

# Media data 2023

Advertise within a premium environment



**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.

### Lufthansa's media offer you a unique advertising environment

- A fleet of over 300 aircraft
- More than 230 destinations in 77 countries
- An average of 3.9 million passengers per month

Lufthansa German Airlines is Germany's most popular travel and tourism brand. The airline leads the German Top 10 of YouGov's Travel & Tourism Brand & Destination Rankings, which were conducted for the first time in 2022.

Lufthansa thus secures first place among the travel and tourism brands most popular with German consumers.\*

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

You can always find the latest information about Lufthansa advertising media online at [lufthansa.com/media](https://www.lufthansa.com/media)

\*Source: YouGov 2022



With **6,935 weekly connections** to **239 destinations** in **77 countries**, Lufthansa is connecting cultures and people worldwide.\*



 **North America**  
406 weekly connections to  
25 destinations in  
2 countries

 **Europe**  
6,036 weekly connections to  
161 destinations in  
41 countries

**Germany**  
1,464 weekly connections to  
18 destinations

 **Middle East**  
154 weekly connections to  
9 destinations in  
8 countries

 **Asia Pacific**  
128 weekly connections to  
19 destinations in  
9 countries

 **South America**  
66 weekly connections to  
9 destinations in  
7 countries

 **Africa**  
145 weekly connections to  
16 destinations in  
10 countries

\*Figures 2022, as of September



## 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.

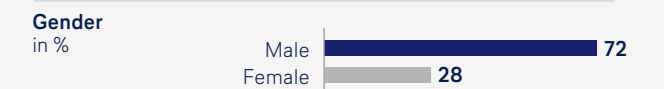
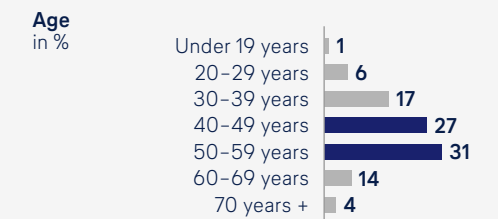
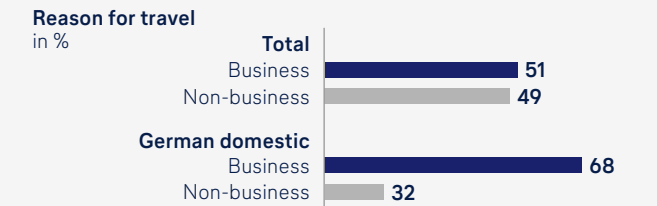
They are educated, well-off and have great freedom of decision in their professional and private lives. In terms of these characteristics, Lufthansa's passengers are significantly above the German average - also in terms of willingness to invest and technology affinity.

### 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

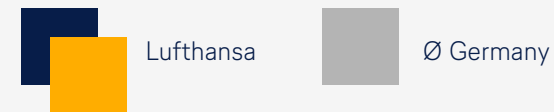




# First & Business Class

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.

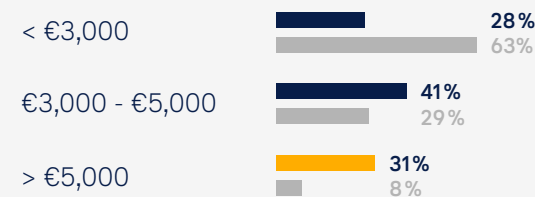
## Colour legend



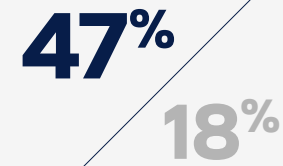
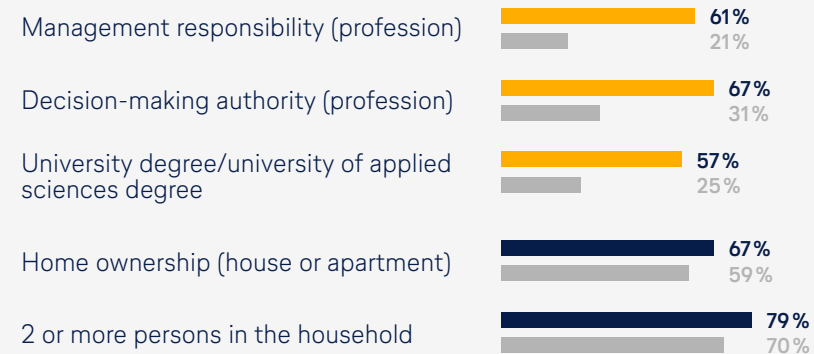
## Age



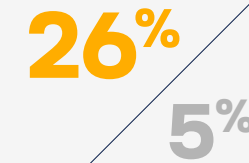
## Household net income



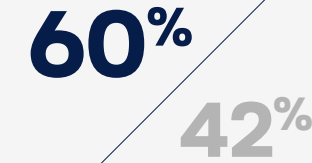
## Profile



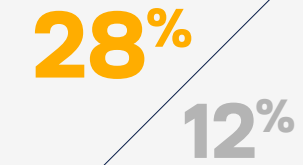
**Consumer electronics**  
Probability to purchase consumer electronics in the next 12 months



**Profession**  
Decision-making authority in IT



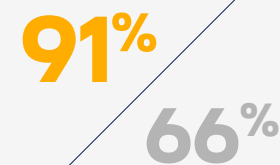
**Sole decision-maker**  
in the household about holidays



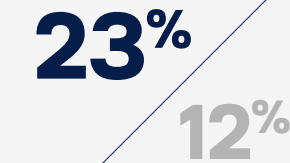
**Luxury goods**  
Probability to purchase a watch in the next 12 months



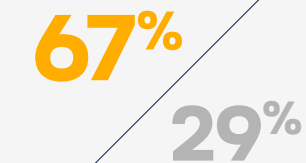
**Investments**  
Interest in making investments



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



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



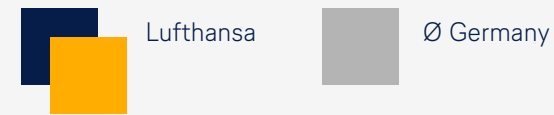
**Mobility**  
Probability of a car purchase in the next 12 months



# 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.

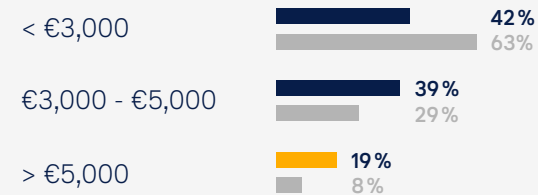
## Colour legend



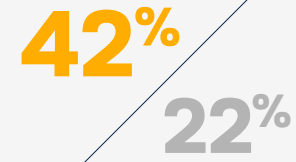
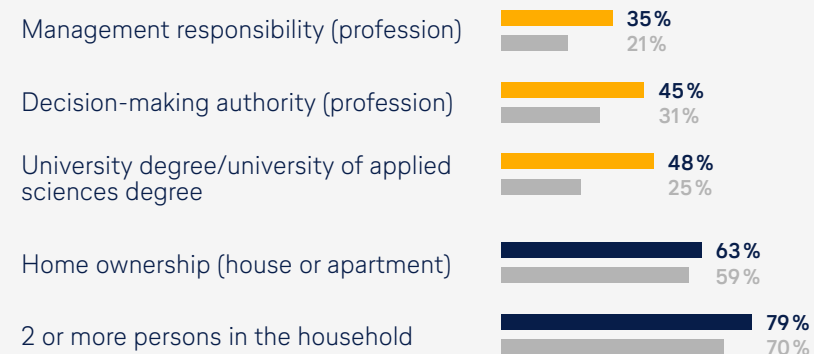
## Age



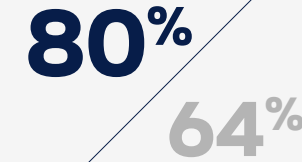
## Household net income



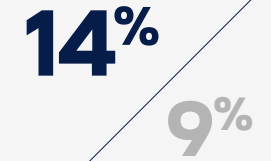
## Profile



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



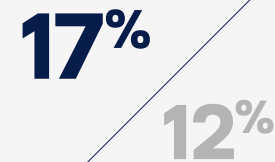
**Finance**  
Interest in investment products (equities, ETFs, time deposits, etc.)



**Investments**  
Interest in making investments



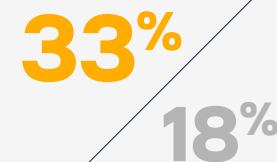
**Insurances**  
Probability of switching insurance products/ new contracts of insurance products in the next 12 months



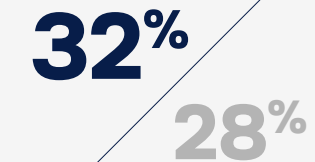
**Accessoires**  
Probability of a jewellery purchase in the next 12 months



**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

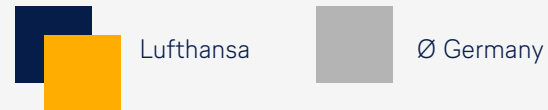




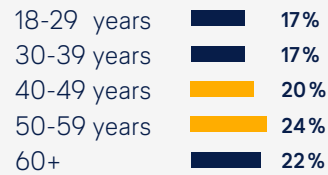
# All passenger classes

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.

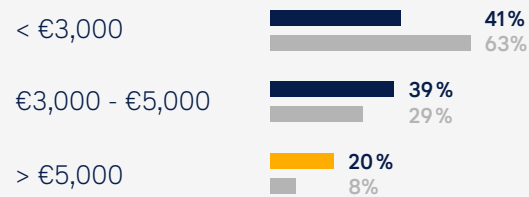
## Colour legend



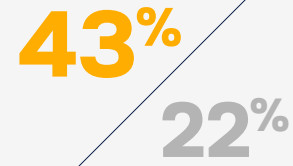
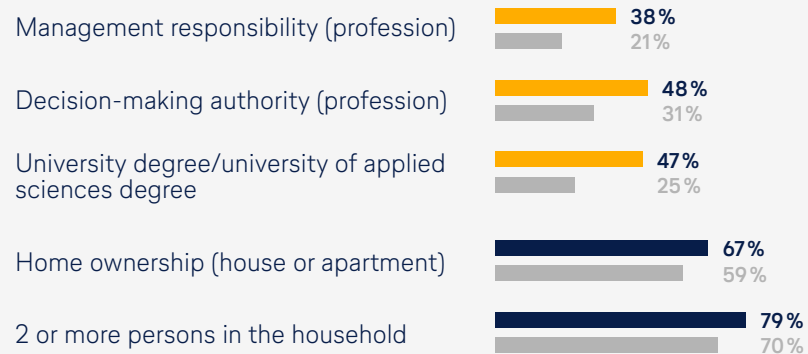
## Age



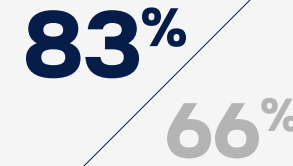
## Household net income



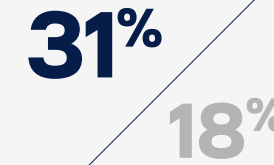
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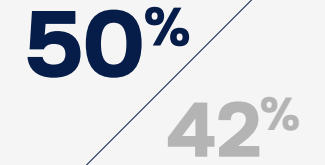
**Ownership of share portfolios**  
(online + offline)



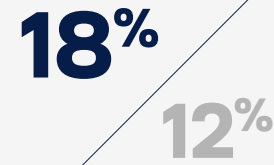
**Finance**  
Interest in investment products  
(equities, ETFs, time deposits, etc.)



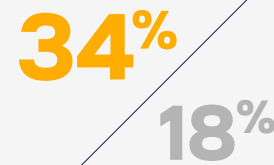
**Insurances**  
Probability of switching insurance products/  
new contracts of insurance products in the  
next 12 months



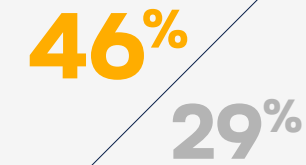
**Sole decision-maker**  
in the household about holidays



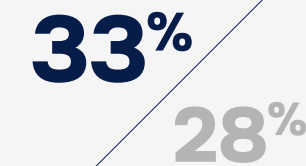
**Accessoires**  
Probability of a jewellery  
purchase in the next 12 months



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



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



**Interest**  
Interest in technologies





# Advertising opportunities

## on the ground

### All Lufthansa customers

#### Germany-wide

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

#### International

- Online check-in confirmation
- App check-in
- Mobile check-in confirmation
- Mobile boarding pass
- Homeprint boarding pass

## on board

### First Class

#### German domestic / european flights

-

#### International

- Inflight entertainment long-haul flights

### Business Class

#### German domestic / european flights

- Refreshing tissues

#### International

- Inflight entertainment long-haul flights

### Premium Economy & Economy Class

#### German domestic / european flights

-

#### International

- Inflight entertainment long-haul flights





## Print

Homeprint boarding pass

## Digital

Lounge Screens

Inflight entertainment long-haul flights Pre-roll Classic Package

Inflight entertainment long-haul flights Pre-roll Light Package

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





## Print

Homeprint boarding pass





# 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 advertising message will accompany the passengers until they reach their destination
- In the passenger's hands at least five times

## Advertisement

Distribution	Users/month	Price
German	98,000	€6,600
English	422,000	€18,900

## 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	max. 193 x 40 mm
Language	German or English

## Note

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

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

## Print

Homeprint boarding pass

## Digital

Lounge Screens  
IFE Pre-roll Classic Package  
IFE Pre-roll Light Package  
IFE 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 Pre-roll Classic Package

Inflight entertainment long-haul flights Pre-roll Light Package

Inflight entertainment long-haul flights Sponsored Content





# Lounge Screens

In the Senator and Business Lounges, waiting becomes a relaxed experience. The lounges are available to Lufthansa First and Business Class travellers as well as status customers as comfortable places of retreat.

Place your advertising prominently on up to 34 screens in up to 17 lounges across Germany and use the exclusive ambience and high-class environment as advertising support.

- 4 high traffic lounges at the international hub in Frankfurt with over 115.00 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
17 lounges throughout Germany Frankfurt, Munic, Hamburg, Berlin, Duesseldorf, Hannover	334,000	44,100 €
13 lounges throughout Germany Munic, Hamburg, Berlin, Duesseldorf, Hannover	217,000	32,400 €

## 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

**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) 5.600

Ø Broadcasts per month (incl. Frankfurt) 169,000

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

## Print

Homeprint boarding pass

## Digital

### Lounge Screens

IFE Pre-roll Classic Package

IFE Pre-roll Light Package

IFE 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

Contact Ambient Media

Select Media on Website





## 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
- Diverse integration through a new shuffle system in all programs and booking classes

### Reach

- Ø Passengers / year: 11.2 million
- Ø Passengers / month: 930,000
- Number of aircraft: 83
- Number of flights / month: 4,000 +

### Target group

- Passengers on long-haul flights
- 41% aged 30-49 years
- 29% aged 50-39 years
- 40% German nationals
- 56% business travellers [First Class and Business Class]

### Usage

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

Watch all entertainment programmes online now!





## Inflight entertainment long-haul flights Pre-roll Classic Package

We place your commercial before the program starts, so your advertising message enjoys full attention. More than 250 movies and around 300 TV productions provide an exclusive advertising environment – in all booking classes.

- Maximum of attention by an PreRoll placement in the popular and much-used entertainment programme on board
- Effective means of communication with passengers on all long-haul flights – also in First Class
- 20% SOV guaranteed with the new shuffle system in the Pre-roll Classic Package

### Advertising spot | Movies & Best of TV

Placement	Coverage/month	Price
First-, Business-, Premium Eco + Economy Class	Ø 930,000 passengers SOV 20% / OTS 1,53	€58,500

### General information

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

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

### Technical data

Format	1 or 2 channel sound, with or without music
Spot length	30 seconds (standard)
Language	German and English

### Note

Ø executions per month	1,422,900
SOV	Share Of Voice
OTS	Opportunity To See

Target group | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment programmes online

#### Print

Homeprint boarding pass

#### Digital

Lounge Screens  
**IFE Pre-roll Classic Package**  
 IFE Pre-roll Light Package  
 IFE 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 Pre-roll Light Package

We place your commercial before the program starts, so your advertising message enjoys full attention. More than 250 movies and around 300 TV productions provide an exclusive advertising environment – in all booking classes.

- Maximum of attention by an PreRoll placement in the popular and much-used entertainment programme on board
- Effective means of communication with passengers on all long-haul flights – also in First Class
- 10% SOV guaranteed with the new shuffle system in the Pre-roll Light Package

### Advertising spot | Movies & Best of TV

Placement	Coverage/month	Price
First-, Business-, Premium Eco + Economy Class	Ø 707,000 passengers SOV 10% / OTS 0,76	€36,600

### 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
Spot length	30 seconds (standard)
Language	German and English

### Note

Ø Executions per month	707,000
SOV	Share Of Voice
OTS	Opportunity To See

Target group | Contact | GTC

Contact Ambient Media

Select Media on Website

Watch entertainment  
programmes online

#### Print

Homeprint boarding pass

#### Digital

Lounge Screens  
IFE Pre-roll Classic Package  
**IFE Pre-roll Light Package**  
IFE 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/3 months	Price/3 months
All classes	2.79 million	€49,800

## General information

<b>Booking period</b>	min. 3 months
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<b>Occupancy period</b>	possible on the 1st of each month
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<b>Booking deadline</b>	9 weeks prior to circulation
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<b>Motif approval</b>	9 weeks prior to circulation
-----------------------	------------------------------

<b>Delivery deadline</b>	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

## Print

Homeprint boarding pass

## Digital

Lounge Screens  
IFE Pre-roll Classic Package  
IFE Pre-roll Light Package  
**IFE 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	200,000	€14,800

## General information

Booking period	monthly
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Booking deadline	4 weeks prior to circulation
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Motif approval	3 weeks prior to circulation
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Delivery deadline	2 weeks prior to circulation
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## Technical data

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

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

Target group | Contact | GTC

## Print

Homeprint boarding pass

## Digital

Lounge Screens  
IFE Pre-roll Classic Package  
IFE Pre-roll Light Package  
IFE 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

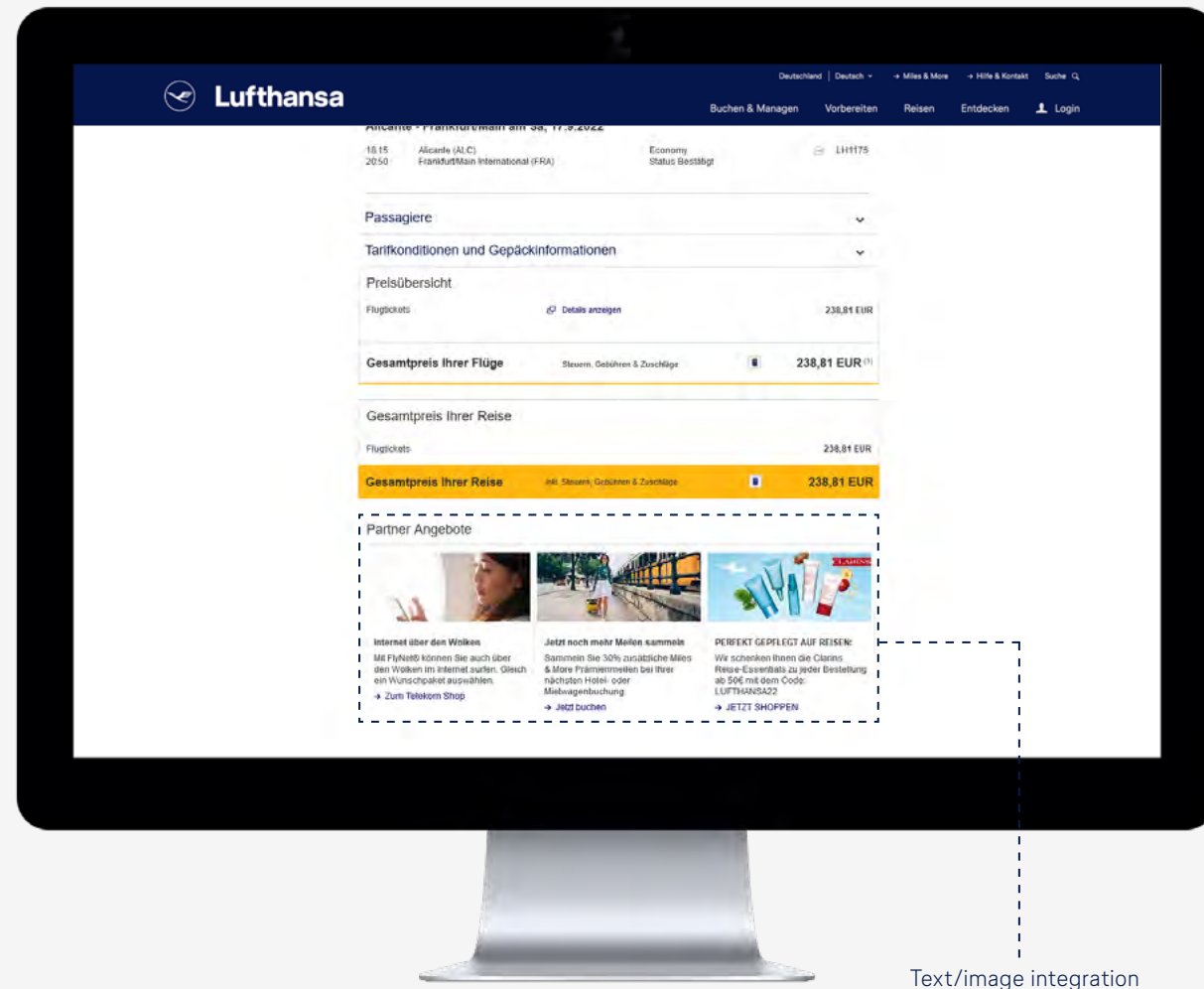
Refreshing tissues

Contact Ambient Media

Select Media on Website



# Online booking confirmation



Text/image integration

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	168,000	€11,900
English	183,000	€12,600

## 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

Image size	220 x 93 pixels
Headline text	max. 25 characters
Copy text	max. 100 characters
CTA text	max. 20 characters
Language	German or English
Link	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

## Print

Homeprint boarding pass

## Digital

Lounge Screens  
IFE Pre-roll Classic Package  
IFE Pre-roll Light Package  
IFE Sponsored Content

## Online/Mobile

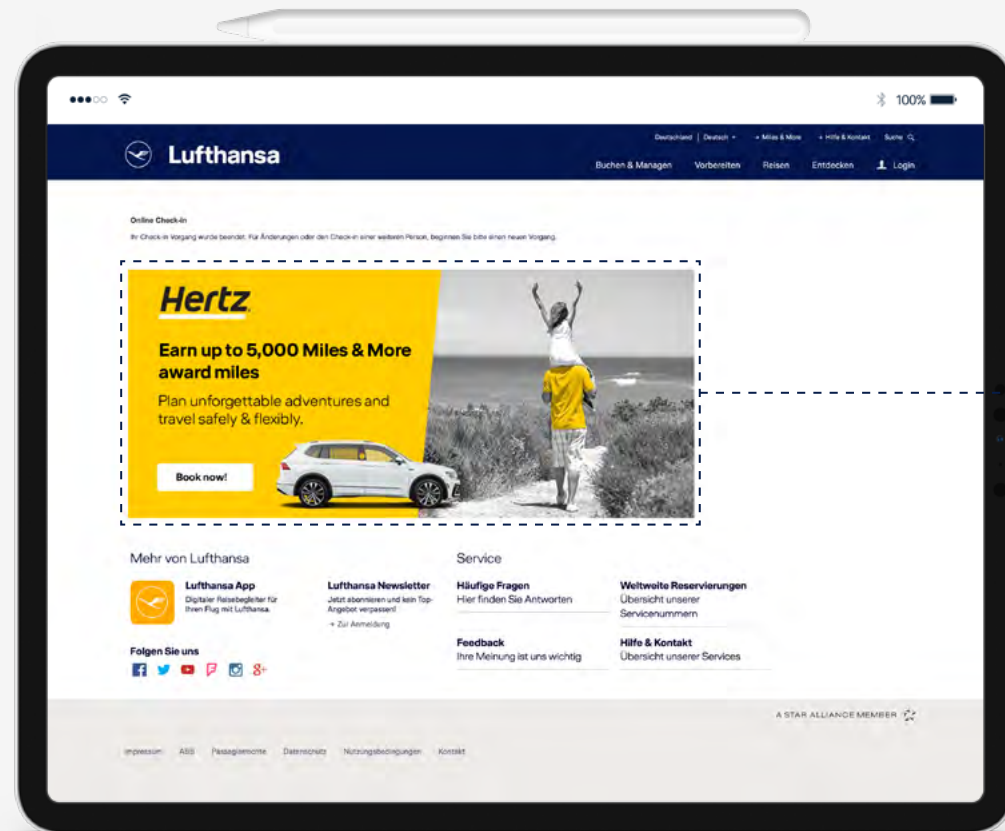
LoungeNet  
**Online booking confirmation**  
Online check-in confirmation  
App check-in  
Mobile check-in confirmation  
Mobile boarding pass  
Data-based banner ads

## Ambient

Refreshing tissues



# Online check-in confirmation



Banner

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	110,000	€8,900
English	425,000	€24,400

## 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

Format	737 x 323 pixels
Language	German or English
Link	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

## Print

Homeprint boarding pass

## Digital

Lounge Screens  
IFE Pre-roll Classic Package  
IFE Pre-roll Light Package  
IFE Sponsored Content

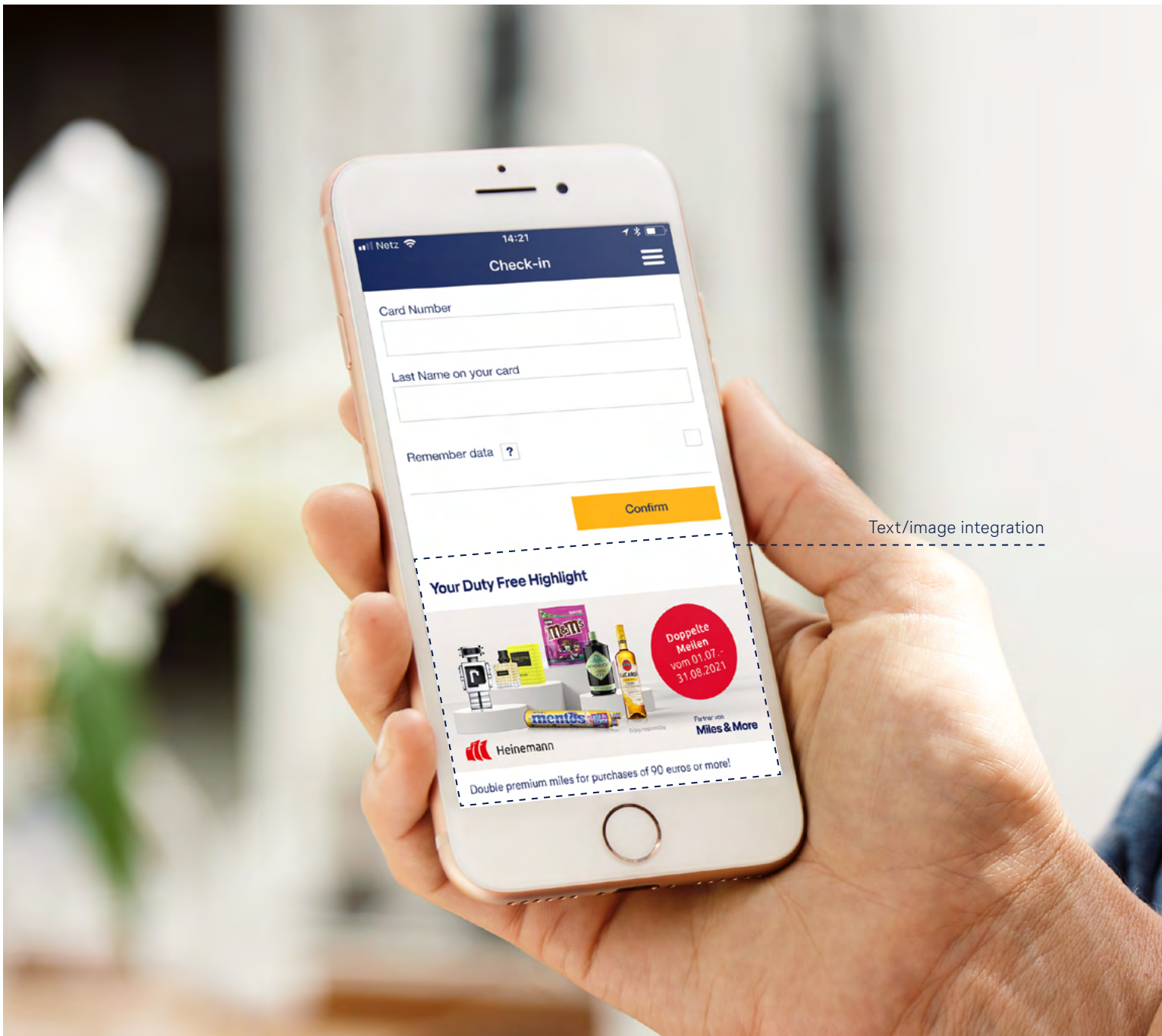
## Online/Mobile

LoungeNet  
Online booking confirmation  
**Online check-in confirmation**  
App check-in  
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## 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	600,000	€13,400
English	840,000	€14,300

### 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





Text/image integration

## 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	780,000	€22,100
English	860,000	€15,700

### 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

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

### Print

Homeprint boarding pass

### Digital

Lounge Screens  
IFE Pre-roll Classic Package  
IFE Pre-roll Light Package  
IFE Sponsored Content

