CONNECT DIRECTLY WITH YOUR TARGET GROUP

Information and facts 2024 relating to all aspects of advertising at Hamburg Airport
Dear partners of Hamburg Airport,

Tourism in Hamburg has more than just recovered after the coronavirus pandemic. In the first half of 2023, the Hanseatic city recorded around 7.6 million overnight stays in its accommodation establishments. **This is not only 19.1 percent more than in the same period last year, but also 5.7 percent more than in the pre-corona record year.**

Many visitors to Hamburg arrive by plane. **In 2024, 14.3 million passengers are expected.** Not surprising that national and local companies value Hamburg Airport as an advertising location. But good advertising also needs a good environment to be effective. At Hamburg Airport, innovative media brands complement futuristic architecture and Hanseatic flair. This atmosphere gives your message more radiance, effectiveness and credibility.

May it be a bit more digital? Then you should take a look at the Digital 14 network. **Up to 1.46 million viewed impressions are generated with just one booking.** But fans of analog forms of advertising will also find what they are looking for. From 300 square meter giant posters to prominently placed lightboxes, you are spoiled for choice. Individual special advertising formats and flexible booking options round off the range.

Incidentally, Hamburg Airport is committed to sustainable climate protection. All advertising media are **powered by regenerative energy sources.**

We wish you inspiration and inspiring impulses.

Best regards,
Your Hamburg Airport Media Team
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Stop searching and start finding!

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<td>Partner</td>
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<tr>
<td>7</td>
<td>Service</td>
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<tr>
<td>8</td>
<td>Contact</td>
</tr>
</tbody>
</table>
INSIGHTS
Reaching the right audience at the right moment

- **49%** females, **51%** males
- **67.0%** are German citizens
- **43.7 years** is the average age
- **39.9%** have a household income of +€4,000 (net)
- **116 minutes** is the average time spent at the airport before take-off
- **57.3%** of all passengers make 3-20 trips per year
- **99.2%** originating passengers

**Passenger Figures (in millions)**

- 2021: 5.32
- 2022: 11.1
- 2023: 13.6
- 2024*: 14.3*

* Forecast

**Sources:** Hamburg Airport, passenger survey HAM, 2023
Sitemap for Level 0
Sitemap for Level 1
INSIGHTS

Check-In & Baggage Claim (Schengen & Non-Schengen)

Advertising environment

Airlines:
- Aeroflot
- Airfrance
- easyJet
- Finnair
- KLM
- Norwegian
- Condor
- Emirates
- Eurowings
- Turkish Airlines

Premium retail:
- JAC
- klockmann
- RELAY

Premium catering:
- McDonald's
- scoom

Arrival and Departure:
- S-Bahn, buses, taxi

Terminal 1

5,940,000* passengers / year
30% Non-Schengen
70% Schengen

*Figures for passengers / year from fiscal year 2022

© Flughafen Hamburg GmbH
INSIGHTS

Check-In & Baggage Claim (Domestic, Schengen & Non-Schengen)

Advertising environment

**Airlines:**
- Air Lingus
- Air Portugal
- Austrian
- Iberia
- SAS
- Tarom
- Tunisair
- Vueling
- WIZZ

**Premium retail:**
- Press
- P&G Books

**Premium catering:**
- marché
- Sashimi
- Starbucks

**Top car rentals:**
- AVIS / Budget
- Enterprise
- Europcar
- Hertz
- Okmobility
- Sixt

**Arrival and Departure:**
- S-Bahn, buses, taxi, car rental

**Services:**
- Hamburg Welcome Center

Terminal 2

5,150,000* passengers / year

24.5% Non-Schengen

75.5% Schengen

*Figures for passengers / year from fiscal year 2022.
INSIGHTS

Central Security Checkpoint
The area connecting Terminal 1 & Terminal 2

Advertising environment

Arrivals Area
Prior to the security check
Premium retail: destination
Premium catering: Cindy’s
GOSCH
Heinemann Duty Free
Press Books

Departures Area
Beyond the security check
Premium retail: E-Boota
Premium catering: Dallmeyers
metropolitan pharmacy

Lounges:
Hamburg Airport Lounge, Emirates Lounge (Airport Plaza Level 3)

Arrival and Departure:
S-Bahn rail link

Airport Plaza
5,534,000* passengers / year

*Figures for passengers / year from fiscal year 2022

© Flughafen Hamburg GmbH
INSIGHTS

Access to all Gates (Arriving & Departing Passengers)

Advertising environment

Premium retail:
- FALKE
- Heinemann (Duty Free)
- Marc O’Polo

Premium catering:
- Brewgate
- POINT 53°
- St. Pauli

10,740,000*
passengers / year

Lounges:
Access to the Lufthansa Lounge

*Figures for passengers / year from fiscal year 2022
INSIGHTS

ALL arriving passengers must pass through this area

Advertising environment

Services:

- Shortest route to car rental outlets via Terminal 2
- 10 luggage belts, Hamburg Welcome Center, Lost & Found airline counters, customs
- There are 3 entrances to the baggage claim area and two exits into the terminals

Departure:

- Access to S-Bahn rail link or taxis and buses from both exits

Baggage Claim

5,555,000* passengers / year

27% Non-Schengen
73% Schengen

*Figures for passengers / year from fiscal year 2022
Hamburg Airport has reduced its CO₂-emissions from 40,000 to 12,200 tons. The remaining emissions are offset by high-quality compensation certificates.

This makes it the first major airport in Germany to be CO₂-neutral since 2021.

