Media Data 2020
Advertise within a premium environment
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.

Our Lufthansa Media offer you a unique advertising environment:

- A fleet of more than 350 aircraft
- More than 250 destinations in 77 countries
- On average about 5.8 Mio. passengers per month

On board of Lufthansa you are in best company – for the third time in a row the airline has been awarded “Best Airline in Europe” and “Best Western European Airline” by Skytrax.

Meet your target group on our flights

Lufthansa also received Gold in the category “Best Airline for Business Travelers in Germany and Europe” at the “Business Traveller Awards”.

At Europe’s only 5-Star-Airline 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.

1,2,4 Skytrax World Airline Awards 2019
3 Business Traveller Awards 2019
More than 250 destinations in 77 countries and an average of 5.8 million passengers per month attract worldwide attention to your advertising message.
Lufthansa’s passengers - cosmopolitan, interested and demanding.

Passengers on board of Lufthansa are highly quality-conscious and have a strong interest in consumer goods. As top decision-makers and multipliers from business and society, they have an above-average willingness to buy in the premium and luxury segments.

They are educated, well-off and have great freedom of decision in their professional and private lives. In terms of these characteristics, Lufthansa’s passengers are significantly above the German average – also in terms of willingness to invest and technology affinity.

**Surveys:**
- First & Business Class
- Premium Economy & Economy Class
- all passenger classes
- Families

The figures on the following pages show the characteristics and interests in comparison to the German national average.

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**The target group**

<table>
<thead>
<tr>
<th>Passengers p.a., in million</th>
<th>Total</th>
<th>European flights</th>
<th>Intercontinental flights</th>
<th>German domestic flights</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>70</td>
<td>17</td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reason for travel</th>
<th>Total</th>
<th>Business</th>
<th>Non-business</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>39</td>
<td>17</td>
<td>14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age in %</th>
<th>Total</th>
<th>Under 19 years</th>
<th>20-29 years</th>
<th>30-39 years</th>
<th>40-49 years</th>
<th>50-59 years</th>
<th>60-69 years</th>
<th>70 years +</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>6</td>
<td>17</td>
<td>27</td>
<td>31</td>
<td>14</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender in %</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28</td>
<td>72</td>
</tr>
</tbody>
</table>

(Source: Deutsche Lufthansa AG, 2018/2019)

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*Period: 07/2018 to 06/2019
*without domestic flights
First & Business Class

Bring your brand directly into contact with a target group with purchasing power: our guests in First & Business Class have an above-average income and great personal interests in the areas of finance, luxury goods and mobility.

**Luxury goods**
- Probability to purchase a watch in the next 12 months: 60% (12%)

**Accessoires**
- Probability of a jewellery purchase in the next 12 months: 23% (12%)

**Consumer electronics**
- Probability to purchase consumer electronics in the next 12 months: 47% (18%)

**Investments**
- Interest in making investments: 91% (23%)

**Profession**
- Decision-making authority in IT: 66% (17%)

**Sole decision-maker**
- In the household about holidays: 67% (23%)

**Household net income**
- < €3,000: 28% (63%)
- €3,000 - €5,000: 41% (29%)
- > €5,000: 31% (8%)

**Age**
- 18-29 years: 13% (6%)
- 30-39 years: 16% (13%)
- 40-49 years: 21% (18%)
- 50-59 years: 29% (21%)
- 60+: 22% (18%)

**Profile**
- Management responsibility (profession): 61% (21%)
- Decision-making authority (profession): 67% (21%)
- University degree/university of applied sciences degree: 57% (25%)
- Home ownership (house or apartment): 67% (25%)
- 2 or more persons in the household: 79% (70%)

**Finance**
- Interest in investment products (equities, ETFs, time deposits, etc.): 91% (67%)

**Mobility**
- Probability of a car purchase in the next 12 months: 67% (29%)

Source: YouGov November 2018
The figures refer to passengers who have travelled with Lufthansa at least once in the last 12 months.

