edelweiss
Media
Guide 2027
Your brand at the right moment.

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With Edelweiss, your journey to the world's most beautiful places begins.

Since 1995, Edelweiss has been taking travellers from Zurich to what are now more than **100 holiday destinations across over 35 countries**. What began with two aircraft has grown into Switzerland's leading leisure airline. Since 2008, Edelweiss has been a sister company of SWISS and part of the Lufthansa Group.

To mark its 30th anniversary, Edelweiss became the first Swiss airline to operate the Airbus A350 in scheduled service, opening a new chapter in long-haul travel. Today, the airline stands for holidays with Swiss roots, an international outlook and a clear focus on the travel experience, comfort and quality.

4.2 M

travellers per year

65%

travellers starting their journey in Zurich

22

aircraft in total

A strong premium leisure airline. An attractive audience.

Edelweiss combines a strong home-market presence in Switzerland with an international leisure network. In 2026, 4.2 million travellers will fly with the airline. At the same time, Edelweiss reaches a distinctly leisure-focused audience from Switzerland and neighbouring markets, travelling predominantly as couples or families and placing a premium on comfort, quality and reliability when planning their holidays.

For brands, this creates an environment that combines reach with a clear travel mindset: people on their way to their next holiday experience.

The right touchpoints for powerful brand moments.

The right moments. The right touchpoints. The right impact. Edelweiss understands the key points of contact throughout the customer journey and gives brands a presence exactly where attention and context can make the greatest impact.

