

Special HAM Business Lounge View

NON Binding Cost Estimate
January 2026

High Impact Presence

High Profile Target Audiences

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.

Technical specifications:

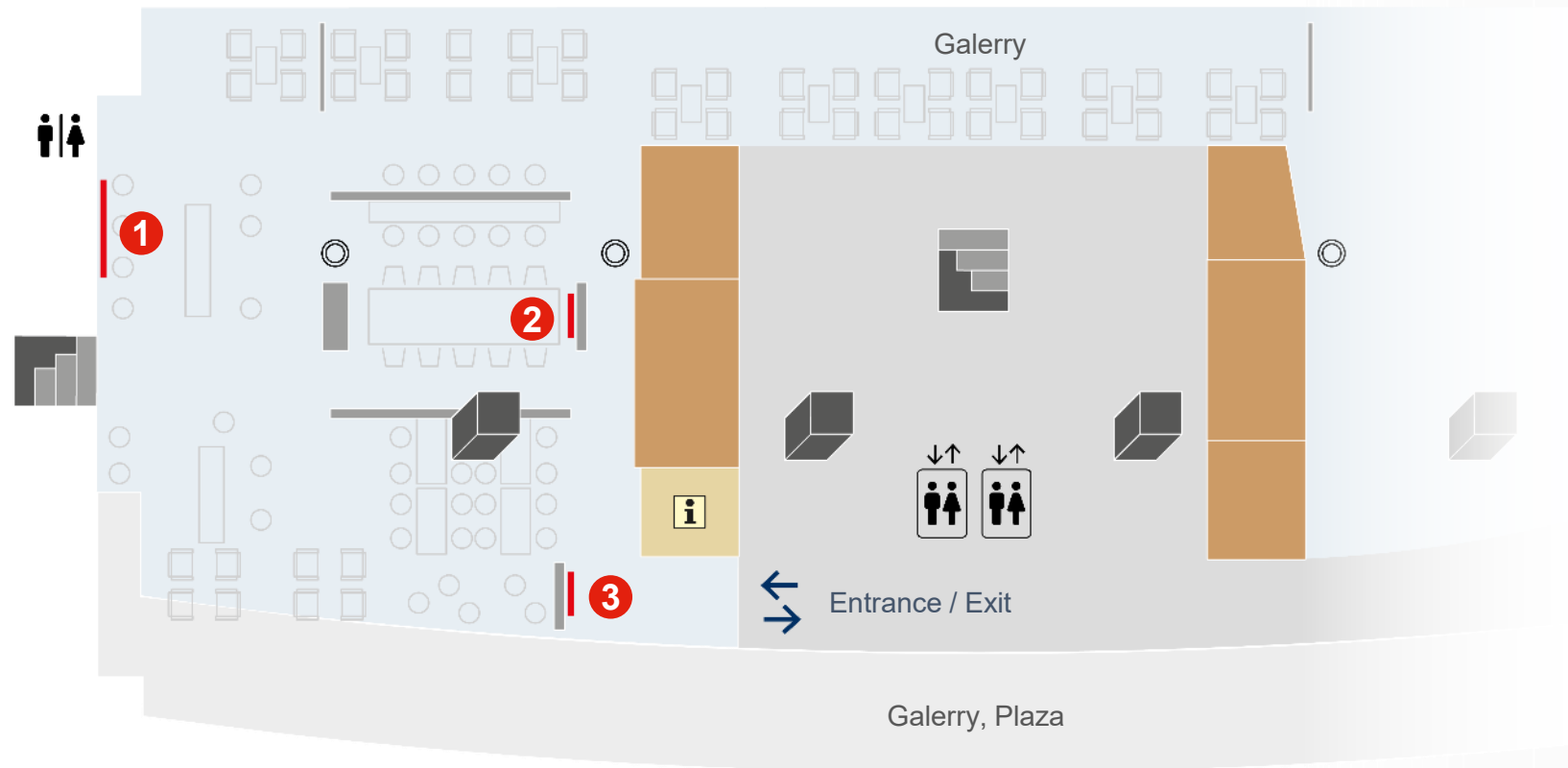
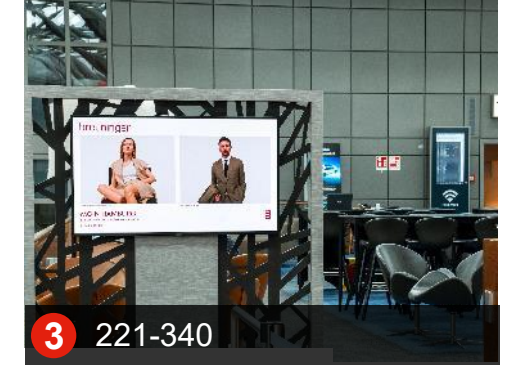
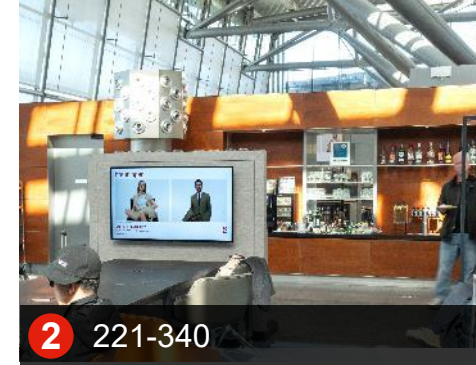
- Exclusive allocation: Playout of all formats (moving or still image) and spot lengths
- Media price less 10 % agency commission plus costs for data checking: **€ 410,- per motif**
- Industry exclusion: automobile manufactures and mobility providers
- Broadcast time: daily from 05:30-21:00
- Technology: Full-HD
- Size: 2x 55 inches, 1x 110 inches

