

# Media Data 2022

Advertise within a premium environment

1st half year 2022



**Lufthansa** Ambient Media





## Meet your target group on our flights

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 Lufthansa your message receives highest attention.

Use the image of the Lufthansa brand to place your advertising in a targeted manner and achieve a high advertising impact for your company.

Please note that at present the ranges stated in the media data may vary due to fluctuating passenger volumes.

You can always find the latest information about LH Ambient media online at [lufthansa.com/medien](https://lufthansa.com/medien)





# Lufthansa target groups: facts and figures

## 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.

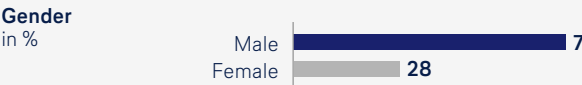
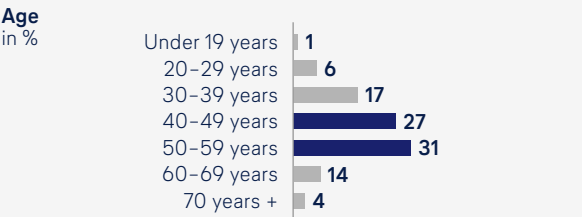
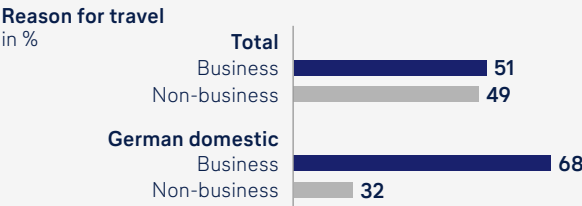
They are educated, well-off and have great freedom of decision in their professional and private lives. In terms of these characteristics, Lufthansa's passengers are significantly above the German average – also in terms of willingness to invest and technology affinity.

### Surveys:

- First & Business Class
- Premium Economy & Economy Class
- all passenger classes

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

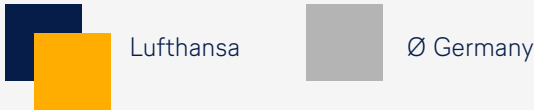
## The target group



# 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.

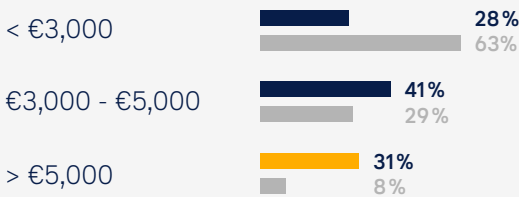
## Colour legend



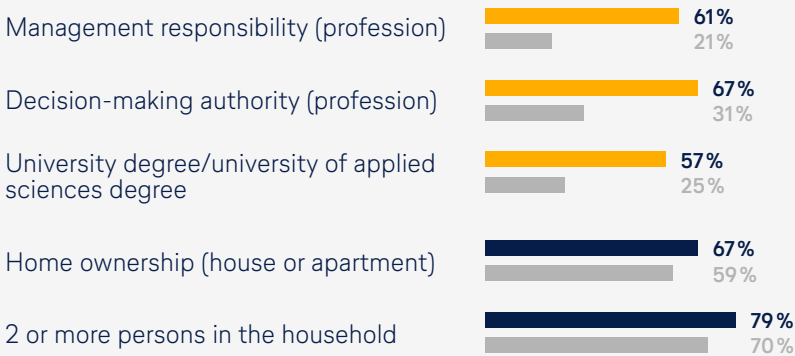
## Age



## Household net income



## Profile



47%  
18%

**Consumer electronics**  
Probability to purchase consumer electronics in the next 12 months

26%  
5%

**Profession**  
Decision-making authority in IT

60%  
42%

**Sole decision-maker**  
in the household about holidays

28%  
12%

**Luxury goods**  
Probability to purchase a watch in the next 12 months

20%  
9%

**Investments**  
Interest in making investments

91%  
66%

**Finance**  
Interest in investment products (equities, ETFs, time deposits, etc.)

23%  
12%

**Accessoires**  
Probability of a jewellery purchase in the next 12 months

67%  
29%

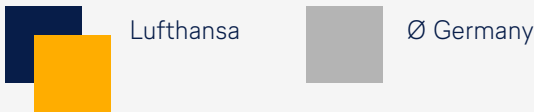
**Mobility**  
Probability of a car purchase in the next 12 months



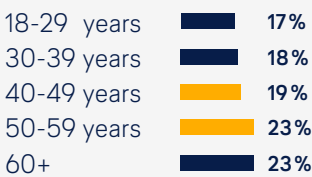
# Premium Economy & Economy Class

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.