Fossil CO₂-emissions from the operation of airport buildings, facilities and vehicles will be reduced to zero. After that, no more offsetting will be necessary:

From 2035, Hamburg Airport will be the first major German airport to produce no more CO₂ emissions.
Climate protection at Hamburg Airport: Our path to a CO₂-emission-free future

All advertising systems at Hamburg Airport are already powered entirely by renewable energy sources. And from 2028, they will be powered by Hamburg Airport’s own wind farm.

- Preparation of Heidmoor wind farm
- Conversion to electric and H₂ baggage tugs incl. filling stations
- Optimization of heat supply concept
- Commissioning of Heidmoor wind farm
- Switch to CO₂-free heat supply

© Flughafen Hamburg GmbH
ANALOGUE
Promotion Areas Arrival, Departure
Terminal 1 & Airport Plaza

At the action areas at Hamburg Airport, brands can be staged in a way that is not possible in public spaces. Attractive target groups experience products and other exhibits directly and up close. In the arrivals area, it is also possible to set up cars on the Airport Plaza, which is virtually predestined for live experience and touching.

The public arrivals area is used by all arriving passengers and those waiting to pick them up. Transitions to the parking garage, public transportation and cab stands are located here. Busy stores and services - notably Edeka, various banks in Terminal 1, and car rental companies and the Welcome Center in Terminal 2 - make the arrivals area a highly frequented attraction within the airport and ensure longer waiting times.

<table>
<thead>
<tr>
<th>Ad format no</th>
<th>Dimensions</th>
<th>Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>221-040-E01</td>
<td>W: 7m; D: 4m (28m²)</td>
<td>Airport Plaza, Arrival</td>
<td>€7,500.- / mth. each</td>
</tr>
<tr>
<td>222-040-E01</td>
<td>W: 5.5m; D: 3m (16.5m²)</td>
<td>Terminal 1, Arrival</td>
<td></td>
</tr>
<tr>
<td>222-040-E02</td>
<td>W: 5.5m; D: 3m (16.5m²)</td>
<td>Terminal 1, Arrival</td>
<td></td>
</tr>
<tr>
<td>222-140-E01</td>
<td>W: 3m; D: 2m (6m²)</td>
<td>Terminal 1, Departures</td>
<td></td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs

Car placement possible
ANALOGUE

Promotion Areas
Terminal 1, Arrival & Airport Plaza

Ankunft / Gepäckausgabe
Arrivals / Baggage claim

Terminal 2
Arrivals

Airport Plaza

Terminal 1
Arrivals

PKW-Aufstellung möglich

© Flughafen Hamburg GmbH
ANALOGUE

Promotion Areas
Terminal 1, Departure

Terminal 2
Check-in

Pier
Zentrum
Center

Sicherheitskontrolle
Security control

Airport Plaza

Terminal 1
Check-in
ANALOGUE

Promotion Areas
Airport Plaza & Pier

After the central security check, all departing passengers enter the Airport Plaza. The Airport Plaza is the heart of Hamburg Airport.

From here, passengers proceed to the gates on the pier. There is a constant coming and going in the Airport Plaza and the Pier. Departing and arriving passengers mingle and pass the time waiting with the numerous offers from shopping and gastronomy. Combined with the futuristic architecture, the security area is the ideal location for exhibits or promotional activities.

<table>
<thead>
<tr>
<th>Ad format no.</th>
<th>Dimensions</th>
<th>Locations</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>219-104-E01</td>
<td>W: 4m; D: 2.5 m (10m²)</td>
<td>Central Pier, next to the stairs to the Lufthansa Lounge</td>
<td></td>
</tr>
<tr>
<td>219-110-E01</td>
<td>W: 5m; D: 3m (15m²)</td>
<td>Central Pier, in front of Gate A18</td>
<td>€10,000.- / mth. each.</td>
</tr>
<tr>
<td>219-111-E01</td>
<td>W: 5m; D: 3m (15m²)</td>
<td>Central Pier, in front of Gate A18</td>
<td></td>
</tr>
<tr>
<td>219-114-E01</td>
<td>W: 3.5m; D: 3m (10.5m²)</td>
<td>Central Pier, directly behind the security checkpoint at Gate A17</td>
<td></td>
</tr>
<tr>
<td>219-115-E01</td>
<td>W: 5m; D: 3m (15m²)</td>
<td>Central Pier, directly behind the security checkpoint at Gate A17</td>
<td></td>
</tr>
<tr>
<td>219-117-E01</td>
<td>W: 6m; D: 3m (18m²)</td>
<td>Central Pier, next to the Sushi Bar</td>
<td></td>
</tr>
<tr>
<td>219-119-E01</td>
<td>W: 3m; D: 2m (6m²)</td>
<td>Central Pier, directly behind the security checkpoint at Gate A17</td>
<td></td>
</tr>
<tr>
<td>221-140-E01</td>
<td>W: 5.5m; D: 3m (16.5m²)</td>
<td>Airport Plaza, Departures</td>
<td>€20,000.- / month</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs

Car placement is possible on the Airport Plaza and Pier action areas
Promotion Areas
Airport Plaza & Pier

Car placement is possible on the Airport Plaza and Pier action areas.
ANALOGUE

Increase advertising impact and sales through promotion

A promotion is the best way to talk to the target group personally and with maximum flexibility. At the airport, we have the best conditions for this. Either as a mobile campaign or in connection with one of the numerous campaign areas.

