

Media Data 2019

Precision landing for your target group



Lufthansa Ambient Media



Meet your target group on our flights

Be one step ahead of your competitors and secure a high level of efficiency with Lufthansa through direct contact with an exclusive target group, without spreading loss. Your advertising message receives sustained contact time through our numerous media along the travel chain: from home to destination.

Our passengers' travel time becomes your efficient advertising time. At Europe's best and only 5-Star-Airline¹ your message receives highest attention.

Use the Lufthansa brand image in the knowledge that your advertisement will receive first-class placement and achieve highly effective advertising for your company.

Our Lufthansa Media offer you a unique advertising environment:

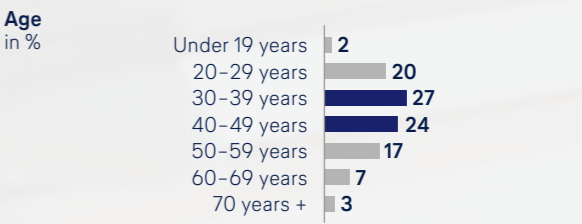
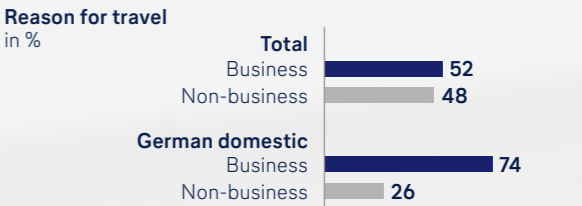
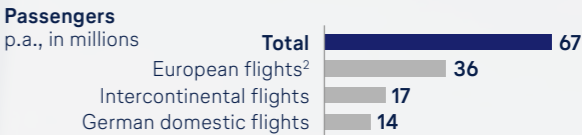
- A fleet of more than 350 aircraft
- More than 200 destinations in 74 countries
- On average about 5.6 Mio. passengers per month

Lufthansa is the first and only European airline to receive the Five-Star Seal of Skytrax. This makes Lufthansa one of the best airlines in the world.



¹Skytrax World Airline Awards 2018
²without domestic flights
(Source: Deutsche Lufthansa AG, 2016/2018)

The target group





The journey is the destination: the entire advertising media along the travel chain



Worldwide reach

See our
long-haul flights
online!

More than 200 destinations in 74 countries and an average of 5.6 million passengers per month attract worldwide attention to your advertising message.

Lufthansa flight routes as of Summer 2018



Advertising opportunities on the ground

Senators + Frequent Travellers

Germany-wide	International
Address cover ad Lufthansa exclusive	–
Insert Frequent Travellers' magazines	
Lounge screens	
Advertisement Lufthansa exclusive	
Advertisement Lufthansa Woman's World	

All Lufthansa customers (incl. Senators + Frequent Travellers)

Germany-wide	International
eJournals Multi-Screen	eJournals Multi-Screen
eJournals Mobile	eJournals Mobile
Online booking confirmation	Online check-in confirmation
Online check-in confirmation	Mobile check-in
Mobile check-in	Mobile "My bookings"
Mobile "My bookings"	Mobile boarding pass
Mobile boarding pass	Homeprint boarding pass
Homeprint boarding pass	



Advertising opportunities on board

First Class

German domestic flights [14 million p.a.]	European flights [36 million p.a.]	Intercontinental flights [17 million p. a.]
-	-	Inflight entertainment long-haul flights Lufthansa magazin Lufthansa Woman's World

Business Class

German domestic flights [14 million p.a.]	European flights [36 million p.a.]	Intercontinental flights [17 million p. a.]
Lufthansa magazin Board cups Refreshing tissues Mini-flyers Chocolate	Lufthansa magazin Board cups Refreshing tissues Mini-flyers	Inflight entertainment long-haul flights Lufthansa magazin Lufthansa Woman's World

Premium Economy + Economy Class

German domestic flights [14 million p.a.]	European flights [36 million p.a.]	Intercontinental flights [17 million p. a.]
Lufthansa magazin Board cups	Lufthansa magazin Board cups	Inflight entertainment long-haul flights Lufthansa magazin Board cups Mini-flyers



Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

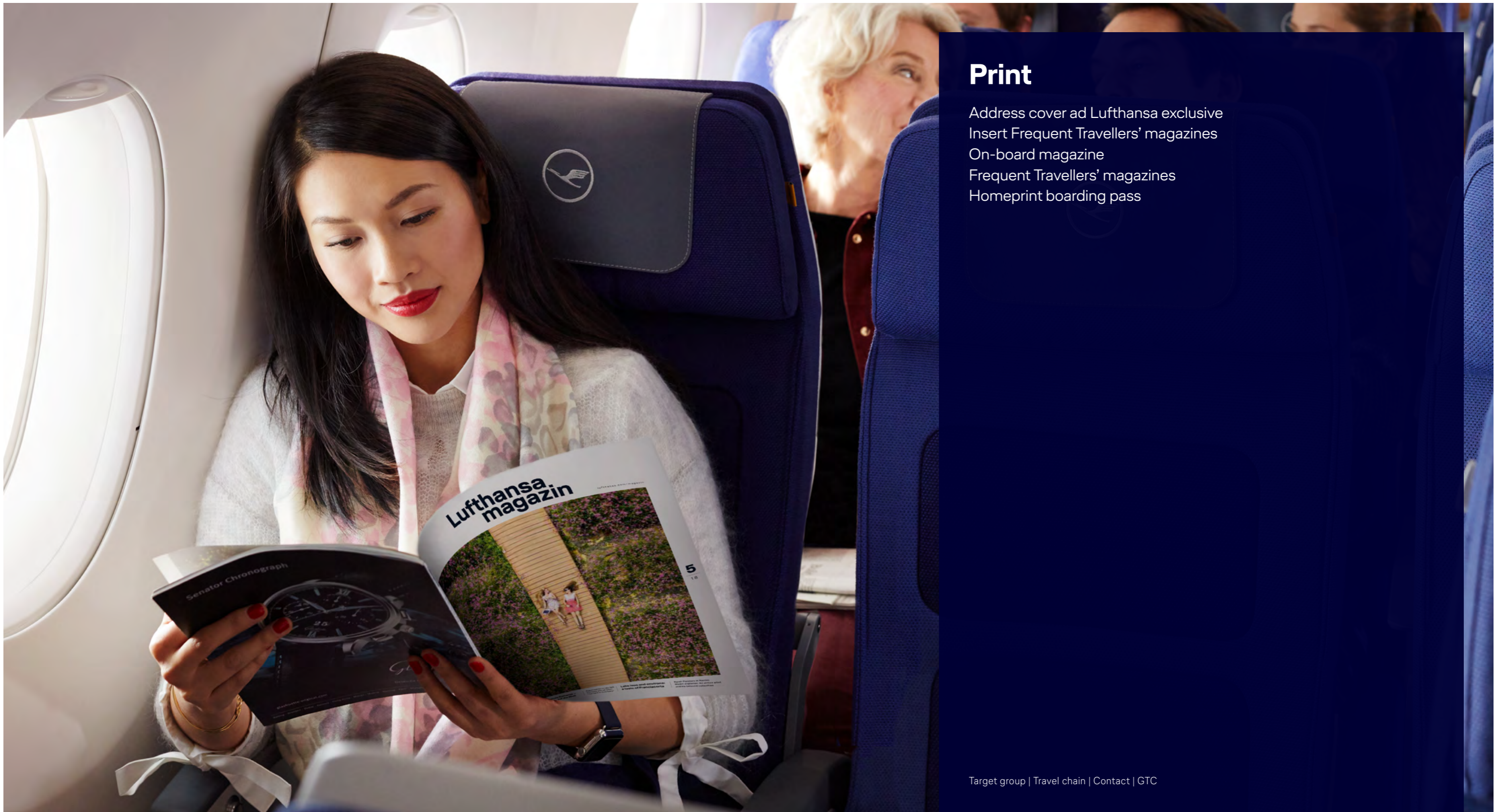
Lounge screens
Inflight entertainment long-haul flights Movies
Inflight entertainment long-haul flights Best of TV
Inflight entertainment long-haul flights Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Address cover ad Lufthansa exclusive

Lufthansa exclusive is the premium magazine of Lufthansa and addresses your frequent flyers - a cosmopolitan and extremely demanding clientele.

