

# CONNECT DIRECTLY WITH YOUR TARGET GROUP

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

# Boom Town Hamburg

Dear partners of Hamburg Airport,

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

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

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

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

We wish you inspiration and inspiring impulses.

Best regards,

Your Hamburg Airport Media Team

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# Stop searching and start finding!

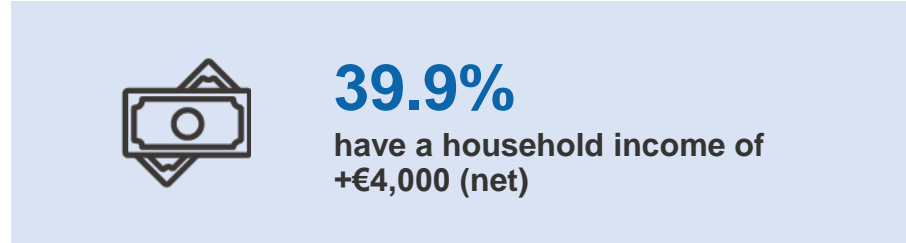
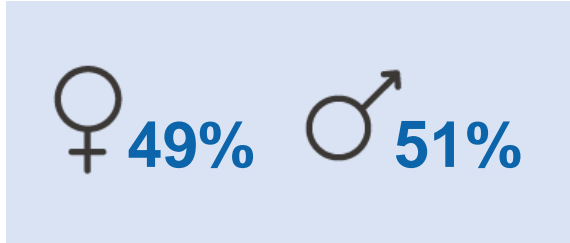
1	Insights
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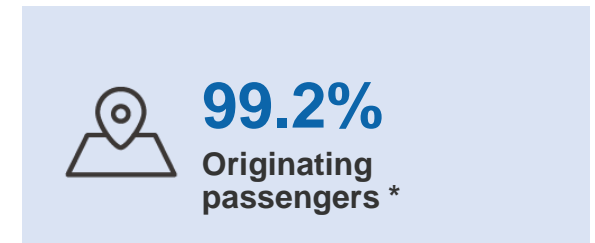
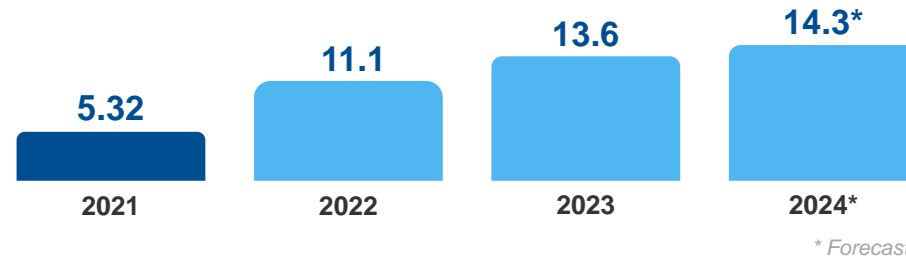
# INSIGHTS



# Reaching the right audience at the right moment



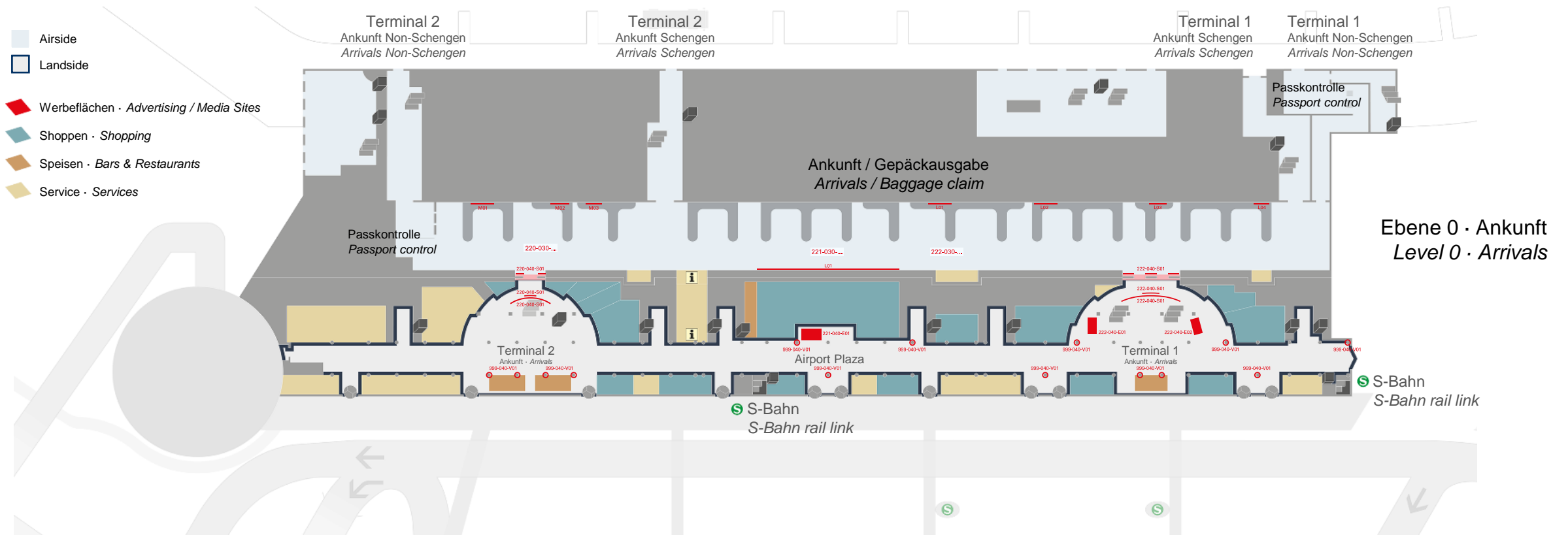
Passenger Figures (in millions)



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

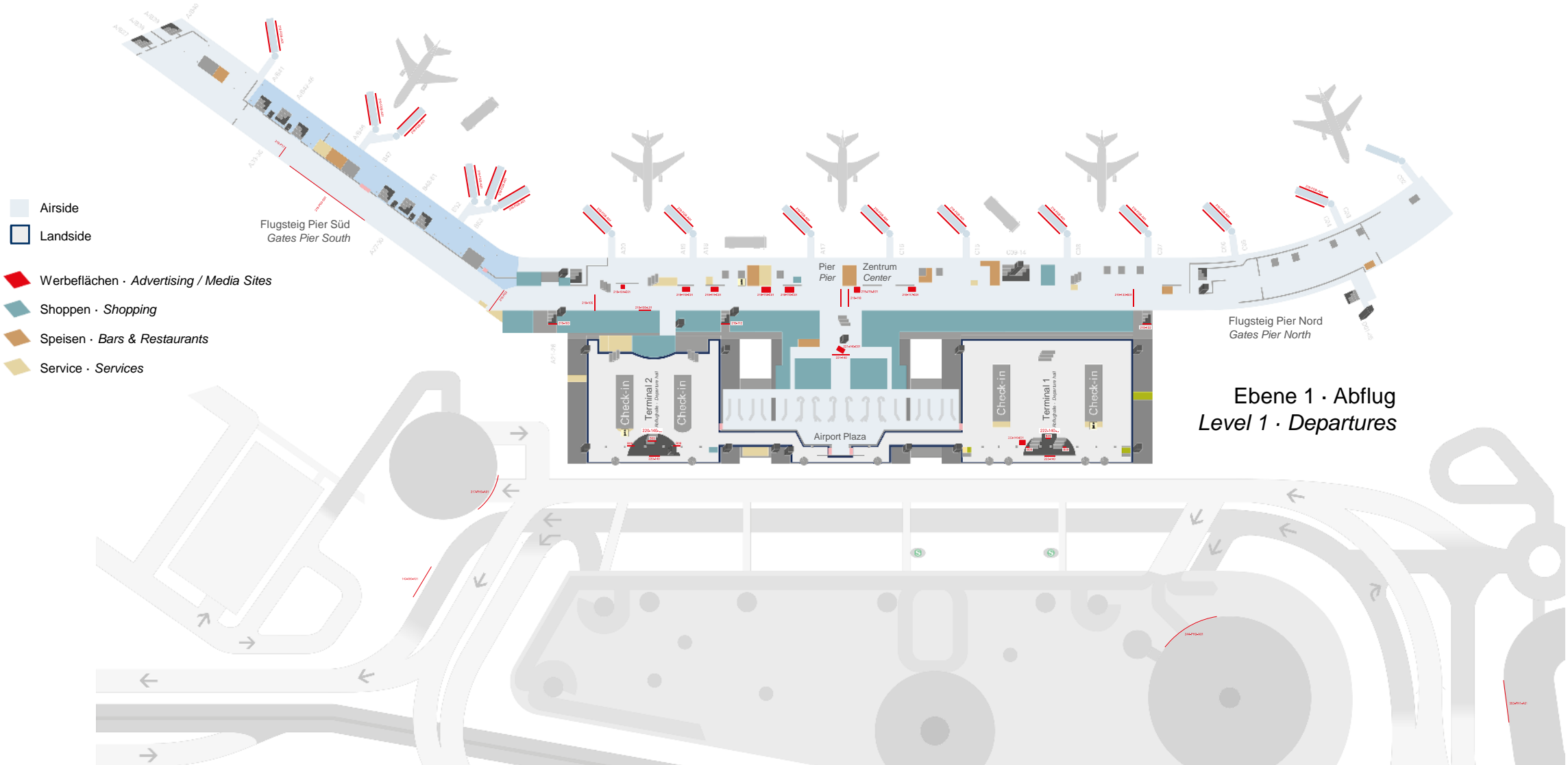
Sources: Hamburg Airport, passenger survey HAM, 2023

