



MEDIA GUIDE 2027

Your brand at the right moment.

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Since 1957, Austrian Airlines has connected Austria with the world and today remains the country's largest airline. Around 6,000 employees and a fleet of more than 60 aircraft operate an international network with **over 130 destinations** to and from Vienna.

This enables Austrian to offer your brand **exclusive access** to a diverse, internationally minded and highly mobile audience.

intercontinental
destinations

flights per day

aircrafts in operation

We place your brand at the centre of your audience's attention.

Austrian connects brands with an internationally mobile, affluent and quality-conscious audience. Our guests travel frequently for both business and leisure, make purchasing and investment decisions above average and show a strong affinity for premium products, services and travel experiences.

For premium and lifestyle brands, this creates an environment where success is defined not only by reach, but by the quality of every interaction: an attractive audience in a meaningful travel moment, **with time, attention and openness to brand communication.**

≈ 15M

passengers per year



41%

are frequent flyers or business travellers

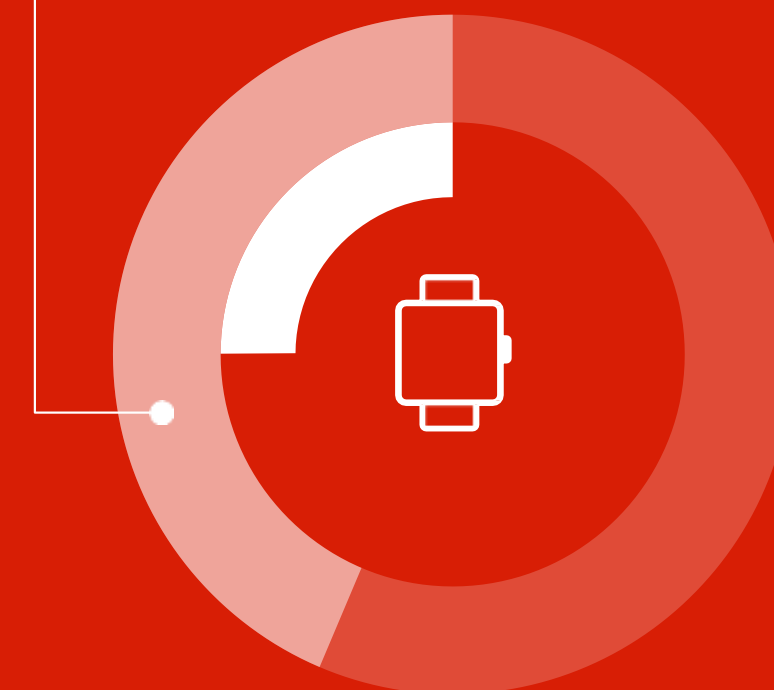


47%

are senior executives or work in top management

+18%

purchased watches while travelling, compared with the Austrian average



+16%

purchased accessories while travelling, compared with the Austrian average



The right 📍 touchpoints for powerful brand moments. ❤️

The right moments. The right impact. Throughout the customer journey, Austrian creates targeted brand presence at the moments that matter most, where audience attention and context combine to deliver maximum impact.



01 PREFLIGHT MEDIA

- Digital Banners
- Boarding Pass Banner
- Newsletter



02 AIRPORT MEDIA

- New Lounge
- Lounge Screens
- Lounge Promotions



03 ONBOARD MEDIA

- Inflight Entertainment
- Inflight Connectivity

01 PREFLIGHT @ MEDIA

- Digital Banners
- Boarding Pass Banner → Newsletter





365k

Monthly impressions in
Online Check-in



12M

Newsletter subscribers
worldwide

Visibility when anticipation begins

Some of the most valuable advertising moments begin even before boarding. Whether while managing a booking, checking in or viewing a boarding pass, travellers are actively engaged with their upcoming journey and particularly receptive to relevant messages. Placements in children's media are excluded.