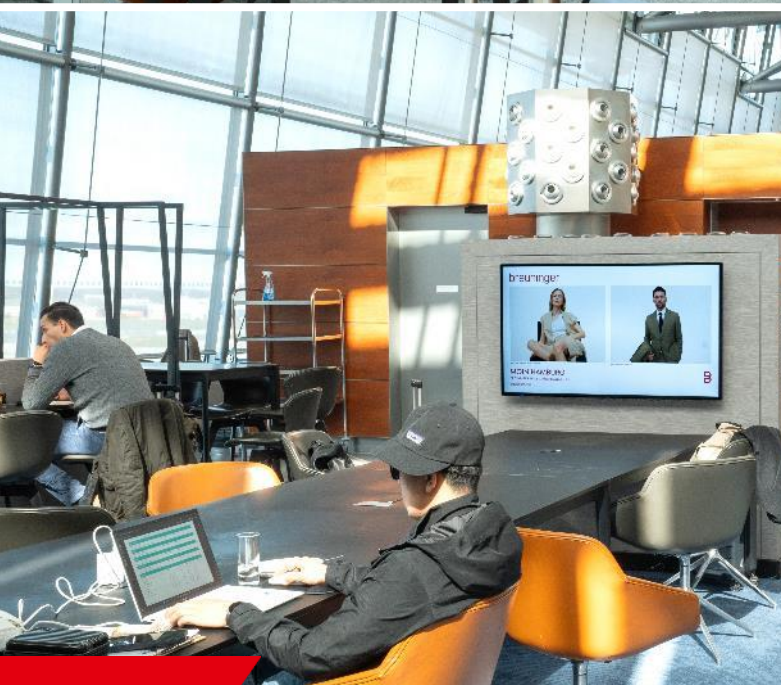
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Location	Number of spaces	Playback	Price per month
Hamburg Airport Lounge (Airside) 221-340	3	Exclusive booking	€15,400 plus VAT