# Sitemap for Level 0



# INSIGHTS

## Sitemap for Level 1



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

### Advertising environment

#### Airlines:



Aeroflot  
Airfrance  
easyJet  
Finnair  
KLM  
Norwegian



#### Premium retail:



#### Premium catering:



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

### Terminal 1



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







\*Figures for passengers / year from fiscal year 2022



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

### Advertising environment

#### Airlines:

	Air Lingus Air Portugal
	Austrian Iberia
	SAS Tarom
	Tunisair Vueling WIZZ

#### Premium retail:



#### Premium catering:



#### Top car rentals:

AVIS / Budget  
Enterprise  
Europcar

Hertz  
Okmobiility  
Sixt



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



**Services:**  
Hamburg Welcome Center

### Terminal 2



**5,150,000\***  
passengers / year

**24.5% Non-Schengen**  
**75.5% Schengen**




\*Figures for passengers / year from fiscal year 2022

## INSIGHTS

# Central Security Checkpoint

The area connecting Terminal 1 & Terminal 2

## Advertising environment

 **Arrivals Area**  
Prior to the security check

Premium retail:



Premium catering:

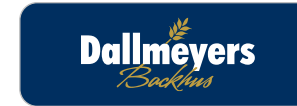



 **Departures Area**  
Beyond the security check


Premium retail:



Premium catering:



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

 **Arrival and Departure:**  
S-Bahn rail link

## Airport Plaza



**5,534,000\***  
passengers / year



\*Figures for passengers / year from fiscal year 2022

## INSIGHTS

### Access to all Gates (Arriving & Departing Passengers)

## Advertising environment

### Premium retail:

**F A L K E**  
GERMANY 1895

Heinemann  Duty Free

Marc O'Polo

### Premium catering:

*Brewgate*  
BEER & BITES

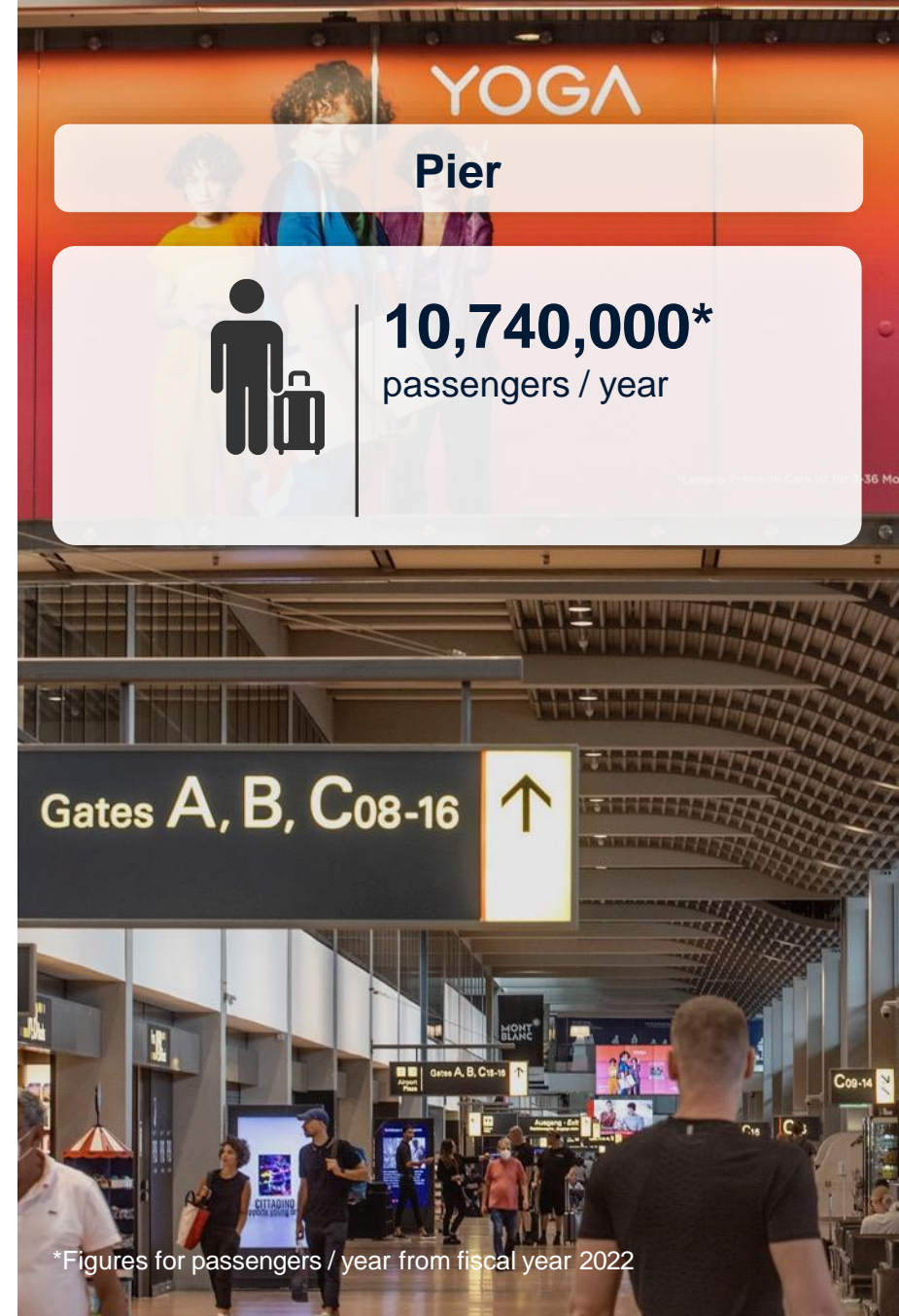
POINT 53°  
09°

*St. Pauli*



### Lounges:

Access to the Lufthansa Lounge



\*Figures for passengers / year from fiscal year 2022

## INSIGHTS

**ALL arriving passengers must pass through this area**

### Advertising environment

#### Services:



Shortest route to car rental outlets via Terminal 2



10 luggage belts, Hamburg Welcome Center, Lost & Found airline counters, customs



There are 3 entrances to the baggage claim area and two exits into the terminals



#### Departure:

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

### Baggage Claim



**5,555,000\***

passengers / year

**27% Non-Schengen**

**73% Schengen**



\*Figures for passengers / year from fiscal year 2022

# 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.**

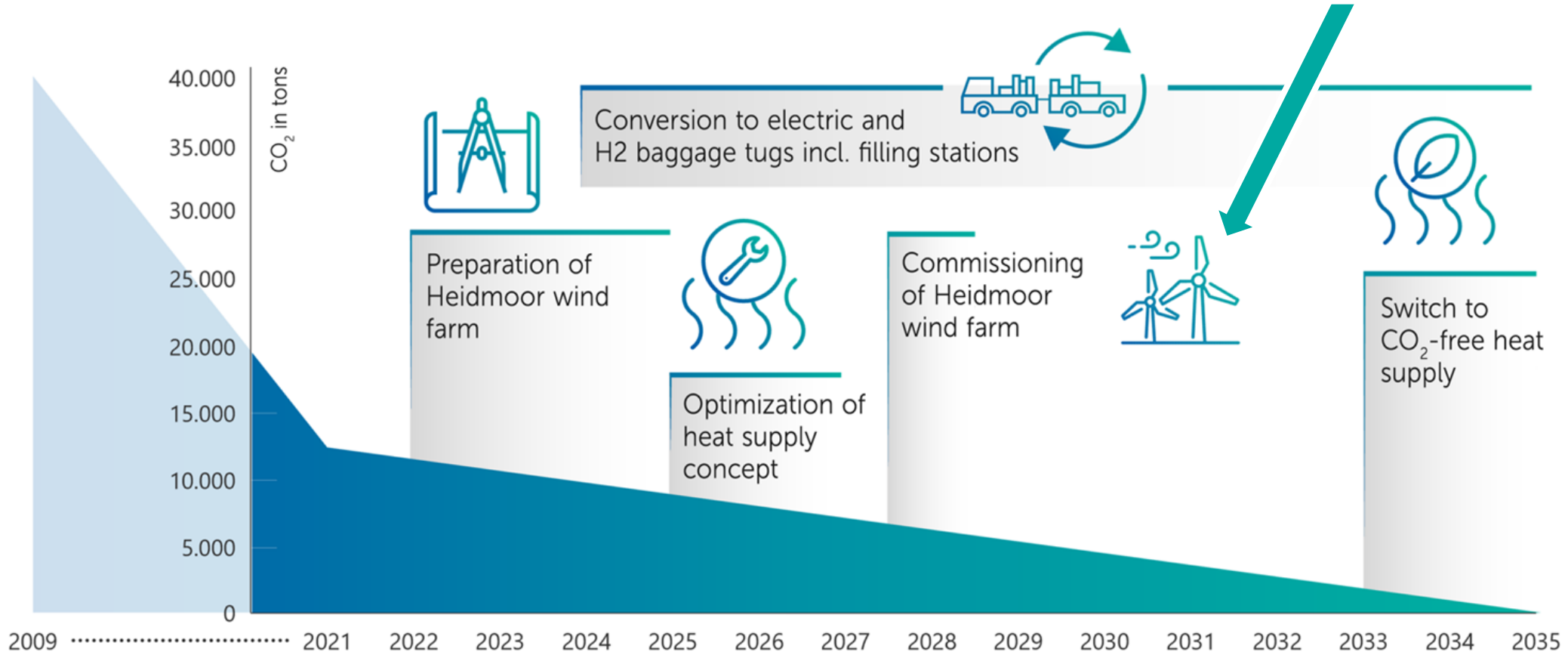
Fossil CO<sub>2</sub>-emissions from the operation of airport buildings, facilities and vehicles will be reduced to zero. After that, no more offsetting will be necessary:

**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.



# ANALOGUE



## ANALOGUE

# Promotion Areas Arrival, Departure Terminal 1 & Airport Plaza

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

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



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

plus VAT, production and installation costs

 Car placement possible



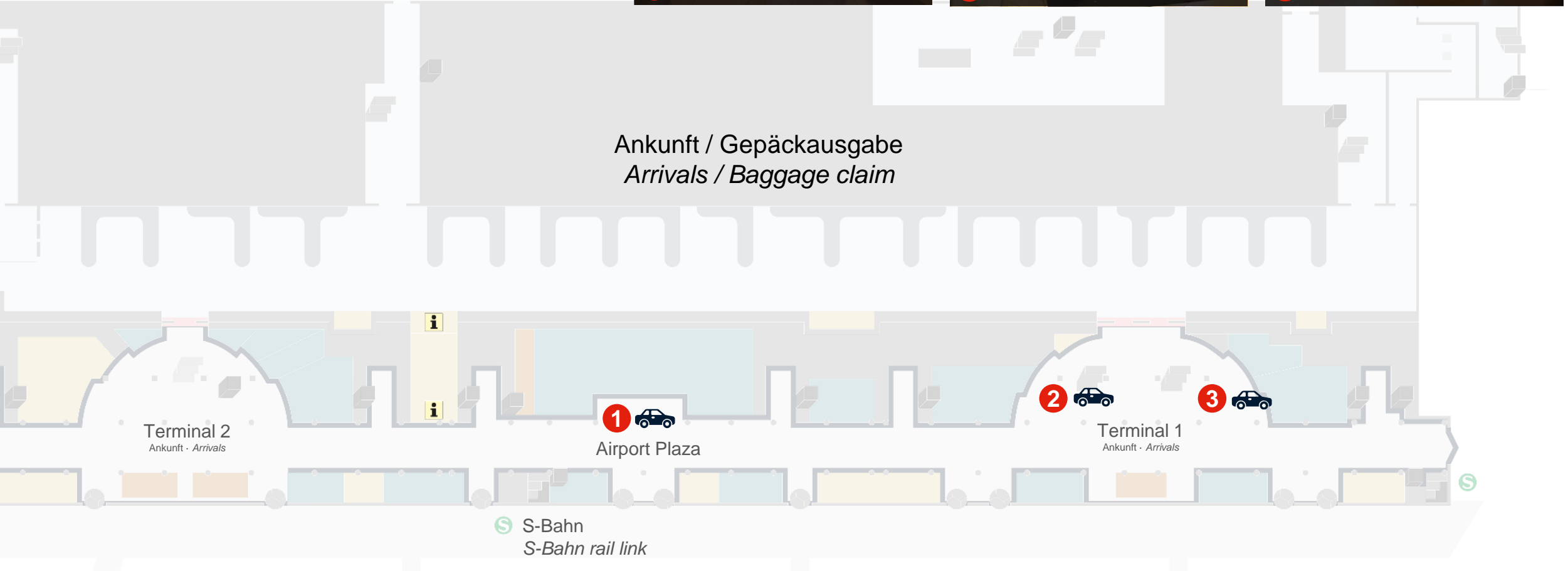
**ANALOGUE**

# Promotion Areas

Terminal 1, Arrival & Airport Plaza



Ankunft / Gepäckausgabe  
*Arrivals / Baggage claim*



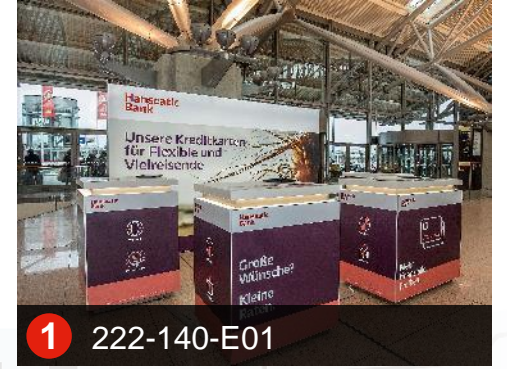
S S-Bahn  
S-Bahn rail link

PKW-Aufstellung möglich

## ANALOGUE

# Promotion Areas

Terminal 1, Departure



## ANALOGUE

# Promotion Areas

## Airport Plaza & Pier

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

From here, passengers proceed to the gates on the pier. There is a constant coming and going in the Airport Plaza and the Pier.

Departing and arriving passengers mingle and pass the time waiting with the numerous offers from shopping and gastronomy. Combined with the futuristic architecture, the security area is the ideal location for exhibits or promotional activities.

Ad format no.	Dimensions	Locations	Price
219-104-E01	W: 4m; D: 2.5 m (10m <sup>2</sup> )	Central Pier, next to the stairs to the Lufthansa Lounge	<b>€10,000.- / mth. each.</b>
219-110-E01	W: 5m; D: 3m (15m <sup>2</sup> )	Central Pier, in front of Gate A18	
219-111-E01	W: 5m; D: 3m (15m <sup>2</sup> )	Central Pier, in front of Gate A18	
219-114-E01	W: 3.5m; D: 3m (10.5m <sup>2</sup> )	Central Pier, directly behind the security checkpoint at Gate A17	



221-140-E01



Ad Format no.	Dimensions	Locations	Price	
219-115-E01	W: 5m; D: 3m (15m <sup>2</sup> )	Central Pier, directly behind the security checkpoint at Gate A17	<b>€10,000.- / mth. each.</b>	
219-117-E01	W: 6m; D: 3m (18m <sup>2</sup> )	Central Pier, next to the Sushi Bar		
219-119-E01	W: 3m; D: 2m (6m <sup>2</sup> )	Central Pier, directly behind the security checkpoint at Gate A17		
221-140-E01	W: 5.5m; D: 3m (16.5m <sup>2</sup> )	Airport Plaza, Departures		<b>€20,000.- / month</b>

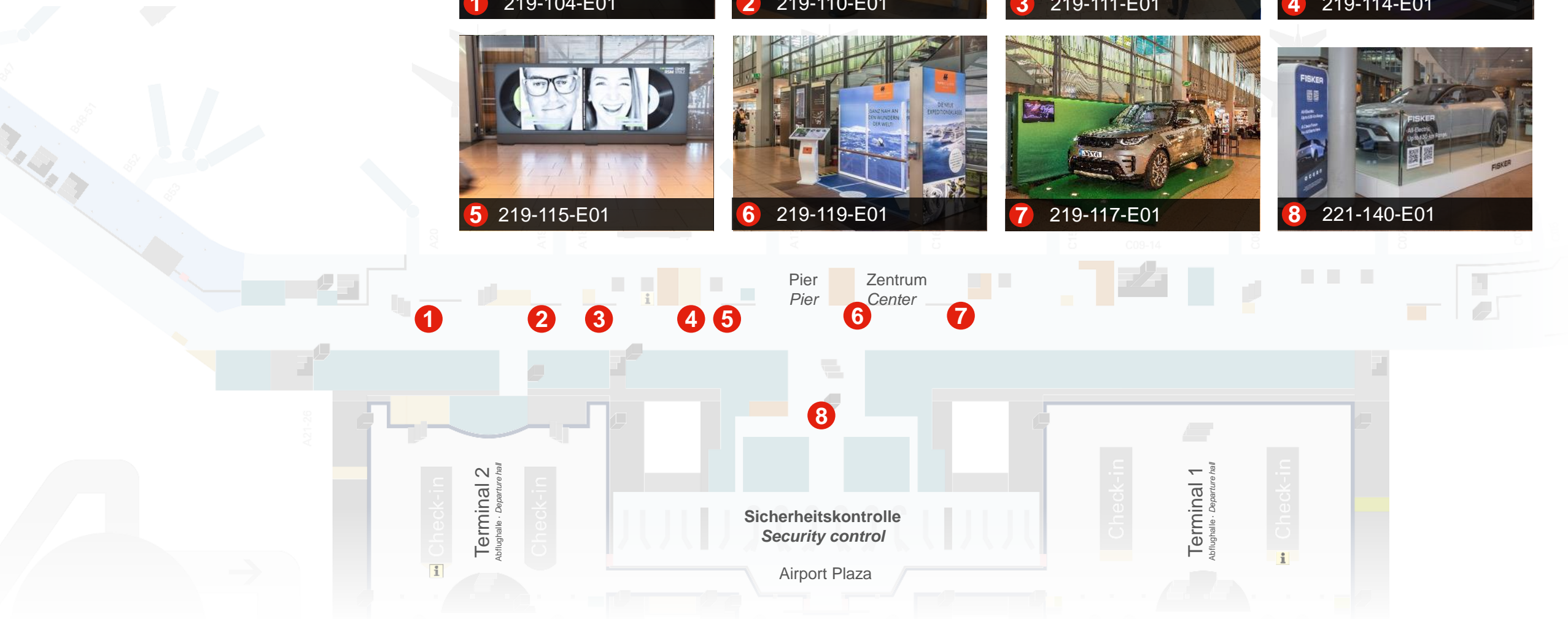
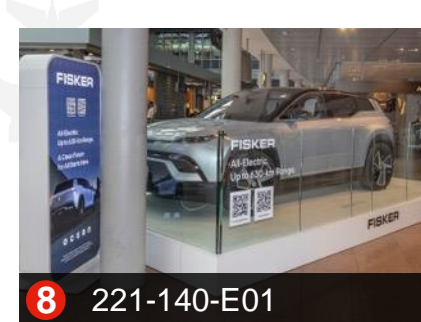
plus VAT, production and installation costs