from **€8,000** per month

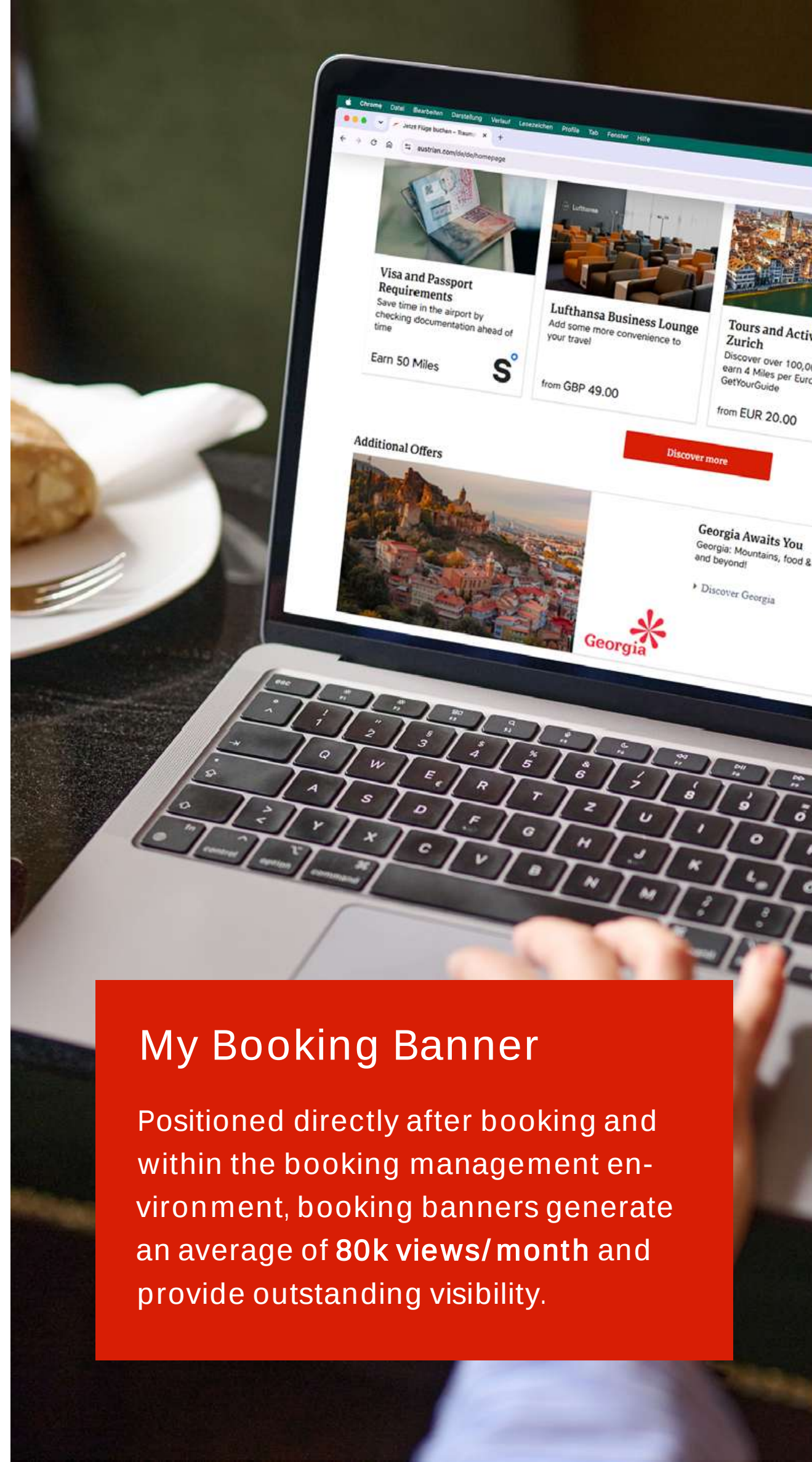
Digital Banners

Right within the booking journey, at the centre of your audience's attention

From booking to check-in, your brand accompanies travellers through one of the most relevant stages of their journey. Your advertising message appears exactly where customers actively engage with their travel information – creating a high-quality advertising environment with minimal wastage.

With more than 400,000 digital impressions per month, these advertising placements deliver strong reach across the core touchpoints of the entire preflight phase.

→ [Data Specifications](#)



My Booking Banner

Positioned directly after booking and within the booking management environment, booking banners generate an average of **80k views/month** and provide outstanding visibility.



Check-in Banner

Positioned within Austrian's highly frequented Online Check-in for maximum attention, reaching an average of **365k impressions/month** worldwide.

Boarding Pass Banner

Guaranteed attention for your message

The digital boarding pass is our guests' most frequently used travel companion and is accessed multiple times throughout their journey.

Your advertising message is prominently positioned alongside key flight information, ensuring high visibility and repeated exposure throughout the entire travel journey.

[→ Data Specifications](#)



Home-print & Mobile

A highly visible placement beneath key travel information, generating an average of 140k impressions/month.

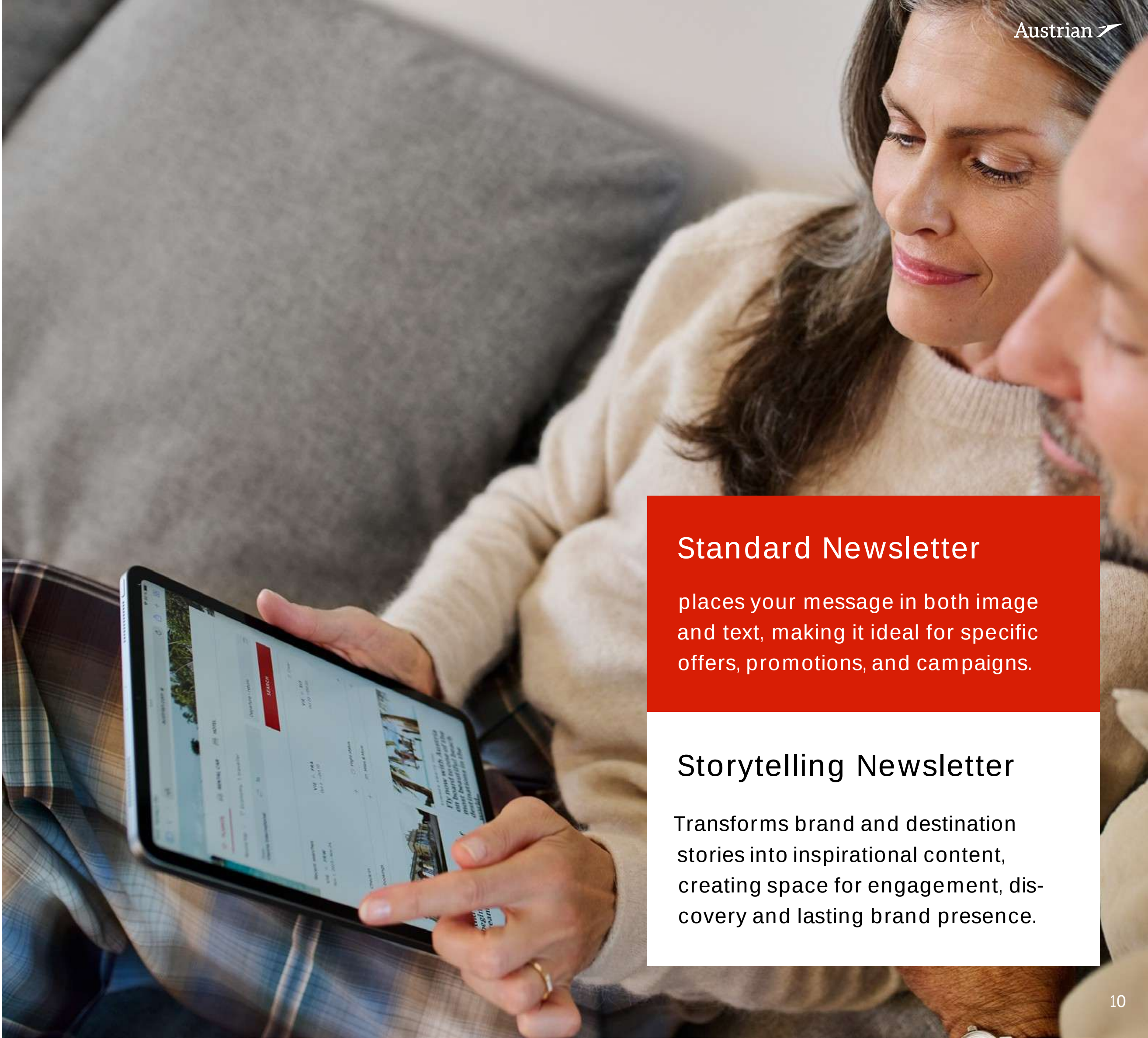
Newsletter

Your message delivered directly to the inbox

Reach a travel-minded audience without detours! Diverse targeting options allow you to engage precisely those audiences most relevant to your campaign.

With **open rates exceeding 30%**, distribution across more than 50 markets and eight languages, and access to up to **12 million recipients worldwide**, Austrian newsletters provide a highly engaging environment for your message.

[→ Data Specifications](#)



Standard Newsletter

places your message in both image and text, making it ideal for specific offers, promotions, and campaigns.

Storytelling Newsletter

Transforms brand and destination stories into inspirational content, creating space for engagement, discovery and lasting brand presence.

