



**AUSTRIAN**

**MEDIA GUIDE 2025**

Austrian 

A man with dark hair and a beard, wearing a red blazer over a white turtleneck, is seated on an airplane. He has his eyes closed and a slight smile, appearing relaxed. The background shows the interior of the airplane with overhead lights and other passengers. A flight attendant in a black cap is visible in the background, holding a book.

**AUSTRIAN FLAIR.  
IN THE AIR.**

Austrian 



## Reach your target group on our flights

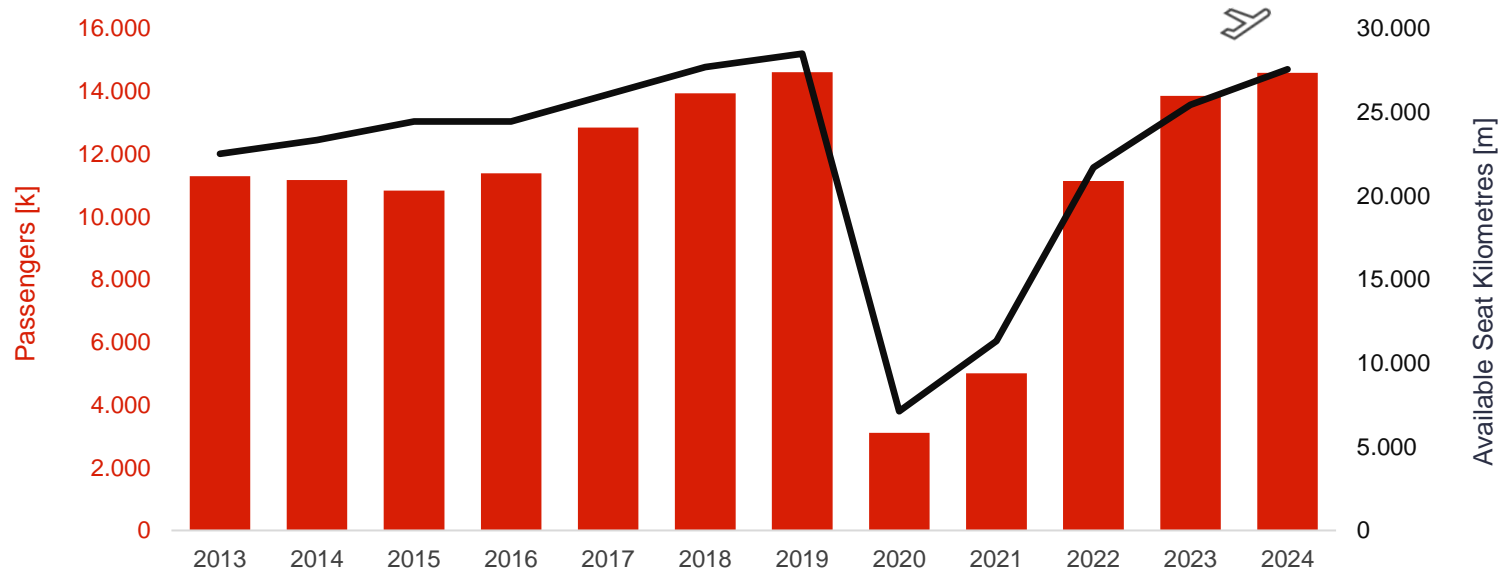
**Reach your target group effectively and with minimum waste coverage.**

With Austrian ambient media you can reach our passengers at various touchpoints throughout the entire travel chain. Our passengers' travel time becomes your efficient advertising time.

At Austrian Airlines your advertising message enjoys the utmost exclusivity and attention.

Austrian Airline's various advertising platforms allow integration options that go far beyond a pure advertising message and generate above-average attention from our customers.

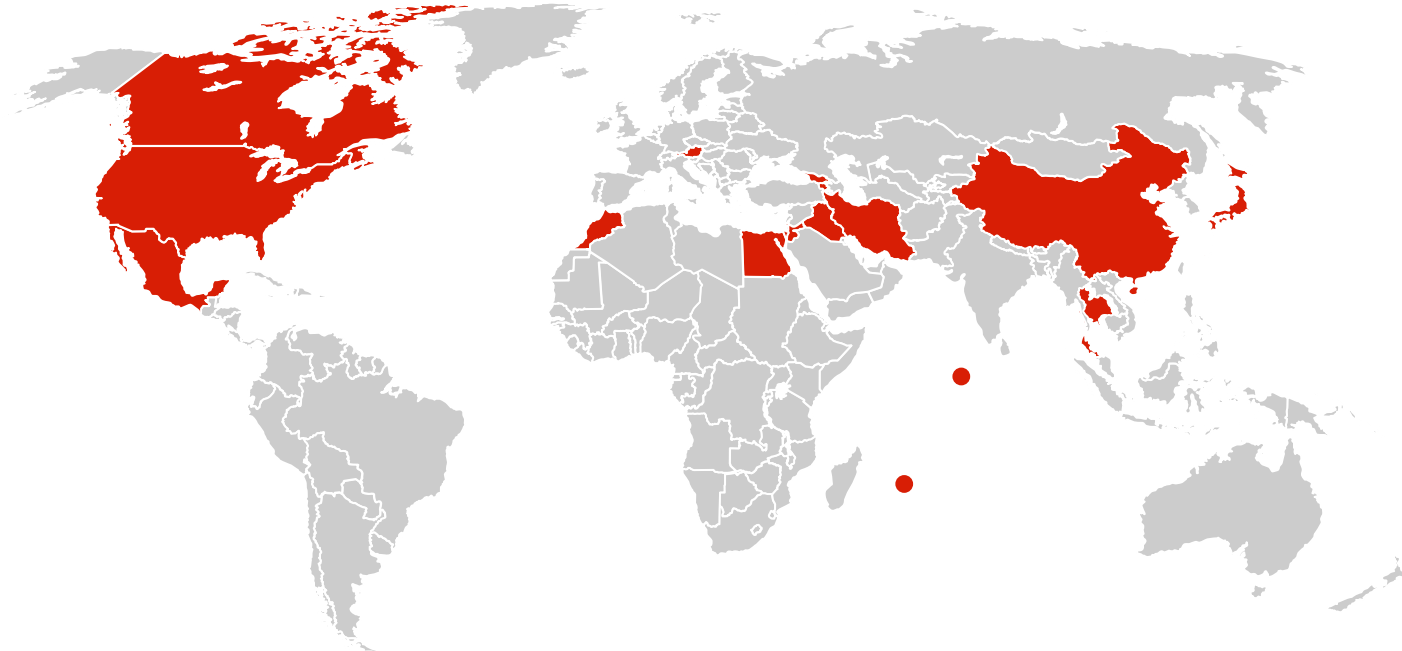
## Austrian in numbers



- Founded in 1957.
- Austria's largest airline with around 6.000 employees and over 60 aircraft.
- Over 130 destinations from and from/to Vienna.



