

# CONNECT DIRECTLY WITH YOUR **TARGET GROUP**

Information and facts 2025 relating to all aspects of  
advertising at Hamburg Airport

Status May 2025

# 2025 – a year of change und chances

After years of upheaval and rapid change, a new chapter is unfolding: Innovative technologies, modern concepts, and a growing focus on sustainability are shaping the aviation industry – and with it, Hamburg Airport. When we look out through the panoramic windows of Hamburg Airport, we don't just see planes taking off. We see stories. Stories of arrivals and departures, of fresh starts and new adventures, of business opportunities and vacation dreams. Every passenger who steps through our doors brings their own story, and together we write a new chapter every single day.

For many, the airport is simply a hub – a place of hustle and bustle, of fleeting moments. But for those of us who work here, who design and innovate, it is so much more: it is a vibrant marketplace, a reflection of society, and a gateway that connects people, cultures, and markets. This is where communication thrives, where life pulses – and this is exactly where we invite you to come on board as a partner.

The world of travel has undergone a transformation in recent years. More flexible, more digital, more personalized – these are the buzzwords defining the industry today. Your communication strategies should be just as adaptable and forward-thinking. What was once a simple poster in the terminal has evolved into a multi-sensory experience. In 2025, we offer you the perfect stage to place your message right where people are most emotional and receptive.

Because an airport is more than just a transit point – it's a place of inspiration, connection, and exchange. Have you ever considered that people experience things differently at the airport than in their everyday lives? Whether standing in line, walking to their gate, or relaxing in one of the many cafés, travellers are both more

focused and more open to new ideas. This is where your opportunity lies: To make your brand truly come alive. It's not just about visibility – it's about leaving a lasting impression in the minds and hearts of travellers.

Hamburg Airport is a gateway to the world – and your brand can become part of this global connection. Use this extraordinary environment to reach your target audience in a way that leaves a lasting impression. In a time when information overload is everywhere, it's essential to position your brand during moments of true attention. And what better place to do this than here, where people are preparing for their next journey? We invite you to become part of this unique experience.

Let's break new ground together and pursue innovative approaches to bring your message to the world. Hamburg Airport is not just a transportation hub – it's a platform for creative and targeted communication. Be part of this story and help shape the future with us.

At Hamburg Airport, every journey is unique – and we are ready to explore new opportunities in communication with you. We look forward to creative collaborations, exciting ideas, and a successful partnership that takes your brand to new heights. Together, let's make 2025 a year to remember – not just for travellers, but for your brand as well. Welcome on board!

Your Hamburg Airport Media Team







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Legend of Advertising Media

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-  Advertising reaches departures
-  Advertising reaches arrivals



# ANALOGUE



## A timeless presence: analogue advertising spaces at Hamburg Airport

Even in an increasingly digital world, analogue advertising media remain highly relevant. At Hamburg Airport, we offer advertisers and agencies a wide range of opportunities to showcase their brand effectively and engage the traveling target group in a focused way.

Our four large-format giant posters at the car parks are visible from a distance and leave a lasting impression. They capture passengers' attention the moment they arrive and showcase your message in the best possible light. Light boxes in various formats ensure that your advertising always stands out – even in poor lighting conditions, your message remains clear and impactful. Promotional areas for product presentations provide the perfect opportunity to connect directly with your target audience. These spaces are ideal for live demonstrations, sampling campaigns, and creative events that bring your product to life and create lasting memories.

Banners and airspace objects showcase your brand in an impressive way, ensuring an unmissable presence. They quite literally float above passengers' heads and serve as unmistakable eye-catchers. Analogue advertising offers invaluable advantages: it creates a deeper emotional connection and delivers a high recall effect. In the bustling atmosphere of the airport, analogue media provide a visual pause and draw attention with their permanence and tactile appeal. Take advantage of the diverse analogue advertising opportunities at Hamburg Airport to present your brand in a striking and lasting way. Trust in the proven impact of analogue advertising – a powerful and indispensable tool in today's digital age.



# Promotion Areas

Terminal 1 and Airport Plaza






The exhibition areas are in the **public area** of Hamburg Airport, ensuring access to a wide audience. They are not only visible to arriving and departing passengers but also to numerous visitors, including those picking up or dropping off travellers. This guarantees high visibility and maximum reach.

The surrounding shops and restaurants create a **relaxed marketplace atmosphere** that encourages people to linger. This provides ideal conditions for showcasing brands in ways that are rarely possible in other public spaces – **emotional, interactive, and impactful**.

The exhibition areas also **offer an excellent opportunity to display vehicles, including electric cars**. Their spacious and flexible layouts allow for optimal product presentations, bringing them vividly to life. Being positioned in the airport's public area gives products and services an exclusive stage, capturing the attention of cosmopolitan target audiences.



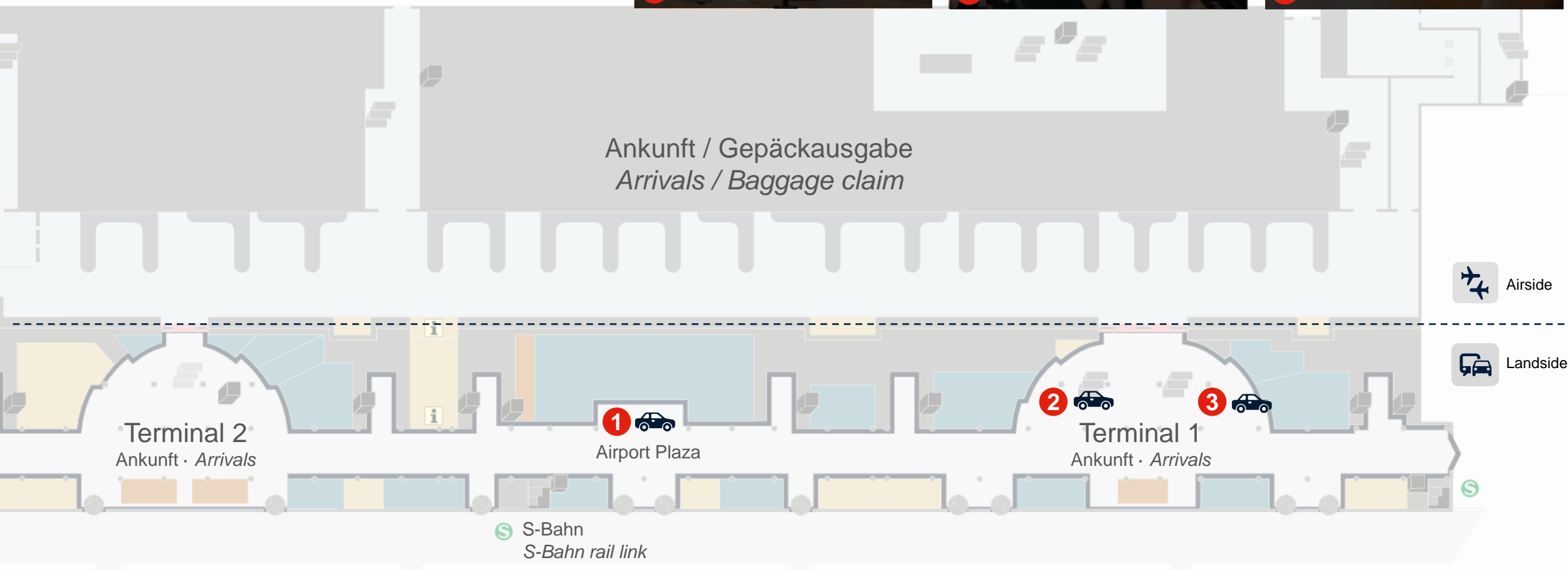
Ad format no.		Dimensions	Location	Price
221-040-E01		W: 7m; H: 4m (28m²)	Airport Plaza, Arrival	€7,500 / mth. each
222-040-E01		W: 5.5m; H: 3m (16.5m²)	Terminal 1, Arrival	
222-040-E02		W: 5.5m; H: 3m (16.5m²)	Terminal 1, Arrival	
222-140-E01		W: 3m; H: 2m (6m²)	Terminal 1, Departure	
plus VAT, production and installation costs				

 Car placement possible

## ANALOGUE

# Promotion Areas

Terminal 1, Arrival and Airport Plaza



ANALOGUE

# Promotion Areas

Terminal 1, Departure



1 222-140-E01



# Promotion Areas

Airport Plaza and Pier



After passing through the central security check, all departing passengers enter the **Airport Plaza – the centerpiece of Hamburg Airport**. From here, they can easily access the gates on the pier. The Airport Plaza and the Pier are constantly bustling, with departing and arriving passengers mingling and making the most of the wide range of shopping and dining options to pass the time.

Thanks to its modern, futuristic architecture, the security area provides an ideal setting for exhibitions and promotional activities. The spacious areas of both the Airport Plaza and the Pier are also perfect for vehicle presentations, **including electric cars**, which travellers can experience and explore up close.



Ad format no.	Dimensions	Location	Price
219-104-E01	W: 4m; H: 2,5m (10m²)	Pier Center	€10,000 / mth. each
219-110-E01	W: 5m; H: 3m (15m²)	Pier Center	
219-111-E01	W: 5m; H: 3m (15m²)	Pier Center	
219-114-E01	W: 3,5m; H: 3m (10,5m²)	Pier Center	
219-115-E01	W: 5m; H: 3m (15m²)	Pier Center	
219-117-E01	W: 6m; H: 3m (18m²)	Pier Center	
219-119-E01	W: 3m; H: 2m (6m²)	Pier Center	€20,000 / mth.
221-140-E01	W: 5,5m; H: 3m (16,5m²)	Airport Plaza	

plus VAT, production and installation costs

Car placement possible on all Airport Plaza and Pier promotion areas.