02

AIRPORT MEDIA



→ New
Lounges

→ Lounge
Screens

→ Lounge
Promotion





75k

Lounge guests per month



14

Screens across 5,000 m² in both Schengen and non-Schengen areas

Your brand at the heart of the journey

The airport is far more than a place of transit. For many travellers, this is where the travel experience truly begins. Austrian Lounges and airport environments create exclusive opportunities for meaningful brand interactions, characterised by extended dwell times and heightened attention.

from **€15,900** per month

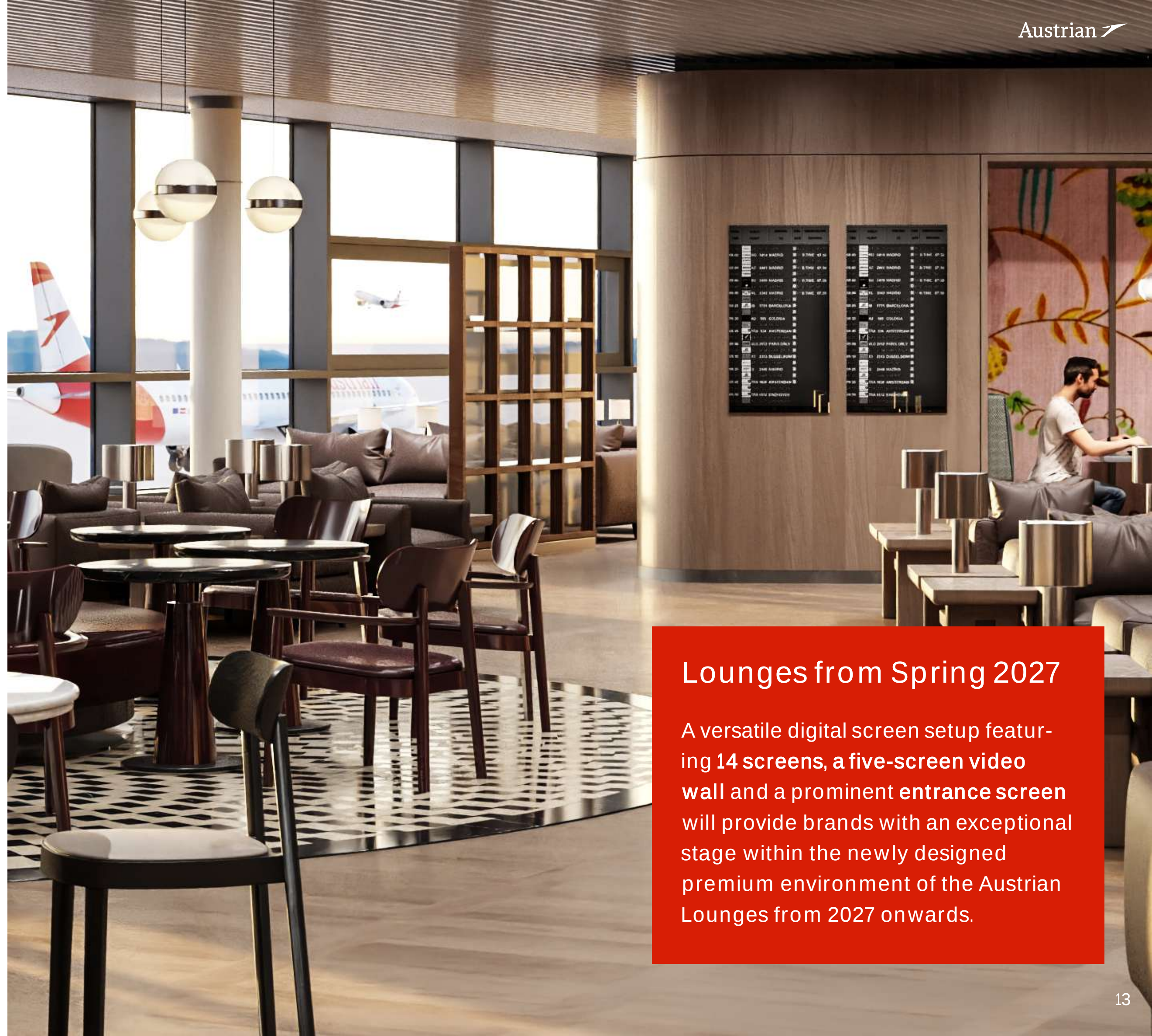
New Lounges

A New Chapter in Austrian Hospitality

From spring 2027, Vienna Airport will unveil an entirely **new Austrian Lounge experience**.

As part of the expansion of Terminal 3, an **exceptional space combining Austrian hospitality** with Viennese elegance and international premium standards will be created. Inspired by the city of Vienna, its architecture, culture and unmistakable style, the lounge will offer a unique experience even before departure.

Prices and information about the new lounges, your advertising opportunities and all technical specifications are available on request.



Lounges from Spring 2027

A versatile digital screen setup featuring 14 screens, a five-screen video wall and a prominent entrance screen will provide brands with an exceptional stage within the newly designed premium environment of the Austrian Lounges from 2027 onwards.

Lounge Screens

Prominent visibility for an exclusive audience

Position your brand across seven screens in four Austrian Lounges at Vienna Airport. Around 45,000 guests per month enjoy more than 5,000 m² of lounge space across Business, Senator, HON Circle and non-Schengen areas.

Whether at reception, the buffet area or within dedi-cated workspaces, you can choose the environment that best reflects your message and benefit from an average **dwell time of 60 minutes**, giving your brand the time and attention it deserves.

Prices and information on advertising opportunities, as well as all technical specifications, are available on request.



Activation

Strategically positioned in the entrance and buffet areas, 6 high-traffic screens generate **around 130k impressions/month**.



Brand Impact

6 screens in selected coffee and dining areas combine **high footfall** with long dwell times and generate around **330k impressions/month**.



Full Funnel

A total of **14 screens**, along with the Entrance Screen Wall and the Senator Screen Wall, ensure **particularly high visibility** and generate around **520k impressions/month**.