## From Vienna to the world: Austrian offers 20 intercontinental destinations



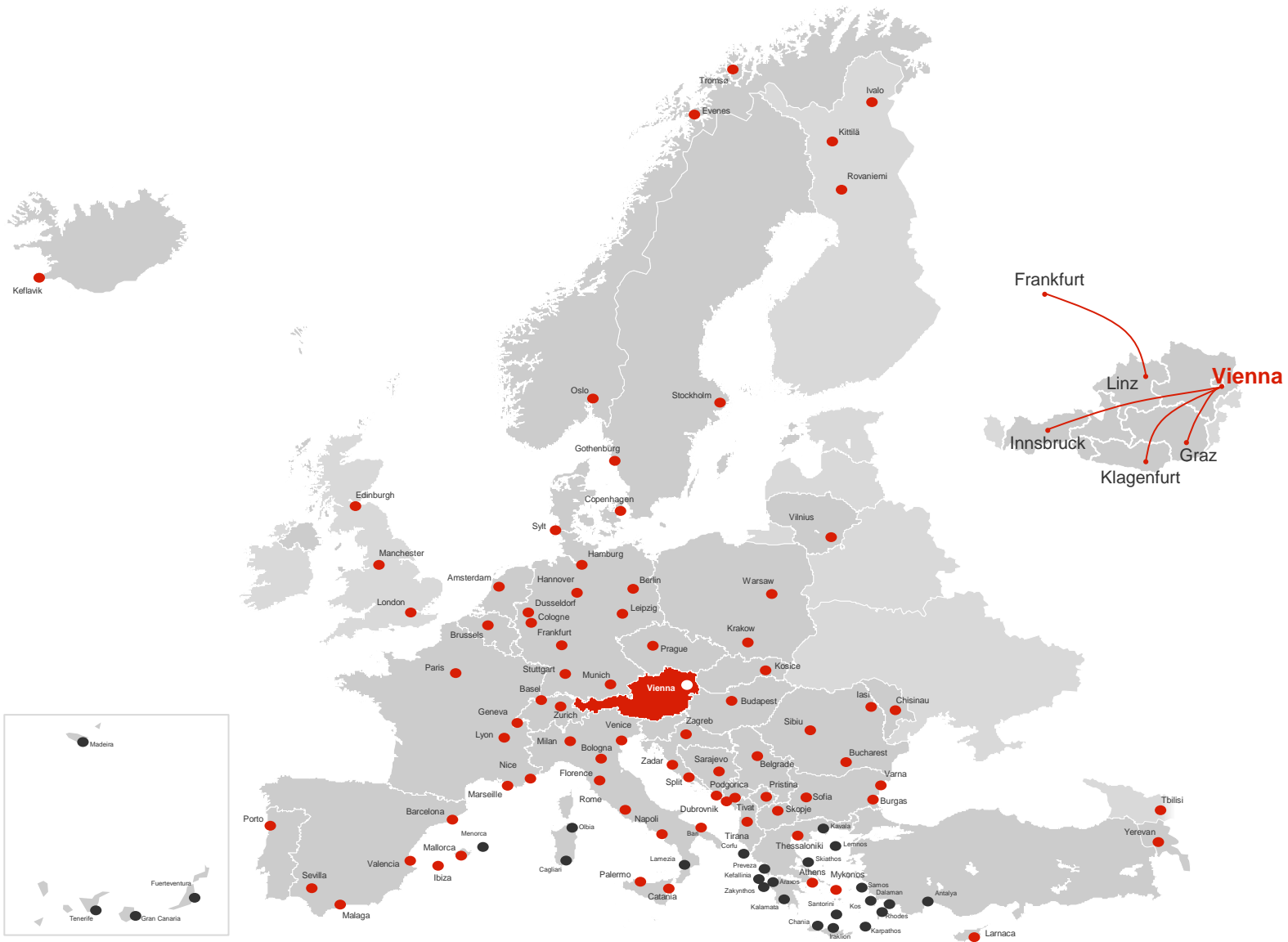
EWR	IAD	JFK	LAX	ORD	BOS	YUL
MRU	MLE	PVG	NRT	BKK	CAI	RAK
TLV	AMM	EBL	IKA	EVN	TBS	



# Our European network

Caption

- Scheduled destination
- Charter destination



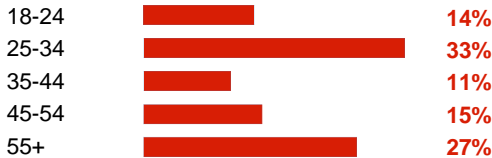
# Austrian guests in comparison

Austrian Airlines' target group is characterized by the awareness of living an elevated lifestyle. Our guests like to invest in high-quality luxury items, stylish travel clothing and unforgettable vacation experiences. They have an above-average income and value comfort and superb service, which Austrian Airlines reflects perfectly.

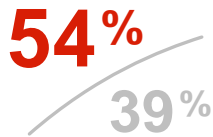
### Color key



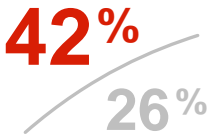
### Age\*



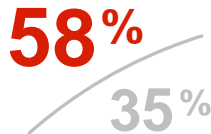
### Gender\*



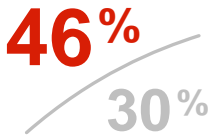
**Shoes**  
Shoe purchases\*\* in the past 12 months



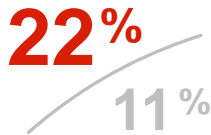
**Accessories**  
Accessorie (e.g. handbag, sunglasses, hats, etc.) purchases\*\* in the past 12 months



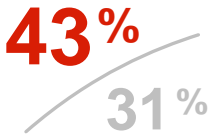
**Vacation**  
Vacation (cruises, hotels, etc.) purchases\*\* in the past 12 months



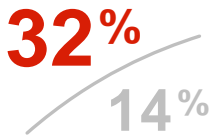
**Beauty products**  
Beauty product purchases\*\* (e.g. skin care, make-up, etc.) in the past 12 months



**Rings**  
Ring purchases\*\* in the past 12 months



**Perfume**  
Perfume purchases\*\* in the past 12 months



**Wristwatches**  
Wristwatch purchases\*\* in the past 12 months



\*\*for oneself, or for someone else  
Source: YouGov Deutschland GmbH, 07/2024  
The results shown were weighted and are representative of the population of Austria aged 18 and above.

# Austrian guests in comparison

Austrian Airlines' target group is characterized by the awareness of living an elevated lifestyle. Our guests like to invest in high-quality luxury items, stylish travel clothing and unforgettable vacation experiences. They have an above-average income and value comfort and superb service, which Austrian Airlines reflects perfectly.

## Color key



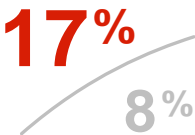
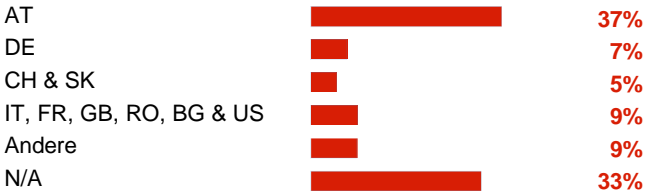
## Reason for travel\*



## Nationality\*



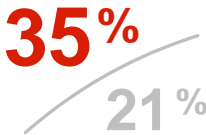
## Residency\*



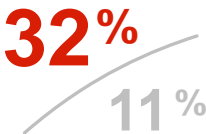
**Haute couture clothing**  
Haute couture clothing purchases\*\* in the past 12 months



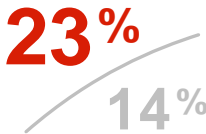
**Bracelet(s)**  
Bracelet (min. one) purchases\*\* in the past 12 months



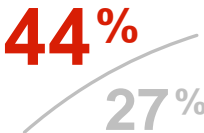
**Kitchen appliances**  
Kitchen appliance purchases\*\* in the past 2 months



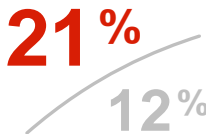
**Travel clothing**  
More than € 500 spent on travel clothes p.a.