- High contact potential, spatially highly concentrated.
- Ideal for distribution of product samples, flyers, vouchers, sampling
- Flexible occupancy and implementation at short notice
- Promoters can react flexibly to streams of passers-by
- Weather-independent and possible at any time of year

<table>
<thead>
<tr>
<th>Area</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion</td>
<td>By agreement</td>
<td>Minimum duration 5 days. Up to 4 promoters per location.</td>
<td>€1,400.- / dly.</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
ANALOGUE

Mobile sky banners
Terminal 1 & 2 Departures

Brands conquer the airspace with the mobile Sky banners. Three large-format banners in longitudinal format hover under the roof of the departure halls of both terminals. As a special eye-catcher, the middle banner rotates around its own axis. This prominently positioned group of banners is visible from almost every point in the terminal halls and reaches arriving and departing passengers as well as bringers, pickers and airport visitors. The banners simply always catch the eye: when entering the departure hall, when checking in, when passing through to the arrivals area via the grand staircase and when staying on the gallery levels. The banners are also easy to see from the travel market and office bars. Due to the proximity to the check-in counters and the catering facilities open to the public, the length of stay is also right.

<table>
<thead>
<tr>
<th>Ad format no.</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>222-140-B09</td>
<td>Terminal 1, check-in hall</td>
<td>3 banners as a set, the central banner rotates</td>
<td>€9,500 / month</td>
</tr>
<tr>
<td>220-140-B09</td>
<td>Terminal 2, check-in hall</td>
<td>plus VAT, production and installation costs</td>
<td></td>
</tr>
</tbody>
</table>
Mobile sky banners
Terminal 1 & 2, Departure
The pier offers pure airport feeling. This is where the gates are located, where large glass fronts open up an impressive view of the apron and the passenger boarding bridges. Directly above the southern part of the pier are five of the largest banner surfaces in the indoor area - the 200-square-meter advertising space cannot be overlooked and is seen by many passengers. Departing passengers walk across the pier to their gates, while arriving passengers reach baggage claim from here. The South Pier is home to the passport-controlled destinations area and the walk-in walk-out gates used by airlines such as Air France/KLM, Eurowings, easyJet and Ryanair. Due to the attractive location, the spectacular size and the strong traffic, the banners XXL on Pier South are a boost for brands.

<table>
<thead>
<tr>
<th>Ad format no.</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>219-P00-S01</td>
<td>South Pier</td>
<td>5 banners as a package</td>
<td>€17,500 / month</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
ANALOGUE

XXL banner

South Pier
After landing, arriving travelers from domestic and international flights are directed to the baggage claim area on basement level 0, from where they can proceed to the public arrivals area and exits. While waiting for their baggage, passengers have plenty of time for promotional messages. The Lightwall in the center of the baggage claim area - right between the exits to Terminals 1 and 2 - can be seen from afar and is enormously eye-catching. The brightly backlit surface is two meters high and 50 meters long. Enough space for big and great communication ideas! Due to the central location and good visibility of the Lightwall, arriving passengers are reached from both terminals - a promising target group mix.

<table>
<thead>
<tr>
<th>Ad format no.</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>221-030-L01</td>
<td>Airport Plaza, baggage claim area</td>
<td>Stand alone ad space</td>
<td>€ 13,000 / month</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
ANALOGUE

Lightwall
Airport Plaza, Baggage Claim

Ankunft / Gepäckausgabe
Arrivals / Baggage claim

Terminal 1
Ankunft - Arrivals

Terminal 2
Ankunft - Arrivals

Airport Plaza

S-Bahn
S-Bahn rail link

© Flughafen Hamburg GmbH
ANALOGUE

Lightbox in size XL

Pier

The pier is an attractive advertising location for many reasons. One of them is the fact that specific target groups can be addressed here in a very targeted manner. A Lightbox XL is located at the height of Terminal 2 and directly opposite the entrance to the Lufthansa Lounge - many contacts with business travelers are guaranteed here.

<table>
<thead>
<tr>
<th>Ad format no.</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>219-108-L01</td>
<td>Pier, near Terminal 2 and the Lufthansa Lounge</td>
<td>Stand alone ad space</td>
<td>€10,000 / month</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
ANALOGUE

Lightbox in size XL
Terminal 1, Baggage Claim

The baggage claim area is not only used by passengers with many suitcases. Passengers with hand luggage also have to pass through here to get to the public area of the airport. In the baggage claim area of Terminal 1, there are four illuminated surfaces on the front sides of the baggage belts - the largest advertising spaces in the baggage claim area. The long dwell time due to baggage belt waiting times and the proximity to the viewer give these light surfaces special impact. The lightboxes' unusual presence reaches not only vacationers with luggage, but also business travelers returning to Hamburg after a short stay. Thus, two different target groups can be unerringly addressed at this location.

<table>
<thead>
<tr>
<th>Ad format no.</th>
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<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>222-030-L01-L04</td>
<td>Terminal 1, Baggage Claim</td>
<td>4 x lightboxes in XL as a package</td>
<td>€12,500 / month</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
Lightbox in size XL
Terminal 1, Baggage Claim

Ankunft / Gepäckausgabe
Arrivals / Baggage claim

Airport Plaza

Terminal 1
Ankunft - Arrivals

© Flughafen Hamburg GmbH
**ANALOGUE**

**Panorama Board**

**Transition Baggage Claim – Terminal 1 & 2**

No one can get past these advertising spaces! The transition from baggage claim to the public arrival areas of Terminal 1 and Terminal 2 takes place through an airlock, the so-called Panorama Board. The doors of the Panorama Board can be branded using foil. By approaching the subject head-on as you walk through the door, Brands leave a lasting impression!

