CONNECT DIRECTLY WITH YOUR TARGET GROUP

Information and facts 2023 relating to all aspects of advertising at Hamburg Airport
Hamburg – Gateway to attractive target audiences

Dear partners of Hamburg Airport,

in Hamburg, the purchasing power per inhabitant is €27,606. This puts the Hanseatic city at the top of all German states. The level of private consumer spending by Hamburg residents has risen by 50 percent over the last 10 years. Visitors are also back on the Elbe and Alster. In August 2022, Hamburg recorded a total of around 1.6 million overnight stays. This was even a higher level than before the pandemic. No wonder that advertising companies value Hamburg Airport as an advertising location.

But good advertising also needs a good environment in which it can work. At Hamburg Airport, innovative media brands complement futuristic architecture and Hanseatic flair. This atmosphere adds more radiance, effectiveness and credibility to your message. To ensure that this remains the case in the future, continuous investment is being made in the expansion and modernization of the advertising media. For example, the new Plaza Window LED video wall in the center of the Airport Plaza allows all departing passengers to be reached. The counterpart to this is the Welcome Walk. With this network consisting of 38 monitors, all passengers arriving in Hamburg are reached in the central arrivals area. But it is not only digital forms of advertising that are highly favored by advertisers. The popular giant poster at parking lot 1 is being enlarged to cover an area of over 300 square meters, making it Hamburg’s second-largest outdoor advertising space. Individual special advertising formats and flexible booking options round off the offer.

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

The best for the end. Despite a drastic increase in inflation, prices will remain largely stable in 2023.

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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© Flughafen Hamburg GmbH
INSIGHTS

Advertise where it’s always prime time – at Hamburg Airport
**BEST IN CLASS**

**Brand experiences**
- Qualitative encounters with products for high-quality customer loyalty

**Innovation**
- Digital-14 with top placed video walls & screens
- WiFi Sponsoring

**Client**
- Typical passenger: male in his mid-40s, German nationality, net income of > €3,000

**Local business**
- First & last contact with the region
- Ideal customer acquisition for local companies

**Evolution**
- Global passenger volume on the rise
- Rise to around 13 trillion passenger kilometers in 2030

**Statistics**
- Representative passenger surveys
- External studies and statistics

**Time**
- Average dwell time from arrival to boarding 116 minutes

**New business**
- Programmatic advertising
- Measure target groups via face tracking in real time

**Support**
- Competent media team supports with all questions around booking

**Awareness**
- HAM offers high-quality and exclusive premium ambience & a high safety factor

**Special interest**
- Microcosm Airport: New forms of advertising address and interaction with passengers
Reaching the right audience at the right moment

48% women | 52% men

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

116 minutes

Passenger Figures (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.6</td>
<td>5.32</td>
<td>11.1</td>
<td>13.8*</td>
</tr>
</tbody>
</table>

* Forecast

99.2% Originating passengers*

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

Sources: Hamburg Airport, passenger survey HAM, 2022
Sitemap for level 1

- Airside
- Landside
- Werbeflächen · Advertising / Media Sites
- Shoppen · Shopping
- Speisen · Bars & Restaurants
- Service · Services

Ebene 1 · Abflug
Level 1 · Departures
INSIGHTS

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

Advertising environment

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

Premium retail:
- RELAY
- JAC
- klockmann

Premium catering:
- McDonald's
- scooom

Terminal 1

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

Arrival and Departure:
S-Bahn, buses, taxi

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

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

### Advertising environment

<table>
<thead>
<tr>
<th>Airlines:</th>
<th>Premium retail:</th>
<th>Premium catering:</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIZZ</td>
<td>Press</td>
<td>marché</td>
</tr>
<tr>
<td>SAS</td>
<td>P&amp;B Books</td>
<td>Starbucks</td>
</tr>
<tr>
<td>Austrian</td>
<td></td>
<td>SUSHI</td>
</tr>
<tr>
<td>Iberia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tunisair</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Air Portugal</td>
<td></td>
<td></td>
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<tr>
<td>Vueling</td>
<td></td>
<td></td>
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<tr>
<td>Air Lingus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tarom</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Top car rentals:
- AVIS / Budget
- Okmobility
- Enterprise

- Europcar
- Hertz
- Sixt

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

### Services:
- Hamburg Welcome Center

---

*Figures in passengers / year from fiscal year 2022*
Central Security Checkpoint
The area connecting Terminal 1 & Terminal 2