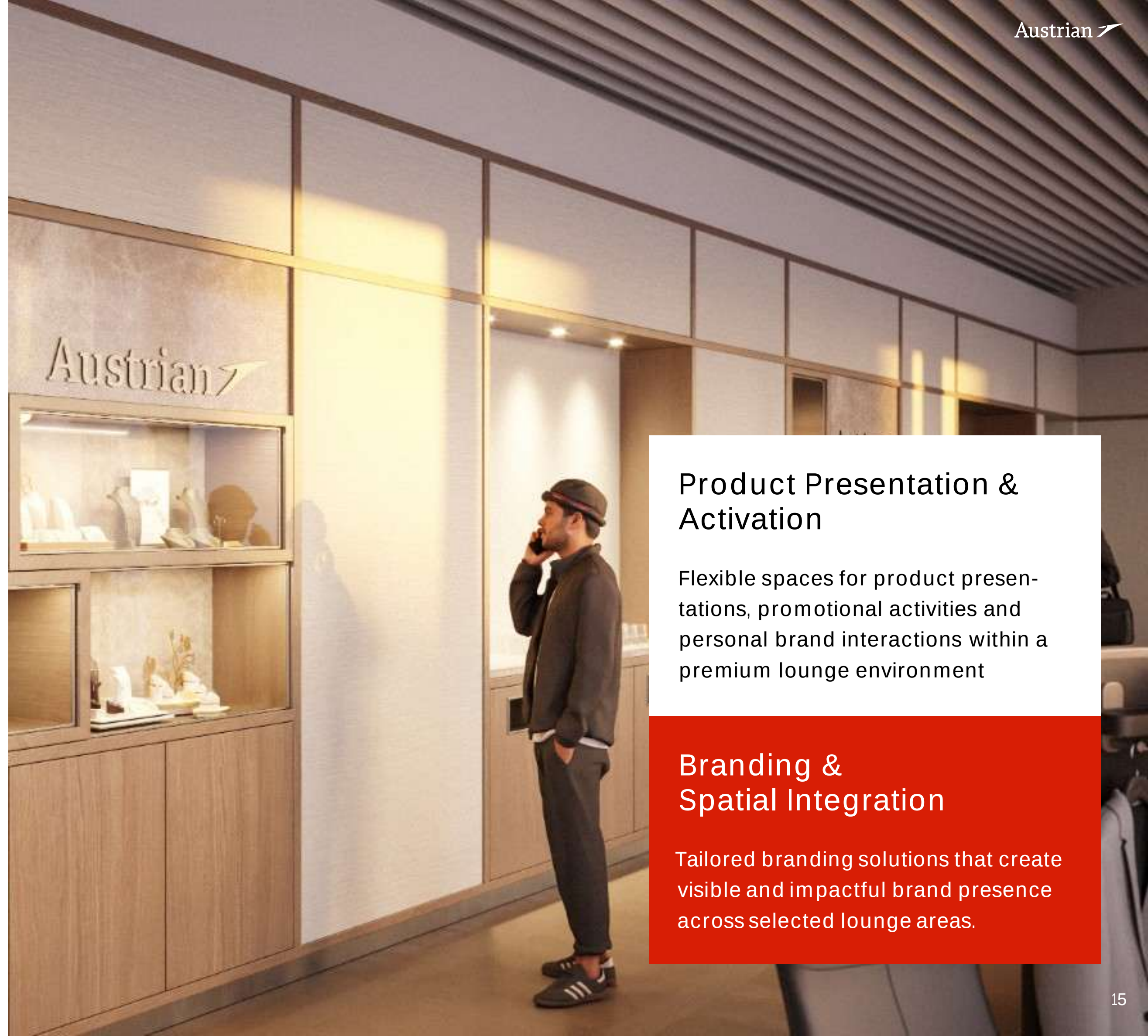
Lounge Promotion

Brand experiences in a unique atmosphere

Some brands deserve more than visibility alone. Lounge Promotions create memorable brand experiences in a premium travel environment where guests have time for engagement.

Whether through **product presentations, sampling, or individual activations**, Austrian Lounges offer a wide range of opportunities to integrate brands naturally into the guest experience.

→ [Data Specifications](#)



Product Presentation & Activation

Flexible spaces for product presentations, promotional activities and personal brand interactions within a premium lounge environment

Branding & Spatial Integration

Tailored branding solutions that create visible and impactful brand presence across selected lounge areas.

03 ONBOARD MEDIA



→ Inflight
Entertainment

→ Inflight
Connectivity





296k

average monthly contacts



300+

flights per day



60+

aircrafts in operation



20

Languages available within the
inflight entertainment programme

On board, your brand stays top of mind

On board, brands benefit from a communication moment unlike any other along the travel journey: fewer distractions, more time and the full attention of a highly engaged audience.

from **€9,000 per month**

Inflight Entertainment

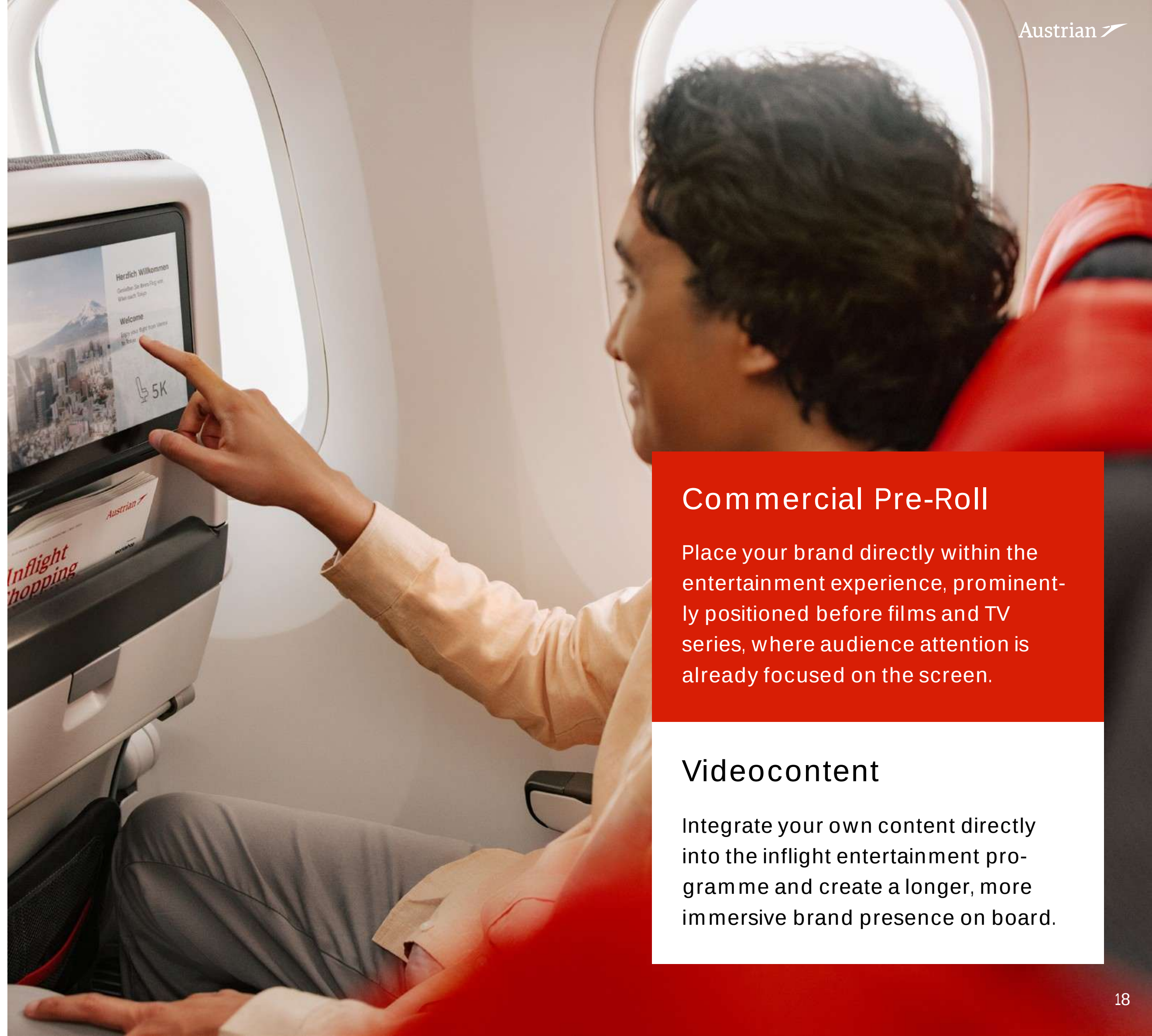
Full attention before the entertainment begins