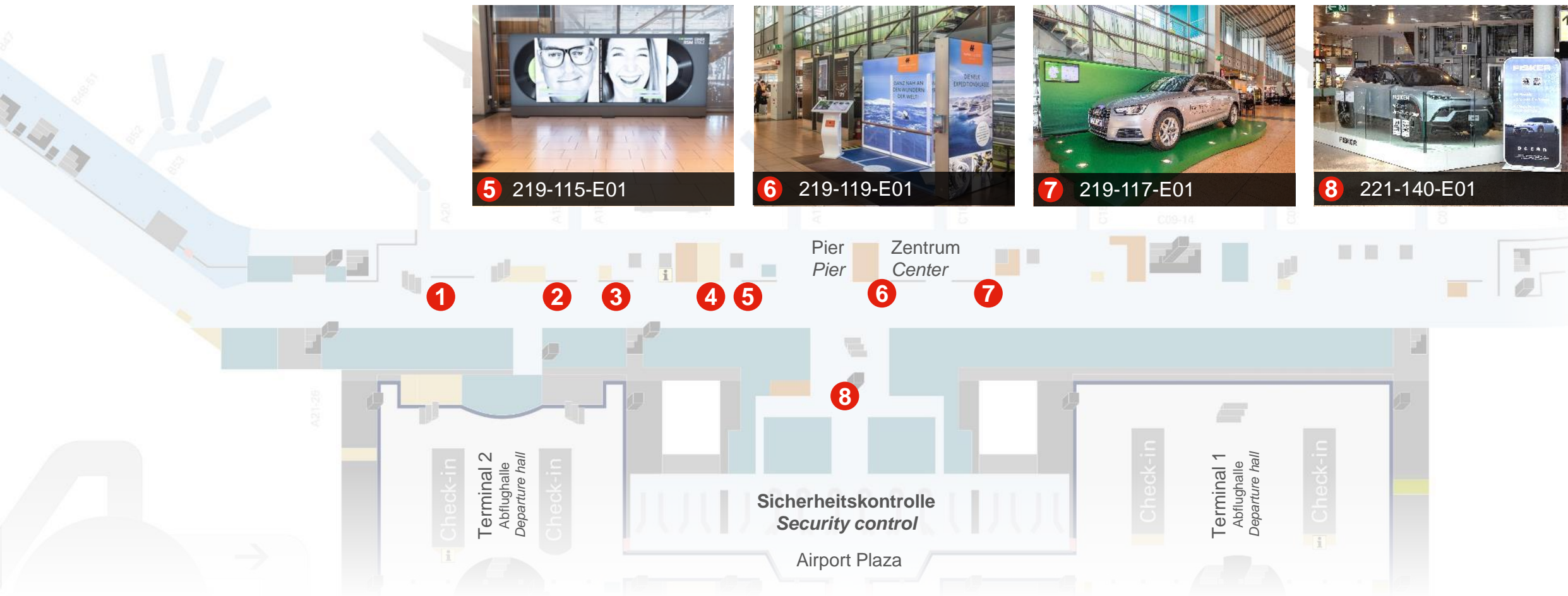
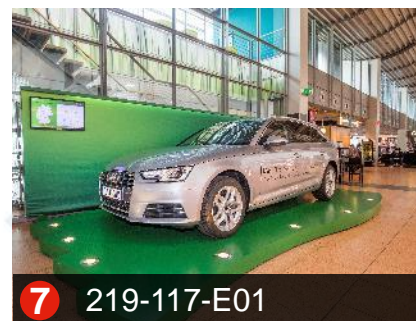




## ANALOGUE

# Promotion Areas

Airport Plaza and Pier



 Car placement is possible on all Airport Plaza and Pier promotion areas.

ANALOGUE

# Increase advertising impact and sales through promotion



A promotion is the best way to talk to the target group personally 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			



# Mobile Sky Banners

Terminal 1 and 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.



Ad format no.	Location	Details	Price
222-140-B09	Terminal 1, Check-in hall	3 banners as a set, the central banner rotates	€6,500 / mth.
220-140-B09	Terminal 2, Check-in hall		
plus VAT, production and installation costs			



ANALOGUE

# Mobile Sky Banners

Terminal 1 and 2, Departure



# Mobile Sky Banners

Airport Plaza, Departure



**The Airport Plaza: your central hub at the airport**  
The Airport Plaza not only connects Terminals 1 and 2 but also serves as the hub for all travellers. Here, you'll find the central security checkpoint, exclusive shops, top-tier restaurants, and a wide range of services – all in one location.

The impressive **sky banners** hover above the bustling areas of the plaza and are visible from a distance. The **three groups of four banners each** – one of which rotates – catch the eye from afar. This premium medium reaches all departing passengers passing through security. The sky banners are also clearly visible from the **Emirates Lounge**, the **Hamburg Airport Lounge**, and the catering area on the gallery level.

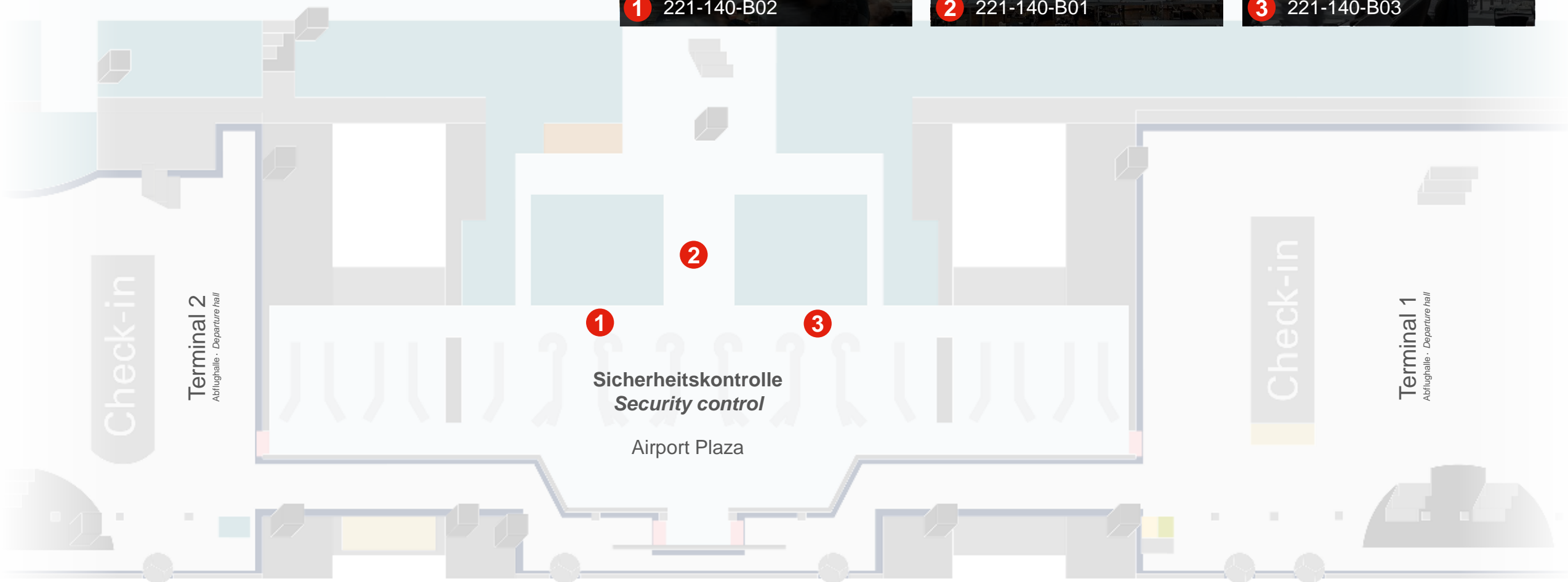


Ad format no.	Location	Details	Price
221-140-B01 – B03	Behind the security checkpoint in the Airport Plaza	4 banners in a set* (double-sided), the centre banner rotating	€6,500 / mth.
plus VAT, production and installation costs			

ANALOGUE

# Mobile Sky Banners

Airport Plaza, Departure





ANALOGUE

XXL Banner

Pier South



Advertising with vision - your brand at the centre of the action

Passengers can enjoy real airport flair on the Pier. The impressive glass fronts open up a fascinating view of the runways – a moment to remember.

Directly opposite are five of the airport's largest indoor advertising spaces. Together, they create an impressive **200 square metres of XXL advertising space** and 100 percent attention.

This is where departing travellers on their way to the gates meet arriving passengers streaming to baggage reclaim. The perfect combination of prominent location, gigantic advertising space and a constant flow of passengers makes the banners on the south pier an unbeatable advertising highlight.



Ad format no.	Location	Details	Price
219-P00-S01	Pier South	5 banners in a package	€13,500 / mth.
plus VAT, production and installation costs			

ANALOGUE

# XXL Banner

Pier South



ANALOGUE

Lightwall

Airport Plaza, Baggage claim



Upon landing, all arriving travellers pass through the **central baggage claim area**. While waiting for their luggage, travellers are in the perfect position to receive advertising messages. The **Lightwall** is located at the heart of the baggage claim area. Between the exits to Terminals 1 and 2, it cannot be overlooked and attracts everyone's attention.

