

AIRPORTMEDIA

MEDIA DATA 2020

FRESH,
INFORMATIVE,
COMPACT.



OUTDOOR

New location for
360 m² messages.

INDOOR

In interview: HypoVereinsbank with cross media campaign
and well positioned advertising media.

DIGITAL

Thanks to videowalls RIANI is transforming the
baggage reclaim into a digital runway.



EDITORIAL

Dear readers,

Increasing numbers of passengers, numerous new destinations and extraordinary advertising opportunities are making Stuttgart Airport even more popular for media planners and marketing decision-makers. The airport is a communication platform with constantly increasing contact numbers – around 12 million passengers and four million meeters and greeters.

This growth is also reflected in the variety of our customers. In addition to the consulting, automotive and IT sectors, this year we have managed to convince HypoVereinsbank from the financial sector about the effect of our advertising media. Their cross media campaign contains a particular eye-catcher in this issue: we report on the range of spaces and challenges that have arisen right up to satisfaction in the cooperation.

Whether B2B or B2C the exact target group approach works. The fashion label RIANI has turned the baggage reclaim into a digital runway and reached customers in their urban lifestyle. In this issue RIANI tells us why the videowalls were predestined for the fashion label.

And it is not just the offer at Stuttgart Airport that has been expanded. Through the AIRPORTconnect marketing alliance, customers can occupy selected premium digital space at four German airports. Last but not least, we have also seen growth in the outdoor area: the new large space at the P14 car park with 360 m² guarantees a large appearance right in the middle of the action – in line with the motto: We have the space, you have the effect.

Curious? Let's have a look together.

A handwritten signature in black ink, reading 'H. Friedrich'.

HERBERT FRIEDRICH

Head of advertising

FACTS		DIGITAL	
08	Facts in our Favour	48	Interview with RIANI
09	Passengers per Terminal	52	Videowalls
10	Target Audience Structure	54	Airport InfoNet
11	Passenger Place of Residence	56	Bookable Networks
12	Flight Destinations	60	AIRPORTconnect
13	Gateway Transport / Airlines	62	Layout Plan
INDOOR		PROMOTION	
16	Interview with HypoVereinsbank	66	A Playground for Brands
20	Lightboxes	68	Mobile Promotions & Promotions with Stands
22	Lightwalls		
24	Banners		
26	Wall Areas		
28	Exhibition Spaces		
30	Foils		
32	Revolving Doors		
34	Layout Plan		
		ONLINE	
		72	Desktop Banner
		73	Mobile Banner
		74	Exclusive Advertising
		75	Corporate Site
OUTDOOR		PRINT	
38	Large Banners	78	Flugblatt
40	Flags		
42	Passenger Boarding Bridges & Airport Buses		
44	Layout Plan		
		SERVICE	
		80	Your Contacts
		82	Editor

TABLE OF CONTENTS



16 ↑

"WE SUPPORT OUR CUSTOMERS WITH FULL CONVICTION".

The HypoVereinsbank cross media campaign at Stuttgart Airport should make this clear. Discover more in the interview.



38 ↑

LARGE FORMAT BRAND PRESENTATIONS

Profit from an exceptionally large coverage with prominent placing in the airport area.

48 →

IN INTERVIEW: RIANI GMBH

How to turn the baggage reclaim into a digital runway.



60 ↓

AIRPORTconnect: TOGETHER WE ARE STRONG

In connection with Munich, Hamburg and Dusseldorf airports, Stuttgart Airport is offering the option to simultaneously occupy premium digital spaces in central areas of all the airports.





FACTS

WE HAVE THE **SPACE**, YOU HAVE THE **EFFECT**



Over 15 million people trundle through the terminals of Stuttgart Airport every year. With an average length of stay of around two hours, they make the airport a lively transport hub – from early in the morning to late at night.



For many travellers, time spent at the airport is waiting time: at the check-in desk, at passport control, at the gate; even people picking up their loved ones wait for them to arrive. Advertising is viewed as a welcome pastime and enjoys very high acceptance.

Our various advertising sites offer numerous possibilities for making your advertising at the airport extremely efficient. Position your message exactly where it will reach your target audience.




FACTS IN OUR FAVOUR

At Stuttgart Airport you will find a variety of first class advertising spaces for direct contact with your target group. Thanks to a wealth of space on-site tailored customer solutions are possible – both with classic advertising spaces and spectacular stagings in the indoor and outdoor areas. Are you looking for long term image advertising? We can help you set up special, unique and high-quality solutions. We also offer flexible booking times for all digital media.



ATTRACTIVE TARGET AUDIENCES

-  Around 12 million passengers per year
-  Above-average net household income
-  An additional 4 million meeters & greeters each year
-  Unique synergistic effect: next-door to Stuttgart Trade Fair
-  Average length of stay is 124 minutes













EXCELLENT SELECTION OPTIONS

-  Audiences can be accurately targeted through clear spatial separation of business and private travellers
-  Permanent check-in areas for airlines
-  Several lounge areas with contact to decision makers

CONSUMER-ORIENTED ENVIRONMENT WITH HIGH POTENTIAL FOR DEVELOPMENT

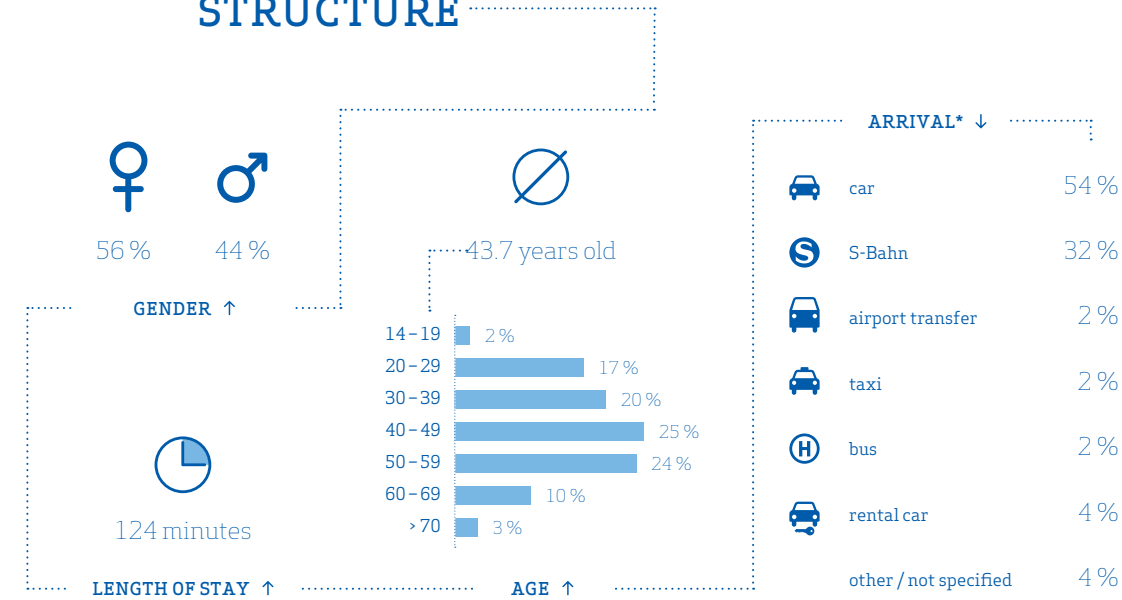
-  Shops, restaurants, travel agencies, hotels and around 300 local companies characterise the environment of your advertising message
-  Increase in footfall due to the German headquarters of Ernst & Young and the Stuttgart Airport Busterminal (SAB), the office of Porsche Consulting GmbH and the opening of the new four-star conference hotel

PASSENGERS PER TERMINAL

TERMINAL 1	BUSINESS	TERMINAL 2	BUSINESS
 Departures: 2,673,000 Arrivals: 2,779,000 Total: 5,452,000	 Aeroflot, Air Serbia, AIS Airlines, Eurowings, Lauda, Turkish Airlines, TWIN JET	 Departures: 502,000 Arrivals: in Terminals 1 and 3	 Austrian Airlines, Lufthansa, Swiss
 Ankara, Barcelona, Belgrade, Berlin-Tegel, Bologna, Bremen, Brussels, Budapest, Dresden, Gothenburg, Hamburg, Hanover, Istanbul, Izmir, Krakow, Leipzig, Lisbon, London, Lyon, Milan, Marseille, Moscow, Münster-Osnabrück, Naples, Nice, Pisa, Podgorica, Rome, Vienna, Valencia, Kiev, Zagreb etc.		 Graz, Frankfurt, Munich, Vienna, Zurich	
TERMINAL 3	BUSINESS / PRIVATE	TERMINAL 4	PRIVATE
 Departures: 2,305,000 Arrivals: 2,761,000 Total: 5,066,000	 Aegean, airBaltic, Air France, Blue Air, British Airways, Condor, Delta, Easyjet, Finnair, Flybe, Iberia Express, KLM, Laudamotion, LOT, Pegasus, SAS, TUI, Vueling etc.	 Departures: 422,000 Arrivals: 328,000 Total: 750,000	 Air Cairo, Air Via, Atlasglobal, Bulgarian Air Charter, Corendon, Onurair, Orange2fly, Flyegypt, Nouvelair, Sun Express, Tailwind etc.
 Amsterdam, Athens, Atlanta, Barcelona, Birmingham, Bucharest, Edinburgh, Hamburg, Helsinki, Istanbul, Copenhagen, London, Lyon, Madrid, Milan, Palma de Mallorca, Paris, Porto, Riga, Sibiu, Stockholm, Thessaloniki, Venice, Warsaw etc.		 Adana, Ankara, Antalya, Burgas, Dalaman, Enfidha, Gaziantep, Hurghada, Istanbul-Sabiha Gökçen, Izmir, Marsa Alam, Pristina, Sharm El Sheikh, Trabzon, Varna etc.	

* All data is approximate

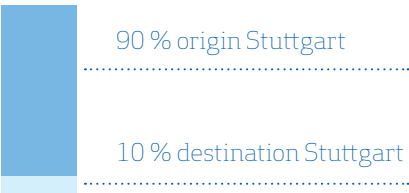
TARGET AUDIENCE STRUCTURE



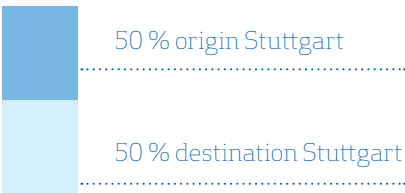
CATCHMENT AREA & TRAVEL FREQUENCY

Among business travellers, the share of passenger volume (origin STR) is 50 %. For private travellers, however, the passenger volume (travellers living or working in the catchment area of the airport) is higher at 90 %.

PRIVATE PASSENGERS



BUSINESS TRAVELLERS



On average, the travel frequency of business travellers is 14.7 times/year and for private travellers 4.2 times/year.

