

Media Guide 2027

Ihre Marke im richtigen Moment.

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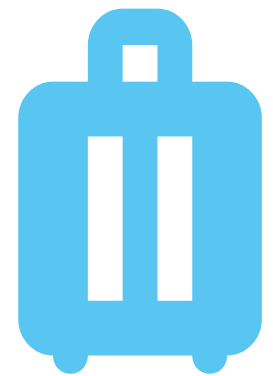




Mit Edelweiss beginnt die Reise zu den schönsten Seiten der Welt.

Seit 1995 bringt Edelweiss Reisende von Zürich zu mittlerweile **mehr als 100 Ferienzielen in über 35 Länder**. Was mit zwei Flugzeugen begann, hat sich zur führenden Schweizer Ferienfluggesellschaft entwickelt. Seit 2008 ist Edelweiss Schwestergesellschaft von SWISS und Teil der Lufthansa Group.

Zum 30-jährigen Bestehen startete Edelweiss als erste Schweizer Fluggesellschaft mit dem Airbus A350 im Linienbetrieb und eröffnete damit ein neues Kapitel auf der Langstrecke. Heute steht die Airline für Ferienreisen mit Schweizer Wurzeln, internationaler Ausrichtung und einem klaren Fokus auf Reiseerlebnis, Komfort und Qualität.



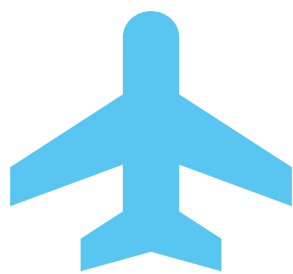
4,2 Mio.

Reisende pro Jahr



65 %

der Reisende starten ihre Reise in Zürich



22

Flugzeuge insgesamt

Eine starke Premium-Ferienairline. Eine attraktive Zielgruppe.

Edelweiss verbindet eine starke Verankerung im Schweizer Markt mit internationaler Ferienreichweite. 4,2 Mio. Reisende reisen 2026 mit der Airline. Gleichzeitig erreicht Edelweiss eine klar freizeitorientierte Zielgruppe aus der Schweiz und angrenzenden Märkten, die überwiegend als Paar oder Familie reist und bei der Ferienplanung Wert auf Komfort, Qualität und Zuverlässigkeit legt.

Damit entsteht für Marken ein Umfeld, das Reichweite mit einem klaren Reiseanlass verbindet: Menschen auf dem Weg zu ihrem nächsten Ferienerlebnis.

Die richtigen Touchpoints für starke Markenmomente.

Die richtigen Momente. Die richtigen Touchpoints. Die richtige Wirkung. Edelweiss kennt die relevanten Kontaktpunkte entlang der Customer Journey und schafft für Marken genau dort Präsenz, wo Aufmerksamkeit und Umfeld die grösste Wirkung entfalten.



01 Preflight Media

► edelweiss experience



02 Airport Media

► Edelweiss Hub



03 Onboard Media

► Inflight Entertainment

01 Preflight Media

► edelweiss experience





Ihre Marke schon präsent, bevor die Reise beginnt

Die Reise ist längst im Kopf, bevor das Flugzeug abhebt. Preflight-Medien bringen Marken in diese frühe Phase der Vorfreude – nah an einer freizeitorientierten Zielgruppe, die sich bewusst mit Destinationen und Reiseerlebnissen beschäftigt.

ab **CHF 10 000/Monat**



1,26 Mio.

Reichweite des Magazins



4,2 Mio.

Reisende im Jahr

edelweiss experience

Ihre Marke im inspirierenden Reise- umfeld von edelweiss experience

edelweiss experience verbindet Reisetipps, Stadtpor-
träts, Naturerlebnisse sowie kulinarische Geschichten
und schafft damit ein redaktionelles Umfeld, das ganz
im Zeichen von Entdeckung und Reisevorfreude steht.
Das Magazin erscheint **zweimal pro Jahr** mit jeweils
100 Seiten und begleitet ein Reiseumfeld mit mehr als
100 Destinationen in über 35 Ländern.

Für Marken stehen unterschiedliche Platzierungen zur
Verfügung: Umschlagseiten sorgen für besonders
prominente Sichtbarkeit direkt am Einstieg ins Magazin,
während Einzel- und Doppelseiten im Innenteil mehr
Raum für Markenbotschaften, Bildwelten und Story-
telling bieten. So lässt sich die Präsenz je nach Kam-
pagnenziel präzise inszenieren.

