

HAM FREE WIFI PLUS

NON Binding Cost Estimate

June, 2024

HAM FREE WIFI PLUS

Take-Off

Dear partners of Hamburg Airport,

the **airport microcosm** is a place with its very own dynamics: In this closed and protected ecosystem, it is easier for advertisers to experiment, try out new forms of advertising appeal and increasingly involve passengers through interaction. **Surprising and high impact brand presentations** are particularly popular and remain in passengers' memories.

Hamburg Airport enjoys a high reputation in the metropolitan region. For many travellers, it is their first and last contact with the region. For local companies, it is the ideal environment for attracting new customers. According to calculations by MB-Research, the purchasing power per inhabitant in Hamburg in 2023 will be around €29,122, which puts it at the top of all German states in terms of disposable income. Representative passenger surveys and external studies provide a huge database that can be used as a **basis for your campaign planning.**

With our innovative **Hamburg Airport Advertising Portfolio**, you can reach your target groups with a variety of creative and innovative options along their traveler journey – from arrival at the airport to check-in, from the gate to the plane.

If you would like to find out how you can reach your targets **in the exclusive atmosphere at Hamburg Airport**, e. g. with **WiFi sponsoring**, please contact us. We will be happy to advise you on the planning and implementation of your campaigns. In Hamburg, advertisers are supported by our **experienced media team** in all matters relating to bookings.

Kind Regard

Your Hamburg Airport Media Team

Reaching the right audience at the right moment



39.9%
have a household income of
+€4,000 (net)

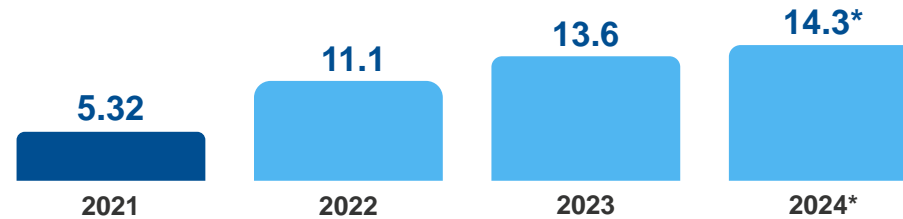


116 minutes
is the average time
spent at the airport
before take-off



67.0%
are German citizens

Passenger Figures (in millions)



* Forecast



57.3%
of all passengers
make 3-20 trips per
year



43.7 years
is the average age



21.9%
Business
travellers



78.1%
Private
travellers



99.2%
Originating
passengers *

Originating passengers =
The Guest's flight begins or ends in Hamburg

Sources: Hamburg Airport, passenger survey HAM, 2023

HAM FREE WIFI PLUS

Exclusive Mobile Audience



Like its namesake, Hamburg Airport Helmut Schmidt stands for cosmopolitanism and a Hanseatic attitude to life.

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.**

Hamburg Airport offers the **free service of a public W-LAN network** throughout the entire area, giving passengers, meeters and greeters, and airport staff the opportunity to register in an uncomplicated manner.

Anyone who dials in via their personal smartphone, tablet or laptop sees **individual advertising** in the login and registration process, the log-in area and on the HAM landing page. Brands, products and campaigns are shown off to particularly good effect here. A single ad is displayed up to **150,000 times a month** throughout the login process - that's up to **1.7 million* contacts per year.**

These advertising options are available:

- One or different messages
- Target group addressing in German or English
- Moving image (max. 10 seconds) for even more attention
- Target group-specific address, e .g. for arrivals, departures, visitors, or employees
- Link to your web or microsite and/or integration of coupons

* Basis 2022

Package Summary

THE CONCEPT



- **Almost 2 hours' stay** at Hamburg Airport before the flight.
- Advertise easily and target group-specific with **HAM FREE WIFI PLUS**.
- Available is the Free WiFi application and registration process, the login area and the landing page of HAM Airport.

