

A woman with brown hair and bangs, wearing a brown blazer over a white shirt, is looking out of a window at night. Outside the window, a Swiss airplane is visible on a tarmac, illuminated by airport lights. The scene is dimly lit, with the primary light source being the window and the lights outside.

Media Guide 2027

Your brand at the right moment

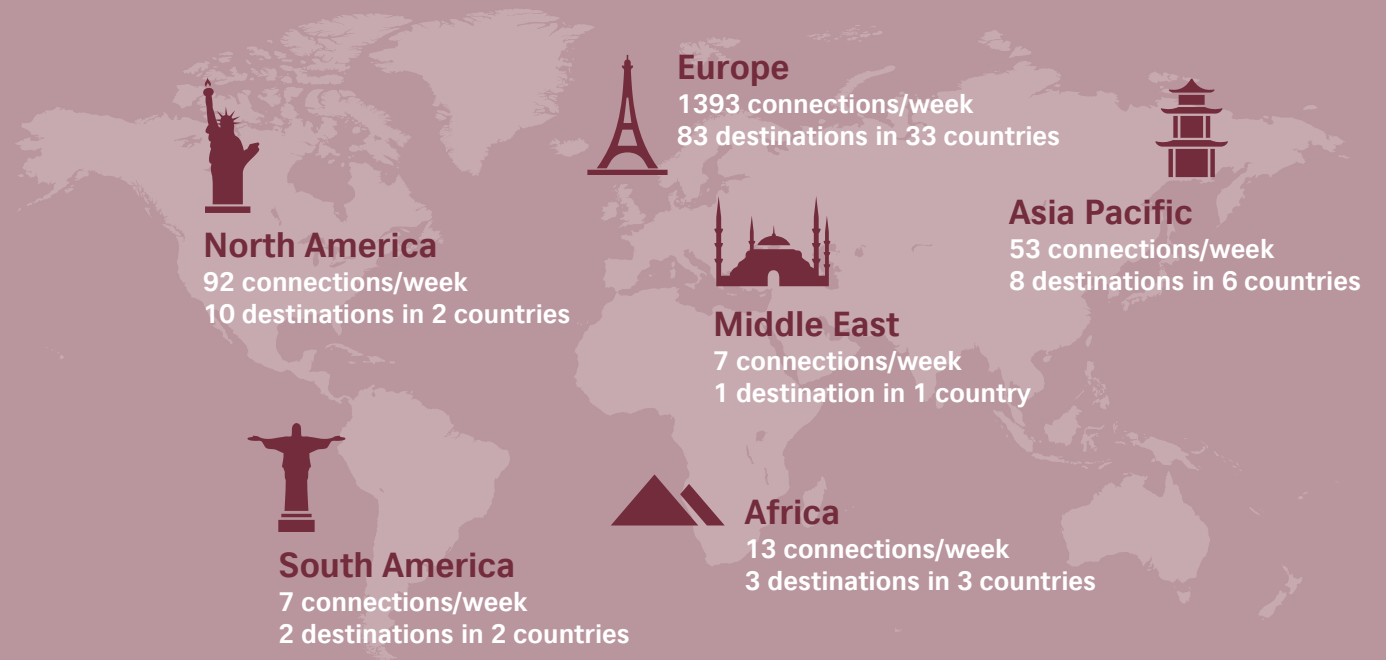
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International reach with Swiss quality

SWISS connects travelers to over 80 destinations across Europe and more than 25 intercontinental destinations across North and South America, Asia, Africa and the Middle East. In total, SWISS operates more than 1500 weekly connections.

For brands, this creates meaningful opportunities to connect with travelers throughout the passenger journey, from travel planning and the airport experience to life on board. Digital, physical and inflight media offer premium advertising opportunities across different stages of the customer journey within the high-quality SWISS environment.



Discerning people. Relevant brands.

With around 18 million passengers per year, SWISS offers brands access to an affluent, well-educated and professionally accomplished audience. Many travelers have above-average household incomes, university-level education and decision-making responsibility in their professional lives.

