

Media Guide 2027

Your brand at the right moment.

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One airline group. Multiple strong brands. Connected worldwide.

Lufthansa Group connects people, markets and renowned brands across the globe. With airlines including Lufthansa, SWISS, Austrian and Brussels Airlines, as well as Eurowings, Air Dolomiti, Edelweiss Air and Discover Airlines, the Group stands for international connectivity, trusted quality and diverse travel experiences. Through its major hubs in Frankfurt, Munich, Zurich, Vienna and Brussels, Lufthansa Group links key business and leisure markets, creating an international network with strong relevance for both travellers and brands.

As Europe's largest airline group by revenue, **Lufthansa Group brings together a broad range of brand profiles and traveller segments** under one roof, from business travel to premium leisure journeys. This creates a unique platform where international reach meets **strong brand environments** and meaningful travel moments.



5 Hubs

in central locations across Europe

International touchpoints in Frankfurt, Munich, Zurich, Vienna and Brussels.

850+

aircrafts

A diverse airline portfolio connecting brands, markets and travel occasions worldwide.

€39.6 billion

Revenue in FY 2025

The strongest financial year in Lufthansa Group history.

4

strategic joint ventures

Strong partnerships connecting Europe with key markets across North America and Asia.

The right audience. At the right moment.

Lufthansa Group brings together multiple airlines, each with its own profile, audience and travel experience. This diversity is what makes the Group a powerful media partner. Brands can position their message **where audience, context and campaign objectives align most effectively.**

Whether through Lufthansa, SWISS, Austrian Airlines or Edelweiss, advertisers gain access to highly relevant travellers throughout the customer journey. The result is **targeted brand presence**, reaching the right people in the right environment at the right moment.

The right touchpoints for powerful brand moments.

Lufthansa Group Media understands the most relevant touchpoints along the customer journey and creates opportunities for brands to connect with travellers where attention, context and relevance generate the greatest impact.