Austrian Inflight Entertainment allows brands to reach long-haul travellers flying to Asia and across the Atlantic directly at their seats, generating around **296,000 contacts per month**.

The entertainment programme features content in **20 languages**, including international films, current blockbusters, timeless classics, music and games. Your brand becomes visible during a highly attentive moment, either through a commercial shown before films and TV series or through branded video content integrated directly into the entertainment programme.

Advertising is delivered across all travel classes and in both directions of travel. Children's content is excluded.

→ [Data Specifications](#)



Commercial Pre-Roll

Place your brand directly within the entertainment experience, prominently positioned before films and TV series, where audience attention is already focused on the screen.

Videocontent

Integrate your own content directly into the inflight entertainment programme and create a longer, more immersive brand presence on board.

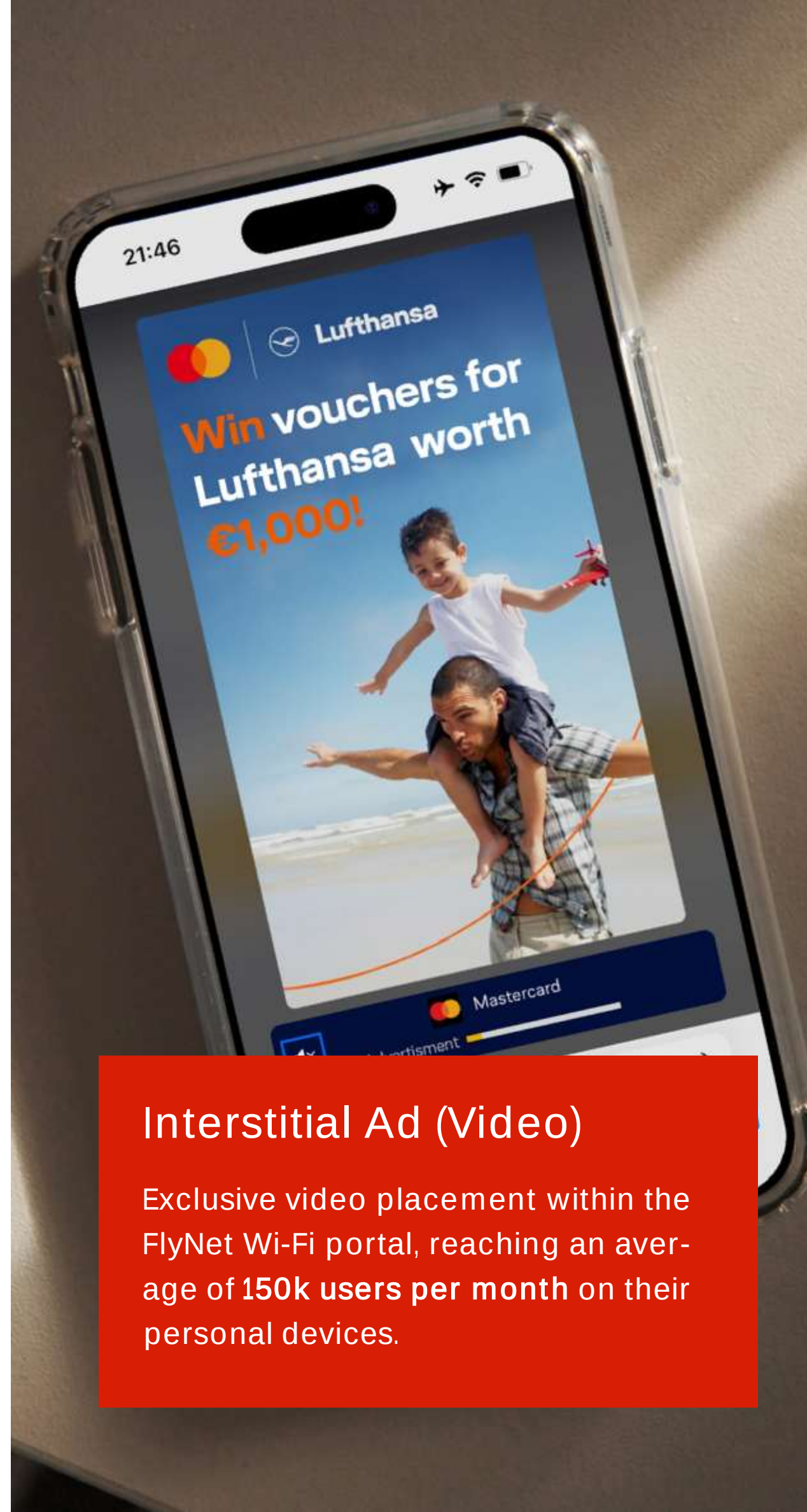
Inflight Connectivity

Present at the digital centre of the journey

With Austrian's inflight internet service, guests stay connected throughout their flight. For brands, this creates an additional touchpoint on board within an environment where travellers have both the time and mindset to engage with content.

