



AIRPORTMEDIA

MEDIA DATA 2024

FACTS

4 Campus

5 Facts

INDOOR

12 Lightboxes

14 Lightwalls

16 Banners

17 Foils

20 Exhibition Spaces

21 Site Plan

22 Price List

OUTDOOR

27 Large Banners

28 Flags

29 Boarding Bridges & Apron Buses

30 Site Plan

31 Price List



PROMOTION

- 33 Mobile Promotions
- 34 Promotion with Stand

DIGITAL

- 36 Digital Departure Network
- 38 Videowalls
- 41 Airport InfoNet

ONLINE

- 46 Desktop & Mobile Banner
- 47 Corporate Site
- 48 STRplus

SERVICE

- 49 Contact
- 50 Editor



CAMPUS

Stuttgart Airport

Stuttgart Airport is situated in Germany's strongest export state and has around 120 direct flight routes to important European hubs with transfer options all over the world.

More than 19 million people live in the catchment area for this international airport, which has the airport code STR. During the busiest periods of the year, as many as 50,000 business and private travellers take off from or arrive at STR every day.

They are greeted at the airport by more than 200 digital and analogue advertising spaces, including the new Digital Departure Network, Lightwalls and Large Banners with gigantic surfaces of up to 360 square metres.

👍 You can find more information on our advertising options at stuttgart-airport-media.com.



FACTS

Stuttgart Airport, located just 13 km from the city centre, is conveniently situated close to the A8 motorway and can also be reached via direct connections on the S-Bahn (overground rail) or U-Bahn (underground).

With 46 airlines that fly to 35 different countries, and up to 400 flights taking off or landing every day, it is considered to be one of Germany's top-performing single-runway airports.

In 2022, the airport was chosen as Europe's most punctual airport by the online platform statista. For 2023, the airport operating company is reckoning with 8.4 million passengers, and more than 9.0 million passengers are expected at STR in 2024. The airport offers them around 3,000 m² of restaurants and cafés, and 6,000 m² of shops.

There are more than 300 companies and official authorities based on the campus and the Stuttgart Trade Fair is also within walking distance, with around 120,000 m² of exhibition space.