**Earrings**  
Earring purchases\*\* in the past 12 months



**Electronic devices**  
Electronic device purchases\*\* in the past 12 months



**Necklace(s)**  
Necklace (min. one) purchases\*\* in the past 12 months



\*\*for oneself, or for someone else  
Source: YouGov Deutschland GmbH, 07/2024  
The results shown were weighted and are representative of the population of Austria aged 18 and above.

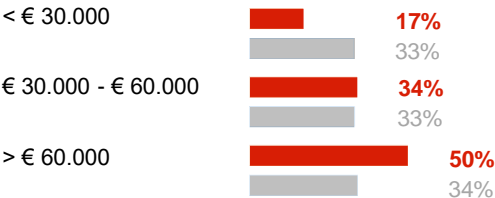
# Austrian guests in comparison

Austrian Airlines' target group is characterized by the awareness of living an elevated lifestyle. Our guests like to invest in high-quality luxury items, stylish travel clothing and unforgettable vacation experiences. They have an above-average income and value comfort and superb service, which Austrian Airlines reflects perfectly.

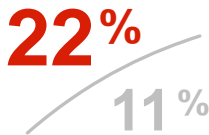
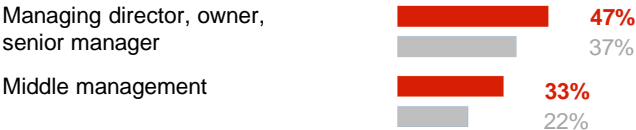
## Color key



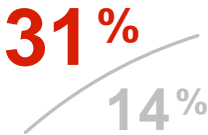
## Gross household income p.a.



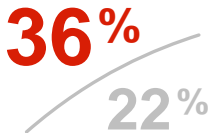
## Management responsibility



**Vacation expenses**  
Costs of the last vacation (incl. travel, accommodation, excursions, pocket money, etc.) per person over € 2,500



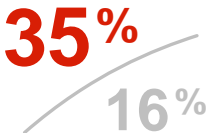
**Listed funds (ETFs)**  
Using/owning the investment product: Listed fund (ETF)



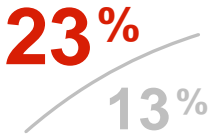
**Stock or bond fund**  
Using/owning the investment products: Stock or bond fund



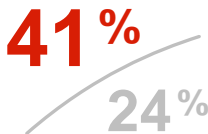
**Life insurance**  
Using/owning the investment product: Life insurance



**Business trips**  
Purchase of specially tailored clothing for business trips



**Pension insurance**  
Using/owning the investment product: Pension insurance



**Adventure/outdoor excursions**  
Purchase of specially tailored clothing for adventure/outdoor excursions



\*\*for oneself, or for someone else  
Source: YouGov Deutschland GmbH, 07/2024  
The results shown were weighted and are representative of the population of Austria aged 18 and above.



**OUR MEDIA MENU.  
JUST FOR YOU.**



## Advertising opportunities

### Video

- [Lounge screens](#)
- [Long haul inflight entertainment](#)

### Online / mobile

- [Mobile & home-printed boarding pass](#)
- [Online Check-in](#)
- [Banner on eJournals portal](#)
- [FlyNet internet portal \(short- and medium-haul\)](#)
- [Newsletter](#)
- [Manage my booking & booking confirmation](#)
- [Data-based banner ads](#)

### Ambient

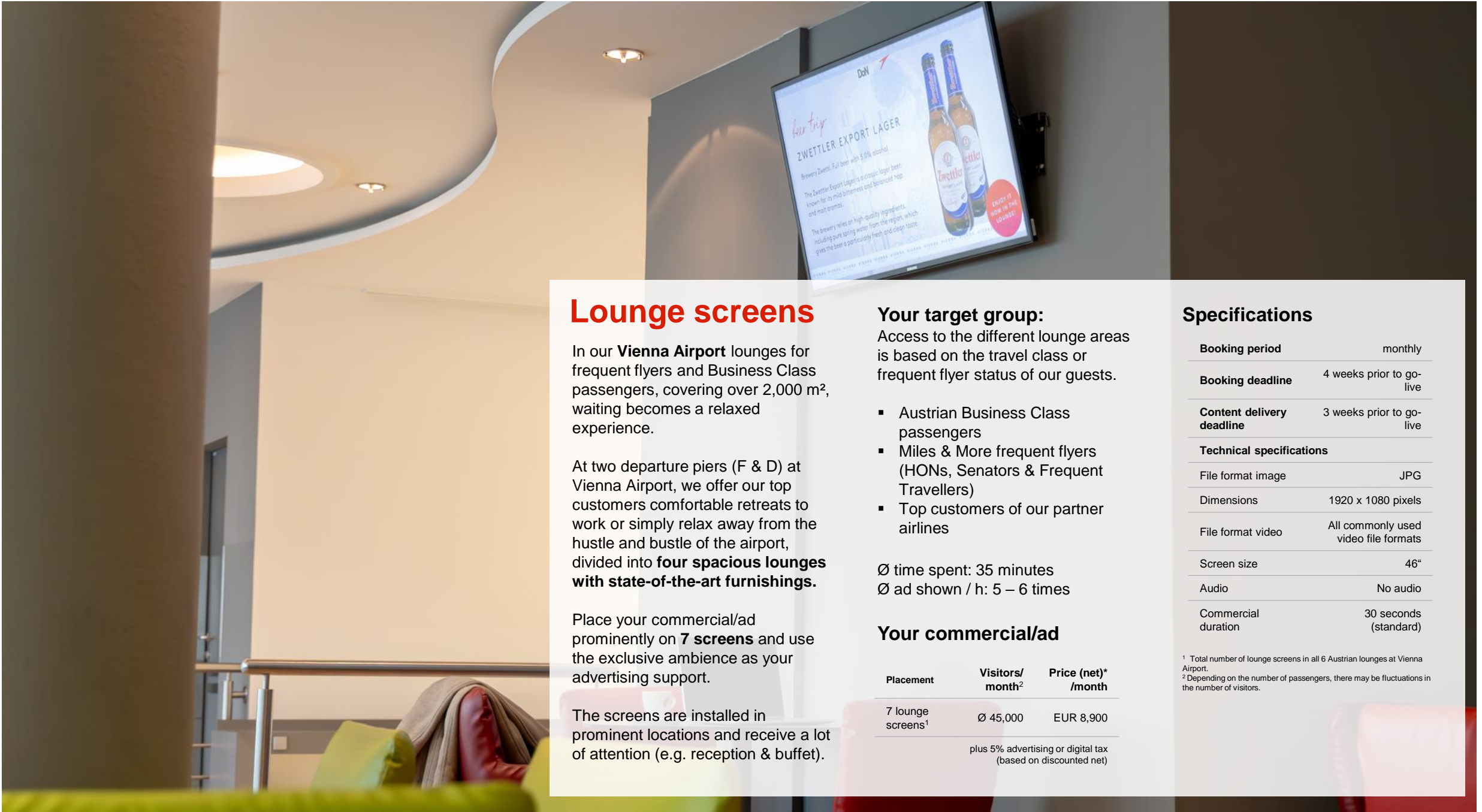
- [Printed boarding pass](#)
- [Refreshing towels & napkins](#)
- [Lounge promotions \(Vienna Airport\)](#)
- [Aircraft branding](#)



A man with curly red hair and glasses is seated in an airplane cabin. He is looking out the window with his hand near his chin, and his other hand is touching the touch-screen entertainment system mounted on the back of the seat in front of him. The screen displays a menu with various icons for entertainment options. The cabin interior is visible, including the window and the back of the seat.