Colour legend
Lufthansa
Ø Germany
A high-income target group with pronounced interests: compared to the national average, Lufthansa passengers in the Premium Economy & Economy Class are much more interested in products from the areas of finance, consumer electronics and mobility.

Ownership of share portfolios (online + offline)

- Lufthansa: 42%
- Germany: 22%

Finance

- Interest in investment products (equities, ETFs, time deposits, etc.): 80%
- New contracts of insurance products in the next 12 months: 64%

Insurances

- Probability of switching insurance products: 25%
- New contracts of insurance products in the next 12 months: 18%

Finance

- Interest in investment products: 80%
- New contracts of insurance products in the next 12 months: 64%

Consumer electronics

- Probability of purchasing consumer electronics in the next 12 months: 33%

Accessoires

- Probability of a jewellery purchase in the next 12 months: 12%

Ownership of share portfolios (online + offline)

- Lufthansa: 42%
- Germany: 22%

Insurance

- Probability of switching insurance products: 25%
- New contracts of insurance products in the next 12 months: 18%

Household net income

- Less than €3,000: 42%
- €3,000 - €5,000: 39%
- More than €5,000: 19%

Profile

- Management responsibility (profession): 35%
- Decision-making authority (profession): 45%
- University degree/university of applied sciences degree: 48%
- Home ownership (house or apartment): 63%
- 2 or more persons in the household: 79%
Your advertising objectives are in good hands here: the personal interests of high-income Lufthansa passengers are much more pronounced than the German average in the areas of mobility, consumer electronics and finance.

Ownership of share portfolios (online + offline)
- Lufthansa: 43%
- Germany: 22%

Finance
- Interest in investment products (equities, ETFs, time deposits, etc.)
- Lufthansa: 83%
- Germany: 66%

Insurances
- Probability of switching insurance products/new contracts of insurance products in the next 12 months
- Lufthansa: 31%
- Germany: 18%

Accessories
- Probability of a jewellery purchase in the next 12 months
- Lufthansa: 18%
- Germany: 12%

Consumer electronics
- Probability to purchase consumer electronics in the next 12 months
- Lufthansa: 34%
- Germany: 18%

Mobility
- Probability of a car purchase in the next 12 months
- Lufthansa: 46%
- Germany: 29%

Household net income
- < €3,000
  - Lufthansa: 38%
  - Germany: 21%
- €3,000 - €5,000
  - Lufthansa: 48%
  - Germany: 31%
- > €5,000
  - Lufthansa: 38%
  - Germany: 25%

Profile
- Management responsibility (profession)
  - Lufthansa: 38%
  - Germany: 21%
- Decision-making authority (profession)
  - Lufthansa: 48%
  - Germany: 31%
- University degree/university of applied sciences degree
  - Lufthansa: 47%
  - Germany: 25%
- Home ownership (house or apartment)
  - Lufthansa: 67%
  - Germany: 59%
- 2 or more persons in the household
  - Lufthansa: 79%
  - Germany: 70%

Source: YouGov November 2018
The figures relate to passengers who have flown with Lufthansa.
Families | all passenger classes

Your advertising objectives are in good hands: the purchasing disposition and the income strength of families travelling with Lufthansa are well above the German national average.

Colour legend

- Lufthansa
- Ø Germany

With child/children on last holiday

Respondents with children up to 12 years

75% 68%

Free disposable household net income (households with children up to 12 years)

- < €3,000
  45% 65%
- €3,000 - €5,000
  32% 17%
- > €5,000
  12% 8%

Profile (households with children up to 12 years)

- Management responsibility/profession
  78% 49%
- Decision-making authority/profession
  58% 39%
- University degree/university of applied sciences degree
  52% 29%
- Home ownership (house or apartment)
  59% 42%
- 3 or more persons in the household
  92% 84%