PASSENGER PLACE OF RESIDENCE

PER COUNTRY

2018 TOTAL



BUSINESS



PRIVATE



¹ Other countries

PER POSTCODE

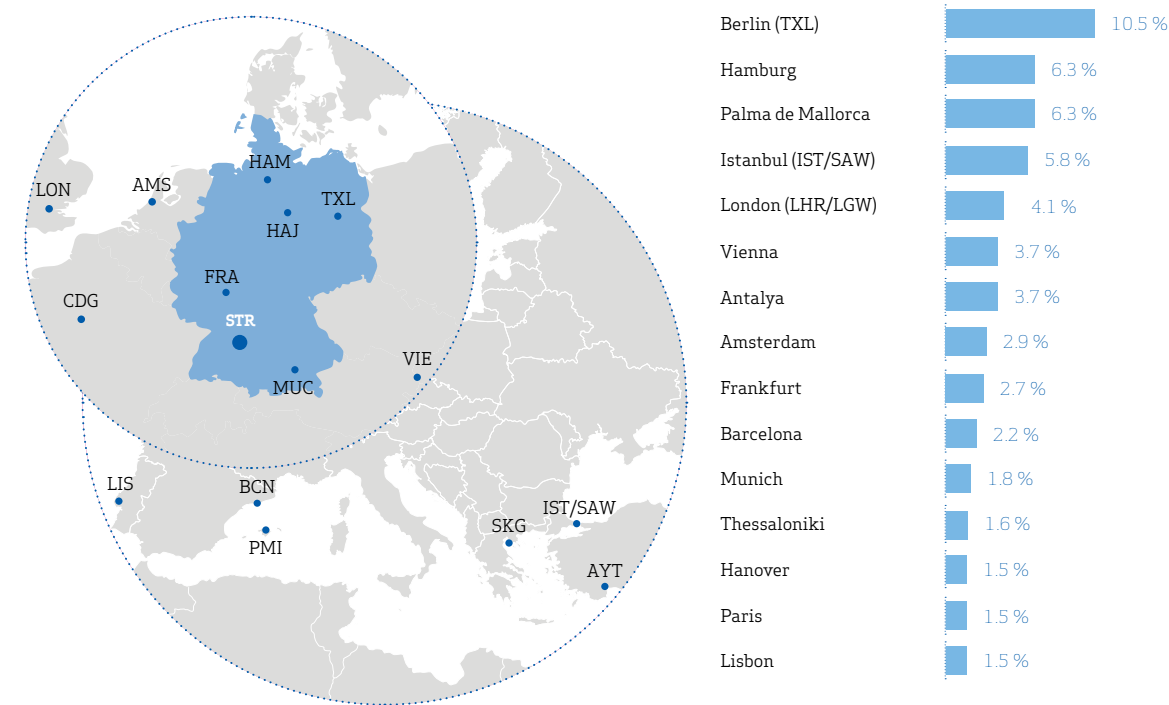
Postcode area	2018 Total	(c.f. 2017)	Business	Private
0	1 %	(±0 PP)	3 %	0 %
1	3 %	(-4 PP)	11 %	1 %
2	4 %	(-3 PP)	12 %	2 %
3	1 %	(-1 PP)	3 %	1 %
4	1 %	(-1 PP)	2 %	0 %
5	0 %	(±0 PP)	1 %	0 %
6	2 %	(±0 PP)	0 %	2 %
7	84 %	(+11 PP)	66 %	89 %
8	3 %	(-3 PP)	2 %	4 %
9	0 %	(-1 PP)	0 %	1 %

ADV Fluggastbefragung 2018 – Airport Travel Survey
ADV Fluggastbefragung 2017 – Airport Travel Survey

Basis: Resident in Germany – 4,879 tsd. Passengers

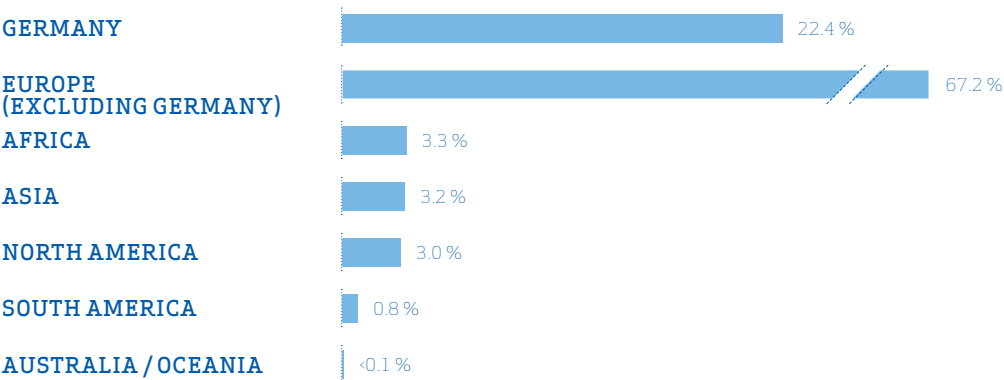
DESTINATIONS

PASSENGERS PER DESTINATION (TOP 15)



FINAL DESTINATIONS

PASSENGERS PER FINAL DESTINATION

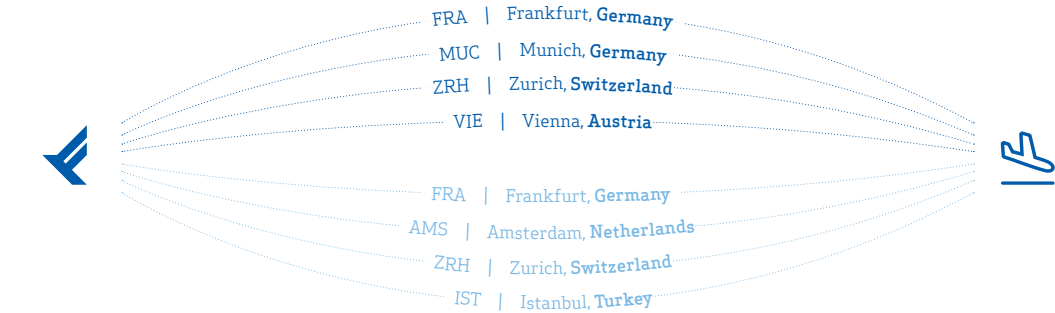


GATEWAY TRANSPORT

THE MAIN AIRPORTS FOR CONNECTING FLIGHTS

CONTINENTAL FLIGHTS

→ 90 % DIRECT FLIGHTS

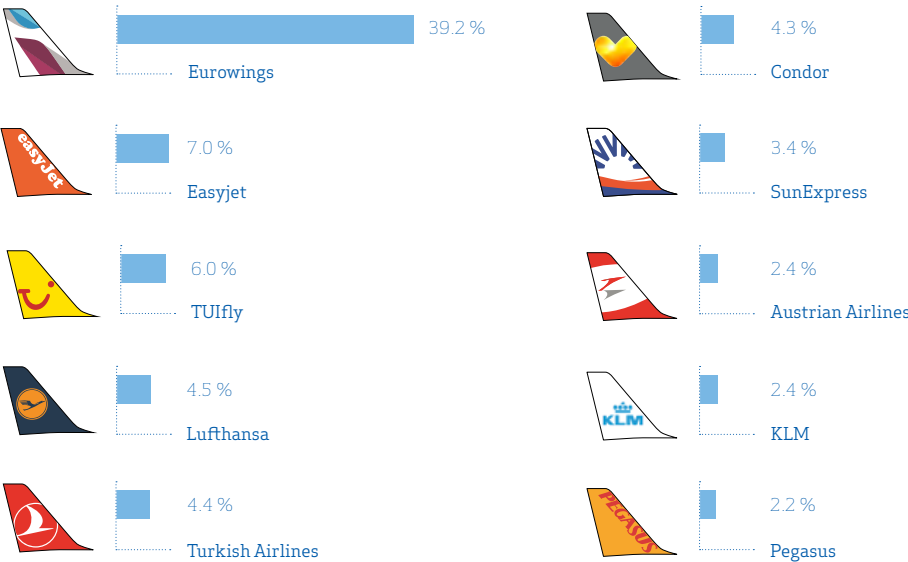


INTERCONTINENTAL FLIGHTS

→ 19 % DIRECT FLIGHTS

AIRLINES

PASSENGERS PER AIRLINE (2018/TOP 10)



INDOOR

NOWHERE GETS YOU CLOSER

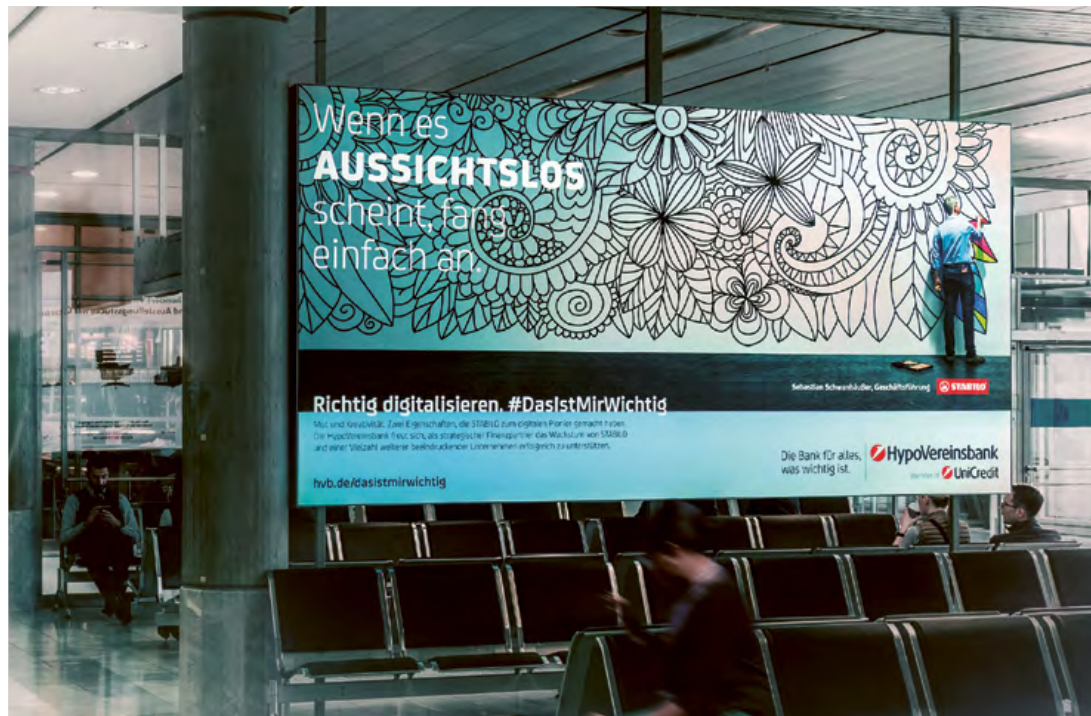


Increasing numbers of passengers and a diverse range of restaurants and shops make Stuttgart Airport a lively area the whole year round. Here you will find a variety of creative possibilities at prime locations to help you reach your target audience. Visitors or passengers – with our indoor advertising spaces you will draw all eyes. If you advertise here, you will be seen.



#DASISTMIRWICHTIG #ImportantToMe

HYPOVEREINSBANK, MEMBER OF UNICREDIT, IS CURRENTLY ADVERTISING WITH A CROSS MEDIA CAMPAIGN AT STUTTGART AIRPORT. THE MESSAGE: "A GOOD CORPORATE BANK IS MORE THAN JUST A SOURCE OF MONEY. IT'S AN ADVISOR, COMRADE, ENCOURAGER, FACILITATOR AND ACCOMPLICE IN A GOOD WAY".



Pos. 1.3.10

↑ HypoVereinsbank lightbox in gate area, Terminal 1, level 3

✓ **Mr Herla (Head of Marketing Research & Production at HypoVereinsbank), what does the hashtag, which you're using in your campaign, mean?** The hashtag, which in English means "important to me", makes it clear how much we value our customers and their plans. We are proud to be able to support companies like Stabilo and Fiege as financial partners. And to, therefore, be the bank for everything that's important. And who could present our campaign better than the successful entrepreneurs themselves? So, we decided to show this in motifs that bring to life their world and way of thinking.



↑ In addition to the lightboxes and the exhibition space at the airport, newspaper ads are also a part of the cross media campaign.

✓ **What is your goal with the cross media campaign you have been running at Stuttgart Airport since February 2019?** The focus of the campaign is on increasing our name recognition in Stuttgart and the region. In doing so, we are directly addressing medium-sized companies. Our customers' ideas and motives are at the centre of the campaign. We support our customers with full conviction – and our campaign should make this clear.

"We support our customers with full conviction – and our campaign should make this clear."

✓ **In November 2018 you visited the airport for a personal tour. How did this on-site visit influence your decision to advertise at Stuttgart Airport? What role did the advice from the Team Airport Media play?** It was already clear that Stuttgart Airport, with over a third of business travellers and the many companies based in the surrounding area, was an ideal touchpoint. But we wanted to see it for ourselves so we could decide which, and how many, spaces were interesting. We were very satisfied with the range of high-quality and eye-catching spaces along the traveller walkways.