# Video

- [Lounge screens](#)
- [Long-haul inflight entertainment](#)



# Lounge screens

In our **Vienna Airport** lounges for frequent flyers and Business Class passengers, covering over 2,000 m<sup>2</sup>, waiting becomes a relaxed experience.

At two departure piers (F & D) at Vienna Airport, we offer our top customers comfortable retreats to work or simply relax away from the hustle and bustle of the airport, divided into **four spacious lounges with state-of-the-art furnishings**.

Place your commercial/ad prominently on **7 screens** and use the exclusive ambience as your advertising support.

The screens are installed in prominent locations and receive a lot of attention (e.g. reception & buffet).

## Your target group:

Access to the different lounge areas is based on the travel class or frequent flyer status of our guests.

- Austrian Business Class passengers
- Miles & More frequent flyers (HONs, Senators & Frequent Travellers)
- Top customers of our partner airlines

Ø time spent: 35 minutes  
Ø ad shown / h: 5 – 6 times

## Your commercial/ad

Placement	Visitors/ month <sup>2</sup>	Price (net)* /month
7 lounge screens <sup>1</sup>	Ø 45,000	EUR 8,900
plus 5% advertising or digital tax (based on discounted net)		

## Specifications

Booking period	monthly
Booking deadline	4 weeks prior to go-live
Content delivery deadline	3 weeks prior to go-live
Technical specifications	
File format image	JPG
Dimensions	1920 x 1080 pixels
File format video	All commonly used video file formats
Screen size	46"
Audio	No audio
Commercial duration	30 seconds (standard)

<sup>1</sup> Total number of lounge screens in all 6 Austrian lounges at Vienna Airport.  
<sup>2</sup> Depending on the number of passengers, there may be fluctuations in the number of visitors.

# Long haul in-flight entertainment

Austrian inflight entertainment guarantees the best entertainment in 20 languages on our long-haul flights to Asia or across the Atlantic.

On board our Boeing 767s, 777s and 787s (currently 10 aircraft) a large selection of national and international films, current blockbusters, evergreens, music, and games ensure an entertaining flight experience.

Modern technology with easy operation via touch screen makes this medium an attention magnet.

Place your commercial prominently and exclusively like a cinema advert before the start of a feature film or TV series! Or simply integrate your video content into our entertainment program!\*

General conditions:

- No separation by travel class.
- No difference between flights to and from Vienna.
- Does not play before films in the children's program.
- No "forced content," i.e. the spot plays automatically but can be skipped manually if desired.

You can find our current cinema program above the clouds here:[Inflight Entertainment](#)

## Your target group:

All passengers on long-haul flights with Boeing 767, 777 and 787 aircraft.

## Your commercial (pre-roll):

Placement	Reach / month	Price (net)* / month
10 aircraft B767/B777/B787	Ø 225,000 <sup>1</sup>	EUR 13,900*

\*plus 5% advertising or digital tax (based on discounted net)

## Your Video Content:

Placement	Reach / month	Price(net)/month
9 aircraft B767/B777	Ø 225,000 <sup>1</sup>	EUR 6,900
Optional: IFE- widget on start screen with link to partner video		EUR 13,900*

\*plus 5% advertising or digital tax (based on discounted net)

## Specifications:

Booking period	6 months
Booking deadline	12 weeks prior to go-live
Content delivery deadline	12 weeks prior to go-live

\*Video has to be uploaded to FTP-Server on the first day of the month

### Technical specifications

File form	1 or 2 channel sound, with or without music
Language	German, English, Japanese, Chinese
SD-Format	720x486 720x480 864x486 854x480 720x576 1024x576
Container	*.mov
Codec	H.264

<sup>1</sup> Depending on the number of passengers, there may be fluctuations in the number of visitors.

\* Subject to review by the Austrian Content editorial team



A man and a woman are seated next to each other on an airplane. The woman, on the right, is holding a smartphone and looking at it with a smile. The man, on the left, is also smiling and looking towards the woman. They are both wearing casual clothing. The airplane window is visible in the background, and the lighting is warm and soft.

# Online

- [Boarding pass](#)
- [Online Check-in](#)
- [FlyNet internet portal](#)
- [Newsletter](#)
- [Manage my booking & booking confirmation](#)
- [Data-based banner ads](#)

# Boarding pass

## Home-print & mobile

Austrian passengers can check in online from 47 hours before the scheduled departure. This service is available for all departures from Austria and almost all flights to Austria.

Check-in can be carried out either via the Austrian website or via our Austrian app.

Depending on your preference, the boarding pass can be printed out on a standard printer at home or in the office (home-print) or saved on your smartphone\* (mobile).

Place your advertising message on one of the most prominent surfaces along the travel chain. Located directly below important travel information, your advertising will receive a lot of attention.



### Your target group:

While online check-in was initially a service used primarily by business travelers and frequent flyers, it is now widely accepted across all customer segments.

### Your banner:

Placement	Users/month	Price (net)* /month
Banner (world-wide)	Ø 500,000 <sup>1</sup>	EUR 25,000

\*plus 5% advertising or digital tax (based on discounted net)

### Specifications:

Booking period	monthly
Booking deadline	4 weeks prior to go-live
Content delivery deadline	2 weeks prior to go-live
Technical specifications	
File format	JPG
Format	800 x 495 pixels
File size	max. 200 KB
Headline text for home-print boarding pass (optional)	max. 25 char.

<sup>1</sup> Depending on the number of passengers, there may be fluctuations in the number of visitors.




# Online Check-in


Our online check-in offers an excellent platform to present your advertising message to a broad target group.

As the online check-in is used by a large number of our guests to conveniently and efficiently prepare their trip or stay, you have the opportunity to achieve a very high reach with your advertising.

However, the online check-in not only offers a wide reach, but is also an ideal environment to achieve maximum attention for your advertisements.

**Austrian**

**Travel ID**  
Unlimited access to Lufthansa Group airlines and Miles & More  
[→ Register now](#)

**INNSBRUCK AIRPORT**  
From/via Vienna...  
...into the HEART OF THE ALPS  
[www.innsbruck-airport.com](#)

**Fly with Innsbruck's Home Carrier**  
Direct or via Vienna to Innsbruck: Simple and convenient!  
[→ Check flight schedule](#)

**CONTINUE**

## Your target group:

All Austrian passengers who check in online.