This is where you reach all arriving passengers from Germany and abroad, vacation travelers as well as business travelers.

The Panorama Board can be covered on both sides. The landside panorama areas reach meeters and greeters, guests of the catering units and customers of the surrounding car rental companies.

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>222-040-S01</td>
<td>Terminal 1, Arrival</td>
<td>double sided motif</td>
<td>€12,000 / mth. each</td>
</tr>
<tr>
<td>220-040-S01</td>
<td>Terminal 2, Arrival</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
ANALOGUE

Panorama Board
Terminal 1 + 2, Transition Baggage Claim

Ankunft / Gepäckausgabe
Arrivals / Baggage claim

Terminal 2
Ankunft - Arrivals

Airport Plaza

Terminal 1
Ankunft - Arrivals

S-Bahn
S-Bahn rail link
ANALOGUE

LED backlit pillar posters
Arrivals level, public area

The column display cases are a highlight in the advertising media portfolio at Hamburg Airport. The slightly curved poster display cases enclose the support columns in the public arrivals area. They are suitable for posters in DIN A0 format and are illuminated. By arranging the showcases at right angles to the arrivals aisle, passengers and airport visitors approach the advertising message head-on - up to 23 times. An attractive medium with high contact numbers and surprisingly low production costs. The public arrivals area is used by arriving passengers and the waiting people picking them up, as well as visitors. Here, there are transitions to the parking garage, public transportation and cab stands. Stores and services make the arrivals area a highly frequented point of attraction and ensure extended waiting times.

<table>
<thead>
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<th>Ad format no.</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>999-040-V01</td>
<td>Arrivals level, public area</td>
<td>Package with 23 pillar posters (18 double-sided, 5 single-sided)</td>
<td>€4,800.- / month</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
LED backlit pillar posters
Arrivals level, public area
SkyWalk

North Pier

The pier is an important stage for passengers on their way to and from the gates. At the same time, it is a promenade with numerous stores, cafés and bars. All passengers at Hamburg Airport come to the pier at some point, either before boarding or after landing on their way to baggage claim. One of the airport's largest and most eye-catching indoor advertising spaces is located at the height of gate C08: the SkyWalk, which runs across the pier and can be seen from afar. The sides of this walkway can be covered on both sides. This means that brand messages can be reached from both directions and, with a size of around 20 square meters, have a powerful impact.

<table>
<thead>
<tr>
<th>Ad format no.</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>219-133-S01</td>
<td>North Pier</td>
<td>9.4 x 2.4 metres per side</td>
<td>€10,000 / month</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
SkyWalk
North Pier
OUTDOOR

Megaposter
Outside Hamburg Airport in Size XXL

Megaposters outside the airport really are first-class ad spaces. They make a strong impact from afar – both on airport visitors and passengers, and on the rest of the outside world.

The megaposter featured on the exterior of multi-storey car park 1 is just next to the airport entrance. It greets almost all passengers and visitors arriving by car. Thanks to its direct illumination it is equally visible and striking after dark too.

Multi-storey car park 2 is located opposite Terminal 1. The advertising space positioned there is outstandingly visible, especially from the terminals. The backlit area on the annexe of the radar tower is located directly on the access road that all passengers and visitors pass by car who want to get from the airport to the city center.

The megaposter on the outer facade at parking garage 5 is located at the height of the departure level and is noticed by departing passengers.

<table>
<thead>
<tr>
<th>Ad format no.</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>353-PH1-A01</td>
<td>Outer façade of Car Park 1, entrance to airport</td>
<td>23.9 x 12.7 m (W x H), illuminated</td>
<td>On request</td>
</tr>
<tr>
<td>244-PH2-A01</td>
<td>Outer façade of Car Park 2, opposite Terminal 1</td>
<td>12 x 10 m (W x H) illuminated</td>
<td>On request</td>
</tr>
<tr>
<td>217-PH5-A01</td>
<td>Outer façade of Car Park 5, at the same height as arrivals level</td>
<td>26 x 16 m (W x H) illuminated</td>
<td>On request</td>
</tr>
<tr>
<td>142-000-A01</td>
<td>Side building next to radar tower</td>
<td>10 x 5.3 m (W x H), backlit</td>
<td>On request</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs

Marketing: Outsite Media | www.outsite-media.de | E-Mail: koop@outsite-media.de
OUTDOOR

Megaposter

Car parks outside
Staging brands digitally in the Digital 14 Network

A total of 11 video walls and 38 screens accompany passengers on their traveler journey from arrival at the airport to check-in, from the gate to the plane. The latest highlight, the Plaza Window LED video wall, is located directly after the central security checkpoint in the middle of the Airport Plaza and reaches all passengers departing from Hamburg without exception.

The Plaza Window is part of the networks: Departure and Best View. Exclusive booking is possible via Select View.

At the Welcome Walk, 38 synchronized screens are placed between the baggage carousels to attract attention.