Pos. 1.3.07 ↑ Terminal 1, level 3, well positioned in the gate area

✓ You decided, among other things, upon an exhibition space at the gate area in Terminal 1. Here you advertise using an oversized #1 with seating area and USB charging area. What was the strategy behind this? The special installation will, of course, be the first thing you see and demonstrate that we are an efficient partner for corporate customers. It will also provide added value. You notice the #1 instantly in the gate area due to its size and design. In addition to this presence it was important to us that it also had a use. The opportunity to charge mobile devices at four USB ports while sitting at the foot of the #1 means passengers spend time here.

"The many business travellers and the large number of companies in the surrounding area make Stuttgart Airport an ideal touchpoint."

✓ Were there any particular challenges implementing this advertising idea? Fire safety standards, maximum height and access to electricity were relevant challenges we had to look at. Even the delivery of the #1 to the gate was an exciting event. It had to go through the x-ray machine in one piece. Every centimetre counted. We managed to master the challenges with close cooperation and coordination with Airport Media, the booth builder and our agency.

✓ How satisfied are you with the cooperation with Airport Media? We found the team from Airport Media very professional and customer orientated, and not just in the planning phase but especially during the campaign. The devil is often in the details and you can only call it a good cooperation when the day to day business also works. Thank you. ⚡

Pos. 1.3.22

↓ HypoVereinsbank lightbox directly at one of the exits to baggage reclaim in Terminal 1



Pos. 1.3.06

↓ Terminal 1, level 3, domestic gate / Schengen



The lightboxes are located in highly frequented, prominent locations in Terminals 1 and 3. This also makes it possible to focus your advertising on specific target audiences.
→



Pos. 1.2.03

↑ Terminal 1, level 2, domestic gate / Schengen

SITUATED
IN HIGHLY
FREQUENTED
AREAS

LIGHTBOXES

Eye-catching. LED backlighting makes our lightboxes truly eye-catching. At numerous, highly frequented locations in the terminals they emphasise the key features and help you to reach your exact target audience – e.g. directly after the security checks, at the baggage reclaim, at the gates or in the exclusive airline lounges. Upon request, in one booking, we can set up your advertising motif in several flights and remove it again.

DESIGN

Frameless tension fabric system

MINIMUM BOOKING PERIOD

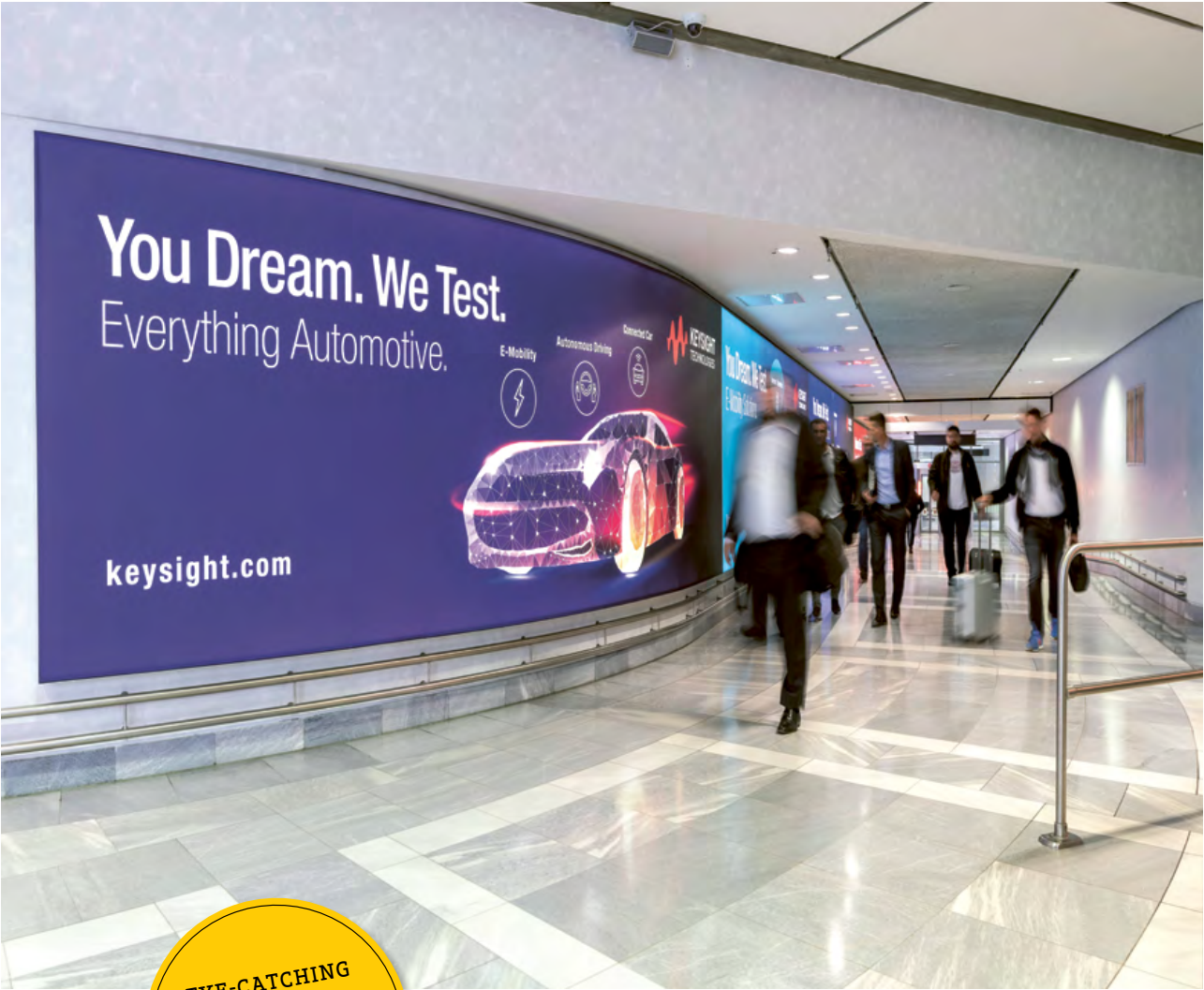
1 month

* Production / assembly / disassembly plus VAT; * Media prices can have 15 % agency commission applied and are plus VAT.

LOCATIONS & PRICES

Terminal	Area	Position no.	Format w x h in m	PAD price €°	Media price / month €*
1	Security check	1.3.01/1.3.02	2 at 2.00 x 1.70	1,250	4,900
	Schengen gate	1.2.02/1.2.03	4.00 x 2.00	415	4,500
	Schengen gate	1.3.05/1.3.06	2.00 x 2.00	265	2,900
	Schengen gate	1.3.10	4.00 x 2.00	415	4,900
	Schengen gate	1.3.11	4.00 x 2.00	415	4,200
	Non-Schengen gate	1.2.01	4.00 x 2.00	415	3,600
	Gates / baggage reclaim	1.3.21	4.50 x 3.00	3,020	4,200
	Gates / baggage reclaim	1.3.22	3.00 x 3.00	2,900	4,200
	Gates / baggage reclaim	1.3.23	6.20 x 1.00	1,260	3,500
	Schengen arrivals	1.2.20/1.2.21	4.00 x 2.00	415	5,700
	Baggage reclaim	1.2.24/1.2.25	2.00 x 2.00	265	3,900
	Baggage reclaim	1.2.22	4.00 x 2.00	415	4,900
3	Baggage reclaim	1.2.23	4.00 x 2.00	415	4,200
	Baggage reclaim	1.2.26 to 1.2.29	6.00 x 2.00	575	4,900
	Schengen gate	3.2.02/3.2.03	6.00 x 2.00	575	4,500
	Schengen gate	3.3.11	2.00 x 2.00	265	2,900
	Schengen arrivals	3.2.01	6.00 x 3.00	1,115	5,000
	Public arrivals	3.2.54	5.00 x 3.00	on request	3,900
4	Public departures	3.3.24/3.3.26	7.00 x 1.20	930	4,900
	Public departures/arrivals	4.3.07	21.00 x 2.00	1,950	2,000

Pos. 1.2.81 ↓ Terminal 1, level 2, domestic arrivals / Schengen



EYE-CATCHING
WITH
BACKGROUND
LIGHTING

↑ Their size and exclusivity give the lightwalls a strong presence. This means they attract and hold the attention of the passengers all the way from the plane to baggage reclaim.

LIGHTWALLS

Exceptional. Our lightwalls in the arrivals areas of Terminals 1 and 3 are the definition of a premium product. Their exclusive and heavily frequented locations guarantee a high degree of contact with your target audience. Treat yourself to 30 metres of sheer brilliance thanks to modern LED technology.

- DESIGN**
Frameless tension fabric system
- MINIMUM BOOKING PERIOD**
1 month
- NOTE**
Pos. 1.2.81: Space D moved down by 32 cm
Pos. 3.2.05: Fronts A + B
Spaces C – F trapezoidal

LOCATIONS & PRICES

Terminal	Area	Position no.	Format w x h in m	PAD price €°	Media price / month €*
1	Schengen arrivals	1.2.81	A 6.44 x 2.20	2,765	9,900
			B 6.70 x 2.20		
			C 8.80 x 2.20		
			D 8.32 x 2.20		
3	Schengen arrivals	3.2.05	on request	4,880	10,900

° Production / assembly / disassembly plus VAT; * Media prices can have 15 % agency commission applied and are plus VAT.

BANNERS

Unmissable. Our large format banners are made from PVC film or bunting and are positioned in central, highly frequented locations inside the terminal building. Their exposed position means that they achieve greater coverage and have a lasting effect. The 33 m² advertising space is the perfect way to make your message seen.

DESIGN

PVC film or bunting, fire safety standard DIN EN 13501-1

MINIMUM BOOKING PERIOD

1 month



Pos. 3.3.41

↑ Terminal 3, level 3, public departures area

Pos. 1.3.37

↓ Terminal 1, level 3, public departures area



LOCATIONS & PRICES

Terminal	Area	Position no.	Format w x h in m	PAD price €°	Media price / month €*
1	Public departures	1.3.36/1.3.37	5.00 x 4.50	1,145	5,200
	Public departures	1.3.45	6.80 x 3.40	1,370	7,900
	Passenger boarding bridges	1.3.29	4 at 11.66 x 0.80	1,480	4,900
	Baggage reclaim	1.2.33	10.00 x 0.90	660	3,900
	Public arrivals	1.2.52	28.00 x 1.28	2,400	6,200
3	Public departures	3.3.49	2 at 5.00 x 3.00	1,490	4,600
	Public departures	3.4.01/3.4.02	1.40 x 4.50	715	900
	Public departures	3.3.41/3.3.42	10 at 1.80 x 3.60	5,190	6,900
	Schengen gate	3.2.70	2 at 6.00 x 1.20	1,200	3,800
4	Public departures	4.3.05	on request	2,035	1,500

* Production / assembly / disassembly plus VAT; ° Media prices can have 15 % agency commission applied and are plus VAT

EXPOSED
LOCATION
GUARANTEES
EXTENSIVE
COVERAGE






Pos. 1.2.43 ↑ Terminal 1, level 2, domestic arrivals / Schengen

WALL AREAS

Quick-change artists. Our large wall areas offer plenty of space for impressive eye-catchers which stand out from standard advertising media. Have your message displayed on a large scale or make it three dimensional and fascinate your audience. Take advantage of these possibilities – we are more than happy to help.

- DESIGN**
PVC film laminated onto aluminium panels, fire safety standard DIN EN 13501-1
- MINIMUM BOOKING PERIOD**
1 month
-  Already know what you want? Then visit: stuttgart-airport-media.com to get a quote.