Standing an impressive **two metres high and 50 metres long**, it is the **largest illuminated advertising space in northern Germany** - a powerful medium for creative communication ideas. With its central location and excellent visibility, the Lightwall captures the attention of arriving passengers at both terminals – and thus ensures maximum reach with a diverse target group mix.



Ad format no.	Location	Details	Price
221-030-L01	Airport Plaza, Baggage claim	Stand alone ad space	€13,000 / mth.
plus VAT, production and installation costs			



## ANALOGUE

# Lightwall

Airport Plaza, Baggage claim



ANALOGUE

Lightbox Size XL

Pier



The pier, located in the airside area of the airport, connects both arriving and departing passengers. A decisive advantage: after the security check, departing passengers have **plenty of time** while they wait for their flight.

**The Lightbox XL in 16:9 format is strategically well placed** – located prominently between dining areas, shops and directly opposite the entrance to the Lufthansa Lounge. This ensures **maximum visibility**, particularly to the valuable **business traveler** demographic.



Ad format no.	Location	Details	Price
219-108-L01	Pier, close to Terminal 2 and Lufthansa Lounge	Stand alone ad space	€12,500 / mth.
plus VAT, production and installation costs			

ANALOGUE

# Lightbox Size XL

Pier South





ANALOGUE

Lightbox Size XL

Terminal 1, Baggage claim



The baggage claim area is not only used by passengers with many suitcases. Passengers with hand luggage also must 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 travellers returning to Hamburg after a short stay. Thus, two different target groups can be unerringly addressed at this location – and that with maximum visibility

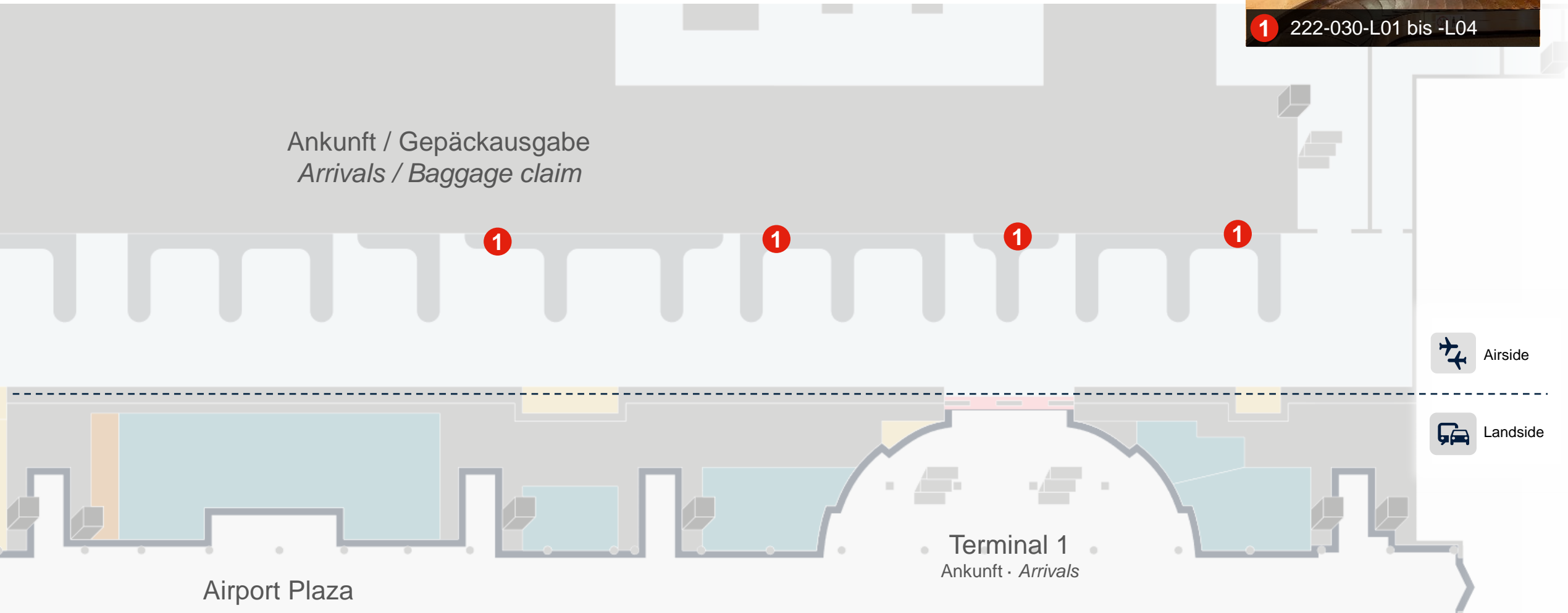


Ad format no.	Location	Details	Price
222-030-L01-L04	Terminal 1, Baggage claim	4 x lightboxes in XL as a package	€12,500 / mth.
plus VAT, production and installation costs			

ANALOGUE

# Lightbox Size XL

Terminal 1, Baggage claim



ANALOGUE

Panorama Board

Transition Baggage claim – Terminal 1 and 2



Maximum visibility at a central point of the airport

The panorama boards, located between the baggage claim area and the public arrivals zones of Terminals 1 and 2 offer an excellent opportunity to effectively reach arriving passengers. **All travellers pass through this area**, guaranteeing a high level of attention.

**The entire surface** of the Panorama Board doors **can be branded with film**, providing an ideal presentation space. The frontal positioning creates a lasting visual impression, firmly anchoring the advertising message.

The surfaces **can be used on both sides**, allowing you to reach not only passengers, but also pick-up passengers, guests at nearby restaurants and car rental customers



Ad format no.	Location	Details	Price
222-040-S01	Terminal 1, Arrival	Double sided motif	€12,000 / mth. each
220-040-S01	Terminal 2, Arrival		
plus VAT, production and installation costs			



## ANALOGUE

# Panorama Board

Terminal 1 and 2, Transition Baggage claim



Ankunft / Gepäckausgabe  
Arrivals / Baggage claim



# LED Backlit Pillar Posters

Arrivals level, Public area



The pillar display cases in the public arrivals area at Hamburg Airport provide an excellent opportunity to showcase brands effectively. These slightly curved, illuminated poster display cases surround the support columns and accommodate **DIN A0 posters**. Thanks to their strategic positioning along the arrival's aisle, your advertising message will be seen directly by passengers and visitors – **up to 23 times**.

With high visibility, **low production costs**, and strong audience reach, the pillar display cases present an attractive advertising medium. The public arrivals area is a central hub that is frequented by arriving passengers, people dropping off and picking up passengers and visitors. It also provides access to car parks, public transport and taxi ranks. With numerous shops and services available, this area becomes a vibrant focal point that ensures longer dwell times – and thus maximum advertising impact.



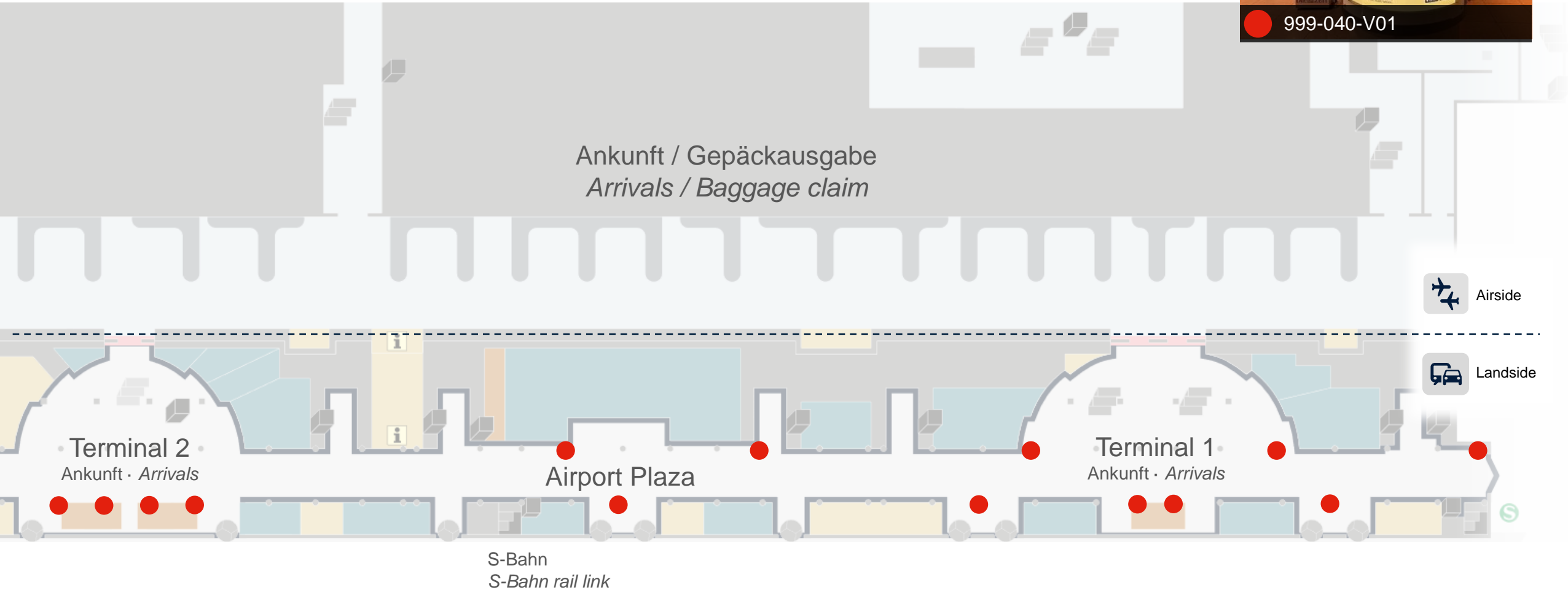
Ad format no.	Location	Details	Price
999-040-V01	Arrivals level, Public area	Package with 23 pillar Posters (18 double-sided, 5 single-sided)	€4,800 / mth.
plus VAT, production and installation costs			



## ANALOGUE

# LED Backlit Pillar Posters

Arrivals level, Public area



ANALOGUE

SkyWalk

Pier North



The airside pier is the **central traffic route** for passengers at Hamburg Airport – on their way to the gates or from there to baggage claim. At the same time, it serves as a promenade and shopping centre with numerous shops, cafés and bars, inviting passengers to linger. Every passenger passes this vibrant place at some point. In the middle of this central location, at gate C08, is one of the airport's largest and most eye-catching indoor advertising spaces: **the SkyWalk.**

This advertising medium, running across the pier, attracts attention from afar. The surfaces, which can be used on both sides, offer space for brand messages – with around **20 square metres on each side**. As a result, travellers can be reached from both directions, ensuring maximum advertising impact. With its prominent location and high visibility, this advertising space offers an ideal opportunity to showcase brands.