The audience also demonstrates a clear affinity for premium products and services. Luxury travel, finance and investment, fashion, accessories, jewelry, personal care and mobility are all above-average relevant. This creates a high-quality communication environment for brands seeking to reach discerning, quality-conscious consumers.

50%

household income
> CHF 100,000

+21%

show a high willingness
to spend on luxury
travel compared with
the Swiss average

66%

hold a university or
university of applied
sciences degree

+5%

have professional decision-
making authority compared
to the Swiss average



The right touchpoints for powerful brand moments.

Effectively showcase your brand throughout the entire customer journey – with premium advertising opportunities at the travel moments that matter most.



01 Preflight Media

- Digital Banners
- SWISS Magazine



02 Airport Media

- SWISS Lounge Screens
- SWISS Lounge Exhibition Area



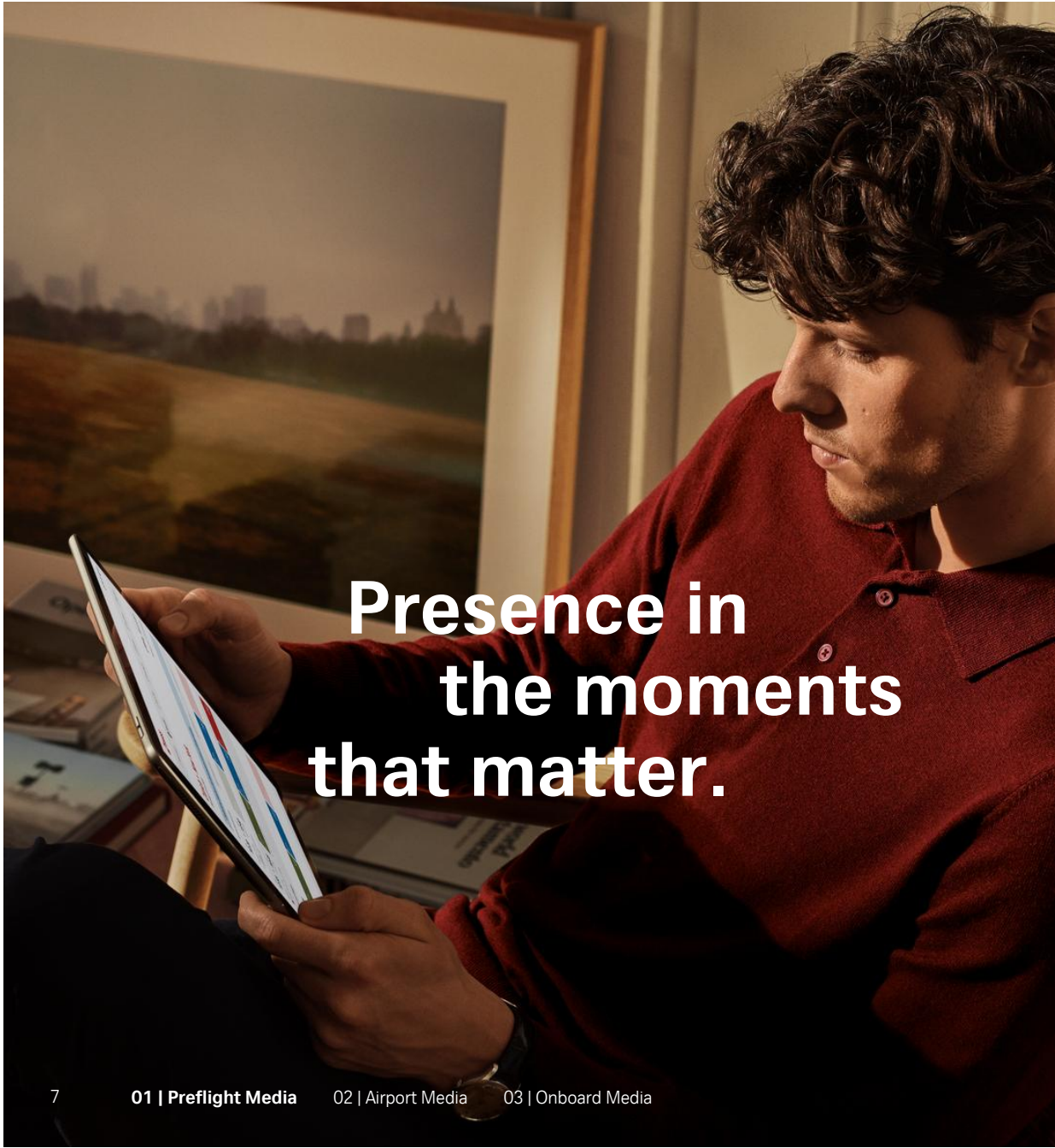
03 Onboard Media

- Inflight Entertainment Pre-Roll
- SWISS Journal
- SWISS Connect

01 Preflight Media

- Digital Banners
- SWISS Magazine





Presence in
the moments
that matter.

140,000

flights operated
per year



1565

weekly
connections



18 M

passengers per year



107

destinations in
47 countries