## Your ad-banner within check-in:

Placement	Impressions/Month	Price(net)*Month
Banner globally	Ø 440.000 <sup>1</sup>	EUR 35.200

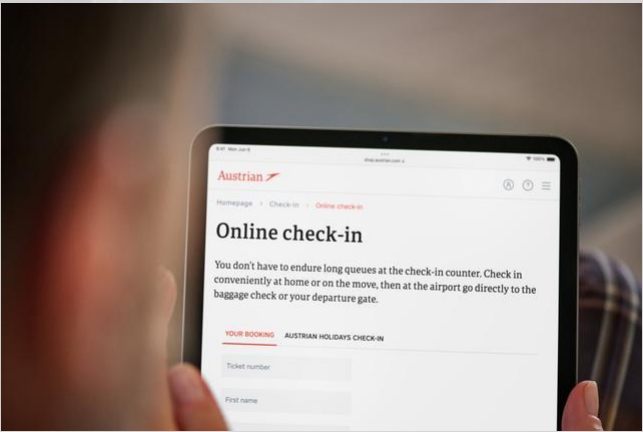
## General data:

Booking period	Banner 1 month/ title 1 quarter
Booking deadline	6 weeks before publication
Approval	4 weeks before publication
Delivery date	2 weeks before publication


Technical details banner	
File type	JPEG, PNG or GIF

Format (responsive)	2560 x 804 px 1400 x 361 px
Headline text	max. 48 characters (incl. blank spaces)
Sub-headline text	max. 68 characters (incl. blank spaces)
Caption text	max. 110 characters (incl. blank spaces)
Call to action text	max. 24 characters (incl. blank spaces)

<sup>1</sup> Depending on the volume of passengers, there may be fluctuations in impressions.



# FlyNet internet portal

With FlyNet, Austrian, in cooperation with Deutsche Telekom , offers our passengers on European and medium-haul flights internet access on board. Depending on your wishes and needs, there are 3 data packages to choose from, which can be purchased either before the start of your journey\* or simply on board:

With **FlyNet Chat** we're offering a basic package for simple applications such as WhatsApp, Facebook Messenger, or iMessage. Speed: up to 150 kBit/s

**FlyNet Mail & Surf** is suitable for emails, social media channels, and general surfing. Medium speed: 600 kBit/s

**FlyNet Stream** is suitable for high-speed surfing, audio and video streaming, and VPN services. High speed: 15 Mbit/s

Access is via our **FlyNet portal**, which opens automatically after a WLAN connection is established when the internet browser is activated.

Place a banner or tile with a link to your PDF in our portal.  
\* FlyNet Chat can only be bought on board.

## Your target group:

Ø 500,000 passengers per month on Austrian flights within Europe, to the Middle East, or on holiday flights that are operated with one of our 24 Airbus A320s equipped with FlyNet.

## Your placement:

Placement	Portal usage/month	Price (net)*/month
Banner + advertorial within Portal	Ø 150,000 and 40 min. per flight	EUR 11,900

\*plus 5% advertising tax or digital tax (base: discounted net)

## Specifications:

Booking period	1 month
Booking deadline	6 weeks prior to go-live
Content delivery deadline	5 weeks prior to go-live

## Technical specifications

File format	JPG
Format banner	2544 x 320 pixels
Format tile	230 x 230 pixels

**Weitere Optionen zum Internetzugang**

Im Austrian Portal haben Sie weitere Möglichkeiten einen Internetzugang zu erhalten:

- ☐ Zum Warten: C-Code eingeben
- ☐ Zum Testieren: Login
- ☐ Zum Booking: Portal: Login

**Das könnte Sie auch interessieren**



**HILF ALLERLEI - IN DER WELT DER GUTEN MENSCHEN**

Kleine Spenden, nachhaltige Wirkung: Was können wir als gemeinnützige Organisation der Luftfahrt-Community und dem Fliegen mit einem guten Gefühl tun? Wir helfen Ihnen bei der Finanzierung von Projekten, die die Welt ein bisschen besser machen.

Bräutchen Sie hier Ihren Traum: Die Hochzeit der Fliegerinnen und der Fliegerinnen.

→ erfahren Sie hier mehr über das Projekt und wie Sie helfen können



**ENTDECKEN SIE: JETZT UNTERNEHMEN SIE: GEMEINSAM MIT UNSEREN PARTNERN**

Auf dem Markt: eine tolle Möglichkeit, die Welt zu entdecken. Das macht uns stolz. Wir helfen Ihnen bei der Finanzierung von Projekten, die die Welt ein bisschen besser machen.

→ mehr Details auf Austrian Airlines

<sup>1</sup> Sessions and downloads can vary with passenger figures..





# Newsletter\*

## Standard newsletter

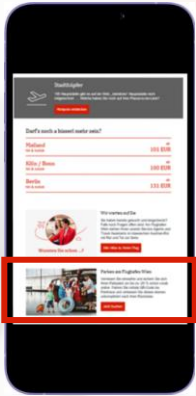
Use images and text to create your advertising message with a link to your desired landing page on our most important customer communication channel.

## Storytelling newsletter

In this newsletter format we deal exclusively with your destination.

Experience has shown that both newsletters enjoy an above-average open rate of over 30% among our customers.

Please note that Austrian, as the sender, edits the newsletter to conform with the Austrian look & feel and Austrian wording.



## Your target group:

Customers who have mostly booked a flight directly with Austrian online and have given their consent to receive newsletters by opting in.

## Your placement:

Our newsletter is published in a total of 53 markets and 11 languages.

Market	Recipients <sup>1</sup>	Standard newsletter	Storytelling newsletter
World-wide	~ 4m	EUR 30,000	EUR 60,000
DACH	~ 2m	EUR 20,000	EUR 40,000
AT	~ 450,000	EUR 10,000	EUR 20,000
US	~ 400,000	EUR 9,000	EUR 18,000

## Specifications:

Booking period	One-time
Booking deadline	6 weeks prior to send-out
Content delivery deadline	5 weeks prior to send-out

## Technical specifications

File format	JPG
Measurements	560 x 373 pixels
Headline text	max. 25 char.
Content text	max. 180 char.
CTA text	max. 15 char.
Landing URL	

- The newsletter is only reserved for product partners and destinations.
- <sup>1</sup> Natural fluctuations in opt-in/out may occur.

# Manage my Booking & Booking Confirmation

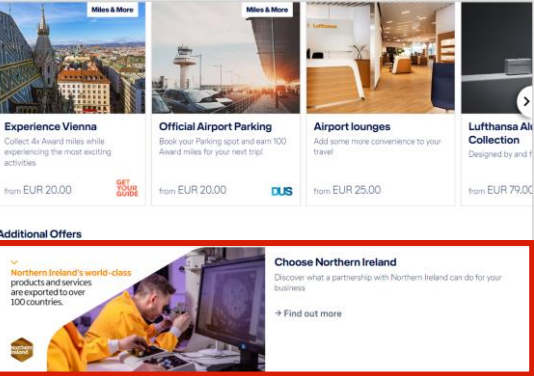
On our Booking Confirmation and the Manage my Booking pages you can reach our passengers in the pre-flight phase, exactly when they are thinking about what they will need in the country they are traveling to.