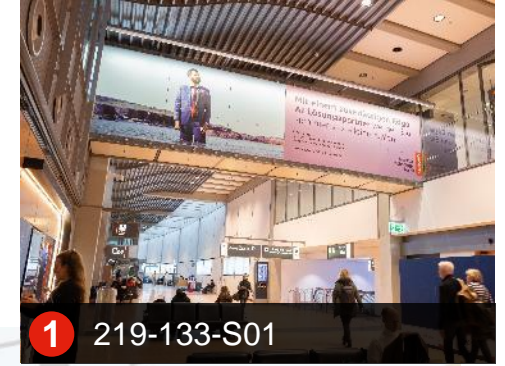
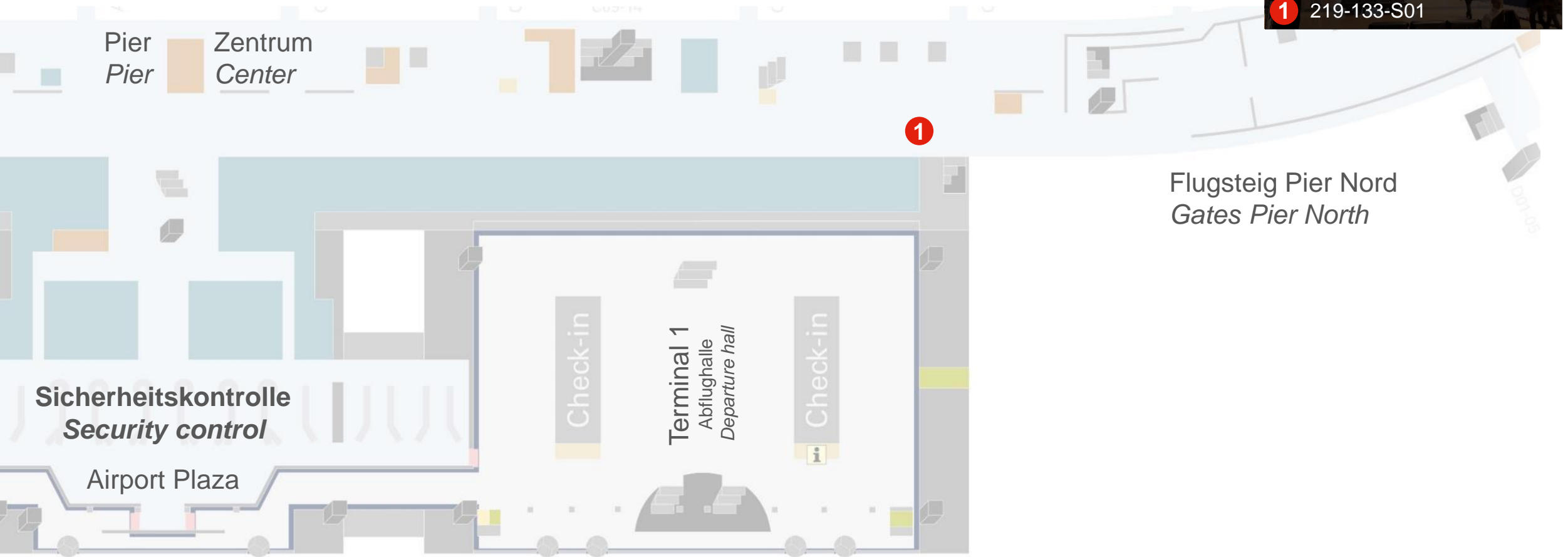


Ad format no.	Location	Details	Price
219-133-S01	Pier North	9.4 x 2.4 m per side	€9,000 / mth.
plus VAT, production and installation costs			

ANALOGUE

# SkyWalk

Pier North





# 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.

Marketing: Outsite Media [www.outsite-media.de](http://www.outsite-media.de) | E-Mail: [koop@outsite-media.de](mailto:koop@outsite-media.de)

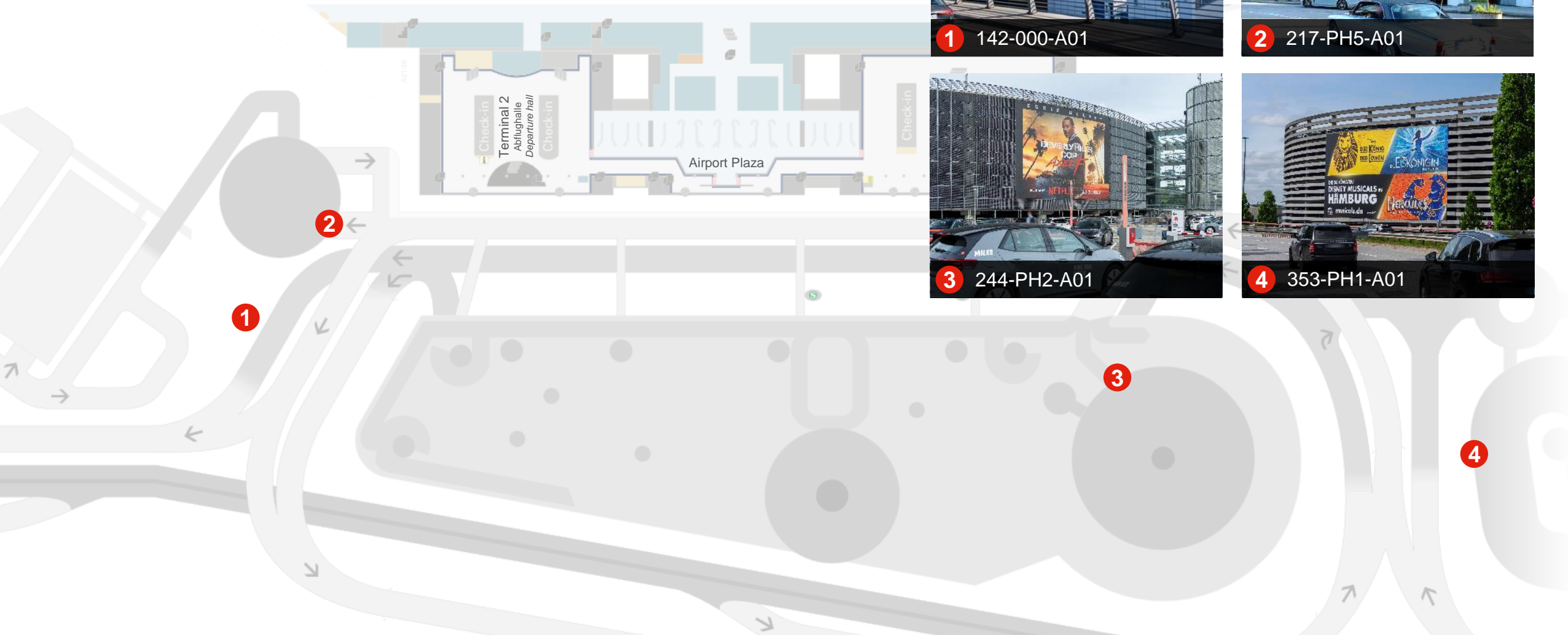


Ad format no.	Location	Details	Price
353-PH1-A01	Outer facade of Car Park 1, entrance to airport	23.9 x 12.5 m (W x H), illuminated	On request
244-PH2-A01	Outer facade of Car Park 2, opposite Terminal 1	14.5 x 11.8 m (W x H) Illuminated	
217-PH5-A01	Outer facade of Car Park 5, at the same height as arrivals level	21.1 x 6.9 m (W x H) illuminated	
142-000-A01	Side building next to radar tower	10.5 x 5.7 m (W x H), backlit	
plus VAT, production and installation costs			

## ANALOGUE

# Megaposter

Car parks outside



# DIGITAL



## Digital visibility redefined – your brand at Hamburg Airport

Digital advertising media are well established at Hamburg Airport and continue to evolve. Here, modern technology meets prime locations and a target audience that is both travel-savvy and possesses high purchasing power. Large video walls and wide-screen monitors accompany travellers on their entire journey and guarantee eye-catching placement of your advertising.