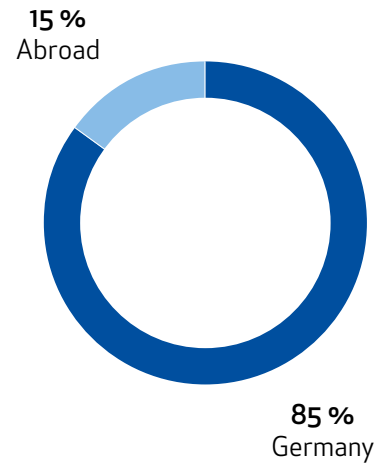
FACTS

Structure of target groups

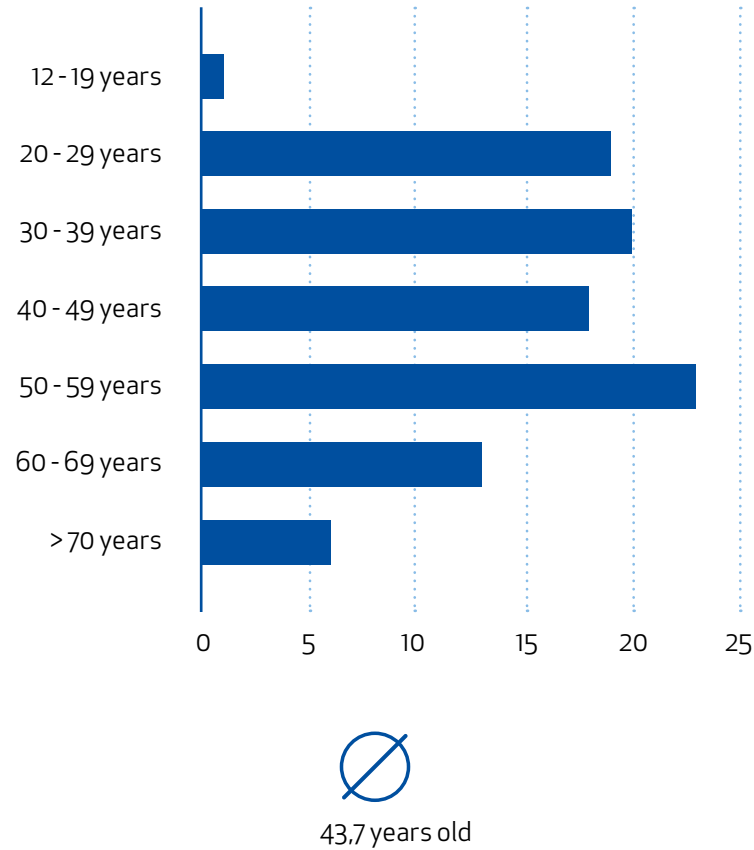
Gender



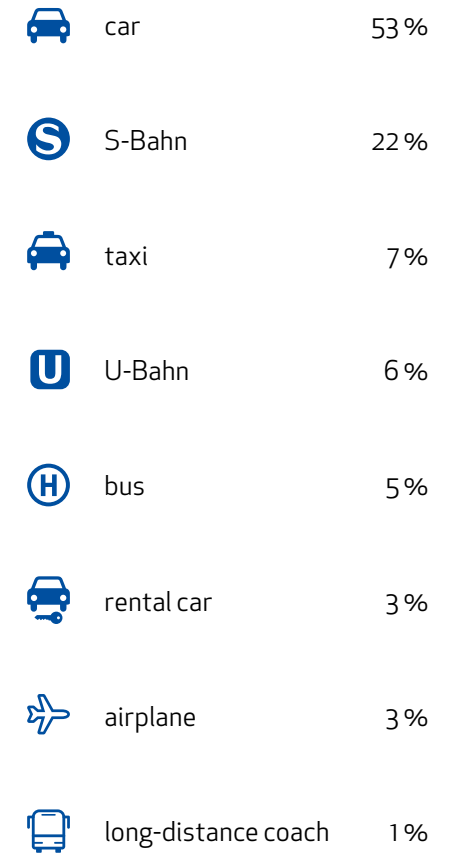
Country of residence



Age in %



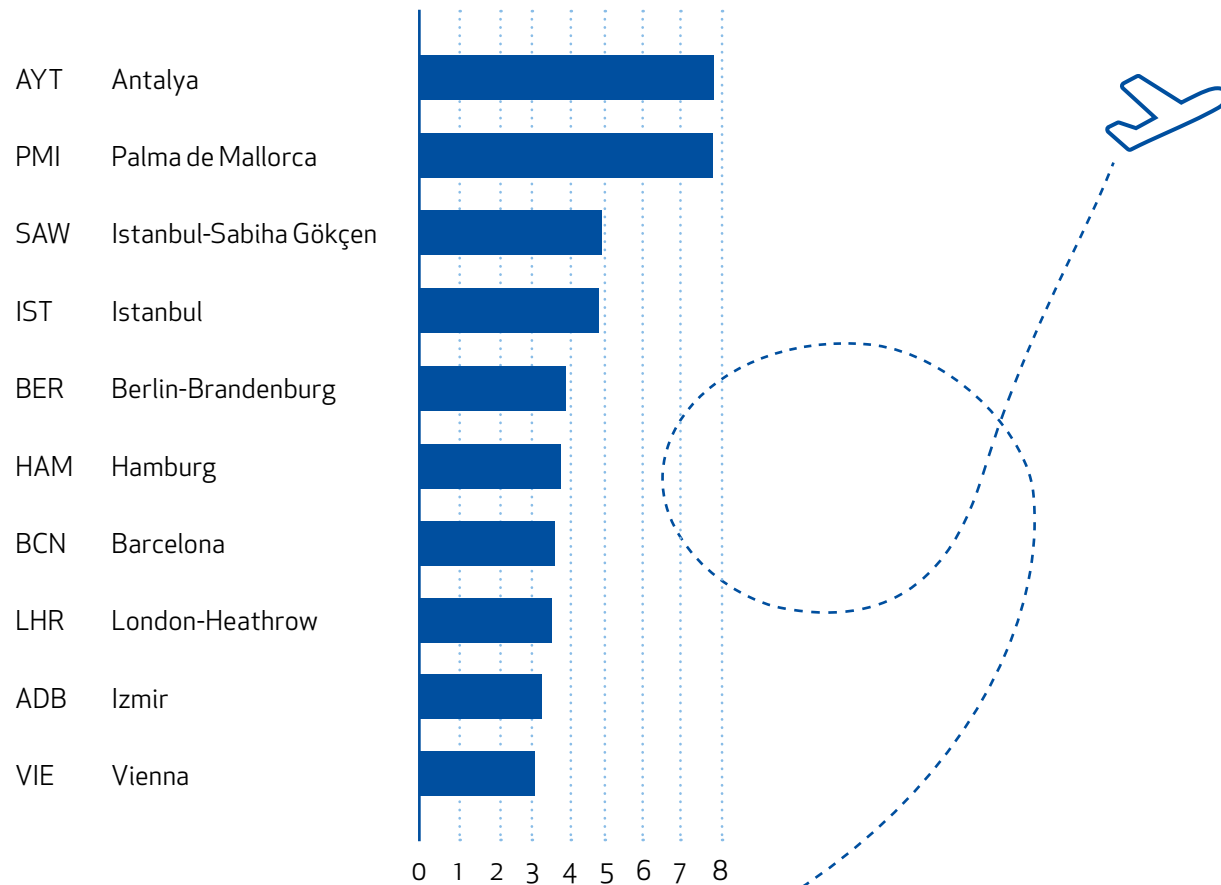
Arrival



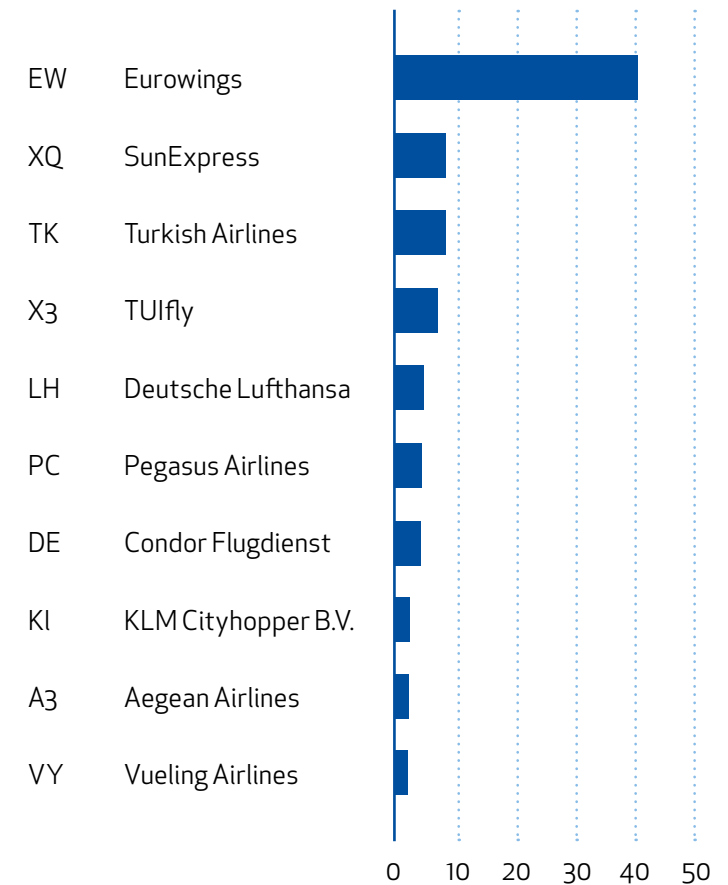
FACTS

Structure of target groups

Passengers according to destination (Top 10) in %



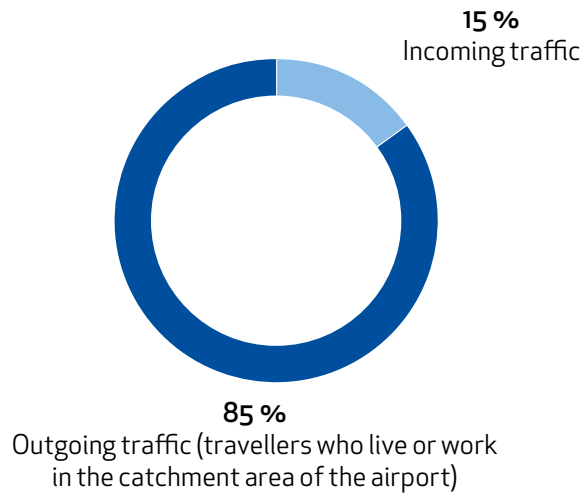
Passengers according to airline (Top 10) in %



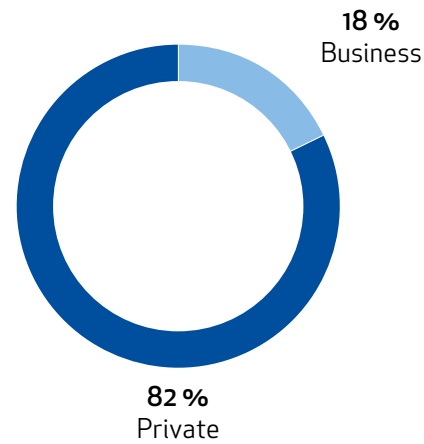
FACTS

Structure of target groups

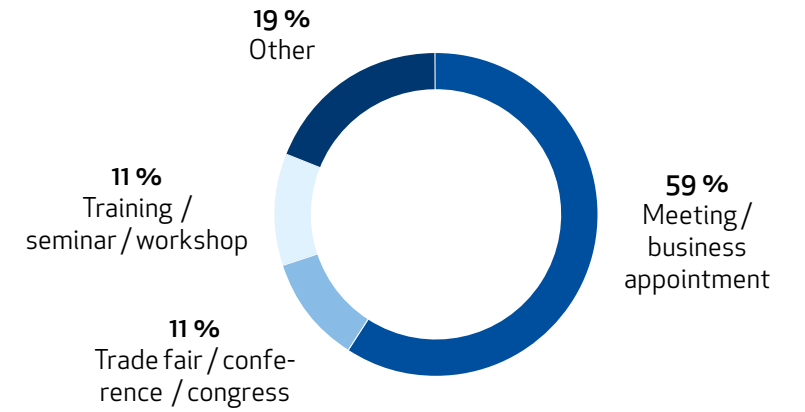
Passenger volume



Reason for journey in %



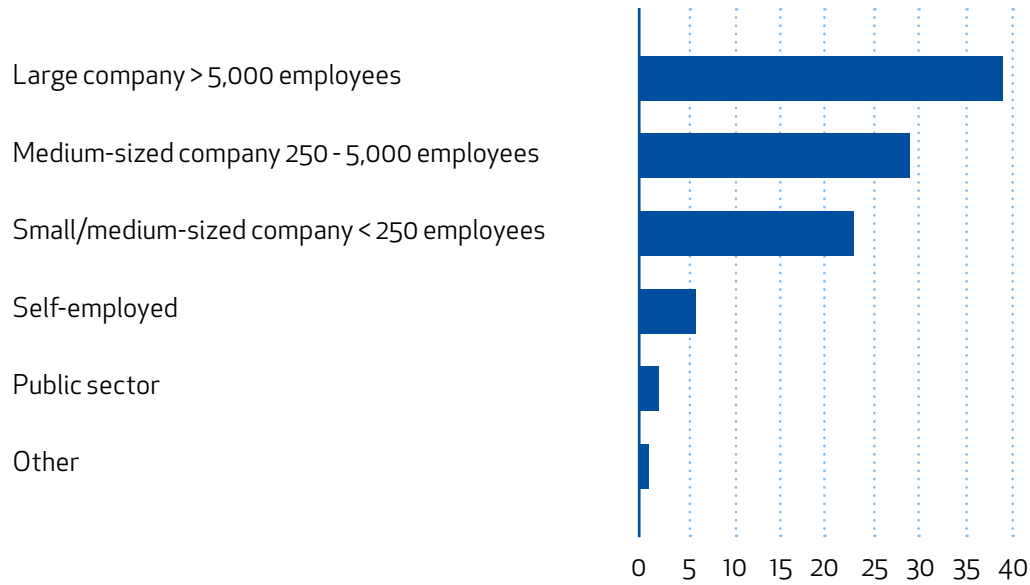
Reason for journey of business travellers