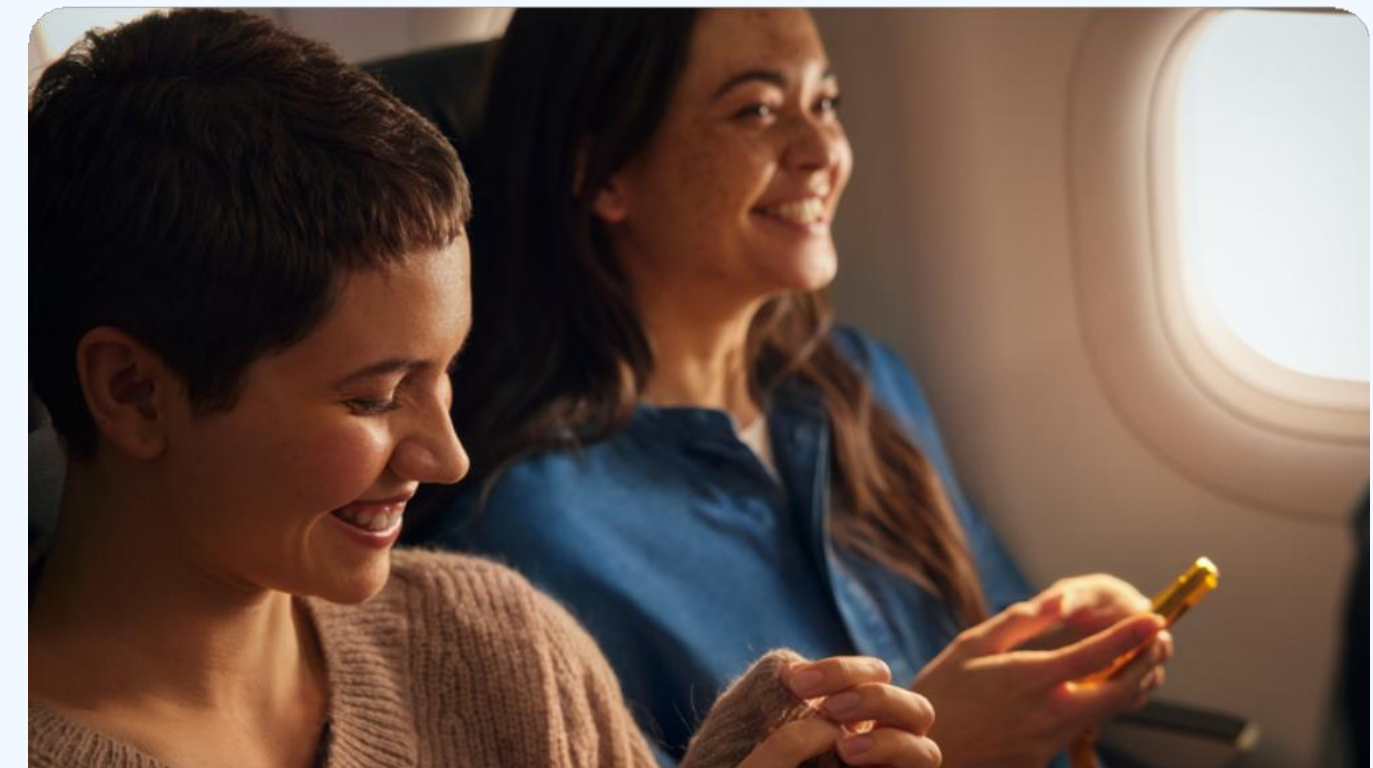
01 Preflight Media

- › Uptrip
- › Data Activation



02 Airport Media

- › New York Lounge Screens (JFK)
- › Washington Lounge Screens (IAD)



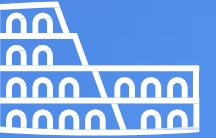
03 Onboard Media

- › Lufthansa Group Wi-Fi

01 Preflight Media

› Uptrip › Data Activation





300 +

destinations worldwide



130M

passengers per year

Turning reach into relevance before departure

Connect with travellers before boarding through media solutions that go beyond reach and create real relevance. Digital touchpoints, activations within the Lufthansa Group loyalty app Utrip and future data-driven targeting opportunities enable precise audience engagement throughout the customer journey. Campaigns can be tailored to traveller profiles, user behaviour and specific marketing objectives.