With cutting-edge LED and LCD technology, our digital advertising spaces provides exceptional visibility. Flexible booking and combination options allow precise targeting of audiences by location and timing. By booking the 'Best View' network in its entirety, you can achieve an impressive average of 2 million impressions\* per week.

Sustainability is no contradiction: all digital advertising media are powered by renewable energy sources. This means that your advertising is not only effective, but also environmentally conscious.

Hamburg Airport provides the perfect stage for a powerful brand presence. Here, you benefit from high foot traffic, diverse target groups, and a modern setting. An investment in digital advertising space at Hamburg Airport is an investment in the future of your brand.

\*Source: Airport Audience Measurement (AAM)



# Best View

Your digital brand ambassador



The innovative **all-in-one network** features **11 state-of-the-art video walls**, effectively reaching all arriving and departing passengers as well as meeters, greeters, and visitors. **Best View** creates valuable multiple contacts that capture undivided attention.

The digital screens bid farewell to passengers on departure, greet them on arrival and accompany travellers throughout their entire *passenger journey*. A single booking generates an remarkable average of **2 million viewed impressions** per week\*.



Location	Number of spaces	Playback / Week / 10 sec.	Price / Week
Complete network Landside and Airside	11 of 11	92,000	€17,700

plus VAT, production and installation costs

**Technical specifications:**

- Spot length: 10-second spot in a 60-second permanent loop
- Broadcast time: 04:00 - 0:00 Monday to Sunday
- Technology: 4k or Full-HD
- Size: 3.840 x 2.160 pixels
- Costs for data reception and checking: **€390 per motif**

\*Source: Airport Audience Measurement (AAM)

# Departure View

All departure areas



The network, consisting of **8 video walls**, reaches all departing passengers. The advertising accompanies the target group from the check-in area in the terminals through the central security checkpoint to boarding.

Departure View can be optimally combined with Lounge View to increase reach and generate valuable multiple contacts. With a single booking, an average of **1.8 million viewed impressions\*** are generated every week.



Location	Number of Spaces	Playback / Week / 10 sec.	Price / Week
Landside / Airside	8 of 11	67,000	€13,500
plus VAT, production and installation costs			

**Technical specifications:**

- Spot length: 10-second spot in a 60-second permanent loop
- Broadcast time: 04:00 - 0:00 Monday to Sunday
- Technology: 4k or Full-HD
- Size: 3.840 x 2.160 pixels
- Costs for data reception and checking: **€390 per motif**

\*Source: Airport Audience Measurement (AAM)



# Arrival View

All arrival areas



One of the first things passengers see after landing and entering the Terminal building is one of the **5 Arrival View video walls**. The advertising media are positioned along the pier and the central exits to baggage reclaim.

Arrival View and the Welcome Walk can be sensibly combined to great effect. With just one booking, an average of **360 thousand impressions\*** are generated every week.



Location	Number of spaces	Playback / Week / 10 sec.	Price / Week
Airside	5 of 11	42,000	€9,300
plus VAT, production and installation costs			

Technical specifications:

- Spot length: 10-second spot in a 60-second permanent loop
- Broadcast time: 04:00 - 0:00 Monday to Sunday
- Technology: 4k or Full-HD
- Size: 3.840 x 2.160 pixels
- Costs for data reception and checking: **€390 per motif**

\*Source: Airport Audience Measurement (AAM)



# Select View

Precise placement



Individual video walls can be booked as part of this offering, allowing to place advertisements in specific areas of the airport. For broader impact, multiple video walls can be combined to create a fully customized network.

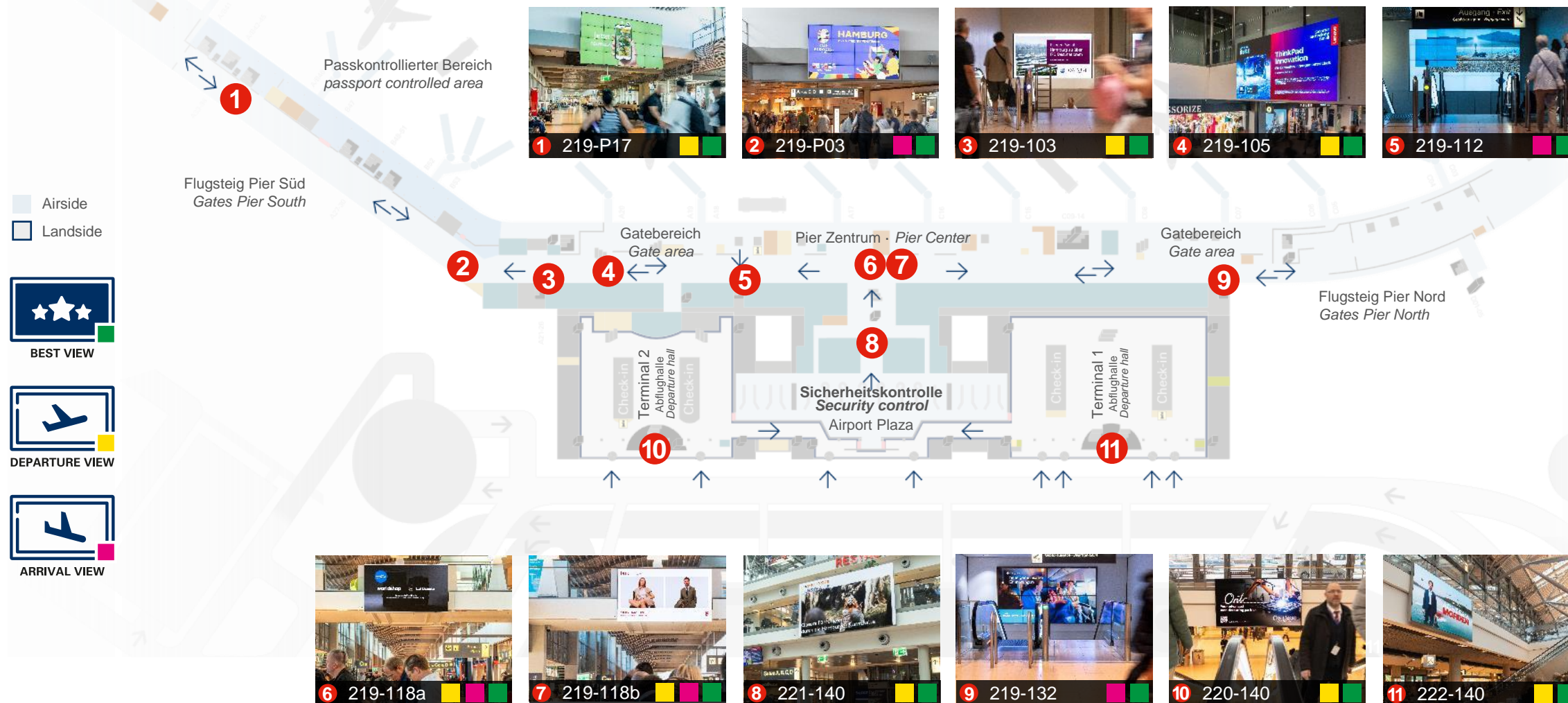


Location	Number of spaces	Playback / Week / 10 sec.	Price / Week
Landside / Airside	1 of 11	8,400	€3,500
On request only plus VAT, production and installation costs			

**Technical specifications:**

- Spot length: 10-second spot in a 60-second permanent loop
- Broadcast time: 04:00 - 0:00 Monday to Sunday
- Technology: 4k or Full-HD
- Size: 3.840 x 2.160 pixels
- Costs for data reception and checking: **€390 per motif**

# Sitemap of digital network





# Welcome Walk

Central Baggage claim, Arrivals



19 double-sided steles featuring 38 widescreen monitors (55 inches each) are strategically positioned between the baggage carousels to capture attention. All screens are synchronized, amplifying their impact and increasing awareness.

Arriving passengers spend considerable time at this area. Arrival View and the Welcome Walk can be effectively combined. With just one booking, an **average of 860,000 impressions\*** are generated weekly.



Location	Number of spaces	Playback / Week / 10 sec.	Price / Week
Airside	38	287,000	€4,700
plus VAT, production and installation costs			