Purchase of prepaid cards or conclusion of mobile phone contracts*

Purchase of products (online/stationary) in the last 6 months

24% 16%

Purchase of toys*

Purchase of products (online/stationary) in the last 6 months

62% 52%

Purchase of stationery*

Purchase of products (online/stationary) in the last 6 months

59% 45%

Activities in the last holidays*

Board games or handicrafts at home

52% 42%

Excursions during the school holidays*

Visit to adventure parks, theatres or museums

62% 50%

Purchase of fashion, shoes, accessories*

Purchase of products (online/stationary) in the last 6 months

68% 58%

Shopping of games, music, films and books*

Purchase of products (online/stationary) in the last 6 months

59% 41%

Purchase of toys, books, games and music, films*

Purchase of products (online/stationary) in the last 6 months

59% 45%

Excursions during the school holidays*

Visit to adventure parks, theatres or museums

59% 45%

Activities in the last holidays*

Board games or handicrafts at home

52% 42%

Profiles with children up to 12 years of age
The journey is the destination: the entire advertising media along the travel chain

**Flight**
- On-board magazine
- Inflight entertainment long-haul flights
- Board cups
- Mini-flyers
- Refreshing tissues
- Chocolate

**Lounges**
- Lounge screens
- Lufthansa exclusive
- Lufthansa Woman’s World

**At home**
- Address cover ad Lufthansa exclusive
- Insert frequent flyers’ magazines
- Lufthansa exclusive
- Lufthansa Woman’s World

**Journey planning**
- eJournals multi-screen
- Online booking confirmation
- Online check-in confirmation
- App check-in
- Mobile check-in confirmation
- Homeprint boarding pass

**At home**
- Address cover ad Lufthansa exclusive
- Insert frequent flyers’ magazines
- Lufthansa exclusive
- Lufthansa Woman’s World

**Flight**
- On-board magazine
- Inflight entertainment long-haul flights
- Board cups
- Mini-flyers
- Refreshing tissues
- Chocolate

**Lounges**
- Lounge screens
- Lufthansa exclusive
- Lufthansa Woman’s World
### Advertising opportunities on the ground

<table>
<thead>
<tr>
<th>Senators &amp; frequent flyers</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address cover ad Lufthansa exclusive</td>
<td>-</td>
</tr>
<tr>
<td>Insert frequent flyers' magazines</td>
<td>-</td>
</tr>
<tr>
<td>Lounge screens</td>
<td>-</td>
</tr>
<tr>
<td>Advertisement Lufthansa exclusive</td>
<td>-</td>
</tr>
<tr>
<td>Advertisement Lufthansa Woman's World</td>
<td>-</td>
</tr>
</tbody>
</table>

| All Lufthansa customers (incl. Senators & frequent flyers) | | International |
|-----------------------------------------------------------|----------------|
| Germany-wide                                              | International |
| Advertisement Lufthansa exclusive                         |                |
| Advertisement Lufthansa Woman's World                     |                |
| Lounge screens                                            |                |
| Advertisement Lufthansa Woman's World                     |                |
| Online booking confirmation                              |                |
| Online check-in confirmation                              |                |
| App check-in                                               |                |
| Mobile check-in confirmation                               |                |
| Homeprint boarding pass                                   |                |
|                                                           |                |
|                                                           |                |
## Advertising opportunities on board

### First Class
- German domestic flights [14 million p.a.]
- European flights [39 million p.a.]
- Intercontinental flights [17 million p.a.]
- Inflight entertainment
- Long-haul flights
- Lufthansa magazin
- Lufthansa Woman's World
- Board cups
- Refreshing tissues
- Mini-flyers
- Chocolate

### Business Class
- German domestic flights [14 million p.a.]
- European flights [39 million p.a.]
- Intercontinental flights [17 million p.a.]
- Inflight entertainment
- Long-haul flights
- Lufthansa magazin
- Lufthansa Woman's World
- Board cups
- Refreshing tissues
- Mini-flyers

