New location for 360 m² messages.

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

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.

H. F.  

HERBERT FRIEDRICH  
Head of advertising  

stuttgart-airport-media.com
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**IN INTERVIEW:**

**RIANI GMBH**

How to turn the baggage reclaim into a digital runway.

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**“WE SUPPORT OUR CUSTOMERS WITH FULL CONVICTION.”**

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

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**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.

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**LARGE FORMAT BRAND PRESENTATIONS**

Profit from an exceptionally large coverage with prominent placing in the airport area.
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.
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
- An additional 4 million meeters & greeters each year
- Average length of stay is 124 minutes

Above-average net household income

Unique synergistic effect: next-door to Stuttgart Trade Fair

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
TARGET AUDIENCE

STRUCTURE

- Gender: 56% female, 44% male
- 43.7 years old
- 124 minutes

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

- 90% origin Stuttgart
- 10% destination Stuttgart

BUSINESS TRAVELLERS

- 50% origin Stuttgart
- 50% destination Stuttgart

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

- 85% Germany
- 69% Germany
- 91% Germany

PER POSTCODE

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<tr>
<th>Postcode area</th>
<th>2018 Total</th>
<th>(c.f. 2017)</th>
<th>Business</th>
<th>Private</th>
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<td>±0 PP</td>
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<tr>
<td>9</td>
<td>0%</td>
<td>-1 PP</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>
DESTINATIONS

PASSENGERS PER DESTINATION (TOP 15)

- Berlin (TXL) 10.5%
- Hamburg 6.3%
- Palma de Mallorca 6.3%
- Istanbul (IST/SAW) 5.8%
- London (LHR/LGW) 4.1%
- Vienna 3.7%
- Antalya 3.7%
- Amsterdam 2.9%
- Frankfurt 2.7%
- Barcelona 2.7%
- Munich 2.2%
- Thessaloniki 1.8%
- Hanover 1.5%
- Paris 1.5%
- Lisbon 1.5%

FINAL DESTINATIONS

PASSENGERS PER FINAL DESTINATION

- Germany 22.4%
- Europe (excluding Germany) 67.2%
- Africa 3.3%
- Asia 3.2%
- North America 3.0%
- South America 0.8%
- Australia/Oceania 0.1%

GATEWAY TRANSPORT

THE MAIN AIRPORTS FOR CONNECTING FLIGHTS

- FRA | Frankfurt, Germany
- MUC | Munich, Germany
- ZRH | Zurich, Switzerland
- VIE | Vienna, Austria

CONTINENTAL FLIGHTS

- 90% DIRECT FLIGHTS

INTERCONTINENTAL FLIGHTS

- 19% DIRECT FLIGHTS

AIRLINES

PASSENGERS PER AIRLINE (2018/TOP 10)

- Eurowings 39.2%
- Condor 4.3%
- EasyJet 7.0%
- SunExpress 3.4%
- TUIfly 6.0%
- Austrian Airlines 2.4%
- Lufthansa 4.5%
- KLM 4.4%
- Turkish Airlines 2.2%
- Pegasus
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.
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.”

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.

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.

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.

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

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

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.

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

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.