01 Preflight Media

- edelweiss experience

02 Airport Media

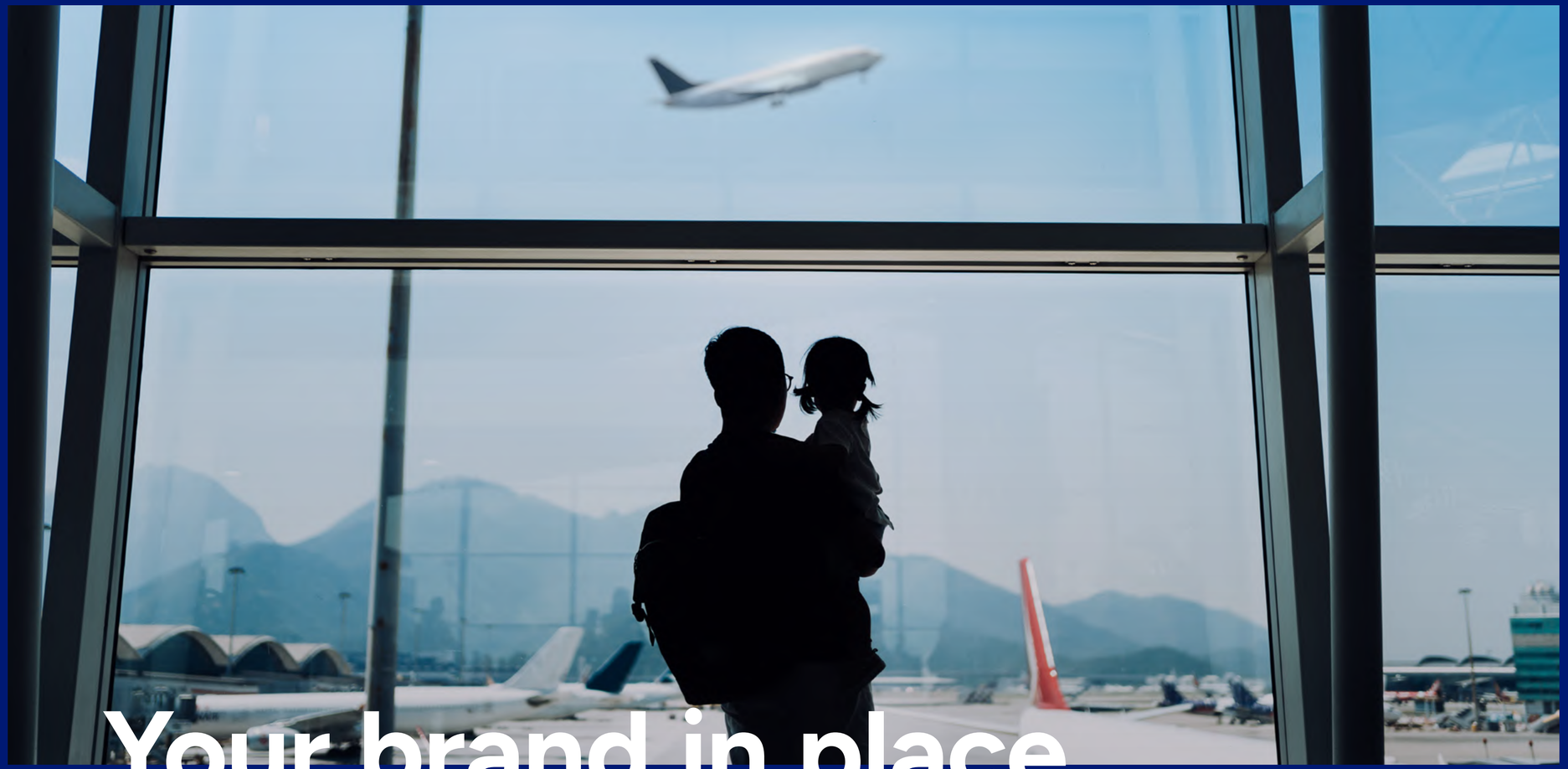
- Edelweiss Hub

03 Onboard Media

- Inflight Entertainment

01 Preflight Media

- **edelweiss experience**



Your brand in place before the journey even begins

1.26 M

magazine reach

4.2 M

travellers per year

The journey starts in the mind long before the aircraft takes off. Preflight media place brands in this early phase of anticipation – close to a leisure-focused audience actively engaging with destinations and travel experiences.