## Booking Confirmation:

Banner on the website which is shown immediately after booking.

## Manage my Booking:

Website that is accessed to view the booking and book additional services such as luggage or seats.



## Your target group:

Online-savvy customers who have booked their flight directly with Austrian.

## Your placement:

Placement	Banner views/month	Price (net)* /month
Manage my Booking & Booking Confirmation	Ø 100,000	EUR 8,000

\*plus 5% advertising tax or digital tax (base: discounted net)

## Specifications:

Booking period	monthly
Booking deadline	4 weeks prior to go-live
Content delivery deadline	3 weeks prior to go-live
Technical specifications	
File format	JPG
Format (responsive)	450 x 200 px, 390 x 150 px, 375 x 150 px, 428 x 150 px, 414 x 150 pixels
Headline Text	max. 25 char. (incl. space)
Content Text	max. 100 char.
CTA Text	max. 20 char.
Landing URL	

\* Depending on the number of passengers, there may be fluctuations in the number of visitors.



# Data-based banner ads

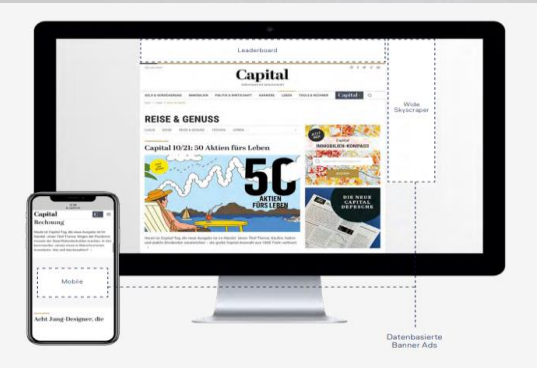
## Standard ad bundle

Address your target groups across all digital formats with data-based banner ads.

The database for the targeted display of banner ads is based on the interests and search behavior of visitors to austrian.com.

With cookie-based targeting, your advertising message is displayed tailored to third-party websites and reaches your target groups precisely—without wastage.

- Directly address all relevant users through intelligent data targeting
- Flexibility in the duration and timing of the campaign
- Adjustments possible at any time if necessary (e.g. when changing target groups)
- Guaranteed and predictable net reach



## Standard banner:

Parameters	Price/CPM
General travel interest	25 €
Travel intent	30 €
Flight booking	35 €
Further parameters	
First/Business Class	+ 15 €
Origin / destination	+ 5 €
Departure airport	+ 5 €
Travel duration	+ 5 €

## Specifications:

Booking period	flexible
Booking deadline	3 prior to go-live
Content delivery deadline	1 week prior to go-live
Technical specifications	
Display	Wide skyscraper   160 x 600 pixels
	Medium rectangle   300 x 250 pixels
	leaderboard   728 x 90 pixels
Mobile	Medium rectangle   320 x 50 pixels mobile banner   300 x 50 pixels leaderboard   320 x 75 pixels

# Data-based banner ads

## Premium ad bundle

Increase the visibility and success of your advertising campaigns with our Premium ad bundle.

Address your target groups across all digital formats with prominent and data-based banner ads.

The database for the targeted, comprehensive display of banner ads is based on the interests and search behavior of visitors to austrian.com.

With cookie-based targeting, your advertising message is displayed tailored to third-party websites and reaches your target groups precisely—without wastage.

- Directly address all relevant users through intelligent data targeting
- Flexibility in the duration and timing of the campaign
- Adjustments possible at any time if necessary (e.g. when changing target groups)
- Guaranteed and predictable net reach
- Premium placement particularly suitable for brand campaigns

## Premium banner:

Parameters	Price/CPM
General travel interest	45 €
Travel intent	50 €
Flight booking	55 €
Further parameters	
First/Business Class	+ 15 €
Origin / destination	+ 5 €
Departure airport	+ 5 €
Travel duration	+ 5 €

## Specifications:

Booking period	flexible
Booking deadline	3 weeks prior to go-live
Content delivery deadline	1 week prior to go-live

## Technical specifications

Display	Half-page ad   300 x 600 pixels
	Billboard   800 x 250 pixels
	Billboard   970 x 250 pixels
Mobile	320 x 100 and 320 x 480 pixels





# Ambient Media

- [Printed boarding pass](#)
- [Refreshing towels & napkins](#)
- [Lounge promotions](#)
- [Aircraft branding](#)

# Printed boarding pass

They actually still exist—the classic boarding pass in Austrian design is still printed out around 2.6 million times a year and handed out to our passengers at Vienna Airport.

Like the mobile boarding pass, the classic boarding pass enjoys a high level of attention and is viewed several times during the trip.

The back of our boarding pass could be the ideal area for your advertising message.



## Your target group:

Austrian passengers at Vienna Airport. Issue takes place at the check-in desk, service desk, and via the self-check-in machines.

## Your placement:

Print	Number	Price (net)*
yearly	2,600,000 pcs <sup>1</sup>	EUR 78,000

\*plus 5% advertising tax or digital tax (base: discounted net)

## Specifications:

Booking period	Bi-annual
Booking deadline	16 weeks prior to print
Content delivery deadline	12 weeks prior to print
Technical specifications	
File format	Printable PDF
Measurements	147.95 x 82.55 mm

<sup>1</sup> Depending on the number of passengers, there may be fluctuations in the number of visitors.



# Refreshing towels & napkins

Give fresh impetus to your advertising: our **refreshing towels** are a popular and invigorating classic on board.



With a package size of 140 x 68 mm and a soft material made of structural fleece, they clearly stand out from conventional products.

Refreshing towels are given to our guests in Business Class on all European and medium-haul intercontinental flights at every meal, but also on request and as needed on all long-haul flights.

Our **napkins** are issued to all our Economy passengers who order from our Melangerie menu and therefore offer a very attractive advertising space to reach the majority of our passengers.

## Your placement:

Product	Prints/year	Price (net)* /year
Refreshing towels	Ø 1,000,000 <sup>1</sup>	EUR 94,000
Napkins	Ø 9,000,000 <sup>1</sup>	EUR 82,000

\*plus 5% advertising tax or digital tax (base: discounted net  
No printing costs)

## Specifications:

Booking period	Full year
Booking deadline	12 weeks prior to go-live
Content delivery deadline	9 weeks prior to go-live

### Technical specifications for refreshing towels

File format	Printable PDF
Measurements	122 x 54 mm

### Technical specifications for napkins

File format	Printable PDF
Measurements	120 x 120 mm

<sup>1</sup> Depending on the number of passengers, there may be fluctuations in the number of passengers.



# Lounge promotions

Austrian operates a total of 6 lounges at Vienna Airport. Our lounges are spread across 2 terminals and are divided according to destinations within the Schengen area or non-Schengen departures. Depending on travel class or frequent flyer status, passengers can then access the relevant lounges via a central lobby.

Here you can reach our top customers in a relaxed, quiet atmosphere away from the hustle and bustle of the airport. In addition to the digital offering of lounge screens, we bring you the opportunity to highlight your product using a promotional area.