Datenspezifikationen

Anzeige im Innenteil

Grosszügige Anzeigenformate für
überzeugende Bildwelten, klare Bot-
schaften und aufmerksamkeitsstarkes
Markenstorytelling im redaktionellen
Reiseumfeld.

Das grosse Leuchten

Die sonnige Region zieht nach Wanderbegeisterte an,
die hier abwechslungsreiche Landschaften mit ein-
maligen Schluchten, wilden Flüssen und hohen Gip-
felpfaden entdecken. Die Vielfalt des Ländchens lässt sich
von Lamezia Terme aus gut erkunden. Der Name verdankt
sich den Quellen, die im Stadtteil Sambiase mit 39 Grad aus
der Erde sprudeln und die schon die alten Römer nutzten.
Hier kommen auch Kulturfreunde auf ihre Kosten: Neben
der Kathedrale St. Peter und Paul und dem Festungsturm
«Castello di Malta» ist vor allem das «Castello Normanno»
zu nennen. Die Ruine thront auf einem Hügel im Stadtteil
Nicastro und bietet einen herrlichen Blick über die Stadt.
Nicht vergessen: Catanzaro! Die Hauptstadt Kalabri-
ens, von Lamezia Terme aus gut mit Auto oder Bahn zu errei-
chen, bezaubert mit einer Altstadt aus dem 10. Jahrhundert.
Beim Schlendern stösst man auf historisch bedeutsame Wie-
der die «Cattedrale Metropolitana di Santa Maria Annunziata» oder
erkundet das «MARCA», das Museum für moderne Kunst.
Ein Highlight für alle Naturfans ist der «Parco della
Biodiversità Mediterranea» im Norden der Stadt. Auf
tyrrhenischer Seite, gut 30 Kilometer von Lamezia Terme
entfernt, ist die «Chiesetta di Piedigrotta» unbedingt einen
Besuch wert: Die kleine Grotte mit in Fels gemeisselten Figa-
ren ist eine wunderbare Kuriosität und wurde der Sage nach
von überlebenden Schiffbrüchigen aus purer Desoliertheit
geschaffen. Von hier lohnt sich ein Abstecher ins mittelalt-
liche Pizzo, das kühl in den Steilhängen über dem Meer thront.
Beim Altstadtbummel gönnt man sich am Hauptplatz eine
Panna und geniesst die legendäre Glee-Spezialität «Tartufo» –
hier wurde sie schliesslich erfunden!

30 edelweiss
experience

Wer nach Kalabrien kommt, darf
staunen über das kräftige Licht des
Südens. Reine Thermal- und Bader-
ferien müssen es aber nicht sein,
es locken auch Waldpfade und Alt-
städte, eine unterirdische Kirche,
moderne Kunst – und Glacé!

Grottoes and gelato in southern Italy

Sunny Calabria attracts hikers with its
gorges, wild rivers and high trails. A great
base to explore the area is Lamezia Terme,
named for its hot springs. Other attractions
include the Cathedral of St. Peter and Paul,
the Castello Normanno, which sits on a hill
in the Nicastro quarter and offers a marvel-
ous view over the city.
Don't miss the capital, Catanzaro. It's easy to
reach by car or train from Lamezia Terme and
has an enchanting old town dating back to
the 10th century.
Other highlights include the Parco della
Biodiversità Mediterranea and, 30 kilo-
metres from Lamezia Terme, the Chiesetta di
Piedigrotta, a grotto with figures carved into
the rock, which, according to legend, was
created by grateful shipwreck survivors.
From here, take a detour to the medieval
town of Pizzo, which sits idyllically on steep
slopes above the sea. After exploring the old
town, head to the main square and enjoy a
«Tartufo» ice cream, an iconic flavour that was
invented here.