All passengers at Hamburg Airport can be reached with just one booking.
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.
**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.
Sitemap of videowalls Level 1 – Arrival / Departures
DIGITAL 14

Sitemap Welcome Walk Level 0 - Arrivals
## Prices 2024

<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>3,840 x 2,160</td>
<td>11</td>
<td>92,000</td>
<td>€16,900 (10 sec)</td>
</tr>
<tr>
<td>Departure View</td>
<td>Departing Passengers</td>
<td></td>
<td>8</td>
<td>67,000</td>
<td>€12,900 (10 sec)</td>
</tr>
<tr>
<td>Arrival View</td>
<td>Arriving Passengers</td>
<td></td>
<td>5</td>
<td>42,000</td>
<td>€8,900 (10 sec)</td>
</tr>
<tr>
<td>Select View</td>
<td>Booking individual Videowalls by agreement</td>
<td></td>
<td>1</td>
<td>8,400</td>
<td>€2,800 (10 sec)</td>
</tr>
<tr>
<td>Welcome Walk</td>
<td>Baggage Reclaim (can be combined with Arrival View)</td>
<td>55&quot;</td>
<td>38</td>
<td>287,000</td>
<td>€4,500 (10 sec)</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
- Time: 4am - 0pm (Welcome Walk: 06am – 0pm), Monday till Sunday
- Technology: 4k or full hd

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.
Reach mobile audiences with HAM FREE WIFI PLUS

Passengers, meeters and greeters, and airport staff: As the exclusive sponsor of the WiFi network, the entire audience at Hamburg Airport can be addressed individually and thus highly efficiently. The brand message prominently placed on the registration page. Communicate one-to-one with the target group using moving images and a direct link to the target URL. The entire Free WiFi application and registration process, the log-in area and the landing page of HAM Airport are available for this purpose.

The HAM FREE WIFI PLUS package includes - in addition to the Free Wifi sponsorship - 20,000 spots per month on 11 large-format video walls.

Would you like to learn more about the HAM FREE WIFI PLUS offers and the possibilities as a sponsor of the WiFi network at Hamburg Airport?

<table>
<thead>
<tr>
<th>Booking Packages</th>
<th>Booking Periods</th>
<th>Bonus Spots</th>
<th>Price (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option I</td>
<td>6 months</td>
<td>incl. 20,000 Bonus Spots á 10 seconds / per month</td>
<td>€50,000.-</td>
</tr>
<tr>
<td>Option II</td>
<td>12 months</td>
<td>incl. 20,000 Bonus Spots á 10 seconds / per month</td>
<td>€89,000.-</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
A total of 12 modern COBUS 3000 buses are available. For many passengers, the advertising on the buses is a first “Moin Moin” and a last Goodbye with the city of Hamburg.

But it is not only the passengers who notice the large-format traffic boards on the roadside. Visitors to the airport also have an excellent view of the almost nine-square-meter advertising spaces from the terminals. There is also a special PR effect: the shuttle buses often feature in media reports from Hamburg Airport. The advertising is exclusive. Other advertising measures, such as all-over advertising, interior branding, hanging boxes with dispensers and others, are available on request.

<table>
<thead>
<tr>
<th>Ad format no.</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>336-Bus-F4100</td>
<td>Apron, airport grounds</td>
<td>6 buses as a package, for a period of at least 12 months</td>
<td>€4,900 / month</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
Feel HAM Airport!

Apron

The giant XXL-banners on our HAM Jetways are the most exclusive & eye catching opportunity to present your brand to our passengers.

Simply unique: The HAM Jetways are the first and last point of contact for all HAM travellers.

Additional benefit: As the HAM Jetways are frequently featured in diverse inter-/national media (Print/TV) and business reports you will get significant media performance and attention on top.

With a total of 32 advertising sites - placed on both sides of 16 HAM Jetways -, this is the perfect high impact media package at HAM Airport.

<table>
<thead>
<tr>
<th>Ad format no.</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>219-FGB-A01</td>
<td>Apron, Airport grounds</td>
<td>• 16 double-sided advertising sites, XXL format</td>
<td>€ 45,000.- / month</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• PVC covering</td>
<td></td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
REFERENCES
An absolute highlight in 2022 was the customer Fisker, a US manufacturer of electric vehicles based in Los Angeles. The carmaker’s flagship is the fully electronic, zero-emission "Fisker Ocean," which was on display at the Airport Plaza from April 4-23. Hamburg Airport was the third ever public presentation of the "Fisker Ocean" in Europe.

Fisker did not choose the location in the Airport Plaza by chance. The action area is located directly behind the central security checkpoint. All passengers departing from Hamburg are guided past this area. Since the beginning of the year, the Plaza Window, an LED video wall with long-distance effect, has been located above the action area. The combination of product presentation and advertising spots on the video wall have guaranteed maximum advertising impact and attention for the customer. For fire safety reasons, it is anything but trivial to display an electric car in the terminal. Hamburg Airport is one of the few airports where this is made possible for customers.

**All passengers departing from Hamburg were reached.**
In May 2022, Hamburg hosted the OMR Festival, an event for digital marketing and technology. Around 70,000 visitors came to the mega-event in Hamburg's exhibition halls, many of them traveling via Hamburg Airport. IWC had a major brand presence at the airport to greet guests as they arrived on the airport's advertising spaces in the terminals.

The Light Wall, located in the center of baggage claim between the exits to Terminals 1 and 2, allowed IWC to reach all arriving passengers from both terminals. The brightly backlit area is highly visible and hugely eye-catching, and provided the appropriate space for this great campaign. In addition, IWC booked the Welcome Walk’s 38 monitors for their advertising, prominently placed between the baggage carousels in central arrivals. You can't get more target group than that!

**REFERENCES**

**IWC**

In May 2022, Hamburg hosted the OMR Festival, an event for digital marketing and technology. Around 70,000 visitors came to the mega-event in Hamburg's exhibition halls, many of them traveling via Hamburg Airport. IWC had a major brand presence at the airport to greet guests as they arrived on the airport's advertising spaces in the terminals.