THE OFFER



- A **package of WIFI sponsorship and digital slots** on our **HAM DIGITAL 14 network**.
- Additionally in the package: **HAM FREE WIFI PLUS 20,000 spots** on 11 large format moving image walls.
- Spots of **10 seconds** each (Monday to Sunday in continuous loop)
- **Target group-specific addressing**, e. g. for arrivals, departures, visitors
- Link to your web or microsite and/or integration of coupons

YOUR BENEFIT



- Your advertising on passenger displays
- A single ad is displayed up to **150,000 times a month** throughout the login process.
- That's up to **1.7 million* users/ contacts per year**.

HAM FREE WIFI PLUS offers maximum media performance & faire pricing.

* Basis 2022

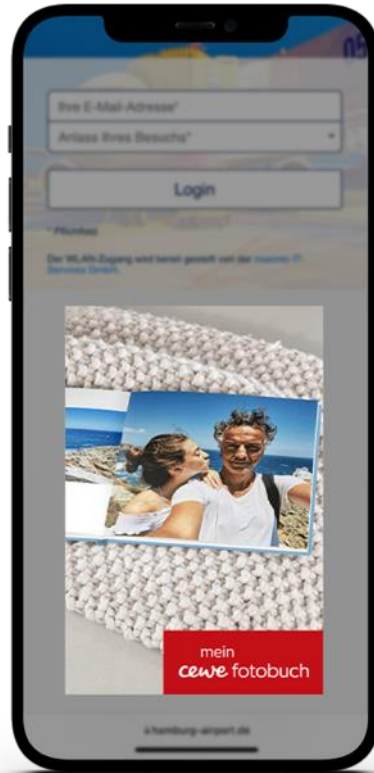
Advertising Options

*Ad Pos. 1



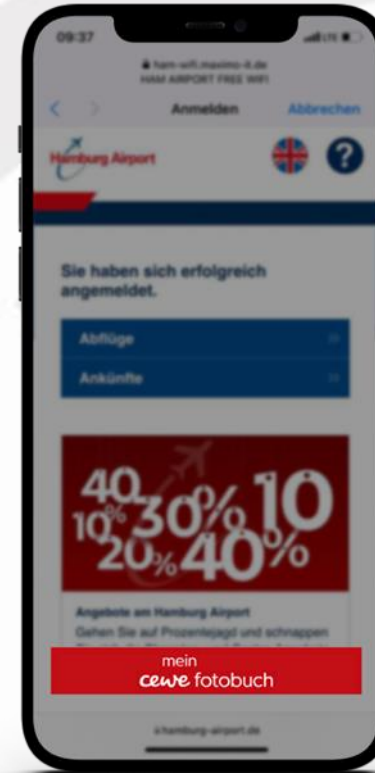
Start
Branding
Area

*Ad Pos. 2



Before Login
Branding or
Video Area
(up to 10
seconds)

*Ad Pos. 3



HAM Landing-Page
Sticky banner that
appears after log-
in, as well as when
retrieving
information about
the gate or
departure times
(static incl. link to
your online
presence)

*Sample Case might be subject to change

HAM FREE WIFI PLUS

Bonus Spots

The HAM FREE WIFI PLUS package includes – in addition to the Free WiFi Sponsoring – **20,000 spots per month** on 11 large format video walls. The 10-second spots are shown Monday to Sunday in a continuous loop daily from 4 a.m. to midnight (total loop length: 60 seconds) and are included in the price of the booking packages.

Your benefits:

- Large-format video walls at top locations along the entire customer journey
- Spots are seen by a highly attractive target group (passengers, pick-ups, crews and employees)
- Particularly effective: reference in the spots to WiFi sponsorship or possibility of coupon integration



Ratecard 2024

Booking Packages	Booking Periods	Bonus Spots	Price (net)
Option I	6 month	incl. 20.000 Bonus Spots á 10 seconds / per month	50.000.- €
Option II	12 month	incl. 20.000 Bonus Spots á 10 seconds / per month	89.000.- €

Technical specifications:

- Technical integration costs are billed separately according to time and effort.
- All prices plus VAT.
- Creative costs are not included in the offer.
- Special implementations on request.

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 June 2024) and the [Airport Usage Regulations](#) (as of September 2022) apply, errors excepted.

CONTACT

Check-In

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