs of any significant changes to the originally agreed execution for which the client is responsible.

8. Prices

All prices are exclusive of any value added tax (VAT), withholding tax, import turnover tax, sales or turnover taxes. The client shall pay any and all applicable value added, sales and use taxes, (except Lufthansa income and corporate taxes in Germany) due under or in connection with this Agreement. In the event that the client is obliged by law to withhold any taxes, fees or duties, the client shall pay such additional amounts as are required to ensure that the net amount received by Lufthansa, i.e. the amount after deduction or withholding of any such taxes, fees or duties, is equal to the amounts payable by the client to Lufthansa had no such deduction or withholding been required.

9. Basic price of inflight entertainment / Lounge Screens

The basic price of inflight entertainment and display on Lounge Screens shall constitute the fee for broadcasting the television commercial and does not include any production costs or other costs. Such costs shall be invoiced as soon as they are incurred (e.g. due to the nature of the provided advertisement material) and shall in all cases be borne by the client. The prices quoted in the price list are based on the specified length in seconds. If the actual broadcast length differs from the agreed broadcast length, the actual broadcast length shall serve as the basis for calculation and Lufthansa must agree to the changed length in seconds in such a case.

10. Placement / Complaints

Lufthansa explicitly reserves the right to make changes at short notice (e.g. by changing to a different time or by changing the placement). The client shall be informed beforehand where possible. Advertisements which are not immediately identifiable as such on account of their design shall be identified by adding the word “Advertisement”. Proofs and logs shall only be supplied if explicitly requested before the booking period. The booked advertising spots shall be placed by Lufthansa within the agreed price group, subject to changes in accordance with No. 12. of these General Terms and Conditions. Price groups are shown in the valid Lufthansa programme structure applicable when the order is confirmed. Lufthansa cannot warrant that other advertising slots are not offered and broadcast in addition to those shown in the programme structure. If an advertising spot cannot be broadcast on schedule due to technical faults, Acts of God or other circumstances beyond Lufthansa's control, it shall be moved to a reasonable alternative slot. In the event of major shifts, the client shall be informed accordingly by Lufthansa without delay.

11. Defects

Except in the case of hidden defects, all complaints must be filed within an exclusive period of one month of receiving the invoice. For a non-material deviation no claims can be made.

For all claims based on defects the period of limitation shall be one year beginning with the publishing of the respective advertisement material.

12. Changes in price

The price list may be changed at any time. However, changes in price shall only be effective for orders which have been agreed and confirmed if the changes have been an-

nounced by Lufthansa at least one month before coming into force. The client shall be entitled to rescind the order if prices rise. This right of rescission shall be exercised in writing addressed to Lufthansa within five working days of receiving the notification.

13. Terms of payment / set-off

Unless contractually agreed otherwise, the advertising orders placed shall be invoiced per month in advance. Unless agreed otherwise, invoices will be transmitted to the client electronically and are to be settled within the payment deadline stipulated on the invoice. In the case of new business relations, Lufthansa reserves the right to demand payment in advance. Payment shall be exclusively remitted to the accounts specified by Lufthansa in the invoice. Bank charges shall be borne by the client. Cheques and bills shall only be accepted in lieu of performance. If payments are in arrears, Lufthansa shall be entitled to postpone execution of the order without creating any entitlement to compensation for the client. The client shall be liable for the loss incurred on account of the default. Such loss shall include interest on the sum defaulted at a rate defined by law (Section 288 of the German Civil Code (BGB)). Lufthansa explicitly reserves the right to claim further damages based on default. Lufthansa shall be entitled to rescind the contract in accordance with statutory regulations if payments are in arrears. All resultant losses shall be borne by the client. The right to set-off is limited to undisputed claims or claims affirmed by legally binding judgements.