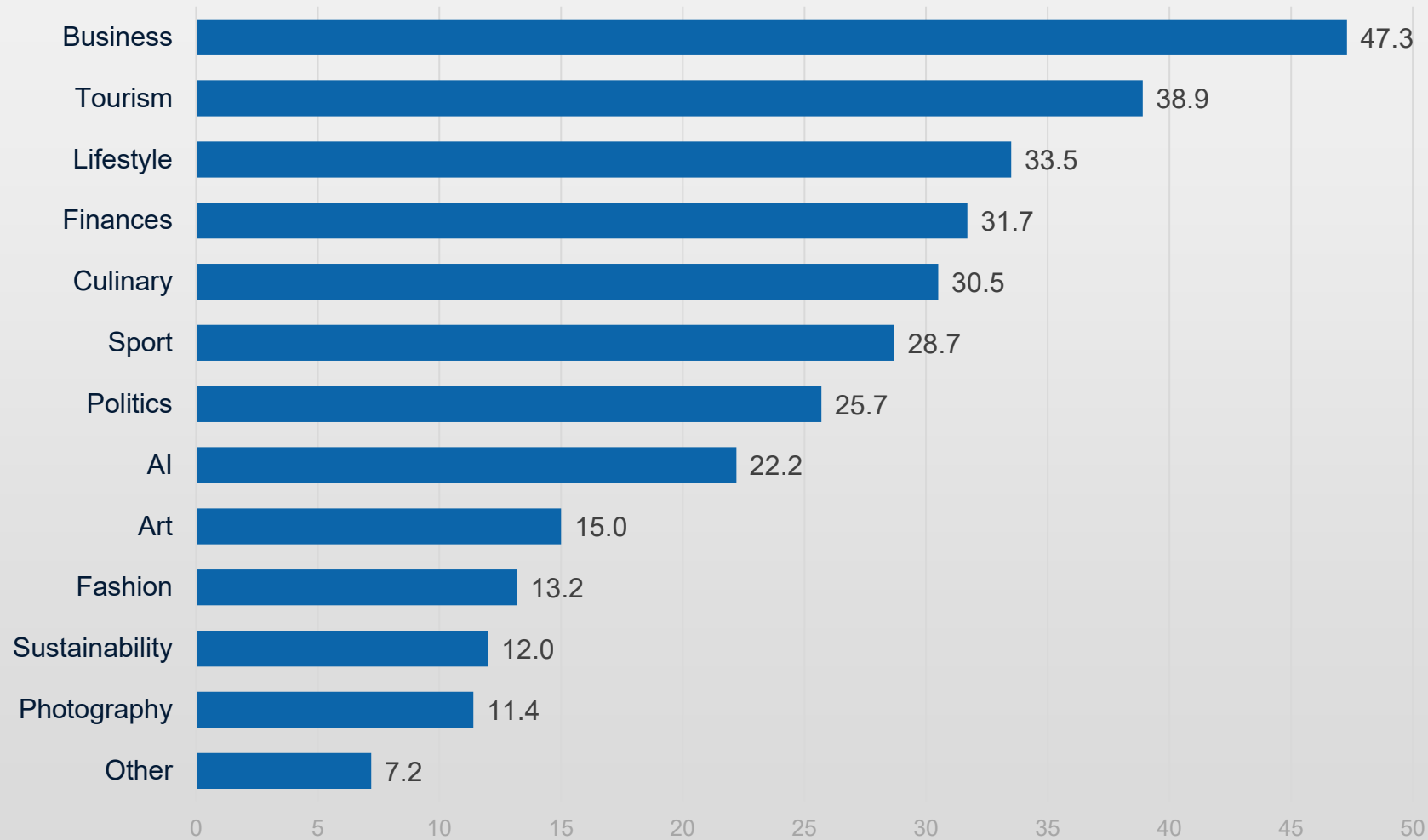
Sitemap Lounge View





Guests' interests in the Airport Lounge

What topics do guests in the airport lounge enjoy engaging with?