Reach travelers while they are planning,
booking and finalizing their journey.
Digital banners and SWISS Magazine
position your brand in highly relevant
moments before departure.

From **CHF 10,000**



Digital Banners

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

From booking to check-in, your brand accompanies travelers through one of the most relevant stages of their journey. Your advertising message appears exactly where customers actively engage with their travel information.

Your advertisement can also be placed directly beneath the travel information on the mobile boarding pass, achieving high-attention contact immediately before departure. This creates a high-quality advertising contact without wasted reach.

→ Data Specifications

Digital Boarding Pass

placed directly beneath key travel information, your ad reaches
Ø 180,000 views/month.

Booking Confirmation

positioned directly after the booking and within the booking management environment.
It achieves **Ø 100,000 views/month**, delivering outstanding visibility.

Check-in Confirmation

as a high-impact banner placement within the high-traffic Online Check-in, achieves **Ø 400,000 views/month** worldwide.



SWISS Magazine

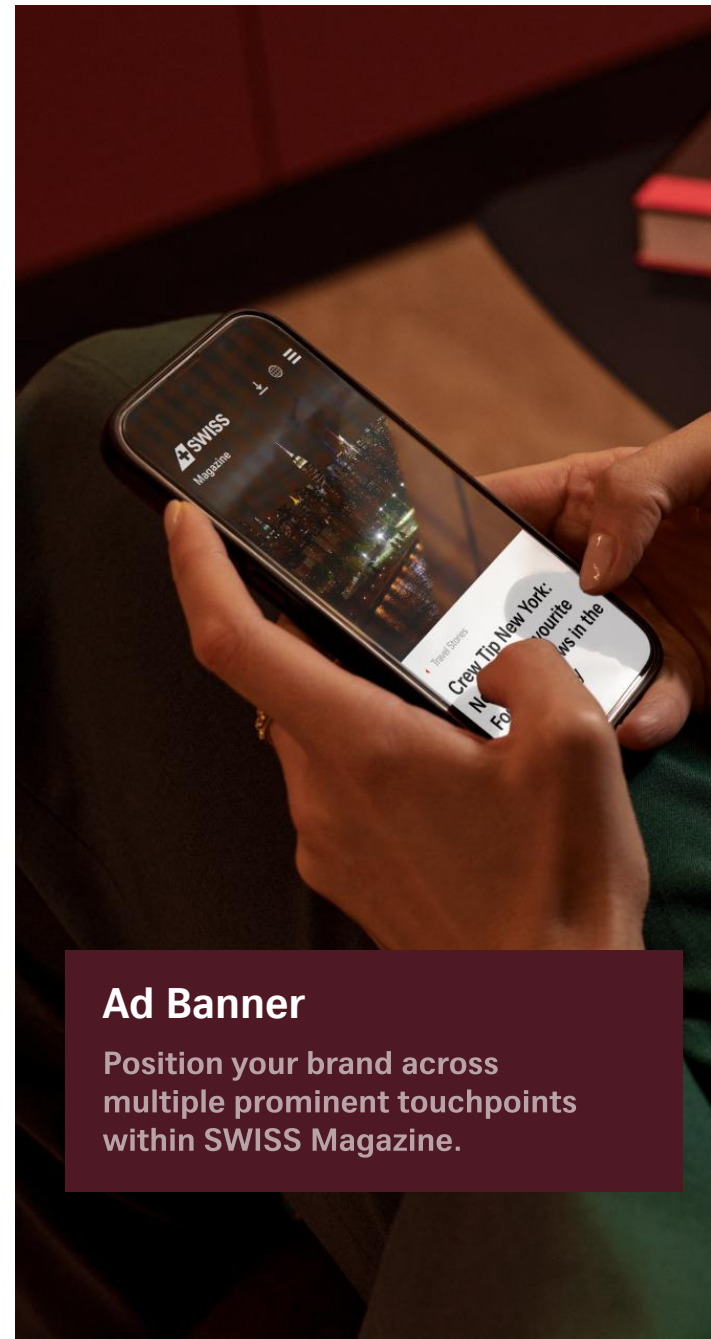
Your brand between inspiration and travel experiences