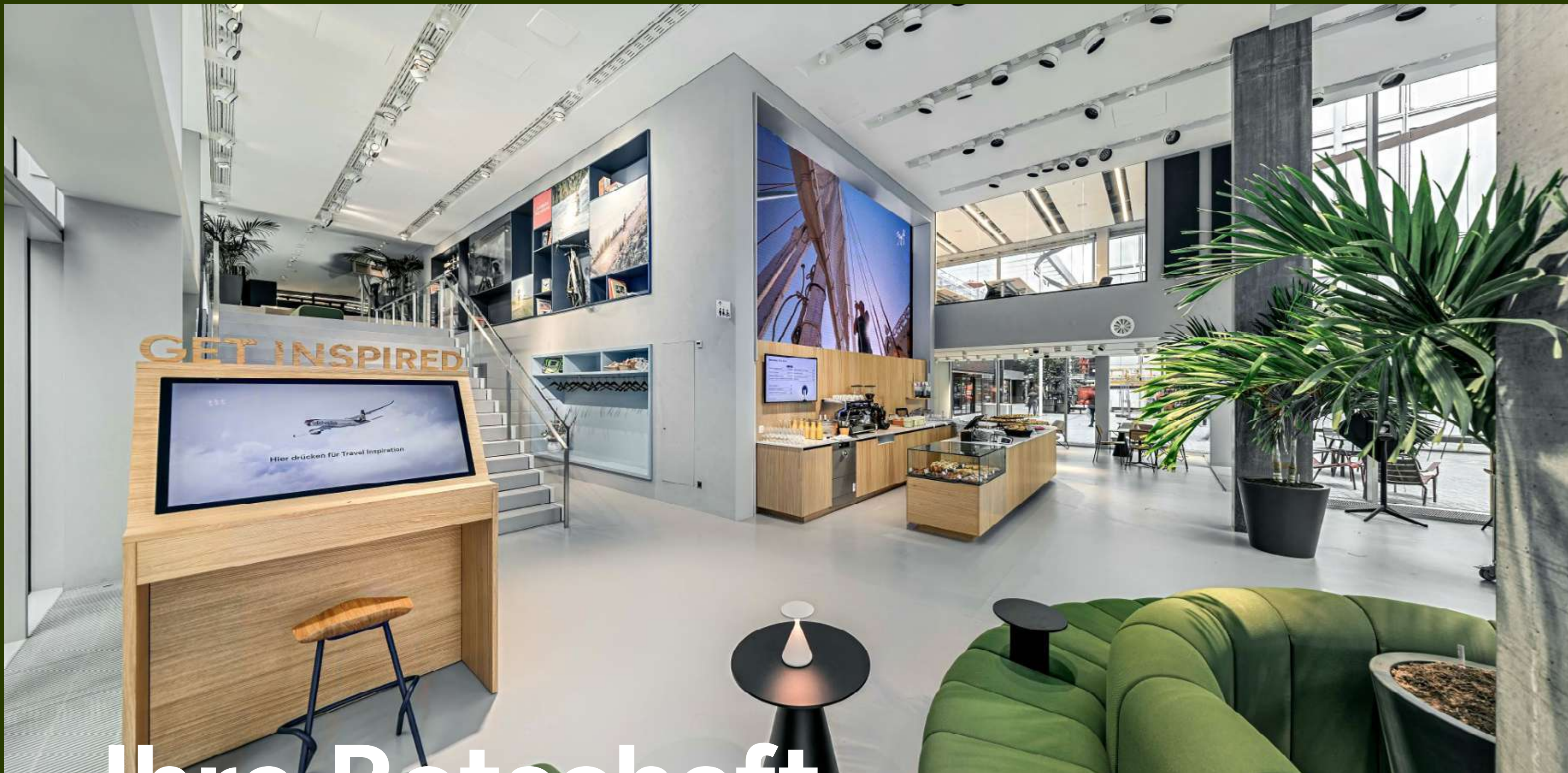
Umschlag-Platzierung

Exklusive Markenpräsenz auf einer der
prominentesten Flächen von edelweiss
experience – für maximale Sichtbarkeit
schon beim ersten Kontakt.

02 Airport Media

► Edelweiss Hub





Ihre Botschaft im Zentrum des Reisegefühls

Der Edelweiss Hub verbindet ein inspirierendes Markenumfeld mit der starken Besuchendenfrequenz des Circle. Für Premiummarken entsteht so die Möglichkeit, Menschen in einem hochwertigen Kontext zu erreichen – genau dort, wo Reisen, Entdecken und Erleben bereits im Mittelpunkt stehen.

Möglichkeiten und Preise auf Anfrage



300 m²

Erlebnis- und Begegnungsfläche
im Edelweiss Hub



~ 3 Mio.

Besuchende jährlich im Circle
am Flughafen Zürich

Edelweiss Hub

Wo Reiseinspiration zum Marken-erlebnis wird

Mit dem Edelweiss Hub im Circle am Flughafen Zürich entsteht auf rund 300 m² eine neue Erlebnis- und Begegnungsplattform rund um Reisen, Ferienzele und die Welt von Edelweiss. Im öffentlich zugänglichen Bereich entdecken Gäste Destinationen interaktiv, beispielsweise über VR-Erlebnisse. Ein integriertes Café schafft zusätzlich Raum zum Austauschen und lädt zum Verweilen ein.

