

Special HAM Business Lounge View

NON Binding Cost Estimate
January 2025

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 **200,000 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:

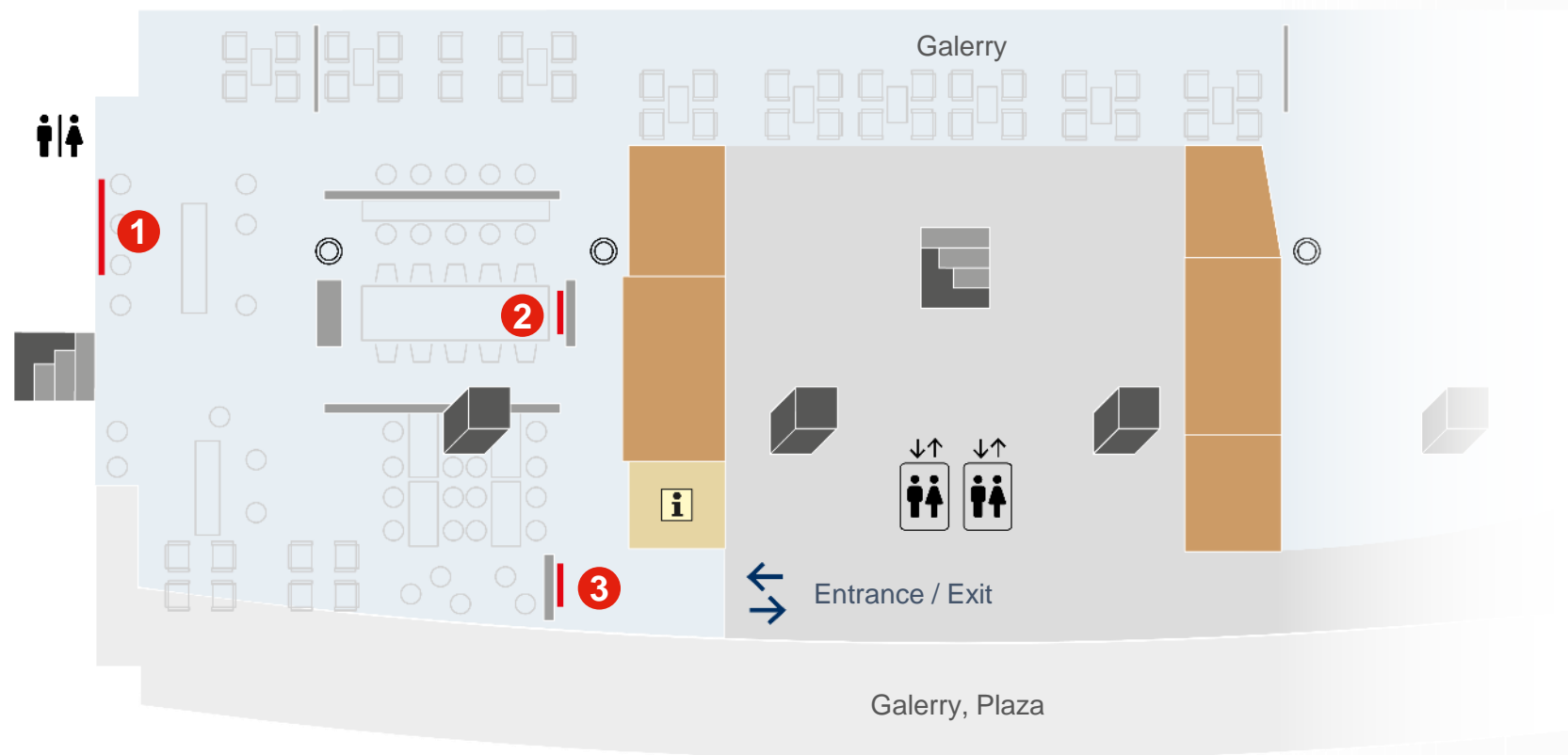
- Spot length: 10-second spot in a 60-second permanent loop
- Broadcast time: 04:00 - 0:00 Monday to Sunday
- Technology: 4k or Full-HD
- Size: 3.840 x 2.160 pixels
- Costs for data reception and checking: **€390 per motif**