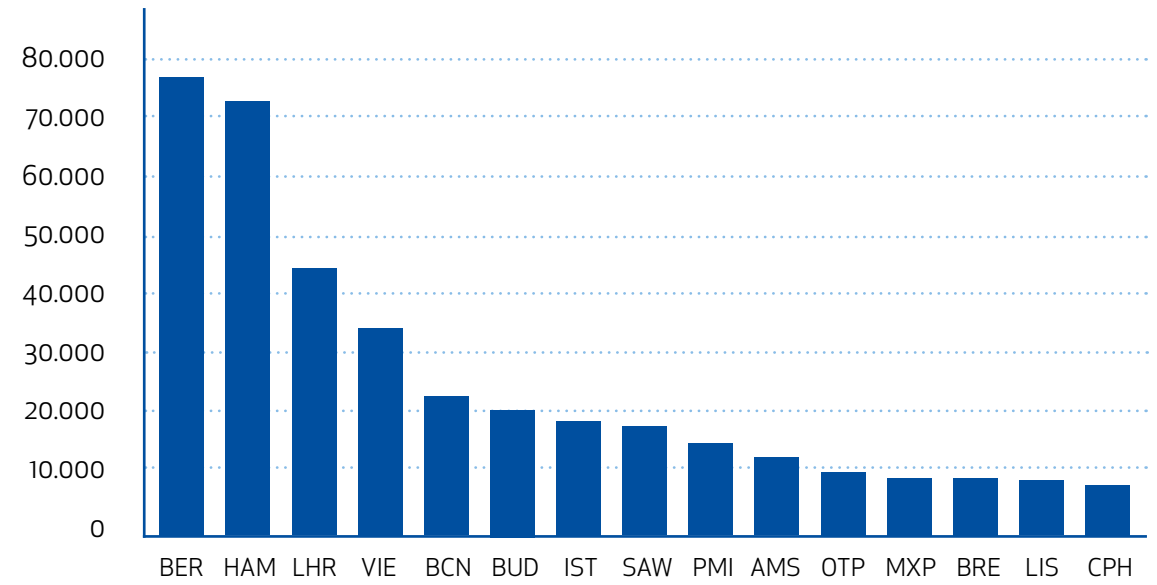
FACTS

Structure of target groups

Company size of business travellers in %



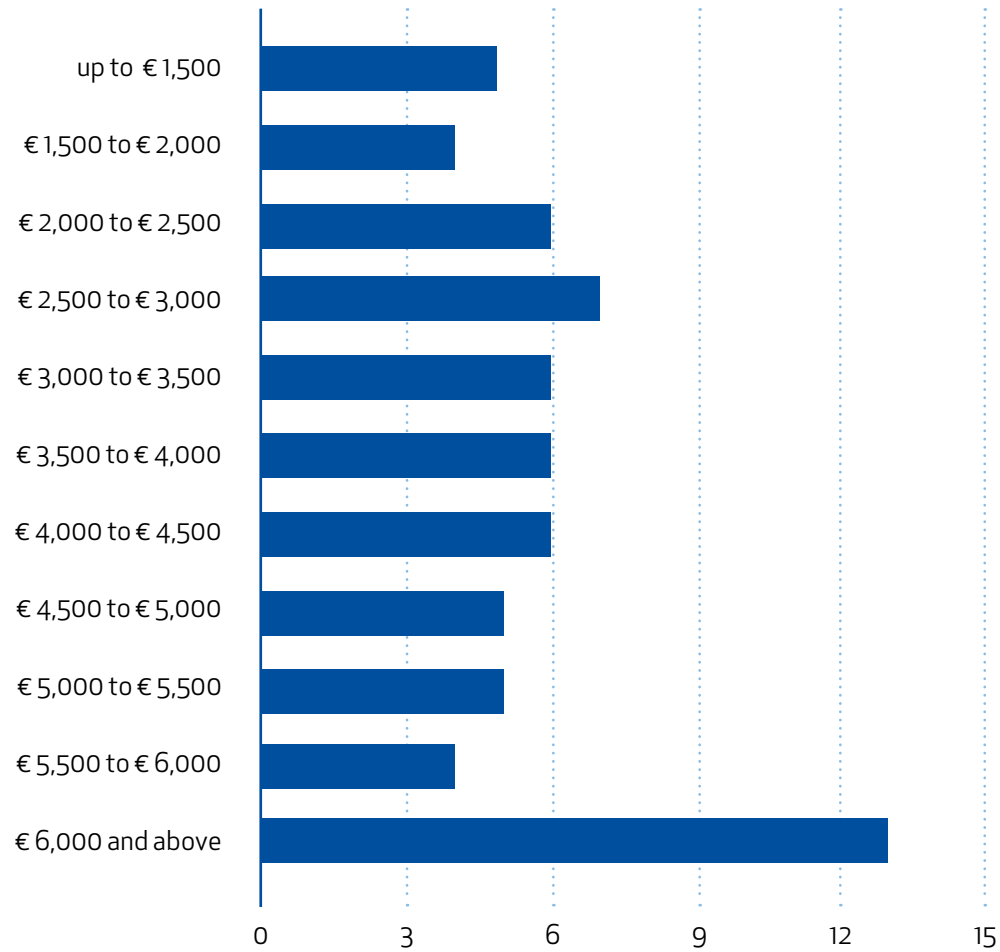
Most frequent destinations of business travellers



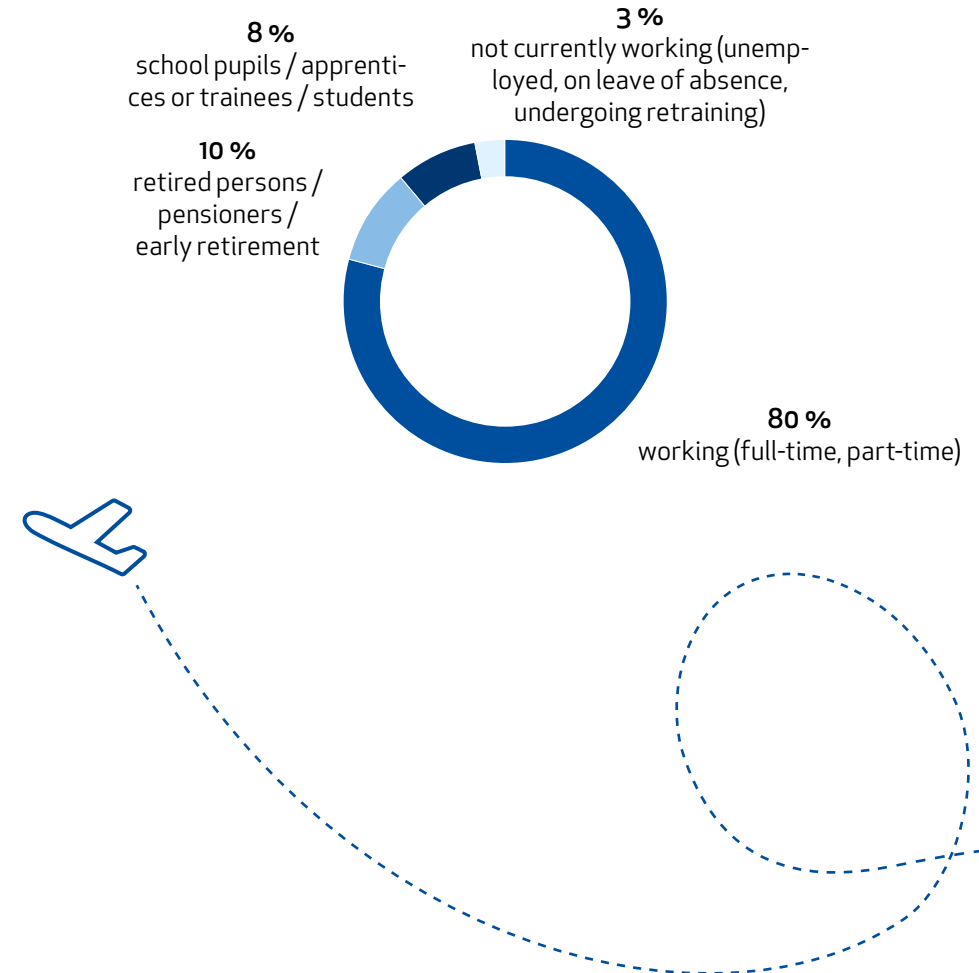
FACTS

Structure of target groups

Household monthly income (net) in %



Occupation in %



INDOOR

IF YOU **ADVERTISE**
HERE, YOU WILL BE
SEEN.

Draw attention to your brand with our indoor advertising spaces in an attractive environment and be seen by both visitors and passengers.

You can't get closer to them than this!



LIGHTBOXES

Get noticed

With their LED backlighting, our light boxes are particularly good at catching people's attention.

Sited in high-traffic locations in the terminals, they really stand out and help you to reach your target group with precision: before take-off, after the security checks, at the baggage reclaim area, or at the gates.

Your advertising visuals can be reinserted and then removed again for several flights, all in one booking. During advertising-free times, we are happy to store your visuals ready for the next „flight“.

Our classic formats:

- 2 m (w) x 2 m (h)
- 4 m (w) x 2 m (h)
- 6 m (w) x 2 m (h)

⚙️ SPECIFICATION

Frameless tensioning system

🕒 MINIMUM BOOKING

1 month





more information
here:
[stuttgart-
airport-media.com](http://stuttgart-airport-media.com)



Kinderwagen und
Buggles and bulky
←
←

LIGHTWALL

Terminal 1

Welcome to Stuttgart! Our lightwall **Pos. 1.2.81** in the entrance area of Terminal 1 is an absolute premium product.

This exclusive, high-traffic location (Arrivals corridor for domestic /Schengen flights) guarantees an especially high level of contact with your target group. Treat yourself to 30 metres of top-class brilliance with the latest LED technology.

- ⚙️ **SPECIFICATION**
Frameless tensioning system
- 🕒 **MINIMUM BOOKING**
1 month





LIGHTWALL

Terminal 3

Welcome incoming passengers as they arrive in Terminal 3 with our lightwall **Pos. 3.2.05**. A strong presence and guaranteed to be in the line of vision of your target group with two exclusive front sections. This high-traffic location (Arrivals corridor for domestic/Schengen flights) stands out with exceptionally vibrant and rich colours through the use of the latest LED technology.

Accompany incoming passengers as they take the long walk to the baggage reclaim area and use this opportunity to maintain a high degree of contact with your target group.

-  **SPECIFICATION**
Frameless tensioning system
-  **MINIMUM BOOKING**
1 month



BANNER

Unmissable

Our large format banners made from PVC film or flag fabric are positioned in central, high-traffic areas within the airport.

With their highly exposed position, they achieve a good degree of reach and have a particularly lasting impact.

An advertising space of up to 33 m² gives your messages a brilliant outlook.

Position 3.3.41, for example, offers you an especially eye-catching site, directly in front of the security checks in Terminal 3. You can place up to 10 banners here, integrated into the impressive architecture of the steel tree framework.

SPECIFICATION

PVC film or flag fabric

Fire prevention standard DIN EN 13501-1

MINIMUM BOOKING

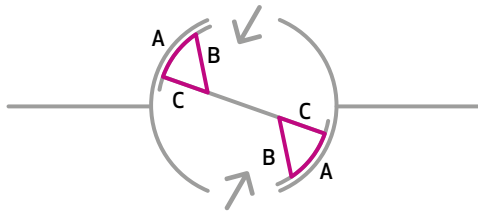
1 month



FOILS FOR REVOLVING DOORS

Round and round

Our lit-up display cases (revolving doors) can be found at the entrances and exits of the public Departures/Arrivals areas. Your message will be presented here at eye level. Either as a large-format printed film or the surface available can be used to present your product in a more direct manner.



- i** One revolving door consists of two display cases which each have three advertising spaces (A, B, C). Passengers and visitors go through these doors when they enter or leave the terminals.

⚙️ SPECIFICATION

PVC film
Fire prevention standard DIN EN 13501-1

🕒 MINIMUM BOOKING

1 month



FOILS FOR SLIDING DOORS

Stay flexible

Our film ads are highly suitable for short-notice, campaign-related advertising activities, e.g. directly on the glass surfaces and sliding doors in the Arrivals area or in the boarding bridges.

And they are also the perfect choice for more long-term campaigns. Thanks to their ideal location, you can always be sure of having a constant and high level of contact with your target group.

The constant opening and closing of the sliding doors creates an active advertising space that is important due to its placement in high-traffic locations where people spend quite some time.

SPECIFICATION

PVC film
Fire prevention standard DIN EN 13501-1

MINIMUM BOOKING

1 month



FOILS

Masters of transformation

Our large areas of wall offer plenty of space for impressive and eye-catching ads that employ unusual methods of advertising.