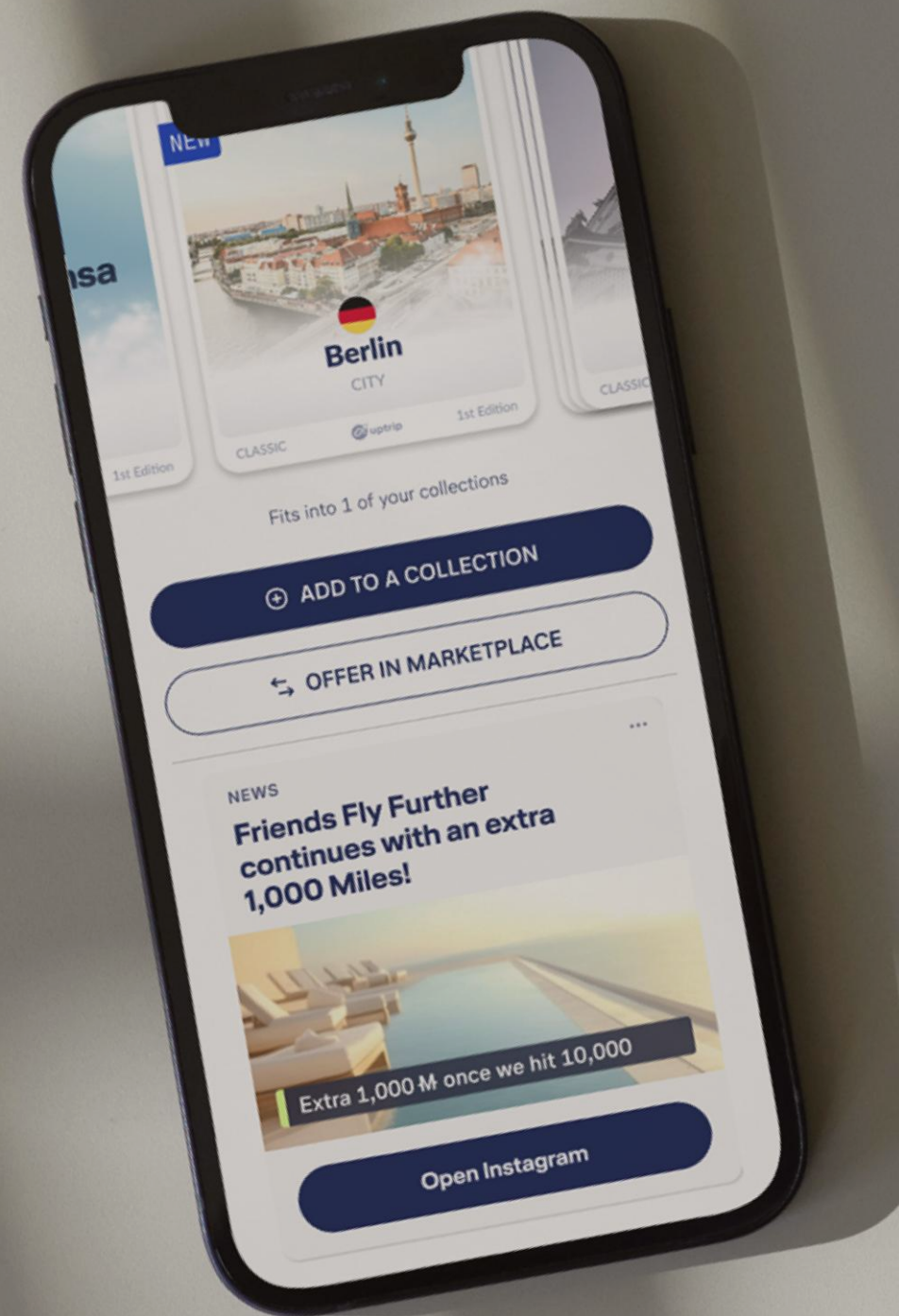
Advertising opportunities and pricing available upon request.

Uptrip

Gamification for real brand interaction

Connect with travellers through Lufthansa Group's innovative loyalty app. Uptrip combines digital collectables, engaging challenges and attractive rewards to create a unique brand experience that encourages repeated interaction **throughout the travel journey, reaching a community of 500,000 users.**

The platform appeals **primarily to a young, digitally engaged audience** of occasional and infrequent travellers, particularly Millennials and Gen Z. Brands can connect with this audience through **in-app placements** reaching around **300,000 active users, newsletter integrations with 255,000 subscribers and social media activations across a community of 18,400 followers.** Gamification elements, challenges and instant rewards drive engagement and encourage repeat participation, while the trusted Lufthansa Group environment provides an authentic and brand-safe setting throughout the digital customer journey.



Digital Banners

Targeted in-app visibility for around 300k active users/month, delivering immediate exposure within the Uptrip community.



Collaboration Package

A fully integrated brand activation package featuring prominent in-app placement, newsletter integration, social media storytelling and sponsored rewards.

Data Activation

Delivering relevance through precision targeting

Data Activation enables your brand to reach relevant audiences across multiple digital platforms. By leveraging audience interests and search behaviour, **data-driven targeting** ensures your message reaches the people most likely to engage with it.