This highly attractive target group is predominantly male, well-educated and high-income. Frequent flyers are particularly brand and quality conscious and are among the luxury oriented consumers.

- Eye-catching placement as banner advertisement on the address sheet
- Personalised means of communicating with an exclusive target group: frequent flyers
- Sent monthly with Lufthansa exclusive to Senators and Frequent Travellers

Advertisement on address sheet

Dispatch	Circulation/month	Price
Germany-wide	285,900	€15,200

General information

Booking period	monthly
----------------	---------

Booking deadline	6 weeks prior to circulation
Motif approval	5 weeks prior to circulation
Delivery deadline	4 weeks prior to circulation

Technical data	
Format	185 x 53 mm

Note	
Source circulation	IVW II/2018

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Lufthansa exclusive [PDF]

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Insert examples

Insert Frequent Travellers’ magazines

Lufthansa exklusive is the highest-circulation lifestyle magazine for decision-makers in Germany and Lufthansa Woman’s World entertains Lufthansa's frequent flyers with sophisticated stories and reports.

By sending these premium magazines you reach a target group with high quality standards, brand awareness and a strong interest in luxurious consumer goods.

- Individually designed flyers or brochures prominently placed when sending magazines to Frequent Travellers
- Direct access to a target group with a particularly high level of purchasing power
- Woman’s World magazine enables you to address German speaking female frequent flyers individually

Insert Lufthansa exclusive

Dispatch	Circulation/month	Price
Germany-wide	310,000	€32,200

Insert Lufthansa Woman’s World

Dispatch	Circulation/month	Price
Germany-wide, sent out with Lufthansa exclusive in April, June, September and December	189,900	€25,500

General information

Booking period	monthly
----------------	---------

Booking deadline	6 weeks prior to circulation
Motif approval	5 weeks prior to circulation
Delivery deadline	3 weeks prior to circulation

Technical data	
Format	max. 205 x 260 mm
Weight	max. 20 g

Postal charges	
Up to 20g included, each additional 10g	€3,000

Note	
Printing run = required quantity delivered	
Average amount over the last 12 months. Correct as of July 2018.	

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Lufthansa Woman's World [PDF]

Lufthansa exclusive [PDF]

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers’ magazines
On-board magazine
Frequent Travellers’ magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



On-board magazine

Lufthansa’s on-board magazine reaches all passengers on board and is an entertaining travel companion throughout the flight.

In addition to strong reporter stories from all over the world and interviews with Hollywood stars, fashion, design and food topics play strong content-related roles.

The sophisticated magazine entertains 1.54 million readers per month.

- Lufthansa Magazin in every seat pocket on board
- An advertisement in the on-board magazine will always be in combination with an ad in Lufthansa exclusive, sent out as direct mail to frequent flyers
- Target group: all Lufthansa passengers

Advertisement Lufthansa Magazin + Lufthansa exclusive

Distribution	Circulation/month	Price
On board in all classes and personalised direct mail	492,000	€35,400

General information

Booking period	monthly
----------------	---------

Booking deadline	9 weeks prior to circulation
Motif approval	8 weeks prior to circulation
Delivery deadline	7 weeks prior to circulation

Technical data	
Format	full page
Other formats	on request

Note	
Circulation Lufthansa Magazin	206,526 [IVW II/2018]
Reach Lufthansa Magazin	1.54 Mio. [IASE 2018, collected in 21 European countries]
Circulation Lufthansa exclusive	285,908 [IVW II/2018]

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Lufthansa Magazin [PDF]

Lufthansa exclusive [PDF]

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers’ magazines
On-board magazine
Frequent Travellers’ magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate

Frequent Travellers’ magazines

Both magazines are characterized by highly attractive performance values of their target groups: High income, above-average education level, great brand and quality awareness, pronounced luxury orientation.

With your ad in the premium magazines you reach a highly mobile readership in a unique editorial environment. This ensures special attention for your brand.

- Prominent placement in Lufthansa’s target group specific customer magazines
- Target group: HON Circle Members, Senators and Frequent Travellers
- Woman’s World magazine enables you to address German speaking female frequent flyers individually

Advertisement Lufthansa exclusive

Distribution	Circulation/month	Price
Personalised direct mailing	285,900	€24,600

Advertisement Lufthansa Woman’s World

Distribution	Circulation/month	Price
Personalised direct mail, First Clas and Business Class on long-haul flights, Lufthansa Lounges	189,900	€17,700

General information

Booking period	monthly
----------------	---------

Booking deadline	9 weeks prior to circulation
Motif approval	8 weeks prior to circulation
Delivery deadline	7 weeks prior to circulation

Technical data	
Format	full page
Other formats	on request

Note	
Source circulation	IVW II/2018
Publication dates for Lufthansa Woman's World	April, June, September + December

Target group | Travel chain | Contact | GTC

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers’ magazines
On-board magazine
Frequent Travellers’ magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate

Contact Ambient Media

Select Media on Website

Lufthansa Woman’s World [PDF]

Lufthansa exclusive [PDF]





Homeprint boarding pass

Worldwide use and guaranteed attention – the homeprint boarding pass offers tangible advantages for your advertising: Many passengers print out their boarding pass before the flight at home or in the office and have it with them until the end of their journey.

Place your advertising message exclusively on your homeprint boarding pass and send your advertising message with your target group on trips.

- Get the passengers’ guaranteed attention while they are printing their boarding passes at home
- Your advertisement message will accompany the passengers until they reach their destination
- In the passenger’s hands at least five times

Advertisement

Distribution	Users/month	Price
Germany-wide	310,000	€17,500
Worldwide [without Germany]	620,000	€24,800

General information

Booking period	monthly
----------------	---------

Booking deadline	4 weeks prior to circulation
Motif approval	3 weeks prior to circulation
Delivery deadline	2 weeks prior to circulation

Technical data	
Format	max. 193 x 40 mm
Language	German or English

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Boarding Pass - Sample [PDF]

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers’ magazines
On-board magazine
Frequent Travellers’ magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Digital

- Lounge screens
- Inflight entertainment long-haul flights Movies
- Inflight entertainment long-haul flights Best of TV
- Inflight entertainment long-haul flights Sponsored Content



Lounge screens

In the Senator and Business Lounges, waiting becomes a relaxed experience. The Business and Senator Lounges are available to status customers as well as Lufthansa Business and First Class passengers as comfortable retreats.

Almost 4 million visitors use the lounges every year. Place your advertising prominently on 44 screens in 25 lounges across Germany and use the exclusive ambience and high-class environment as advertising support.