### Premium Economy & Economy Class
- German domestic flights [14 million p.a.]
- European flights [39 million p.a.]
- Intercontinental flights [17 million p.a.]
- Inflight entertainment
- Long-haul flights
- Lufthansa magazin
- Board cups
- Refreshing tissues
- Mini-flyers
Print
Address cover ad Lufthansa exclusive
Insert frequent flyers’ magazines
On-board magazine
Frequent flyers’ magazines
Homeprint boarding pass
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 flyers

Advertisement on address sheet

<table>
<thead>
<tr>
<th>Dispatch</th>
<th>Circulation/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany-wide</td>
<td>304,700</td>
<td>€15,900</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Format</th>
<th>185 x 53 mm</th>
</tr>
</thead>
</table>

Note

- Source circulation: IVW II/2019
Insert frequent flyers’ magazines

Lufthansa exclusive is a lifestyle magazine for decision-makers in Germany and Lufthansa. Woman’s World entertains Lufthansa’s frequent flyers with sophisticated stories and reports.

With 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 flyers
- 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

<table>
<thead>
<tr>
<th>Insert Lufthansa exclusive</th>
<th>Insert Lufthansa Woman’s World</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dispatch</strong></td>
<td><strong>Dispatch</strong></td>
</tr>
<tr>
<td>Germany-wide</td>
<td>Germany-wide, sent out with</td>
</tr>
<tr>
<td></td>
<td>Lufthansa exclusive in April,</td>
</tr>
<tr>
<td></td>
<td>June, September and December</td>
</tr>
<tr>
<td><strong>Circulation/month</strong></td>
<td><strong>Circulation/month</strong></td>
</tr>
<tr>
<td>310,000</td>
<td>125,000</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td><strong>Price</strong></td>
</tr>
<tr>
<td>€32,400</td>
<td>€14,900</td>
</tr>
</tbody>
</table>

**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 2019.

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**Print**

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

**Digital**

- Lounge screens
- Infotainment Movies
- Infotainment Best of TV
- Sponsored Content

**Online/Mobile**

- eJournals multi-screen
- Online booking confirmation
- Online check-in confirmation
- App check-in
- Mobile check-in confirmation

**Ambient**

- Board cups
- Mini-flyers
- Refreshing tissues
- Chocolate
On-board magazine

Lufthansa magazin 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.

- 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

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Circulation/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>On board in all classes and personalized direct mail</td>
<td>591,800</td>
<td>€30,000</td>
</tr>
</tbody>
</table>

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  
207,058 [IVW II/2019]

Reach Lufthansa magazin  
1.58 Mio. [IASE 2019, collected in 21 European countries]

Circulation Lufthansa exclusive  
304,691 [IVW II/2019]

Target group | Travel chain | Contact | GTC
Frequent flyers’ 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.

- Frequent flyer magazines in personalized direct mailing as well as distribution in First and Business Class on long-haul flights and in Lufthansa lounges
- Target group: HON Circle Members, Senators and frequent flyers
- Woman’s World magazine enables you to address German speaking female frequent flyers individually

### Advertisement Lufthansa exclusive

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Circulation/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personalised direct mail</td>
<td>304,700</td>
<td>€25,000</td>
</tr>
</tbody>
</table>

### Advertisement Lufthansa Woman’s World

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Circulation/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personalised direct mail</td>
<td>200,530</td>
<td>€18,000</td>
</tr>
</tbody>
</table>

### 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/2019
- Publication dates for Lufthansa Woman’s World: April, June, September + December

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### Advertisement Lufthansa exclusive

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
<th>Online/Mobile</th>
<th>Ambient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address cover ad Lufthansa exclusive</td>
<td>Inflight entertainment Movies</td>
<td>Online booking confirmation</td>
<td>Board cups</td>
</tr>
<tr>
<td>Insert frequent flyers’ magazines</td>
<td>Inflight entertainment Best of TV</td>
<td>Online check-in</td>
<td>Mini-flyers</td>
</tr>
<tr>
<td>On-board magazine</td>
<td>Inflight entertainment Sponsored Content</td>
<td>App check-in</td>
<td>Refreshing tissues</td>
</tr>
<tr>
<td>Frequent flyers’ magazines</td>
<td>Flyer STATUS MAIN FOCUS</td>
<td>Mobile check-in confirmation</td>
<td>Chocolate</td>
</tr>
<tr>
<td>Homeprint boarding pass</td>
<td>Exitaital</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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 | 230,000 | €12,900
Worldwide [without Germany] | 535,000 | €18,700

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

Note

Depending on the passenger volume, there may be fluctuations in the number of users.