**LOCATIONS & PRICES**

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Area</th>
<th>Position no.</th>
<th>Format w x h in m</th>
<th>PAD price €*</th>
<th>Media price / month €*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Security check</td>
<td>1.3.01/1.3.02</td>
<td>2 at 2.00 x 1.70</td>
<td>1,250</td>
<td>4,900</td>
</tr>
<tr>
<td>1</td>
<td>Schengen gate</td>
<td>1.2.02/1.2.03</td>
<td>4.00 x 2.00</td>
<td>415</td>
<td>4,500</td>
</tr>
<tr>
<td>1</td>
<td>Schengen gate</td>
<td>1.3.05/1.3.06</td>
<td>2.00 x 2.00</td>
<td>265</td>
<td>2,900</td>
</tr>
<tr>
<td>1</td>
<td>Schengen gate</td>
<td>1.3.10</td>
<td>4.00 x 2.00</td>
<td>415</td>
<td>4,900</td>
</tr>
<tr>
<td>1</td>
<td>Schengen gate</td>
<td>1.3.11</td>
<td>4.00 x 2.00</td>
<td>415</td>
<td>4,200</td>
</tr>
<tr>
<td>1</td>
<td>Non-Schengen gate</td>
<td>1.3.20</td>
<td>4.00 x 2.00</td>
<td>415</td>
<td>3,600</td>
</tr>
<tr>
<td>1</td>
<td>Gates / baggage reclaim</td>
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<td>3,620</td>
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<tr>
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<td>Gates / baggage reclaim</td>
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<td>Schengen arrivals</td>
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<td>4.00 x 2.00</td>
<td>415</td>
<td>5,700</td>
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<tr>
<td>1</td>
<td>Baggage reclaim</td>
<td>1.2.24/1.2.25</td>
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<td>3,900</td>
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<td>Baggage reclaim</td>
<td>1.2.26</td>
<td>4.00 x 2.00</td>
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<td>4,900</td>
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<td>6.00 x 2.00</td>
<td>575</td>
<td>4,500</td>
</tr>
<tr>
<td>3</td>
<td>Schengen gate</td>
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<td>2,900</td>
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<td>4.3.01</td>
<td>21.00 x 2.00</td>
<td>1,950</td>
<td>2,000</td>
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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Terminal Area</th>
<th>Position no.</th>
<th>Format w x h in m</th>
<th>PAD price €*</th>
<th>Media price / month €*</th>
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<td>A 6.44 x 2.20</td>
<td>2,765</td>
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<tr>
<td></td>
<td></td>
<td>B 6.70 x 2.20</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>C 8.80 x 2.20</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>D 8.32 x 2.20</td>
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<td>3.2.05</td>
<td>on request</td>
<td>4,880</td>
<td>10,900</td>
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</tbody>
</table>

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

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.
**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

**LOCATIONS & PRICES**

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Area</th>
<th>Position no.</th>
<th>Format w x h in m</th>
<th>PAD price €°</th>
<th>Media price / month €*</th>
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<td></td>
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<td></td>
<td>Passenger boarding bridges</td>
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<td>4 at 1.66 x 0.80</td>
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<td>4</td>
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</table>

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

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Area</th>
<th>Position no.</th>
<th>Format w x h in m</th>
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<th>Media price / month €*</th>
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<td>Schengen arrivals</td>
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<td>on request</td>
<td>on request</td>
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<td>Non-Schengen arrivals</td>
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<td>3,000</td>
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<td>Public arrivals</td>
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<td>3,600</td>
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<td>4</td>
<td>Non-Schengen gate</td>
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<td>2 at 2.00 x 2.00</td>
<td>1,020</td>
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<td>1,200</td>
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<tr>
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<td>Public arrivals</td>
<td>4.3.01</td>
<td>2.00 x 2.00</td>
<td>510</td>
<td>1,200</td>
</tr>
</tbody>
</table>

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

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

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

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

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.

POS. 1.3.03
Terminal 1, level 3, domestic gate / Schengen
**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](stuttgart-airport-media.com)

---

**LOCATIONS & PRICES**

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Area</th>
<th>Position no.</th>
<th>Format w x h in m</th>
<th>PAD price €</th>
<th>Media price / month €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Passenger boarding bridges</td>
<td>13.25</td>
<td>8 at 0.83 x 150</td>
<td>1,350</td>
<td>2,900</td>
</tr>
<tr>
<td></td>
<td>Baggage reclaim</td>
<td>1.2.49 A / 1.2.49 B</td>
<td>on request</td>
<td>on request</td>
<td>3,000</td>
</tr>
<tr>
<td></td>
<td>Public arrivals</td>
<td>12.58</td>
<td>8 at 1.80 x 0.90</td>
<td>1,430</td>
<td>3,500</td>
</tr>
<tr>
<td>3</td>
<td>Schengen gate</td>
<td>3.3.13</td>
<td>4 at 2.75 x 175</td>
<td>1,640</td>
<td>4,400</td>
</tr>
<tr>
<td></td>
<td>Non-Schengen gate</td>
<td>3.3.16</td>
<td>2 at 2.75 x 175</td>
<td>950</td>
<td>2,200</td>
</tr>
<tr>
<td></td>
<td>Public arrivals</td>
<td>3.2.56</td>
<td>4 at 0.89 x 2.27</td>
<td>1,350</td>
<td>2,900</td>
</tr>
</tbody>
</table>

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

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.