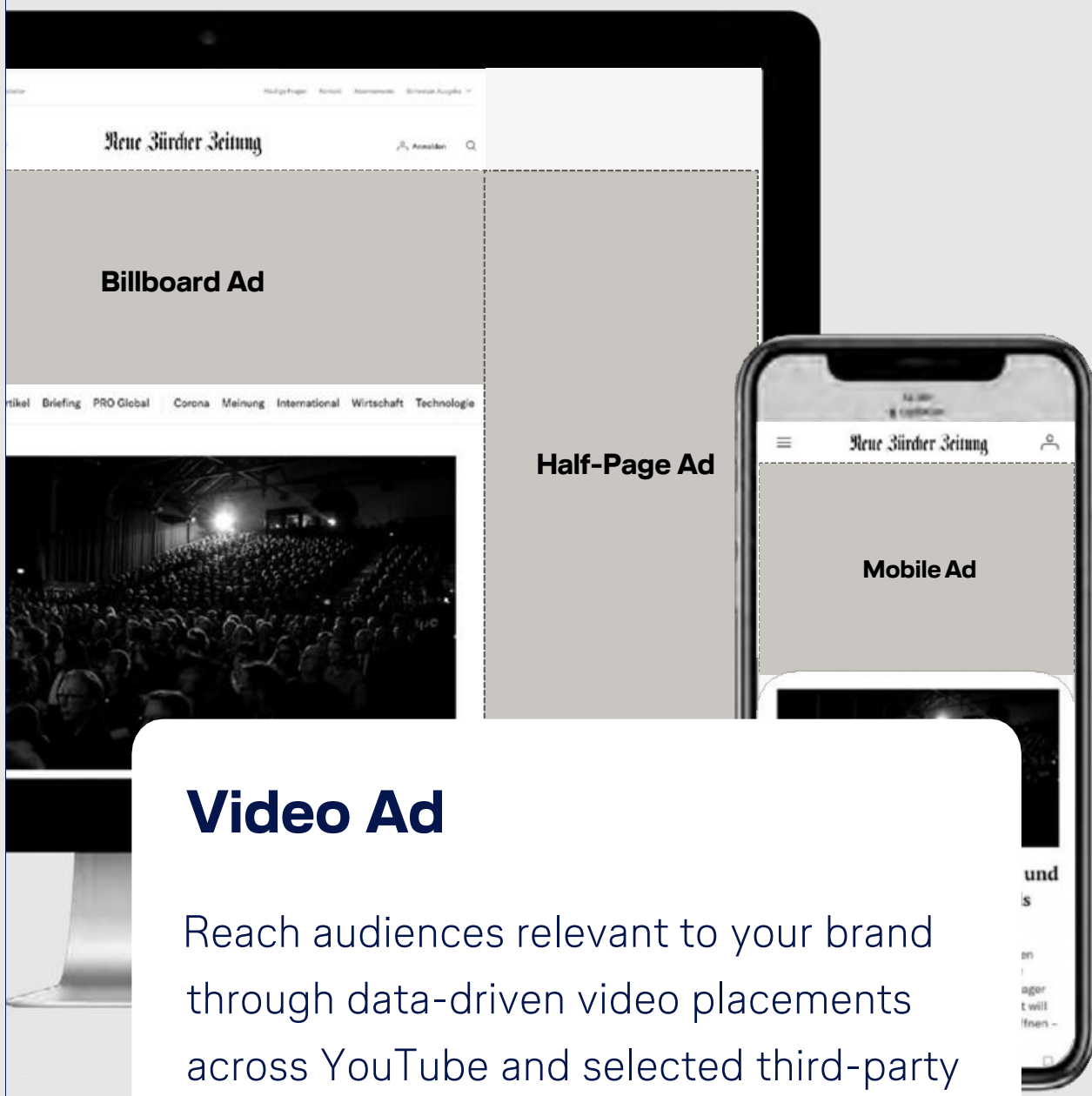
Whether through banner advertising, video campaigns or social media activations, campaigns are delivered across **selected third-party websites, YouTube and Meta platforms**, extending your reach far beyond a single ecosystem.