Distribution Users/month Price
Germany-wide | 230,000 | €12,900
Worldwide [without Germany] | 535,000 | €18,700

Target group | Travel chain | Contact | GTC
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.

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

<table>
<thead>
<tr>
<th>Placement</th>
<th>Visitors/month</th>
<th>Price/second</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 lounges throughout Germany</td>
<td>407,000</td>
<td>€1,530</td>
</tr>
</tbody>
</table>

Spot length

- 30 seconds [standard] €45,900

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

- Format: various formats, 1,920 x 1,080 pixels
- Sound: without sound

Note

- Duration of visit per guest: 60 minutes
- Broadcasts per month: 260,000
- Repetition of spots: every 5 minutes

Depending on the number of passengers, there may be fluctuations in the number of visitors.

Print

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

Digital

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

Online/Mobile

eJournals multi-screen
Online booking confirmation
Online check-in
App check-in
Mobile check-in confirmation

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.

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

• Maximum of attention by prominent 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

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.

- Exclusive 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 ‘Favourites’

Advertising spot | Movies | Favourites

<table>
<thead>
<tr>
<th>Placement</th>
<th>Contacts/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Class &amp; Business Class</td>
<td>330,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Genre choice ‘Favourites’</th>
<th>Price/month 1 second</th>
<th>Price/month 30 seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action, Thriller &amp; Science Fiction</td>
<td>€1,750</td>
<td>€52,500</td>
</tr>
<tr>
<td>Comedy</td>
<td>€1,700</td>
<td>€51,000</td>
</tr>
<tr>
<td>Drama</td>
<td>€1,700</td>
<td>€51,000</td>
</tr>
</tbody>
</table>

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
**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: Premium Economy and Economy Class guests on long-haul flights
- Viewed multiple times by guests as placed before all feature films

---

### Advertising spot | Movies | All feature films

<table>
<thead>
<tr>
<th>Placement</th>
<th>Contacts/month</th>
<th>Price/month 1 second</th>
<th>Price/month 30 seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Economy &amp; Economy Class</td>
<td>1 million</td>
<td>€1,790</td>
<td>€53,700</td>
</tr>
</tbody>
</table>

### 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

*except family films

---

**Target group | Travel chain | Contact | GTC**

---

**Digital**

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

---

**Print**

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

---

**Online/Mobile**

- eJournals multi-screen
- Online booking confirmation
- Online check-in confirmation
- App check-in
- Mobile check-in confirmation

---

**Ambient**

- Board cups
- Mini-flyers
- Refreshing tissues
- Chocolate

---

**Contact Media on Website**

**Select Media on Website**

**Watch entertainment programmes online**
Inflight entertainment long-haul flights
Best of TV [First Class & Business Class]

On long-haul flights our guests can choose from over 300 TV productions – including the highly sought-after categories of Drama, Comedy, Business & Documentary and Family TV.