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**Client** IWC  
**Location** Baggage claim, Airport Plaza  
**Media** Light Wall, Select View, Welcome Walk  
**Time period** May 15th-June 15th 2022
Lenovo, a global leader in PC manufacturing, placed its campaigns widely over a long period of time on both video walls and special advertising spaces at Hamburg Airport. Lenovo ThinkBooks as well as Microsoft Windows and Intel were advertised. The aim was to reach a wide range of customers, from business travelers to holidaymakers.

The SkyWalk above the pier is an attractive advertising environment for eye-catching advertising. This special advertising space cannot be overlooked, as it runs right across the pier and is conspicuous even from a distance. Lenovo’s advertising messages could be seen from both walking directions, as the SkyWalk could be covered on both sides.

REFERENCES

Lenovo

Client Lenovo
Location Terminal 1 & 2, Security Checkpoint, Baggage Claim, Pier Arrivals/Departures
Media Welcome Walk, Best View, SkyWalk
Time period August-December 2022

Photos: Michael Penner
Canusa, the North America specialist for individual travel to the USA, Canada and Hawaii, promotes its travel offers with very beautiful images. The illuminated column showcases, which are exceptionally well suited for image-intensive campaigns, are a really well-rounded feature.

Canusa uses the overall Best View network, where attention-grabbing video walls are placed in high-frequency locations, reaching nearly 100% of passengers through multiple contacts. In addition, the 38 monitors of the Welcome Walk were booked.

But also the Light Wall offered Canusa a lot of space for their great campaigns on 2 meters height and 50 meters width. With the Light Wall, centrally located between baggage claim areas Terminal 1 and 2, Canusa has reached arriving passengers from all parts of the world.

REFERENCES

Canusa

Canusa

<table>
<thead>
<tr>
<th>Client</th>
<th>Canusa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Terminal 1 &amp; 2, Security Checkpoint, Baggage Claim, Pier Arrivals/Departures</td>
</tr>
<tr>
<td>Media</td>
<td>Best View, Welcome Walk, Light Wall, Column display case</td>
</tr>
<tr>
<td>Time period</td>
<td>March-December 2022</td>
</tr>
</tbody>
</table>

Photos: Michael Penner
For over 70% of travelers, a vacation begins at the airport - and relaxed vacationers perceive advertising more intensively. The Düsseldorf-based tour operator alltours used a broad-based advertising campaign at Hamburg Airport under the slogan "Alltours. Everything, but favorably." on its inexpensive vacation offers attentively. The tour operator booked the Departure View network during the North German summer vacations from July 4th to August 14th 2022 and the autumn vacations from October 3rd to 30th 2022 as well as the Departure View from July 10th to August 05th.

On this network consisting of 8 video walls, all departing passengers are reached – starting at the Check-in in the terminals, through the central Security Checkpoint, the Plaza Window to boarding, the alltours advertising accompanies the passengers. Especially the LED video wall Plaza Window, which is placed directly behind the central security check, is in the field of vision of all passengers who proceed via the Airport Plaza to their respective gates.

**Client**  
alltours  
**Location**  
Airport Plaza, Departures  
**Media**  
Departure View, Panorama Board  
**Time period**  
July 4th to Aug 14th as well as Oct 3rd to 30th 2022  
July 10th to Aug 05th Dep. View, since Mar 1st 2023 Pan. Board
Our Partners

**Cittadino**

Specialist for digital advertising networks

Occupy the 68 Digital Touchpoint locations and 24 digital steles at Hamburg Airport.

**Contact person:** Simone Podlich  
**Telephone:** +49 (0)211 90295443  
**E-Mail:** simone.podlich@cittadino.de  
**Web:** www.cittadino.de

**Intelligent Track Systems**

Out-of-Home meets Digital Display

Advertise on the displays of the Intelligent Trolleys, which provide passengers with the latest departure information, shopping offers and information about stores and restaurants at Hamburg Airport.

**Contact person:** Jason Scott-Lewis  
**Telephone:** +34 657 618 857  
**Web:** www.intelligenttracksystems.com

**iq digital**

Advertising at www.ham-airport.de

Advertising on desktop and mobile on Hamburg Airport’s responsive website: A frequented communication channel to present your message.

**Contact person:** Simone Podlich  
**Telephone:** +49 (0)211 887 2625  
**E-Mail:** sales@iqdigital.de  
**Web:** www.iqdigital.de

**Media Frankfurt**

Cooperation partner

Present your campaigns exclusively on our parking garages in the access area to Hamburg Airport.

**Contact person:** Stefan Koop  
**Telephone:** +49 (0)2161 3070518  
**E-Mail:** koop@outsitemedia.de  
**Web:** www.outsite-media.de

**Outsite Media**

Specialist in giant posters

Attention-grabbing campaigns in XXL format on the approach and departure roads at the airport: City Light Posters & Boards.