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

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
OUR BEST SELLER

LEVEL 3

LIGHTBOXES
1. 3.201 - 3.203
2. 1.201 - 1.203
3. 1.220 - 1.221/1.226 - 1.229
4. 1.222
5. 3.3.11/1.3.10/1.3.05
6. 3.3.24/3.3.26

LEVEL 2

LIGHTWALLS
7. 1.281
8. 3.205

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
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.
**LARGE BANNERS**

**LOCATIONS & PRICES**

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

**DESIGN**

PVC Mesh Banner

**MINIMUM BOOKING PERIOD**

1 month

**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.
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

LOCATIONS & PRICES

<table>
<thead>
<tr>
<th>Area</th>
<th>Position no.</th>
<th>Format w x h in m</th>
<th>PAD price €*</th>
<th>Media price / week €*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flughafenstrasse intersection</td>
<td>A.11</td>
<td>5 at 2.00 x 6.00</td>
<td>on request</td>
<td>800</td>
</tr>
<tr>
<td>Trade fair boulevard</td>
<td>A.19</td>
<td>11 at 1.20 x 3.00</td>
<td>on request</td>
<td>1,300</td>
</tr>
<tr>
<td>BOSCH car park</td>
<td>A.12</td>
<td>on request</td>
<td>on request</td>
<td>2,500</td>
</tr>
</tbody>
</table>

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

LOCATIONS & PRICES

<table>
<thead>
<tr>
<th>Area</th>
<th>Position no.</th>
<th>Format w x h in m</th>
<th>P&amp;D price €°</th>
<th>Media price €*</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Passenger boarding bridges</td>
<td>A.20</td>
<td>on request</td>
<td>on request</td>
<td>280,000 per year</td>
</tr>
<tr>
<td>13 Airport buses</td>
<td>A.22</td>
<td>on request</td>
<td>on request</td>
<td>1,800 per month</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Number of locations</th>
<th>Video wall format</th>
<th>Overlays / day</th>
<th>Ad length / second</th>
<th>Price / week</th>
<th>Price / month</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>4x4.46 inches</td>
<td>650</td>
<td>10</td>
<td>1,600</td>
<td>5,900</td>
</tr>
<tr>
<td>7</td>
<td>4x4.46 inches</td>
<td>650</td>
<td>20</td>
<td>2,800</td>
<td>10,600</td>
</tr>
<tr>
<td>1</td>
<td>Customer exclusive</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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](http://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.
### NETWORK 1 DEPARTURES - TERMINALS 1–4

#### GENERAL INFORMATION

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Area</th>
<th>Screen size</th>
<th>Number of screens</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–4</td>
<td>Gate</td>
<td>40”</td>
<td>74</td>
</tr>
<tr>
<td>1</td>
<td>Public departures</td>
<td>46”/103”</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Public departures</td>
<td>52”</td>
<td>4</td>
</tr>
<tr>
<td><strong>In total</strong></td>
<td></td>
<td></td>
<td><strong>82</strong></td>
</tr>
</tbody>
</table>

#### PRICES

<table>
<thead>
<tr>
<th>Overlays per day</th>
<th>Price per second €*</th>
<th>Price / week €* for 10 second spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 (every 6 mins)</td>
<td>0.16</td>
<td>2,240</td>
</tr>
<tr>
<td>300 (every 4 mins)</td>
<td>0.16</td>
<td>3,360</td>
</tr>
<tr>
<td>400 (every 3 mins)</td>
<td>0.16</td>
<td>4,480</td>
</tr>
</tbody>
</table>

**Example calculation for a 15 second ad:**
€0.15 x 15 sec. x 200 overlays x 7 days = €3,192/week

**Gross number of impressions:**
1.5 million per week

### NETWORK 2 ARRIVALS - TERMINALS 1–4

#### GENERAL INFORMATION

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Area</th>
<th>Screen size</th>
<th>Number of screens</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–4</td>
<td>Baggage reclaim</td>
<td>40”</td>
<td>21</td>
</tr>
<tr>
<td>1</td>
<td>Public arrivals</td>
<td>46”/55”/103”</td>
<td>5</td>
</tr>
<tr>
<td>3–4</td>
<td>Public arrivals</td>
<td>40”/55”</td>
<td>6</td>
</tr>
<tr>
<td><strong>In total</strong></td>
<td></td>
<td></td>
<td><strong>32</strong></td>
</tr>
</tbody>
</table>