LOCATIONS & PRICES

Terminal	Area	Position no.	Format w x h in m	PAD price €°	Media price / month €*
1	Schengen arrivals	1.243	on request	on request	4,200
	Non-Schengen arrivals	1.267	31.00 x 2.20	on request	5,000
	Baggage reclaim	1.244	2.00 x 2.00	430	2,000
3	Non-Schengen arrivals	3.213	28.00 x 3.60	5,915	5,200
	Public arrivals	3.239	3.60 x 3.73	1,050	3,000
	Public arrivals	3.240	4.80 x 3.73	1,250	3,600
4	Non-Schengen gate	4.201	2 at 2.00 x 2.00	1,020	2,500
	Baggage reclaim	4.310	2.00 x 2.00	510	1,200
	Public arrivals	4.302	2.00 x 2.00	510	1,200

* Production / assembly / disassembly plus VAT; ° Media prices can have 15 % agency commission applied and are plus VAT.

EXHIBITION SPACES

Pos. 1.3.03 ↓ Terminal 1, level 3, domestic gate / Schengen



↑
The SIXT car rental exhibition space is a successful alternative to two-dimensional advertising space: in front of a backlit foil with a large logo, the bobblehead dog oracle answers all questions on a display about the car rental company SIXT with a nod of its head.

* Media prices can have 15 % agency commission applied and are plus VAT.

Masters of presentation. Our exhibition spaces provide your product with a stage, which allows it to speak for itself through its shape, colour, size, material or workmanship.
Whether in the terminals or at baggage reclaim – your message will be transformed into a memorable experience for your target audience.

DESIGN
Area for exhibits. The exhibits must comply with fire safety standard DIN EN 13501-1 and must not have any sharp edges.
MINIMUM BOOKING PERIOD
1 month

LOCATIONS & PRICES

Terminal	Area	Position no.	Format B x T in m	Media price / month €*
1	Public departures	1.3.31	2.00 x 2.00	3,900
	Security check	1.3.04	on request	4,500
	Schengen gate	1.3.03	5.80 x 3.00	7,000
	Baggage reclaim	1.2.60	10.00 x 2.50	5,000
	Two baggage belts	1.2.39	on request	4,500
3	Public departures	3.3.83	5.00 x 3.00	3,400
	Public departures	3.3.84	5.15 x 4.00	3,900
	Public departures	3.3.89	5.50 x 3.00	5,000
	Security check	3.3.01	5.10 x 3.60	5,900
	Schengen gate	3.3.14	6.00 x 4.60	4,200
	Baggage reclaim	3.2.21	5.00 x 3.00	6,000
	Three baggage belts	3.2.34	on request	4,900
	Public arrivals	3.2.50	6.00 x 3.00	5,200
	Public arrivals	3.2.51	6.00 x 3.00	5,200
	Car rental centre	3.2.52	9.70 x 3.25	5,200

FOILS

Flexible. Our foils are perfect for short-term promotions relating to specific campaigns, such as on glass surfaces and sliding doors in the arrivals area or passenger boarding bridges. They are also a perfect choice for long-term campaigns. Thanks to their prime locations, you can enjoy a high level of exposure around the clock.

DESIGN
PVC film,
fire safety standard DIN EN 13501-1

MINIMUM BOOKING PERIOD
1 month

⚙
Is your desired period still available?
Simply check the availability at:
stuttgart-airport-media.com

LOCATIONS & PRICES

Terminal	Area	Position no.	Format w x h in m	PAD price €* Media price / month €*	
1	Passenger boarding bridges	1.3.25	8 at 0.83 x 1.50	1,350	2,900
	Baggage reclaim	1.2.49 A / 1.2.49 B	on request	on request	3,000
	Public arrivals	1.2.58	8 at 1.80 x 0.90	1,430	3,500
			2 at 0.74 x 0.90 1 at 1.81 x 0.90		
3	Schengen gate	3.3.13	4 at 2.75 x 1.75	1,640	4,400
	Non-Schengen gate	3.3.16	2 at 2.75 x 1.75	950	2,200
	Public arrivals	3.2.55	4 at 0.88 x 2.27	1,350	2,900

* Production / assembly / disassembly plus VAT; * Media prices can have 15 % agency commission applied and are plus VAT.

Pos. 3.2.55 ↓ Terminal 3, level 2, public arrivals area



Through the continuous opening of the sliding doors, you have an active advertising space which becomes even more effective thanks to its position in highly-frequented locations and long exposure time.

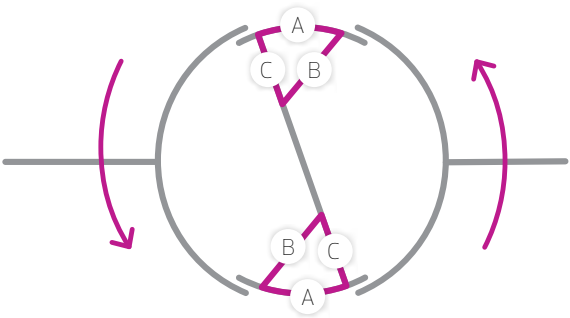




↑ Terminal 1, level 3, public departures area
(visible here: space C)



Pos. 1.2.54 ↑ Terminal 1, level 2, public arrivals area (visible here: space A)



↑ The eight revolving doors, each with two display cases and three advertising spaces (A, B and C), are located in the departure and arrival levels of Terminals 1 and 3. Passengers and visitors will pass through the revolving doors when they enter or exit the building. Your advert is therefore guaranteed a central presence.

* Production / assembly / disassembly plus VAT; * Media prices can have 15 % agency commission applied and are plus VAT.

REVOLVING DOORS

Approachable. Our illuminated showcases are located at the entrances and exits of the public departure and arrival areas. Your message is displayed at eye level. Either as a large format print on a premium decal. Or you can use the available space for a product presentation, creating your very own shop window. We are more than happy to assist you in your planning.

DESIGN
Two lit glass display cases for every three areas (can only be reserved as a set)
PVC film, fire safety standard DIN EN 13501-1

MINIMUM BOOKING PERIOD
1 month

LOCATIONS & PRICES

Terminal	Area	Position. no.	Format w x h in m	PAD price €*	Media price / month €*
1	Public departures	1.3.38 to 1.3.41	on request	1,360	3,000
	Public arrivals	1.2.54 to 1.2.57	on request	1,360	3,000
3	Public departures	3.3.78 to 3.3.81	on request	1,360	3,000
	Public arrivals	3.2.45 to 3.2.48	on request	1,360	3,000

OUR BEST SELLER

- LIGHTBOXES
- 1

3.2.01 - 3.2.03
- 2

1.2.01 - 1.2.03
- 3

1.2.20 - 1.2.21/1.2.26 - 1.2.29
- 4

1.2.22
- 5

3.3.11/1.3.10/1.3.05
- 6

3.3.24/3.3.26
- LIGHTWALLS
- 7

1.2.81
- 8

3.2.05
- BANNERS
- 9

3.3.49
- 10

1.3.36/1.3.37/1.3.45
- DECALS
- 11

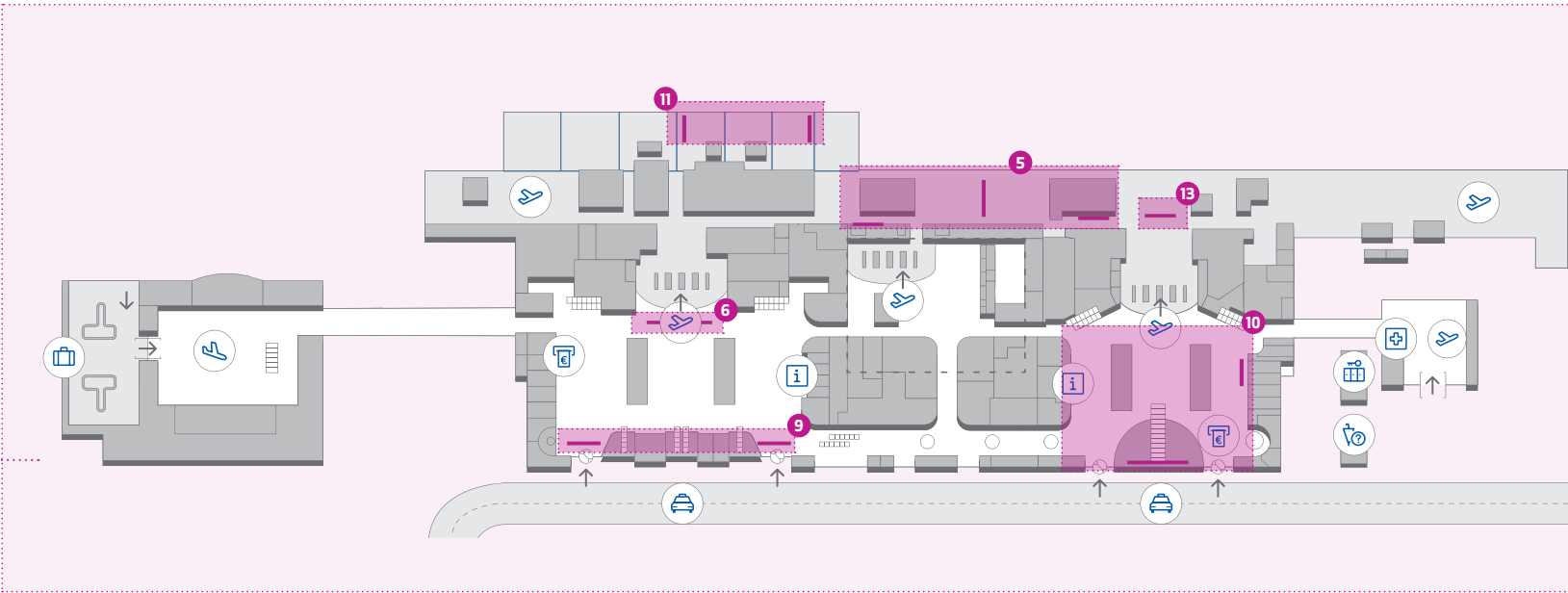
3.3.13
- EXHIBITION SPACES
- 12

3.2.21
- 13

1.3.07

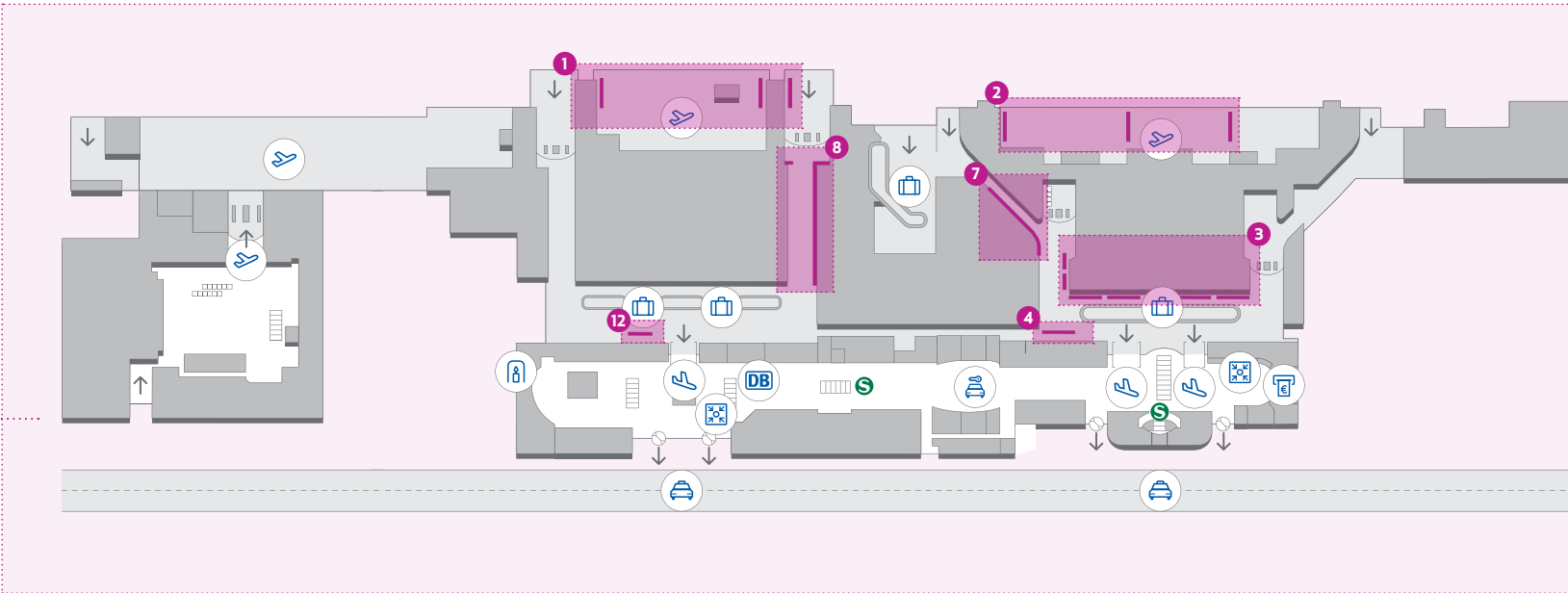
LEVEL 3

DEPARTURES T1 - T3,
ARRIVALS T4



LEVEL 2

DEPARTURES
& ARRIVALS T1 - T3,
DEPARTURES T4



TERMINAL 4↑

TERMINAL 3↑

TERMINAL 2↑

TERMINAL 1↑

TERMINAL 1 WEST↑



OUTDOOR

PLAN **BIG** WITH US.