- Digital advertising opportunities in the exclusive ambience of the Lufthansa Business and Senator lounges
- All-day screening on 44 prominently positioned 47 inch monitors
- Addressing status customers as well as Lufthansa Business and First Class travellers

Advertising spot

Placement	Visitors/month	Price/second
25 lounges throughout Germany	407,000	€1,500

Spot length	
30 seconds [standard]	€45,000

General information

Booking period	monthly
----------------	---------

Booking deadline	4 weeks prior to circulation
Motif approval	3 weeks prior to circulation
Delivery deadline	2 weeks prior to circulation

Technical data	
Format	WMV3, 1,920 x 1,080 pixels
Sound	without sound

Note	
Ø Dwell time per guest	60 minutes
Ø Broadcasts per month	170,000
Ø Repetition of spots	every 10 minutes

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Inflight entertainment long-haul flights

Lufthansa Inflight Entertainment guarantees the best entertainment on board – current blockbusters, classics of film history, TV series highlights, documentaries, sitcoms, music and games make for an entertaining flight.

Over 1.3 million passengers use the inflight entertainment on long-haul routes every month.

Especially the target group of business travellers finds more time on board to deal with an advertising message than usual.

- Maximum of attention by exclusive PreRoll placement in the popular and much-used entertainment programme on board
- Effective means of communication with passengers on long-haul flights – also in First Class
- Numerous possibilities to integrate within a diverse range of the programme context, before feature films, sitcoms and TV series, for example

Reach

- More than 1.3 million passengers per month
- Around 170 flights per day

Target group

- Passengers on long-haul flights
- 46% aged 30-49 years
- 31% aged 50-39 years
- 41% German nationals
- 63% business travellers [First Class and Business Class]

Usage*

- More than 90% of the respondents have used Lufthansa Inflight entertainment
- 4.9 hours is the average period of use per long-haul flight
- 66% can remember the adverts
- 30% remember concrete advertising content

Watch all entertainment programmes online now!

*Source: Lufthansa IFE on-board survey 2015/2017



Inflight entertainment long-haul flights Movies [First Class + Business Class]

Benefit in First Class and Business Class from the possibility of targeting your advertising messages to specific target groups via the genre selection.

As the only commercial before the program starts, your advertising message enjoys the highest attention.

- Exklusive pre-roll placement at the start of the programme
- Target group: First Class and Business Class guests on long-haul flights
- Target-group-specific fine tuning is possible, using genre choice 'Selection'

Advertising spot | Movies | Selection

Placement	Contacts/month
First Class + Business Class	434.000

Genre choice 'Selection'	Price/month 1 second	Price/month 30 seconds
Action Thriller + Science Fiction	€ 1.700	€ 51.000
Comedy + Family	€ 1.650	€ 49.500
Drama	€ 1.650	€ 49.500

General information

Booking period	monthly
----------------	---------

Booking deadline	9 weeks prior to circulation
Motif approval	9 weeks prior to circulation
Delivery deadline	8 weeks prior to circulation

Technical data	
Format	1 or 2 channel sound, with or without music
Language	German and English

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Inflight entertainment long-haul flights Movies [Premium Economy + Economy Class]

In Premium Economy and Economy Class, we place your commercial before all feature films (around 180 films).

- Pre-roll placement at the start of the programme
- Target group: Economy Class guests on long-haul flights
- Viewed multiple times by guests as placed before all feature films

Advertising spot | Movies | All feature films

Placement	Contacts/month
Premium Economy + Economy Class	900.000

Genre	Price/month 1 second	Price/month 30 seconds
All feature films	€1,750	€52,500

General information

Booking period	monthly
----------------	---------

Booking deadline	9 weeks prior to circulation
------------------	------------------------------

Motif approval	9 weeks prior to circulation
----------------	------------------------------

Delivery deadline	8 weeks prior to circulation
-------------------	------------------------------

Technical data	
Format	1 or 2 channel sound, with or without music
Language	German and English

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
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Online booking confirmation
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Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
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Refreshing tissues
Chocolate



Inflight entertainment long-haul flights

Best of TV [All classes]

On long-haul flights our guests can choose from over 270 TV productions – including the highly sought-after categories of documentaries, TV series and sitcoms.

As the only commercial before the program starts, your advertising message enjoys the highest attention.

- Exklusive pre-roll placement at the start of the programme
- Target group: all guests on long-haul flights
- Target-group-specific fine tuning for different genre selection, with a popularity of over 50% among Lufthansa guests*

Advertising spot | Best of TV | Favourites

Placement	Contacts/month	
All classes	1,33 million	
Genre choice 'Favourites'	Price/month 1 second	Price/month 30 seconds
Documentary	€ 1.540	€ 46.200
TV Series	€ 1.540	€ 46.200
Sitcom & Comedy	€ 1.580	€ 47.400

General information

Booking period	monthly
Booking deadline	9 weeks prior to circulation
Motif approval	9 weeks prior to circulation
Delivery deadline	8 weeks prior to circulation

Technical data	
Format	1 or 2 channel sound, with or without music
Language	German and English

*Source: Lufthansa IFE on-board survey 2015 / 2017

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
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Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Inflight entertainment long-haul flights

Best of TV [All classes]

More than 270 TV productions including popular "Special Interest Genres" are available to all guests on long-haul flights.

As the only commercial before the program starts, your advertising message enjoys the highest attention.

- Exklusive pre-roll placement at the start of the programme
- Target group: all guests on long-haul flights
- Target-group-specific fine tuning for different genre selection, with a popularity of over 50% among Lufthansa guests*

Advertising spot | Best of TV | Special Interests

Placement	Contacts/month	
All classes	1,33 million	
Genre choice 'Special Interests'	Price/month 1 second	Price/month 30 seconds
Business + Sport	€ 690	€ 20.700
Lifestyle, Show + Well-being	€ 690	€ 20.700
Music	€ 690	€ 20.700
Family TV + Kids	€ 690	€ 20.700

General information

Booking period	monthly
Booking deadline	9 weeks prior to circulation
Motif approval	9 weeks prior to circulation
Delivery deadline	8 weeks prior to circulation
Technical data	
Format	1 or 2 channel sound, with or without music
Language	German and English

*Source: Lufthansa IFE on-board survey 2015 / 2017

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
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Online booking confirmation
Online check-in confirmation
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Mobile "My bookings"
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Chocolate



Inflight entertainment long-haul flights Sponsored Content [All classes]

Here your film contribution ranks at eye level with TV series highlights, documentaries and sitcoms.

- Integration of video content from approximately 15 to max. 45 minutes in length
- Inclusion of content in the Best of TV section
- Lufthansa-recommended and selected programme context

Sponsored Content | Best of TV

Placement	Contacts/month	Price
All classes	1.33 million	€32,200

General information

Booking period (min. 3 month)	monthly
-------------------------------	---------

Booking deadline	9 weeks prior to circulation
Motif approval	9 weeks prior to circulation
Delivery deadline	8 weeks prior to circulation

Technical data	
Format	1 or 2 channel sound, with or without music
Language	German and English

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
**Inflight entertainment
Sponsored Content**

Online/Mobile

eJournals Multi-Screen
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Online booking confirmation
Online check-in confirmation
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Ambient

Board cups
Mini-flyers
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Chocolate



Online/Mobile

eJournals Multi-Screen
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Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

eJournals Multi-Screen

Lufthansa's free eJournals offer all passengers a variety of current newspapers and magazines in various languages and genres.

Passengers have the travel literature with them before, during and after their flight in a space-saving and comfortable way.