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

## ANALOGUE

# Promotion Areas

## Airport Plaza & Pier



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

## ANALOGUE

# Increase advertising impact and sales through promotion

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

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



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

## ANALOGUE

# Mobile sky banners

## Terminal 1 & 2 Departures

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



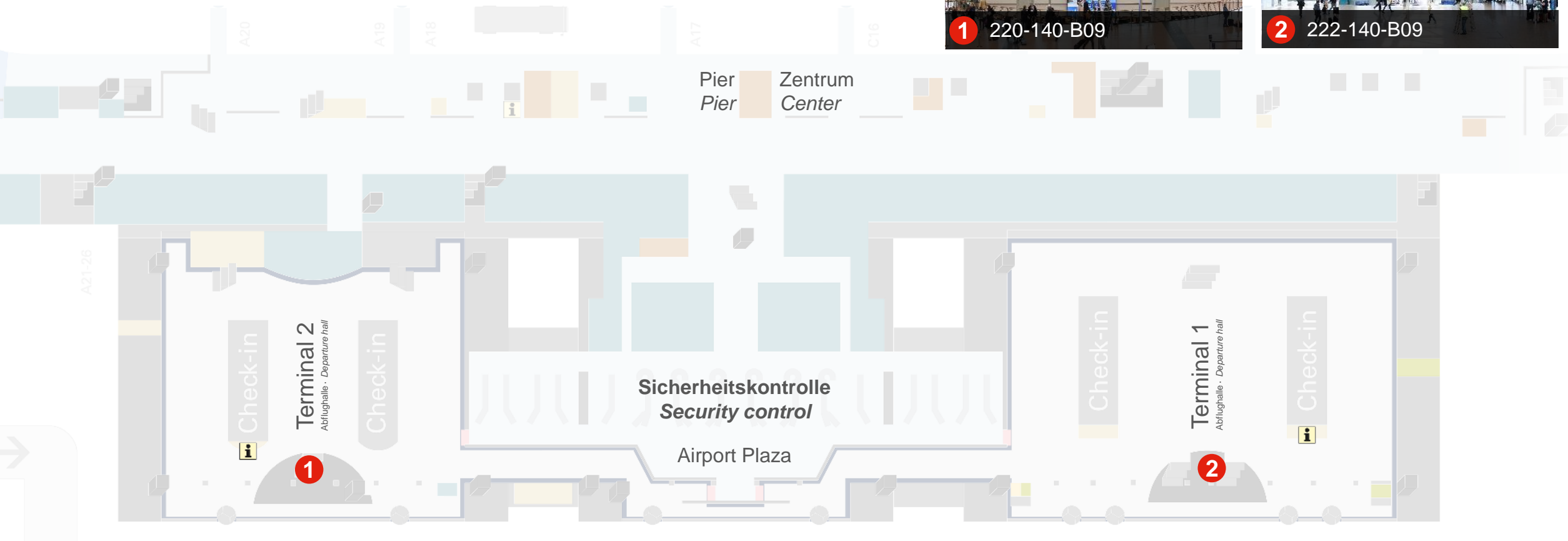
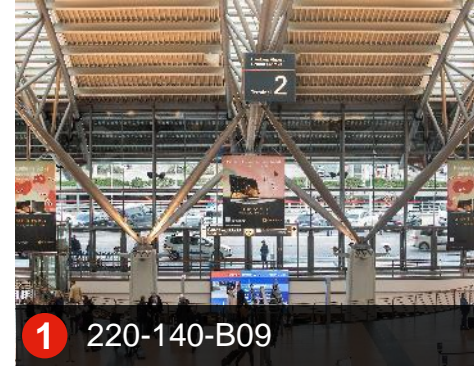
Ad format no.	Location	Details	Price
222-140-B09	Terminal 1, check-in hall	3 banners as a set, the central banner rotates	<b>€9,500 € / month</b>
220-140-B09	Terminal 2, check-in hall		

plus VAT, production and installation costs

**ANALOGUE**

# Mobile sky banners

Terminal 1 & 2, Departure



## ANALOGUE

# 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.



Ad format no.	Location	Details	Price
219-P00-S01	South Pier	5 banners as a package	€17,500 / month

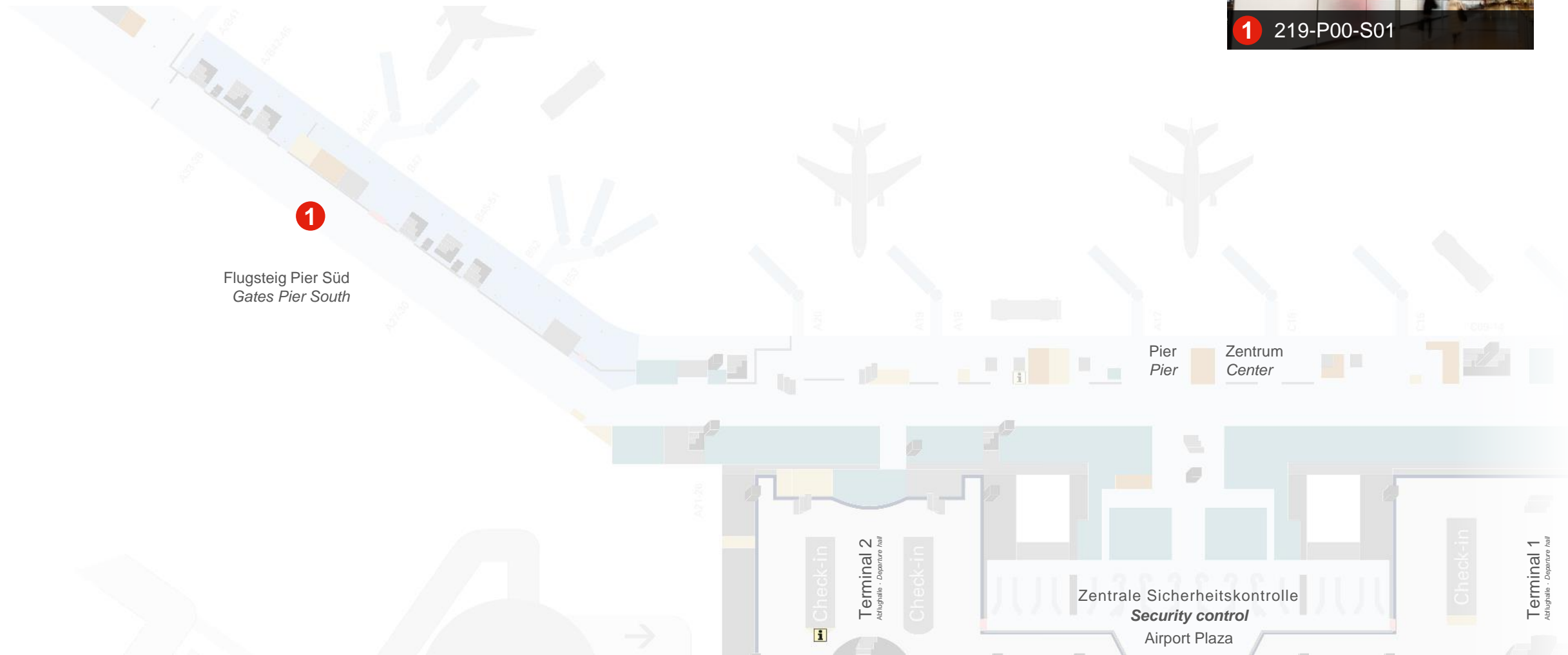
plus VAT, production and installation costs



**ANALOGUE**

# XXL banner

South Pier



## ANALOGUE

# Lightwall

## Airport Plaza, Baggage Claim

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.



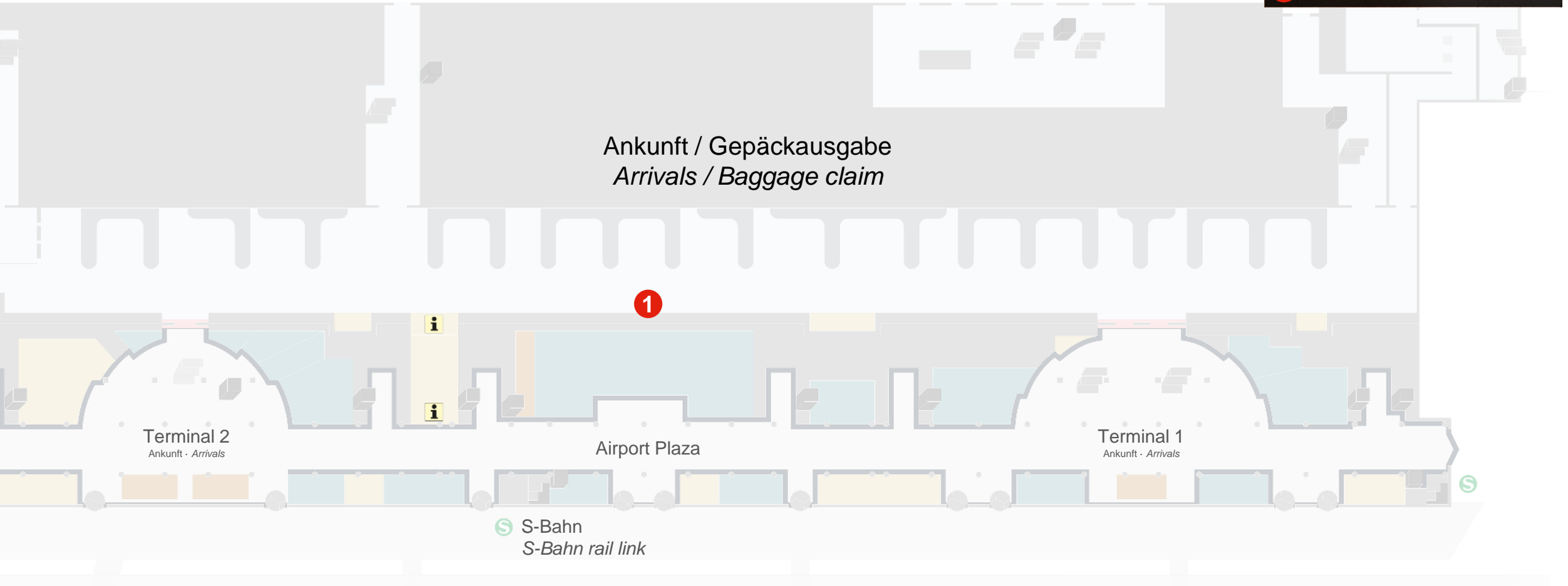
Ad format no.	Location	Details	Price
221-030-L01	Airport Plaza, baggage claim area	Stand alone ad space	€ 13,000 / month

