

Austrian 



Welcome on board

skylines Magazine
Ambient Media



Ready for take-off Table of Contents

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A strong partner for joint success

Austrian Airlines is Austria's biggest airline, part of the Lufthansa group and member of the Star Alliance, the first global association of international airlines.

Thanks to its convenient geographical location in the heart of Europe, our home airport of Vienna is an ideal hub between East and West.

Austrian Airlines on a course for success

- 80 aircraft
- worldwide route network
with around 130 destinations
- 35 destinations in Central and Eastern Europe

We have your target group on board

In 2017, Austrian Airlines carried around **12,9 million passengers**.

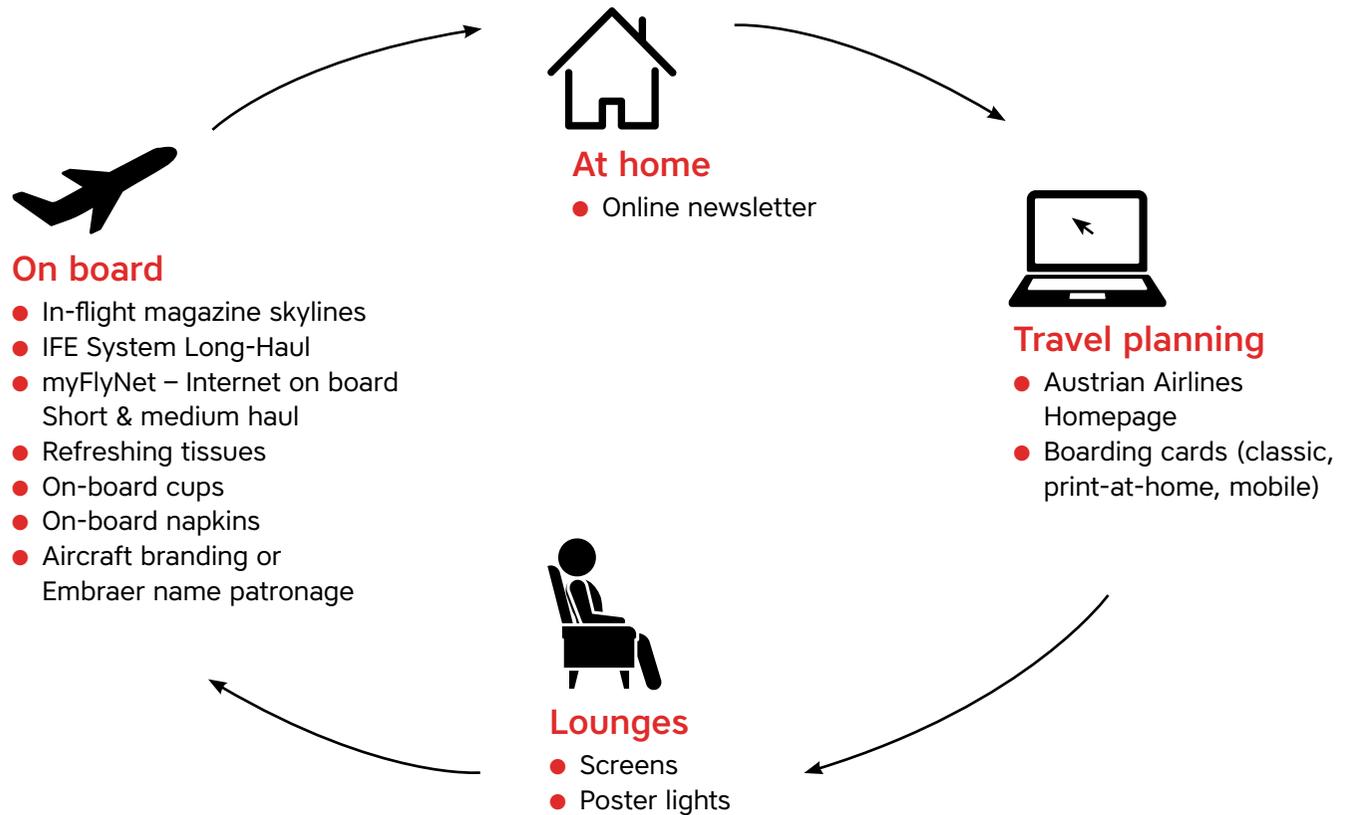
From journey planning and booking to the return trip home, you can reach our passengers via a variety of touchpoints. The possibilities of placing your advertising message range from online and digital advertising materials via numerous ambient media to our in-flight magazine skylines, which has the almost undivided attention of our passengers. The effect of advertising also increases due to the higher contact time.

The soaring advertising effect

- the best reach
- exclusive advertising environment
- top-class target group
- longer contact time
- undivided attention
- intensive advertising effect



Passenger Journey The touchpoints to success





Your Travel Companion Unique advertising materials

Print

- In-flight magazine skylines
- Classic boarding card
- Print-at-home boarding card



Digital

- Lounge screens
- IFE system long haul: Exclusive spot movies, Exclusive spot TV, skylines on screen, Air Show, Widget on IFE homepage with/ without content, sponsored content
- myFlyNet – internet on board short & medium haul: Banners or Tiles on Portal, video content

Online/Mobile

- Newsletter
- Austrian Airlines homepage
- Mobile boarding card (in combination with print-at-home boarding card)



Atmosphere

- