CONNECT DIRECTLY WITH YOUR TARGET GROUP

Digital 14 – Advertising opportunities at Hamburg Airport
May 2023
Hamburg Airport Helmut Schmidt, like its namesake, stands for cosmopolitanism and the Hanseatic lifestyle. Today the airport is a bit like a city within a city. A lively microcosm. For advertisers, this cosmopolitan environment is the ideal touchpoint, because brands need an environment in which they can make an impact.

It was important for us to rule out overloading the spaces with advertising media. Each location was carefully reviewed according to the motto "class instead of mass", so that each location has a unique position in our network and a great long-distance effect of the advertising media is guaranteed. The video walls also blend in harmoniously with the airport's surroundings. In particularly bright parts of the building, LED walls with a pixel pitch of 2.5 mm are used. A sensor permanently measures the ambient light and adjusts the brightness of the advertising media accordingly. In areas with a lot of artificial ambient light, LCD walls show their strengths. They guarantee maximum quality, brightness, color intensity and resolution. All video walls have the 16:9 format in common.

11 video walls and 38 screens in the baggage claim now accompany passengers on their traveler journey from arrival at the airport to check-in, from the gate to the plane. Further digital areas are being planned. All passengers at Hamburg Airport can be reached with just one booking.
A match with your targets

- 48% female, 52% male

- 69.6% are German citizens

- 43.8 years is the average age

- 40.3% have a household income of €4,000 (net)

- 116 minutes is the average time spent at the airport before take-off

- 50.1% of all passengers make 3-20 trips per year

- 99.2% originating passengers
  - The Guest’s flight begins or ends in Hamburg

Passenger Figures (in millions):

- 2020: 4.6
- 2021: 5.32
- 2022: 11.1
- 2023*: 13.8*  
  * Forecast

Sources: Hamburg Airport, passenger survey HAM, 2022
CO₂ Neutral

OBJECTIVE: CO₂-Neutral Airport Operation

Since 12/2021 HAM IS THE FIRST Certified German CO₂-Neutral Airport.

All advertising facilities at Hamburg Airport are powered by regenerative energy sources.

CO₂ Neutral

2009

CO₂ 40.000 t

Use of 100% optimized energy resources

Active use of innovative technologies

HAM supports sustainable & ECO friendly projects

Balance Certificates

2009

Purchase of 100% ECO Electricity

Terminals & buildings are fully equipped with LEDs

700 hectar in a LOCAL ECO forest save CO₂

Almost 100 % our Airport Cars & Operational Vehicles are based on alternative engines and/or are driven by ECO Friendly Fuels

SOLAR-Gangways

E-PUSH-BACK Vehicles

Hydrogene Transport Vehicles


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Booking Options in the Digital 14 Network

Advertisers can use flexible networks to reach their favoured target group in a targeted manner. The following combinations are available:

**BEST VIEW:** This “all-in-one” network consists of 11 video walls and reaches all arriving and departing passengers as well as meeters & greeters and visitors. With Best View, valuable multiple contacts are generated with the result of undivided attention. The surfaces say goodbye to passengers on departure, greet them directly after arrival and accompany them along the entire “passenger journey”.

**DEPARTURE VIEW:** With this network consisting of 8 Videowalls, all departing passengers can be reached. Starting at the check-in in the terminals, through the passage of the central security check to boarding, the advertising accompanies the target group.

**ARRIVAL VIEW:** One of the first things passengers will see after landing and entering the airport terminal is one of the 5 Arrival View video walls. The advertising media are positioned along the pier and the central exits to the baggage claim.

**SELECT VIEW:** With this booking, individual video walls can be occupied. In this way, advertising can be placed very specifically in certain areas of the airport. Several video walls can also be combined to form a completely individual network.
DIGITAL 14

Booking Options in the Digital 14 Network

WELCOME WALK: 19 bi-faced displays with 38 screens (55 inches) are placed between the baggage carousels to attract attention. All screens are synchronized, which increases awareness even further. Arriving passengers have a high dwell time at this location. The Welcome Walk can be excellently combined, e.g. with the Arrival Walk.

How does the booking work in the Digital-14 network?

Spots with a length of 10 seconds or more and a maximum of 4 customers are booked in a continuous loop. An infotainment mix provided by NDR ensures additional attention. The digital potential at the airport is far from exhausted with one network booking. The advertising pressure can be further strengthened by links to other products. The airport advertising portfolio includes online banners as well as the possibility of addressing mobile advertising 1:1 to passengers through a WiFi sponsorship. This is particularly interesting given the heavy use of smartphones at the airport. Mobile target groups can be wooed via their devices from the first contact on the website to their arrival at the airport and their departure. In this way, creative campaigns can be used to optimize the customer experience at the airport.
Map: Videowalls Level 1 – Arrival / Departure

1. Flugsteig Pier Süd
   Gates Pier South

2. Gatebereich
   Gate area

3. Flugsteig Pier Nord
   Gates Pier North

4. Flughafen Hamburg GmbH
   Airport Plaza

5. Sicherheitskontrolle
   Security control

6. Terminal 2

7. Terminal 1

8. Pier Zentrum
   Pier Center

9. Pier Ost

10. Flughafentransferzentrum
    Airport Transfer Centre

11. Security control

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Map: Welcome Walk Level 0 - Arrival
## Prices 2023

<table>
<thead>
<tr>
<th>Network</th>
<th>Location</th>
<th>Size in px</th>
<th>displays</th>
<th>Number of Spots</th>
<th>price in € per week / net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best View</td>
<td>Overall Network Videowalls</td>
<td></td>
<td>11</td>
<td>92,400</td>
<td>€16,088</td>
</tr>
<tr>
<td>Departure View</td>
<td>Departing Passengers</td>
<td>3,840 x 2,160</td>
<td>8</td>
<td>67,200</td>
<td>€12,480</td>
</tr>
<tr>
<td>Arrival View</td>
<td>Arriving Passengers</td>
<td></td>
<td>5</td>
<td>42,000</td>
<td>€8,775</td>
</tr>
<tr>
<td>Select View</td>
<td>Booking individual Videowalls by agreement</td>
<td></td>
<td>1</td>
<td>8,400</td>
<td>€2,450</td>
</tr>
<tr>
<td>Welcome Walk</td>
<td>Baggage Reclalm (can be combined with Arrival View)</td>
<td>55&quot;</td>
<td>38</td>
<td>319,200</td>
<td>€3,900</td>
</tr>
</tbody>
</table>

**General Notes:**
- Media price minus 10% AC plus costs for data acceptance and testing: **€350.- per motif**
- Booking varieties / length of commercial: 10 sec. - 60 sec. continuous loop (max. 4 customers).
- Time: 4am - 0pm, Monday till Sunday
- Technology: 4k or full hd

**Booking example**
- 20 hours per day / 140 hours per week
- Showing 60 per hour / 1,200 per day / 8,400 per week
- 84,000 seconds per week

The "General Terms and Conditions of Flughafen Hamburg GmbH for the Creation of Advertising Media and the Provision and Use of Advertising locations" (as of September 2019) and the Airport Usage Regulations (as of September 2022) apply, errors excepted.
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