plus VAT, production and installation costs

ANALOGUE

# Lightwall

Airport Plaza, Baggage Claim



## ANALOGUE

# Lightbox in size XL

## Pier

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



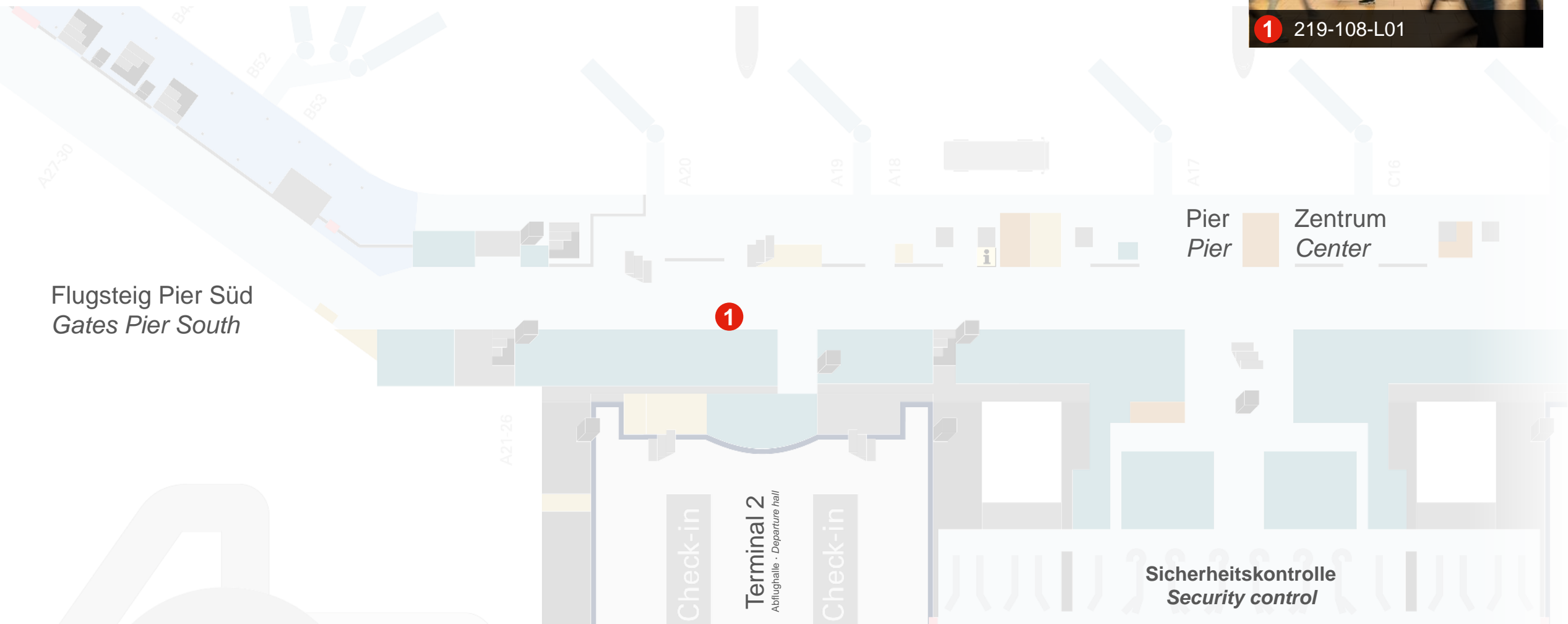
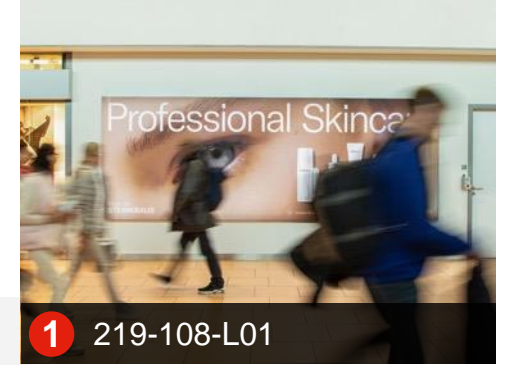
Ad format no.	Location	Details	Price
219-108-L01	Pier, near Terminal 2 and the Lufthansa Lounge	Stand alone ad space	€10,000 / month

plus VAT, production and installation costs

**ANALOGUE**

# Lightbox in size XL

Pier



Flugsteig Pier Süd  
Gates Pier South

## ANALOGUE

# Lightbox in size XL

## Terminal 1, Baggage Claim

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



Ad format no.	Location	Details	Price
222-030-L01-L04	Terminal 1, Baggage Claim	4 x lightboxes in XL as a package	<b>€12,500 / month</b>

