

Media Facts 2024

# Jet Bridges

September 2024

Production costs  
~~reduced~~  
FOR FREE\*



\*Applies to the first booking offer for a minimum term of 12 months until 31st March 2025

# Your brand in the worlds eye

Dear partners of Hamburg Airport,

Jet bridge advertising is one of the most traditional and effective forms of advertising at airports. These classics of airport advertising have survived all trends and have lost none of their **appeal** even in the digital age.

**The 16 jet bridges** with their double-sided advertising spaces cannot be overlooked. They are the first point of contact for arriving passengers and the last for departing travellers. The large glass facades offer an excellent view of the advertising banners from all gates, so that passengers have plenty of time to take in the advertising during check-in. There is hardly any competition, as the apron is virtually free of advertising.

The physical presence and the ability to create a deep emotional connection are invaluable advantages of this form of advertising. Studies show that analog advertising often

has a higher recall rate and a more intense impact on the audience. In the fast-paced airport environment, jet bridges offer a rest for the eyes and attract attention with their **durability** and tactile quality. In addition, they frequently appear in illustrated media coverage and often make it onto the front pages.

The jet bridges have recently been modernized, including the advertising technology: from film wrapping to banner covering. This reduces production and installation costs and enables **quick and flexible change of motifs**. Jet Bridge advertising is ideal for customers who want a permanent and eye-catching presence to reach an **international and affluent target group**.

We wish you inspiration and inspiring impulses.

Best regards,  
Your Hamburg Airport Media Team

# Reaching the right audience at the right moment

## Age

**42.0 years**

Average age

## Gender

**52.9%**

Female

**46.9%**

Male

**0.2%**

Diverse

## Duration of stay

**116 Min.**

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

## Frequency of travel

**55.8%**

of all passengers make 3-20 trips per year

## Purpose of travel

**21.6%**

Business travellers

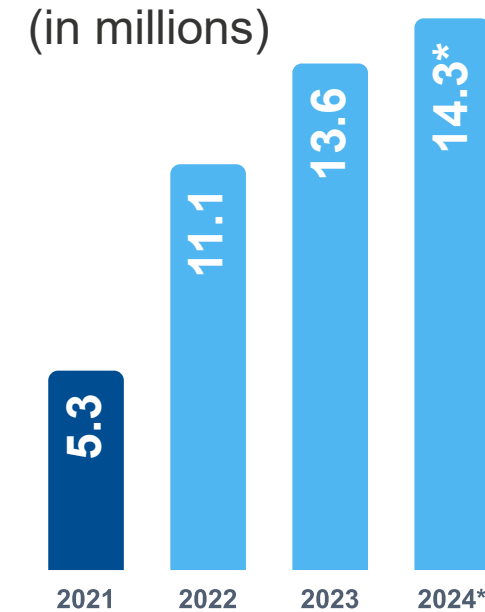
**77.5%**

Private travellers

**0.9%**

professional + private (Workation)

## Passenger figures (in millions)



## Purchasing power

**47.2%**

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

## Originating passengers

**99.1%**

of the guest's flight begins or ends in Hamburg

## Nationality

**66.8%**

are German citizens

Sources: Hamburg Airport, Passenger Survey HAM, 2024

\* Forecast

# You can't get more airport atmosphere!

- First and last contact for passengers at Hamburg Airport
- Virtually advertising-free environment
- Flexible change of motifs
- Ideal for a permanent eye-catching presence
- Reaches an international target group with high purchasing power

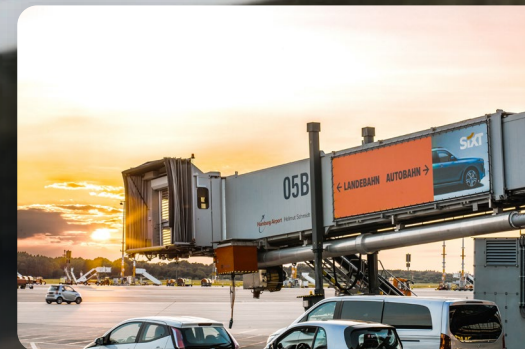
Ad format no.	Details	Price per month (net)
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219-FGB-A01	16 double-sided advertising spaces in XXL format PVC covering	€33,000.-
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plus VAT, production and installation costs