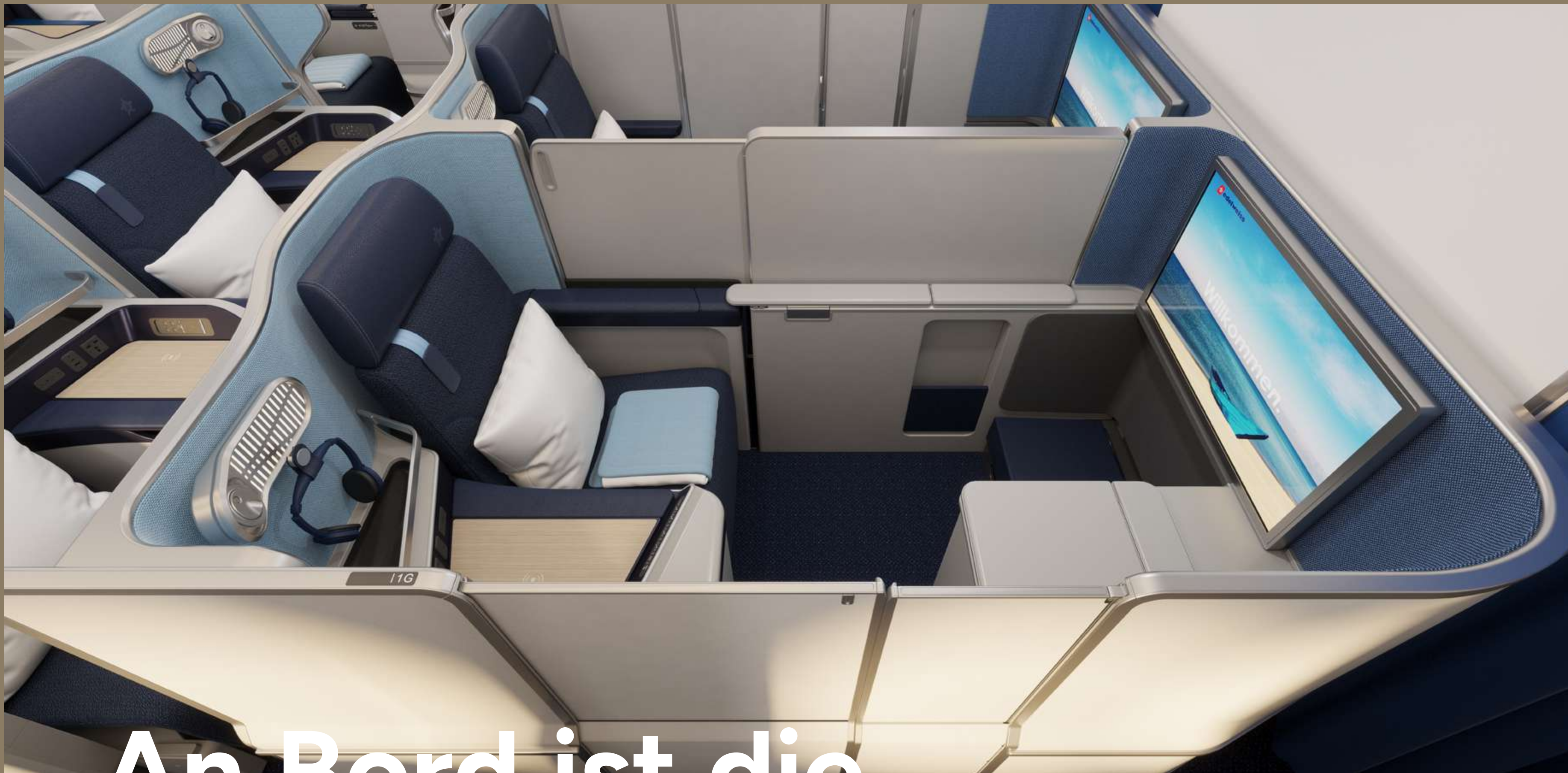
Für Marken entsteht damit ein besonderes Umfeld, um Teil eines Moments zu werden, in dem **Inspiration und Vorfreude** bereits präsent sind. Gleichzeitig profitiert der Hub von seiner Lage im Circle direkt am Flughafen Zürich, der jährlich rund **3 Millionen Besucherende anzieht**. So verbindet der Standort ein hochwertiges Reiseumfeld mit zusätzlicher Frequenz und vielfältigen Möglichkeiten für aufmerksamkeitsstarke Markeninszenierungen.