Why not present your message in a large-scale format or in 3D and really catch your audience's attention, for example with **Pos. 1.2.43** just before the Arrivals corridor (Terminal 1) and the baggage reclaim area!

Make use of the options on offer – we are happy to offer advice, and we always try to find individual solutions.

SPECIFICATION

PVC film laminated on aluminium composite panels
Fire prevention standard DIN EN 13501-1

MINIMUM BOOKING

1 month



EXHIBITION SPACES

The presentation experts

Our exhibition spaces offer your product an exclusive stage so it can speak for itself through its shape, colour, size, material or workmanship.

Whether you choose a space in the terminals or on the baggage reclaim conveyors – your message will become a memorable experience for your target group.

more information
here:
[stuttgart-
airport-media.com](http://stuttgart-airport-media.com)

SPECIFICATION

Area to show exhibits. Exhibits must comply with fire prevention standard DIN EN 13501-1 and must not have any sharp edges.

MINIMUM BOOKING

1 month



SITE PLAN

Locations

Lightboxes

- 1 3.2.01 – 3.2.03
- 2 1.2.01 – 1.2.03
- 3 3.3.11/1.3.10/1.3.05
- 4 3.3.24/3.3.26

Lightwalls

- 5 1.2.81
- 6 3.2.05

Banners

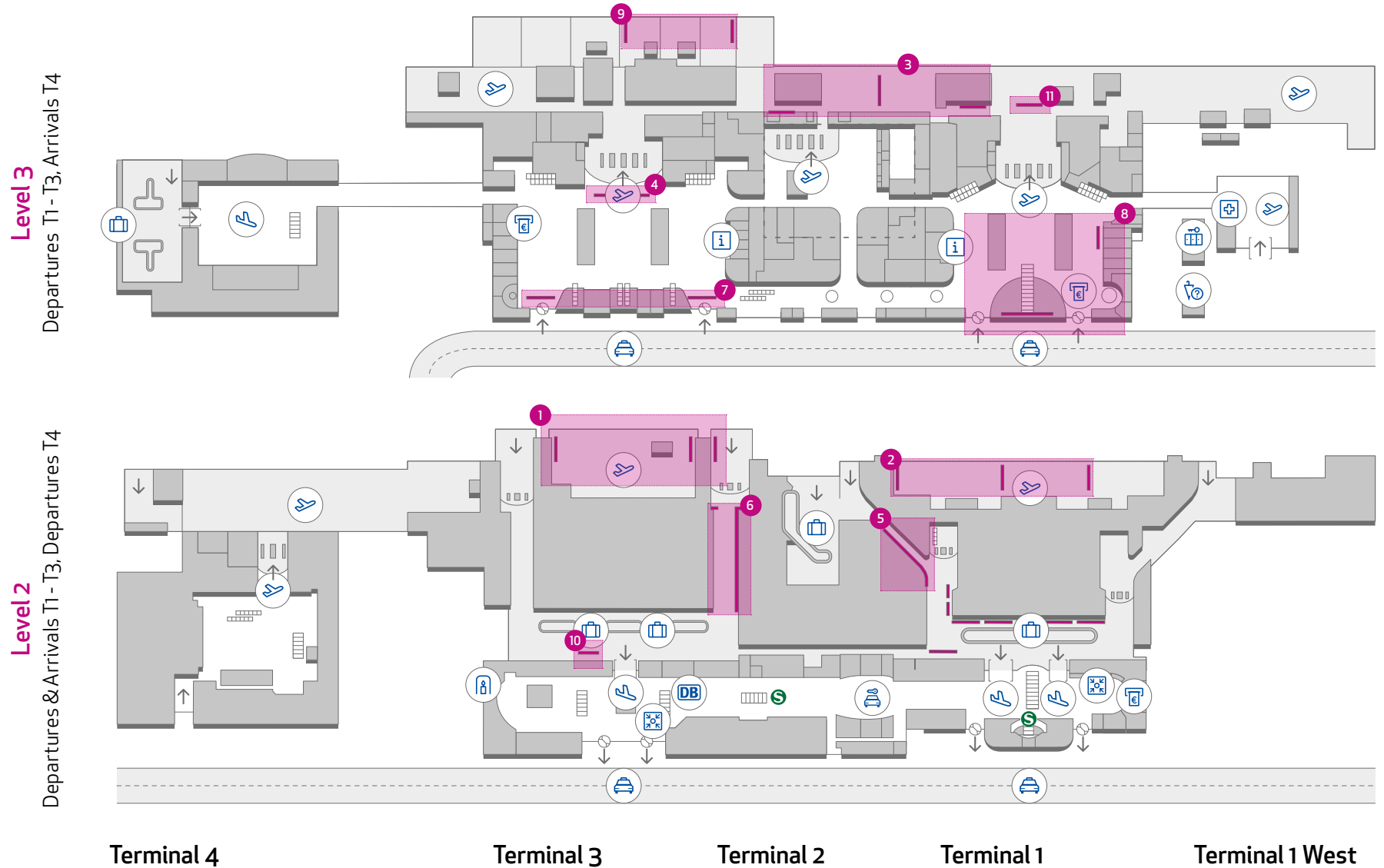
- 7 3.3.49
- 8 1.3.36/1.3.37/1.3.45

Foils

- 9 3.3.13

Exhibition Spaces

- 10 3.2.21
- 11 1.3.07



PRICE LIST

Locations & Prices

Area	Position no.	Format Wx H in m	PAD price €*	Media price/ month €*
Lightboxes Terminal 1				
Security-Check	1.3.01/1.3.02	4.00 x 1.70	510	4,900
Gate Schengen	1.2.02/1.2.03	4.00 x 2.00	560	4,900
Gate Schengen	1.3.05/1.3.06	2.00 x 2.00	415	3,500
Gate Schengen	1.3.10	4.00 x 2.00	560	5,900
Gate Schengen	1.3.11	4.00 x 2.00	560	5,900
Gate Non-Schengen	1.2.01	4.00 x 2.00	560	3,900
Gates / Baggage reclaim	1.3.21	4.50 x 3.00	2,260	4,600
Gates / Baggage reclaim	1.3.22	3.00 x 3.00	2,055	4,600
Gates / Baggage reclaim	1.3.23	6.20 x 1.00	1,310	3,500
Arrivals Schengen	1.2.20/1.2.21	4.00 x 2.00	560	5,900
Public departures	1.3.50	10.00 x 1.20	825	1,500
Lightboxes Terminal 3				
Gate Schengen	3.2.02/3.2.03	6.00 x 2.00	735	4,900
Gate Schengen	3.3.11	2.00 x 2.00	415	3,500
Arrivals Schengen	3.2.01	6.00 x 3.00	1,195	5,000
Public arrivals	3.2.54	6.60 x 1.70	on request	3,900
Public departures	3.3.24/3.3.26	7.00 x 1.20	870	4,900
Lightboxes Terminal 4				
Public departures / arrivals	4.3.07	21.00 x 2.00	on request	2,500

Production / Assembly / Dismantling plus VAT All prices are subject to 15% agency fees and VAT.

PRICE LIST

Locations & Prices

Area	Position no.	Format W x H in m	PAD price €*	Mediaprice / month €*
Lightwalls				
Arrivals Schengen, Terminal 1	1.2.81	on request	3,070	10,900
Arrivals Schengen, Terminal 3	3.2.05	on request	5,380	11,900
Banners				
Baggage reclaim, Terminal 1	1.2.33	10.00 x 0.90	1,090	3,900
Public arrivals, Terminal 1	1.2.52	28.00 x 1.28	2,765	6,200
4 Passenger boarding bridges, Terminal 1	1.3.29	4 x à 11.66 x 0.80	1,530	5,400
Public departures, Terminal 1	1.3.36	5.00 x 4.50	1,395	5,900
Public departures, Terminal 1	1.3.37	5.00 x 4.50	1,395	5,900
Public departures, Terminal 1	1.3.45	6.80 x 3.40	1,490	8,500
Public departures, Terminal 1	1.3.51	3.50 x 2.00	on request	1,000
Gate Schengen, Terminal 3	3.2.70	2 x à 6.00 x 1.20	on request	3,800
Public departures Check-In area, Terminal 3	3.3.41	10 x à 1.80 x 3.60	5,515	6,900
Public departures Check-In area, Terminal 3	3.3.42	10 x à 1.80 x 3.60	5,515	6,900
Public departures Check-In area, Terminal 3	3.3.49	2 x à 5.00 x 3.00	1,625	4,900
Public departures Check-In area, Terminal 4	4.3.05	on request	2,085	1,500

Production / Assembly / Dismantling plus VAT All prices are subject to 15% agency fees and VAT.

PRICE LIST

Locations & Prices

Area	Position no.	Format W x H in m	PAD price €*	Mediaprice / month €*
Foils				
Revolving door, Public departures, Terminal 1	1.3.38 - 1.3.41	on request	per Revolving door 1,430	per Revolving door 3,000
Revolving door, Public arrivals, Terminal 1	1.2.54 - 1.2.57	on request	per Revolving door 1,430	per Revolving door 3,000
Revolving door, Public departures, Terminal 3	3.3.78 - 3.3.81	on request	per Revolving door 1,430	per Revolving door 3,000
Revolving door, Public arrivals, Terminal 3	3.2.45 - 3.2.48	on request	per Revolving door 1,430	per Revolving door 3,000
Sliding door, Passenger boarding bridge, Terminal 1	1.3.25	4 doors, each with 2 wings à 0.83 x 1.50	1,405	2,900
Sliding door, Public arrivals, Terminal 3	3.2.55	2 doors, each with 2 wings à 0.88 x 2.27	1,380	2,900
Glass surface, Public departures, Terminal 1	1.2.58	on request	1,505	3,500
Glass surface, Gate Schengen, Terminal 3	3.3.13	4 x à 2.75 x 1.75	1,700	4,400
Glass surface, Gate Non-Schengen, Terminal 3	3.3.16	2 x à 2.75 x 1.75	985	2,200
Baggage reclaim, Terminal 1	1.2.49	on request	on request	4,500
Aluminium panels, Arrivals Non-Schengen, Terminal 3	3.2.13	28.00 x 3.60	6,070	5,200
Aluminium panels, Public arrivals, Terminal 3	3.2.39	3.60 x 3.65	1,035	3,000
Aluminium panels, Public arrivals, Terminal 3	3.2.40	4.80 x 3.65	1,335	3,600
Luggage cart, whole airport area	3.3.85	on request	on request	4,167,00

Production / Assembly / Dismantling plus VAT All prices are subject to 15% agency fees and VAT.