- Exclusive eye-catcher on the eJournals homepage
- Promoted to all Lufthansa passengers before the flight
- Innovative product with constantly increasing user numbers, which is attracting a high level of attention

Banner | Desktop + Tablet

Placement	Impressions/month	CPM
German	200,000	€70
English	80,000	€60

General information

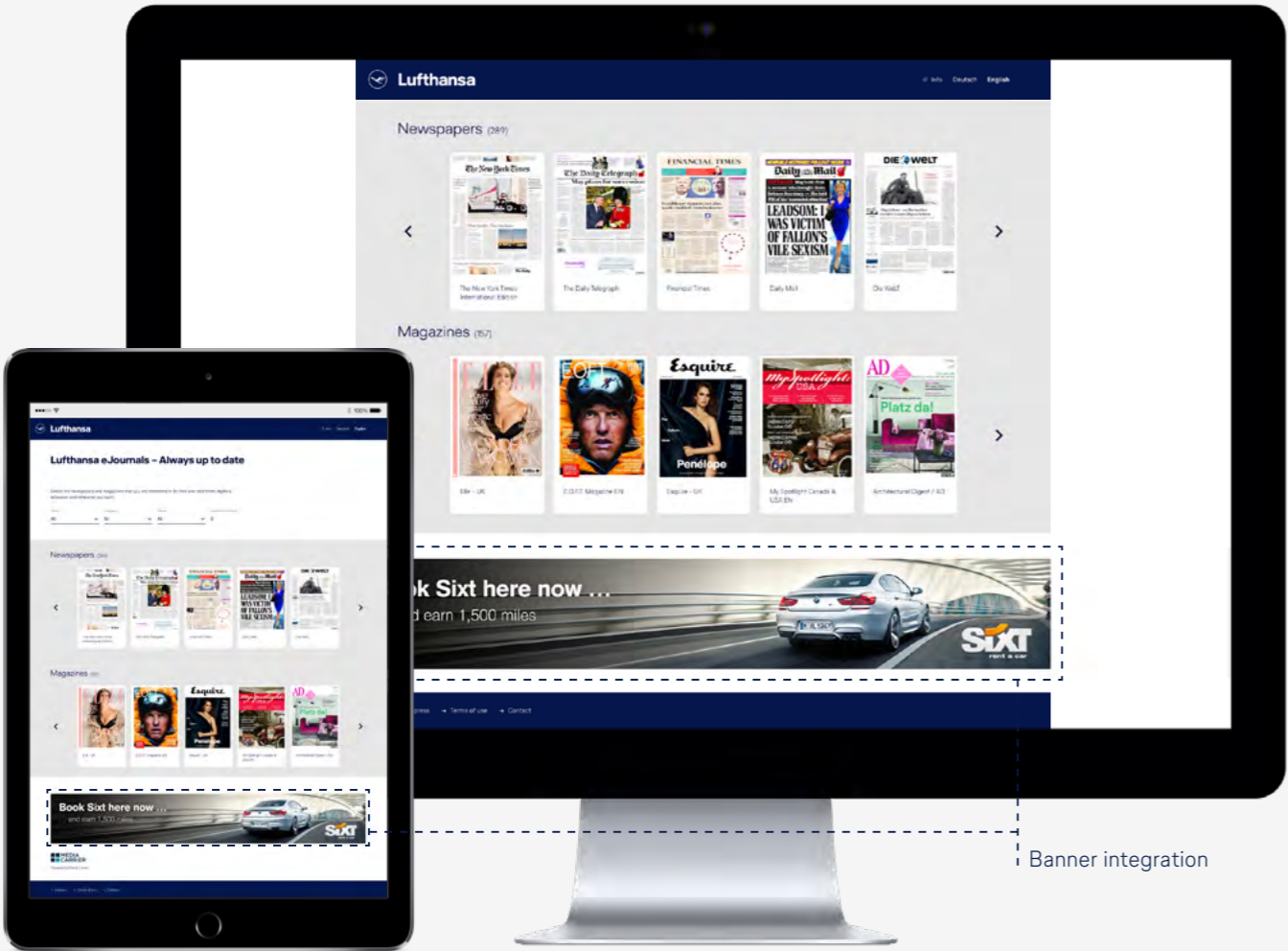
Booking period	flexible
Package prices by page impressions on request	

Booking deadline	2 weeks prior to circulation
Motif approval	2 weeks prior to circulation
Delivery deadline	1 week prior to circulation

Technical data	
Format	Desktop 1600 x 250 Pixel Tablet 768 x 120 Pixel
Language	German or English
Link	German or English

Note
Ø Journal downloads per month: 290,000 and rising.
Correct as of May 2017
Comprehensive reporting provides all important evaluations that are necessary for the success of your campaign.
Generate even more attention: **animated banners are possible.**

Target group | Travel chain | Contact | GTC



Contact Ambient Media

Select Media on Website

Watch eJournals online

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

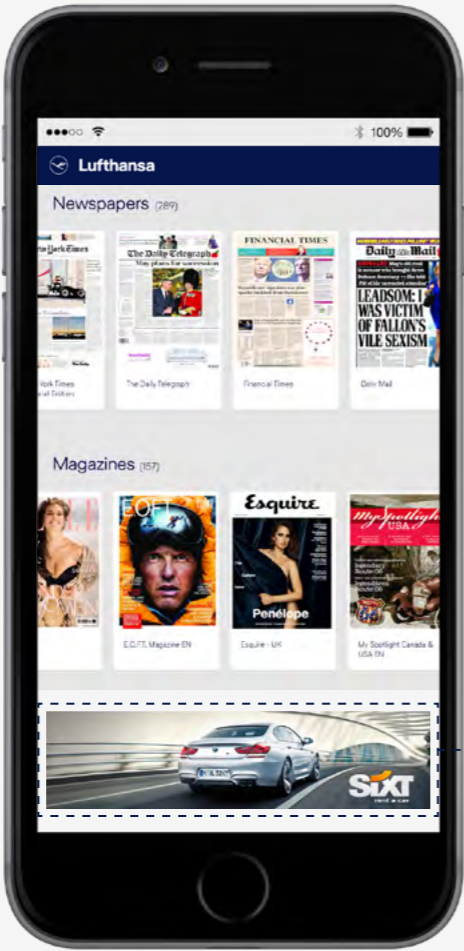
Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
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Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate

eJournals Mobile



Banner integration

Lufthansa's free eJournals offer all passengers a variety of current newspapers and magazines in various languages and genres.

Passengers have the travel literature with them before, during and after their flight in a space-saving and comfortable way.

- Exclusive eye-catcher on the eJournals homepage
- Promoted to all Lufthansa passengers before the flight
- Innovative product with constantly increasing user numbers, which is attracting a high level of attention

Banner | Mobile

Placement	Impressions/month	CPM
German	240,000	€35
English	225,000	€25

General information

Booking period	flexible
Package prices by page impressions on request	

Booking deadline	2 weeks prior to circulation
Motif approval	2 weeks prior to circulation
Delivery deadline	1 week prior to circulation

Technical data	
Format	280 x 100 Pixel
Language	German or English
Link	German or English

Note
Ø Journal downloads per month: 290,000 and rising.
Correct as of May 2017
Comprehensive reporting provides all important evaluations that are necessary for the success of your campaign.
Generate even more attention: **animated banners are possible.**