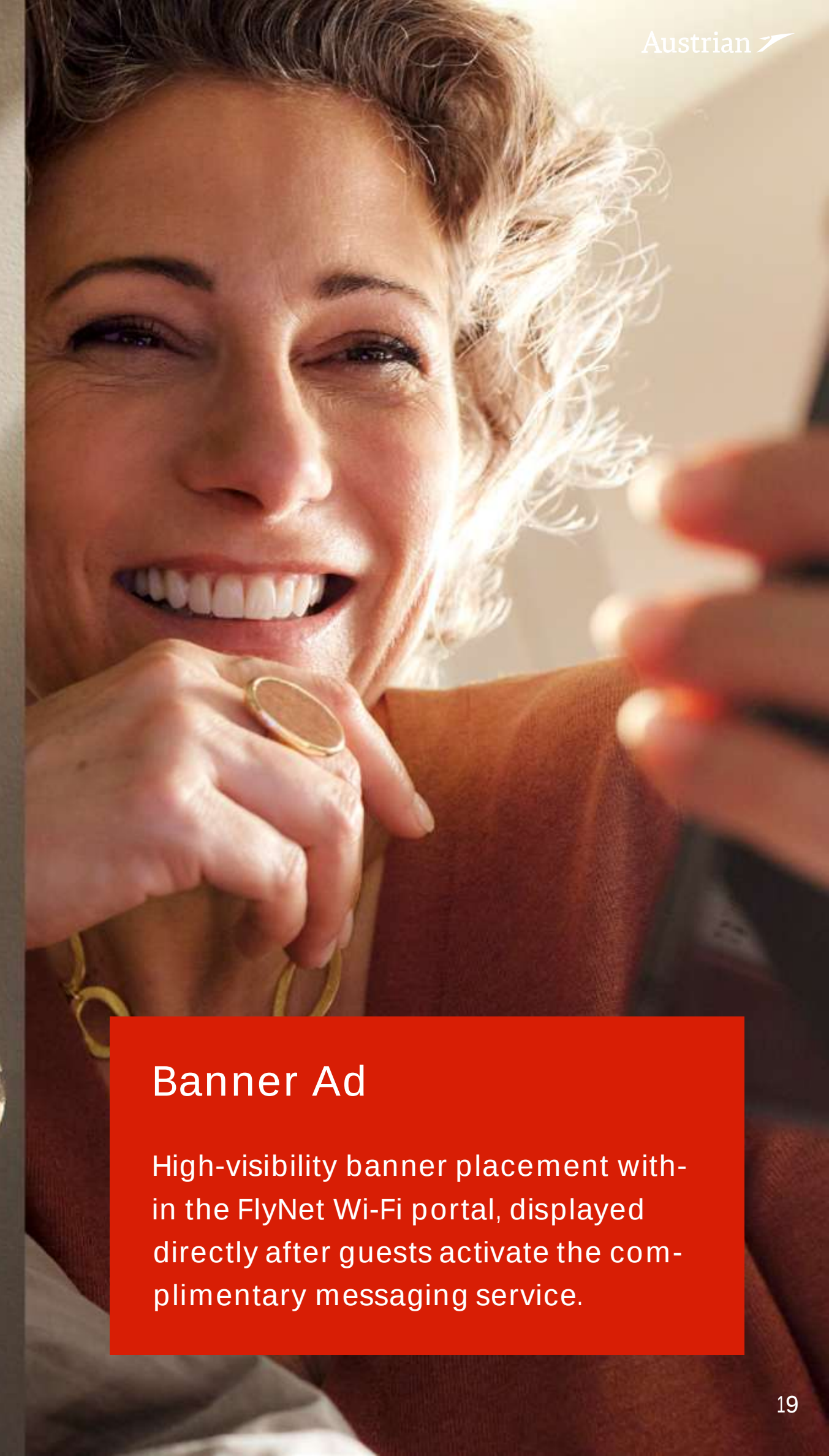
Digital advertising formats within the onboard portal allow messages to be displayed directly on passengers' personal devices. As a result, travel time becomes valuable advertising time within a premium international environment.

→ [Data Specifications](#)



Interstitial Ad (Video)

Exclusive video placement within the FlyNet Wi-Fi portal, reaching an average of **150k users per month** on their personal devices.



Banner Ad

High-visibility banner placement within the FlyNet Wi-Fi portal, displayed directly after guests activate the complimentary messaging service.

Data Specifications

Digital Banners
Preflight

→ View advertising formats

	Online Check-in Banner	My Booking Banner
Impressions	ø 365k/month	ø 80k/month
Text length (incl. spaces)	Headline max. 48 characters Subline max. 68 characters Text max. 110 characters CTA max. 24 characters	Headline max. 25 characters Text max. 100 characters CTA max. 20 characters
File format	jpg/png/gif, max. 200 kb	jpg/svg, max. 200 kb
Image format (responsive)	2560 x 804 pixels, 1400 x 361 pixels, 1200 x 742 pixels	450 x 200 pixels, 390 x 150 pixels, 375 x 150 pixels, 428 x 150 pixels, 414 x 150 pixels, 418 x 162 pixels

Boarding Pass Banner
Preflight

→ View advertising formats

	Home-print & Mobile
Impressions	ø 140k/month
Text length (incl. spaces)	Headline max. 48 characters, Subline max. 68 characters, CTA max. 24 characters (optional for home-print)
Image format	jpg, max. 200 kb
Image format	1920 x 840 pixels, 2280 x 410 pixels

Booking information	Booking period	Booking deadline	Creative approval	Asset delivery date
Check-in Banner	Banner: 1 month, Title: 1 Quarter	Up to 6 weeks before publication	Up to 4 weeks before publication	Up to 2 weeks before publication
My Booking Banner	Monthly	Up to 4 weeks before publication	–	Up to 3 weeks before publication
Boarding Pass Home-print & Mobile	Monthly	Up to 4 weeks before publication	Up to 3 weeks before publication	Up to 2 weeks before publication

Newsletter
Preflight

→ View advertising formats

	Standard & Storytelling newsletter	Languages
worldwide/one-time	ø 12M/contacts	all languages
DACH/one-time	ø 3,8M/contacts	DE & EN
US & CA/one-time	ø 2M/contacts	DE & EN
Germany/ one-time	ø 2,6M/contacts	DE & EN
	ø 2,7M/contacts	all languages
Austria/one-time	ø 590k/contacts	DE & EN
Image format	jpg, 560 x 373 pixels	–
Text length (incl. spaces)	Headline max. 25 characters, Text max. 180 characters, CTA max. 15 characters	–

Booking information	Booking period	Booking deadline	Creative approval	Asset delivery date
Newsletter	One-time	Up to 6 weeks before publication	Up to 5 weeks before publication	Up to 4 weeks before publication

Lounge Screens (VIE)
Airport

[→ View advertising formats](#)

Booking information	Booking period	Booking deadline	Asset delivery
Lounge Screens	Monthly	Up to 4 weeks before publication	Up to 2 weeks before publication

Impressions	Up to 520,000 impressions/month
Spot length	30 seconds (standard)
Dwell time	Ø 60 minutes/guest
Loop	Every 5 minutes

Lounge Promo (VIE)
Airport

[→ View advertising formats](#)