from **CHF 10,000/month**

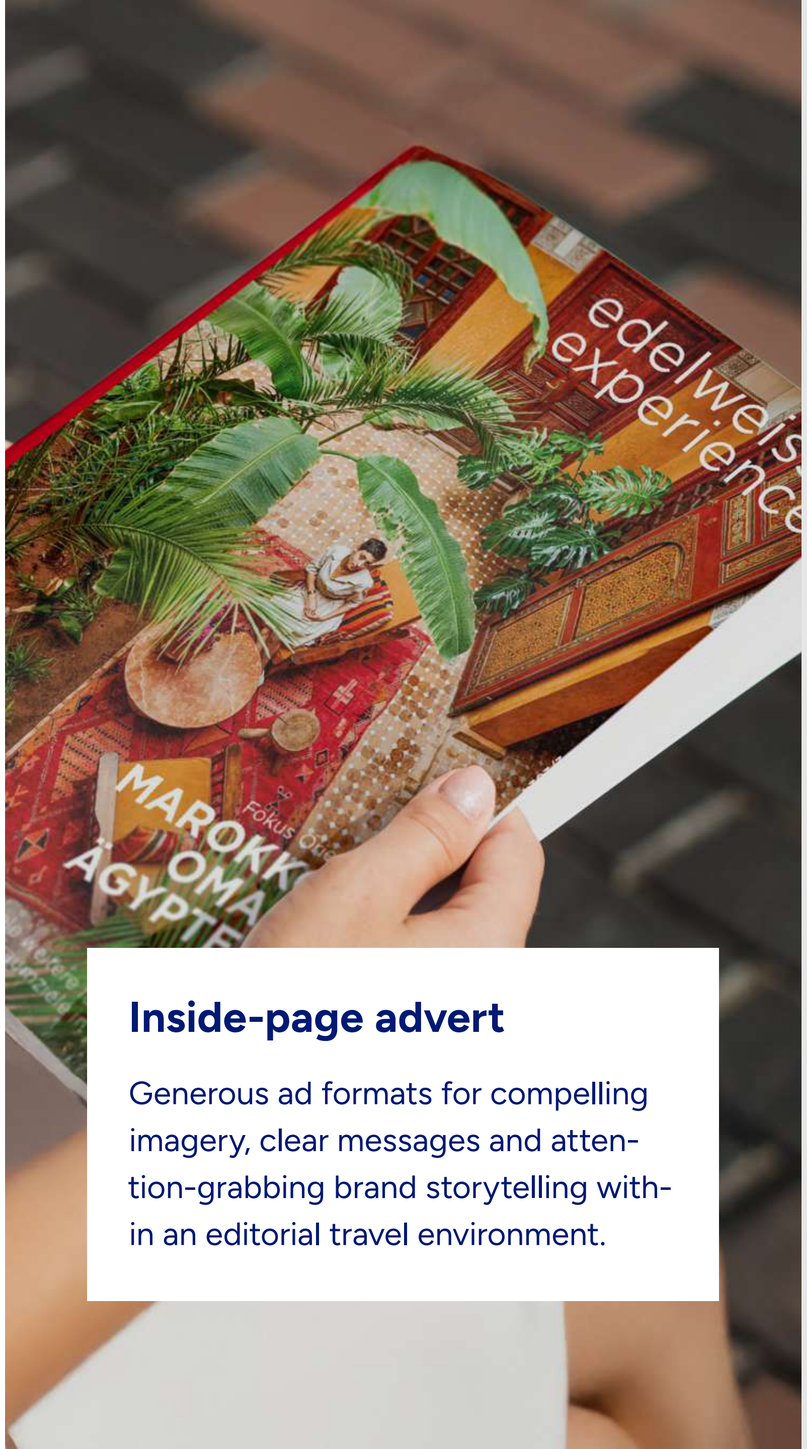
edelweiss experience

Your brand in the inspiring travel world of edelweiss experience

edelweiss experience brings together travel tips, city portraits, nature experiences and culinary stories, creating an editorial environment centred on discovery and the anticipation of travel. Published **twice a year, each 100-page issue** covers a travel world spanning more than 100 destinations in over 35 countries.