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

- Exclusive pre-roll placement at the start of the programme
- Target group: First Class and Business Class passengers 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 | Price/month
|-----------|---------------|--------------|
| First Class & Business Class | 330,000 | £1,520

<table>
<thead>
<tr>
<th>Genre choice 'Favourites'</th>
<th>1 second</th>
<th>30 seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business &amp; Documentary</td>
<td>€4,600</td>
<td>€18,600</td>
</tr>
<tr>
<td>Drama Series</td>
<td>€4,500</td>
<td>€18,000</td>
</tr>
<tr>
<td>Family TV</td>
<td>€4,200</td>
<td>€16,800</td>
</tr>
<tr>
<td>Sitcom &amp; Comedy</td>
<td>€4,500</td>
<td>€18,000</td>
</tr>
</tbody>
</table>

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 flyers' magazines
On-board magazine
Frequent flyers' magazines
Homeprint boarding pass

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

Online/Mobile
eJournals multi-screen
Online booking confirmation
Online check-in confirmation
App check-in
Mobile check-in confirmation

Ambient
Board cups
Mini-flyers
Refreshing tissues
Chocolate
Inflight entertainment long-haul flights

Best of TV [Premium Economy & Economy Class]

More than 300 TV productions including popular “Special Interest Genres” are available to all guests on long-haul flights.

- Exclusive pre-roll placement at the start of the programme
- Target group: Premium Economy and Economy Class passengers on long-haul flights
- Viewed multiple times by guests as placed before all TV contents

Advertising spot | Best of TV | all TV contents

<table>
<thead>
<tr>
<th>Placement</th>
<th>Contacts/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Economy &amp; Economy Class</td>
<td>1 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Genre</th>
<th>Price/month 1 second</th>
<th>Price/month 30 seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>All TV contents</td>
<td>€1,650</td>
<td>€49,500</td>
</tr>
</tbody>
</table>

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

More than 300 TV productions including popular “Special Interest Genres” are available to all guests on long-haul flights.

- Exclusive pre-roll placement at the start of the programme
- Target group: Premium Economy and Economy Class passengers on long-haul flights
- Viewed multiple times by guests as placed before all TV contents

*except Kids TV
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

<table>
<thead>
<tr>
<th>Placement</th>
<th>Contacts/quarter</th>
<th>Price/quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>All classes</td>
<td>3.09 million</td>
<td>€96,600</td>
</tr>
</tbody>
</table>

General information

- Booking period: possible on the 1st of each month
- Occupancy period: at least 3 months
- 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

<table>
<thead>
<tr>
<th>Placement</th>
<th>Contacts/quarter</th>
<th>Price/quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>All classes</td>
<td>3.09 million</td>
<td>€96,600</td>
</tr>
</tbody>
</table>

Target group | Travel chain | Contact | GTC
Online/Mobile

eJournals multi-screen
Online booking confirmation
Online check-in confirmation
App check-in
Mobile check-in confirmation
With its free eJournals, Lufthansa offers all passengers a large number 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 placement on the eJournals homepage
- Promoted to all Lufthansa passengers before the flight
- High click-through rate of average 0.4 percent

**General information**

**Booking period**
- monthly

**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 pixels
- Tablet: 768 x 120 pixels
- Mobile: 280 x 100 pixels

**Language**
- German or English

**Link**
- German or English

**Note**

- Journal downloads per month: 250,000
- Annual average 2018

Comprehensive reporting provides all important evaluations that are necessary for the success of your campaign.

Depending on the number of passengers, sessions may fluctuate.

### Banner

<table>
<thead>
<tr>
<th>Placement</th>
<th>Sessions/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td>130,000</td>
<td>€19,500</td>
</tr>
<tr>
<td>English</td>
<td>105,000</td>
<td>€12,600</td>
</tr>
</tbody>
</table>

### Online/Mobile

- eJournals multi-screen
- Online booking confirmation
- Online check-in confirmation
- App check-in
- Mobile check-in confirmation

### Print

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

### Digital

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

### Ambient

- Board cups
- Mini-flyers
- Refreshing tissues
- Chocolate
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 lufthansa.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 lufthansa.com
- Guaranteed visual impact thanks to placement directly below important booking information

Banner | Image + text

<table>
<thead>
<tr>
<th>Placement</th>
<th>Page impressions/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td>190,000</td>
<td>€12,300</td>
</tr>
</tbody>
</table>