## Promotional area:

We provide an exclusive area in the central lounge area for your product presentation - which you can also choose to manage. You are also welcome to provide us with a showcase in which you can present your products to our customers.

Lounge	Opening times
<b>Schengen area—Terminal 3 Departure area F gates</b>	
Business Class lounge	05:00 – 22:30
Senator lounge	05:30 – 22:30
HON Circle lounge	05:30 – 22:30
<b>Non-Schengen area—Terminal 3 Departure area G gates</b>	
Business class lounge	05:30 – 23:00
Senator lounge	05:30 - 22:30
<b>Non-Schengen area—Terminal 2 Departure area D gates</b>	
Business class lounge	7:30 - 16:00

## Your lounge promotion:

Area	Visitors/month	Price
Promotion area Schengen Business lounge c. 8 m²	Ø 25,000	EUR 4,000 / day
Promotion area Schengen Senator lounge c. 8 m²	Ø 20,000	EUR 4,000 / day
Promotion area Non-Schengen Business lounge c. 9 m²	Ø 10,000	EUR 2,500 / day
Showcase in Schengen Business lounge	Ø 25,000	EUR 9,900 / week
Showcase in Non-Schengen Business lounge	Ø 10,000	EUR 4,900 / week
Table-top display (max. DIN A6)	Ø 65,000	EUR 10,000 / week

\* Depending on the number of passengers, there may be fluctuations in the number of visitors.





## Aircraft branding

Think big and get maximum attention for your advertising message!

With us you can communicate your advertising message in an unavoidable way, from large-scale foils to door stickers.

Aircraft foils are the supreme discipline among advertising media. They certainly require the greatest degree of planning, but also provide the highest global advertising effectiveness and media presence.

Please note that we can only give you prices after internal verification, as these vary greatly depending on the aircraft type and advertising space.

The potential at a glance:

- An advertising area of up to 200 m<sup>2</sup>
- Around 15 million visual contacts per year
- Potential for a viral hit through cross-media communication
- Supported by social media postings to 700,000 Austrian followers
- Press release with the involvement of the Austrian board
- Image distribution by aircraft spotters

Simply get in touch with your wishes and we will create an individual offer.



An aerial photograph of an Austrian Airlines aircraft in flight, banking to the right. The plane is white with the word "Austrian" in red script on the fuselage. Below the plane, a vast mountain range stretches across the horizon, with a large, calm lake nestled in a valley. The mountains are covered in dense green forests, and the sky is a clear, pale blue.

**Have we attracted your interest?**

Please contact us on:  
[marketing@austrian.com](mailto:marketing@austrian.com)

**Austrian** 

# Terms & Conditions

## 1. Contractual partner

Austrian Airlines AG—hereinafter called Austrian—is exclusively responsible for the commercialization of Austrian media. The contract regarding advertising services as requested by the client will be in the name and for the account of Austrian.

## 2. Contract

Offers by Austrian are subject to confirmation. A contract is only concluded when Austrian issues a written order confirmation. Verbal, telephone, and electronic orders, as confirmed in writing by Austrian, are deemed to have been agreed unless the customer objects to the booking confirmation (also referred to as order confirmation) in writing within 24 hours of receipt. The currently valid Austrian Terms and Conditions apply exclusively to all orders. The applicability of the client’s general terms and conditions is hereby explicitly rejected, unless Austrian has explicitly consented to their applicability in writing.

## 3. Orders by agencies

Bookings by advertising agencies are only accepted on behalf of advertisers who are specifically identified by name (name, full address). Advertising agencies or advertising intermediaries receive an agency fee of 15% of the net order from Austrian, provided they can prove that they have provided the relevant services, i.e. on the net invoice amount without VAT, after deduction of discounts (does not apply to postal charges). If an order value and/or a discount changes due to an additional booking or cancellation, the agency fee will be recalculated.

## 4. Settlement period

The settlement period is the term contractually agreed between Austrian and the client.

## 5. Lead times, deadline for printing documents

The specified lead times (e.g. motif approval, delivery date) serve as guidelines. The exact dates may deviate in part from the specified guideline. The dates according to the booking confirmation apply. If a date specified in the booking confirmation deviates from the specified lead times and the client does not agree to this, he is entitled to withdraw. He must declare his withdrawal in writing within five working days of receipt of the booking confirmation.

## 6. Withdrawal

The advertising order is accepted with the confirmation in accordance with Section 2 of the Terms and Conditions. The client can cancel the advertising order in text form at least. In the event of cancellation by the client, the client incurs the following cancellation costs, with the scale of these costs being based on the booking deadline for the respective media specified in the order confirmation. In case of cancellation up to a maximum of four weeks before the booking closes, 50% of the order value will be charged. If Austrian receives the cancellation less than four weeks before the booking closes, 70% of the order value will be charged. If the client cancels after the booking deadline, 100% of the order value will be charged. The client reserves the right to provide evidence that the costs claimed by Austrian are in fact lower. In the event of partial cancellations by the client, any final discounts granted for the remaining advertising order will be recalculated in accordance with the price list present at the time of cancellation. Austrian can cancel the order in writing in accordance with sections 7, 16 or 18 of the Terms and Conditions.

## 7. Rejection of advertising orders

Austrian reserves the right to reject advertising orders—including orders that have already been confirmed as legally binding—as well as individual orders within the framework of a contract if these violate laws, official regulations, the rights of third parties, or morality, or if their publication is unreasonable for Austrian due to its content, origin, or technical form, especially in the event of possible damage to

reputation or promotion of competing products. The rejection will be communicated to the client immediately. In this case, there is no obligation to pay for the respective service, but cancellation costs in accordance with Section 6 of these General Terms and Conditions must be borne accordingly if the client is responsible for the refusal on the part of Austrian. The assertion of further claims is excluded. If the booked advertising service is provided despite the initially declared withdrawal, the client’s original payment obligation remains. The client must also bear the costs for significant changes to the originally agreed versions that the client requests or is responsible for.

## 8. Prices

The prices quoted are net prices, which are to be paid without deductions unless a discount has been agreed. The prices do not include the applicable statutory value-added tax. If the client is legally obliged to withhold any taxes, fees, or charges, the client must pay these additional amounts to ensure that Austrian receives the agreed net amount that Austrian would have received if none of these taxes, fees, or charges taxes were levied.

## 9. Basic price of inflight entertainment / lounge screens

In the case of inflight entertainment and the medium of lounge screens the basic price is the remuneration for transmitting the client’s advertising spot. It does not include production or other costs. If production costs or other costs occur due to the templates supplied, these will be charged separately and will in any case be covered by the client. The prices according to the price list are based on the specified length of the commercial. If the actual commercial length deviates from the agreed commercial length, the actual commercial length is the basis for billing, whereby Austrian must agree to the changed length in seconds.

## 10. Placement / Complaint

Austrian reserves the right to make changes at short notice (e.g. postponement or change of placement). If possible, the client will be informed in advance. Advertisements that are not recognizable as such due to their design are clearly marked with the word “Advertisement.” Proofs will only be delivered if expressly requested before the start of the booked period. The booked commercials are placed by Austrian within the agreed price group, subject to changes in accordance with Section 12 of these Terms and Conditions. The price groups result from the Austrian price list that is valid at the time the order is confirmed. Austrian does not guarantee that there will be no further advertising breaks in addition to the advertising breaks shown in the schedule. If the advertising cannot be shown on time due to technical faults, force majeure, or other circumstances for which Austrian is not responsible, the advertising will be shown at an appropriate alternative slot. In the event of significant postponements, the client will be informed immediately by Austrian.