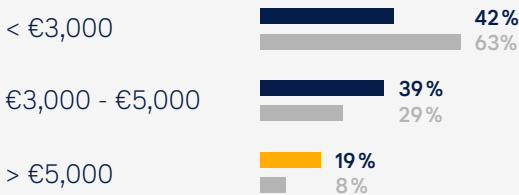
## Colour legend



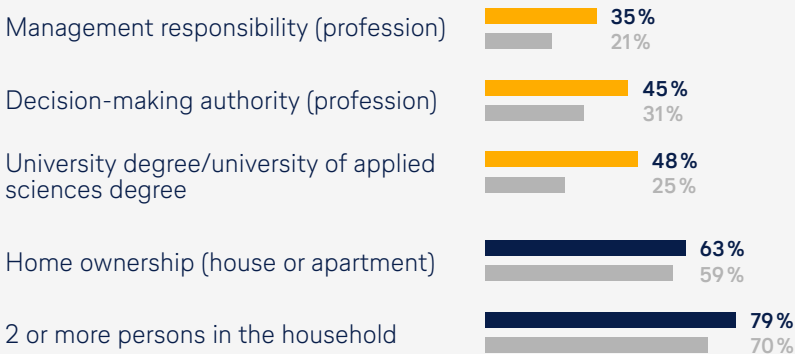
## Age



## Household net income



## Profile



42%  
22%

**Ownership of share portfolios**  
(online + offline)

80%  
64%

**Finance**  
Interest in investment products  
(equities, ETFs, time deposits, etc.)

14%  
9%

**Investments**  
Interest in making  
investments

25%  
18%

**Insurances**  
Probability of switching insurance products/  
new contracts of insurance products in the  
next 12 months

17%  
12%

**Accessoires**  
Probability of a jewellery  
purchase in the next 12 months

33%  
18%

**Consumer electronics**  
Probability to purchase  
consumer electronics  
in the next 12 months



39%  
29%

**Mobility**  
Probability of a car purchase  
in the next 12 months

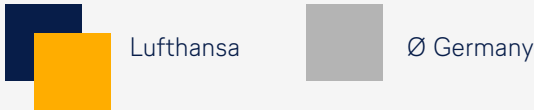
32%  
28%

**Interest**  
Interest in technologies

# All passenger classes

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.

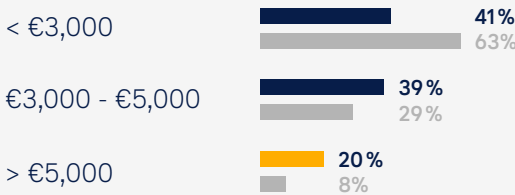
### Colour legend



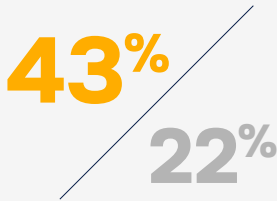
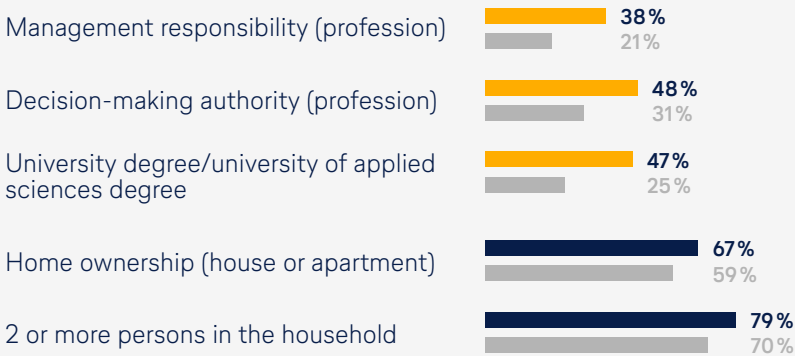
### Age



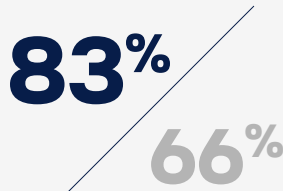
### Household net income



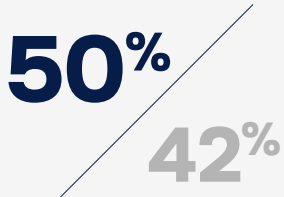
### Profile



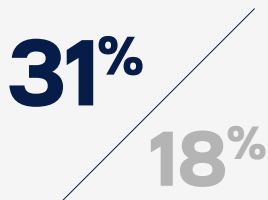
**Ownership of share portfolios**  
(online + offline)



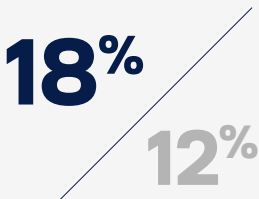
**Finance**  
Interest in investment products  
(equities, ETFs, time deposits, etc.)