14. Printing documents / Broadcast material

All advertising media shall be approved by Lufthansa. Unless agreed otherwise, the client shall obtain Lufthansa's approval of the corresponding advertising media in accordance with the dates stipulated in the order confirmation, prior to the deadline for the submission of documents for printing. The client shall be obliged to inform Lufthansa in writing and without delay should any circumstances preventing compliance with the stipulated deadline arise or become known. The client shall be responsible for ensuring punctual delivery, including the delivery of faultless documents for printing, to the office designated by Lufthansa. A master shall be supplied for each advertising medium if several advertisements are to be published with the same motif. The client is obliged to make the material required for broadcasting the advertising spots for movies or TV series available to Lufthansa prior to broadcasting, in accordance with the dates stipulated in the booking confirmation. The copies to be broadcast must be of the quality expected by Lufthansa. Separate broadcasting material (a Digital Betacam SP) in the required quantities shall be supplied for each motif. The broadcasting material shall be stored by the applicable service-provider on behalf of Lufthansa and shall only be returned to the client on request. If a motif for a commercial is not used for more than one year, Lufthansa shall be entitled to destroy the documents and broadcast material provided for this purpose free of charge. The agreed broadcasting time shall be invoiced if spots are not broadcast or are broadcast incorrectly because documents, text or copies have not been provided in good time, are defective or have been incorrectly labelled. The client shall not be entitled to claim damages in such a case. The risk when sending documents and material for broadcasting shall rest with the client. The client warrants that he will settle the GEMA accounts.

15. Quantities / Residual stocks

Quantities for advertising media (e.g. refreshing tissues) may vary due to fluctuations in the number of passengers and cannot be limited in terms of time; surplus quantities shall be distributed. If a run or part-run is not distributed during the advertising period despite Lufthansa's reasonable effort, this shall not entitle the client to claim any reduction in the agreed fee.

16. Responsibility of the client in terms of media, competition and copyright law / Indemnification

In relations with Lufthansa, the client shall bear sole responsibility for the advertising spot as regards media law, competition law and other content.

If Lufthansa's service is impaired by third-party rights or violation of law the client is obliged to dispel the infringement of third party rights resp. the violation of law. Until then Lufthansa may suspend and hold back its service and especially not publish or stop publishing advertisements and recall print media. If the client does not succeed to dispel the infringement within a reasonable grace period set by Lufthansa, Lufthansa is entitled to rescind the contract. No. 6. of these GTC applies accordingly.

In addition the client shall indemnify and hold harmless Lufthansa from all third-party claims and will bear Lufthansa's legal costs. Lufthansa will inform the client without undue delay, if such third-party claims are brought forward and will not settle or acknowledge such claims without the client's consent.

17. Liability

The liability of Lufthansa in all contractual relationships specified in these General Terms and Conditions (including their respective vicarious agents) shall be unlimited in cases of wilful intent or gross negligence, as well as in warranty cases. Liability shall also be unlimited in the case of death, bodily injury and damage to health due to minor negligence. If essential contractual obligations are breached through minor negligence, liability shall be limited to the resultant property damage and financial losses in the amount of the foreseeable, typically incurred loss. An essential contractual obligation shall be defined as

one which must be discharged in order to make due execution of the contract possible in the first place, and which the contractual partners may normally expect to be discharged. Where permitted by law, all further liability for damages shall be excluded, except in the case of claims based on product liability law.

18. Integrity

The client shall obey the applicable anti-corruption law. He ensures not to offer, promise or provide employees of Lufthansa or any of his / her related persons any unlawful advantages. The same applies for employees of the client as well as employees of its agents and third parties acting on the client's behalf.

If Lufthansa realizes that the client does not observe one of the above mentioned standards, Lufthansa reserves the right to rescind the contract with the client. No. 6. of these GTC applies accordingly.

19. Confidentiality


All personal data and data in connection with this contract – regardless of form (written, oral, other) – (Confidential Information) will be kept confidential by the parties even if they are not marked as confidential. This does not apply for Confidential Information which is publicly known, explicitly intended for publication, legally obtained by a third party not in breach of any obligation to confidentiality or with the consent of the other party / the party who disclosed the Confidential Information respectively. Lufthansa may share Confidential Information with affiliates in the sense of Section 15 of the German Stock Exchange Act (Aktiengesetz).

Both parties shall keep Confidential Information confidential for a period of 5 years after the termination of the contract.

20. Concluding provisions

Amendments and supplements to the contract, including subsidiary agreements and amendment of these clauses, shall only be valid if set out in writing. German law shall be applicable excluding the CISG as well as the German collision of law norms. If any of the provisions of these General Terms and Conditions prove to be or become invalid, this shall not affect the remaining parts of the contract. The place of jurisdiction in business relations with business people, legal entities under public law and public-law special funds shall be at Frankfurt, Main.

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D-60546 Frankfurt

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Lufthansa Ambient Media