Flexible campaign durations and customisable targeting parameters allow advertisers to align campaigns with specific business goals while making efficient use of available audience potential.



Social Media Ads

Data-driven social advertising activates relevant audiences on Facebook and Instagram, increasing campaign effectiveness through highly relevant messaging.



Video Ad

Reach audiences relevant to your brand through data-driven video placements across YouTube and selected third-party websites.

Banner Ad

Data-driven targeting places your brand message on relevant third-party websites, reaching the right audience in the right context.

02 Airport Media

› New York Lounge
Screens (JFK)

› Washington Lounge
Screens (IAD)





Exclusive audiences with time for your brand



≤ 10

screens per lounge



$\leq 990k$

impressions per month



64%

of lounge guests reside in the
United States



Ø 90 min.

average dwell time

Beginning in 2027, Lufthansa Group will offer new and exclusive opportunities for advertisers. Connect with frequent flyers, business travellers and premium guests in a high-quality environment designed for attention and engagement. Position your brand as a First Mover within Lufthansa Group's newest lounge locations.

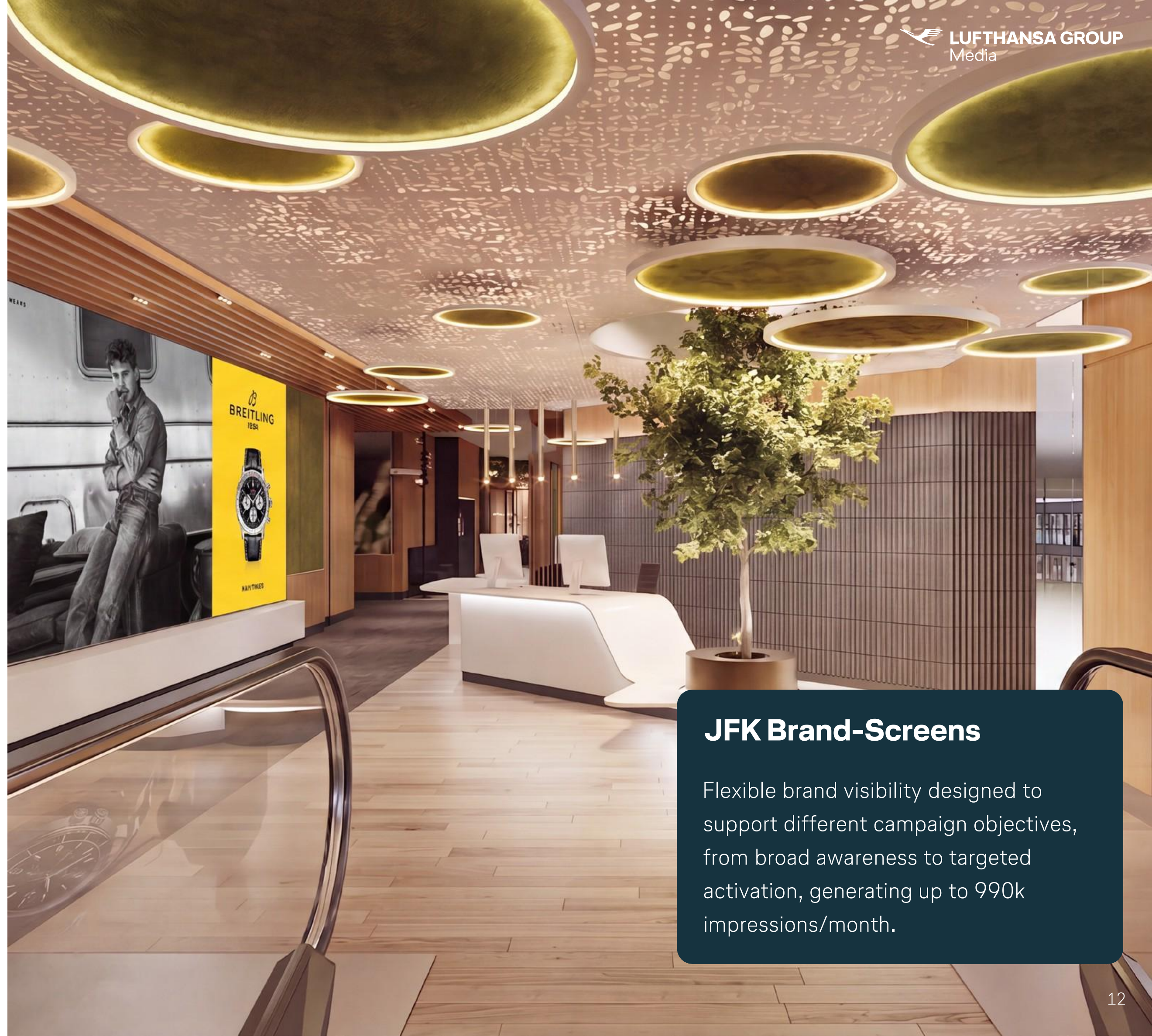
Advertising opportunities and pricing available upon request.