03 Onboard Media

► Inflight Entertainment





An Bord ist die Zeit, die Ihrer Botschaft gehört

An Bord entsteht ein Kommunikationsmoment, den es so an keinem anderen Touchpoint der Reise gibt: weniger Ablenkung, mehr Zeit und die volle Aufmerksamkeit Ihrer Zielgruppe.

ab **CHF 32 400/Monat**



6

Langstreckenflugzeuge
A350-900 mit neuem Retrofit



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Kurzstreckenflugzeuge mit
Wireless Inflight Entertainment
System

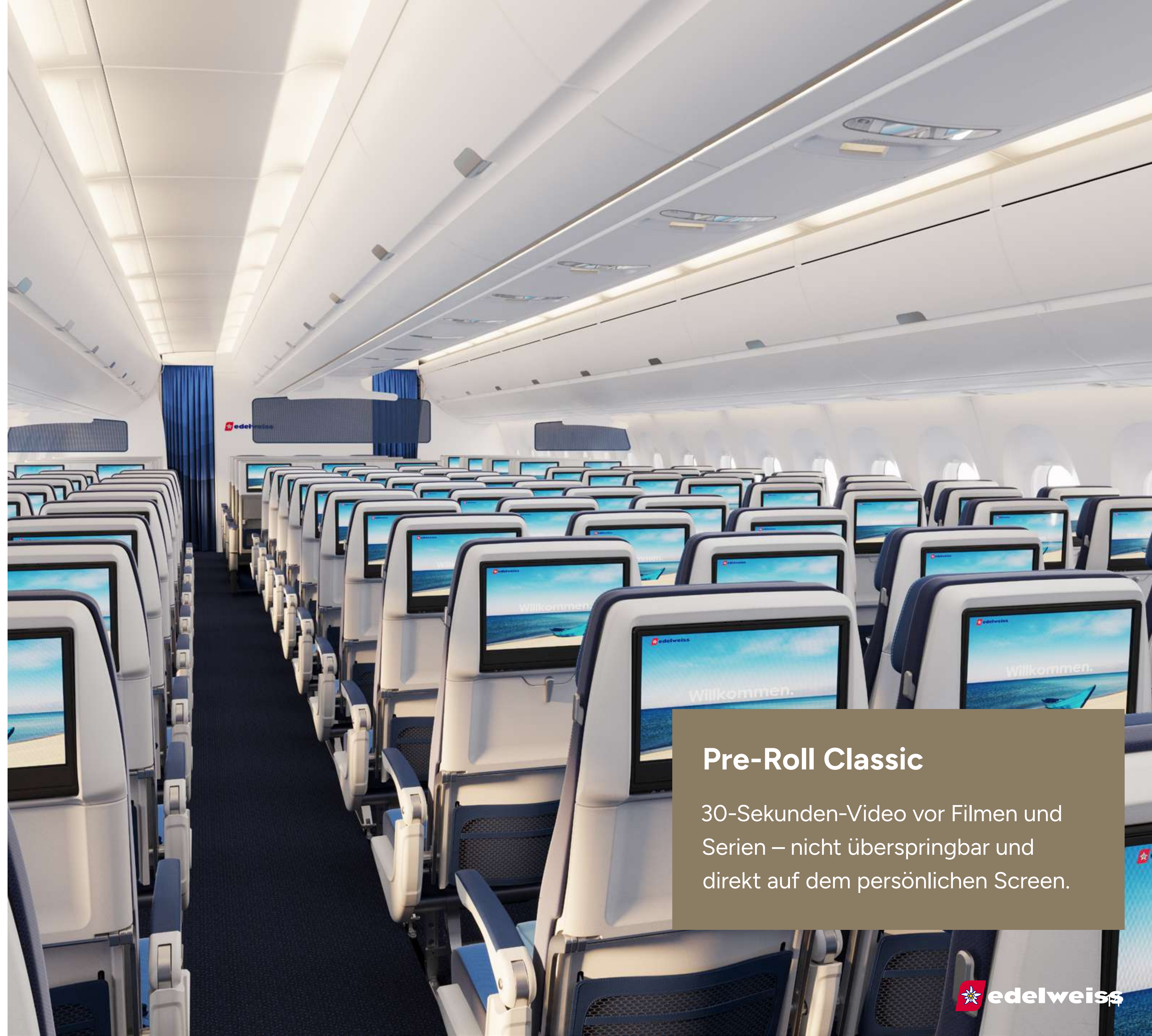
Inflight Entertainment

Maximale Aufmerksamkeit in einem Moment, der ganz Ihrer Marke gehört

Mit dem Pre-Roll Spot im Inflight Entertainment erreicht Ihre Marke Edelweiss Gäste direkt auf dem persönlichen Screen – auf allen Langstreckenflügen und in allen Reiseklassen des A350-900. Der Spot wird als einer von maximal drei Werbefilmen rotierend vor Filmstarts und Serienfolgen ausgespielt und ist damit unmittelbar in die Entertainment-Nutzung an Bord integriert.

Ein QR-Code kann zusätzlich als Call-to-Action in den Spot integriert werden, da Connectivity an Bord vorhanden ist.

Datenspezifikationen



Pre-Roll Classic

30-Sekunden-Video vor Filmen und Serien – nicht überspringbar und direkt auf dem persönlichen Screen.

Datenspezifikationen

edelweiss experience
Preflight

Zur Werbefläche

	Umschlag- Platzierung		Anzeige im Innenteil	
Platzierung	Seite 4	Seiten 2 + 3	Einzelseite	Doppelseite
Reichweite	997.500 Views/Monat			
Format	205 x 275 mm randabfallend, mit zusätzlich 3 mm Beschnittzugabe			410 x 275 mm rand- abfallend, mit zusätzlich 3 mm Beschnittzugabe
Satzspiegel	179 x 236 mm			390 x 236 mm
Erscheinen	Juni und Dezember			
Anzeigenschluss	5 Wochen vor Erscheinen			
Druckmaterialschluss	4 Wochen vor Erscheinen			

Inflight Entertainment
Onboard

Zur Werbefläche

Pre-Roll	
Platzierung	Mind. 2 Monate
Reichweite	720.500 Impressions/Monat SOV: 33 % / OTS: 7
Spot	30 Sekunden
CTA	Call-to-Action über QR-Codes ist möglich, da Connectivity an Bord vorhanden ist.

Terms & Conditions

1. Scope