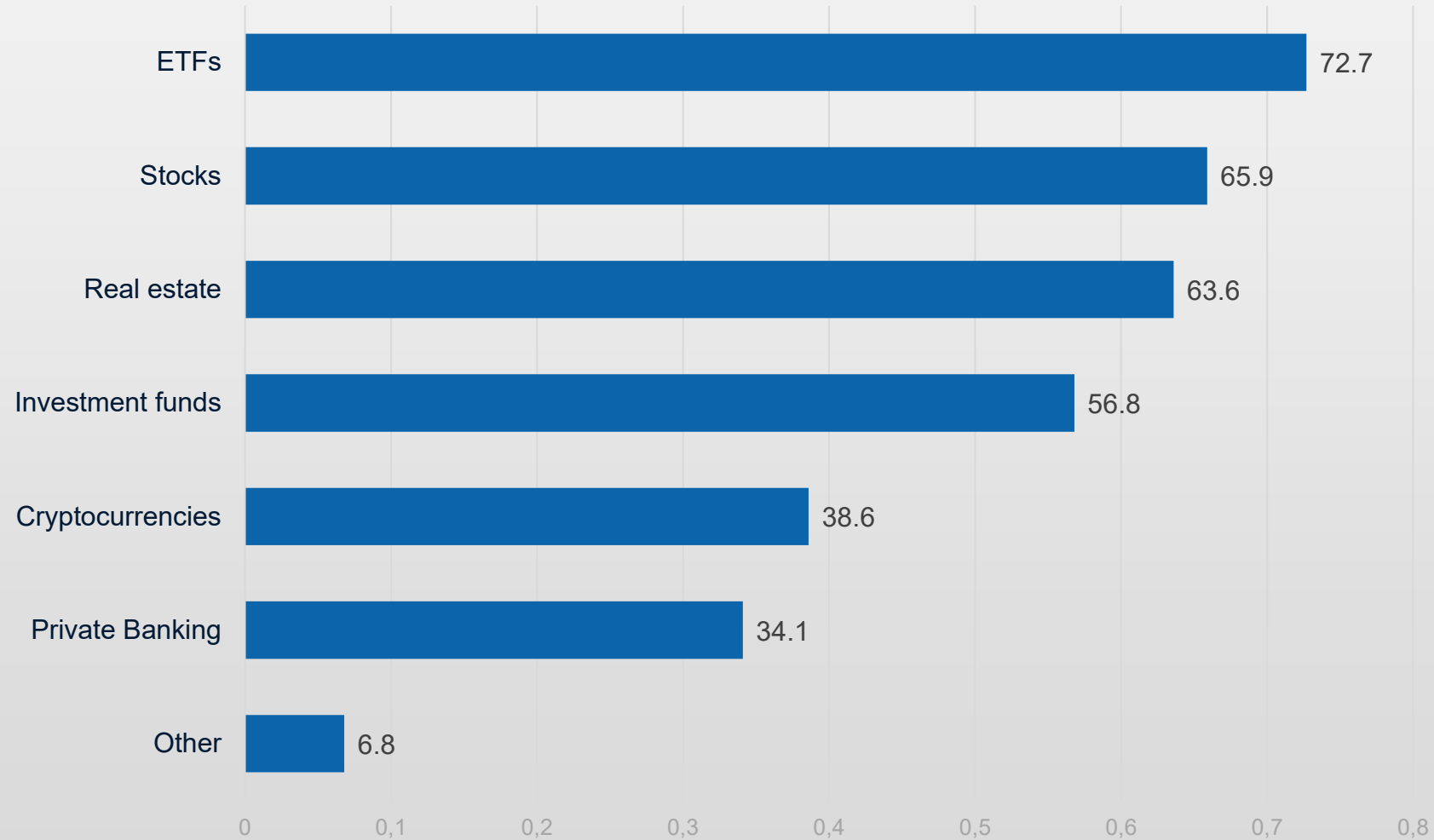
Source: Hamburg Airport / Airport Lounge guest survey 2025 (Sample size: 244 people, period: May–October 2025)

■ Figures in per cent

Your advertising in the Hamburg Airport Lounge reaches TOP decision-makers from the worlds of business and finance, as well as consumers and business people with an affinity for luxury, culture and travel.

Focus on financial products

Which financial products are guests interested in at the Hamburg Airport Lounge?



Source: Hamburg Airport / Airport Lounge guest survey 2025 (Sample size: 244 people, period: May–October 2025)

■ Figures in per cent



Target Group Hamburg Airport Lounge| VIP guests ★★★

All VIP guests at Hamburg Airport have access to the Airport Lounge

Age

45%

between 25
and 44 years

45%

between 45 and
64 years

Gender

70.5%

male guests

27.9%

female guests

1.6%

diverse

Top 5 „Love Brands“

These are the most frequently mentioned favourite brands among Airport Lounge guests:



PORSCHE



HUGO BOSS

TOMMY HILFINGER



High purchasing

50%

with a monthly net income
of between €5,000€ and €10,000

33%

with a monthly net income
higher than €10,000

Frequent customer

67%

fly several times a year from
Hamburg Airport

By comparison, **only 20% of private households across Germany have a monthly net income higher than €5,000.**

Source: Hamburg Airport / Airport Lounge guest survey 2025 and Statistisches Bundesamt / Verteilung monatliches Haushaltsnettoeinkommen Privathaushalte 2024 / ID 238208

Check-In

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