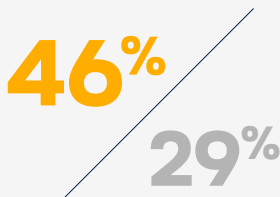
**Sole decision-maker**  
in the household about holidays



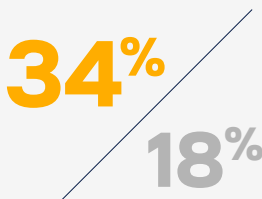
**Insurances**  
Probability of switching insurance products/  
new contracts of insurance products in the  
next 12 months



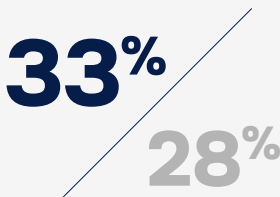
**Accessoires**  
Probability of a jewellery  
purchase in the next 12 months



**Mobility**  
Probability of a car purchase  
in the next 12 months



**Consumer electronics**  
Probability to purchase  
consumer electronics  
in the next 12 months



**Interest**  
Interest in technologies







# Advertising opportunities

## on the ground

### All Lufthansa customers

Germany-wide	International
LoungeNet	Online check-in confirmation
Online booking confirmation	App check-in
Online check-in confirmation	Mobile check-in confirmation
App check-in	Mobile boarding pass
Mobile check-in confirmation	
Mobile boarding pass	
Lounge Screens	
Data-based banner ads	

## on board

### First Class

German domestic / european flights	International
-	Inflight entertainment long-haul flights

### Business Class

German domestic / european flights	International
Refreshing tissues	Inflight entertainment long-haul flights

### Premium Economy & Economy Class

German domestic / european flights	International
-	Inflight entertainment long-haul flights





**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**

- LoungeNet
- Online booking confirmation
- Online check-in confirmation
- App check-in
- Mobile check-in confirmation
- Mobile boarding pass
- Data-based banner ads

**Ambient**

- Refreshing tissues





## 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.

Place your advertising prominently on up to 28 screens in up to 14 lounges across Germany and use the exclusive ambience and high-class environment as advertising support.

- For the first time as of 2022: 4 more high traffic lounges at the international hub in Frankfurt with over 100.00 visitors per month
- Digital advertising opportunities in the exclusive ambience of the Lufthansa Business and Senator lounges
- All-day screening of advertising spots on prominently positioned 47 inch monitors
- Highly frequented lounges at the international hub in Frankfurt
- Addressing international status customers as well as Lufthansa Business and First Class travelers

## Advertising spots

Placement	Visitors/month	Price/month
14 lounges throughout Germany	295,000	39,000 €
Frankfurt, Munic, Hamburg, Berlin, Duesseldorf, Hannover		
10 lounges throughout Germany	181,000	27,000 €
Munic, Hamburg, Berlin, Duesseldorf, Hannover		

## 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 Pixel
Sound	without sound
Spot length	30 seconds (standard)

Note	
Ø Duration of visit per guest	60 minutes
Ø Broadcasts per day (incl. Frankfurt)	5.300
Ø Broadcasts per month (incl. Frankfurt)	159.100
Ø Repetition of spots	every 5 minutes

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

Target group | Contact | GTC

Contact Ambient Media

Select Media on Website

## Digital

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

## Online/Mobile

LoungeNet  
Online booking confirmation  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

## Ambient

Refreshing tissues





# 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.**

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

- 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

Reach	<ul style="list-style-type: none"><li>• Around 800.000 passengers per month</li><li>• Around 84 flights per day</li></ul>
Target group	<ul style="list-style-type: none"><li>• Passengers on long-haul flights</li><li>• 41% aged 30-49 years</li><li>• 29% aged 50-39 years</li><li>• 40% German nationals</li><li>• 56% business travellers [First Class and Business Class]</li></ul>
Usage*	<ul style="list-style-type: none"><li>• More than 90% of the respondents have used Lufthansa inflight entertainment</li><li>• 4.9 hours is the average period of use per long-haul flight</li><li>• 66% can remember the adverts</li><li>• 30% remember concrete advertising content</li></ul>

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

Placement	Contacts/2 months
First Class & Business Class	266,000

Genre choice 'Favourites'	Price/2 months 1 second	Price/2 months 30 seconds
Action & Thriller	€1,400	€42,000
Comedy	€1,300	€39,000
Drama	€1,300	€39,000

## General information

Booking period	2 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

Target group | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

## Digital

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

## Online/Mobile

LoungeNet  
Online booking confirmation  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

