



**AIRPORT
PREMIUM
NETWORK**

MUC / VIE / ZRH

MUC

VIE

ZRH

Airport Premium Network



Airport Premium Network – The advertising network of the three airports: **Munich, Vienna, and Zurich.**

This strategic partnership offers you a unique opportunity to showcase your brand message in a targeted, impactful, and digital format — on high-resolution displays placed directly in front of a discerning audience with a high proportion of business travelers.

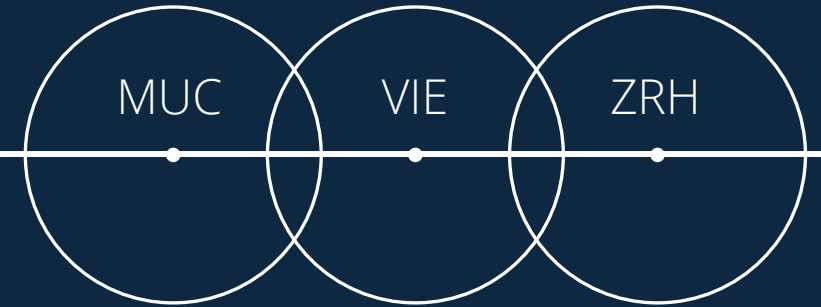
Leverage the combined strength of the **Airport Premium Network** and boost your visibility through a powerful presence at key hubs of international air travel.



Monthly audience of high-value business travelers

2,1

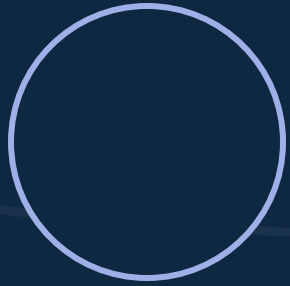
million business travelers per month departing from or arriving in **Munich**, **Vienna**, and **Zurich**.



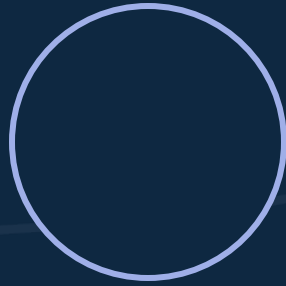
The airports with the highest purchasing power in **Germany**, **Austria**, and **Switzerland**.



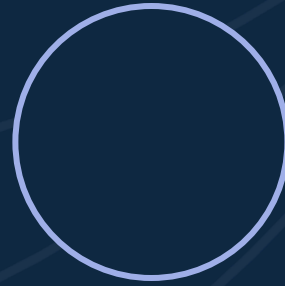
Key Advantages of the Airport Premium Network