Brands can choose from a range of placements: cover positions deliver standout visibility from the moment readers open the magazine, while single and double-page placements inside provide more space for brand messages, imagery and storytelling. This allows each presence to be tailored precisely to the campaign objective.

Data specifications



Inside-page advert

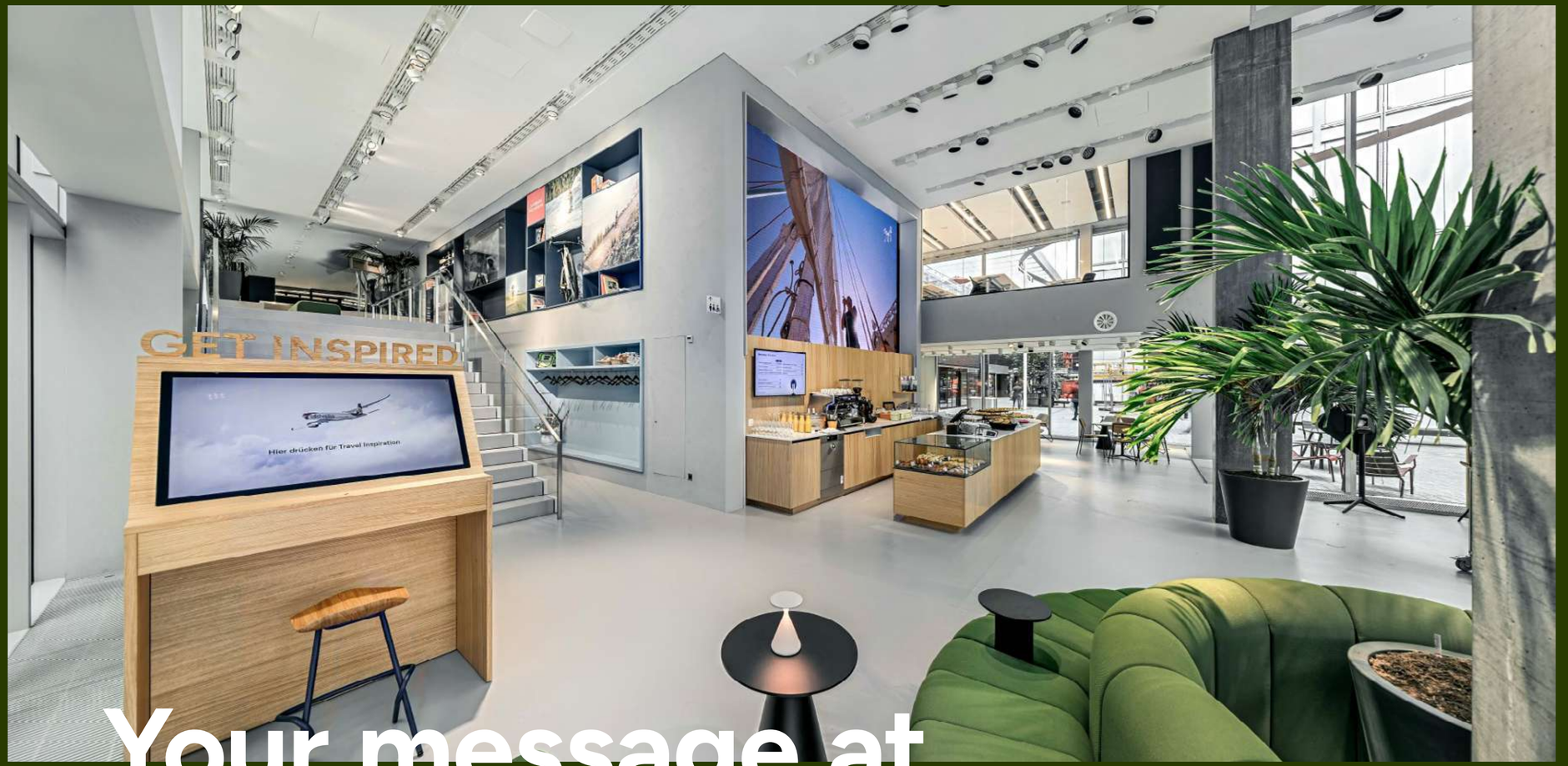
Generous ad formats for compelling imagery, clear messages and attention-grabbing brand storytelling within an editorial travel environment.