**Contact person:** Stefan von Naguschewski  
**Telephone:** +49 (0)40 73603312  
**E-Mail:** stephan.von.naguschewski@walldecaux.de  
**Web:** www.walldecaux.de
SERVICE
<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>VISITORS</th>
<th>DESCRIPTION</th>
<th>CYCLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hanse Golf</td>
<td>16.-18.02.</td>
<td>16.000</td>
<td>Largest golf fair in the north</td>
<td>annual</td>
</tr>
<tr>
<td>Hamburg Motorcycle Days</td>
<td>23.-24.02.</td>
<td>56.000</td>
<td>Northern Germany's largest motorbike show</td>
<td>annual</td>
</tr>
<tr>
<td>Internorga</td>
<td>08.-12.03.</td>
<td>80.000</td>
<td>International Trade Fair for Gastronomy and the Hotel Industry</td>
<td>annual</td>
</tr>
<tr>
<td>Hamburg Haspa Marathon</td>
<td>24.04.</td>
<td>100.000</td>
<td>Germany's largest spring marathon</td>
<td>annual</td>
</tr>
<tr>
<td>OMR</td>
<td>07.-08.05.</td>
<td>70.000</td>
<td>The thirteenth Online Marketing Rockstar Festival</td>
<td>annual</td>
</tr>
<tr>
<td>Hafengeburtstag</td>
<td>09.-12.05.</td>
<td>1.000.000</td>
<td>835th Hamburg Harbour Birthday - The World's Largest Harbour Festival</td>
<td>annual</td>
</tr>
<tr>
<td>Schlagermove</td>
<td>24.-25.05.</td>
<td>350.000</td>
<td>Hamburg's carnival in hit song style</td>
<td>annual</td>
</tr>
<tr>
<td>Aircraft Interiors Expo</td>
<td>28.-30.05.</td>
<td>20.000</td>
<td>International exhibition around aircraft interiors</td>
<td>annual</td>
</tr>
<tr>
<td>Porsche European Open</td>
<td>30.5.-02.06.</td>
<td>40.000</td>
<td>Traditional professional golf tournament of the DP World Tour</td>
<td>annual</td>
</tr>
<tr>
<td>Iron Man</td>
<td>02.06.</td>
<td>&gt;100.000</td>
<td>World renowned sports competition</td>
<td>annual</td>
</tr>
<tr>
<td>Elbjazz Festival</td>
<td>07.-08.06.</td>
<td>24.000</td>
<td>One of the most popular jazz festivals in Europe</td>
<td>annual</td>
</tr>
<tr>
<td>UEFA EURO 2024</td>
<td>14.06.-14.07.</td>
<td>-</td>
<td>Germany will host the UEFA European Men's Football Championship in 2024. EURO 2024 will open on June 14 in Munich and end on July 14 with the final in Berlin. Four group matches and one quarter-final will take place in Hamburg's Volkspark Stadium.</td>
<td>one-time</td>
</tr>
<tr>
<td>Group matches in Hamburg</td>
<td>16.06., 19.06., 22.06., 26.06.</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter-final in Hamburg</td>
<td>05.07.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kieler Woche</td>
<td>22.-30.06.</td>
<td>3.000.000</td>
<td>The biggest sailing event in the world and the biggest summer festival in northern Europe</td>
<td>annual</td>
</tr>
<tr>
<td>Harley Days</td>
<td>28.-30.06.</td>
<td>400.000</td>
<td>One of Europe's biggest motorbike events</td>
<td>annual</td>
</tr>
<tr>
<td>30. hella hamburg halbmarathon</td>
<td>30.06.</td>
<td>&gt;40.000</td>
<td>International city run that passes around 50 tourist attractions.</td>
<td>annual</td>
</tr>
</tbody>
</table>

**SERVICE**

**Event schedule Q1 + Q2 2024**

*Changes and errors excepted*
## Event schedule Q3 + Q4 2024

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>VISITORS</th>
<th>DESCRIPTION</th>
<th>CYCLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hamburg Water World Triathlon</td>
<td>13.07.-14.07.</td>
<td>300,000</td>
<td>Largest triathlon in the world, part of the International Triathlon Union world series.</td>
<td>annual</td>
</tr>
<tr>
<td>Hamburg European Open</td>
<td>15.07.-21.07.</td>
<td>100,000</td>
<td>European tennis tournament in Hamburg since 1892</td>
<td>annual</td>
</tr>
<tr>
<td>Wacken Open Air</td>
<td>31.07.-03.08.</td>
<td>85,000</td>
<td>Annual metal concert in Wacken</td>
<td>annual</td>
</tr>
<tr>
<td>MS Dockville</td>
<td>16.-18.08.</td>
<td>60,000</td>
<td>Music and arts festival</td>
<td>annual</td>
</tr>
<tr>
<td>BEMER Cyclasics</td>
<td>08.09.</td>
<td>250,000</td>
<td>One of the largest cycling festivals in Europe</td>
<td>annual</td>
</tr>
<tr>
<td>Reeperbahn Festival</td>
<td>18.-21.09.</td>
<td>40,000</td>
<td>Europe's largest club festival</td>
<td>annual</td>
</tr>
<tr>
<td>Film Festival Hamburg</td>
<td>26.09.-05.10.</td>
<td>40,000</td>
<td>Germany's largest film festival</td>
<td>annual</td>
</tr>
</tbody>
</table>

Änderungen und Irrtümer vorbehalten
## Holiday seasons 2024

<table>
<thead>
<tr>
<th>FEDERAL STATE</th>
<th>WINTER</th>
<th>EASTER</th>
<th>WHITSUN</th>
<th>SUMMER</th>
<th>AUTUMN</th>
<th>CHRISTMAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hamburg</td>
<td>–</td>
<td>18.03. - 28.03.</td>
<td>21.05. - 24.05.</td>
<td>18.07. - 28.08.</td>
<td>21.10. - 01.11.</td>
<td>20.12. - 03.01.</td>
</tr>
<tr>
<td>Niedersachsen</td>
<td>–</td>
<td>18.03. - 28.03.</td>
<td>–</td>
<td>24.06. - 02.08.</td>
<td>04.10. - 19.10.</td>
<td>23.12. - 04.01.</td>
</tr>
<tr>
<td>Mecklenburg-Vorpommern</td>
<td>05.02. - 16.02</td>
<td>25.03. - 03.04.</td>
<td>17.05. - 21.05.</td>
<td>22.07. - 31.08.</td>
<td>21.10. - 26.10.</td>
<td>23.12. - 06.01.</td>
</tr>
</tbody>
</table>