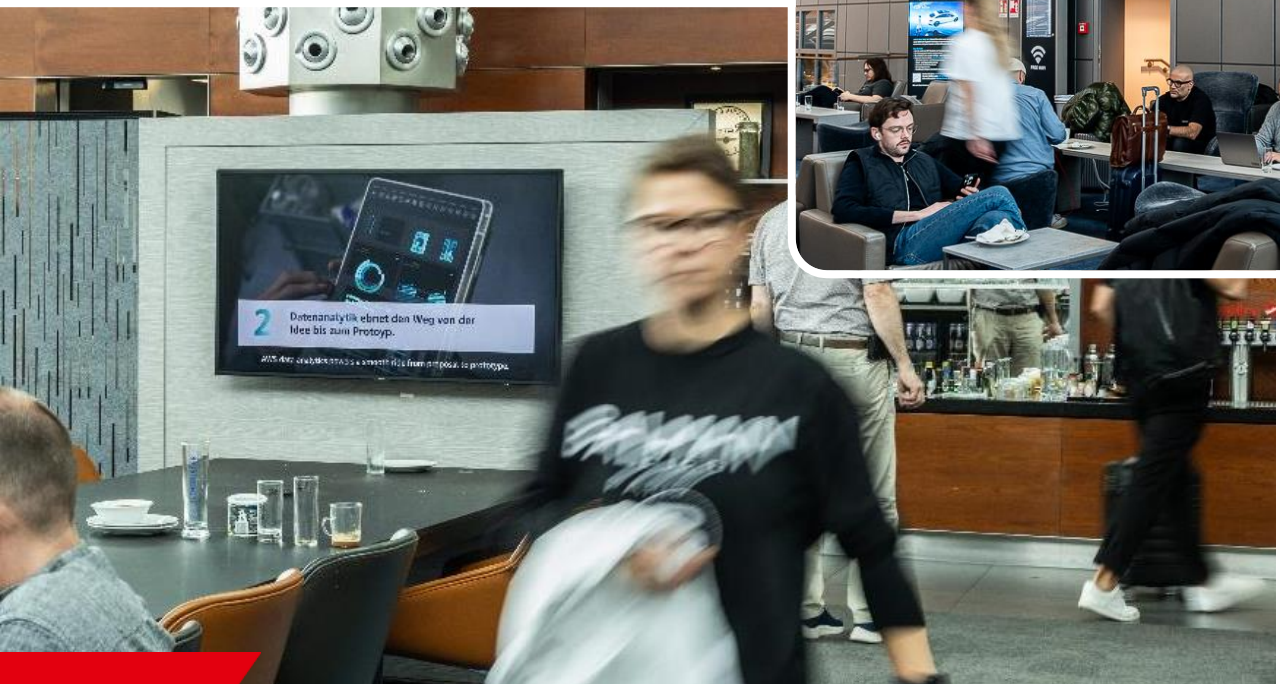
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Location	Number of spaces	Playback	Price per month
Hamburg Airport Lounge (Airside) 221-340-HD	3	Exclusive booking	€14,800 plus VAT