#### PRICES

<table>
<thead>
<tr>
<th>Overlays per day</th>
<th>Price per second €*</th>
<th>Price / week €* for 10 second spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 (every 6 mins)</td>
<td>0.11</td>
<td>1,540</td>
</tr>
<tr>
<td>300 (every 4 mins)</td>
<td>0.11</td>
<td>2,310</td>
</tr>
<tr>
<td>400 (every 3 mins)</td>
<td>0.11</td>
<td>3,080</td>
</tr>
</tbody>
</table>

**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 3 BUSINESS - TERMINALS 1 & 2

#### GENERAL INFORMATION

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Area</th>
<th>Screen size</th>
<th>Number of screens</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Public departures</td>
<td>46”/103”</td>
<td>4</td>
</tr>
<tr>
<td>1</td>
<td>Gate</td>
<td>40”</td>
<td>38</td>
</tr>
<tr>
<td>1–2</td>
<td>Baggage reclaim</td>
<td>40”/46”</td>
<td>11</td>
</tr>
<tr>
<td>1</td>
<td>Public arrivals</td>
<td>46”/52”/103”</td>
<td>5</td>
</tr>
<tr>
<td><strong>In total</strong></td>
<td></td>
<td></td>
<td><strong>58</strong></td>
</tr>
</tbody>
</table>

#### PRICES

<table>
<thead>
<tr>
<th>Overlays per day</th>
<th>Price per second €*</th>
<th>Price / week €* for 10 second spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 (every 6 mins)</td>
<td>0.15</td>
<td>2,100</td>
</tr>
<tr>
<td>300 (every 4 mins)</td>
<td>0.15</td>
<td>3,150</td>
</tr>
<tr>
<td>400 (every 3 mins)</td>
<td>0.15</td>
<td>4,200</td>
</tr>
</tbody>
</table>

**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 4 TOURISM - TERMINALS 3 & 4

#### GENERAL INFORMATION

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Area</th>
<th>Screen size</th>
<th>Number of screens</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Public departures</td>
<td>52”</td>
<td>4</td>
</tr>
<tr>
<td>3–4</td>
<td>Gate</td>
<td>40”</td>
<td>36</td>
</tr>
<tr>
<td>3–4</td>
<td>Baggage reclaim</td>
<td>40”/46”</td>
<td>10</td>
</tr>
<tr>
<td>3–4</td>
<td>Public arrivals</td>
<td>40”/53”</td>
<td>6</td>
</tr>
<tr>
<td><strong>In total</strong></td>
<td></td>
<td></td>
<td><strong>56</strong></td>
</tr>
</tbody>
</table>

#### PRICES

<table>
<thead>
<tr>
<th>Overlays per day</th>
<th>Price per second €*</th>
<th>Price / week €* for 10 second spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 (every 6 mins)</td>
<td>0.12</td>
<td>1,680</td>
</tr>
<tr>
<td>300 (every 4 mins)</td>
<td>0.12</td>
<td>2,520</td>
</tr>
<tr>
<td>400 (every 3 mins)</td>
<td>0.12</td>
<td>3,360</td>
</tr>
</tbody>
</table>

**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.*
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.

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

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.

Between 10 and 45 seconds

**DATA DELIVERY**

<table>
<thead>
<tr>
<th>RESOLUTION</th>
<th>MPEG4 (recommended), WMV, MOV, AVI, VOB, FLV, JPG, TIFF, HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>DATA RATE</td>
<td>Full HD: 1920 x 1080 pixels (16:9)</td>
</tr>
<tr>
<td>FRAME RATE</td>
<td>6-10 MBit</td>
</tr>
<tr>
<td></td>
<td>30 fps</td>
</tr>
</tbody>
</table>

All information available online at [stuttgart-airport-media.com](https://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

**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

**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.

**4**

**Premium-Airports, one package price!**

Duration: 1 week
321,980 overlays
price: €50,299* 

* 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. Playout on a weekly basis with no guarantee of an exact playout period. Change of areas subject to reservation. **As of: May 2018
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
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.
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.

**CASE STUDY**

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!

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

MY JUPITER IS ALSO ATTRACTION NUMEROUS INTERESTED PASSENGERS WITH A PROMOTIONAL CAMPAIGN. THE FRESHLY SQUEEZED JUICES ARE A HUGE SUCCESS.