The terms and conditions contained in these “Media Guide Terms and Conditions” (the “Media Guide TC”) together with the advertising offer by Edelweiss (the “Offer”) and Edelweiss’s “General Terms and Conditions for the Purchase of Goods and Services” (the “GTC”) (together, the “Contract”) are agreed between Edelweiss International Air Lines Ltd. (“Edelweiss”) and the contracting person (the “Client”) indicated in the Offer. The Contract governs, among other things, the execution of the advertising order placed by the Client (the “Order”).

2. Conclusion of the Contract/Order of precedence

Any Offer by Edelweiss is made without obligation; in particular, edelweiss is not obliged to enter into a contract with the Client. The Contract shall only come into effect once Edelweiss has confirmed the Client’s Order in writing (including email). Orders placed by the Client verbally, by telephone and electronically, and confirmed in writing (including email) by Edelweiss are deemed to be agreed upon to the extent that the Client does not object in writing (including email) within 24 hours of receipt of the booking confirmation (also called order confirmation; the “Booking Confirmation”).

In case of discrepancies, the order of precedence between the documents comprising the Contract is the following (those higher in the list prevailing): (i) the Offer, (ii) these Media Guide TC and (iii) the GTC in force at the time Edelweiss confirms the Order. Application of the Client’s general terms and conditions is hereby explicitly rejected, unless Edelweiss has explicitly agreed to their validity in writing. This shall also apply if Edelweiss accepts an Order without reservation despite being aware of conflicting terms and conditions.

3. Orders from agencies

Orders from advertising agencies will only be accepted by Edelweiss if the advertising agency provides the name and full address of its client. It is at Edelweiss’s discretion whether to accept the order or not. Provided the relevant advertising agency can offer proof of corresponding services, such advertising agency shall receive an agency fee from Edelweiss equal to 10 % 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 change due to an addition or cancellation. For the avoidance of doubt, unless agreed otherwise, the Contract will be concluded between Edelweiss and the advertising agency.