**STRONG PRESENCE**

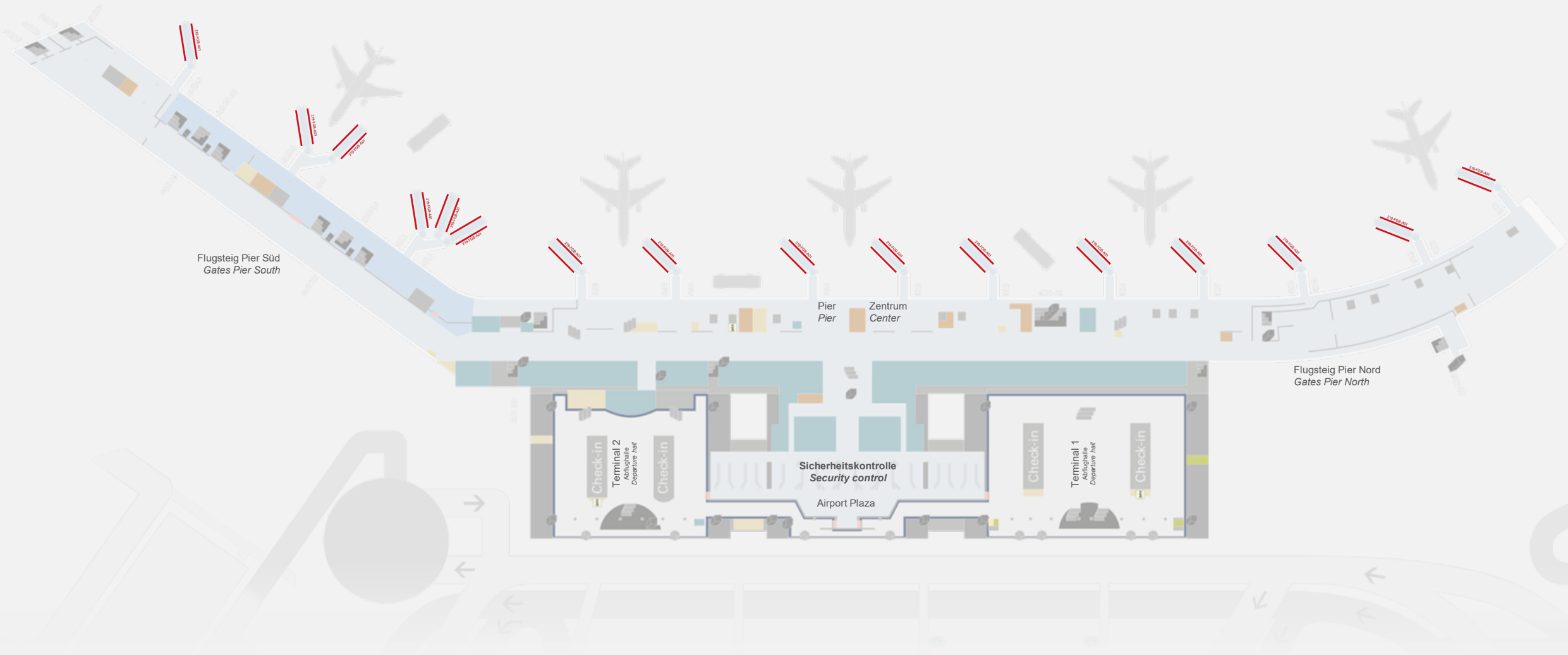
16 Jet Bridges with 32 advertising spaces





**OUTDOOR**

# Jet Bridges outside



## CONTACT

# Find out more about the attractive advertising opportunities at Hamburg Airport!

### Media Team

Flughafen Hamburg GmbH  
Center Management  
Flughafenstraße 1-3

22335 Hamburg

**Phone:** +49 (0)40-5075 3968

**Mobile:** +49 (0)173-231 60 42

**E-Mail:** [werbung@ham.airport.de](mailto:werbung@ham.airport.de)

**Web:** [media.hamburg-airport.de](https://media.hamburg-airport.de)



Jennifer Köpp



Stefanie Kistner



Olaf Jürgens



Mika Kunze

*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 June 2024) and the [Airport Usage Regulations](#) (as of September 2022) apply, errors excepted.*