↑ AQUA RÖMER – sample campaign in baggage reclaim

↑ myJupiter – promotional campaign in the departure area
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

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Area</th>
<th>Position no</th>
<th>Format w x h in m²</th>
<th>Price / day €*</th>
<th>Price / day €*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Public arrivals</td>
<td>P1.259</td>
<td>1.00 x 1.00</td>
<td>850</td>
<td>700</td>
</tr>
<tr>
<td>1</td>
<td>Baggage reclaim</td>
<td>P1.260</td>
<td>1.00 x 2.50</td>
<td>850</td>
<td>700</td>
</tr>
<tr>
<td>1</td>
<td>Schengen gate</td>
<td>P1.261</td>
<td>5.50 x 3.00</td>
<td>850</td>
<td>700</td>
</tr>
<tr>
<td>2</td>
<td>Public arrivals</td>
<td>P2.252</td>
<td>9.70 x 3.25</td>
<td>850</td>
<td>700</td>
</tr>
<tr>
<td>2</td>
<td>Car rental centre</td>
<td>P2.301</td>
<td>5.10 x 3.60</td>
<td>850</td>
<td>700</td>
</tr>
<tr>
<td>2</td>
<td>Schengen gate</td>
<td>P2.314</td>
<td>6.00 x 4.60</td>
<td>850</td>
<td>700</td>
</tr>
<tr>
<td>3</td>
<td>Public departures</td>
<td>P3.384</td>
<td>5.15 x 4.00</td>
<td>850</td>
<td>700</td>
</tr>
<tr>
<td>3</td>
<td>Public departures</td>
<td>P3.389</td>
<td>5.50 x 3.00</td>
<td>850</td>
<td>700</td>
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<tr>
<td>1–4</td>
<td>Mobile promotional campaign in the public area</td>
<td>Mobile</td>
<td></td>
<td>570</td>
<td>520</td>
</tr>
<tr>
<td>1–4</td>
<td>Mobile promotional campaign in the secure area</td>
<td>Mobile</td>
<td></td>
<td>850</td>
<td>780</td>
</tr>
</tbody>
</table>

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.

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

**PRICES**

<table>
<thead>
<tr>
<th>Advertising media</th>
<th>Size in pixels</th>
<th>File format</th>
<th>Maximum size</th>
<th>CPT in €*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Medium Rectangle</td>
<td>300 x 250</td>
<td>jpg, png, gif, HTML5</td>
<td>30 KB</td>
<td>18</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320 x 50</td>
<td>jpg, png, gif, HTML5</td>
<td>30 KB</td>
<td>16</td>
</tr>
</tbody>
</table>

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**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**

<table>
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<tr>
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<th>File format</th>
<th>Maximum size</th>
<th>CPT in €*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>jpg, png, gif, HTML5</td>
<td>80 KB</td>
<td>16</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>jpg, png, gif, HTML5</td>
<td>80 KB</td>
<td>16</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>jpg, png, gif, HTML5</td>
<td>80 KB</td>
<td>19</td>
</tr>
</tbody>
</table>
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.

CORPORATE SITE

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

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>leaderboard</td>
<td>728 x 90</td>
<td>jpg, png, gif, HTML5</td>
<td>80 KB</td>
<td>21</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>jpg, png, gif, HTML5</td>
<td>80 KB</td>
<td>21</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>jpg, png, gif, HTML5</td>
<td>80 KB</td>
<td>21</td>
</tr>
<tr>
<td>Mobile Medium Rectangle</td>
<td>300 x 250</td>
<td>jpg, png, gif, HTML5</td>
<td>30 KB</td>
<td>21</td>
</tr>
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<td>Mobile Banner</td>
<td>320 x 50</td>
<td>jpg, png, gif, HTML5</td>
<td>30 KB</td>
<td>21</td>
</tr>
</tbody>
</table>

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

HUGE PRESENCE FOR 12 MONTHS

PRICE:

2,150 €*/year
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?
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 %
We’re ready for your ideas.
We’re happy to give advice in a personal conversation about the various advertising possibilities on the Stuttgart Airport Campus. We can support you during planning, processing and communication.
Advertising is that easy at Stuttgart Airport!

Create the perfect advertising space package on our website in just a few steps: select the advertisement form, target group, location and time – available advertising spaces will be show to you instantly.

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Flughafen Stuttgart GmbH
4th Edition, October 2019
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

@AirportWerbung