## Ambient

Refreshing tissues





# 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 200 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

Placement	Contacts/2 months
Premium Economy & Economy Class	1.33 million

Genre	Price/2 months 1 second	Price/2 months 30 seconds
All feature films*	€2,160	€64,800

## General information

Booking period	2 months
----------------	----------

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

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

Delivery deadline	8 weeks prior to circulation
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## Technical data

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

\*except family films

Target group | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

## Digital

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

## Online/Mobile

LoungeNet  
Online booking confirmation  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

## Ambient

Refreshing tissues



# Inflight entertainment long-haul flights Best of TV [First Class & Business Class]

On long-haul flights our guests can choose from over 200 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/2 months
First Class & Business Class	266,000

Genre choice 'Favourites'	Price/2 months 1 second	Price/2 months 30 seconds
Business & Documentary	€1,150	€34,500
Drama Series	€1,150	€34,500
Sitcom & Comedy	€1,200	€36,000

## General information

Booking period	2 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

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

Target group | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

## Digital

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

## Online/Mobile

LoungeNet  
Online booking confirmation  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

## Ambient

Refreshing tissues





# Inflight entertainment long-haul flights

## Best of TV [Premium Economy & Economy Class]

More than 200 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

Placement	Contacts/2 months
Premium Economy & Economy Class	1.33 million

Genre	Price/2 months 1 second	Price/2 months 30 seconds
All TV contents*	€1,860	€55,800

### General information

Booking period	2 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	

\*except Kids TV

Target group | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

### Digital

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

### Online/Mobile

LoungeNet  
Online booking confirmation  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

### Ambient

Refreshing tissues



# 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/4 months	Price/4 months
All classes	3.2 million	€60,000

## General information

Booking period	4 months
----------------	----------

Occupancy period	possible on the 1st of each month
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 | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

## Digital

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

## Online/Mobile

LoungeNet  
Online booking confirmation  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

## Ambient

Refreshing tissues





## Online/Mobile

LoungeNet

Online booking confirmation

Online check-in confirmation

App check-in

Mobile check-in confirmation

Mobile boarding pass

Data-based banner ads





# LoungeNet

In the Senator and Business Lounges, waiting becomes a relaxed experience. Our guests can access the free Internet via the LoungeNet portal, which is available 24 hours a day. With flight-relevant information and exciting details about flying, full attention is guaranteed.

Place your advertising banner in the Lufthansa LoungeNet directly on the private end devices of our guests.

- Mobile advertising opportunities in the exclusive ambience of the Lufthansa Business and Senator Lounge.
- Broadcast in LoungeNet, directly on the private devices of your target group
- Addressing status customers and Lufthansa Business and First Class travellers

## Banner | Image + text

Placement	Page impressions/month	Price
Germany-wide	100,000	€12,000

## 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	various formats, 710 x 304 pixels
Headline text	max. 40 characters
Copy text	max. 100 characters
CTA text	max. 20 characters
Language	English or German
Link	English or German

Note	
Ø Dwell time per guest in the portal	approx. 3 minutes
Depending on the number of passengers, page impressions may fluctuate.	

Target group | Contact | GTC

Contact Ambient Media      Select Media on Website

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

Online/Mobile  
**LoungeNet**  
Online booking confirmation  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

Ambient  
Refreshing tissues



# 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

Placement	Page impressions/month	Price
German	114,000	€7,380

## General information

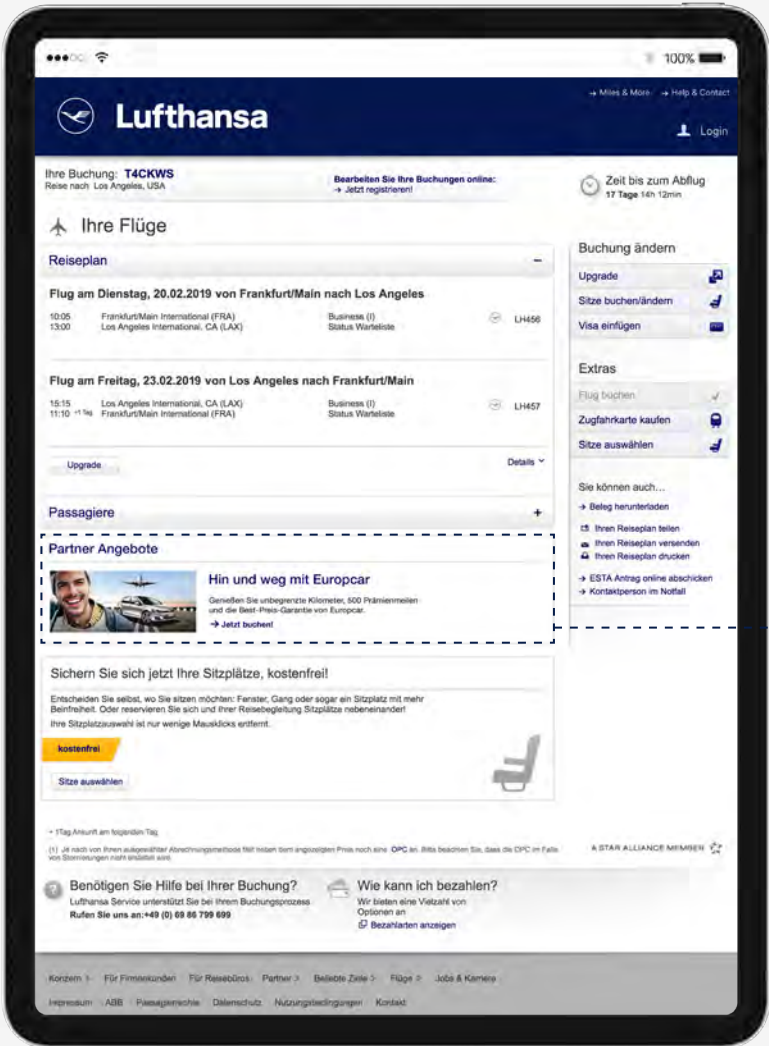
Booking period	monthly
----------------	---------