plus VAT, production and installation costs

**ANALOGUE**

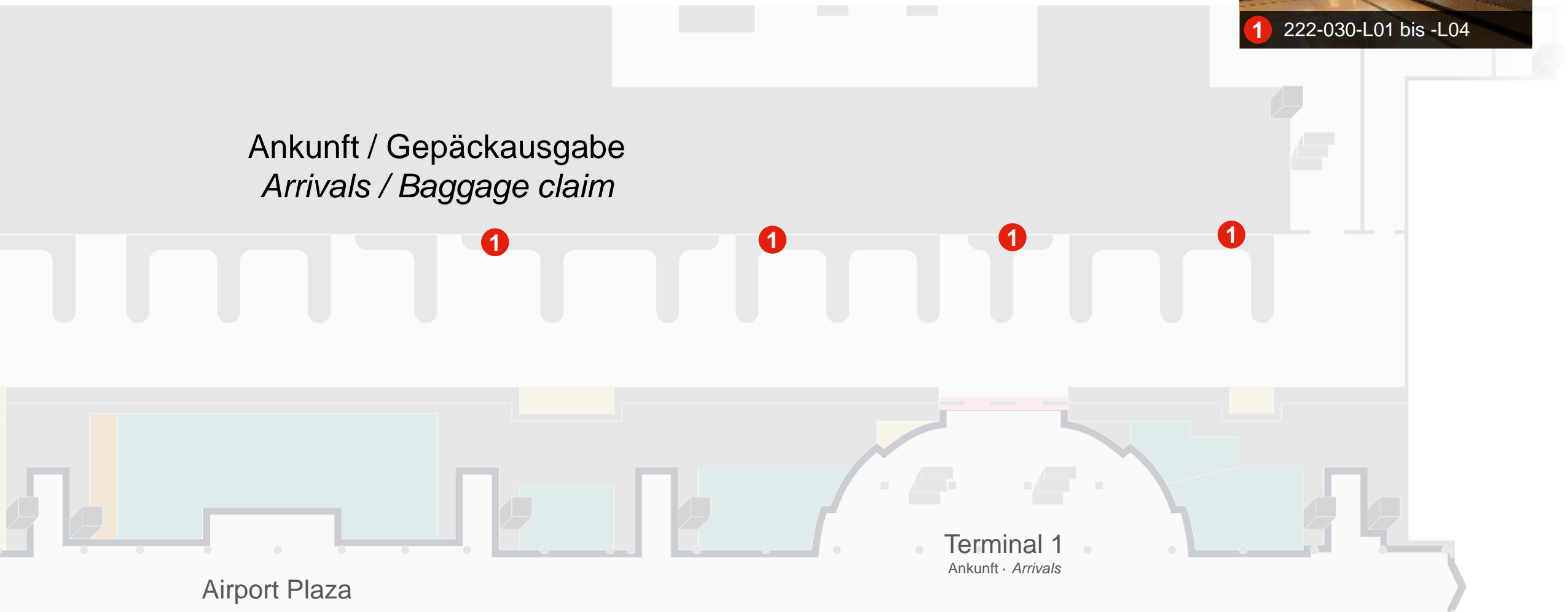
# Lightbox in size XL

Terminal 1, Baggage Claim



1 222-030-L01 bis -L04

Ankunft / Gepäckausgabe  
*Arrivals / Baggage claim*



Airport Plaza

Terminal 1  
Ankunft · Arrivals

## ANALOGUE

# Panorama Board

## Transition Baggage Claim – Terminal 1 & 2

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

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

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



### Landside (Public Area)

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



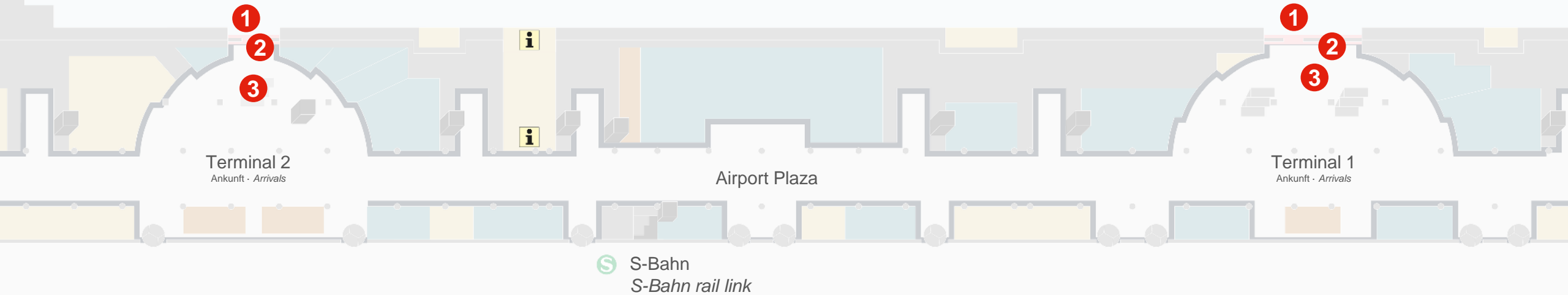
## ANALOGUE

# Panorama Board

Terminal 1 + 2, Transition Baggage Claim



Ankunft / Gepäckausgabe  
Arrivals / Baggage claim



## ANALOGUE

# LED backlit pillar posters

Arrivals level, public area

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



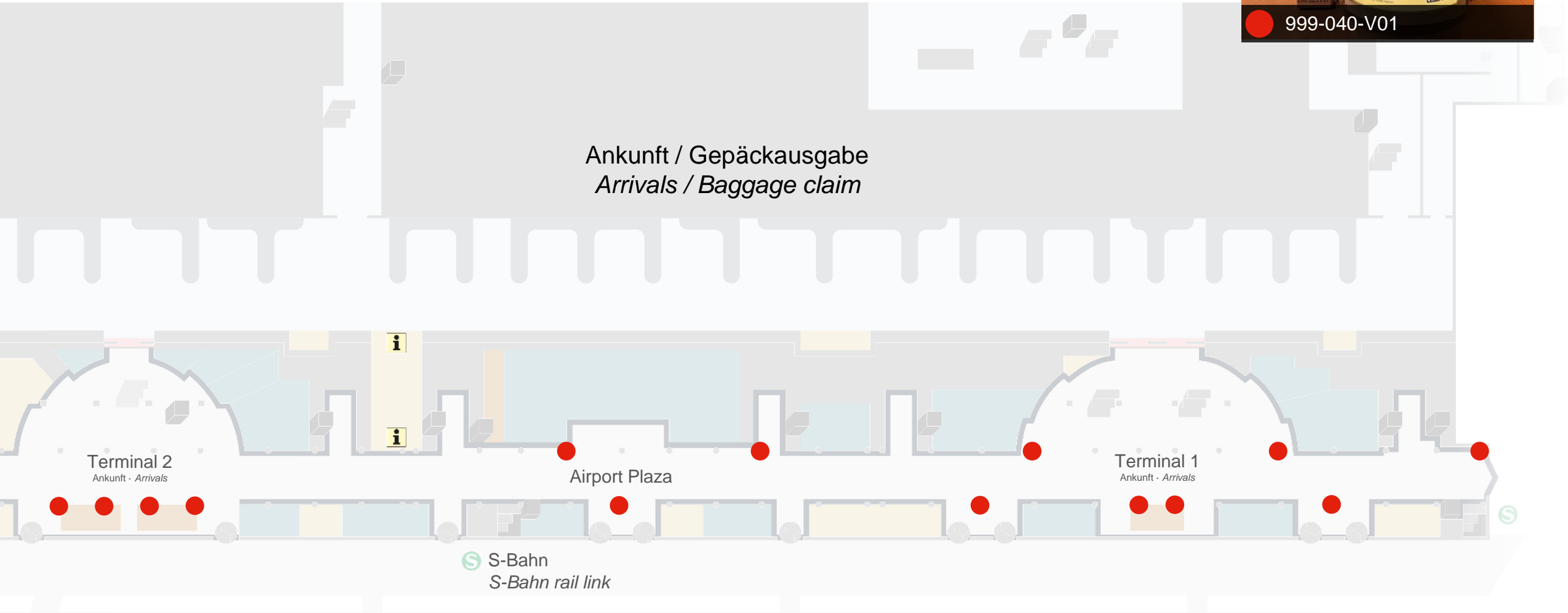
Ad format no.	Location	Details	Price
999-040-V01	Arrivals level, public area	Package with 23 pillar posters (18 double-sided, 5 single-sided)	€4,800.- / month

plus VAT, production and installation costs

**ANALOGUE**

# LED backlit pillar posters

Arrivals level, public area



## ANALOGUE

# SkyWalk

## North Pier

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



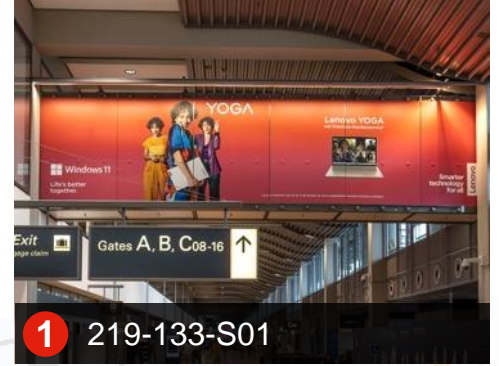
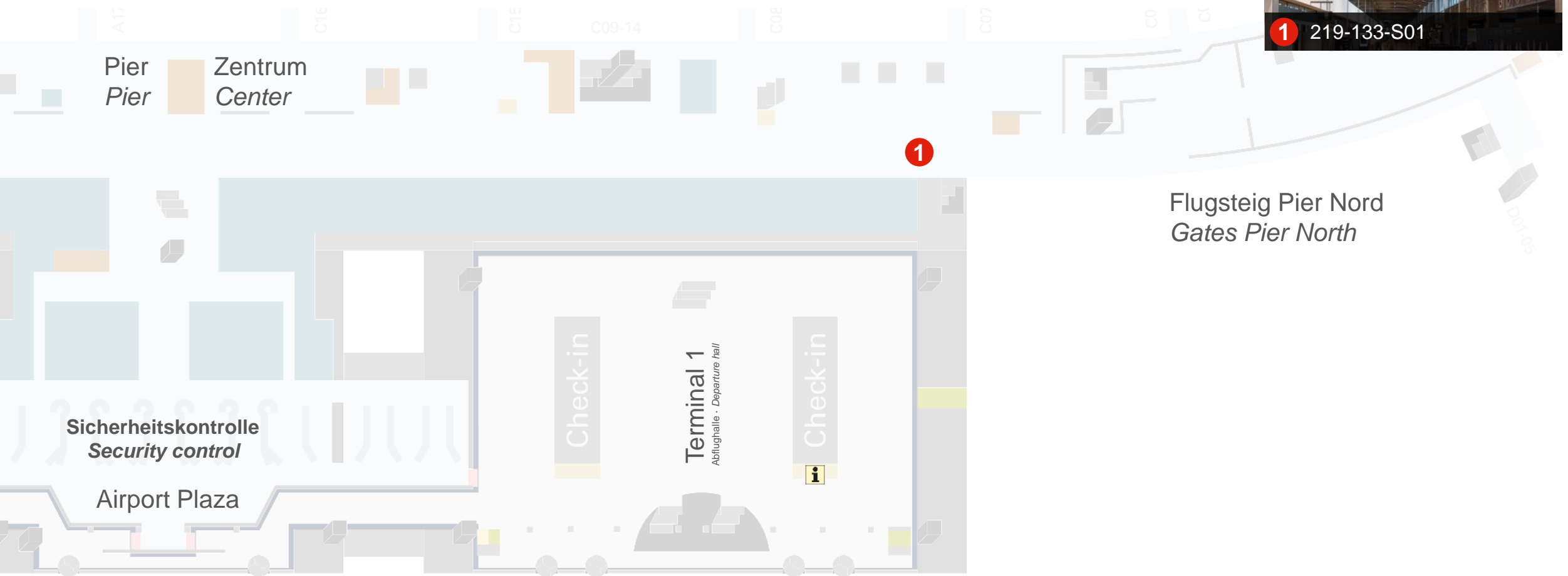
Ad format no.	Location	Details	Price
219-133-S01	North Pier	9.4 x 2.4 metres per side	€10,000 / month

plus VAT, production and installation costs

ANALOGUE

# SkyWalk

North Pier



## OUTDOOR

# Megaposter

## Outside Hamburg Airport in Size XXL

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

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

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

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

### Top 3 of Hamburg's largest megaposters



353-PH1-A01

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

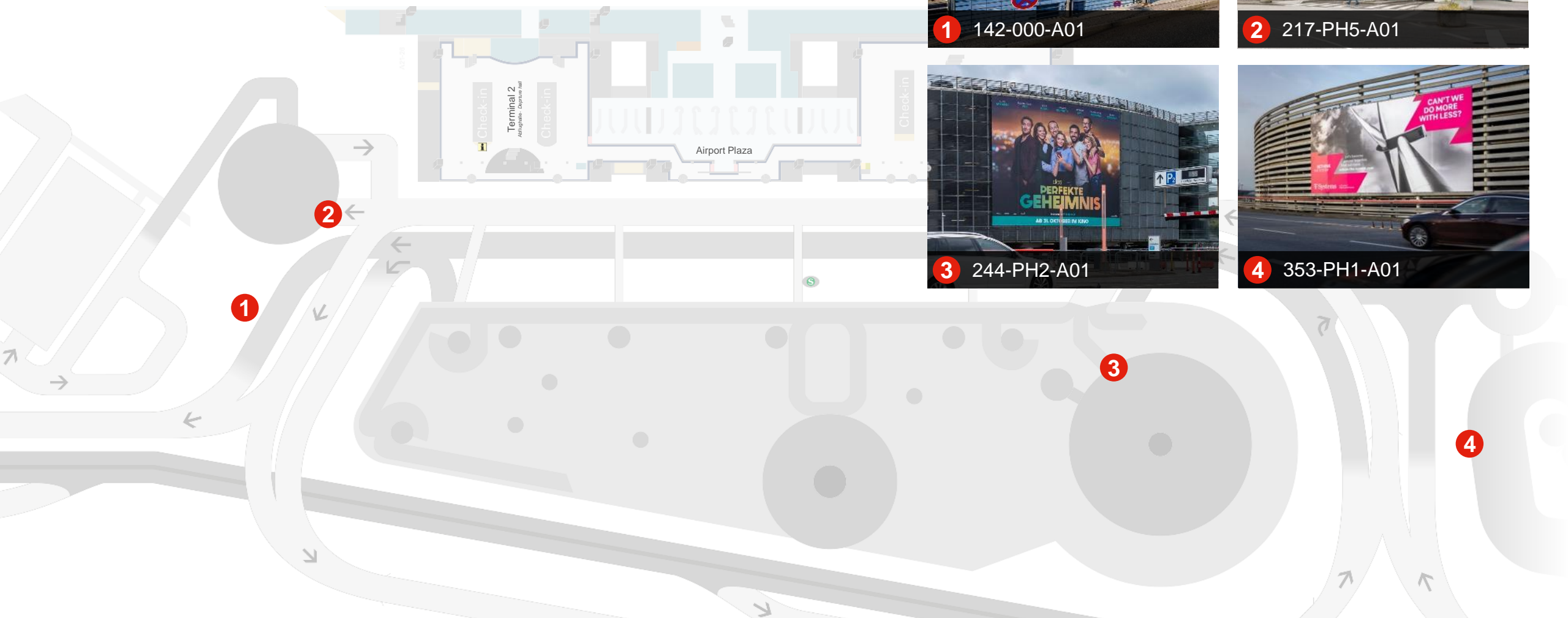
plus VAT, production and installation costs