The outdoor area of the extensive airport site offers the perfect stage for your advertising presence. You will reach not only airport passengers and visitors, but also employees of the neighbouring companies in the Airport City, passengers at the long distance bus station and visitors of Stuttgart Trade Fair.

With constantly high contact numbers, you will be seen and be in the spotlight, even at night, thanks to top lighting.

Pos. A.03 ↓ Car park P6 east



Huge. With a surface area of up to 360 m² and made from weather-resistant vinyl mesh, our large banners are perfectly suited large format brand and product presentations. The large banners are situated in key, high-traffic areas and are clearly visible, guaranteeing huge coverage. At night, your advertisement will always remain visible thanks to its own lighting system.

DESIGN
PVC Mesh Banner

MINIMUM BOOKING PERIOD
1 month

* Production / assembly plus VAT; * Media prices can have 15 % agency commission applied and are plus VAT.

LARGE BANNERS

APPROX.
50,000
CONTACTS
PER DAY
👍



Pos. A.04 ↑ New large banner, car park P14 northeast

LOCATIONS & PRICES

Area	Position no.	Format w x h in m	PAD price €°	Media price / month €*
Car park P6 west	A.01	10.00 x 10.00	3,386	15,500
Car park P6 east	A.03	25.00 x 10.00	6,513	21,900
Car park P14 northeast	A.04	30.00 x 12.00	on request	29,900
Car park P14 northwest	A.05	15.00 x 12.00	on request	16,200

FLAGS

Short-term. Our flags are the perfect eye-catcher for image and product advertising and are also suitable for short-term campaigns in outdoor areas. They are found near to the terminals, such as along the Trade Fair Boulevard (Messeboulevard). Large numbers of passengers and trade fair visitors pass through these prime locations. Therefore, your message is guaranteed to attract the greatest level of attention.

DESIGN

Bunting

MINIMUM BOOKING PERIOD

1 week



Would you like to book the flags for several months? Get a quote for your desired period at: stuttgart-airport-media.com

Pos. A.11 ↓ Flughafenstraße Intersection



* Production / assembly / disassembly plus VAT
* Media prices can have 15 % agency commission applied and are plus VAT.

LOCATIONS & PRICES

Area	Position no.	Format w x h in m	PAD price €*	Media price / week €*
Flughafenstraße intersection	A.11	5 at 2,00 x 6,00	on request	800
Trade fair boulevard (Messeboulevard)	A.19	11 at 1,20 x 3,00	on request	1,300
BOSCH car park	A.12	on request	on request	2,500

Pos. A.20 ↓ Passenger boarding bridges



PASSENGER BOARDING BRIDGES & AIRPORT BUSES

Exclusive. With 8 passenger boarding bridges and 13 airport buses, we can offer you the perfect opportunity to advertise away from the competition. Your message will be situated in the most prime position on the apron of Stuttgart Airport. You will reach departing and arriving passengers as well as guests on the visitor terrace.

- DESIGN**
Removable PVC film
- MINIMUM BOOKING PERIOD**
Passenger boarding bridges: 1 year
Airport buses: 1 month

CLOSER TO PASSENGERS:
ADVERTISE ON THE APRON



LOCATIONS & PRICES

Area	Position no.	Format w x h in m	PAD price €*	Media price €*
8 Passenger boarding bridges	A.20	on request	on request	280,000 per year
13 Airport buses	A.22	on request	on request	1,800 per month

* Production / assembly / disassembly plus VAT; * All media prices can have 15 % agency commission applied and are plus VAT

Pos. A.22 ↑ Airport buses

LOCATIONS

FLAGS

BOSCH CAR PARK

1 A.12

FLUGHAFENSTRASSE JUNCTION

2 A.11

TRADE FAIR BOULEVARD (MESSEBOULEVARD)

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

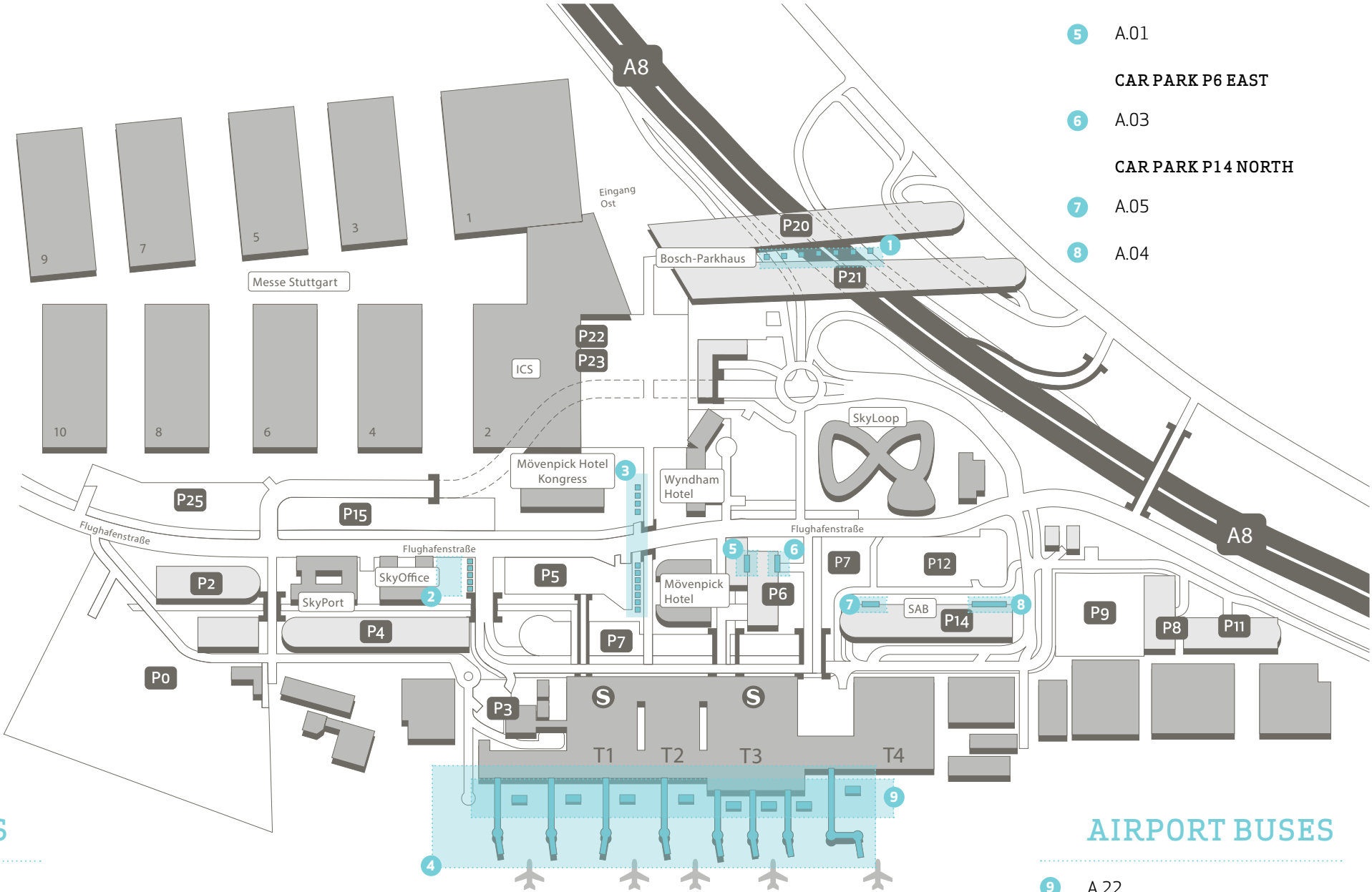
CAR PARK P14 NORTH

7 A.05

8 A.04

AIRPORT BUSES

9 A.22



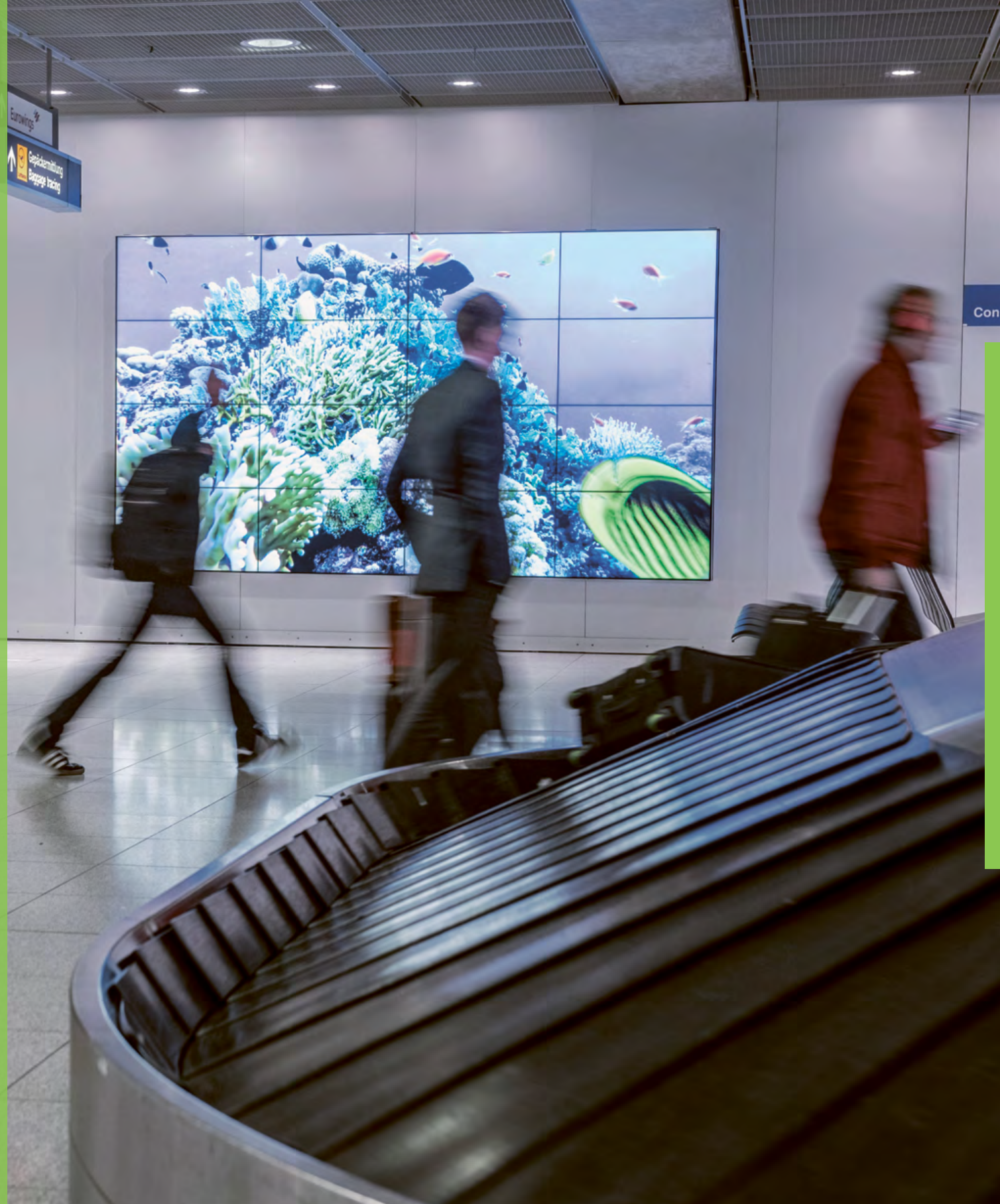
DIGITAL

MOVING IMAGE CAPTURES THE GAZE

↓

Inspiring emotions in the viewer – that is the aim of every advertisement. Moving images draw attention like no other media and enable high-quality brand staging that sticks in your memory.