SWISS Magazine is available digitally and reaches around 50,000 views per month through an international readership. Selected articles remain still accessible offline, including on long-haul flights equipped with Wi-Fi.

To mark the 25th anniversary of SWISS, a special edition of more than 120 pages will be published in 2027. It takes readers on a journey through the airline's past, present and future, introducing employees and influential personalities while weaving together the airline's history with destinations around the world and highlights from Switzerland.

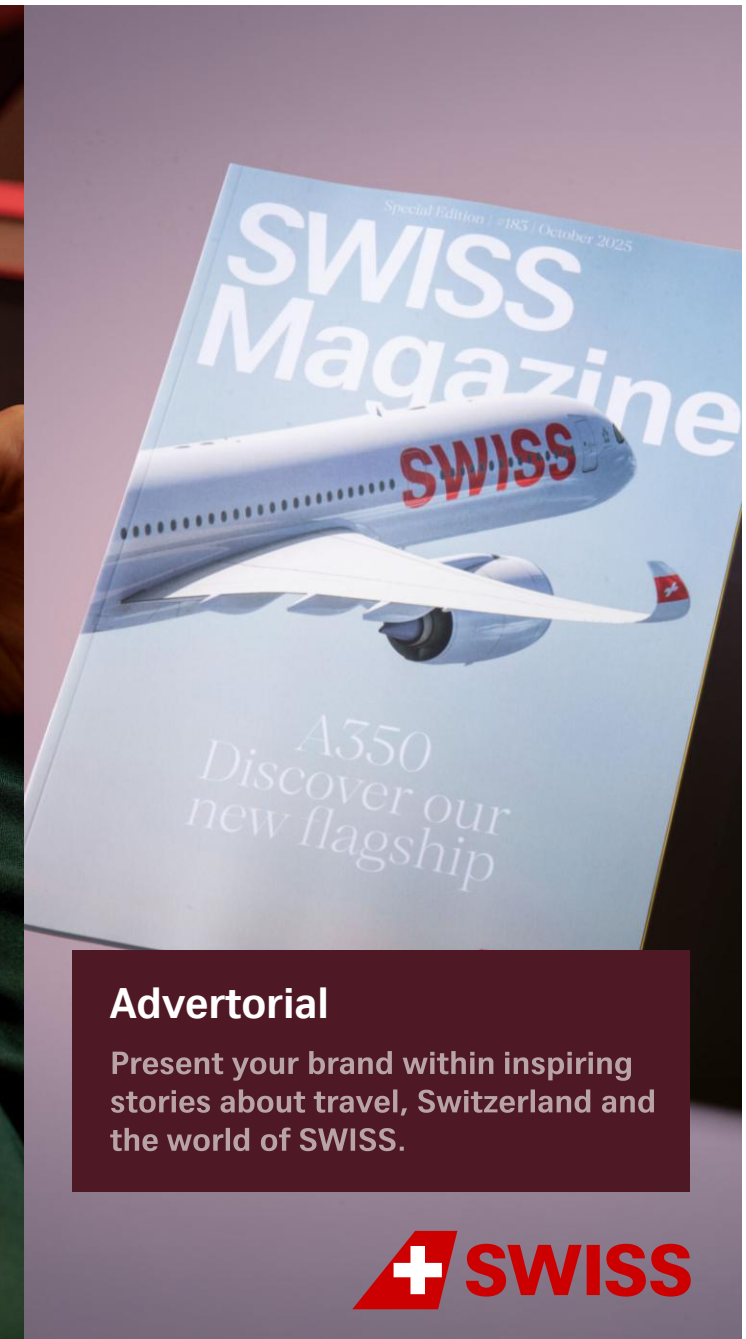
Digitally, swiss.com/magazine reaches passengers as well as aviation enthusiasts and frequent flyers worldwide – creating a premium editorial environment for distinctive brand storytelling.