Cover placement

Exclusive brand presence in one of the most prominent positions of edelweiss experience – for maximum visibility from the very first interaction.

02 Airport Media

- **Edelweiss Hub**



Your message at the heart of the travel experience

300 sqm

experience and meeting space in the Edelweiss Hub

~ 3 M

annual visitors to The Circle at Zurich Airport

The Edelweiss Hub combines an inspiring brand environment with The Circle's high visitor footfall. For premium brands, this creates an opportunity to reach people in a high-quality setting – exactly where travel, discovery and experience are already front of mind.

Options and prices available on request

Edelweiss Hub

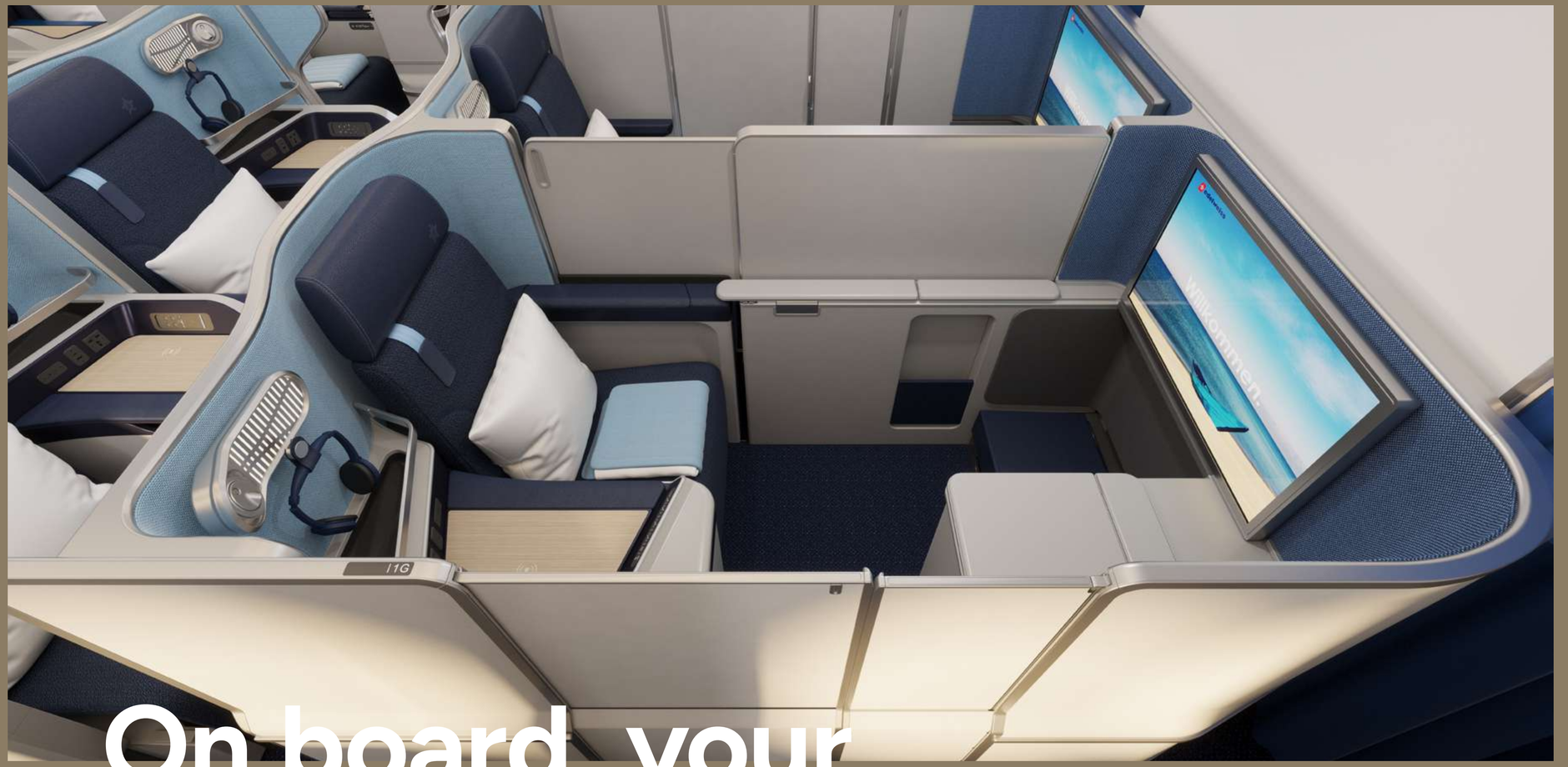
Where travel inspiration becomes a brand experience

The Edelweiss Hub at The Circle, Zurich Airport, creates a new 300 sqm experience and meeting platform centred on travel, holiday destinations and the world of Edelweiss. In the publicly accessible space, visitors can explore destinations interactively, for example through VR experiences. An integrated café creates additional room for conversation and invites visitors to stay a little longer.

For brands, this creates a distinctive environment to become part of a moment already shaped by inspiration and anticipation. The Hub also benefits from its location in The Circle directly at Zurich Airport, which attracts around 3 million visitors each year. The location therefore combines a premium travel environment with additional footfall and a wide range of opportunities for high-impact brand activations.

03 Onboard Media

- **Inflight Entertainment**



On board, your message gets the time it deserves

6

Long-haul aircraft A350-900 with newly retrofitted cabins

16

Short-haul aircraft with wireless inflight entertainment system

On board, there is a communication moment unlike any other touchpoint of the journey: fewer distractions, more time and your audience's full attention.