PRICE LIST

Locations & Prices

Area	Position no.	Format W x H in m	Mediaprice / month €*
Ausstellungsflächen			
Baggage reclaim, Terminal 1	1.2.39	on request	4,500
Public arrivals, Terminal 1	1.2.59	1.00 x 1.00	2,500
Baggage reclaim, Terminal 1	1.2.60	10.00 x 2.50	5,000
Gate Schengen, Terminal 1	1.3.03	on request	7,000
Security-Check, Terminal 1	1.3.04	2 x à 1.15 x 0.55	4,500
Gate Schengen, Terminal 1	1.3.07	2.00 x 2.00	7,000
Public departures, Terminal 1	1.3.31	2.00 x 2.00	3,900
Public departures, Terminal 1	1.3.32	2.00 x 2.00	2,500
Baggage reclaim, Terminal 3	3.2.21	5.00 x 3.00	6,000
Baggage reclaim, Terminal 3	3.2.34	on request	4,900
Public arrivals, Terminal 3	3.2.41	2.40 x 2.00	3,500
Public arrivals, Terminal 3	3.2.50	6.00 x 3.00	5,200
Public arrivals, Terminal 3	3.2.51	6.00 x 3.00	5,200
Public arrivals, Car rental centre, Terminal 3	3.2.52	9.70 x 3.25	5,200
Security-Check, Terminal 3	3.3.01	5.10 x 3.60	7,000
Gate Schengen, Terminal 3	3.3.14	5.00 x 4.66	4,200
Gate Schengen, Terminal 3	3.3.15	6.00 x 4.60	4,200
Public departures Check-In area, Terminal 3	3.3.82	1.80 x 2.75	5,000
Public departures Check-In area, Terminal 3	3.3.83	5.00 x 3.00	3,400
Public departures Check-In area, Terminal 3	3.3.84	5.15 x 4.00	3,900
Public departures Check-In area, Terminal 3	3.3.89	5.50 x 3.00	5,900

Production / Assembly / Dismantling plus VAT All prices are subject to 15% agency fees and VAT.

OUTDOOR

CONSTANTLY HIGH LEVEL OF CUSTOMER CONTACT GUARANTEED

The extensive airport premises provide the perfect stage for unusual outdoor advertising campaigns.

In especially exclusive locations on the apron area or the multi-storey car parks, it won't just be the passengers and visitors that become your audience. Employees of the neighbouring companies in the Airport City, travellers at the long-distance coach station (SAB) and visitors to the Stuttgart Trade Fair will also get a great view of your ads.



LARGE BANNERS


Taking it to the max

With a surface of up to 360 m², our large banners on weather-resistant net vinyl are perfectly suited to large-format presentation of your brand or product.

Their placement is absolutely prominent in highly visible and very busy locations on the airport premises, so they have a particularly wide reach.

As they have their own lighting system, your advertising message will always remain visible, even at night.

 **SPECIFICATION**
PVC Mesh Banner

 **MINIMUM BOOKING**
1 month



more information
here:
[stuttgart-
airport-media.com](http://stuttgart-airport-media.com)



FLAGS

For short-term ideas

Flags are an eye-catching option for image and product advertising and are also suitable for short-term outdoor campaigns.

They are positioned very close to the terminal buildings, for example along the boulevard that leads to the Stuttgart Trade Fair.

A large number of passengers and visitors to the Stuttgart Trade Fair walk past these top locations.

SPECIFICATION

Bunting

MINIMUM BOOKING

1 week



more information
here:

[stuttgart-
airport-media.com](http://stuttgart-airport-media.com)



BOARDING BRIDGES

and Apron Buses

With a total of **8 passenger boarding bridges** and **13 apron buses**, we can offer you the perfect way to showcase your advertising, well away from the competition.

Your message will be given exclusive placement in the most prominent sites on the apron area of Stuttgart Airport. You will reach passengers who are taking off and arriving at all terminals, as well as our guests in the visitors' viewing area.

SPECIFICATION

Removable PVC film

MINIMUM BOOKING

Boarding bridges: 1 year

Apron buses: 1 month



SITE PLAN

Locations

Flags

Flughafenstrasse Junction

- 1 A.11
- 2 Bosch Car Park
- 3 Trade Fair Boulevard
- 3 A.19

Passenger Boarding Bridges

- 4 A.20

Large Banners

Car Park P6 West

- 5 A.01

Car Park P6 East

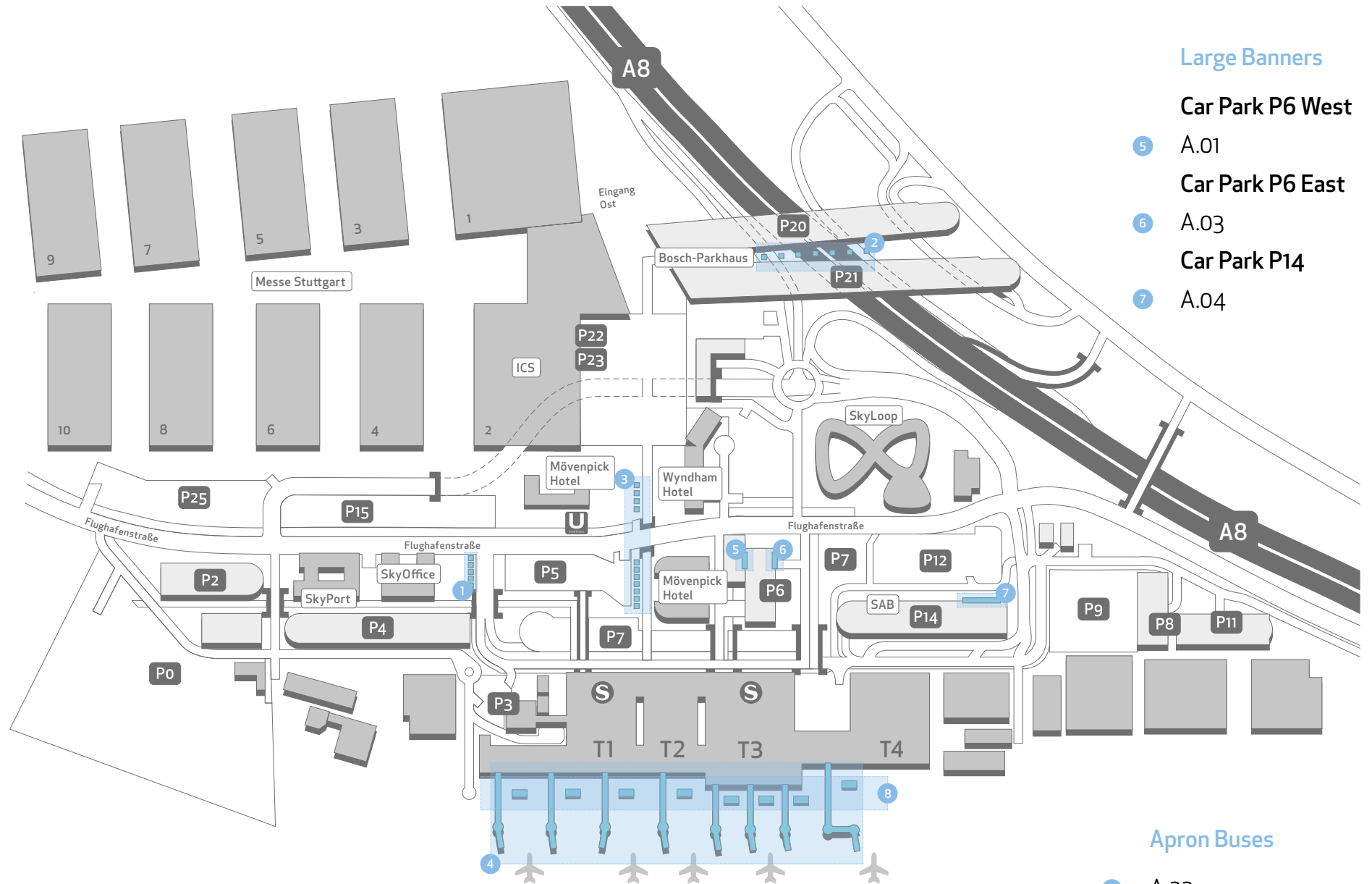
- 6 A.03

Car Park P14

- 7 A.04

Apron Buses

- 8 A.22



PRICE LISTE

Location & Prices

Area	Position no.	Format W x H in m	PAD price €* /	Mediaprice €* /
Large Banners				
Car Park P6 West	A.01	10.00 x 10.00	5,963	15,500 / month
Car Park P6 East	A.03	25.00 x 10.00	9,380	21,900 / month
Car Park P14	A.04	30.00 x 12.00	15,198	29,900 / month
Flags				
Junction Flughafenstrasse	A.11	5 à 2.00 x 6.00	on request	800 / week
BOSCH Car Park	A.12	on request	on request	2,500 / week
Fair Trade Boulevard	A.19	7 à 1.20 x 3.00	1,505	1,300 / week
Boarding Bridges & Apron Buses				
8 Boarding Bridges	A.20	on request	on request	280,000 / year
Apron Buses	A.22	on request	on request	je 1,800 / month

Production / Assembly / Dismantling plus VAT All prices are subject to 15% agency fees and VAT.