You can comprehensively reach your target audience in five different networks with our digital advertising media Airport InfoNet. In Terminal 3 the digital offer is enhanced by seven synchronised videowalls enabling an exclusive presence in baggage reclaim.



LOVE WHO YOU ARE. BE A RIANISTA.

HIGH-QUALITY DESIGN AND UNIQUE FIT – WHAT RIANI, THE PREMIUM LABEL FROM SCHORNDORF, HAS STOOD FOR, FOR MORE THAN FOUR DECADES. RIANI IS NOT JUST A BRAND, IT EMBODIES A SPECIAL ATTITUDE TO LIFE THAT GIVES EVERY CUSTOMER THE PERFECT LOOK AS A RIANISTA – REGARDLESS OF AGE OR SHAPE. STUTTGART AIRPORT OFFERS THE FASHION LABEL THE IDEAL OPPORTUNITY TO REACH ITS CUSTOMERS IN AN URBAN LIFESTYLE AND THUS ALSO THE PERFECT ENVIRONMENT TO PRESENT CURRENT COLLECTIONS ON THE SEVEN VIDEO WALLS IN TERMINAL 3.



✓ **Ms Buckenmaier (Head of Business Development RIANI), what connects RIANI with Stuttgart Airport?** Firstly, it's of course home for us, and secondly, the many travels. For us, Stuttgart Airport is a starting point for all our stores and dealers, international markets and events, such as the Fashion Week in Berlin.

"The urban and dynamic ambience of the airport is for us, as a fashion label, an atmospheric environment."

← The videowalls can be equipped with transmission times of 10 or 20 seconds and are, therefore, the ideal media to display the RIANI Fashion Show in Berlin.

✓ **What advantages do you see in advertising at the airport in general?** The high frequency and length of stay creates an enormous coverage that connects all our target groups and customers. We want to achieve greater attention and brand awareness and communicate the brand the way we see it on a daily basis. The urban and dynamic ambience of the airport is for us, as a fashion label, an atmospheric environment where we can present RIANI in a way that is targeted and true to the brand.

✓ **What ultimately led you to place your advertisements on the videowalls in the baggage claim area?** RIANI isn't just a brand. It embodies a certain lifestyle, going far beyond our collection. The videowalls are the ideal media for showing our Fashion Show in Berlin – the current collection with different looks, but also the atmosphere and emotions that go with them.

“With moving images we can emotionalise our brand and our product even more.”



↑ Terminal 3, videowalls: The digital content can be adapted quickly to each customer's requirements. Advertisements can be integrated daily, at preferred times and in real time.



↑ The RIANI FLAGSHIP STORE in its home town Schorndorf: RIANI has a unique home in the historic protected building.

↓ Family business: In 2017, Mona Buckenmaier not only brought the next generation into the company, but also the next stage of digitisation for the RIANI brand. From left: Jürgen Buckenmaier (Founder), Martina Buckenmaier (CEO), Mona Buckenmaier (Head of Business Development)



✓ **During your visit directly on-site you were able to get an impression of the effect of an ad circuit. Did this strengthen your decision?** Our decision to use the videowalls came very early on. The impression on-site was, however, a very important confirmation of our decision. With moving images we can emotionalise our brand and our product even more and convey the brand in a targeted and modern way. The on-site appointment, especially, helped us to better assess the effect of our ads and to put ourselves in the position of our customers.

✓ **How happy were you with the advice from the Airport Media-Team?** The advice was incredibly competent and professional. The flexibility of Airport Media allowed us to play several ads and, therefore, show different collections and present RIANI in a variety of ways. We look forward to working on other great projects with Airport Media. ⚡

VIDEOWALLS

EXCLUSIVE PRESENCE WITH SEVEN VIDEOWALLS

A total of seven videowalls in the baggage reclaim area in Terminal 3 offer digital advertising opportunities at Stuttgart Airport. Want something even more exclusive? Then reserve our videowall, where your advertising content will be screened exclusively. In addition, you can present your adverts on the exhibition space in front.


TERMINAL 3 ARRIVALS

Number of locations	Video wall format	Overlays / day	Ad length / second	Price / week	Price / month
7	4 x 4.46 inches	650	10	1,600	5,900
7	4 x 4.46 inches	650	20	2,800	10,600
1	4 x 4.46 inches	1 Customer exclusive + exhibition space	flexible		6,000


Gross number of impressions: 500,000 per week

BOOKING INFORMATION


- BROADCASTING TIME



18 hours a day from 06:00 to 24:00
- BROADCASTING LOOP



Your ad will be shown synchronously 650 times a day on all seven videowalls. During the transmission, your ad will be broadcast exclusively across the whole baggage reclaim area of Terminal 3. The ad will be shown in approx. 1.5-minute loops.
- AD LENGTH



10 or 20 seconds

DATA DELIVERY

- FINAL FORMAT

MPEG4 (recommended), WMV, MOV, AVI, VOB, FLV, JPG, TIFF, HTML
- RESOLUTION

Full HD: 1920 x 1080 pixels (16:9)
4K: 3840 x 2160 pixels (16:9)
- DATA RATE

6-10 MBit
- FRAME RATE

30 fps



All information available online at stuttgart-airport-media.com

AIRPORT INFONET

DYNAMICALLY AND FLEXIBLY REACH OUT TO TARGET GROUPS WITH HIGH PURCHASING POWER

Stuttgart Airport offers you the unique opportunity to advertise quickly and effectively on high-quality screens. Airport InfoNet stands for flexible and innovative advertising and ensures a high number of impressions as well as optimal coverage.

AIRPORT INFONET OFFERS NUMEROUS ADVANTAGES

- High capability of attracting interest through dynamic and interactive content
- High degree of flexibility – simple to use and good value for money
- Heavily geared towards your target audience: at the right place at the right time – minimal losses
- Increased impressions with waiting times
- No time wasted setting up, as the adverts can be flexibly integrated and updated



BOOKABLE NETWORKS

We can offer you a selection of five predefined networks from our portfolio of 114 screens. This makes it possible to target passengers on arrival or departure as well as to choose between leisure and business travellers. It is also possible to book all of the screens and advertise across the entire network.



Terminal 1

↑ Screens in the baggage reclaim

NETWORK 1 DEPARTURES – TERMINALS 1-4

GENERAL INFORMATION

Terminal	Area	Screen size	Number of screens
1 – 4	Gate	40"	74
1	Public departures	46"/103"	4
3	Public departures	52"	4
In total			82

PRICES

Overlays per day	Price per second €*	Price / week €* for 10 second spot
200 (every 6 mins)	0.16	2,240
300 (every 4 mins)	0.16	3,360
400 (every 3 mins)	0.16	4,480

Example calculation for a 15 second ad:
€0.16 x 15 sec. x 200 overlays x 7 days = €3,360/week

Gross number of impressions:
1.5 million per week

NETWORK 3 BUSINESS – TERMINALS 1 & 2

GENERAL INFORMATION

Terminal	Area	Screen size	Number of screens
1	Public departures	46"/103"	4
1	Gate	40"	38
1 – 2	Baggage reclaim	40"/46"	11
1	Public arrivals	46"/55"/103"	5
In total			58

PRICES

Overlays per day	Price per second €*	Price / week €* for 10 second spot
200 (every 6 mins)	0.15	2,100
300 (every 4 mins)	0.15	3,150
400 (every 3 mins)	0.15	4,200

Example calculation for a 14 second ad:
0.15 € x 14 sec x 200 overlays x 7 days = 2,940 €/week

Gross number of impressions:
1.35 million per week

NETWORK 2 ARRIVALS – TERMINALS 1-4

GENERAL INFORMATION

Terminal	Area	Screen size	Number of screens
1 – 4	Baggage reclaim	40"	21
1	Public arrivals	46"/55"/103"	5
3 – 4	Public arrivals	46"/55"	6
In total			32

PRICES

Overlays per day	Price per second €*	Price / week €* for 10 second spot
200 (every 6 mins)	0.11	1,540
300 (every 4 mins)	0.11	2,310
400 (every 3 mins)	0.11	3,080

Example calculation for a 12 second ad:
€0.11 x 12 sec. x 200 overlays x 7 days = €1,848/week

Gross number of impressions:
1 million per week

NETWORK 4 TOURISM – TERMINALS 3 & 4

GENERAL INFORMATION

Terminal	Area	Screen size	Number of screens
3	Public departures	52"	4
3 – 4	Gate	40"	36
3 – 4	Baggage reclaim	40"/46"	10
3 – 4	Public arrivals	46"/55"	6
In total			56

PRICES

Overlays per day	Price per second €*	Price / week €* for 10 second spot
200 (every 6 mins)	0.12	1,680
300 (every 4 mins)	0.12	2,520
400 (every 3 mins)	0.12	3,360

Example calculation for a 19 second ad:
€0.12 x 19 sec. x 200 overlays x 7 days = €3,192/week

Gross number of impressions:
1.15 million per week

* All prices can have 15 % agency commission applied and are plus VAT.

* All prices can have 15 % agency commission applied and are plus VAT.

NETWORK 5 TOTAL AREA - ALL SCREENS

GENERAL INFORMATION

Terminal	Area	Screen size	Number of screens
1 - 3	Public departures	46"/52"/103"	8
1 - 4	Gate	40"	74
1 - 4	Baggage reclaim	40"/46"	21
1, 3 - 4	Public arrivals	46"/55"/103"	11
In total			114

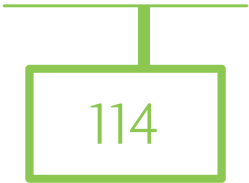
PRICES

Overlays per day	Price per second €*	Price / week €* for 10 second spot
200 (every 6 mins)	0.27	3,780
300 (every 4 mins)	0.27	5,670
400 (every 3 mins)	0.27	7,560

Example calculation for a 13 second ad:
€0.27 x 13 sec. x 200 overlays x 7 days = €4,914/week

Gross number of impressions:
2.5 million per week

... OR ARRANGE YOUR OWN NETWORK!



Airport InfoNet offers you a first-class opportunity to compile your own network from our portfolio of 114 screens – targeted exactly to your target audience. The booking period can also be flexibly designed, e.g. for a period of two months only on Mondays and Tuesdays, at your own prime time on request. Just get in touch – we would be delighted to give you an individual offer.

BOOKING INFORMATION

BROADCASTING TIME



19 hours a day from 04:30 to 23:30

BROADCASTING LOOP



Each hour, 20 minutes of daily news will be shown which will consist of the following themes: politics, sports, economy, panorama, weather, jobs and careers, travel, multimedia, people and cars. The individual news blocks will be evenly distributed on the programme and broadcast between the adverts.