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch eJournals
online

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

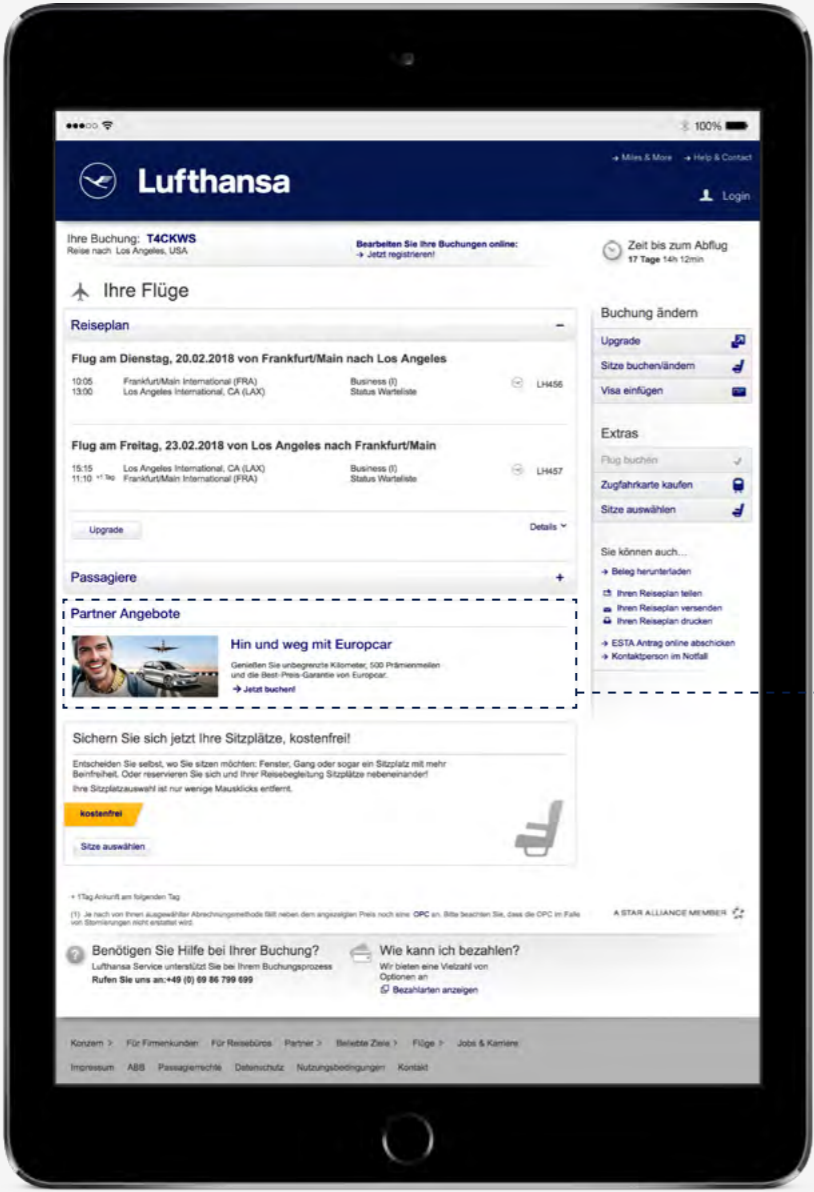
Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Text/image integration

Online booking confirmation

Put your advertising in the centre of interest: In the context of important booking information, your advertising message is sure to attract maximum attention.

After completing a flight booking on LH.com, your banner will be presented to all Lufthansa customers.

- Placement in the online booking process
- Communicating with all Lufthansa customers on completion of the flight booking process on LH.com
- Guaranteed visual impact thanks to placement directly below important booking information

Banner | Image + Text

Placement	Page impressions/month	Price
German	210,000	€14,900

General information

Booking period	monthly
----------------	---------

Booking deadline	4 weeks prior to circulation
Motif approval	3 weeks prior to circulation
Delivery deadline	2 weeks prior to circulation

Technical data	
Image size	220 x 93 pixels
Headline-Text	max. 25 characters
Text	max. 100 characters
CTA-Text	max. 20 characters
Language	German
Link	German

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate

Online check-in confirmation

A banner placement on the online check-in confirmation site guarantees the high attention of Lufthansa passengers.

- High impact guaranteed thanks to a large format advertising banner
- Exclusive communication to Lufthansa passengers on completion of their online check-in process at LH.com
- Target group: Lufthansa passengers shortly before the start of their journey

Banner

Placement	Page impressions/month	Price
German	265,000	€19,000
English	425,000	€21,500

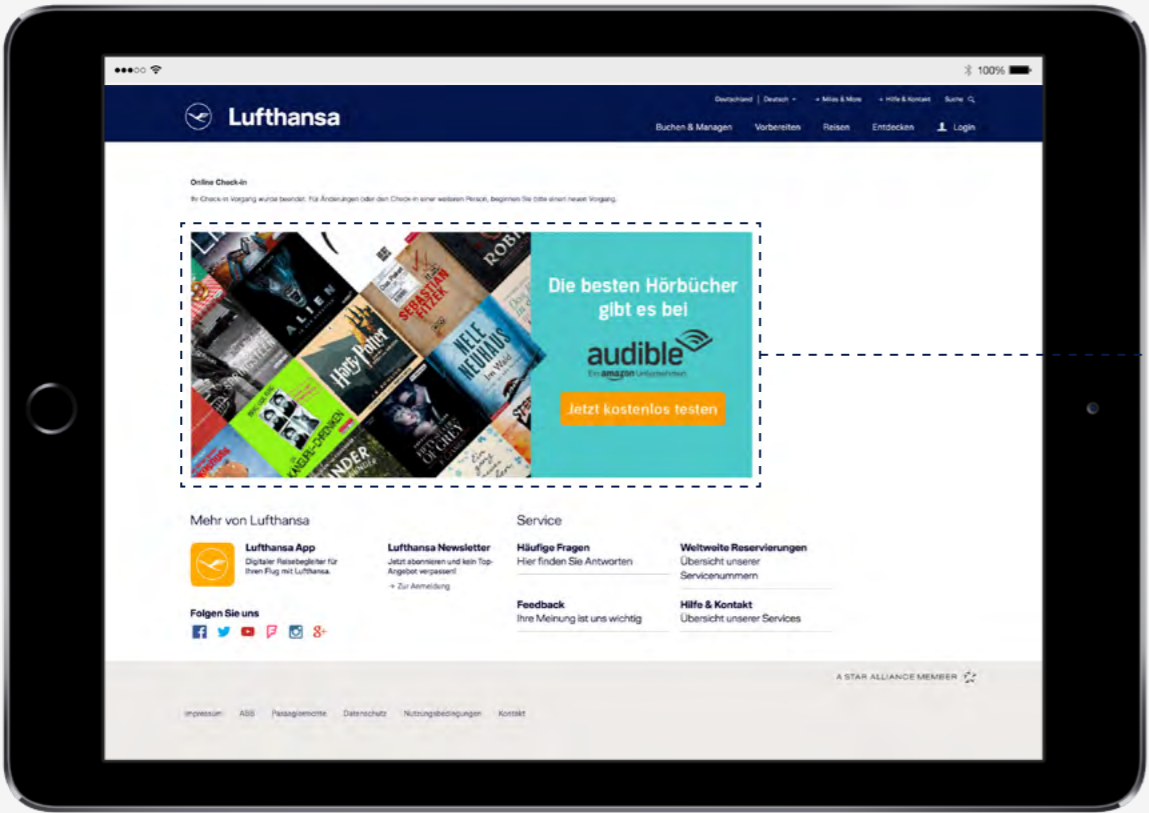
General information

Booking period	monthly
----------------	---------

Booking deadline	4 weeks prior to circulation
Motif approval	3 weeks prior to circulation
Delivery deadline	2 weeks prior to circulation

Technical data

Format	737 x 323 pixels
Language	German or English
Link	German or English



Banner

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Mobile check-in

Business travellers and frequent flyers in particular appreciate check-in via smartphone or tablet. But more and more private travellers are also making use of convenient mobile check-in.

The advantages are obvious: Advertising messages with a high relevance and a clear additional usefulness activate your target groups.