Schengen	Business-Lounge				
Product	Promo Corner Entrance	Promo Corner Coffee House	Showcase (Seating/Sanitary)	Wallbranding (Sanitary)	Partnerroom
Schengen	Senator-Lounge				Non-Schengen Lounge
Product	Promo Corner Entrance	Promo Corner Shortcut	Showcase Shortcut	Wallbranding (Sanitary)	Promo Corner Seating Wallbranding (Sanitary)

Inflight Entertainment
Onboard

→ [View advertising formats](#)

Commercial Pre-Roll		Video Content
Impressions	ø 296k/month	
Image format	1- or 2-channel audio, with or without music, mov/h.264 codec	
SD format	720 x 486 pixels, 720 x 480 pixels, 864 x 486 pixels, 854 x 480 pixels, 720 x 576 pixels, 1024 x 576 pixels	
Languages	German, English, Japanese, Chinese	

Inflight Connectivity
Onboard

→ [View advertising formats](#)

Interstitial Ad (Video)	
Impressions	ø 150k user/month
Video format	720 x 1280 pixels (portrait) mp4 video, max. 1 MB
Language	German & English

Booking information	Booking period	Booking deadline	Creative approval	Asset delivery date
Inflight Entertainment	Monthly from the 1st	Up to 12 weeks before publication	Up to 12 weeks before publication	Up to 10 weeks before publication
Inflight Connectivity	Monthly	Up to 7 weeks before publication	Up to 6 weeks before publication	Up to 5 weeks before publication

Terms & Conditions

1. Contractual partner

Austrian Airlines AG—hereinafter called Austrian—is exclusively responsible for the commercialization of Austrian media. The contract regarding advertising services as requested by the client will be in the name and for the account of Austrian.

2. Contract

Offers by Austrian are subject to confirmation. A contract is only concluded when Austrian issues a written order confirmation. Verbal, telephone, and electronic orders, as confirmed in writing by Austrian, are deemed to have been agreed unless the customer objects to the booking confirmation (also referred to as order confirmation) in writing within 24 hours of receipt. The currently valid Austrian Terms and Conditions apply exclusively to all orders. The applicability of the client's general terms and conditions is hereby explicitly rejected, unless Austrian has explicitly consented to their applicability in writing.

3. Orders by agencies

Bookings by advertising agencies are only accepted on behalf of advertisers who are specifically identified by name (name, full address). Advertising agencies or advertising intermediaries receive an agency fee of 15% of the net order from Austrian, provided they can prove that they have provided the relevant services, i.e. on the net invoice amount without VAT, after deduction of discounts (does not apply to postal charges). If an order value and/or a discount changes due to an additional booking or cancellation, the agency fee will be recalculated.

4. Settlement period

The settlement period is the term contractually agreed between Austrian and the client.

5. Lead times, deadline for printing documents

The specified lead times (e.g. motif approval, delivery date) serve as guidelines. The exact dates may deviate in part from the specified guideline. The dates according to the booking confirmation apply. If a date specified in the booking confirmation deviates from the specified lead times and the client does not agree to this, he is entitled to withdraw. He must declare his withdrawal in writing within five working days of receipt of the booking confirmation.

6. Withdrawal

The advertising order is accepted with the confirmation in accordance with Section 2 of the Terms and Conditions. The client can cancel the advertising order in text form at least. In the event of cancellation by the client, the client incurs the following cancellation costs, with the scale of these costs being based on the booking deadline for the respective media specified in the order confirmation. In case of cancellation up to a maximum of four weeks before the booking closes, 50% of the order value will be charged. If Austrian receives the cancellation less than four weeks before the booking closes, 70% of the order value will be charged. If the client cancels after the booking deadline, 100% of the order value will be charged. The client reserves the right to provide evidence that the costs claimed by Austrian are in fact lower. In the event of partial cancellations by the client, any final discounts granted for the remaining advertising order will be recalculated in accordance with the price list present at the time of cancellation. Austrian can cancel the order in writing in accordance with sections 7, 16 or 18 of the Terms and Conditions.

7. Rejection of advertising orders

Austrian reserves the right to reject advertising orders—including orders that have already been confirmed as legally binding—as well as individual orders within the framework of a contract if these violate laws, official regulations, the rights of third parties, or morality, or if their publication is unreasonable for Austrian due to its content, origin, or technical form, especially in the event of possible damage to reputation or promotion

of competing products. The rejection will be communicated to the client immediately. In this case, there is no obligation to pay for the respective service, but cancellation costs in accordance with Section 6 of these General Terms and Conditions must be borne accordingly if the client is responsible for the refusal on the part of Austrian. The assertion of further claims is excluded. If the booked advertising service is provided despite the initially declared withdrawal, the client's original payment obligation remains. The client must also bear the costs for significant changes to the originally agreed versions that the client requests or is responsible for.

8. Prices

The prices quoted are net prices, which are to be paid without deductions unless a discount has been agreed. The prices do not include the applicable statutory value-added tax. If the client is legally obliged to withhold any taxes, fees, or charges, the client must pay these additional amounts to ensure that Austrian receives the agreed net amount that Austrian would have received if none of these taxes, fees, or charges taxes were levied.

9. Basic price of in-flight entertainment / lounge screens

In the case of in-flight entertainment and the medium of lounge screens the basic price is the remuneration for transmitting the client's advertising spot. It does not include production or other costs. If production costs or other costs occur due to the templates supplied, these will be charged separately and will in any case be covered by the client. The prices according to the price list are based on the specified length of the commercial. If the actual commercial length deviates from the agreed commercial length, the actual commercial length is the basis for billing, whereby Austrian must agree to the changed length in seconds.

10. Placement / Complaint

Austrian reserves the right to make changes at short notice (e.g. postponement or change of placement). If possible, the client will be informed in advance. Advertisements that are not recognizable as such due to their design are clearly marked with the word "Advertisement." Proofs will only be delivered if expressly requested before the start of the booked period. The booked commercials are placed by Austrian within the agreed price group, subject to changes in accordance with Section 12 of these Terms and Conditions. The price groups result from the Austrian price list that is valid at the time the order is confirmed. Austrian does not guarantee that there will be no further advertising breaks in addition to the advertising breaks shown in the schedule. If the advertising cannot be shown on time due to technical faults, force majeure, or other circumstances for which Austrian is not responsible, the advertising will be shown at an appropriate alternative slot. In the event of significant postponements, the client will be informed immediately by Austrian.

11. Defects

Except for non-obvious defects, all complaints must be asserted within a cut-off period of one month after receipt of the invoice. There are no claims for material defects in the case of an insignificant deviation. Claims for defects lapse within one year of the placement of the advertisement.