Advertising environment

**Arrivals Area**
Prior to the security check
- Premium retail:
  - Press Books
  - Heinemann Duty Free
- Premium catering:
  - GOSCH
  - metropolitan pharmacy

**Departures Area**
Beyond the security check
- Premium retail:
  - Heineken
  - Duty Free
- Premium catering:
  - Dallmeyers
  - metropolitan pharmacy

**Lounges:**
Hamburg Airport Lounge, Emirates Lounge (Airport Plaza Level 3)
**Arrival and Departure:**
S-Bahn rail link

5,534,000* passengers / year

*Figures for passengers / year from fiscal year 2022
Insights

Access to all Gates (Arriving & Departing Passengers)

Advertising environment

Premium retail:
- Heinemann Duty Free
- Marc O’Polo
- GANT

Premium catering:
- St. Pauli
- Point 53
- Bar

Lounges:
- Access to the Lufthansa Lounge

Pier

10,740,000* passengers / year
20% Busgates
30% Walk-in-walk-out

*Figures for passengers / year from fiscal year 2022

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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
OBJECTIVE: CO₂-Neutral Airport Operation

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

Your advertising on our promotional spaces at Hamburg Airport
INDOOR (Landside)

Promotion Areas Arrival, Departure
Terminal 1, 2 and 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
INDOOR (Landside)

Promotion Areas
Terminal 1 & 2, Departure

Pier
Zentrum
Center

Terminal 2
Abflughalle · Departure Hall

Terminal 1
Abflughalle · Departure Hall

Sicherheitskontrolle
Security control

Airport Plaza

Check-in

Check-in

222-140-E01
INDOOR (Landside)

Promotion Areas
Terminal 1 & 2, Arrivals

Ankunft / Gepäckausgabe
Arrivals / Baggage claim

1. 221-040-E01
2. 222-040-E01
3. 222-040-E02

S-Bahn
S-Bahn rail link

PKW-Aufstellung möglich

© Flughafen Hamburg GmbH
INDOOR (Airside)

Promotion Areas
Airport Plaza and 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>
</tbody>
</table>
| 219-110-E01   | W: 5m; D: 3m (15m²)    | Central Pier, in front of Gate A18                                          | €10,000.- / mth. each.
| 219-111-E01   | W: 5m; D: 3m (15m²)    | Central Pier, in front of Gate A18                                          |                       |
| 219-114-E01   | W: 3.5m; D: 3m (10.5m²) | Central Pier, directly behind the security checkpoint at Gate A17            |                       |
| 219-115-E01   | W: 5m; D: 3m (15m²)    | Central Pier, directly behind the security checkpoint at Gate A17            | €10,000.- / mth. each.
| 219-117-E01   | W: 6m; D: 3m (18m²)    | Central Pier, next to the Sushi Bar                                        |                       |
| 219-119-E01   | W: 3m; D: 2m (6m²)     | Central Pier, directly behind the security checkpoint at Gate A17            |                       |
| 221-140-E01   | W: 5.5m; D: 3m (16.5m²) | Airport Plaza, Departures                                                  | €20,000.- / month      |

plus VAT, production and installation costs

Car placement is possible on the Airport Plaza and Pier action areas
**INDOOR (Airside)**

**Promotion Areas**

**Airport Plaza & Pier**

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

**Area** | **Location** | **Details** | **Price**
--- | --- | --- | ---
Promotion | By agreement | Minimum duration 5 days. Up to 4 promoters per location. | €1,400.- / dly.

plus VAT, production and installation costs
**INDOOR (Landside)**

**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>
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<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>
INDOOR (Landside)

Mobile sky banners
Terminal 1 & 2, Departure
**INDOOR (Airside)**

**XXL banner**

**South Pier**

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 plus VAT, production and installation costs</td>
</tr>
</tbody>
</table>
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>
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<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
INDOOR (Airside)

Lightwall
Airport Plaza, Baggage Claim

Ankunft / Gepäckausgabe
Arrivals / Baggage claim

Terminal 2
Ankunft - Arrivals

Airport Plaza

Terminal 1
Ankunft - Arrivals

S-Bahn
S-Bahn rail link
**INDOOR (Airside)**

**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>
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<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
INDOOR (Airside)

**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>
<th>Location, Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>222-030-L01-L04</td>
<td>Terminal 1, Baggage Claim, 4 x lightboxes in XL as a package</td>
<td>€12,500 / month</td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
INDOOR (Airside)