4. Lead times, print deadlines

The lead times specified in this “Media Guide” (e.g. subject approval, delivery date) serve as guidelines. Actual deadlines may vary from these guidelines. The times and deadlines stated in the Booking Confirmation are authoritative. If a deadline indicated in the Booking Confirmation varies from the lead times specified in this Media Guide and the Client does not agree to this, the Client has the right of withdrawal. The Client must declare the withdrawal in writing (including email) within five working days of receipt of the Booking Confirmation.

5. Cancellation of Orders by the Client

The Client may cancel an Order in writing (including email) prior to the booking deadline. Postponements until subsequent periods are deemed to be equivalent to cancellations. In the case of cancellation by the Client, the Client shall pay the following cancellation costs; the gradation of these costs is governed by the booking deadline indicated in the Booking Confirmation for the medium in question: (i) If Edelweiss receives the cancellation at least four weeks before the booking deadline, 50 % of the order value. (ii) If Edelweiss receives the cancellation less than four weeks before the booking deadline, 70 % of the order value. (iii) If Edelweiss receives the cancellation after the booking deadline, 100 % of the order value. The Client has the right to present proof that the costs asserted by Edelweiss 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 Order will be recalculated according to the price list set out in this Media Guide (the “Price List”) in effect as of the time of cancellation.

6. Rejection of advertising Orders and rescission of Contract/change requests

Edelweiss reserves the right to reject Orders as well as individual Orders within a framework agreement (or rescind the Contract if the relevant Orders have already been confirmed) if (i) they violate the law or official regulations, (ii) they violate third-party rights, (iii) they are contrary to public policy or (iv) their publication is unacceptable to Edelweiss, especially if Edelweiss’s reputation may be damaged as a result or if competitive products are advertised. The Client shall be informed by Edelweiss of such a rejection/rescission without undue delay.

In such a case, the Client shall not be obliged to pay for the advertising services ordered, but must pay cancellation costs in accordance with section 5 of these Media Guide TC if the Client is responsible for Edelweiss’s rejection/rescission; any further claims of the Client shall be excluded. If the booked advertising services are rendered by Edelweiss despite giving notice of rejection/rescission, the Client shall be obliged to pay for the advertising services 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.

7. 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 due under or in connection with the Contract. 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 Edelweiss, 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 Edelweiss had no such deduction or withholding been required.

8. Basic price of inflight entertainment

The basic price of inflight entertainment shall constitute the fee for broadcasting the television commercial and does not include any production costs or other costs. Such costs will be invoiced by Edelweiss 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.

9. Placement/complaints

Edelweiss 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 by Edelweiss beforehand where possible. Proofs and logs shall only be supplied if explicitly requested before the booking period. The booked advertising spots shall be placed by Edelweiss within the agreed price group, subject to changes in accordance with section 11 of these Media Guide TC. Price groups are shown in the valid Edelweiss program structure applicable when the Order is confirmed. If an advertising spot cannot be broadcast on schedule due to technical faults, acts of God or other circumstances beyond Edelweiss’s control, it shall be moved to a reasonable alternative slot; any claims of the Client are excluded. In the event of major shifts, the Client shall be informed accordingly by Edelweiss without undue delay.

10. Defects

The Client shall notify Edelweiss of any defect of the advertising services within one month of receiving the invoice or, in case of hidden defects, within one month after such hidden defects came to light. Should the Client fail to do so, acceptance is assumed. For non-material defects/deviations, no claims can be made by the Client. For all claims based on defects, the period of limitation shall be one year beginning with the publishing of the respective advertisement material.

11. Changes in price

The Price List may be changed by Edelweiss at any time. However, changes in price shall only be effective for Orders which have been agreed and confirmed if the changes have been

notified by Edelweiss to the relevant Client at least one month before coming into force. The Client shall be entitled to rescind the Order/Contract if prices rise. This right of rescission shall be exercised by the Client in writing (including email) within five working days of receiving Edelweiss’s notification.

12. Terms of payment/set-off

Unless agreed otherwise, the Orders will be invoiced at the end of the advertising services, and invoices will be transmitted to the Client electronically and shall be settled by the Client within the payment deadline stipulated on the invoice. Payment shall be exclusively remitted to the account(s) specified by Edelweiss in the invoice. Bank charges shall be borne by the Client. Edelweiss explicitly reserves the right to claim further damages based on default. Edelweiss shall be entitled to rescind the Contract in accordance with applicable law if the Client is in default. If the Client is in default, it is liable for damages caused by late performance. The right to set-off is limited to undisputed claims or claims affirmed by legally binding judgments.