PROMOTION

DIRECT AND PERSONAL ADVERTISING

Whether it's a product launch or a sales promotion: a direct, personal dialogue with the customer is often pivotal! Here too, Stuttgart Airport offers you the perfect location with its well-to-do premium target groups.



MOBILE PROMOTION


The sociable option

Mobile promotion campaigns are ideal for products that need some explanation, for services and for the distribution of giveaways, product samples, flyers or coupons. Utilise travellers' waiting times to capture their attention and to communicate your message effectively.

Area		Price / day €* 1-10 Tage	Price / day €* from 11 days
Terminal 1-4	Mobile campaigns in the public area	570	520

All prices are subject to 15% agency fees and VAT.



 Power connections and storage surfaces need to be booked and will incur additional charges. Please send us your promotional material in advance (e.g. flyers and giveaways) for approval.



PROMOTION WITH STAND

The sociable option

Increase the visibility of your brand and position your message on one of the promotion points within our terminals for an effective advertising campaign. Benefit from the advantages that the airport can offer, such as the high volume of potential customers and the above-average length of time spent there by passengers and visitors. Any other questions? We would be happy to advise you.

Terminal	Area	Position no.	Format W x D in m*	Price / day €*	
				1-10 days	from 11 days
1	Public arrivals	P.1.2.59	1.00 x 1.00	850	700
	Baggage reclaim	P.1.2.60	10.00 x 2.50	850	700
	Gate Schengen	P.1.3.07	2.00 x 2.00	850	700
	Security area	P.1.3.04	2 à 2.00 x 2.00	850	700
3	Public arrivals	P.3.2.41	2.40 x 2.00	850	700
	Security area	P.3.3.01	5.10 x 3.60	850	700
	Gate Schengen	P.3.3.14	5.00 x 4.60	850	700
	Public departures	P.3.3.84	5.15 x 4.00	850	700
	Public departures	P.3.3.89	5.50 x 3.00	850	700

Any furniture used on the promotion stand must comply with fire prevention standard DIN EN 13501-1 (B1, s1, d0). *All prices are subject to 15% agency fees and VAT.

- i** Power connections and storage surfaces need to be booked and will incur additional charges. Please send us your promotional material in advance (e.g. flyers and giveaways) for approval, and likewise the building inspection test certificates for any furniture to be used on the promotion stand.



DIGITAL

EVOKE EMOTIONS THROUGH THE MOVING IMAGE

Fast and effective on high-quality screens: the Videowalls, the Digital Departure Network and the Airport InfoNet provide outstanding options for showing ads and running digital campaigns.



DIGITAL DEPARTURE NETWORK

The exclusive option

This top location directly after the security check area and in the gate area of Terminal 1 guarantees a high degree of exposure with its 10 screens.

Furthermore, we tend to get an especially high percentage of national and international passengers here who have an unusually high level of purchasing power. With this network, you will on average reach around 40,000 passengers per week.

Added to this are passengers who arrive in the security check area via Terminal 2, travellers who are visiting the Travel Value Shops or restaurants, and of course employees.



i BROADCASTING TIME

19 hours every day, from 3:30 am to 10:30 pm

DIGITAL DEPARTURE NETWORK

The exclusive option

This new digital network with a total of 10 screens is highly suitable for exclusive placement of your advertising message in a central, high-quality marketplace with restaurants and cafés, as well as shops selling premium and luxury brands. Choose an ad with a length of between 10 and 20 seconds, with a repeat rate of once every minute (1,200 impressions / day).

Book your advertising slot in Terminal 1:

Area	Number	Specification	Format	Impressions / day	Length of ad (sec.)	Mediaprice / week €* / 7,000	Mediaprice / month €* / 22,000
Terminal 1	8 + 2	10 Screens	8 x 86" (9:16) 2 x 86" (16:9)	1,200	10 / 20	3,900	12,500

*All prices are subject to 15% agency fees and VAT.



i DATA DELIVERY

Final format	MPEG (recommended), JPG
Resolution	1,920 x 1,080 Pixel (16:9) Full HD 3,840 x 2,160 Pixel (16:9) 4K
Data rate	6-10 MBit
Frame rate	30 fps

VIDEOWALLS

Terminal 1 & Terminal 3

Now your ad will shine out in full brilliance in Terminal 1 too! On a total of five new Videowalls and two advertising screens (Terminal 1), as well as seven video walls in Terminal 3, you can reach all arriving passengers, across the entire baggage reclaim area.

Position your message at a high-traffic location.

🕒 BROADCASTING TIME

18 hours every day, from 6:00 am to 24:00 pm

🔄 BROADCASTING LOOP

Your ad will appear 650 times per day with synchronized timing (repeat rate approx. once every 1.5 minutes). During transmission, there will be exclusive broadcasting of your ad across the entire baggage reclaim area or in the sub-network for Terminal 1 or Terminal 3.

🕒 LENGTH OF AD

10 or 20 seconds





Exclusive presence

The Videowalls in Terminal 1 and Terminal 3 give you an exclusive presence across the entire baggage reclaim area. With the synchronized transmission of your content in brilliant 4K resolution, you will greet arriving passengers and accompany them on their way to the baggage reclaim conveyors. Choose an ad with a length of between 10 and 20 seconds, with a repeat rate of once every 1.5 minutes (650 impressions / day).

Area	Number	Specification	Format	Impressions / day	Length of ad (sec.)	Mediaprice / week €* / 7,000	Mediaprice / month €* / 22,000
Terminal 1	5 + 2	5 LED-Walls + 2 Screens	4.20 m (w) x 2.36 m (h) + 2.19 m (w) x 1.25 m (h)	650	10 / 20	3,900 / 7,000	12,500 / 22,000
Terminal 3	7	Displaywall	4 x 4 46"	650	10 / 20	3,900 / 7,000	12,500 / 22,000

*All prices are subject to 15% agency fees and VAT.

Tabellenlinien ungleich

DATA DELIVERY

- Final format** MPEG (recommended), JPG
- Resolution** 1,920 x 1,080 Pixel (16:9) Full HD
3,840 x 2,160 Pixel (16:9) 4K
- Data rate** 6-10 MBit
- Frame rate** 30 fps

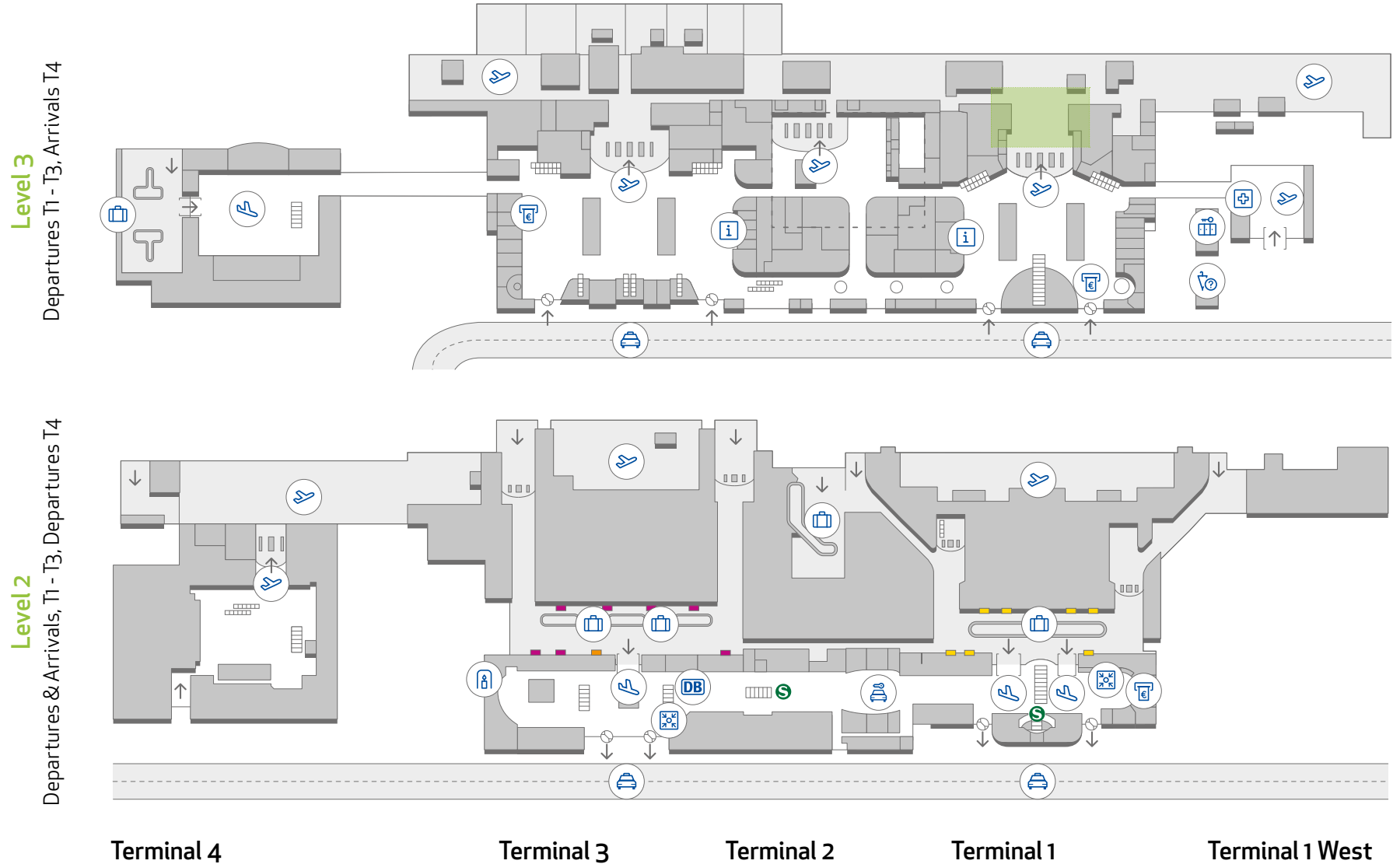
SITE PLAN

Locations

- Digital Departure Network**
- Netz Departure Terminal 1

- Videowalls / Screens**
- Network Arrivals Terminal 1
- Network Arrivals Terminal 3

- Videowall mit Ausstellungsfläche**
- Exclusive Videowall with exhibition space Terminal 3



AIRPORT INFONET

Dynamic and flexible...