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.

Target group | Contact | GTC



Text/image integration

Contact Ambient Media

Select Media on Website

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

Online/Mobile  
LoungeNet  
**Online booking confirmation**  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

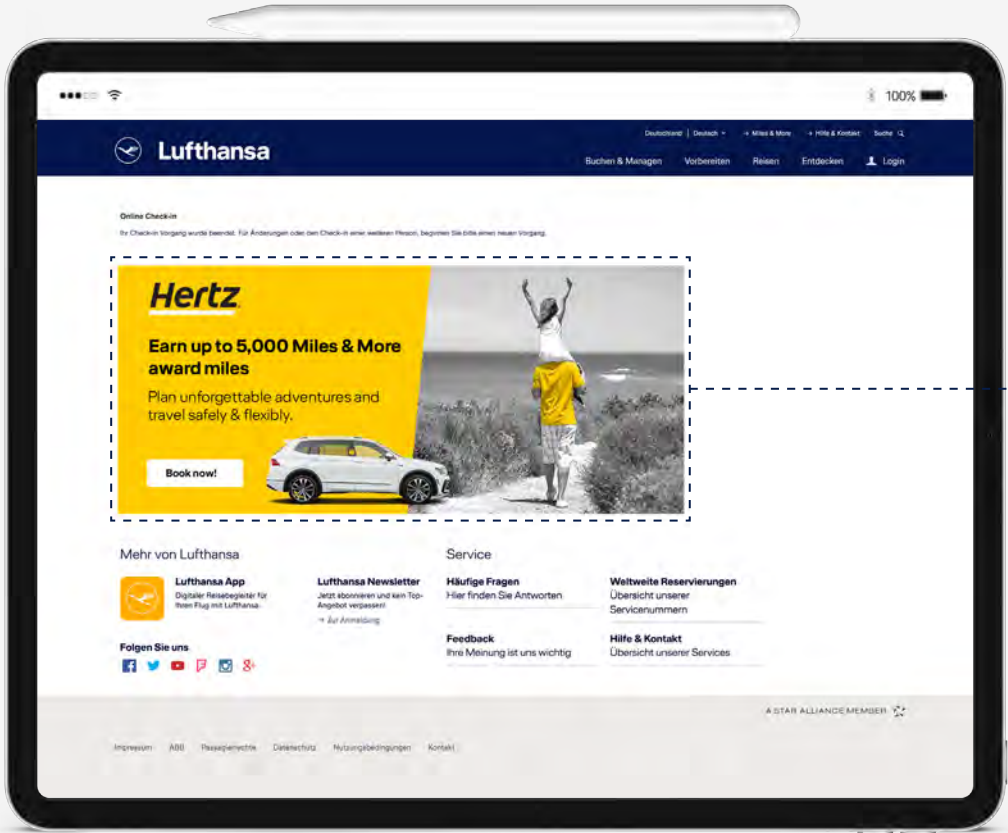
Ambient  
Refreshing tissues

# 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		
Placement	Page impressions/month	Price
German	100,000	€7,400
English	150,000	€8,600
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.		