Lightbox in size XL
Terminal 1, Baggage Claim

Ankunft / Gepäckausgabe
Arrivals / Baggage claim
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>
<tr>
<th>Ad format no.</th>
<th>Location</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>222-030-S01</td>
<td>Terminal 1, Arrival</td>
<td>double sided motif</td>
<td>€12,000 / mth. each</td>
</tr>
<tr>
<td>220-030-S01</td>
<td>Terminal 2, Arrival</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

plus VAT, production and installation costs
INDOOR (Airside and Landside)

Panorama Board
Terminal 1 + 2, Transition Baggage Claim

Ankunft / Gepäckausgabe
Arrivals / Baggage claim

Terminal 1
Ankunft · Arrivals

Terminal 2
Ankunft · Arrivals

Airport Plaza

S-Bahn
S-Bahn rail link
**INDOOR (Landside)**

**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>
<tr>
<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
INDOOR (Landside)

LED backlit pillar posters
Arrivals level, public area

Ankunft / Gepäckausgabe
Arrivals / Baggage claim

Terminal 2
Ankunft - Arrivals

Airport Plaza

Terminal 1
Ankunft - Arrivals

S-Bahn
S-Bahn rail link
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>
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</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
INDOOR (Airside)

SkyWalk
North Pier

Pier Zentrum Center

Sicherheitskontrolle Security control
Airport Plaza

Terminal 1
Check-in

Flugsteig Pier Nord
Gates Pier North
OUTDOOR

Your advertising opportunities outside Hamburg Airport
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>
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<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>353-PH1-A01</td>
<td>Outer facade of Car Park 1, entrance to airport</td>
<td>23.9 x 12.5 m (W x H), illuminated</td>
<td>On request</td>
</tr>
<tr>
<td>244-PH2-A01</td>
<td>Outer facade 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 facade of Car Park 5, at the same height as arrivals level</td>
<td>Individual presentation by consultation/arrangement</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

© Flughafen Hamburg GmbH
DIGITAL
Reach travellers at every stage of their passenger journey
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 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>3,840 x 2,160</td>
<td>11</td>
<td>92,400</td>
<td>€16,088 (10 sec)</td>
</tr>
<tr>
<td>Departure View</td>
<td>Departing Passengers</td>
<td></td>
<td>8</td>
<td>67,200</td>
<td>€12,480 (10 sec)</td>
</tr>
<tr>
<td>Arrival View</td>
<td>Arriving Passengers</td>
<td></td>
<td>5</td>
<td>42,000</td>
<td>€8,775 (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>€2,450 (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>287,280</td>
<td>€3,900 (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 (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.
SPECIALS

Your advertising on Airport Shuttles Buses
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
SPECIALS

Shuttle buses, traffic boards & more…

Apron

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>
<tr>
<td></td>
<td></td>
<td>plus VAT, production and installation costs</td>
<td></td>
</tr>
</tbody>
</table>
REFERENCES
Successful advertising campaigns at Hamburg Airport
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!

<table>
<thead>
<tr>
<th>Client</th>
<th>IWC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Baggage claim, Airport Plaza</td>
</tr>
<tr>
<td>Media</td>
<td>Light Wall, Select View, Welcome Walk</td>
</tr>
<tr>
<td>Time period</td>
<td>May 15th-June 15th 2022</td>
</tr>
</tbody>
</table>
Lenovo

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

Photos: Michael Penner

**Client** Lenovo

**Location** Terminal 1 & 2, Security Checkpoint, Baggage Claim, Pier Arrivals/Departures

**Media** Welcome Walk, Best View, SkyWalk

**Time period** August-December 2022
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.

| Client | Canusa |
| Location | Terminal 1 & 2, Security Checkpoint, Baggage Claim, Pier Arrivals/Departures |
| Media | Best View, Welcome Walk, Light Wall, Column Display Case |
| Time period | March-December 2022 |

REFERENCES

Photos: Michael Penner
alltours

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 April 4th to August 14th 2022 and the autumn vacations from October 3rd to 30th 2022.