- Means of communicating with all Lufthansa passengers who use the convenient, paperless check-in process via their mobile phone or tablet
- Wide reach, especially for business travellers and frequent flyers
- Optimum visual impact thanks to placement directly below the central entry fields

Banner | Image + Text

Placement	Page impressions/month	Price
German	1.2 million	€29,900
English	1.55 million	€24,900

General information

Booking period	monthly
----------------	---------

Booking deadline	4 weeks prior to circulation
Motif approval	3 weeks prior to circulation
Delivery deadline	2 weeks prior to circulation

Technical data	
Image size	960 x 420 pixels
Headline	max. 25 characters
Text [optional]	max. 70 characters
Language	German or English
Link to mobile website	German or English

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate

Text/image integration

Mobile "My bookings"

Get very close to your target group: Place your advertising message in your personal mobile booking overview.

Directly under the central input fields your advertisement will attract a lot of attention and promises a high AdClick rate.

- Means of communicating with all Lufthansa passengers who check their personal booking overview via their mobile phone or tablet
- Wide reach, especially for business travellers and frequent flyers
- Optimum visual impact thanks to placement directly below the central entry fields

Banner | Image + Text

Placement	Page impressions/month	Price
German	945,000	€29,900
English	450,000	€10,900

General information

Booking period	monthly
----------------	---------

Booking deadline	4 weeks prior to circulation
Motif approval	3 weeks prior to circulation
Delivery deadline	2 weeks prior to circulation

Technical data	
Image size	960 x 420 pixels
Headline	max. 25 characters
Text [optional]	max. 70 characters
Language	German or English
Link to mobile website	German or English

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

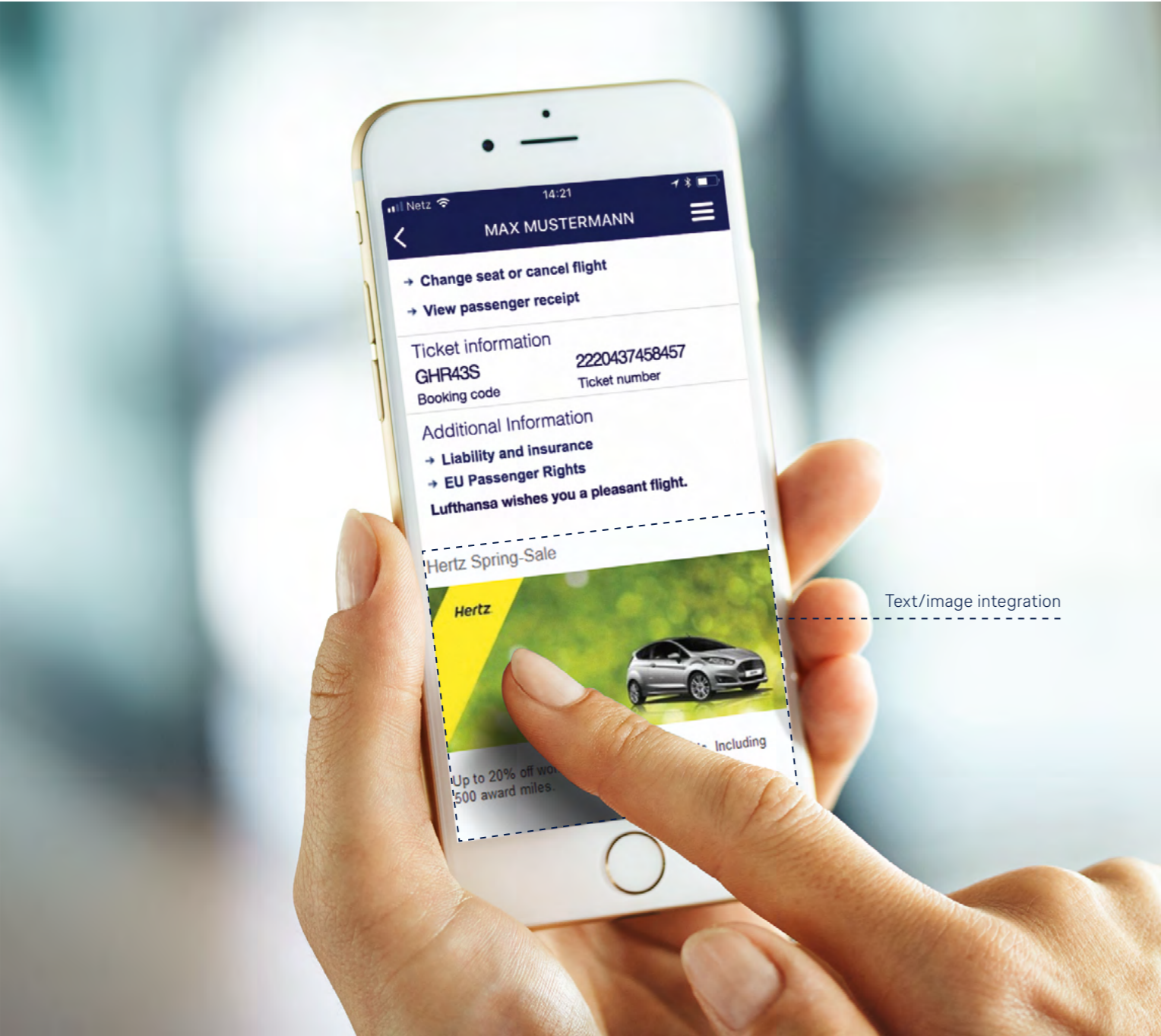
Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Text/image integration

Mobile boarding pass

Get very close to your target group: Place your advertising message in the personal mobile boarding pass.

Directly under the flight informations your advertising is guaranteed to attract a lot of attention and promises a high AdClick rate.

- Innovative approach in particular to business travellers
- Advertising banner on the mobile boarding pass directly below the flight information
- In the passenger’s hands at least five times as part of the travel preparations, on the way to the airport, at the gate and right up to his or her seat on the aircraft

Banner | Image + Text

Dispatch	Users/month	Price
German	800,000	€39,000
English	1.12 million	€34,500

General information

Booking period	monthly
----------------	---------

Booking deadline	4 weeks prior to circulation
Motif approval	3 weeks prior to circulation
Delivery deadline	2 weeks prior to circulation

Technical data	
Image size	960 x 420 pixels
Headline	max. 25 characters
Text [optional]	max. 70 characters
Language	German or English
Link to mobile website	German or English

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers’ magazines
On-board magazine
Frequent Travellers’ magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Board cups

Send your advertising message around the world. Our board cups are used on all Lufthansa flights worldwide.

The cup is an advertising medium that has a very positive connotation within the target group and receives a high level of attention.

- Production included
- International target group, consisting of guests in Business Class, Premium Economy and especially in Economy Class
- Fixed service component on all flights

Branding board cups

Distribution	Circulation/month	Price
Business Class: on short- and medium-haul flights up to 300 min. flight time	2 million cups	€54,600
Premium Economy + Economy Class: all flights		
Business Class: on short- and medium-haul flights up to 300 min. flight time	3 million cups	€71,400
Premium Economy + Economy Class: all flights		

General information

Booking period	monthly
Booking deadline	19 weeks prior to circulation
Motif approval	18 weeks prior to circulation
Delivery deadline	17 weeks prior to circulation
Technical data	
Colours	4c
Other colours	on request

Note
Depending on the volume of passengers, supplementing the above mentioned run through neutral Lufthansa drinking cups is possible

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers' magazines
On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Mini-flyers

Place mini-flyers or samples in practical credit card format on the passengers’ menu trays. Here on board your advertising message enjoys a focused environment and meets guests who have time to deal with it. The high contact time also increases the advertising effect.