from **CHF 32,400/month**

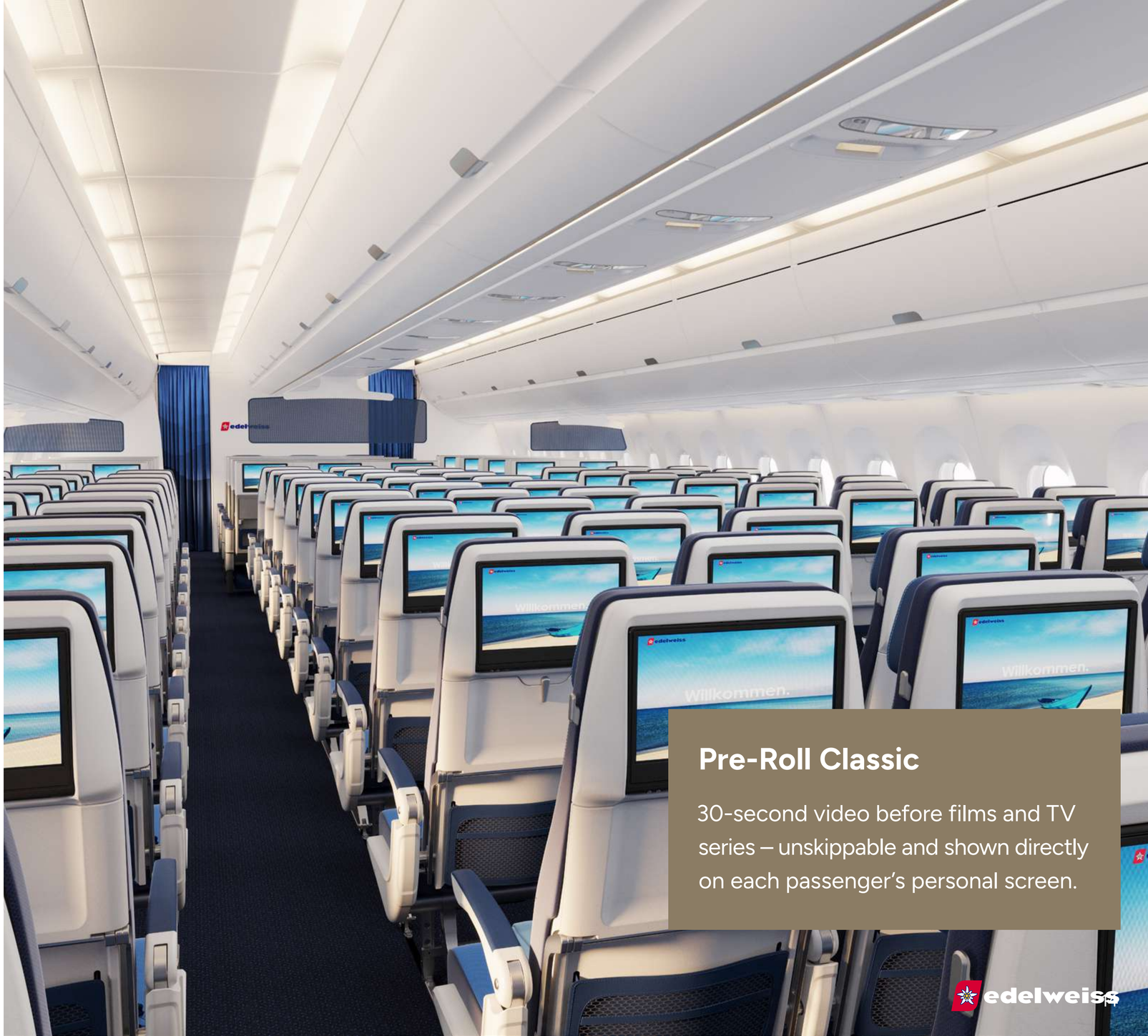
Inflight Entertainment

Maximum attention at a moment that’s all about your brand

With a pre-roll spot in the inflight entertainment, your brand reaches Edelweiss guests directly on their personal screens – on every long-haul flight and in all cabin classes on the A350-900. The spot is shown in rotation as one of no more than three adverts before films and TV episodes begin, placing it directly within the onboard entertainment experience.

A QR code can also be integrated into the spot as a call to action, as onboard connectivity is available.

Data specifications



Pre-Roll Classic

30-second video before films and TV series – unskippable and shown directly on each passenger’s personal screen.

Data specifications

edelweiss experience
Preflight

View advertising format

	Cover placement		Inside-page advert	
Placement	Cover page 4	Cover page 2 + 3	Single page	Double-page spread
Reach	997,500 views/month			
Format	205 x 275 mm, full bleed + 3 mm bleed			410 x 275 mm, full bleed + 3 mm bleed
Live area	179 x 236 mm			390 x 236 mm
Publication	June and December			
Booking deadline	5 weeks before publication			
Asset delivery	4 weeks before publication			

Inflight Entertainment
Onboard

View advertising format

	Pre-roll
Placement	At least 2 months
Reach	720,500 Impressions/month SOV: 33% / OTS: 7
Spot	30 seconds
CTA	A call to action via QR code is possible as onboard connectivity is available.

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 judgements.

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.