Banner

Target group | Contact | GTC

Contact Ambient Media

Select Media on Website

## Digital

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

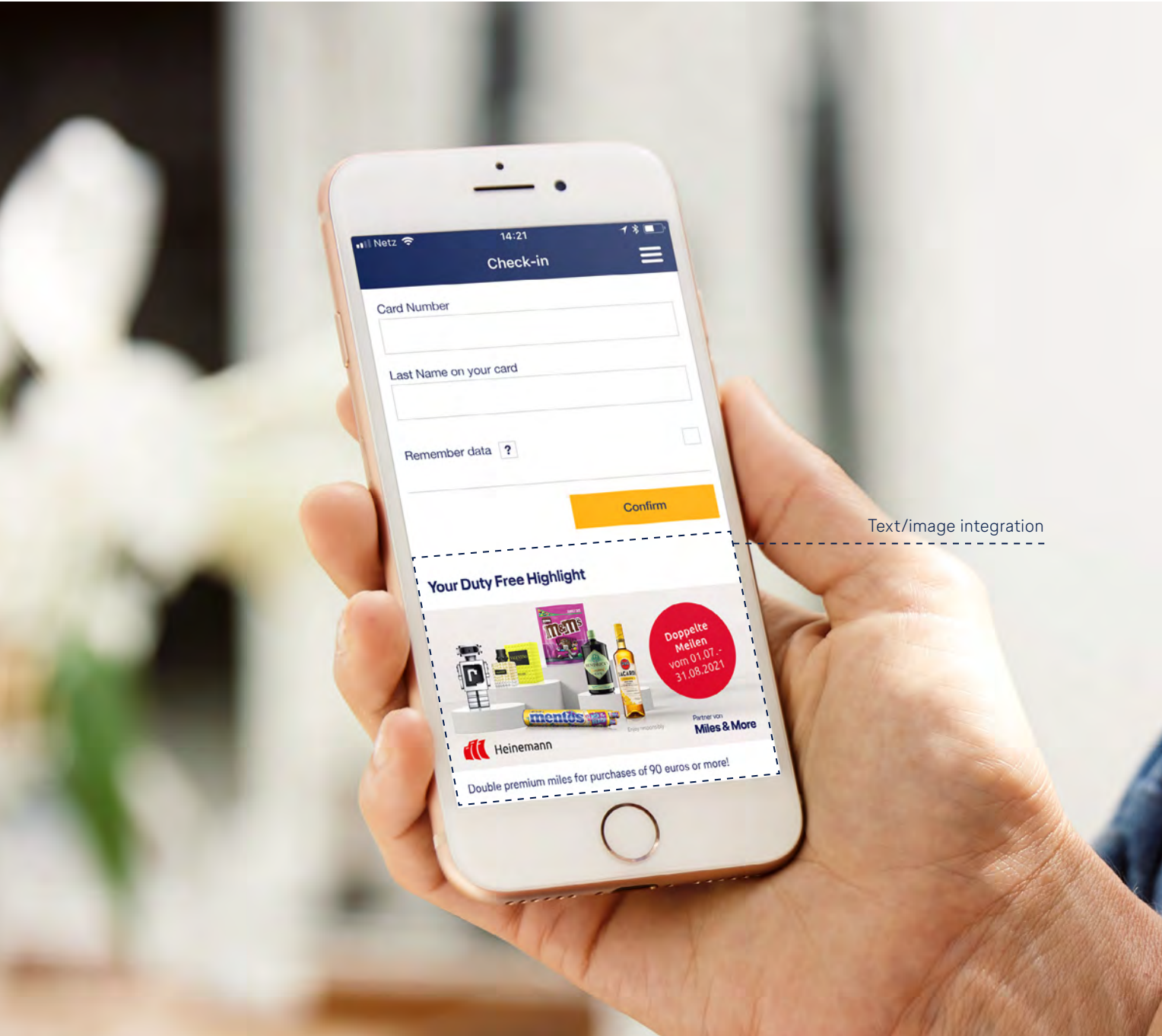
## Online/Mobile

LoungeNet  
Online booking confirmation  
**Online check-in confirmation**  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

## Ambient

Refreshing tissues





# App 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

Placement	Page impressions/month	Price
German	445,000	€11,250
English	462,000	€7,950

## 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.

Target group | Contact | GTC

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

**Online/Mobile**  
LoungeNet  
Online booking confirmation  
Online check-in confirmation  
**App check-in**  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

Ambient  
Refreshing tissues



# Mobile check-in confirmation

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 informations

## Banner | Image + text

Placement	Page impressions/month	Price
German	790,000	€22,120
English	820,000	€14,800