New York Lounge Screens (JFK)

Your brand at JFK, one of the most valuable international gateways in the United States

The JFK Lounge creates a rare brand moment in the everyday flow of international travel. In a calm, premium environment, brands connect with travelers who have both the time and attention for high-quality messaging. With an average dwell time of 90 minutes, advertisers gain access to an audience deeply connected to the United States market while travelling regularly between New York and key European destinations.

Campaigns can be tailored to specific objectives, from maximum visibility across all and high-traffic areas. This transforms lounge **10 lounge screens to focused placements in premium zones** visits into valuable brand interactions, generating up to **990,000 impressions every month**.



JFK Brand-Screens

Flexible brand visibility designed to support different campaign objectives, from broad awareness to targeted activation, generating up to 990k impressions/month.

Washington Lounge Screens (IAD)

Exclusive brand attention at IAD, the capital gateway of the United States

The Washington IAD Lounge creates a highly focused brand moment within the transatlantic travel experience. Frequent flyers, business travellers and premium leisure guests encounter your brand in a calm and premium Lufthansa Group environment.

With an average dwell time of 90 minutes, brands benefit from repeated exposure in a setting with minimal distraction and high attention levels. Campaigns can be tailored to individual objectives, from **maximum reach** across all **7 lounge screens to focused placements in premium zones** and high-traffic areas. The result is a compact yet highly valuable United States touchpoint delivering up to 225,000 impressions per month.