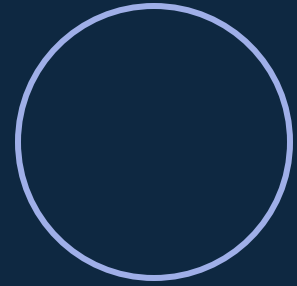
3 Locations
Just 1 Booking



Discerning, high-
spending target
audience



One Format
16:9 / 9:16



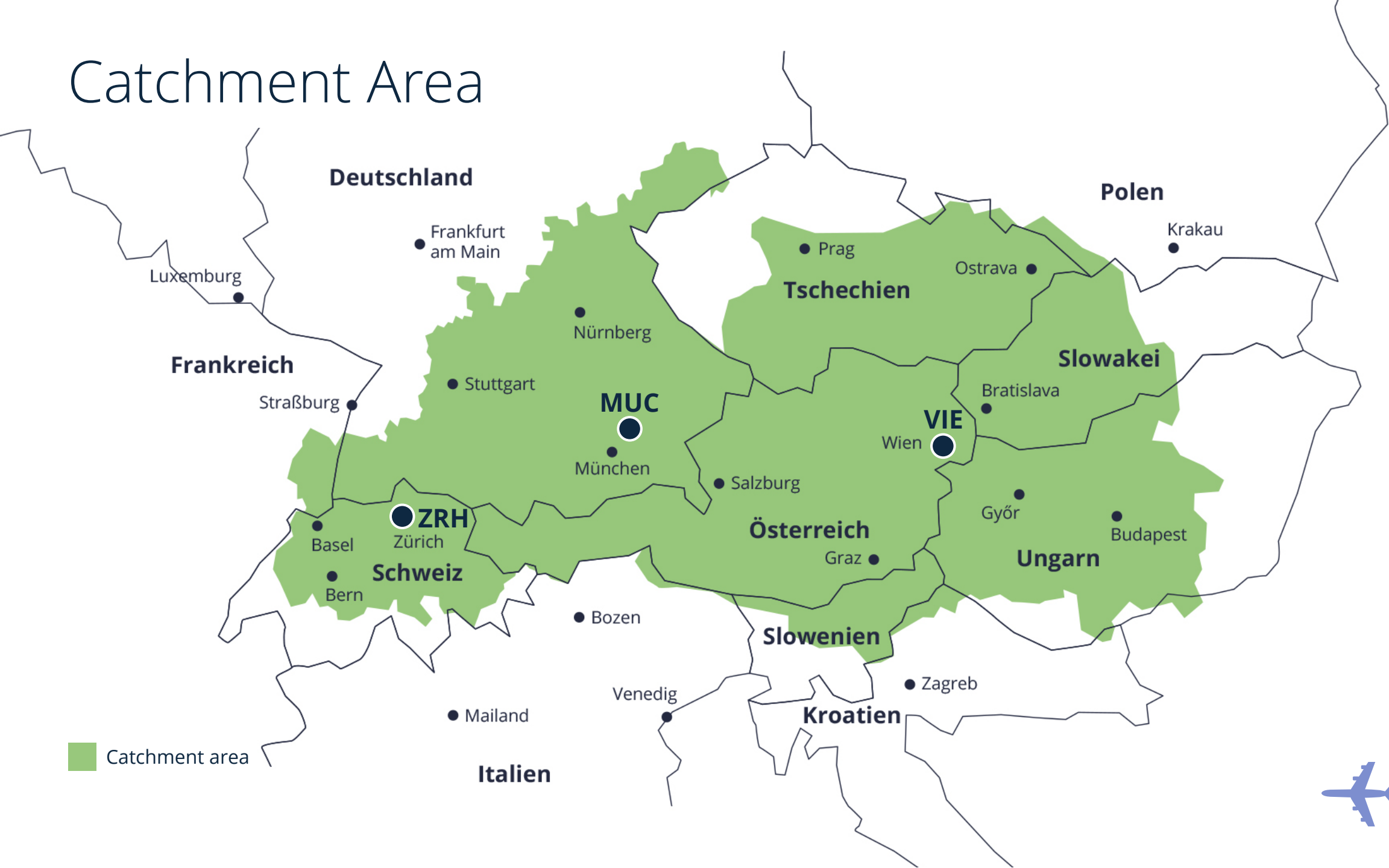
Weekly booking
option

AIRPORT PREMIUM NETWORK

MUC / VIE / ZRH



Catchment Area



Audience reach among all air passengers

Overall total MUC / VIE / ZRH



104,5

million passengers per year across
Munich, Vienna, and Zurich.

Business travelers MUC / VIE / ZRH



24,8

million business travelers per year
depart from Munich, Vienna, and
Zurich.



Three high-impact packages to boost your success

Package

1 Business

Package

2 Arrival

Package

3 Departure

Our **three exclusive packages** cover distinct areas of the airports in **Munich, Vienna, and Zurich** simultaneously, offering tailored digital advertising spaces – from strategic touchpoints to high-traffic premium locations. Each package is designed with a coordinated level of ad presence **to ensure maximum visibility**.