Show your ad on a total of 107 screens – quickly and effectively. Our Airport InfoNet gives you flexibility and provides the best possible coverage.

With our five networks, you'll benefit from very low levels of wastage (i.e. showing ads to persons who are not part of your target audience).

Address passengers in a targeted manner at Arrivals or Departures. Choose between holiday-makers and business travellers. Do you want to conduct a wide-reaching advertising campaign? Then make use of our entire network with all 107 screens.

- 🕒 **BROADCASTING TIME**
19 hours every day, from 4:30 am to 11:30 pm
- 🔄 **BROADCASTING LOOP**
Your ad will appear every 6, 4 or 3 minutes, depending on your booking
- 🕒 **LENGTH OF AD**
10 – 45 seconds



AIRPORT INFONET

Dynamic and flexible...

IN THE RIGHT PLACE - AT THE RIGHT TIME

By using dynamic and interactive content, you'll succeed in getting people's attention. The Airport InfoNet is easy to use, reasonably priced and can be booked at short notice.

With its pre-defined networks, it is highly focused on particular target groups so your ad will be sure to be in the right place at the right time.

Benefit from intensive contact with your target group through pre-defined routes and waiting times.

Calculate your network here!
stuttgart-airport-media.com



i DATA DELIVERY

Final format	MPEG (recommended), JPG
Resolution	1,920 x 1,080 Pixel (16:9) Full HD
Data rate	6-10 MBit
Frame rate	30 fps

AIRPORT INFONET

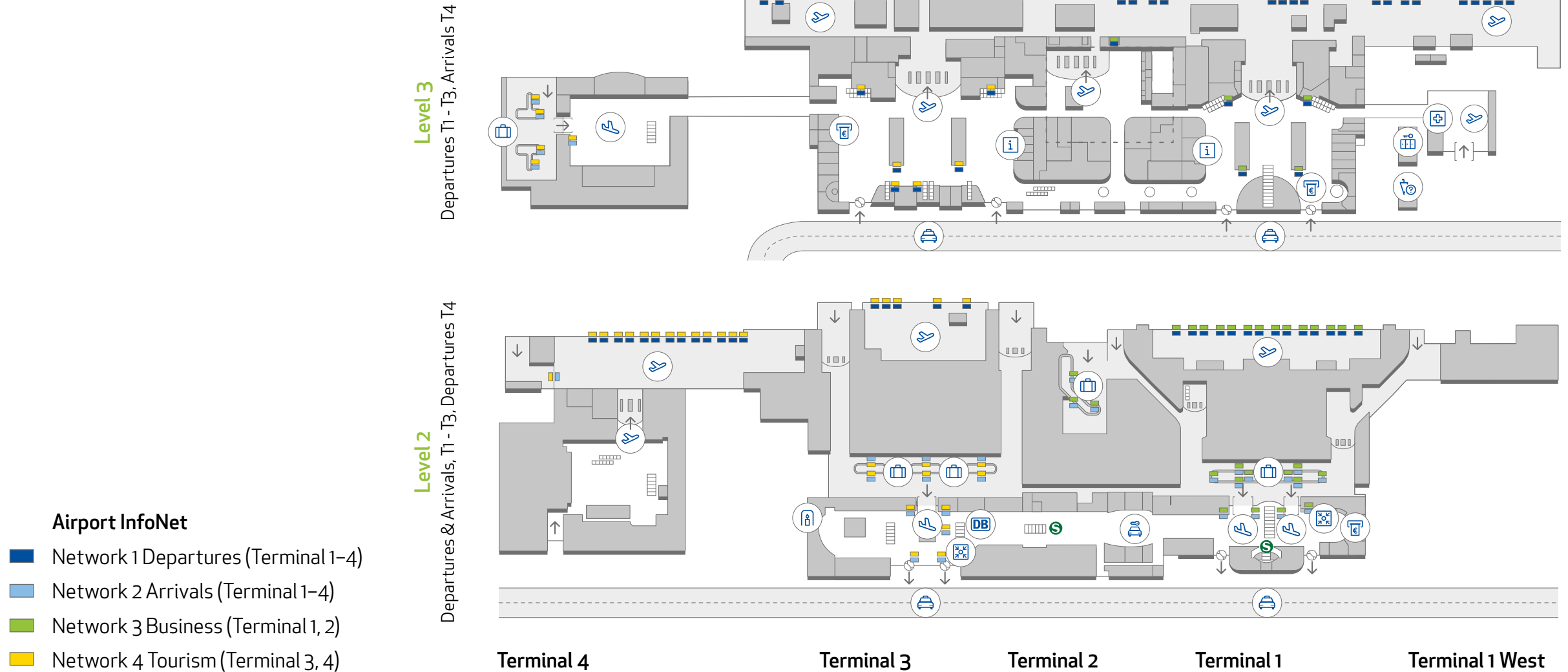
Your network. Your benefits.

Terminal	Area	Format	Number of screens	Impressions / day	Mediaprice / second €* Mediaprice / week €* for a 10 Sek.-Spot
Network 1 – Departures					
Terminal 1-4	Public departures area	40" to 103"	76	200 (every 6 mins.)	0.16 2,240
	Gate area			300 (every 4 mins.)	0.16 3,360
				400 (every 3 mins.)	0.16 4,480
Network 2 – Arrivals					
Terminal 1-4	Public arrivals area	32" to 103"	32	200 (every 6 mins.)	0.09 1,260
	Baggage reclaim			300 (every 4 mins.)	0.09 1,890
				400 (every 3 mins.)	0.09 2,520
Network 3 – Business					
Terminal 1-2	Public area, Gate area	40" to 103"	52	200 (every 6 mins.)	0.15 2,100
	Baggage reclaim			300 (every 4 mins.)	0.15 3,150
				400 (every 3 mins.)	0.15 4,200
Network 4 – Tourism					
Terminal 3-4	Public area, Gate area	40" to 55"	56	200 (every 6 mins.)	0.10 1,400
	Baggage reclaim			300 (every 4 mins.)	0.10 2,100
				400 (every 3 mins.)	0.10 2,800
Network 5 – Total area					
Terminal 1-4	Entire departures and arrivals area	40" to 103"	108	200 (every 6 mins.)	0.25 3,500
				300 (every 4 mins.)	0.25 5,250
				400 (every 3 mins.)	0.25 7,000

*All prices are subject to 15% agency fees and VAT.

SITE PLAN

Locations



ONLINE

ONE CLICK WITH A HUGE IMPACT

Stuttgart Airport is one of Germany's top seven international airports.

Our website stuttgart-airport.com is therefore very well used. Whether users are in Stuttgart, London or Abu Dhabi – just one click and your offering can reach any target group worldwide: every year more than 3.6 million unique users and around 22 million page impressions. Make good use of our strong online presence to boost your brand!



DESKTOP AND MOBILE BANNERS

Eye-catching ads for browsers and smartphones

The leaderboard will be the first thing that catches the eye of your target group. It's right at the top in the browser, placed above all other content, and offers a generous area for advertising. The Wide Skyscraper or Half-Page Banner has prominent placement on the right, next to the content, and always stays visible, even during scrolling („sticky effect“). With the Mobile Medium Rectangle and the Mobile Banner, you remain visible to your target group, even when they're out and about. Your message appears both on the Start page and on every other page.

Type of advertising	Size in pixels	File format	Maximum size	CPM IN €+	Exklusiv (CPM in €)
Desktop Leaderboard	728 x 90	jpg, png, gif, HTML5	80 KB	16	21
Desktop Wide Skyscraper	160 x 600	jpg, png, gif, HTML5	80 KB	16	21
Desktop Half Page	300 x 600	jpg, png, gif, HTML5	80 KB	19	21
Mobile Medium Rectangel	300 x 250	jpg, png, gif, HTML5	30 KB	18	21
Mobil Banner	320 x 50	jpg, png, gif, HTML5	30 KB	16	21

*All prices are subject to 15% agency fees and VAT.