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
- Copy text: max. 100 characters
- CTA text: max. 20 characters
- Language: German
- Link: German

Note

Depending on the number of passengers, page impressions may fluctuate.
Select Media on Website | Contact Ambient Media

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 lufthansa.com
- Target group: Lufthansa passengers shortly before the start of their journey

Banner

<table>
<thead>
<tr>
<th>Placement</th>
<th>Page impressions/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td>200,000</td>
<td>€14,700</td>
</tr>
<tr>
<td>English</td>
<td>530,000</td>
<td>€26,400</td>
</tr>
</tbody>
</table>

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

Note

Depending on the number of passengers, page impressions may fluctuate.

Digital

- Online/Mobile
  - Online check-in confirmation
  - eJournals multi-screen
- Ambient
  - Board cups
  - Mini-flyers
  - Refreshing tissues

Online check-in confirmation

Print

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

Digital

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

Online/Mobile

- App check-in
- Mobile check-in
Especially business travellers and frequent flyers, but also more and more private travellers, use the app check-in via their smartphone or tablet.

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

- Prominent placement on the identification screen for convenient, paperless app check-in
- Wide reach, especially for business travellers and frequent flyers
- Optimum visual impact thanks to placement directly below the central entry fields

**Banner | Image + text**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Page impressions/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td>600,000</td>
<td>€14,900</td>
</tr>
<tr>
<td>English</td>
<td>720,000</td>
<td>€12,300</td>
</tr>
</tbody>
</table>

**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 text: max. 25 characters
- Caption text (optional): max. 70 characters
- Language: German or English
- Link to mobile website: German or English

**Note**

Depending on the number of passengers, page impressions may fluctuate.
Take off with your target group: place your advertising message at the end of the mobile check-in.

Your advertising will attract a lot of attention directly under the important passenger information and promises a high AdClick rate.

- Address all Lufthansa passengers who use the convenient paperless check-in 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 travel information

Mobile check-in confirmation

<table>
<thead>
<tr>
<th>Placement</th>
<th>Page impressions/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td>760,000</td>
<td>€21,300</td>
</tr>
<tr>
<td>English</td>
<td>820,000</td>
<td>€14,800</td>
</tr>
</tbody>
</table>

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 text: max. 25 characters
- Caption text [optional]: max. 70 characters
- Language: German or English
- Link to mobile website: German or English

Note

Depending on the number of passengers, page impressions may fluctuate.

Print

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

Digital

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

Online/Mobile

E-Journals multi-screen
Online booking confirmation
Online check-in confirmation
App check-in
Mobile check-in confirmation

Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate
Ambient

Board cups
Mini-flyers
Refreshing tissues
Chocolate
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.

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

**Branding board cups**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Circulation/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy Class on short- and medium-haul flights up to 300 min. flight time</td>
<td>2 million cups</td>
<td>€54,600</td>
</tr>
<tr>
<td>Premium Economy + Economy Class on long-haul flights from 300 min. flight time</td>
<td>3 million cups</td>
<td>€71,400</td>
</tr>
<tr>
<td>Economy Class on short- and medium-haul flights up to 300 min. flight time</td>
<td>3 million cups</td>
<td>€71,400</td>
</tr>
<tr>
<td>Premium Economy + Economy Class on long-haul flights from 300 min. flight time</td>
<td>3 million cups</td>
<td>€71,400</td>
</tr>
</tbody>
</table>

**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**: 4 c
- **Other colours**: on request

**Note**

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

<table>
<thead>
<tr>
<th>Target group</th>
<th>Travel chain</th>
<th>Contact</th>
<th>GTC</th>
</tr>
</thead>
</table>

**Board cups**

**Print**
- Address cover ad Lufthansa exclusive
- Insert frequent flyers’ magazines
- On-board magazine
- Frequent flyers’ magazines
- Homeprint boarding pass

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

**Online/Mobile**
- eJournals multi-screen
- Online booking confirmation
- Online check-in confirmation
- Mobile check-in confirmation