Änderungen und Irrtümer vorbehalten
SERVICE

Provision of photographic material

Image quality: Only voucher image (1 image per category)

Delivery: Within three working days from the start of booking

Costs: Included with booking

Image quality: Professionally created image material (2 images per category from different perspectives) in high resolution (max. 7 MB) and compressed (max. 200 kb)

Delivery: Within 14 days from start of booking

Costs: €350,00 / net
From booking value of €10,000 / net free of charge

Delivery: Within 5 days from booking start (express delivery)

Costs: €600,00 / net
SERVICE

Fact sheet for promotional activities to be carried out at Hamburg Airport

1. The contractual partner (tenant / promoter / agency) may only advertise the goods or services agreed with FHG as part of the promotional campaign at Hamburg Airport.

2. The contractual partner is prohibited from any promotional activities that are likely to impede the sale of goods and the provision of services at Hamburg Airport to the detriment of airport tenants and airlines. The same shall apply to any promotional activities that violate laws or official regulations, or are contrary to common decency, directly violate the principles and objectives of air traffic or in any other way violate FHG’s legitimate interests. All promotional materials must therefore be submitted to FHG for approval.

3. The promotional activity can be carried out with a promotional stand or as a mobile promotion.

4. For a promotional activity in the security-controlled area, all promoters deployed are required to undergo a background check with the Hamburg Department of the Economy. This costs approx. €55.- and takes up to 8 weeks to complete. You can obtain the relevant forms from us. No background check is required to conduct a promotional activity in the public areas.

5. Promotions may only be conducted in areas approved by Flughafen Hamburg GmbH (FHG). The contractually agreed dimensions of the stand must be adhered to. The contractually agreed maximum number of promoters employed by the contractual partner per shift must not be exceeded.

6. All materials used must fulfil the Class B1 Fire Protection Regulations as defined in the DIN 4102 standard.

7. Mobile promotional activities may only be carried out in areas approved by Flughafen Hamburg GmbH (FHG). Stairwells, escalators, revolving doors, security control points, check-in counters and ticket counters must be kept clear at all times.

8. According to the new EU security regulations, which came into force in 2006, liquids may only be taken into the security-controlled area in limited quantities. For this reason, promotions of liquids, creams, etc. are subject to special negotiation with us.

9. The contractual partner shall be liable for all damages culpably caused by them, their promoters or other vicarious agents in connection with the implementation of the promotional campaign.

10. 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.
# Technical information | Print data processing | Production service

<table>
<thead>
<tr>
<th>Print Data</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data transfer deadline:</td>
<td>Usually <strong>10 working days before campaign launch</strong> (incl. test prints: 15 working days)</td>
</tr>
</tbody>
</table>
| File format: | **PDF Iso Coated V2 (PDF/X-3)**
(Please always mark files with the respective end customer and ad format number) |
| Image resolution: | File size for pixel data on a scale of 1:1
- Up to A0 format **150 dpi**
- From 1 sqm approx. **120 dpi** resolution
- From 5 sqm approx. **80 dpi** resolution
(<**80dpi** can result in substandard quality – no liability can be assumed) |
| Bleed margin: | **1 cm** on all sides (in final format) |
| Colour mode: | **CMYK** |
| Images/Fonts: | Please always submit a **copy of the original data**.
(Image files should always be provided in high resolution in EPS or TIFF format) |
| Proof: | Please enclose a **colour print-out** or **colour-binding proof**.
(In the case of colour-critical motifs, we recommend a test print on the original print material in advance.) |
| Data transfer: | E-Mail: [produktionsservice@ham.airport.de](mailto:produktionsservice@ham.airport.de)
Phone: +49 (0)40 / 50 75 36 07 |
## Technical information | Digital media | Production service

### Digital media | Comments
--- | ---
Delivery: | Usually **5 working days before campaign launch**
Data transfer: | E-Mail: [produktionsservice@ham.airport.de](mailto:produktionsservice@ham.airport.de)
Telefon: +49 (0)40 / 50 75 36 07

### Video
- **Quality:** FULL HD or 4K
- **Aspect ratio:** 16:9
- **Resolution:** max. 3.840 x 2.160px / min. 1920 x 1080px
- **Videocontainer:** mp4
- **Codec:** h.264
- **Field order:** progressive
- **Pixel aspect ratio:** Square
- **Bitrate encoding:** CBR
- **Data rate (UHD):** max. 35 Mbit/s / min. 20 Mbit/s
- **Ad length:** 10sec / 20sec / 30sec / 40sec / 50sec / 60sec
- **Soundtrack:** Without, not playable

### Still image
- **Image size:** max. 3.840 x 2.160px / min. 1920 x 1080px
- **File format:** jpeg (RGB) / low compression
- **Pixel aspect ratio:** Square
- **Chroma subsampling:** 4:2:0
CONTACT
CONTACT

Check-In

Media Team
Flughafen Hamburg GmbH
Center Management
Flughafenstraße 1-3
22335 Hamburg

Phone: +49 (0)40-5075 3968
Mobile: +49 (0)173-231 60 42

E-Mail: werbung@ham.airport.de
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