## 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	
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.

Target group | Contact | GTC

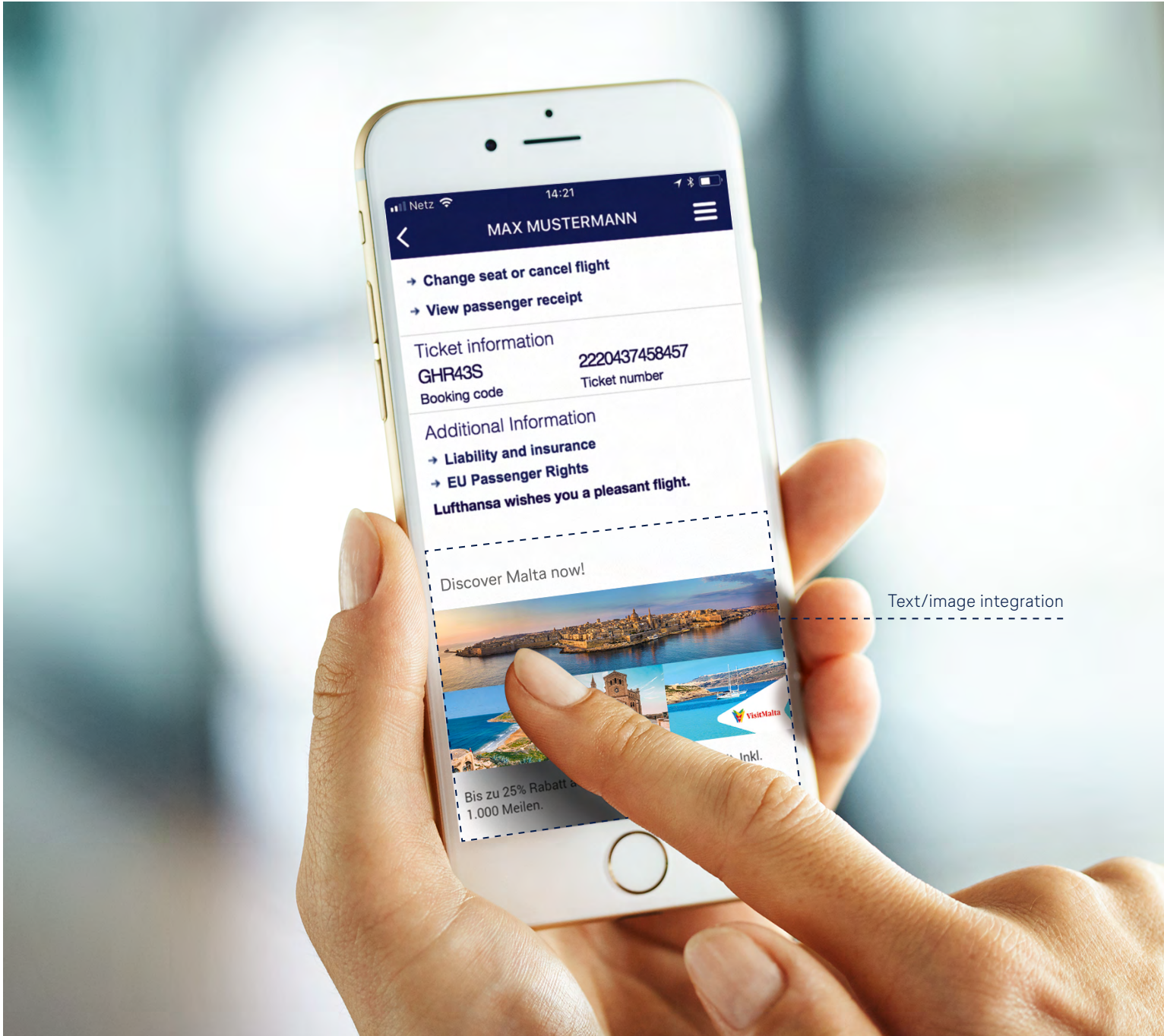
Contact Ambient Media      Select Media on Website

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

Online/Mobile  
LoungeNet  
Online booking confirmation  
Online check-in confirmation  
App check-in  
**Mobile check-in confirmation**  
Mobile boarding pass  
Data-based banner ads

Ambient  
Refreshing tissues





# Mobile boarding pass

Accompany your target group on board: place your advertising message on the mobile boarding pass.

Directly below the important travel information, your advertising will attract a lot of attention and promises a high AdClick rate.

- Address all Lufthansa passengers who use the mobile boarding pass service
- High reach, especially for all business travellers and frequent flyers
- Optimal attention through placement directly under the central travel information

## Banner [DE]

Placement	User/month	Price
Germany-wide	300,000	€12,480

## Banner [EN]

Placement	User/month	Price
Worldwide [without Germany]	200,000	€7,400

## 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.

Target group | Contact | GTC

Contact Ambient Media

Select Media on Website

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

Online/Mobile  
LoungeNet  
Online booking confirmation  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
**Mobile boarding pass**  
Data-based banner ads

Ambient  
Refreshing tissues

**Address your target groups across all digital formats with data-based banner ads.**

With cookie-based targeting, your advertising message is displayed in a tailored manner on third-party websites and reaches your target groups with pinpoint accuracy – without wastage.