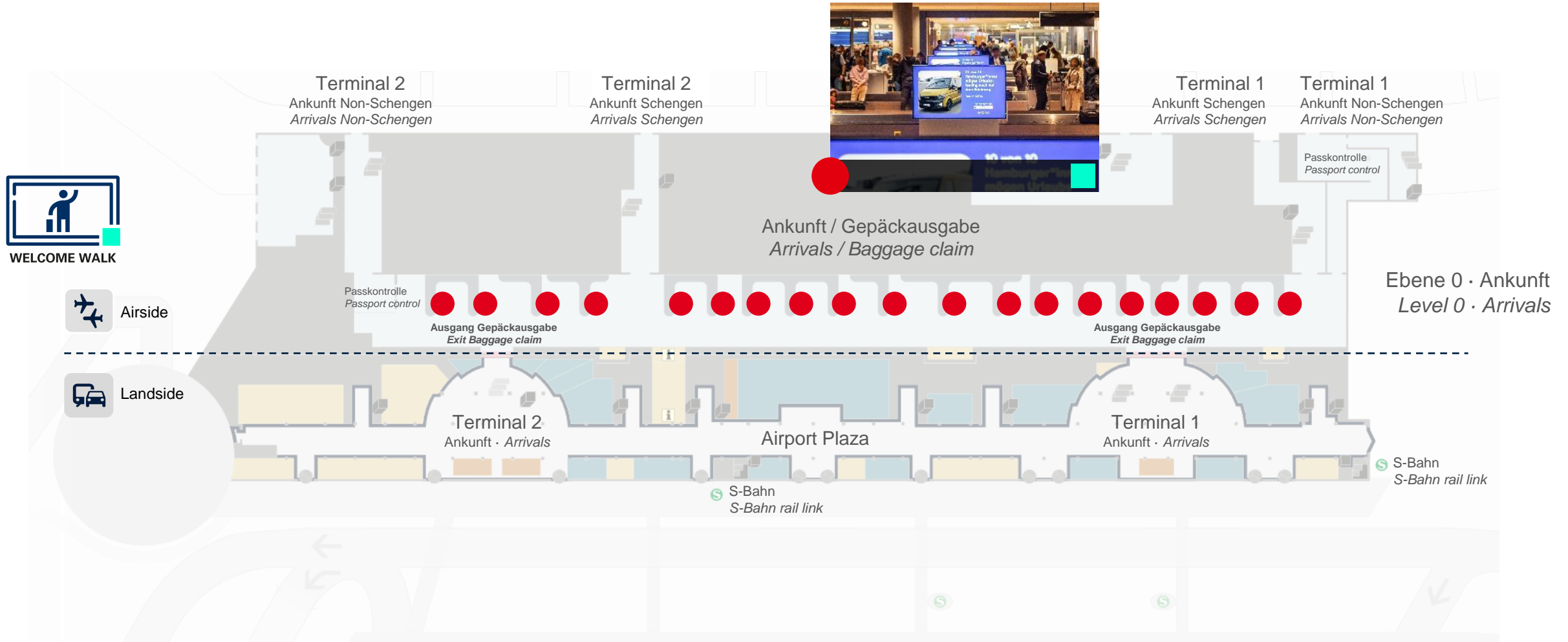
Technical specifications:

- Spot length: 10-second spot in a 60-second permanent loop
- Broadcast time: 06:00 - 0:00 Monday to Sunday
- Technology: 4k or Full-HD
- Size: 3.840 x 2.160 pixels
- Costs for data reception and checking: **€390 per motif**

\*Source: Airport Audience Measurement (AAM)



# Sitemap Welcome Walk Level 0 – Arrivals



# Lounge View

Hamburg Airport Lounge



The Lounge View network features **three strategically placed moving image walls**: a striking video wall and two large wide screen monitors. This network is made available exclusively to customers and guarantees that all guests in the lounge are reached thanks to the 100% share-of-flight occupancy. The message thus receives undivided attention and visibility at the highest level.

Around **265,000 guests** visit the Hamburg Airport Lounge every year and spend an average of **three hours** there – a unique opportunity to showcase your brand to an influential and discerning audience. The lounge acts as a central meeting point for business travellers, decision makers and opinion leaders, and offers the brand an ideal environment to maximize its impact.

DETAILS

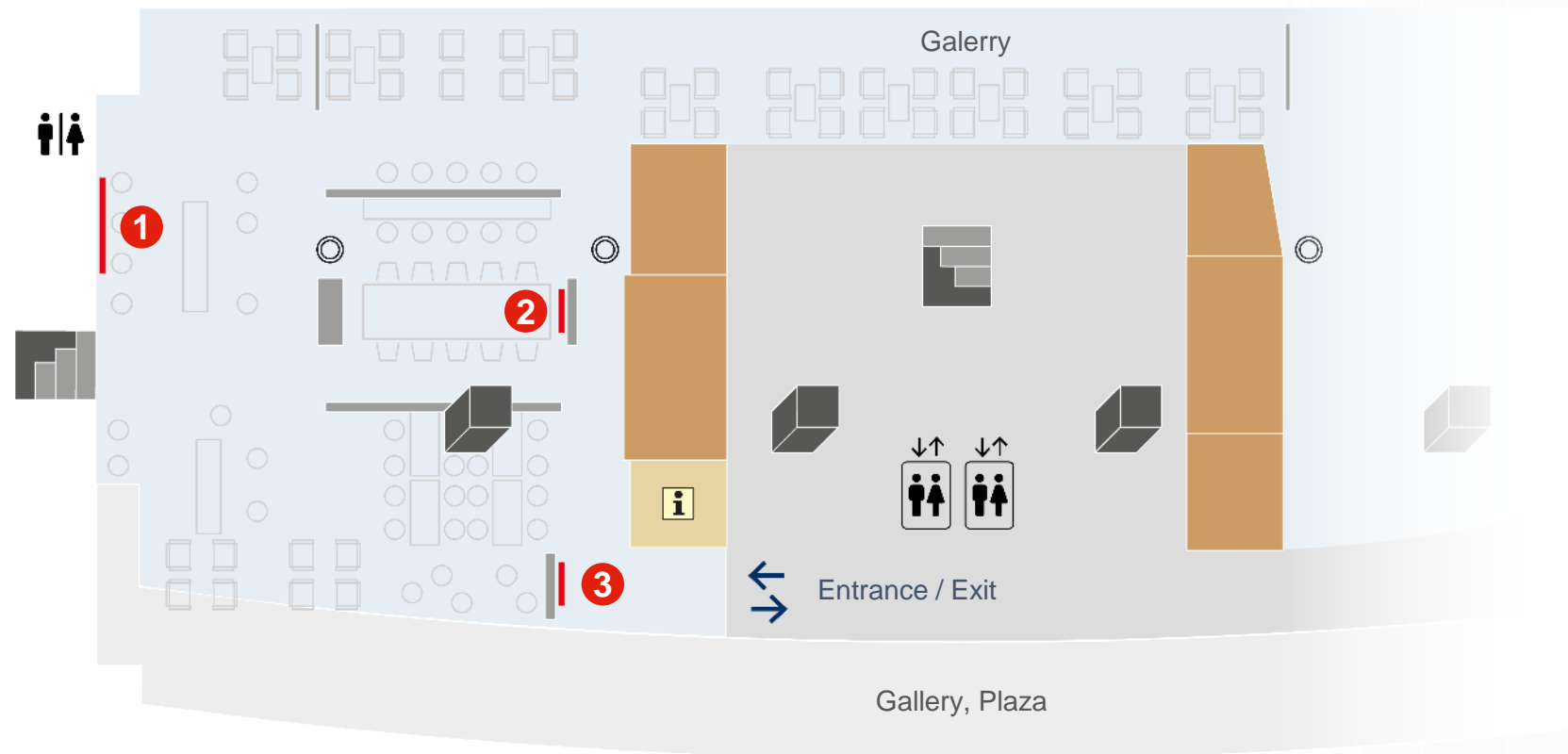


Location	Number of spaces	Playback	Price / Months
Airside	3	Exklusive booking	€14,800
plus VAT, production and installation costs			

Technical specifications:

- Exclusive allocation: Playout of all formats (moving or still image) and spot lengths
- Media price less 10 % agency commission plus costs for data checking: **€ 390,- per motif**
- Industry exclusion: automobile manufactures and mobility providers
- Broadcast time: daily from 05:30-21:00
- Technology: Full-HD
- Size: 2x 55 inches, 1x 110 inches

# Sitemap Lounge View





# Prices 2025

Network	Location	Size in px	Displays	Number of Spots	price in € per week / net
<b>Best View</b>	Overall Network Videowalls		11	92,000	<b>€ 17,700 (10 sec)</b>
<b>Departure View</b>	Departing Passengers	3,840 x	8	67,000	<b>€ 13,500 (10 sec)</b>
<b>Arrival View</b>	Arriving Passengers	2,160	5	42,000	<b>€ 9,300 (10 sec)</b>
<b>Select View</b>	Booking individual Videowalls by agreement		1	8,400	<b>€ 3,500 (10 sec)</b>
<b>Welcome Walk</b>	Baggage Reclaim (can be combined with Arrival View)	55"	38	287,000	<b>€ 4,700 (10 sec)</b>
<b>Lounge View</b>	Hamburg Airport Lounge (Airside)	2x 55" 1x 110"	3	Exclusive allocation / all spot lengths	<b>€ 14,900 (per month)</b> (Minimum booking)

## General Notes:

- Media price minus 10% AC plus costs for data acceptance and testing: **€390 per motif**
- Booking varieties / length of commercial: 10 sec. - 60 sec. continuous loop
- Industry exclusion (Lounge View): automobile manufactures and mobility providers
- Time: 4am - 0pm (Welcome Walk: 06am – 0pm), Lounge View: (05:30am – 09pm), Monday till Sunday
- Technology: 4k or full hd

# SPECIALS



**Turn Hamburg Airport  
into your brand's stage**

Are you looking for an advertising opportunity that stands out, inspires and leaves a lasting impression on your target audience? Take advantage of the unique special advertising formats at Hamburg Airport! In today's fiercely competitive attention sphere, traditional advertising often falls short. This is where our creative special solutions come into play, giving your campaign that extra edge.

At Hamburg Airport, we offer you an impressive variety of special advertising formats that go far beyond the ordinary. Spectacular decorations and state-of-the-art technology allow you to differentiate your brand and create unforgettable brand experiences. This out-of-home (OOH) marketing environment is perfect for delivering your message with precision.

We reimagine campaigns, collaborate with you to develop groundbreaking ideas, and execute strategies that put your brand center stage. At Hamburg Airport, we provide not just space, but the opportunity to take your ideas to the next level. Inspire your audience with an unforgettable presence – at Hamburg Airport, where your brand will receive the attention, it deserves. Rely on innovative solutions and make your advertising message the highlight of every journey!