1 Package Business

Price EUR

Munich

Digital ad placements

1 x Media Fascade, Plaza
Departure, Duty-Free

6 x Totem Plaza Departure,
Arrival, Lounges

Vienna

Digital ad placements

1 x LED Video Wall
Departure

6 x Screens Digital Net
Vienna Lounges

Zurich

Digital ad placements

12 x Airport ePanel Airside Center
Departure, Duty-Free, Lounges

16 x Airport ePanel
Gates A Departure

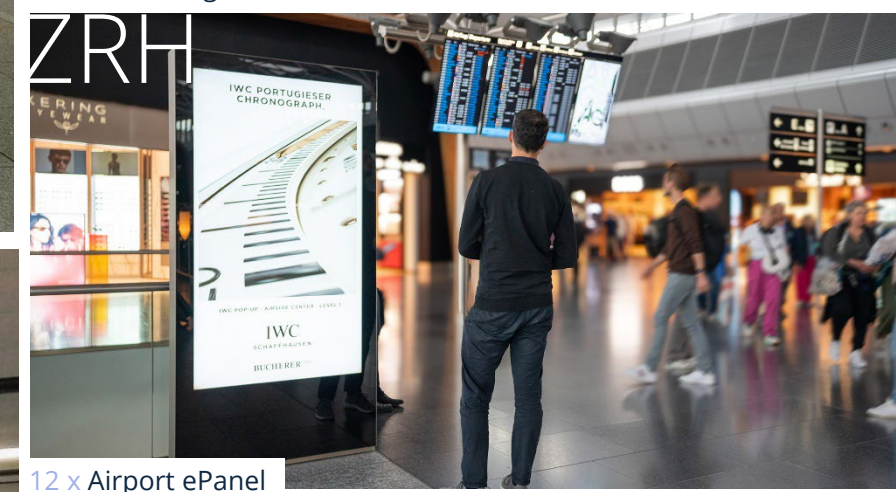
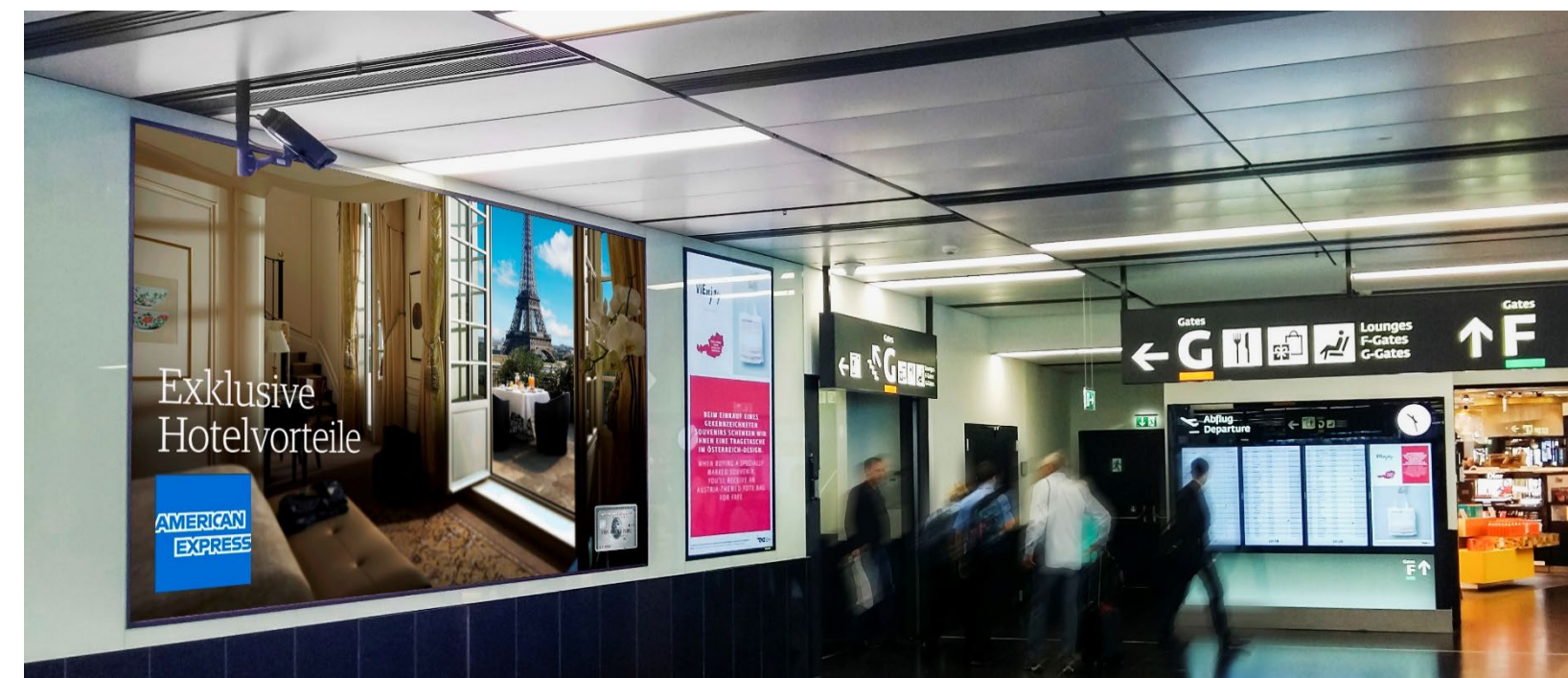
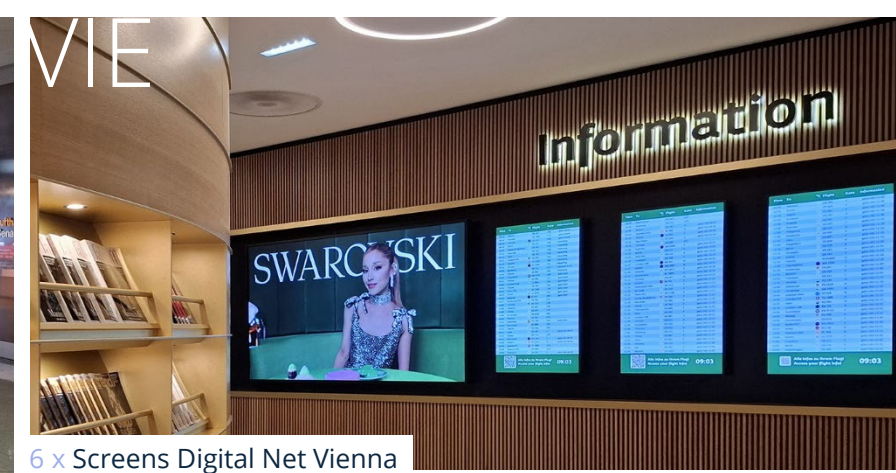
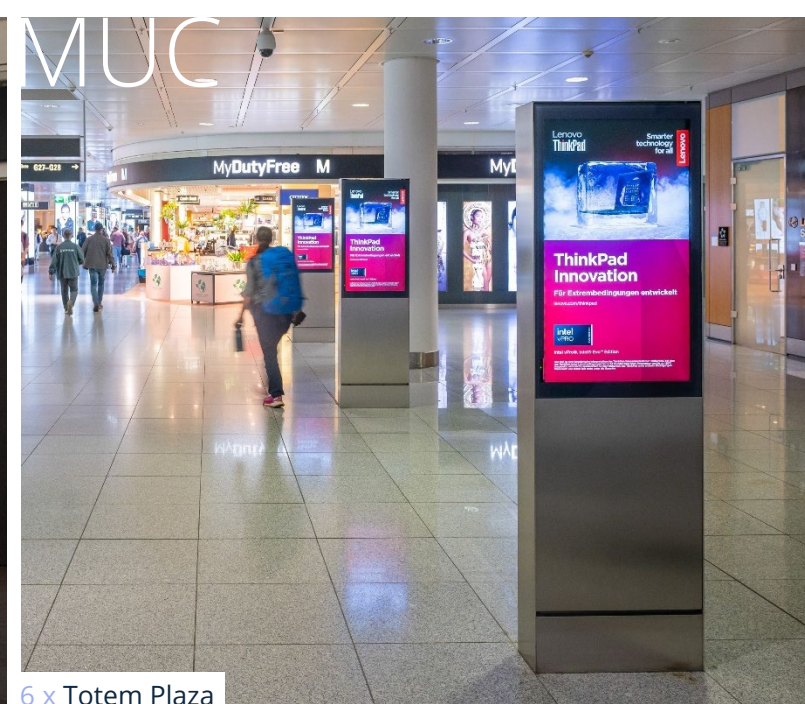
Gross: 50.942,20 EUR