→ Data Specifications



Ad Banner

Position your brand across multiple prominent touchpoints within SWISS Magazine.



Advertorial

Present your brand within inspiring stories about travel, Switzerland and the world of SWISS.



02 Airport Media

- SWISS Lounge Screens
- SWISS Lounge Exhibition Area





**Exclusive
audiences.
Exceptional
moments of contact.**

>120 000

guests per month



12

lounges in Zurich
and Geneva



2

brand-new
lounges



32

lounge screens
in total



Whether before departure, during a transfer or after arrival – in the SWISS lounges, guests can enjoy the utmost comfort in a relaxed atmosphere. Our lounges offer a wide range of opportunities to present marketing messages, exhibitions and experiences effectively.

From **CHF 12,800**



SWISS Lounge Screens

Powerful visibility for an exclusive audience

The 12 SWISS Lounges at Zurich and Geneva airports provide a premium environment for brands seeking to reach an international audience of discerning travelers. With an average of 120,000 lounge guests per month, the lounges offer a range of opportunities for digital advertising, brand presentations and activations.

As part of the Dock A redevelopment project, in 2027 new SWISS Business and Senator Lounges will open on the upper levels of a modular building on the south side of Dock B. Floor-to-ceiling windows and an open architectural concept will create additional space, abundant natural light and panoramic views across the apron, runways and the Swiss Alps.

→ Data Specifications



Lounge Screens

Present your brand across lounges in Zurich and Geneva through premium digital placements within an environment defined by comfort, quality and an international premium audience.

Dock B Screens and LED-Wall

New

Seize the unique opportunity to showcase your brand within the completely redesigned SWISS Business and Senator Lounges at Dock B from 2027, using high impact screen placements and a LED wall.



SWISS Lounge Exhibition Areas

Turning brand presence into brand experience

The exhibition areas within the SWISS Lounges at Zurich Airport Dock E, serving intercontinental departures, provide a premium stage for physical product showcases and immersive brand worlds. These spaces are individually tailored, seamlessly integrated into the exclusive lounge experience and are available exclusively as a combined booking. Together, the two exhibition areas reach an average of more than 35,000 guests per month.