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
Time period: July 4th to Aug 14th as well as Oct 3rd to 30th 2022
MORE INFORMATION

Facts relating to all aspects of advertising at Hamburg Airport
FOOTAGE POLICY HAMBURG AIRPORT MEDIA

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
Additional information for promotional activities

Code of Conduct for Promotional Campaigns at Hamburg Airport

The following principles of conduct shall apply to all contracts closed for the purposes of promotional activities at Hamburg Airport and shall also the relationship between Flughafen Hamburg GmbH (FHG) and its contractual partner in this respect as an integral part of the contract. The validity of any general terms and conditions of the respective contract partner shall hereby be expressly excluded.

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. Visitors to Hamburg Airport shall be addressed politely and respectfully at all times. Upholding good manners shall have priority over the closure of any business transactions. Any communication with the visitor that they obviously do not wish to have (i.e. when the visitor ignores the promoter) should be ceased and not repeated.

4. It is prohibited to call after, insult, block the way of, encircle or follow visitors, or for several promoters of the contractual partner to address a single visitor at the same time, or to instigate any other form of harassment.

5. In order to avoid any misunderstandings, visitors should be referred to the airport staff (such as the airport office) if they have any questions that aren't directly related to the promotion itself.

6. The promoters employed by the contractual partner shall have a well-groomed appearance (both in outfit and hygiene terms).

Private phone calls shall be prohibited in the immediate vicinity of the stand, along with the consumption of phone and drink.

7. 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.

8. “Traffic routes” such as stairways, escalators, revolving doors and security checkpoints, check-in and ticket counters, and the entrance areas of other airport tenants must all be kept clear. A minimum distance of 2.5 metres must be maintained.

9. The promoters employed by the contractual partner must ensure that the formation of clusters or crowds of employees and/or visitors is avoided in the immediate vicinity of the stand.

10. The promotions must not disrupt or impede the work of employees of the Hamburg Airport Group. Airport operations shall have priority at all times.

11. In temporary strike and crisis situations, the continued implementation of the promotional campaign must be coordinated with the responsible FHG department (FC-M).

12. All promotional material must be approved by FHG in advance in writing.

13. The contractual partner shall be responsible for the disposal of its promotional material (e.g. flyers lying around, etc.). They must collect and properly dispose of materials that have been thrown away or left behind. Otherwise, FHG may charge the contractual partner for the costs incurred for cleaning the affected areas.

14. The promotion area must be left clean and tidy at the end of each shift. This shall include the disposal of rubbish, the disassembly or pushing together of stand elements, the stowing away of any promotional materials including technical equipment at the stand, and the switching off of all electronic equipment (such as printers, screens, illuminated displays, etc.).

15. 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.

16. FHG shall be entitled to terminate the promotional campaign immediately in the event of a breach of the aforementioned provisions and to terminate the contract without notice.
Fact sheet for promotional activities

1. You may conduct your promotional activity with a promotional stand or as a mobile promotion.

2. Depending on the environment, a maximum of 3-4 promoters may be on duty at any time.

3. 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.

4. If a promotional stand is used as part of the promotional activity, it must not exceed the prescribed dimensions.

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

6. Mobile promotional activities may only be carried out in the areas we have approved. Stairwells, escalators, revolving doors, security control points, check-in counters and ticket counters must be kept clear at all times. Promoters should keep moving and be spread throughout the approved area.

7. All promotional material must be approved by Flughafen Hamburg GmbH in advance.

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 advertiser is responsible for the disposal of advertising material (e.g. discarded flyers, etc.).

10. Promotional activities must not disturb airport personnel or disrupt them in their work. Airport operations have priority at all times.

11. Passengers must not experience the promotional activity as a nuisance.

12. The rental price is €1,400 per day.

13. 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 August 2018) 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>
<tr>
<td>File format:</td>
<td><strong>PDF Iso Coated V2 (PDF/X-3)</strong> (Please always mark files with the respective end customer and ad format number)</td>
</tr>
</tbody>
</table>
| 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  
(less than **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**  
Phone: +49 (0)40 / 50 75 36 07                                                                                                           |
## Technical information | Digital media | Production service

<table>
<thead>
<tr>
<th>Digital media</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery:</td>
<td>Usually <strong>5 working days before campaign launch</strong></td>
</tr>
</tbody>
</table>
| 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 x1080px  
- **Videovcontainer:** 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 x1080px  
- **File format:** jpeg (RGB) / low compression  
- **Pixel aspect ratio:** Square  
- **Chroma subsampling:** 4:2:0
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
Web: media.hamburg-airport.de

Jennifer Köpp
Stefanie Kistner
Olaf Jürgens

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