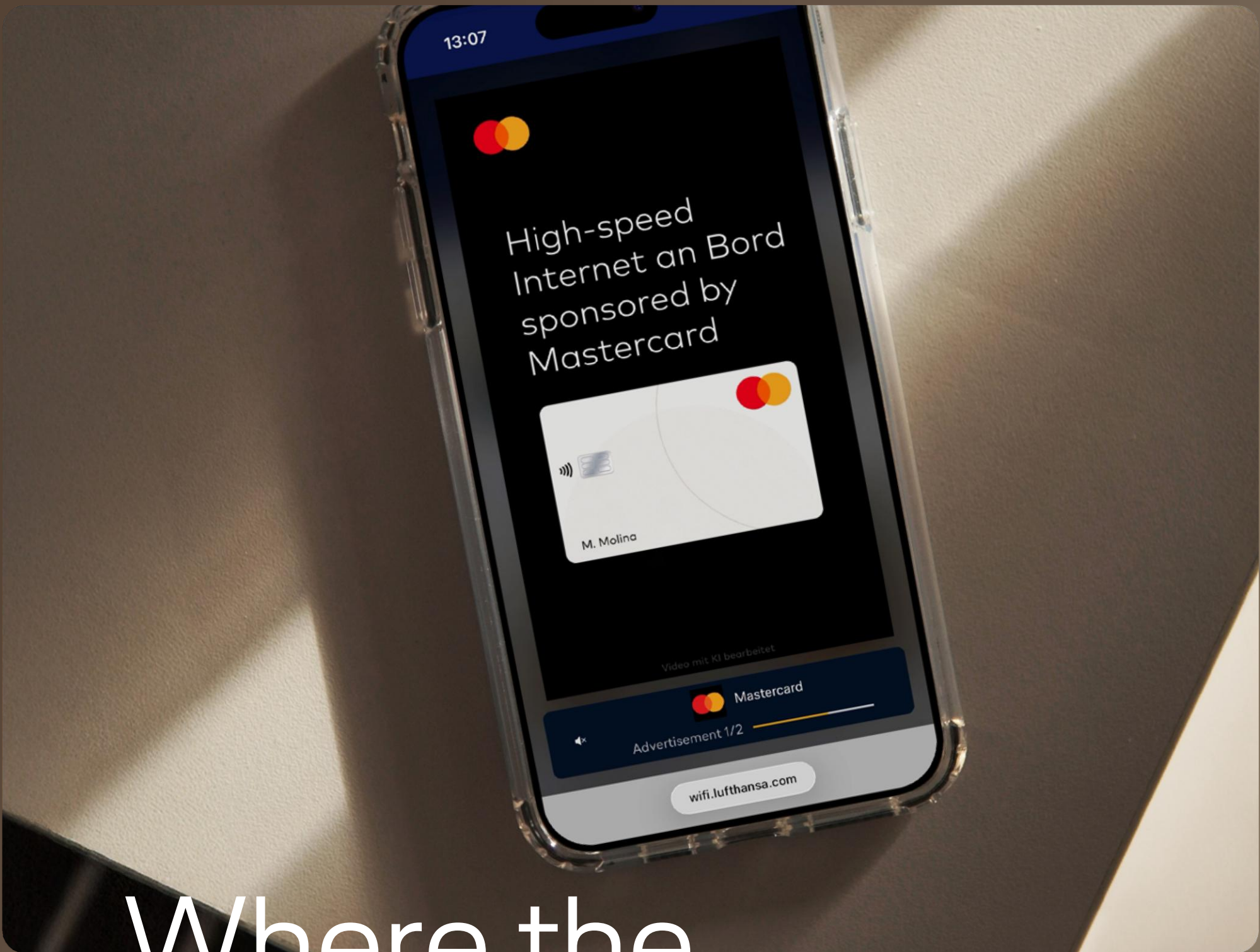
IAD Brand-Screens

Flexible visibility across Washington's most frequented lounge areas through a range of packages delivering up to 225k impressions/month.

03 Onboard Media

› Lufthansa Group
Wi-Fi





≈ 850

aircraft across the Lufthansa Group network



61%

Leisure travellers

Where the attention belongs to your message

On board, brands benefit from a communication environment unlike any other point in the travel journey: fewer distractions, more time and the full attention of a highly valuable audience.