→ Data Specifications

Example: Breitling exhibition 2026



SWISS Senator and Business Lounge

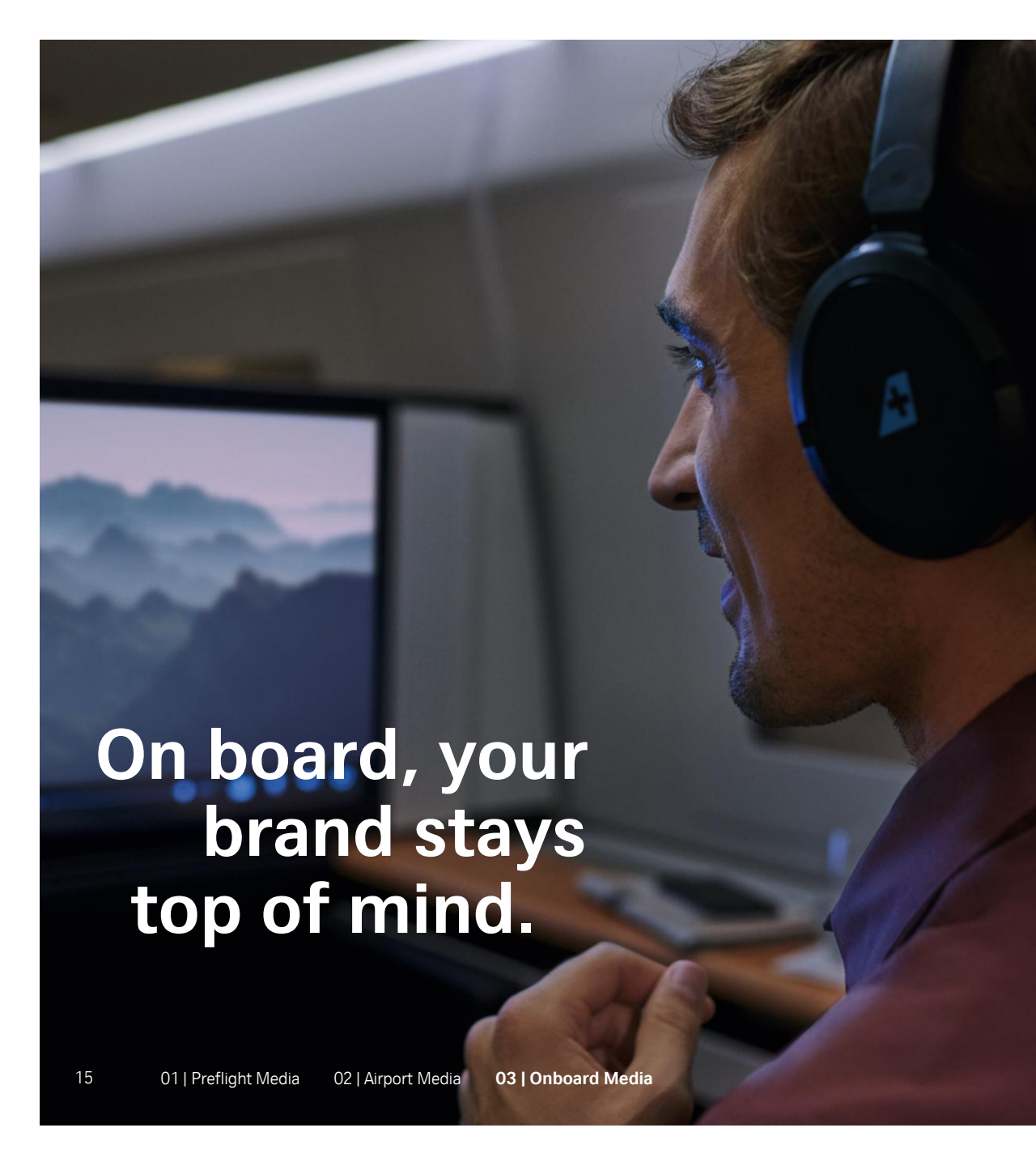
With a space of 18.7 m² each, you can showcase your brand exclusively to an international audience.



03 Onboard Media

- Inflight Entertainment Pre-Roll
- SWISS Journal
- SWISS Connect





On board, your
brand stays
top of mind.

>1 M

SWISS passengers
watch the video
after take-off



70+

SWISS aircrafts



+21%

of passengers demonstrate
a higher propensity to
spend on luxury travel
compared to the
Swiss average



330,000

views per month on
SWISS Connect



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 CHF 7500



Inflight Entertainment

Full attention before the entertainment begins

With an Inflight Entertainment Pre-roll, your brand takes center stage before a curated selection of films across a wide range of genres, appearing within approximately 30% of the SWISS video entertainment library.

The placement ensures high visibility within the heavily used inflight entertainment program and reaches passengers across all long-haul flights and travel classes. With a minimum booking period of 2 months, campaigns achieve a 25% Share of Voice and an average Opportunity To See (OTS) of 1.8.

→ Data Specifications



Inflight Entertainment Pre-Roll

reaches Ø 1.3 M passengers/month and guarantees a 25% Share of Voice. Visible before entertainment content across all travel classes on long-haul and short-haul flights.