Database	Price / CPM
General travel interest	€25
Travel intent	€30
Booked	€35
<b>Other parameters</b>	
First-/ Business Class	+ €15
Origin / Destination	+ €5
Departure Dates	+ €5
Travel duration	+ €5
Geo-/ Language Targeting	+ €5

<b>Booking period</b>	flexible
<b>Booking deadline</b>	3 weeks prior to circulation
<b>Motif approval</b>	2 weeks prior to circulation
<b>Delivery deadline</b>	1 weeks prior to circulation

Display formats	Wide Skyscraper   160 x 600 pixels
	Medium Rectangle   300 x 250 pixels
	Leaderboard   728 x 90 pixels
Mobile formats	Medium Rectangle   300 x 250 pixels
	Mobile Banner   320 x 50 oder 640 x 100 pixels
	Leaderboard   728 x 90 pixels

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

- LoungeNet
- Online booking confirmation
- Online check-in confirmation
- App check-in
- Mobile check-in confirmation
- Mobile boarding pass
- Data-based banner ads**

## Refreshing tissues

### Select Media on Website



# Data-based banner ads [Premium ad-bundle]

Increase the visibility and success of your advertising campaigns with our Premium ad-bundle. Address your target groups across all digital formats with data-based banner ads.

The data basis for the targeted, overarching playout of the banner ads is based on the interests and search behaviour of visitors to [lufthansa.com](#).

With cookie-based targeting, your advertising message is displayed in a tailored manner on third-party websites and reaches your target groups with pinpoint accuracy – without wastage.

- Direct address of all relevant users through intelligent data targeting
- Flexibility in the duration and timing of the campaign
- Adjustment possible at any time if required (e.g. when changing target groups)
- Guaranteed and plannable net reach
- Premium placement suitable especially for brand campaigns

## Premium ad-bundle

Database	Price / CPM
Travel in general	€45
Travel intent	€50
Booked	€55
Other parameters	
First-/ Business Class	+ €15
Origin / Destination	+ €5
Departure Dates	+ €5
Travel duration	+ €5
Geo / Language Targeting	+ €5

## General information

Booking period	flexible
Booking deadline	3 weeks prior to circulation
Motif approval	2 weeks prior to circulation
Delivery deadline	1 weeks prior to circulation

Technical data	
Display formats	Halfpage Ad   300 x 600 pixels Billboard   800 x 250 oder 970 x 250 pixels
Mobile formats	300 x 75 oder 300 x 150 pixels 320 x 75 oder 320 x 100 oder 320 x 150 pixels

Target group | Contact | GTC



Contact Ambient Media

Select Media on Website

## Digital

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

## Online/Mobile

LoungeNet  
Online booking confirmation  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
**Data-based banner ads**

## Ambient

Refreshing tissues



# Ambient

Refreshing tissues





# 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.

- 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 & EU]

Distribution	Circulation/month	Price
Business Class on flights (up to 300 min. flight time), double sided printing	420,000	€40,740

## 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 & EU]	130 x 40 mm

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

[Target group](#) | [Contact](#) | [GTC](#)

[Contact Ambient Media](#)

[Select Media on Website](#)

### Digital

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

### Online/Mobile

LoungeNet  
Online booking confirmation  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

### Ambient

**Refreshing tissues**

# Your Lufthansa Ambient Media Team



## Annette Bachellerie

Marketing Manager  
Ambient Media

- Expert in the fields  
Ambient + Online/Mobile

Get in touch now!



## Juliane Rehm

Marketing Manager  
Ambient Media

- Expert in the field Digital

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 named order confirmation). All orders shall be exclusively governed by Lufthansa's 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. Application of the client's General Terms and Conditions is herewith explicitly rejected, 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. Lufthansa may cancel the advertising order in writing in accordance with No. 7., 16. resp. 18. of these GTC.

## 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 if they violate the law or official regulations, third party

rights, 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, however cancellation fees have to be paid in accordance with No. 6. of these GTC if the client has caused Lufthansa's cancellation by his fault. All further claims shall 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 an-

nounced 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 or violation of law the client is obliged to dispel the infringement of third party rights resp. the violation of law. 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 rescind the contract. No. 6. of these GTC applies accordingly.

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 does not observe one of the above mentioned standards, Lufthansa reserves the right to rescind the contract with the client. No. 6. of these GTC applies accordingly.

## 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.



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Contact us! ▶

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Price list valid from 01/2022



**Lufthansa** Ambient Media