12. Price changes

Changes in the price list are possible at any time. For agreed and confirmed advertising orders, however, price changes are only effective if they are announced by Austrian at least one month before implementation. In the event of a price increase, the client has the right to withdraw. The right of withdrawal must be exercised in writing to Austrian within five working days of receipt of the notification.

13. Terms of Payment / Offsetting

Unless a different contractual arrangement has been made, the commissioned advertising orders will be billed monthly in advance. Unless otherwise agreed, the invoices

are sent to the client electronically and are to be paid according to the payment period specified on the invoice. Austrian reserves the right to demand advance payments when establishing a new business relationship. Payments are made exclusively to the accounts specified by Austrian on the invoice. Bank charges are at the expense of the client. In the event of a delay in payment, Austrian is entitled to delay the execution of the order without the client being entitled to a claim for compensation. The client is liable for any damages caused by delay. This includes interest on arrears at the statutory rate (§ 456 UGB). Austrian reserves the right to assert further damage caused by delay. A delay in payment entitles Austrian to withdraw from the contract in accordance with the statutory provisions. The client is responsible for compensating any damage resulting from withdrawal caused by payment delay. It may only be offset against undisputed or legally established claims.

14. Printing documents / transmission material

All advertising media must be approved by Austrian. Unless otherwise agreed, the client must obtain approval from Austrian for the corresponding advertising material in accordance with the deadlines in the booking confirmation before the copy deadline. The client is obliged to inform Austrian immediately in writing if circumstances arise or become apparent which indicate that the deadline cannot be met. The client is responsible for the timely delivery and flawless delivery of the printing documents to the contact to be specified by Austrian. If several advertisements are placed with the same motif, one template must be provided for each advertising medium. The client is obliged to provide Austrian with the material for the advertising spot in accordance with the dates in the booking confirmation. The copies must correspond to the quality stipulated by Austrian. The material is kept by the respective service provider in the name of Austrian and is only sent back to the client upon request. If a motif is not used for a commercial for more than a year, Austrian is entitled to destroy the documents/ data and advertising material provided for this purpose without compensation. If advertisements are not shown or are shown incorrectly because documents, texts, or copies have not been made available in good time, are defective or incorrectly labeled, the agreed advertising time will be charged. In this case, the client is not entitled to any claims for compensation. The client bears the risk when transmitting transmission documents and transmission material. The client guarantees that any payments to GEMA/akm/austro mechana will be made by him.

15. Circulation/remaining stocks

The quantities of advertising media (e.g. refreshing towel, napkins, boarding passes) can vary due to deviations in passenger numbers and cannot be limited in time; any surplus stock will be distributed. The circulation figures of the information brochures, flyers and/or postcards are guidelines only. If the stock or part of the stock is not distributed during the advertising period, despite the efforts of Austrian, this does not entitle the client to a reduction in the agreed remuneration.

16. Media, competition, and copyright responsibility of the client / Indemnity

In relation to Austrian, the client bears sole responsibility for the advertising in terms of media law, competition law, and other content. If the contractual performance of Austrian is impaired by the rights of third parties or a violation of the law (in particular those relating to copyright, competition law, media law), the client is obliged to eliminate the violation of third-party rights or the violation of the law. Until then, Austrian is entitled to withhold the service, i.e. in particular not to place the relevant advertisement (further) or to withhold or retrieve printed work. If the client does not succeed in remedying the violation by the expiry of a reasonable period set by Austrian, Austrian is entitled to withdraw from the contract. Clause 6 of these General Terms and Conditions applies accordingly. In addition, the client indemnifies Austrian against all claims asserted by third parties against Austrian due to the infringement of rights and will reimburse Austrian for all costs incurred in connection with the legal dispute. Austrian will inform the client immediately if such third-party claims are asserted against it and will not accept the claims of the third party without the consent of the client.

17. Liability

Austrian's liability regarding all contractual relationships mentioned in these Terms and Conditions (including the respective vicarious agents) is unlimited in the event of intent or gross negligence and in the event of a guarantee. In the case of slight negligence, liability in the event of injury to life, limb, or health is also unlimited. In the event of a slightly negligent breach of essential contractual obligations liability is limited to property damage and financial loss resulting therefrom in the amount of the foreseeable, typically occurring damage. An essential contractual obligation is the fulfillment which enables the proper execution of the contract in the first place and on which the contractual partner may regularly rely. As far as legally permissible, any further liability for damages—except for claims under the Product Liability Act—is excluded.

18. Integrity

The client undertakes to observe the legal regulations for combating corruption. In particular, he guarantees that he does not offer, promise, or grant any impermissible advantages to employees of Austrian or persons close to them. The same prohibition applies to employees of the client, vicarious agents, and other third parties who act according to the instructions of the client. If Austrian establishes that the client has violated one of the above standards, Austrian reserves the right to withdraw from the contract concluded with this client. Clause 6 of these Terms and Conditions applies accordingly.

19. Confidentiality

All contractual and personal data and business secrets (whether in written, oral, or other form) are subject to confidentiality, even if they are not marked accordingly. The client and Austrian mutually undertake to treat this data and business secrets confidentially, unless they are generally accessible anyway or are expressly intended for publication or are later lawfully acquired from third parties without breach of contract. Any transfer of contractual and personal data or business secrets to third parties requires the consent of the other party or the party that provided the information. Austrian's duty of confidentiality towards its affiliated companies, pursuant to § 189a Z 8 UGB, also towards Deutsche Lufthansa AG, as the parent company, and its affiliated companies within the meaning of § 15 German Stock Corporation Act is expressly excluded. Both parties undertake to maintain secrecy about the data and information that has become known for a period of 5 years, even after the end of the contractual relationship.

20. Privacy

The parties agree that regarding the processing of personal data the current relevant legal and company data protection regulations apply. Processing beyond this requires the written consent of the other party in each individual case. The parties agree to take any additional protective measures that may be necessary in the future for the processing of the data. In the event of processing the order, the parties will immediately conclude a written agreement in accordance with the applicable data protection regulations. In addition, the definitions of terms according to Article 4 of the General Data Protection Regulation ("GDPR") apply.

21. Final provisions

Changes and additions to the contract, including supplemental agreements and changes to these clauses, must be made in writing to be effective. Should individual provisions of these Terms and Conditions be or become invalid, the remaining parts of the contract shall remain unaffected. Austrian law applies to the contractual relationship between the client and Austrian, excluding the UN Sales Convention (CISG) and the conflict of law provisions. Contract language is English. If other languages are used, the English wording is authoritative. The place of jurisdiction for all obligations of both parties is the competent court in Vienna.

Let's make your brand travel.

Our team is ready to help you with bookings or any details you need.
Contact us at lufthansa.com/media.

Get in touch