SWISS Journal

Brand presence at a higher altitude

SWISS Journal accompanies passengers throughout their flight, creating an engaging and high-attention environment for brand communication. On short-haul flights, it reaches an average of 700,000 passengers per month, on long-haul flights, around 320,000 passengers per month.

On our long-haul flights, the post-take-off video is shown on all screens before the in-flight entertainment system is activated. On European flights, it is available on the cabin screens of the Airbus fleet (except the A220).

→ Data Specifications



SWISS Journal

Promote your brand where your customers have the time to really take notice of it. The video after take-off offers a highly visible platform that provides useful information about SWISS passengers' flight experience. Make the most of this excellent opportunity to showcase your advertisement effectively.



SWISS Connect

A digital touchpoint between take-off and landing

With SWISS Connect, you can reach both long- and short-haul passengers during their flight. The offer is visible to all guests – even without registration. Your banner advertisement will be prominently displayed in the digital in-flight environment and can direct travelers straight to your website – providing direct access to offers and services in real time.

Take advantage of these attractive opportunities:

- The package comprising stage & content teasers and/or
- A clickable banner on the homepage
- A direct link to your website or the embedding of a video

→ Data Specifications



SWISS Connect

places your brand message directly within the onboard internet platform and reaches **Ø 450,000 views/month**, including direct linking to your website.



Data Specifications

Digital Banners Preflight Media

[→ View placement](#)

	Booking Confirmation	Check-in Confirmation	Digital Boarding Pass
Reach	ø 100,000 views/month	ø 400,000 views/month	ø 500,000 views/month
Image size	450 × 200 px, 390 × 150 px (optional: 375 × 150 px, 428 × 150 px)	1200 × 742 px	1920 × 840 px
Format	jpg, png, gif (no animation)	jpg, png, gif (no animation), max. 200 kb, font size at least min. 36 pt	jpg, png, max. 200 kb
Placement	In English, German (optional: Italian, French)	Multilingual (In English, German, Italian, French) or solely in English	
Text length (incl. spaces)	Headline max. 25 characters Text max. 100 characters CTA max. 20 characters	Headline max. 48 characters CTA max. 24 characters Optional: Subline max. 68 characters Optional: Text max. 110 characters	–
Notes	Link to https, optional own UTM tracking		
Booking information	Booking deadline: 4 weeks before publication / Asset delivery: 3 weeks before publication		

SWISS Magazine Preflight Media

[→ View placement](#)

Ad Banner	Advertorial
ø 50,000 views/month	ø 50,000 views/month
994 × 250 px, 728 × 90 px and 300 × 2500 px	Advertorial on- and offline
–	–
Randomly selected in Overview/Article	Randomly selected in Overview
–	–
SWISS Magazine special edition to mark the 25th anniversary. Information available on request.	
Asset delivery: 4 weeks before publication	

Data Specifications

SWISS Lounges: Screens & Exhibitions

Airport Media

→ View Lounge Screens

→ View Exhibition Area

	Zurich Schengen	Zurich non-Schengen	Geneva
Reach	Up to ø 120,000 guests/month		
Lounge type	First, Senator (new) and Business (new) Lounges	First, Senator and Business Lounges	Senator Lounge
Exhibition	–	Business and Senator Lounges	–

Screens	
Slots	6 of 10 Slots each 30 seconds are bookable, the others are reserved for SWISS
Loop	every 5 minutes
Format	1080 × 1920 px (portrait, 9:16) / 1920 × 1080 px (landscape, 16:9) / 5760 × 1080 px (collage, 3 × 16:9 next to each other)
Duration	30 seconds
Image size	jpg/png, 72dpi, RGB
Video format	25/30 fps, 8–12 Mbit/s, Codec H.264, mp4, RGB, max. Lv 4.2 Profile advised, max. 25 MB
Booking deadline	8 weeks before publication
Asset delivery	4 weeks before publication