AD LENGTH



Between 10 and 45 seconds



DATA DELIVERY

FINAL FORMAT

MPEG4 (recommended),
WMV, MOV, AVI, VOB, FLV, JPG, TIFF, HTML

RESOLUTION

Full HD: 1920 x 1080 pixels (16:9)

DATA RATE

6-10 MBit

FRAME RATE

30 fps

All information available online at stuttgart-airport-media.com

AIRPORTconnect

The marketing alliance AIRPORTconnect is a new exclusive group of four airports **Munich, Hamburg, Dusseldorf** and **Stuttgart**. At these four airports it offers the possibility of simultaneously occupying selected digital premium areas in central areas with high contact frequency (95 million passengers per year across all airports) and strong advertising impact.

All information available online at stuttgart-airportconnect.com



* plus VAT – production is carried out on behalf of and at the expense of the customer. Please note that this offer is non-binding. All implementations will take place after coordination and approval by the airports. Payout on a weekly basis with no guarantee of an exact payout period. Change of areas subject to reservation. **As of: May 2018



↑ Screen in public departures area Terminal 1

DESIGN AND NUMBER

The placements at Stuttgart Airport offer high-quality screens with a high number of contacts and optimum coverage. The network includes four prominently placed 103" screens in the public departure and arrival area of Terminal 1.

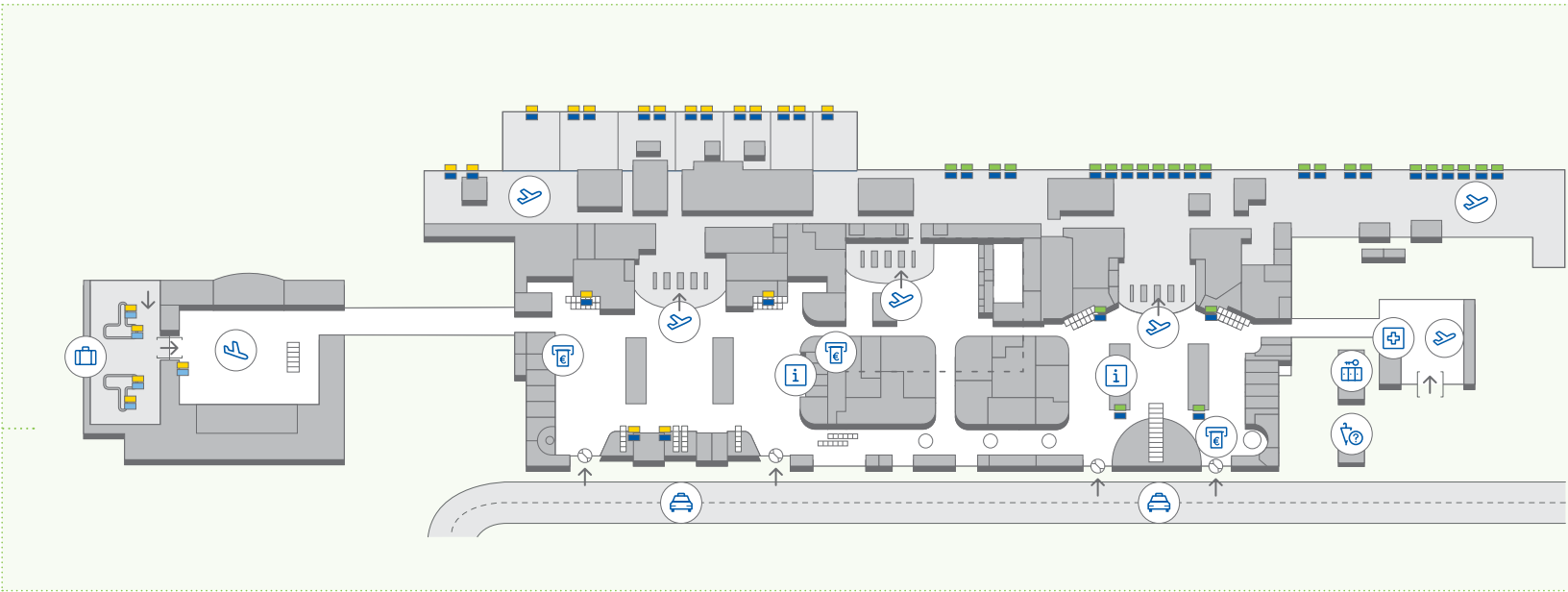
YOUR BENEFITS AT A GLANCE

- Attractive target audiences with high net household incomes
- 95 million passengers annually (across all airports)
- High proportion of business travellers and decision makers
- High frequency thanks to central positioning of the walkways

DISTRIBUTION OF SCREENS AND NETWORKS

LEVEL 3

DEPARTURES T1 - T3, ARRIVALS T4



AIRPORT INFONET

- NETWORK 1** Departures (Terminals 1, 2, 3, 4)
- NETWORK 2** Arrivals (Terminals 1, 2, 3, 4)
- NETWORK 3** Business (Terminals 1, 2)
- NETWORK 4** Tourism (Terminals 3, 4)

VIDEOWALLS

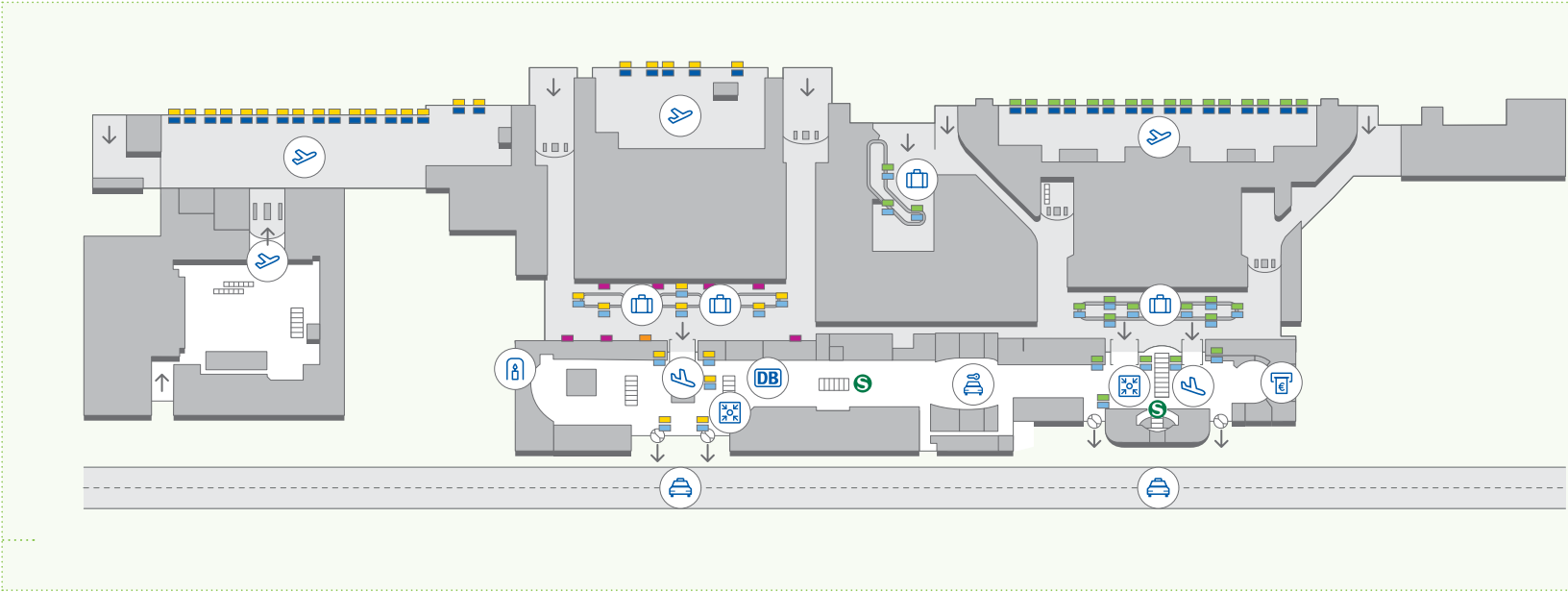
- NETWORK** Arrivals Terminal 3

VIDEOWALL WITH EXHIBITION SPACE

- Exclusive videowall with exhibition space

LEVEL 2

DEPARTURES AND ARRIVALS T1 - T3, DEPARTURES T4



TERMINAL 4↑

TERMINAL 3↑

TERMINAL 2↑

TERMINAL 1↑

TERMINAL 1 WEST↑

Gepäckaufgabe /
Self-bag-drop

152

Self bag drop
Reisgepäck selbst aufgeben

PROMOTION

DIRECT AND PERSONAL ADVERTISING

Whether it's product launches or sales promotions, direct, personal dialogue is often the deciding factor. With its wide audience, Stuttgart Airport is the perfect location for this. Promotional offers enjoy high popularity thanks to their entertaining nature – the more creative, the better. Benefit from the advantages at the airport such as the high contact frequency and the above-average length of stay of our visitors. Still have questions? We are happy to help.

STUTTGART
AIRPORT

Eurowings

FLORENZ

Für Kunstliebhaber:
Fliegen Sie in die Heimat
italienischer Renaissance

Eurowings

NUTZEN SIE DIE
KUNST DER STUNDE.

Erst malen lassen, dann günstig in
malerische Städte fliegen. Jetzt buchen
auf eurowings.com

Eurowings

OH

her
n



A PLAYGROUND FOR BRANDS

The trend is moving towards experience. Exciting brand presentations are particularly popular at airports. This is because travellers are in a purchasing mood and are willing to try new things. According to a study by JCDecaux and Media Frankfurt, approximately 86 % of passengers consider airports to be a suitable place to try out products.

Directly addressing customers is growing in importance.

Even mobile promotional campaigns offer excellent conditions for making brands come alive, explaining complex issues and connecting directly with target audiences. Promotions are gaining importance as a part of a networked communication activity. With well-trained promotion teams, you also have the flexibility to react to the passenger frequency within the terminals when using mobile promotional campaigns. Mobile promotions at Stuttgart Airport can take place both in public areas (check-in, pick-up areas, car parks) as well as in the secure areas (gates, baggage reclaim etc.). Get ready to move! ⚡



CASE STUDY



↑ myJupiter – promotional campaign in the departure area

“TRY AND WIN.” AQUA RÖMER ADVERTISES ITS MINERAL WATER AT STUTTGART AIRPORT WITH A THIRST-QUENCHING TASTING.

MYJUPITER IS ALSO ATTRACTING NUMEROUS INTERESTED PASSENGERS WITH A PROMOTIONAL CAMPAIGN. THE FRESHLY SQUEEZED JUICES ARE A HUGE SUCCESS.



↑ AQUA RÖMER – sampling campaign in baggage reclaim

MOBILE PROMOTIONS & PROMOTIONS WITH STANDS

Extroverts. Promotional campaigns are ideal for complex products, services and for handing out give-aways, product samples, flyers or coupons. At Stuttgart Airport, you can reach an extensive, financially strong audience which consists of business and leisure travellers. This is how you can quickly come into direct contact with your potential customers.

LOCATIONS & PRICES

Terminal	Area	Position no.	Format w x h in m°	Price / day €* 1-10 days	Price / day €* From 11 days
1	Public arrivals	P1.2.59	1.00 x 1.00	850	700
	Baggage reclaim	P1.2.60	10.00 x 2.50	850	700
	Schengen gate	P1.3.07	5.50 x 3.00	850	700
3	Public arrivals	P3.2.52	9.70 x 3.25	850	700
	Car rental centre	P3.3.01	5.10 x 3.60	850	700
	Schengen gate	P3.3.14	6.00 x 4.60	850	700
	Public departures	P3.3.84	5.15 x 4.00	850	700
	Public departures	P3.3.89	5.50 x 3.00	850	700
1-4	Mobile promotional campaign in the public area		Mobile	570	520
	Mobile promotional campaign in the secure area		Mobile	850	780

* All materials must comply with fire safety standard DIN EN 13501-1. * Media prices can have 15 % agency commission applied and are plus VAT.



BOOKING INFORMATION

For your inquiry we need information about the desired location, the stand size, number of promoters (max. three promoters) as well as the advertised company or product. In addition, electricity connections or storage areas can be booked for a fee. Please send your promotional material, such as flyers and give-aways, in advance for approval.