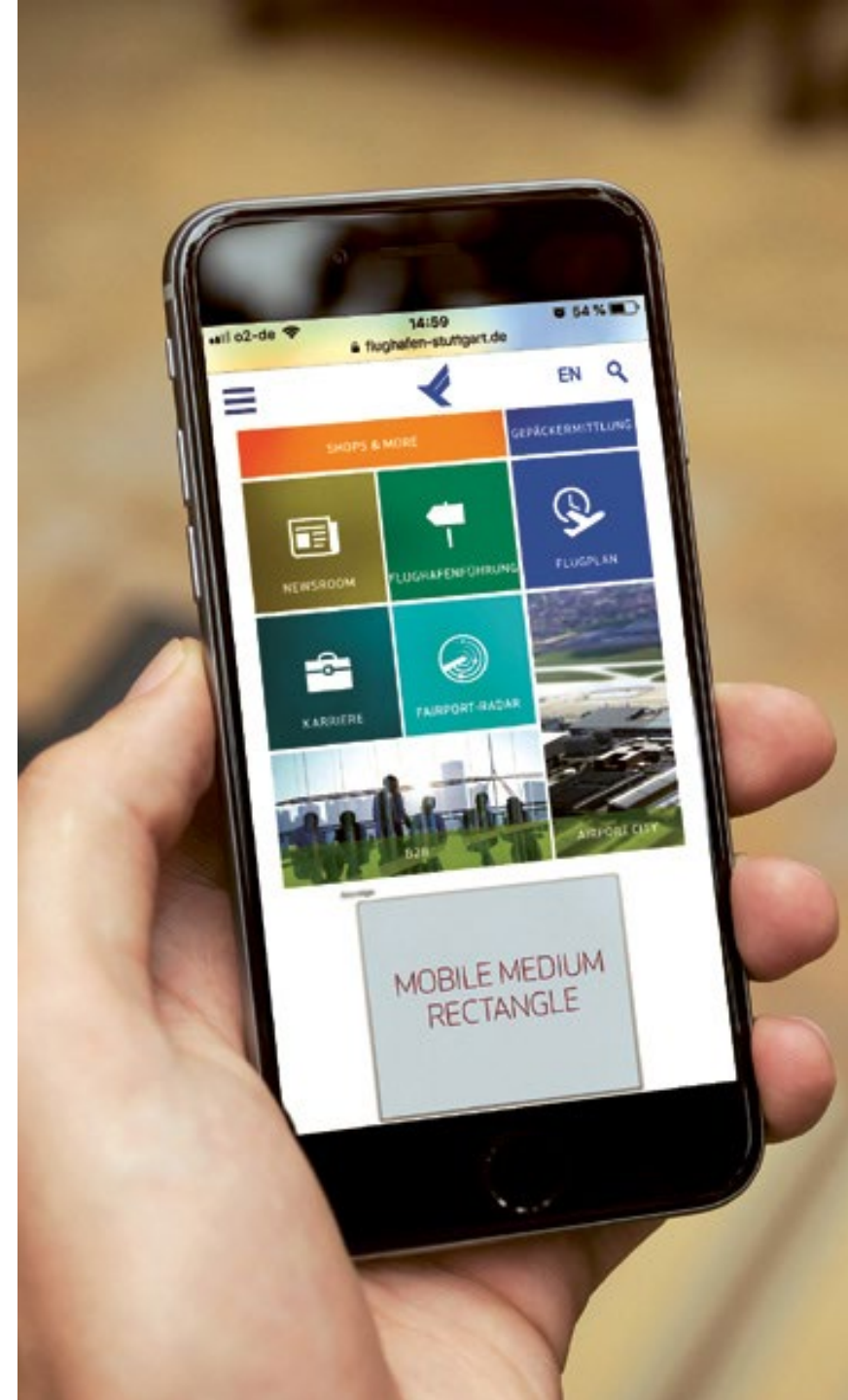
Would you prefer an exclusive version? Then please get in touch with us!

Thomas Puscher

Digital Marketing & E-Commerce Management

+49 711 348-3195

thomas.puscher@stuttgart-airport.com



CORPORATE SITE

Without competition. More space for your brand.

With these formats, no one will outperform you. And that's a promise. Book the most high-traffic pages of Stuttgart Airport's website exclusively for your brand. An especially high number of page impressions are recorded in the categories „Arrivals“, „Departures“, „Airport Experience“ and on our Start page. You can't get any greater presence than that.

Present your company on a grand scale. We can provide you with your own content page. You create your own individual design for this using your own content. Benefit from the high number of visitors and show your brand for an entire year on our popular website. In German and in English and on all digital devices.

€ 2,150 €/year

*All prices are subject to 15% agency fees and VAT.



STR PLUS

Digital customer programme

With STRplus, the state airport has developed a digital customer programme within the Stuttgart Airport app that is aimed mainly at passengers and visitors.

Registered customers gain access to exclusive **content** such as news and service tips, **coupons** that give them discounts when shopping, and the chance to take part in prize draws and **competitions**. We can offer you individually tailored advice on the options for advertising in order to ensure that your product gets plenty of attention within the customer programme.

STR PLUS-Newsletter

Newsletter (B2C)

The newsletter for anyone interested in the airport comes out every one or two months and contains news and special offers relating to Stuttgart Airport. Would you like to advertise in the STRplus-Newsletter? The Welcome Coupon promises you a strong presence. The offers are made exclusively by those placing ads and it is sent out to all new registrations. There is also the option of being included in an article within the STRplus-Newsletter.

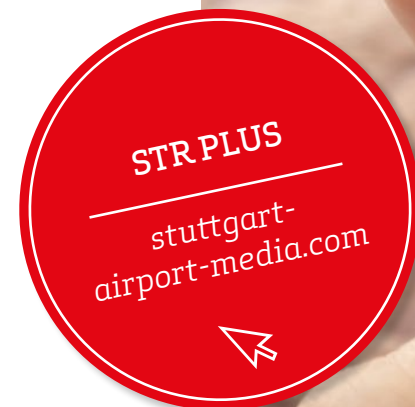
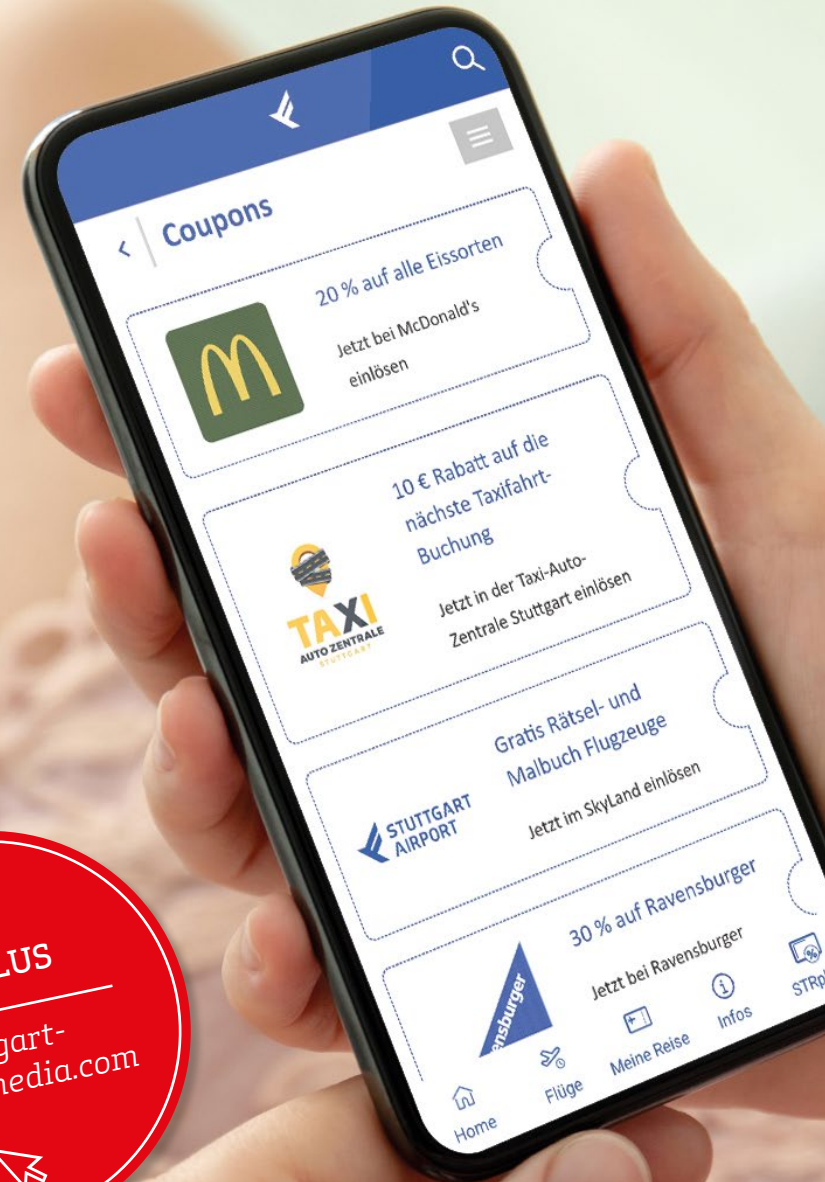
DATA DELIVERY

Editorial contribution: 5 working days

Competition: 14 working days

Coupon: 5 working days

Newsletter: by arrangement



WE'RE READY FOR **YOUR IDEAS!**

WOULD YOU LIKE TO ADVERTISE AT STUTTGART AIRPORT?

We would be happy to offer you individually tailored advice on the various options for advertising and the target groups on the campus of Stuttgart Airport. We are here to accompany and help you with the planning and implementation of your campaigns and with your communications in this regard. Get in touch with us today and ensure a strong and compelling presence at STR.



Alexander Tchartazanov
Group Manager Airport Media

+49 711 948-3454
tchartazanov@stuttgart-airport.com



Kim Schubert
Media Management & Sales

+49 711 948-3449
kim.schubert@stuttgart-airport.com



Tanja Herb
Media Management & Sales (DOOH)

+49 711 948-3486
herb@stuttgart-airport.com



Anna-Maria Stahlschmidt
Media Management & Sales

+49 711 948-3078
stahlschmidt@stuttgart-airport.com



Sabrina Kores
Loyalty Program & Campaigns

+49 711 948-3402
kores@stuttgart-airport.com



Thomas Puscher
Digital Marketing & E-Commerce Management

+49 711 948-3195
thomas.puscher@stuttgart-airport.com



Andy-Nicolae Dogaru
Print Media Service

+49 711 948-3779
dogaru@stuttgart-airport.com



Michael Pawlitschko
Leader Print Media Service

+49 711 948-3373
pawlitschko@stuttgart-airport.com

IMPRESSUM

Your contact

Published by:

Flughafen Stuttgart GmbH

Postfach 23 04 61

70624 Stuttgart

🌐 stuttgart-airport.com

📘 Flughafen Stuttgart

📷 [stuttgartairport](#)