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

**OUTDOOR**

# Megaposter

Car parks outside



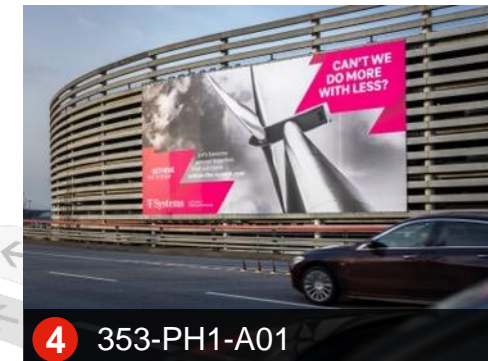
**1** 142-000-A01



**2** 217-PH5-A01



**3** 244-PH2-A01



**4** 353-PH1-A01

# DIGITAL





## DIGITAL 14

# Staging brands digitally in the Digital 14 Network

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

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

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

All passengers at Hamburg Airport can be reached with just one booking.

[Details](#)



# 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.

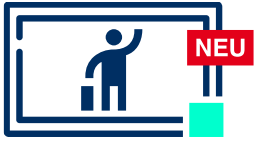


**ARRIVAL VIEW:** One of the first things passengers will see after landing and entering the airport terminal is one of the 5 Arrival View video walls. The advertising media are positioned along the pier and the central exits to the baggage claim.



**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

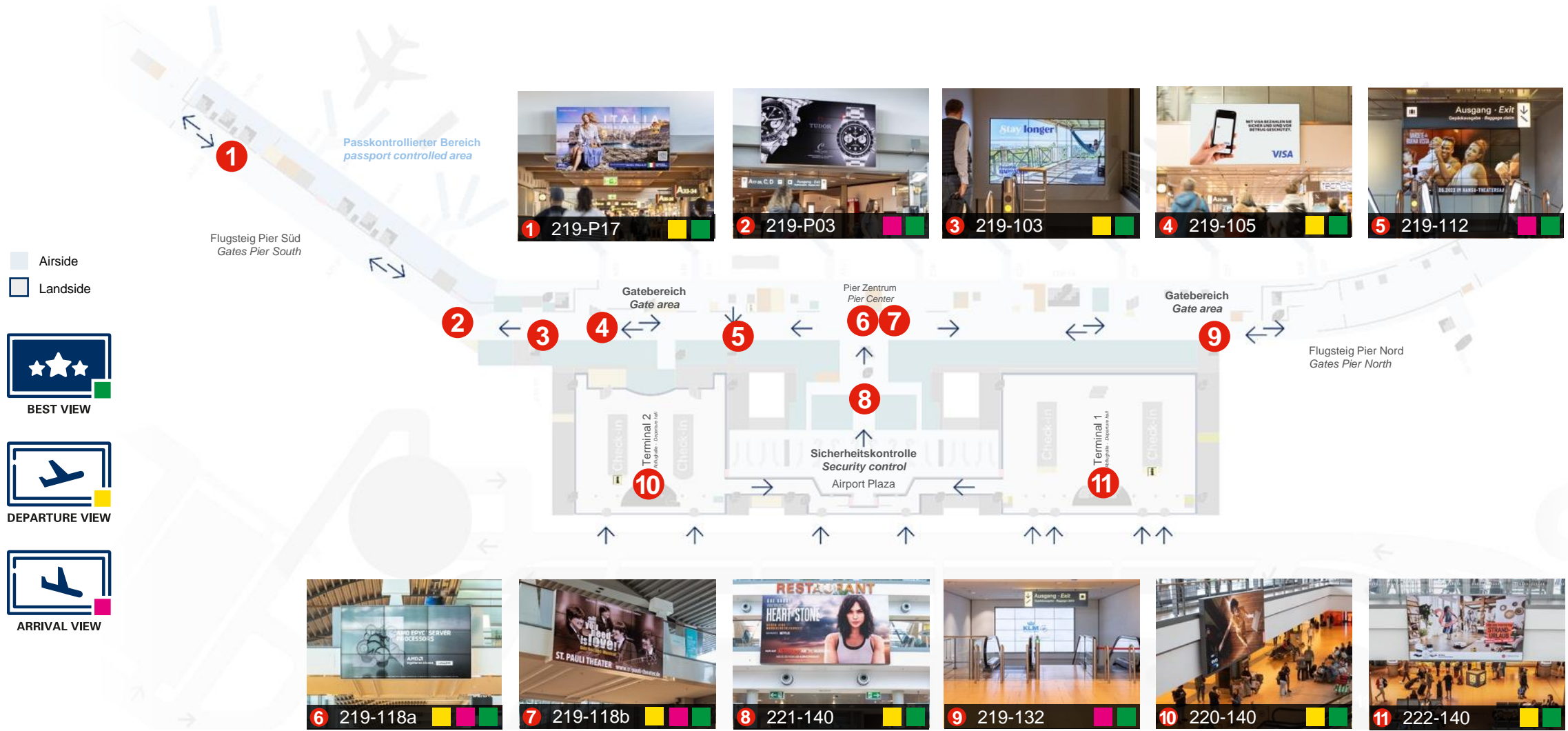


**WELCOME WALK:** 19 bi-faced displays with 38 screens (55 inches) are placed between the baggage carousels to attract attention. All screens are synchronized, which increases awareness even further. Arriving passengers have a high dwell time at this location. The Welcome Walk can be excellently combined, e.g. with the *Arrival Walk*.

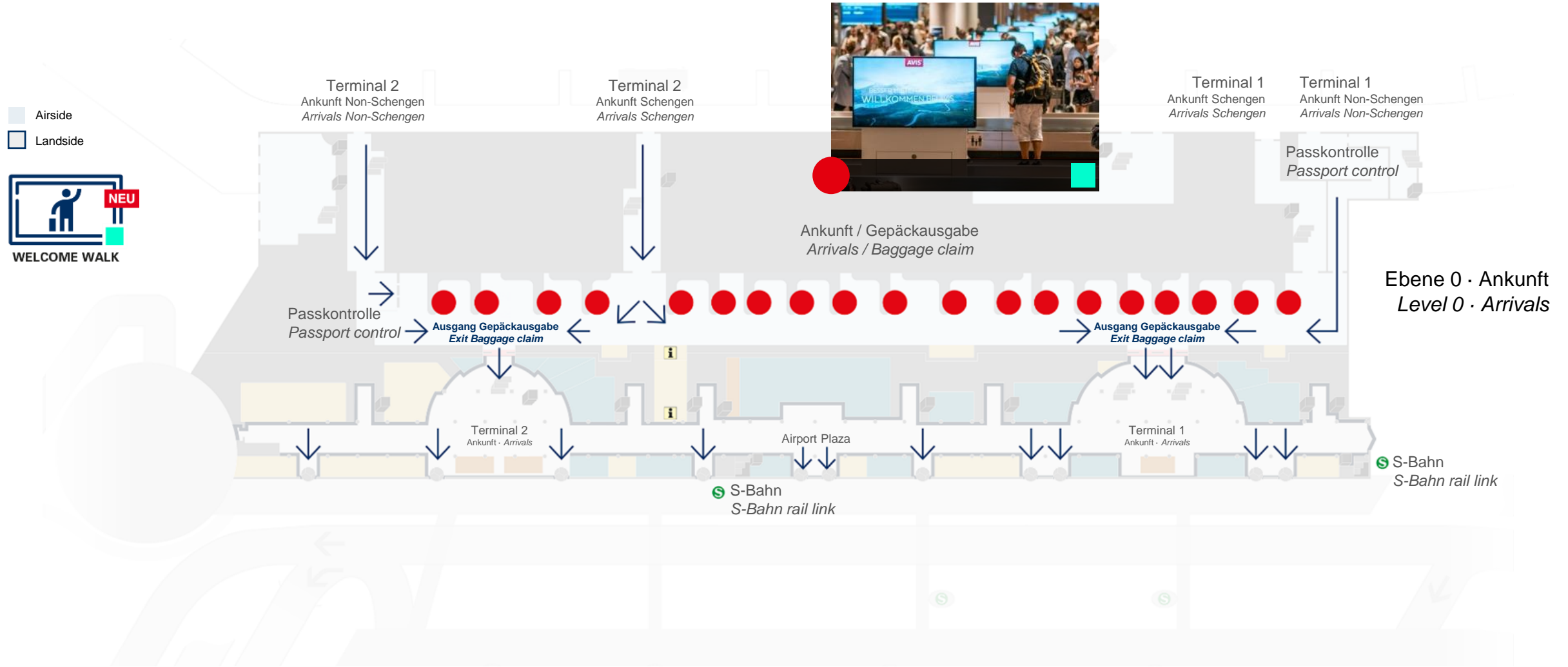
## How does the booking work in the Digital-14 network?