You save: 9.679,18 EUR

Your Net Price / Week: 41.263,02 EUR

*plus VAT – Production is commissioned and charged to the client. Please note that this offer is non-binding and subject to change regarding the advertising space. All implementations are subject to coordination and approval by the respective airports. The actual daily exchange rate from CHF to EUR is used for pricing purposes, which may lead to deviations in media costs. Special package conditions: 10% package discount and 10% agency commission.





2 Package Arrival

Price EUR

Munich

Digital ad placements

4 x Welcome Boards BaggageClaim

4 x Central Access SAT

Vienna

Digital ad placements

2 x LED Video Walls BaggageClaim

-

Zurich

Digital ad placements

10 x Airport Screen BaggageClaim

24 x Airport Screen BaggageClaim

Gross: 33.673,30 EUR

You save: 6.397,87 EUR

Your Net Price / Week : 27.275,13 EUR

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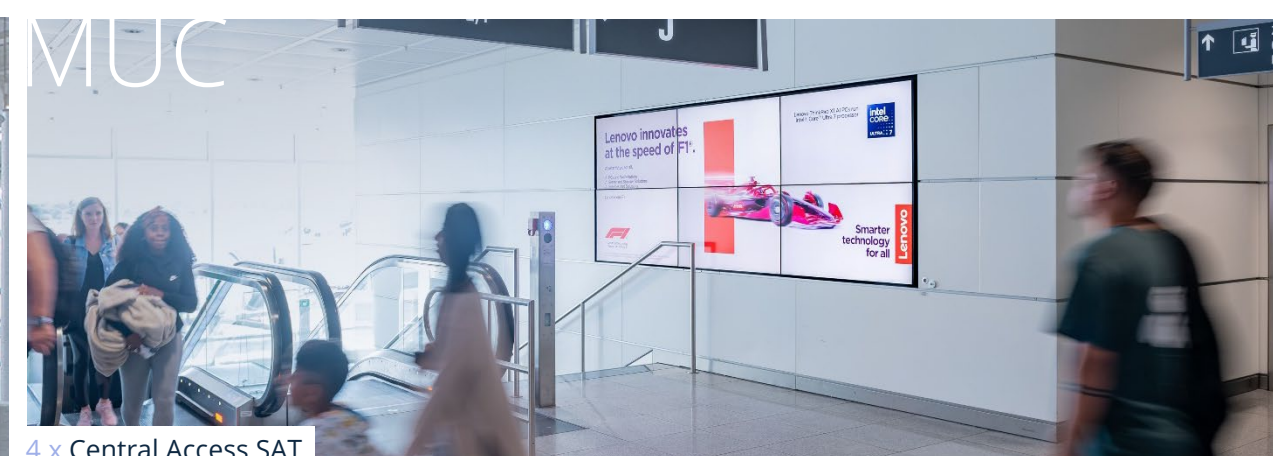




4 x Welcome Boards



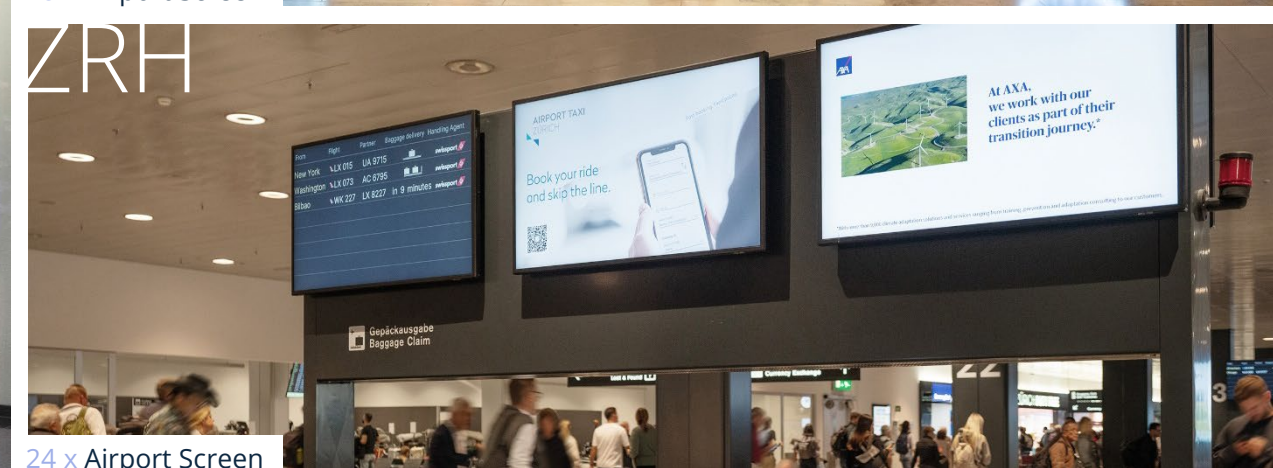
2 x LED Video Walls



4 x Central Access SAT



10 x Airport Screen



24 x Airport Screen

3 Package Departure

Price EUR

Munich

Digital ad placements

1 x Media Fascade Plaza

4 x Take-Off Boards T1

-

Vienna

Digital ad placements

1 x LED Video Wall

6 x Screens Digital Net

46 x Screens Digital Net
F, G, C und D Gates

Zurich

Digital ad placements

16 x Airport ePanel A

10 x Airport ePanel B

-

Gross: 60.260,80 EUR

You save: 11.449,55 EUR

Your Net Price / Week: 48.811,25 EUR

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