ONLINE

ONE CLICK HAS A **HUGE** EFFECT



Stuttgart Airport is one of the top 7 international passenger airports in Germany. Therefore, our website www.stuttgart-airport.com receives a high number of visitors. Whether in Stuttgart, London or Abu Dhabi – with just one click, your offer reaches all target audiences worldwide. With around 4.6 million unique users and over 24 million page impressions, the website breaks records year on year. What are you waiting for? Use our strong online media as a springboard for your brand.

DESKTOP BANNER



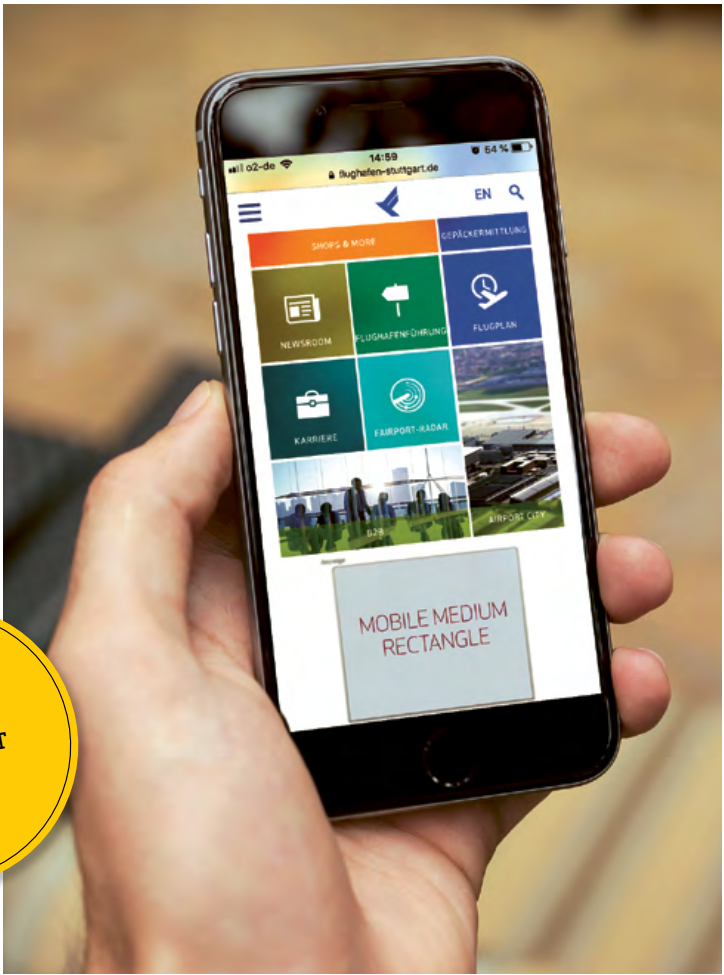
Eye-catching. The Leaderboard is the very first thing that catches your target audience's eye. It is at the very top of the browser, above all other content, therefore offering generous space. The wide skyscraper or half-page banner is placed prominently to the right of the content and is visible at all times when scrolling ('sticky effect'). With 2 million page impressions per month, you are guaranteed a prime position for gaining coverage.

PRICES

Advertising media	Size in pixels	File format	Maximum size	CPT in €*
Leaderboard	728 x 90	jpg, png, gif, HTML5	80 KB	16
Wide Skyscraper	160 x 600	jpg, png, gif, HTML5	80 KB	16
Half Page	300 x 600	jpg, png, gif, HTML5	80 KB	19

MOBILE BANNER

The mobile. With the Mobile Medium Rectangle and the Mobile Banner, you are also visible to your target audience on the go. Of approx. 380,000 Unique Users per month, at least 51 % visit our website on a mobile device. Your message will appear both on the homepage as well as on all other subpages.



* Media prices can have 15 % agency commission applied and are plus VAT.

PRICES

Advertising media	Size in pixels	File format	Maximum size	CPT in €*
Mobile Medium Rectangle	300 x 250	jpg, png, gif, HTML5	30 KB	18
Mobile Banner	320 x 50	jpg, png, gif, HTML5	30 KB	16

EXCLUSIVE ADVERTISING

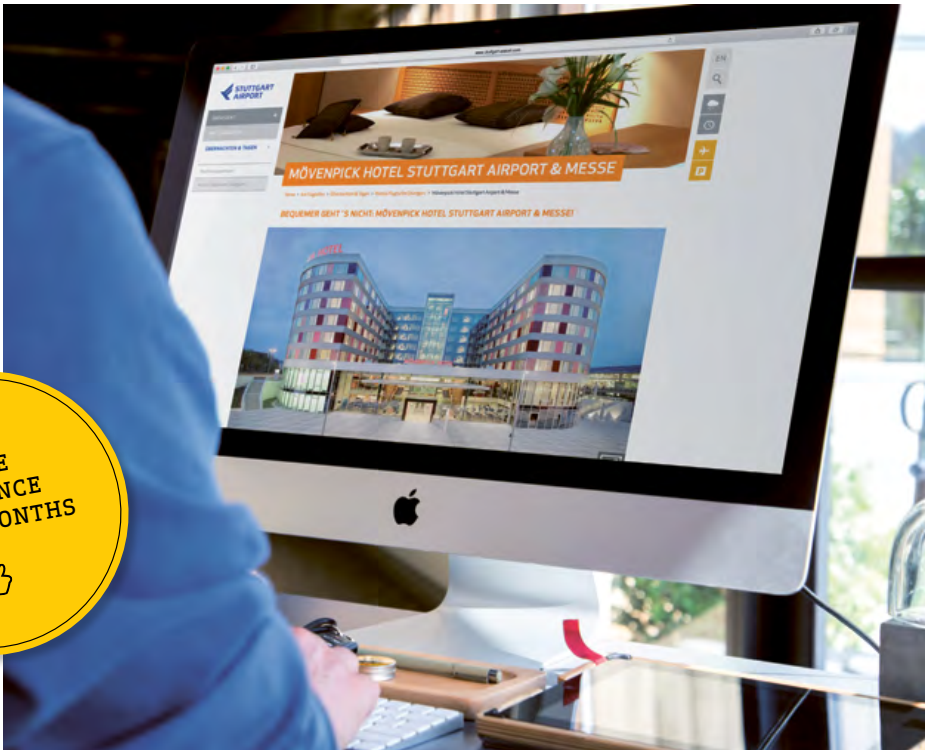
No competition. With these formats, you are unbeatable. We promise. Book the most frequently visited pages on Stuttgart Airport’s website exclusively for your brand. The “Arrivals”, “Departures”, “Experience the Airport” sections of our website, as well as our home page receive a spectacular number of page impressions. You can’t achieve more presence than this.



PRICES

Advertising media	Size in pixels	File format	Maximum size	CPT in €*
Leaderboard	728 x 90	jpg, png, gif, HTML5	80 KB	21
Wide Skyscraper	160 x 600	jpg, png, gif, HTML5	80 KB	21
Half Page	300 x 600	jpg, png, gif, HTML5	80 KB	21
Mobile Medium Rectangle	300 x 250	jpg, png, gif, HTML5	30 KB	21
Mobile Banner	320 x 50	jpg, png, gif, HTML5	30 KB	21

CORPORATE SITE



HUGE PRESENCE FOR 12 MONTHS

* Media prices can have 15 % agency commission applied and are plus VAT.

More space for your brand. Here you can present your business in a big way. We will provide you with your own content page. You can customise it with your own content. Benefit from the high number of visitors and display your brand for a full 12 months on our powerful website. Both in German and English and across all digital devices.

PRICES
2,150 €* / year

PRINT

ENSURE MAXIMUM IMPACT



Unlike online articles, print media is often read repeatedly and more intensively. It's true: Print still works – even in the digital age. Stuttgart Airport's publications have a particularly broad readership, not only when travelling, but across the whole of Baden-Württemberg. With additional digital editions, you also reach a wide, global online target audience. This gives you the maximum effect. When will you make the switch?



FLUGBLATT

Since 1960, Flugblatt has been Stuttgart Airport's official magazine and is one of the oldest airport magazines. It provides extensive and exclusive information on events in and around the airport and is very appealing to interested target groups: Passengers, airport staff, customers and airport visitors. In addition to its free distribution throughout the airport, in all of the terminals and at all of the gates, Flugblatt is also delivered to numerous disseminators from Baden-Württemberg (federal, state, local politicians, CCI members, media representatives), as well as to companies from the region, hotels, airlines and individual purchasers. The most recent print edition is also available on the airport homepage and the company's social media channels. Flugblatt is now also fully available in an online version at www.flugblatt-magazin.de.

MAGAZINE FORMAT (W x H)

DIN A4 (210 x 297 mm)

CIRCULATION

50,000 copies

FREQUENCY

4 x annually, on around 10th of
March, June, September, December

DISCOUNTS

3 adverts: 10 %
4 adverts: 20 %

PRICES

Advert (page)	Format w x h in mm Bleeding off**	Format w x h in mm Within the type area	4C price in €*
1/1	210 x 297	177 x 247	2,200
1/2 portrait	107 x 297	85.75 x 247	1,400
1/2 landscape	210 x 148.5	176.25 x 123.5	1,400
1/3 portrait	81.25 x 297	63.25 x 247	990
1/3 landscape	210 x 102.3	176.25 x 82.3	990
1/4 portrait	58.5 x 297	-	800
1/4 landscape	-	176.25 x 57.6	800
Marketplace	-	86 x 55	390
→ 4 items	-	-	990
Cover page U2, U3 or U4	210 x 297	210 x 297	2,400
Attachments up to 25 g	-	-	on request

* Media prices can have 15 % agency commission applied and are plus VAT. ** + 3 mm bleed



Closing date is 6 weeks before publication. Please send us the printing material as high-resolution PDF version 1.3. All other file formats will be converted at an extra cost. Files should be sent by email to: schimmer@beckmedien.de

CONTACT

Flughafen Stuttgart GmbH
Flughafenstraße 32
70629 Stuttgart
☎ +49 711 948 - 37 53
☎ +49 711 948 - 23 62
✉ flugblatt@stuttgart-airport.com

AIRPORT MEDIA

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Airport Media
Flughafenstraße 32
70629 Stuttgart

🌐 stuttgart-airport-media.com

🐦 [@airportwerbung](https://twitter.com/airportwerbung)



SABRINA KORES

Airport Media
kores@stuttgart-airport.com
+49 711 948 - 34 02

THOMAS PUSCHER

Senior Expert E-Commerce and E-Marketing
thomas.puscher@stuttgart-airport.com
+49 711 948 - 31 95



TANJA HERB

Senior Expert Digital
herb@stuttgart-airport.com
+49 711 948 - 34 86

HERBERT FRIEDRICH

Head of advertising
friedrich@stuttgart-airport.com
+49 711 948 - 34 88

ANNA-MARIA STAHLSCHMIDT

Senior Expert Airport Media
stahlschmidt@stuttgart-airport.com
+49 711 948 - 30 78

ALEXANDER TCHARTAZANOV

Senior Expert Airport Media
tchartazanov@stuttgart-airport.com
+49 711 948 - 34 54

KIM SCHUBERT

Expert Airport Media
kim.schubert@stuttgart-airport.com
+49 711 948 - 34 49

EDITOR

Flughafen Stuttgart GmbH
Airport Media
Flughafenstraße 32
70629 Stuttgart

PO Box 23 04 61
70624 Stuttgart

CONTACT PERSON

Herbert Friedrich

☎ +49 711 948 - 34 88

✉ friedrich@stuttgart-airport.com

🌐 stuttgart-airport-media.com

DESIGN AND IMPLEMENTATION:

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🌐 klarekoepfe.de

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time – available advertising spaces will be show to you instantly.

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Airport Media – This is the media data related to advertising at Stuttgart Airport. It contains all relevant information for media planning and offers interesting insights into the world of advertising at Stuttgart Airport with its additional background articles. Airport Media is published by Flughafen Stuttgart GmbH once a year.

 stuttgart-airport-media.com

Social Media

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