SPECIALS

# Reach mobile audiences with HAM FREE WIFI PLUS



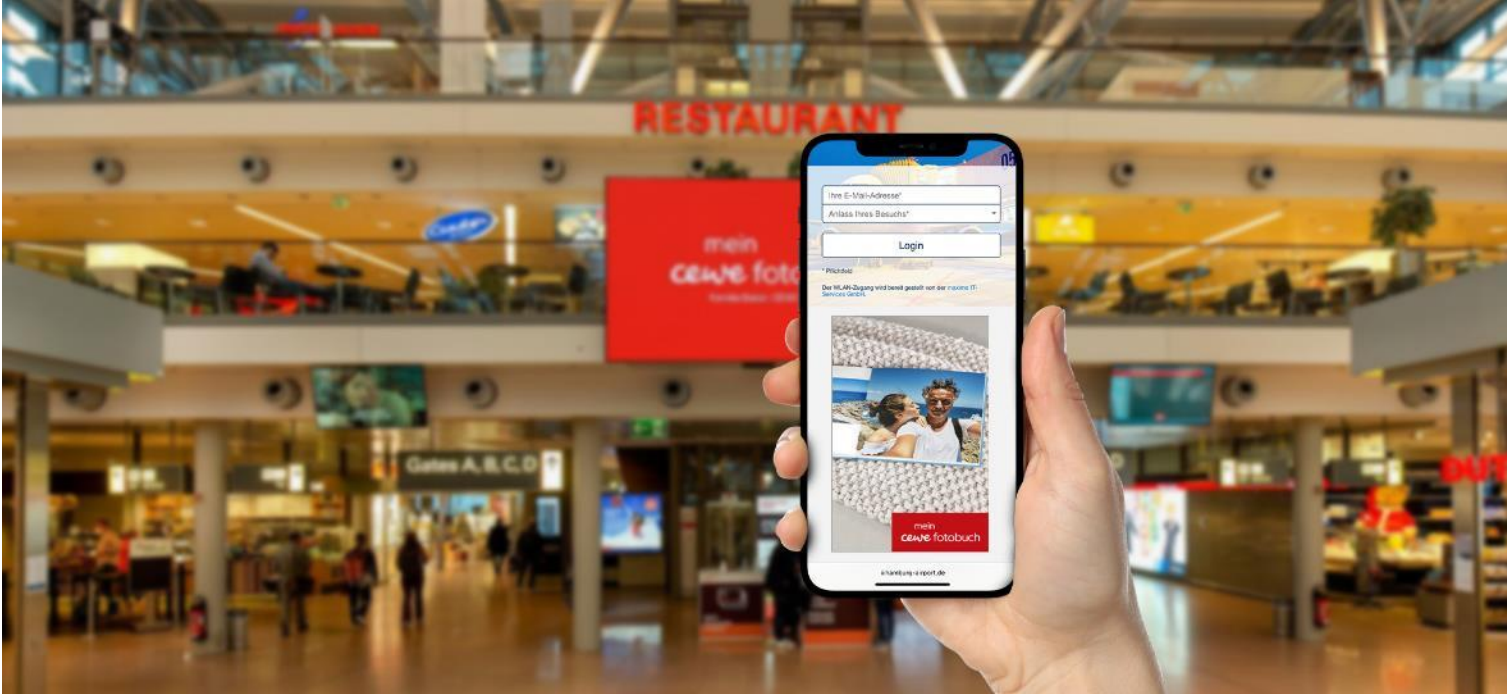
**Passengers, meeters and greeters, and airport staff:** As the exclusive sponsor of the WiFi network, the entire audience at Hamburg Airport can be addressed individually and thus highly efficiently..

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 20,000 spots per month on 11 large-format video walls **in addition to the Free Wifi sponsorship.**

**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?**

DETAILS



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
plus VAT, production and installation costs			



SPECIALS

# Shuttle Buses, Traffic Boards & more ...



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.



Ad format no.	Location	Details	Price
336-Bus-F4100	Apron, Airport grounds	6 buses as a package, for a period of at least 12 months	€4,900 / mth.
plus VAT, production and installation costs			

SPECIALS

# Jetbridge Branding

Apron



## Your key to a sustainable brand presence at Hamburg Airport

Discover the benefits of jetbridge branding—one of the most effective and time-tested advertising formats at airports.

- **Target high-value travellers:** Reach frequent flyers and business professionals with significant purchasing power.
- **Boost long-term impact:** Repeated exposure increases brand recognition and awareness.
- **Exclusive, premium placement:** Minimal competition ensures your message stands out.
- **Long dwell time:** Extended viewing time allows passengers to fully absorb your message.

The modernized jetbridges enable quick and flexible motif changes. Take advantage of this rare advertising opportunity to position your brand prominently at Hamburg Airport.

DETAILS



Ad format no.	Location	Details	Price
219-FGB-A01	Apron, Airport grounds	<ul style="list-style-type: none"><li>• 16 double-sided advertising spaces in XXL format</li><li>• PVC covering</li></ul>	€33,000 / mth.
plus VAT, production and installation costs			

# INSIGHTS & SERVICE





# Reaching the right audience at the right moment



**49%**

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



female

**52.9%**



male

**46.7%**



diverse

**0.4%**



**116 minutes**

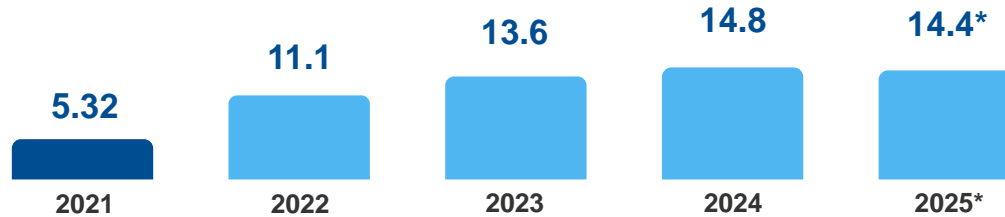
is the average time spent at the airport before take-off



**66.9%**

are German citizens

Passenger numbers (in millions)