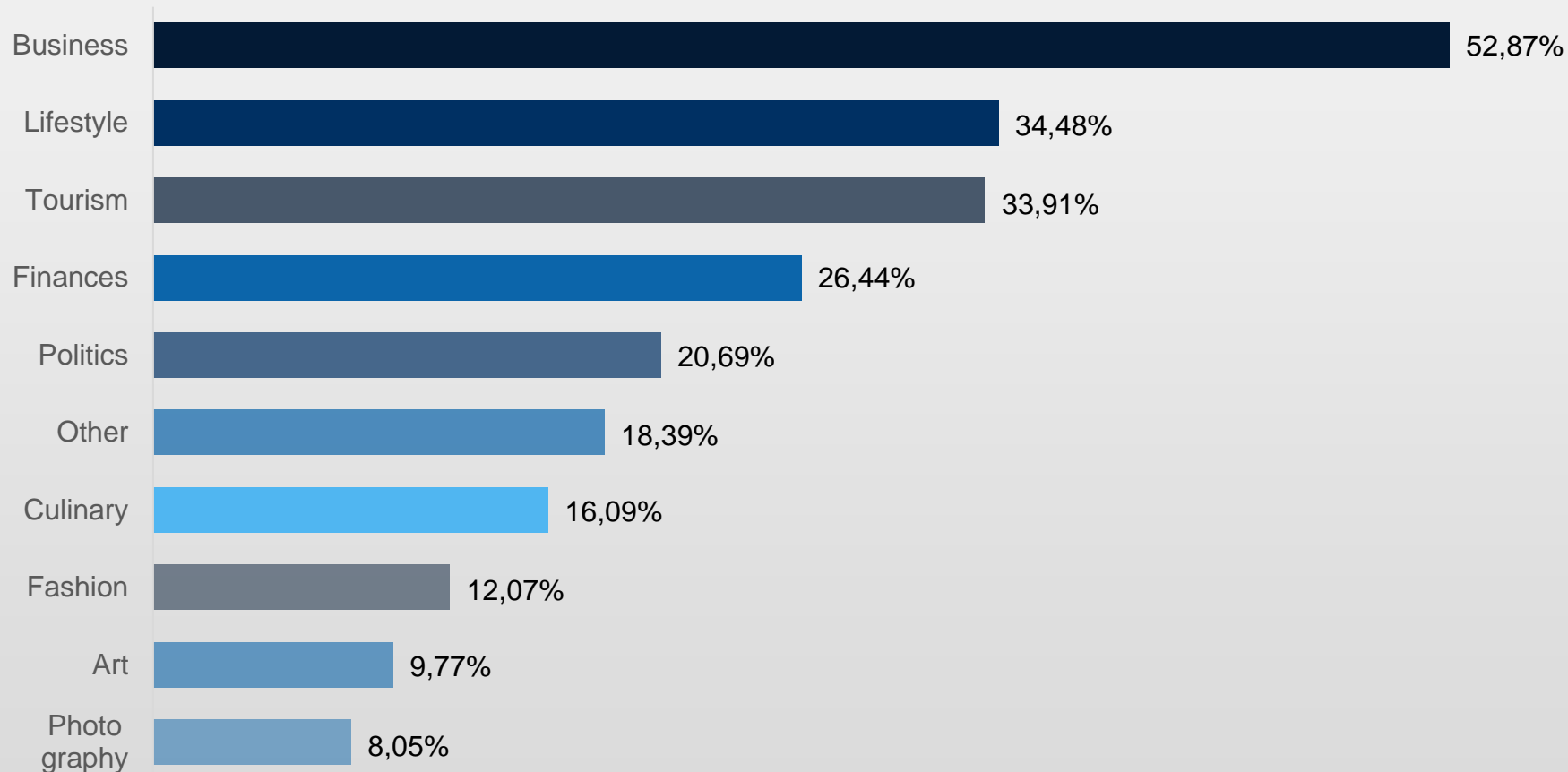
Sitemap Lounge View





Guests' interests in the Airport Lounge

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



Source: Hamburg Airport / Airport Lounge guest survey 2022

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.

Target Group Hamburg Airport Lounge

Age

31%

between 30
and 40 years

38%

between 40
and 50 years

Guests

17%

international

83%

from
Germany

57%

from the Hamburg
metropolitan area

Gender

72%

male
guests

28%

female
guests

Business

78%

Business people
and customers

99%

fly business class and/or have a high
frequent flyer status

High purchasing power

46%

with a monthly net income
of between €3,500 and €5,000

27%

with a monthly net income
higher than €5,000

Frequent customer

65%

fly more than 5 times a year
from Hamburg Airport

VIP Guests



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

Check-In

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