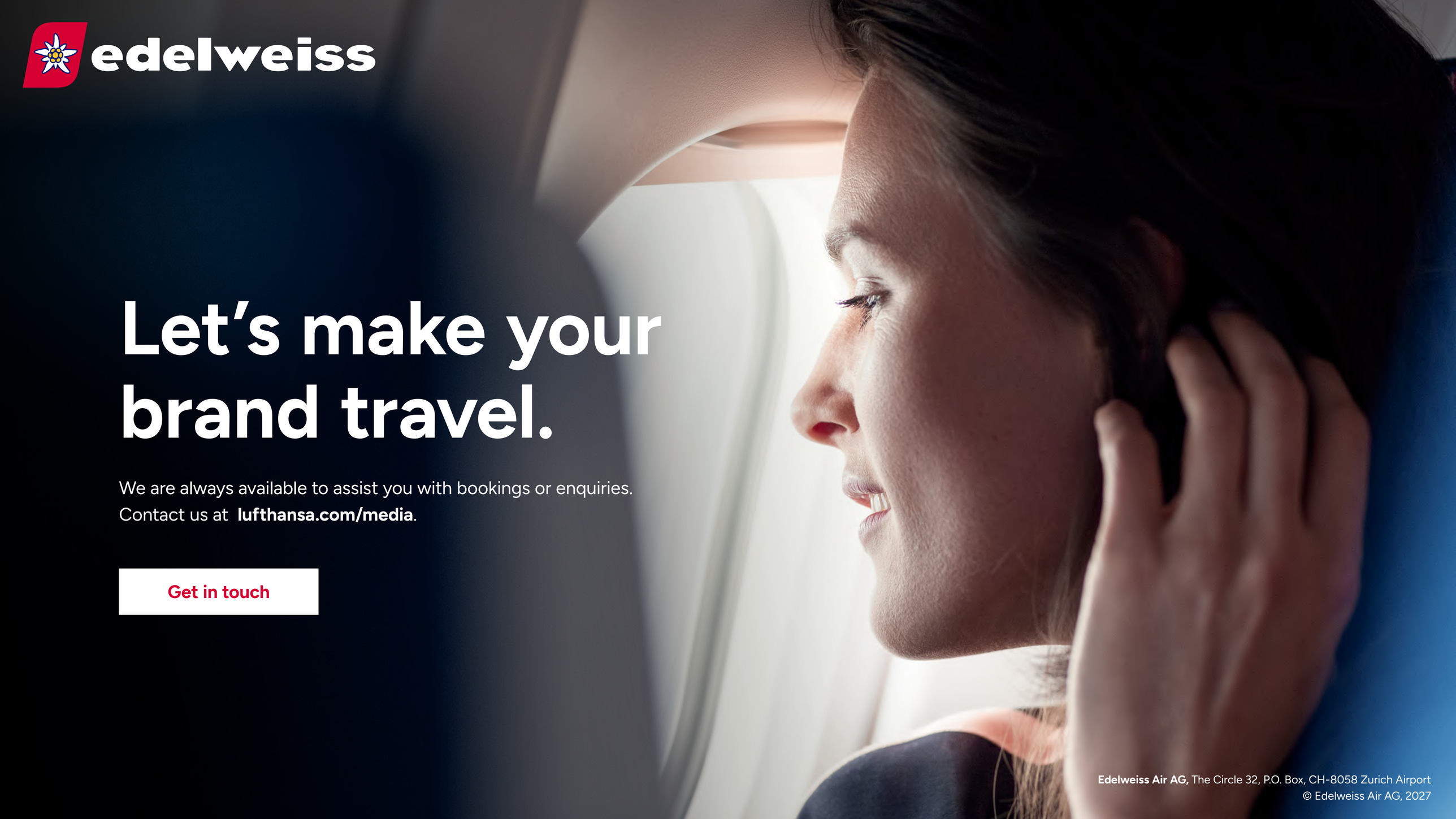
20. Applicable law and place of jurisdiction
Edelweiss law governs the Contract, to the exclusion of conflict of law principles and the UN Convention on Contracts for the International Sale of Goods (CISG). Any dispute arising out of the subject matter of the Contract shall exclusively be referred to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

edelweiss

Let’s make your brand travel.

We are always available to assist you with bookings or enquiries.
Contact us at **lufthansa.com/media**.

Get in touch



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