## 11. Defects

Except for non-obvious defects, all complaints must be asserted within a cut-off period of one month after receipt of the invoice. There are no claims for material defects in the case of an insignificant deviation. Claims for defects lapse within one year of the placement of the advertisement.

## 12. Price changes

Changes in the price list are possible at any time. For agreed and confirmed advertising orders, however, price changes are only effective if they are announced by Austrian at least one month before implementation. In the event of a price increase, the client has the right to withdraw. The right of withdrawal must be exercised in writing to Austrian within five working days of receipt of the notification.

## 13. Terms of Payment / Offsetting

Unless a different contractual arrangement has been made, the commissioned advertising orders will be billed monthly in advance. Unless otherwise agreed, the invoices are sent to the client electronically and are to be paid according to the payment period specified on the invoice. Austrian reserves the right to demand

advance payments when establishing a new business relationship. Payments are made exclusively to the accounts specified by Austrian on the invoice. Bank charges are at the expense of the client. In the event of a delay in payment, Austrian is entitled to delay the execution of the order without the client being entitled to a claim for compensation. The client is liable for any damages caused by delay. This includes interest on arrears at the statutory rate (§ 456 UGB). Austrian reserves the right to assert further damage caused by delay. A delay in payment entitles Austrian to withdraw from the contract in accordance with the statutory provisions. The client is responsible for compensating any damage resulting from withdrawal caused by payment delay. It may only be offset against undisputed or legally established claims.

## 14. Printing documents / transmission material

All advertising media must be approved by Austrian. Unless otherwise agreed, the client must obtain approval from Austrian for the corresponding advertising material in accordance with the deadlines in the booking confirmation before the copy deadline. The client is obliged to inform Austrian immediately in writing if circumstances arise or become apparent which indicate that the deadline cannot be met. The client is responsible for the timely delivery and flawless delivery of the printing documents to the contact to be specified by Austrian. If several advertisements are placed with the same motif, one template must be provided for each advertising medium. The client is obliged to provide Austrian with the material for the advertising spot in accordance with the dates in the booking confirmation. The copies must correspond to the quality stipulated by Austrian. The material is kept by the respective service provider in the name of Austrian and is only sent back to the client upon request. If a motif is not used for a commercial for more than a year, Austrian is entitled to destroy the documents/data and advertising material provided for this purpose without compensation. If advertisements are not shown or are shown incorrectly because documents, texts, or copies have not been made available in good time, are defective or incorrectly labeled, the agreed advertising time will be charged. In this case, the client is not entitled to any claims for compensation. The client bears the risk when transmitting transmission documents and transmission material. The client guarantees that any payments to GEMA/akm/austro mechana will be made by him.

## 15. Circulation/remaining stocks

The quantities of advertising media (e.g. refreshing towel, napkins, boarding passes) can vary due to deviations in passenger numbers and cannot be limited in time; any surplus stock will be distributed. The circulation figures of the information brochures, flyers and/or postcards are guidelines only. If the stock or part of the stock is not distributed during the advertising period, despite the efforts of Austrian, this does not entitle the client to a reduction in the agreed remuneration.

## 16. Media, competition, and copyright responsibility of the client / Indemnity

In relation to Austrian, the client bears sole responsibility for the advertising in terms of media law, competition law, and other content. If the contractual performance of Austrian is impaired by the rights of third parties or a violation of the law (in particular those relating to copyright, competition law, media law), the client is obliged to eliminate the violation of third-party rights or the violation of the law. Until then, Austrian is entitled to withhold the service, i.e. in particular not to place the relevant advertisement (further) or to withhold or retrieve printed work. If the client does not succeed in remedying the violation by the expiry of a reasonable period set by Austrian, Austrian is entitled to withdraw from the contract. Clause 6 of these General Terms and Conditions applies accordingly. In addition, the client indemnifies Austrian against all claims asserted by third parties against Austrian due to the infringement of rights and will reimburse Austrian for all costs incurred in connection with the legal dispute. Austrian will inform the client immediately if such third-party claims are asserted against it and will not accept the claims of the third party without the consent of the client.

## 17. Liability

Austrian’s liability regarding all contractual relationships mentioned in these Terms and Conditions (including the respective vicarious agents) is unlimited in the event of intent or gross negligence and in the event of a guarantee. In the case of slight negligence, liability in the event of injury to life, limb, or health is also unlimited. In the event of a slightly negligent breach of essential contractual obligations liability is limited to property damage and financial loss resulting therefrom in the amount of the foreseeable, typically occurring damage. An essential contractual obligation is the fulfillment which enables the proper execution of the contract in the first place and on which the contractual partner may regularly rely. As far as legally permissible, any further liability for damages—except for claims under the Product Liability Act—is excluded.

## 18. Integrity

The client undertakes to observe the legal regulations for combating corruption. In particular, he guarantees that he does not offer, promise, or grant any impermissible advantages to employees of Austrian or persons close to them. The same prohibition applies to employees of the client, vicarious agents, and other third parties who act according to the instructions of the client. If Austrian establishes that the client has violated one of the above standards, Austrian reserves the right to withdraw from the contract concluded with this client. Clause 6 of these Terms and Conditions applies accordingly.

## 19. Confidentiality

All contractual and personal data and business secrets (whether in written, oral, or other form) are subject to confidentiality, even if they are not marked accordingly. The client and Austrian mutually undertake to treat this data and business secrets confidentially, unless they are generally accessible anyway or are expressly intended for publication or are later lawfully acquired from third parties without breach of contract. Any transfer of contractual and personal data or business secrets to third parties requires the consent of the other party or the party that provided the information. Austrian’s duty of confidentiality towards its affiliated companies, pursuant to § 189a Z 8 UGB, also towards Deutsche Lufthansa AG, as the parent company, and its affiliated companies within the meaning of § 15 German Stock Corporation Act is expressly excluded. Both parties undertake to maintain secrecy about the data and information that has become known for a period of 5 years, even after the end of the contractual relationship.

## 20. Privacy

The parties agree that regarding the processing of personal data the current relevant legal and company data protection regulations apply. Processing beyond this requires the written consent of the other party in each individual case. The parties agree to take any additional protective measures that may be necessary in the future for the processing of the data. In the event of processing the order, the parties will immediately conclude a written agreement in accordance with the applicable data protection regulations. In addition, the definitions of terms according to Article 4 of the General Data Protection Regulation (“GDPR”) apply.

## 21. Final provisions

Changes and additions to the contract, including supplemental agreements and changes to these clauses, must be made in writing to be effective. Should individual provisions of these Terms and Conditions be or become invalid, the remaining parts of the contract shall remain unaffected. Austrian law applies to the contractual relationship between the client and Austrian, excluding the UN Sales Convention (CISG) and the conflict of law provisions. Contract language is English. If other languages are used, the English wording is authoritative. The place of jurisdiction for all obligations of both parties is the competent court in Vienna.