\* Forecast



**59.2%**

of all passengers make 3-20 trips per year



**41.6 years**

is the average age



Business travellers

**21.2%**



Private travellers

**77.9%**



Workation

**0.8%**

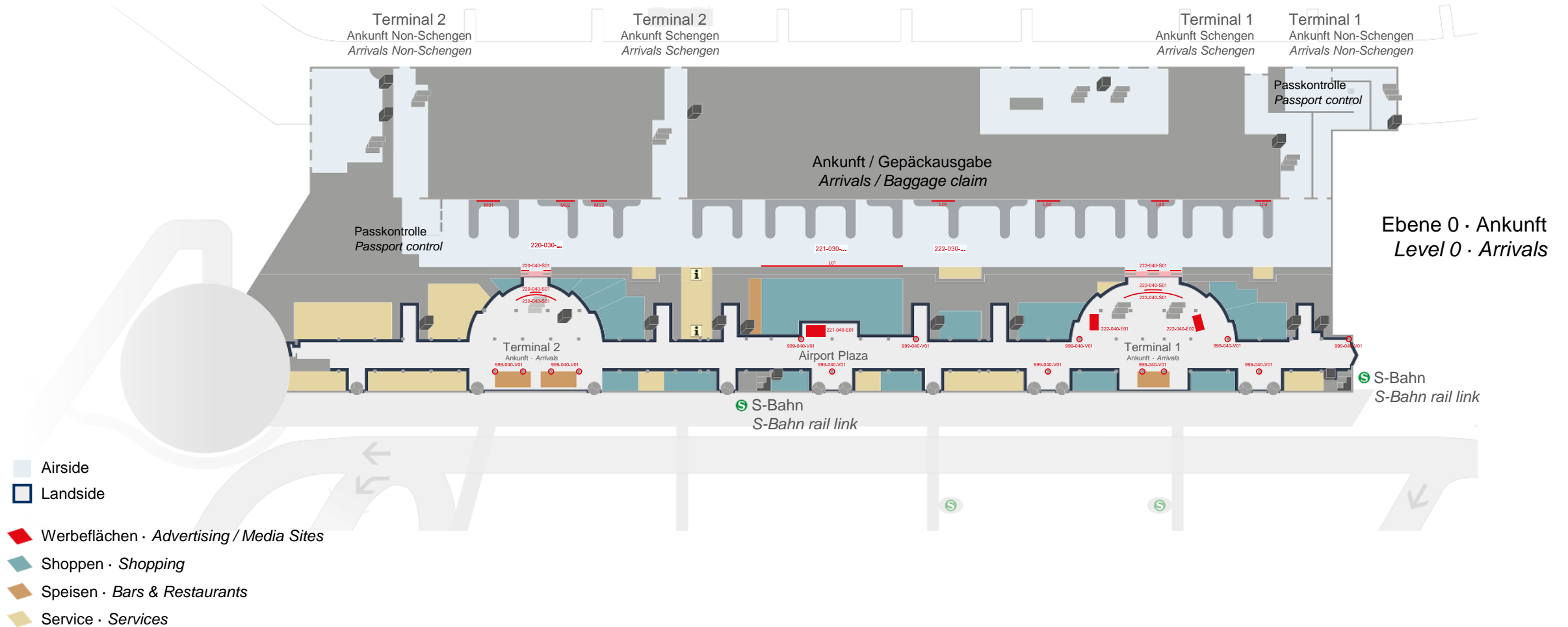


**99.3%**

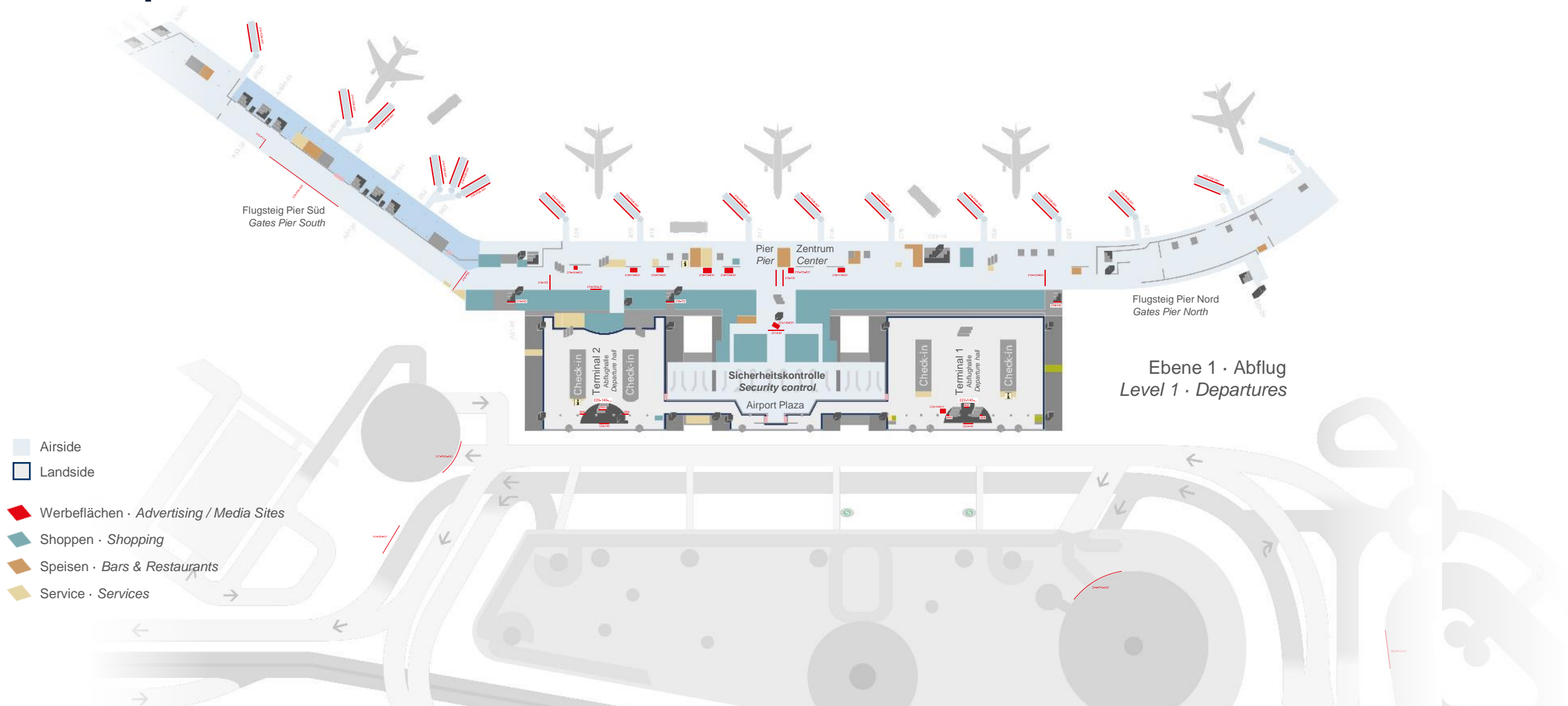
Originating passengers

Source: Hamburg Airport, passenger survey HAM, 2024

# Sitemap for Level 0



# Sitemap for Level 1





# Climate protection: CO<sub>2</sub>-neutral since 2021 & CO<sub>2</sub>-emission-free from 2035



JETZT. FÜR DIE ZUKUNFT

2021



2035

Hamburg Airport has reduced its CO<sub>2</sub>-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 CO<sub>2</sub>-neutral since 2021.**

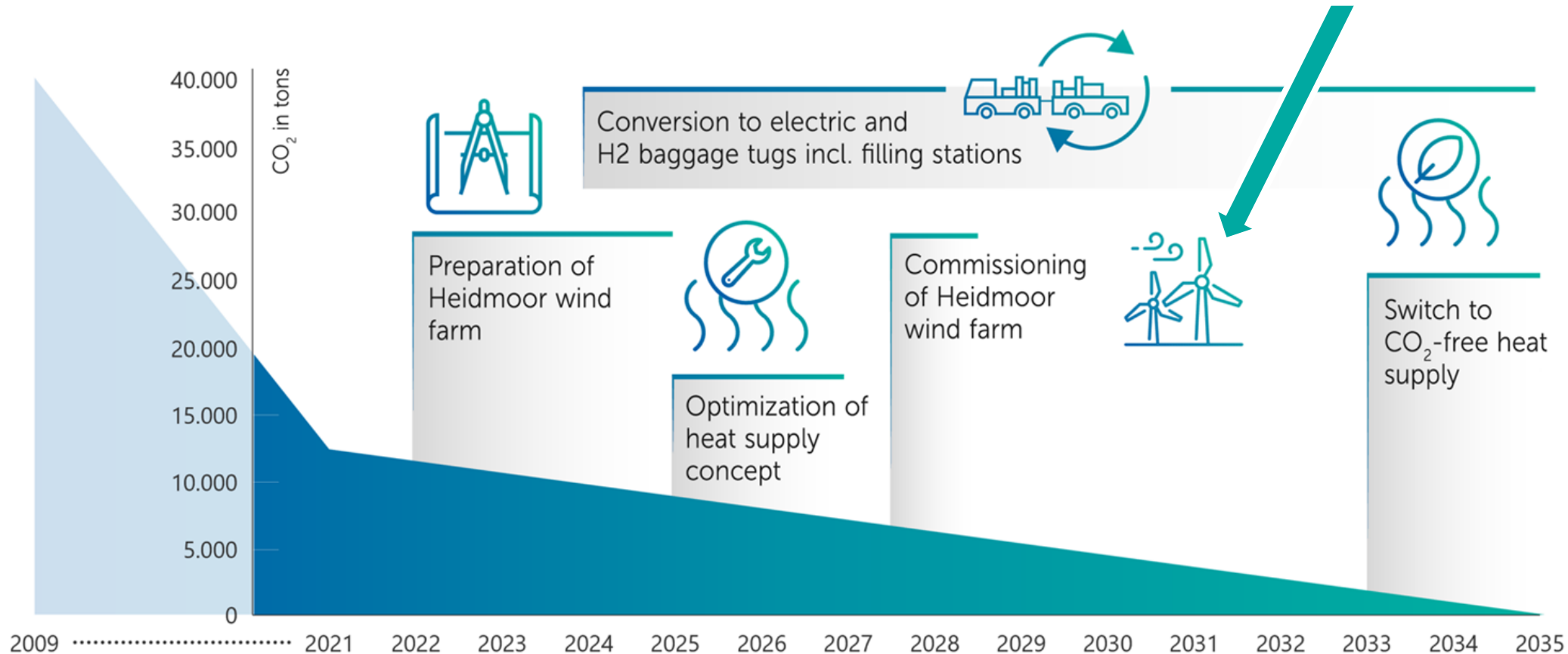
Fossil CO<sub>2</sub>-emissions from the operation of airport buildings, facilities and vehicles will be reduced to zero. After that, no more offsetting will be necessary.

**From 2035, Hamburg Airport will be the first major German airport to produce no more CO<sub>2</sub> emissions.**

# Climate protection at Hamburg Airport: Our path to a CO<sub>2</sub>-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.



# CONTACT





## CONTACT

# Check-In

### Media Team

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22335 Hamburg

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Jennifer Köpp



Stefanie Kistner



Olaf Jürgens

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.

## DOWNLOADS

# Download important documents for advertising at Hamburg Airport!

Many of our **media offerings**, as well as the General Terms and Conditions, the Airport Regulations, the current version of the Terms of Use, and additional information about advertising at Hamburg Airport, can be found in the **download section of our website**.



DETAILS

## PARTNER

# Unsere Partner



Specialist for digital advertising networks

### Cittadino

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

**Contact person: Gian-Luca Ferralis**

Telephone: +49 (0) 173 37 13 686

E-Mail: Gian-Luca.Ferralis@cittadino.de

Web: www.cittadino.de



Advertising at [www.ham-airport.de](http://www.ham-airport.de)

### iq digital

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

Telephone: +49 (0)211 887 2625

E-Mail: sales@iqdigital.de

Web: www.iqdigital.de



Cooperation partner

### Media Frankfurt

Our marketing cooperation gives you the opportunity to further increase the reach of your advertising campaign.

Telephone: +49 (0)69 697080

E-Mail: info@media-frankfurt.de

Web: www.media-frankfurt.de



Specialist in giant posters

### Outsite Media

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



Specialist for CLP's and CLB's

### WallDecaux

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

**Contact person: Stephan von Naguschewski**

Telephone: +49 (0)40 73603312

E-Mail: stephan.von.naguschewski@walldecaux.de

Web: www.walldecaux.de