**Ambient**
- Board cups
- Mini-flyers
- Refreshing tissues
- Chocolate
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]**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Circulation/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Class on German domestic and European flights up to 75 min. flight time</td>
<td>150,000 flyers</td>
<td>€38,900</td>
</tr>
</tbody>
</table>

**Mini-flyers [EU]**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Circulation/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Class on European flights from 75 min. flight time</td>
<td>140,000 flyers</td>
<td>€22,700</td>
</tr>
</tbody>
</table>

**Mini-flyers [IK]**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Circulation/2 weeks</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Economy + Economy Class on long-haul flights from 300 min. flight time</td>
<td>310,000 flyers</td>
<td>€39,900</td>
</tr>
</tbody>
</table>

**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 | OTC**
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.

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

### Branding refreshing tissues [DE]

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Circulation/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Class on short-haul flights (up to 140 min, flight time), double-sided printing</td>
<td>500,000</td>
<td>€59,900</td>
</tr>
</tbody>
</table>

### Branding refreshing tissues [EU]

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Circulation/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Class on medium-haul flights (141-300 min, flight time), double-sided printing</td>
<td>200,000</td>
<td>€19,500</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>[DE]</td>
<td>122 x 54 mm</td>
</tr>
<tr>
<td>[EU]</td>
<td>130 x 40 mm</td>
</tr>
</tbody>
</table>

### Note

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

---

Target group | Travel chain | Contact | GTC
--- | --- | --- | ---

### Print

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

### Digital

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

### Online/Mobile

- eJournals multi-screen
- Online booking confirmation
- Online check-in confirmation
- App check-in
- Mobile check-in confirmation

### Ambient

- Board cups
- Mini-flyers
- Refreshing tissues
- 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!

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

**Branding on packaging, flyers and chocolates**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Quantity/month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Class on German domestic flights</td>
<td>70,000 items</td>
<td>€29,900</td>
</tr>
</tbody>
</table>

**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.

If the chocolate is embossed with the customer's own brand logo, additional costs are incurred which have to be borne by the customer.

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

---

**Chocolate**

**Print**
- Address cover ad Lufthansa exclusive
- Insert frequent flyers’ magazines
- On-board magazine
- Frequent flyers’ magazines
- Homeprint boarding pass

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

**Online/Mobile**
- eJournals multi-screen
- Online booking confirmation
- Online check-in confirmation
- App check-in
- Mobile check-in confirmation

**Ambient**
- Board cups
- Mini-flyers
- Refreshing tissues
- Chocolate
Your Lufthansa Ambient Media Team

Annette Bachellerie
Marketing Manager
Ambient Media
• Expert in the fields Print + Ambient
• Key Account Management (all sectors)

Julia Pirzkall
Marketing Manager
Ambient Media
• Expert in the field Online/Mobile
• Key Account Management (all sectors)

Juliane Rehm
Marketing Manager
Ambient Media
• Expert in the Field Digital
• Key Account Management (all sectors)

Get in touch now!
Get in touch now!
Get in touch now!
1. Responsibility / Contractual partners

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, except if otherwise stated in the text. Prior to execution, the booking confirmation (also named order confirmation) is essential. All orders shall be exclusively governed by the General Terms and Conditions (GTC) in force at that time. Separate General Terms and Conditions apply to bookings made via the website LH.com/media.

4. Prices

5. Lead times, print deadlines

6. Rejection of advertising orders

7. Prices

8. Prices

9. General Conditions of supply

10. Use of advertising materials

11. Delivery and payment

12. Changes in price

13. Rejection of advertising orders

14. Printing documents / Broadcast material

15. Printing documents / Broadcast material

16. Price list

17. Liability

18. Liability

19. Confidentiality

20. Confidentiality

21. Rejection of advertising orders

22. Responsibility of the client in terms of media, competition and other matters

23. Responsibility of the client in terms of media, competition and other matters

24. General Terms and Conditions

25. General Terms and Conditions
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