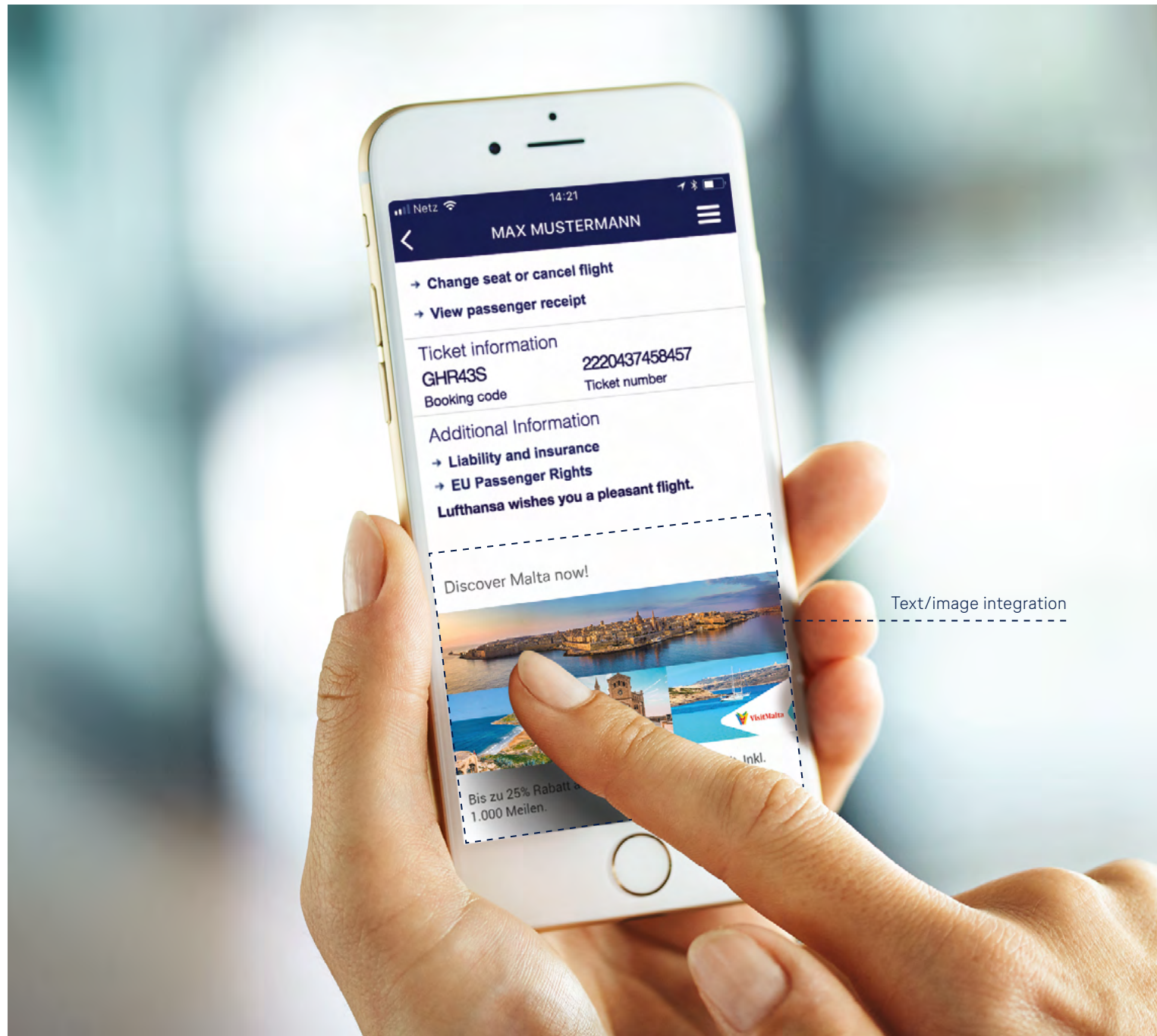
### Online/Mobile

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
German	470,000	€23,800
English	670,000	€21,900

## General information

<b>Booking period</b>	monthly
-----------------------	---------

<b>Booking deadline</b>	4 weeks prior to circulation
<b>Motif approval</b>	3 weeks prior to circulation
<b>Delivery deadline</b>	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

## Print

Homeprint boarding pass

## Digital

Lounge Screens  
IFE Pre-roll Classic Package  
IFE Pre-roll Light Package  
IFE 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

Contact Ambient Media

Select Media on Website

# Data-based banner ads [Standard 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

## Standard ad-bundle

Database	Price / CPM
General travel interest	€25
Travel intent	€30
Booked	€35
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	Wide Skyscraper   160 x 600 pixels
	Medium Rectangle   300 x 250 pixels
	Leaderboard   728 x 90 pixels
Mobile formats	Medium Rectangle   320 x 50 pixels
	Mobile Banner   300 x 50 pixels
	Leaderboard   320 x 75 pixels

Target group | Contact | GTC



## Print

Homeprint boarding pass

## Digital

Lounge Screens  
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IFE Pre-roll Light Package  
IFE 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



# 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 pixels Billboard   970 x 250 pixels
Mobile formats	320 x 100 and 320 x 480 pixels

Target group | Contact | GTC



## Print

Homeprint boarding pass

## Digital

Lounge Screens  
IFE Pre-roll Classic Package  
IFE Pre-roll Light Package  
IFE 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

Target group | Contact | GTC





## 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	490,000	€49,800

### General information

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

Booking deadline	11 weeks prior to circulation
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Motif approval	10 weeks prior to circulation
----------------	-------------------------------

Delivery deadline	9 weeks prior to circulation
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### Technical data

Format [DE & EU]	130 x 40 mm
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### 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](#)

#### Print

Homeprint boarding pass

#### Digital

Lounge Screens  
IFE Pre-roll Classic Package  
IFE Pre-roll Light Package  
IFE 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**  
**Lufthansa Ambient Media**

Expert in the field  
Online/Mobile

Get in touch now!



### **Julia Pirzkall**

**Marketing Manager**  
**Lufthansa Ambient Media**

Expert in the field  
Ambient

Get in touch now!



### **Juliane Rehm**

**Marketing Manager**  
**Lufthansa Ambient Media**

Expert in the fields  
Digital + Inflight Entertainment

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.



Deutsche Lufthansa AG  
Lufthansa Aviation Center LAC  
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D-60546 Frankfurt

Contact us! ▶

**[lufthansa.com/media](https://lufthansa.com/media)**  
Advertise within a premium environment

Price list valid from 01/2023



**Lufthansa Ambient Media**