- Placement of mini-flyers or samples on passengers’ meal trays
- Designed in a convenient size so that it is easy to take away
- Means of communicating individually with Business Class or Premium Economy and Economy Class passengers on board

Mini-flyers [DE]

Distribution	Circulation/month	Price
Business Class on German domestic and european flights up to 75 min. flight time	120,000 flyers	€35,800

Mini-flyers [EU]

Distribution	Circulation/month	Price
Business Class on european flights from 75 min. flight time	130,000 flyers	€30,700

Mini-flyers [IK]

Distribution	Circulation/2 weeks	Price
Premium Economy + Economy Class on long-haul flights from 300 min. flight time	290,000 flyers	€38,500

General information

Booking period	monthly or two-weekly
----------------	-----------------------

Booking deadline	6 weeks prior to circulation
------------------	------------------------------

Motif approval	4 weeks prior to circulation
----------------	------------------------------

Delivery deadline	3 – 5 working days prior to circulation
-------------------	---

Technical data	
Format	Credit card format [53 x 85 x 8 mm], max. DIN A4 unfolded

Note
The prices mentioned include the distribution costs. Delivery to the door will be free.

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

Print

Address cover ad Lufthansa exclusive
Insert Frequent Travellers’ magazines
On-board magazine
Frequent Travellers’ magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Refreshing tissues

The freshness kick for your advertising: Our refreshing tissues are a popular and revitalizing classic on board.

Present your message over its entire surface with double-sided printing.

- Production and distribution are included
- Target group: Lufthansa Business Class guests on flights within Germany and Europe
- Handed out with the inflight meals

Branding refreshing tissues [DE]

Distribution	Circulation/month	Price
Business Class on short-haul flights (up to 140 min. flight time), double sided printing	500,000	€59,800

Branding refreshing tissues [EU]

Distribution	Circulation/month	Price
Business Class on medium-haul flights (141-300 min. flight time), double sided printing	220,000	€21,800

General information

Booking period	monthly
Booking deadline	11 weeks prior to circulation
Motif approval	10 weeks prior to circulation
Delivery deadline	9 weeks prior to circulation
Technical data	
Format [DE]	122 x 54 mm
Format [EU]	130 x 40 mm

Note
Please note that an alternative distribution of partial quantities to Lufthansa passengers is possible.

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

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On-board magazine
Frequent Travellers' magazines
Homeprint boarding pass

Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

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eJournals Mobile
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Online check-in confirmation
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Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate



Chocolate

There is hardly a passenger who is not looking forward to it: Our on-board chocolate is a fixed service component on domestic German routes in Business Class.

In addition to your advertising imprint on the outer packaging, we enclose your flyer and emboss your brand logo on the chocolate. A sweet seduction!

- Production and distribution are included
- Fixed service component on German domestic flights
- Numerous design possibilities – integration of an integrated flyer and embossing of the chocolates with a company logo

Branding on packaging, flyers and chocolates

Distribution	Quantity/month	Price
Business Class on German domestic flights	70,000 items	€29,900

General information

Booking period	monthly
----------------	---------

Booking deadline	12 weeks prior to circulation
Motif approval	11 weeks prior to circulation
Delivery deadline	10 weeks prior to circulation

Technical data	
Format packaging	84 x 72 x 12 mm
Format flyer [recommended]	60 x 60 mm, unfolded 240 x 120 mm

Note
The price includes the production of the chocolates and the packaging. The production and delivery of the completed flyers, which will be enclosed when packaging the chocolates, are to be carried out by the customer.

Distribution from the first Wednesday of the month until total quantity is used up.

Target group | Travel chain | Contact | GTC

Contact Ambient Media

Select Media on Website

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On-board magazine
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Digital

Lounge screens
Inflight entertainment Movies
Inflight entertainment Best of TV
Inflight entertainment
Sponsored Content

Online/Mobile

eJournals Multi-Screen
eJournals Mobile
Online booking confirmation
Online check-in confirmation
Mobile check-in
Mobile "My bookings"
Mobile boarding pass

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate

Your Lufthansa Ambient Media Team



Lisa Kunkemöller

**Marketing Manager
Ambient Media**

- Expert in the fields Print + Ambient
- Key Account Management (all sectors)

Get in touch now!



Alexander Althoff

**Marketing Manager
Ambient Media**

- Expert in the field Online/Mobile
- Key Account Management (all sectors)

Get in touch now!



Juliane Rehm

**Marketing Manager
Ambient Media**

- Expert in the field Digital
- Key Account Management (all sectors)

Get in touch now!

General Terms and Conditions

1. Responsibility/Contractual partners

Deutsche Lufthansa AG – hereinafter referred to as Lufthansa – is exclusively responsible for marketing the Lufthansa media. The contract concerning execution of the advertising order placed by the client shall be concluded on behalf and for account of Lufthansa.

2. Conclusion of the contract

Offers by Lufthansa shall in all cases be made without obligation. The contract shall come into effect when confirmed by Lufthansa in writing. Orders placed verbally, by telephone and electronically, and confirmed in writing by Lufthansa, are deemed to be agreed upon, to the extent that the client does not object in writing within 24 hours of receipt of the booking confirmation (also known as order confirmation). All orders shall be exclusively governed by the General Terms and Conditions in force at that time. Separate General Terms and Conditions apply to bookings made via the website LH.com/media. Application of the client's General Terms and Conditions is herewith explicitly excluded, unless Lufthansa has explicitly agreed to their validity in writing. This shall also apply even when Lufthansa has unconditionally accepted an order despite being aware of terms and conditions to the contrary.

3. Orders from agencies

Orders from advertising agencies shall only be accepted for precisely designated advertisers [name, full address]. Provided that they can offer proof of corresponding services, advertising agencies or intermediaries shall receive an agency fee from Lufthansa equal to 15% of the net order value, i.e. of the net invoiced sum excluding VAT, after deduction of discounts [excluding postage]. The agency fee shall be recalculated if the value of an order and/or a discount changes due to an addition or cancellation.

4. Period for completion

The completion period shall be the period between Lufthansa and the client.

5. Lead times, print deadlines

The specified lead times [for example, subject approval, delivery date] serve as guidelines. The specific deadlines may sometimes deviate from the specified guidelines. The deadlines according to the booking confirmation apply. If a deadline indicated in the booking confirmation varies from the specified lead times and the client does not agree to this, it has the right of withdrawal. It must declare the withdrawal in writing within five working days of receipt of the booking confirmation.

6. Rescission

An advertising order shall be accepted when confirmed in accordance with No. 2 of the present General Terms and Conditions. The client may cancel an advertising order in writing prior to the booking deadline. In the case of cancellation by the client, the following cancellation costs are incurred; the gradation of these costs is governed by the booking deadline indicated in the order confirmation for the medium in question. In the case of cancellation up to a maximum of 4 weeks before the booking deadline, 50% of the order value is incurred. If Lufthansa receives the cancellation less than 4 weeks before the booking deadline, 70% of the order value is incurred. In case of cancellation after the booking deadline, 100% of the order value is incurred. The client reserves the right to present proof that the costs asserted by Lufthansa 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 advertising order will be recalculated according to the price list in effect as of the time of cancellation.

7. Rejection of advertising orders

Lufthansa reserves the right to decline advertising orders, including orders which have already been confirmed with legally binding force, as well as individual orders within the framework of an arrangement [rescission] if they violate the law or official regulations, are

contrary to public policy, or whose publication is unacceptable to Lufthansa, especially if their reputation may be damaged as a result or if competitive products are advertised. The client shall be informed of such a refusal without delay. The client shall not be obliged to pay for the service ordered in such a case. All further claims shall explicitly be excluded. If the booked advertising service is rendered despite giving notice of rescission, the client shall also be obliged to pay for the service 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.

8. 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 taxes, (except Lufthansa income and corporate taxes in Germany) due under or in connection with this Agreement. 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 Lufthansa, 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 Lufthansa had no such deduction or withholding been required.