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



# Sitemap Welcome Walk Level 0 - Arrivals



# Prices 2024

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>€16,900 (10 sec)</b>
<b>Departure View</b>	Departing Passengers	3,840	8	67,000	<b>€12,900 (10 sec)</b>
<b>Arrival View</b>	Arriving Passengers	x 2,160	5	42,000	<b>€8,900 (10 sec)</b>
<b>Select View</b>	Booking individual Videowalls by agreement		1	8,400	<b>€2,800 (10 sec)</b>
<b>Welcome Walk</b>	Baggage Reclaim (can be combined with Arrival View)	55"	38	287,000	<b>€4,500 (10 sec)</b>

## General Notes:

- Media price minus 10% AC plus costs for data acceptance and testing: **€350 per motif**
- Booking varieties / length of commercial: 10 sec. - 60 sec. continuous loop
- Time: 4am - 0pm (Welcome Walk: 06am – 0pm), Monday till Sunday
- Technology: 4k or full hd

The "[General Terms and Conditions of Flughafen Hamburg GmbH for the Creation of Advertising Media and the Provision and Use of Advertising locations](#)" (as of September 2019) and the [Airport Usage Regulations](#) (as of September 2022) apply, errors excepted.

# SPECIALS



## SPECIALS

# Reach mobile audiences with HAM FREE WIFI PLUS

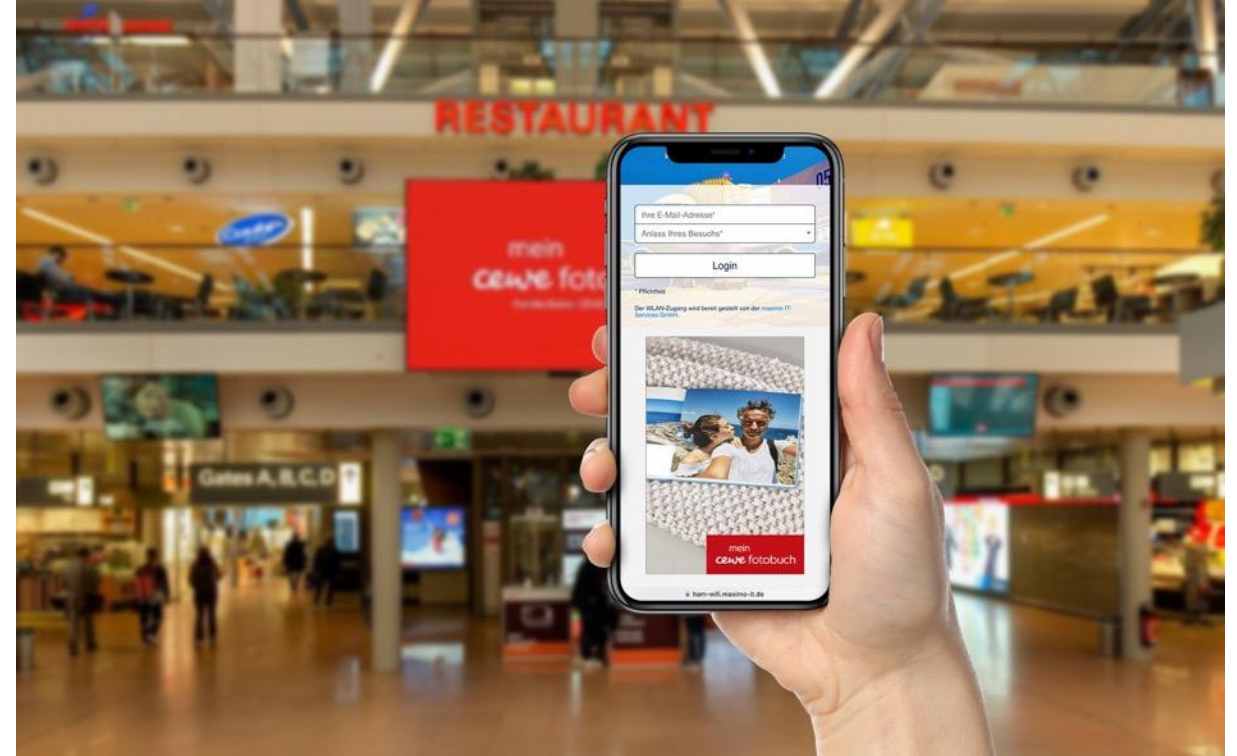
**Passengers, meeters and greeters, and airport staff:** As the exclusive sponsor of the WiFi network, the entire audience at Hamburg Airport can be addressed individually and thus highly efficiently.

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 - **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?**

[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...

## 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.



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 / month

plus VAT, production and installation costs

# REFERENCES



## REFERENCES

# Fisker

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.**



Photos: Michael Penner

<b>Client</b>	Fisker Group Inc
<b>Location</b>	Airport Plaza, Departure
<b>Media</b>	Product presentation / Digital 14, Plaza Window
<b>Time period</b>	April 2022



## REFERENCES

# IWC

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

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!



Photos: Michael Penner

<b>Client</b>	IWC
<b>Location</b>	Baggage claim, Airport Plaza
<b>Media</b>	Light Wall, Select View, Welcome Walk
<b>Time period</b>	May 15th-June 15th 2022

**IWC**  
SCHAFFHAUSEN

## REFERENCES

# 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.



Photos: Michael Penner

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

# Lenovo

## REFERENCES

# Canusa

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

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

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



Photos: Michael Penner

<b>Client</b>	Canusa
<b>Location</b>	Terminal 1 & 2, Security Checkpoint, Baggage Claim, Pier Arrivals/Departures
<b>Media</b>	Best View, Welcome Walk, Light Wall, Column display case
<b>Time period</b>	March-December 2022



## REFERENCES

# 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 July 4<sup>th</sup> to August 14<sup>th</sup> 2022 and the autumn vacations from October 3<sup>rd</sup> to 30<sup>th</sup> 2022 as well as the Departure View from July 10<sup>th</sup> to August 05<sup>th</sup>.

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.



Photos: Michael Penner

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



# PARTNER





**PARTNER**

## Our Partners



Specialist for digital advertising networks

### **Cittadino**

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

**Contact person: Simone Podlich**

Telephone: +49 (0)211 90295443

E-Mail: [simone.podlich@cittadino.de](mailto:simone.podlich@cittadino.de)

Web: [www.cittadino.de](http://www.cittadino.de)



Out-of-Home meets Digital Display

### **Intelligent Track Systems**

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

**Contact person: Jason Scott-Lewis**

Telephone: +34 657 618 857

Web: [www.intelligenttracksystems.com](http://www.intelligenttracksystems.com)



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](mailto:sales@iqdigital.de)

Web: [www.iqdigital.de](http://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](mailto:info@media-frankfurt.de)

Web: [www.media-frankfurt.de](http://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](mailto:koop@outsitemedia.de)

Web: [www.outsite-media.de](http://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](mailto:stephan.von.naguschewski@walldecaux.de)

Web: [www.walldecaux.de](http://www.walldecaux.de)

# SERVICE



## SERVICE

# Event schedule Q1 + Q2 2024

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

Changes and errors excepted

■ Business
 ■ Sports
 ■ Culture

## SERVICE

# Event schedule Q3 + Q4 2024

EVENT	DATE	VISITORS	DESCRIPTION	CYCLE
Hamburg Water World Triathlon	13.-14.07.	300.000	Largest triathlon in the world, part of the International Triathlon Union world series.	annual
Hamburg European Open	15.-21.07.	100.000	European tennis tournament in Hamburg since 1892	annual
Wacken Open Air	31.7.-03.08.	85.000	Annual metal concert in Wacken	annual
MS Dockville	16.-18.08.	60.000	Music and arts festival	annual
BEMER Cycclassics	08.09.	250.000	One of the largest cycling festivals in Europe	annual
Reeperbahn Festival	18.-21.09.	40.000	Europe's largest club festival	annual
Film Festival Hamburg	26.09.-05.10.	40.000	Germany's largest film festival	annual

Änderungen und Irrtümer vorbehalten

Business  Sport  Kultur

# Holiday seasons 2024

FEDERAL STATE	WINTER	EASTER	WHITSUN	SUMMER	AUTUMN	CHRISTMAS
Hamburg	–	18.03. - 28.03.	21.05. - 24.05.	18.07. - 28.08.	21.10. - 01.11.	20.12. - 03.01.
Niedersachsen	–	18.03. - 28.03.	–	24.06. - 02.08.	04.10. - 19.10.	23.12. - 04.01.
Schleswig-Holstein	–	02.04. - 19.04.	–	22.07. - 30.08.	21.10. - 01.11.	19.12. - 07.01.
Mecklenburg-Vorpommern	05.02. - 16.02	25.03. - 03.04.	17.05. - 21.05.	22.07. - 31.08.	21.10. - 26.10.	23.12. - 06.01.

Änderungen und Irrtümer vorbehalten

## SERVICE

# Provision of photographic material

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

Delivery: Within three working days from the start of booking

Costs: Included with booking

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

Delivery: Within 14 days from start of booking

Costs: €350,00 / net  
From booking value of €10.000 / net free of charge

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

Costs: €600,00 / net



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

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

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

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

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

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

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

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

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

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

10. The "General Terms and Conditions of Flughafen Hamburg GmbH for the Creation of Advertising Media and the Provision and Use of Advertising locations" (as of September 2019) and the "Airport Usage Regulations" (as of September 2022) apply, errors excepted.

# Technical information | Print data processing | Production service

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



## SERVICE

# Technical information | Digital media | Production service

Digital media	Comments
Delivery:	Usually <b>5 working days before campaign launch</b>
Data transfer:	E-Mail: <a href="mailto:produktionservice@ham.airport.de">produktionservice@ham.airport.de</a> 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



## CONTACT

# Check-In

### Media Team

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