

# Special HAM Free Wifi Plus

NON Binding Cost Estimate  
May 2025

# Take-Off

Dear partners of Hamburg Airport,

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

**Hamburg Airport enjoys a high reputation in the metropolitan region.** For many travellers, it is their first and last contact with the region. For local companies, it is the ideal environment for attracting new customers. According to calculations by MB-Research, the purchasing power per inhabitant in Hamburg in 2024 will be around €30,100, which puts it at the top of all German states in terms of disposable income. Representative passenger surveys and external studies provide a huge database that can be used as a **basis for your campaign planning**.

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

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

Kind Regard

Your Hamburg Airport Media Team

# Exclusive Mobile Audience

Like its namesake, Hamburg Airport Helmut Schmidt stands for cosmopolitanism and a Hanseatic attitude to life. Today, the airport is a bit like a city within a city. A lively microcosm. For advertisers, this cosmopolitan environment is the ideal touchpoint, because brands need an environment in which they can make an impact.

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

Anyone who dials in via their personal smartphone, tablet or laptop sees **individual advertising** in the login and registration process, the log-in area and on the HAM landing page. Brands, products and campaigns are shown off to particularly good effect here. A single ad is displayed up to **165,000 times a month** throughout the login process - that's up to **2.02 million\* net contacts per year**.

\* Reference 2023

2.02 million\*  
net contacts  
per year



# Package Summary

## THE CONCEPT

**Almost 2 hours** stay at Hamburg Airport before the flight.

Advertise easily and target group-specific with **HAM FREE WIFI PLUS**.

Available is the Free WiFi application and registration process, the login area and the landing page of HAM Airport.

## THE OFFER

**A package of WIFI sponsorship and digital slots** on our **HAM DIGITAL 14 network**.

Additionally in the package: **HAM FREE WIFI PLUS 20,000** spots on 11 large format moving image walls.

Spots of **10 seconds** each (Monday to Sunday in continuous loop)

**Target group-specific addressing**, e. g. for arrivals, departures, visitors

Link to your web or microsite and/or integration of coupons

## YOUR BENEFIT

Your advertising on passenger displays

A single ad is displayed up to **165,000 times a month** throughout the login process.

That's up to **2.02 million\* net contacts per year**.

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

\* Reference 2023

# Advertising Options

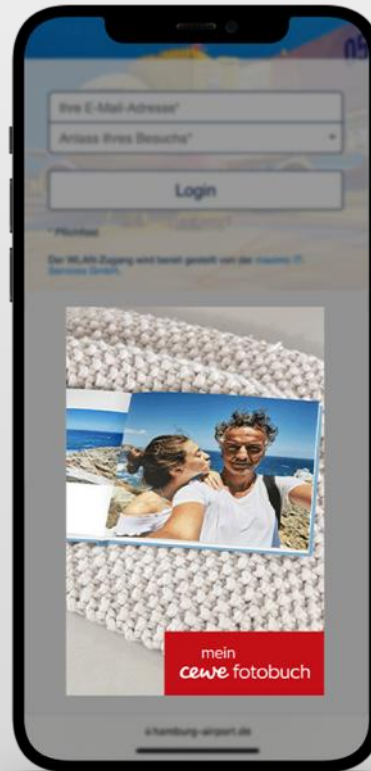
(Samples / changes and deviations possible)

Ad Pos. 1



**Start**  
Branding  
Area

Ad Pos. 2



**Before Log-in**  
Branding or  
Video Area  
(up to 10  
seconds)

Ad Pos. 3



## HAM Landing-Page

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



# Bonus Spots

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

## Your benefits:

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



# Ratecard 2025

Booking Packages	Booking Periods	Bonus Spots	Price (net)
Option I	6 months	incl. 20,000 Bonus Spots á 10 seconds / per month	€50,000
Option II	12 months	incl. 20,000 Bonus Spots á 10 seconds / per month	€89,000

**Technical specifications:**

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

The [General Terms and Conditions of Flughafen Hamburg GmbH for the Creation of Advertising Media and the Provision and Use of Advertising locations](#) and the [Airport Usage Regulations](#) apply, errors excepted.

# Check-In

## Media Team

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