9. Basic price of inflight entertainment / Lounge Screens

The basic price of inflight entertainment and display on Lounge Screens shall constitute the fee for broadcasting the television commercial and does not include any production costs or other costs. Such costs shall be invoiced 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. If the actual broadcast length differs from the agreed broadcast length, the actual broadcast length shall serve as the basis for calculation and Lufthansa must agree to the changed length in seconds in such a case.

10. Placement/Complaints

Lufthansa 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 beforehand where possible. Advertisements which are not immediately identifiable as such on account of their design shall be identified by adding the word "Advertisement". Proofs and logs shall only be supplied if explicitly requested before the booking period. The booked advertising spots shall be placed by Lufthansa within the agreed price group, subject to changes in accordance with No. 12 of these General Terms and Conditions. Price groups are shown in the valid Lufthansa programme structure applicable when the order is confirmed. Lufthansa cannot warrant that other advertising slots are not offered and broadcast in addition to those shown in the programme structure. If an advertising spot cannot be broadcast on schedule due to technical faults, Acts of God or other circumstances beyond Lufthansa's control, it shall be moved to a reasonable alternative slot. In the event of major shifts, the client shall be informed accordingly by Lufthansa without delay.

11. Defects

Except in the case of hidden defects, all complaints must be filed within an exclusive period of one month of receiving the invoice. For a non-material deviation no claims can be made.

For all claims based on defects the period of limitation shall be one year beginning with the publishing of the respective advertisement material.

12. Changes in price

The price list may be changed at any time. However, changes in price shall only be effective for orders which have been agreed and confirmed if the changes have been announced by Lufthansa at least one month before coming into force. The client shall be

entitled to rescind the order if prices rise. This right of rescission shall be exercised in writing addressed to Lufthansa within five working days of receiving the notification.

13. Terms of payment / set-off

Unless contractually agreed otherwise, the advertising orders placed shall be invoiced per month in advance. Unless agreed otherwise, invoices will be transmitted to the client electronically and are to be settled within the payment deadline stipulated on the invoice. In the case of new business relations, Lufthansa reserves the right to demand payment in advance. Payment shall be exclusively remitted to the accounts specified by Lufthansa in the invoice. Bank charges shall be borne by the client. Cheques and bills shall only be accepted in lieu of performance. If payments are in arrears, Lufthansa shall be entitled to postpone execution of the order without creating any entitlement to compensation for the client. The client shall be liable for the loss incurred on account of the default. Such loss shall include interest on the sum defaulted at a rate defined by law [Section 288 of the German Civil Code (BGB)]. Lufthansa explicitly reserves the right to claim further damages based on default. Lufthansa shall be entitled to rescind the contract in accordance with statutory regulations if payments are in arrears. All resultant losses shall be borne by the client. The right to set-off is limited to undisputed claims or claims affirmed by legally binding judgements.

14. Printing documents/Broadcast material

All advertising media shall be approved by Lufthansa. Unless agreed otherwise, the client shall obtain Lufthansa's approval of the corresponding advertising media in accordance with the dates stipulated in the order confirmation, prior to the deadline for the submission of documents for printing. The client shall be obliged to inform Lufthansa in writing and without delay should any circumstances preventing compliance with the stipulated deadline arise or become known. The client shall be responsible for ensuring punctual delivery, including the delivery of faultless documents for printing, to the office designated by Lufthansa. A master shall be supplied for each advertising medium if several advertisements are to be published with the same motif. The client is obliged to make the material required for broadcasting the advertising spots for movies or TV series available to Lufthansa prior to broadcasting, in accordance with the dates stipulated in the booking confirmation. The copies to be broadcast must be of the quality expected by Lufthansa. Separate broadcasting material [a Digital Betacam SP] in the required quantities shall be supplied for each motif. The broadcasting material shall be stored by the applicable service-provider on behalf of Lufthansa and shall only be returned to the client on request. If a motif for a commercial is not used for more than one year, Lufthansa shall be entitled to destroy the documents and broadcast material provided for this purpose free of charge. 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, are defective or have been incorrectly labelled. The client shall not be entitled to claim damages in such a case. The risk when sending documents and material for broadcasting shall rest with the client. The client warrants that he will settle the GEMA accounts.

15. Quantities/Residual stocks

Quantities for advertising media [e.g. refreshing tissues, Business Class chocolate] may vary due to fluctuations in the number of passengers and cannot be limited in terms of time; surplus quantities shall be distributed. The circulation figures quoted for information brochures, flyers and/or postcards are merely guideline values; if a run or part-run is not distributed during the advertising period despite Lufthansa's reasonable effort, this shall not entitle the client to claim any reduction in the agreed fee.

16. Responsibility of the client in terms of media, competition and copyright law/Indemnification

In relations with Lufthansa, the client shall bear sole responsibility for the advertising spot as regards media law, competition law and other content.

If Lufthansa's service is impaired by third-party rights (especially claims associated with media, competition and copyright law) the client is obliged to dispel the infringement of third party rights. Until then Lufthansa may suspend and hold back its service and especially not publish or stop publishing advertisements and recall print media. If the client does not succeed to dispel the infringement within a reasonable grace period set by Lufthansa, Lufthansa is entitled to terminate the contract.

In addition the client shall indemnify and hold harmless Lufthansa from all third-party claims and will bear Lufthansa's legal costs. Lufthansa 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.

17. Liability

The liability of Lufthansa in all contractual relationships specified in these General Terms and Conditions [including their respective vicarious agents] shall be unlimited in cases of wilful intent or gross negligence, as well as in warranty cases. Liability shall also be unlimited in the case of death, bodily injury and damage to health due to minor negligence. If essential contractual obligations are breached through minor negligence, liability shall be limited to the resultant property damage and financial losses in the amount of the foreseeable, typically incurred loss. An essential contractual obligation shall be defined as

one which must be discharged in order to make due execution of the contract possible in the first place, and which the contractual partners may normally expect to be discharged. Where permitted by law, all further liability for damages shall be excluded, except in the case of claims based on product liability law.

18. Integrity

The client shall obey the applicable anti-corruption law. He ensures not to offer, promise or provide employees of Lufthansa or any of his / her related persons any unlawful advantages. The same applies for employees of the client as well as employees of its agents and third parties acting on the client's behalf.

If Lufthansa realizes that the client disobeys the above mentioned standards, Lufthansa may terminate the contracts with the client at its own discretion.

19. Confidentiality

All personal data and data in connection with this contract – regardless of form (written, oral, other) – (Confidential Information) will be kept confidential by the parties even if they are not marked as confidential. This does not apply for Confidential Information which is publicly known, explicitly intended for publication, legally obtained by a third party not in breach of any obligation to confidentiality or with the consent of the other party / the party who disclosed the Confidential Information respectively. Lufthansa may share Confidential Information with affiliates in the sense of Section 15 of the German Stock Exchange Act (Aktiengesetz).

Both parties shall keep Confidential Information confidential for a period of 5 years after the termination of the contract.

20. Concluding provisions

Amendments and supplements to the contract, including subsidiary agreements and amendment of these clauses, shall only be valid if set out in writing. German law shall be applicable excluding the CISG as well as the German collision of law norms. If any of the provisions of these General Terms and Conditions prove to be or become invalid, this shall not affect the remaining parts of the contract. The place of jurisdiction in business relations with business people, legal entities under public law and public-law special funds shall be at Frankfurt, Main.

Deutsche Lufthansa AG
Lufthansa Aviation Center LAC
Airportring
D-60546 Frankfurt

Contact us! ▶

lufthansa.com/media

Precision landing for your target group

Price list valid from 09/2018



Lufthansa Ambient Media