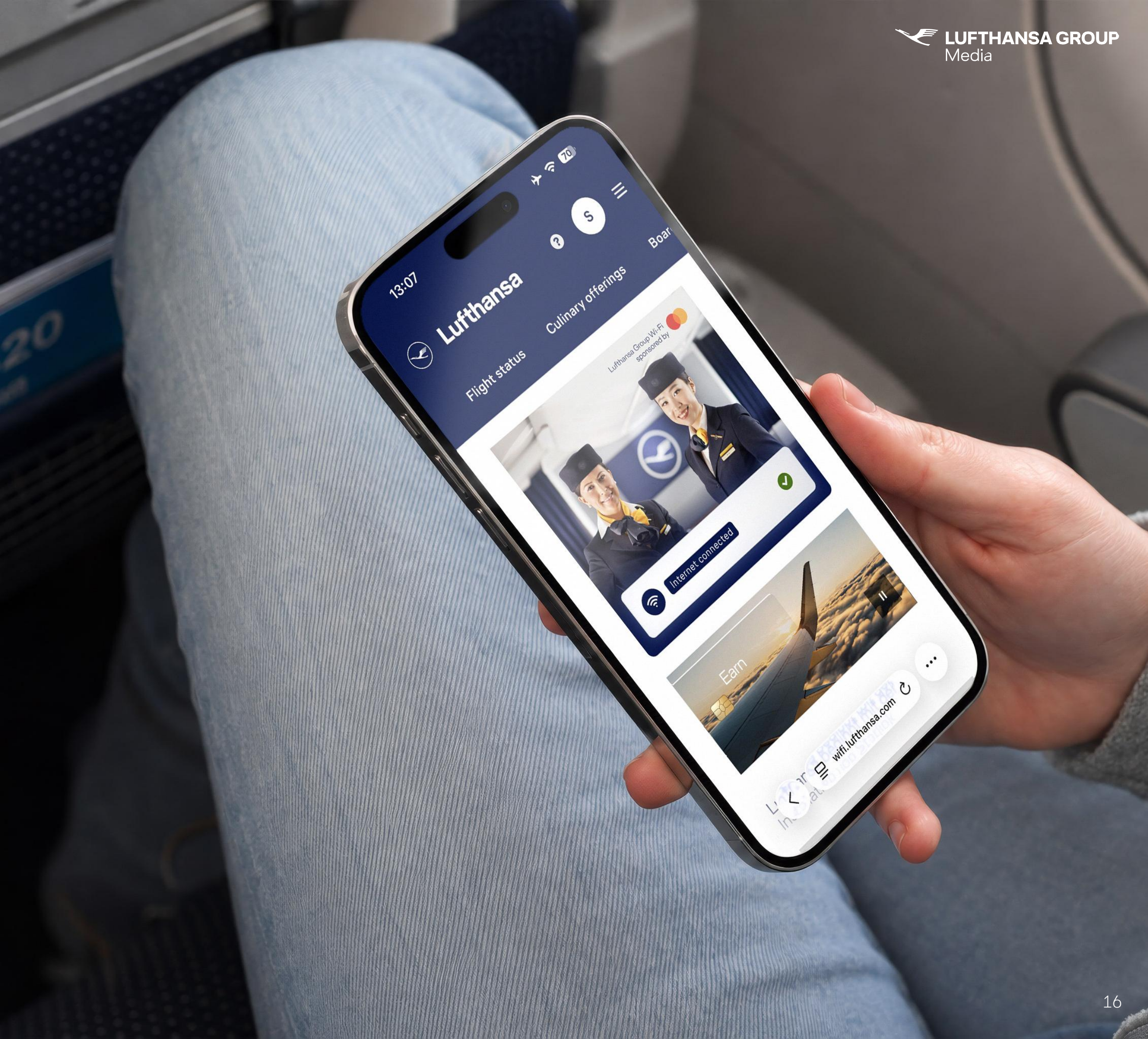
Advertising opportunities and pricing available upon request.

Lufthansa Group Wi-Fi

New digital brand moments above the clouds

With high-speed Wi-Fi, a new premium digital environment for brands is emerging on board: Travelers enjoy unlimited internet access throughout the flight and engage with high-impact advertising formats directly within the inflight portal. This environment combines high levels of attention, repeated engagement opportunities, and verified users through Miles & More or Travel ID.

The rollout across the Lufthansa Group is expected to cover approximately **850 aircraft by 2029**. Pricing and advertising opportunities are available upon request.



Lufthansa Group Media – Premium advertising across 72 touchpoints throughout the entire travel journey.

For bookings or further information, our team
will be pleased to assist you. Contact us
at lufthansa.com/medien

Get in touch