Data Specifications

Inflight Entertainment Onboard Media

→ View Inflight Entertainment

→ View SWISS Journal

	Pre-Roll	SWISS Journal Long-haul	SWISS Journal Short-haul
Reach	ø 1,300,000 contacts/month	ø 320,000 contacts/month	ø 700,000 contacts/month
SOV	25%	at least 10%, up to 33,33%	At least 10%, up to 33,33%
OTS	1,8	1,0	1,0
Format	ProRes codec/MP4, Aspect Ratio 16:9, 1920 × 1080 px (1080p)		
Sound	Delivery with sound, sound output of -3.0 dB		
Duration	30 seconds	20 seconds	20 seconds
Language	English	English or English subtitles	English or English subtitles
Notes	For combined bookings of SWISS Journal short- and long-haul placements, both formats (16:9, 4:3) must be supplied, or the material is cropped by SWISS. Safe zones must be observed. A check mask is available on request.		

	Pre-Roll	SWISS Journal Long-haul	SWISS Journal Short-haul
Booking deadline	12 weeks before publication	8 weeks before publication	8 weeks before publication
Creative approval	10 weeks before publication	5 weeks before publication	5 weeks before publication
Asset delivery	9 weeks before publication	4 weeks before publication	4 weeks before publication

SWISS Connect Onboard Media

→ View placement

	Stage & Content Teaser / Clickable Banner
Reach	up to ø 450,000 views/month
Image size	Upon request
Whitelisting	https and all website dependencies
Language	English

SWISS Connect
8 weeks before publication
–
6 weeks before publication



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 SWISS (the "Offer") and SWISS's "General Terms and Conditions for the Purchase of Goods and Services" (the "GTC") (together, the "Contract") are agreed between Swiss International Air Lines Ltd. ("SWISS") 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 SWISS is made without obligation; in particular, SWISS is not obliged to enter into a contract with the Client. The Contract shall only come into effect once SWISS 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 SWISS 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 SWISS confirms the Order. Application of the Client's general terms and conditions is hereby explicitly rejected, unless SWISS has explicitly agreed to their validity in writing. This shall also apply if SWISS 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 SWISS if the advertising agency provides the name and full address of its client. It is at SWISS'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 SWISS 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 SWISS 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 SWISS receives the cancellation at least four weeks before the booking deadline, 50 % of the order value. (ii) If SWISS receives the cancellation less than four weeks before the booking deadline, 70 % of the order value. (iii) If SWISS 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 SWISS 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

SWISS 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 SWISS, especially if SWISS's reputation may be damaged as a result or if competitive products are advertised. The Client shall be informed by SWISS 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 SWISS's rejection/rescission; any further claims of the Client shall be excluded. If the booked advertising services are rendered by SWISS 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 SWISS, 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 SWISS 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 SWISS 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

SWISS 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 SWISS 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 SWISS 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 SWISS 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 SWISS'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 SWISS without undue delay.

10. Defects

The Client shall notify SWISS 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 SWISS 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 SWISS 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 SWISS'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 SWISS in the invoice. Bank charges shall be borne by the Client. SWISS explicitly reserves the right to claim further damages based on default. SWISS 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 SWISS. Unless agreed otherwise, the Client shall obtain SWISS'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 SWISS 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 SWISS 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 SWISS (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 and 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 SWISS'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, SWISS 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 SWISS, SWISS is entitled to rescind the Contract. Section 6 of these Media Guide TC applies accordingly. In addition, the Client shall indemnify and hold harmless SWISS from and against any costs, liabilities, losses, damages and expenses (including attorney's fees) suffered or incurred by SWISS as a result of any infringement of third-party rights or violation of law by the Client's content. SWISS 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

SWISS is not liable for any indirect damage, consequential damage or loss of profit suffered or incurred by the Client. SWISS's total liability is limited to the net Order value. SWISS'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. SWISS 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 SWISS 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 SWISS 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 SWISS realizes that the Client does not observe one of the above-mentioned standards, SWISS 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 SWISS 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

Swiss 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

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

Get in touch



Swiss International Air Lines Ltd.
CH-8058 Zurich Airport

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