13. Printing documents/broadcast material

All advertising media shall be approved by Edelweiss. Unless agreed otherwise, the Client shall obtain Edelweiss’s approval of the corresponding advertising media in accordance with the dates stipulated in the Booking Confirmation prior to the deadline for the submission of documents for printing. The Client shall inform Edelweiss in writing (including email) without delay should any circumstances preventing compliance with the stipulated deadline arise or become known. The Client shall be responsible for ensuring punctual delivery. A master shall be supplied for each advertising medium if several advertisements are to be published with the same motif. The Client shall make the material required for broadcasting the advertising spots for movies or TV series available to Edelweiss prior to broadcasting in accordance with the dates stipulated in the Booking Confirmation. 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 or are defective. The Client shall not be entitled to claim damages in such a case. The risk when sending (e.g. by email) or making documents and material for broadcasting available to Edelweiss (e.g. in the cloud) shall rest with the Client.

14. Quantities/residual stocks

Quantities for advertising media (e.g. refreshing tissues, boarding passes) may vary due to fluctuations in the number of passengers and cannot be limited in terms of time; surplus quantities shall be distributed.

15. Responsibility of the client in terms of media, competition & copyright law/indemnification

The Client shall bear sole responsibility for the advertising spot and its content (including its compliance with law, in particular with media and competition law). If Edelweiss’s advertising services are impaired by third-party rights or violation of law, the Client is obliged to dispel the infringement of third-party rights or the violation of law. Until then, Edelweiss may suspend and hold back its advertising services and especially not publish or stop publishing advertisements and recall print media. If the Client does not remedy the infringement within a reasonable grace period set by Edelweiss, Edelweiss is entitled to rescind the Contract. Section 6 of these Media Guide TC applies accordingly. In addition, the Client shall indemnify and hold harmless Edelweiss from and against any costs, liabilities, losses, damages and expenses (including attorney’s fees) suffered or incurred by Edelweiss as a result of any infringement of third-party rights or violation of law by the Client’s content. Edelweiss 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, which shall not be unreasonably withheld.

16. Liability

Edelweiss is not liable for any indirect damage, consequential damage or loss of profit suffered or incurred by the Client. Edelweiss’s total liability is limited to the net Order value.

Edelweiss’s liability shall not be excluded or limited in the event of gross negligence or willful misconduct and for any liability that cannot be excluded or limited under applicable law. Edelweiss is not liable if the provision of the advertising services is temporarily interrupted, is wholly or partially restricted, or is rendered impossible due to force majeure. Force majeure is deemed to include power outages and malware, e.g. virus attack in particular. Under no circumstance is Edelweiss responsible for misuse by third parties (e.g. hackers, senders of computer viruses), for security flaws in telecommunication networks and online, or for the costs of any support services provided by the Client or by third parties commissioned by the Client.

17. Integrity

The Client shall comply with the applicable anti-corruption law. The Client shall ensure not to offer, promise or provide employees of Edelweiss or any of the Client’s related persons any unlawful advantages. The same applies for employees of the Client as well as employees of the Client’s agents and third parties acting on the Client’s behalf. If Edelweiss realizes that the Client does not observe one of the above-mentioned standards, Edelweiss reserves the right to rescind the Contract. Section 6 of these Media Guide TC applies accordingly. In addition, section 15 of the GTC applies.

18. Confidentiality

All information (including personal data) in connection with an Order or the Contract, regardless of form (written, oral, other), shall be kept confidential by the parties even if it is not marked as confidential. Section 13 of the GTC applies.

19. Miscellaneous

Any modification or amendment to the Contract must be confirmed by Edelweiss in writing (including email). If any provision, or portion of provision, contained in the Contract is invalid or unenforceable, the remaining provisions, or the remaining portion of such provision, shall remain in full force and effect. Instead of the invalid provision, a rule shall apply that achieves as closely as possible the intention of the parties in drafting the invalid provision. In addition, section 16 of the GTC applies.

20. Applicable law and place of jurisdiction

Edelweiss law governs the Contract, to the exclusion of conflict of law principles and the UN Convention on Contracts for the International Sale of Goods (CISG). Any dispute arising out of the subject matter of the Contract shall exclusively be referred to the courts competent for the city of Bülach, Switzerland.

Let's make your brand travel.

Für Buchungen oder Rückfragen stehen wir Ihnen jederzeit zur Verfügung.
Kontaktieren Sie uns unter lufthansa.com/medien.

Kontakt aufnehmen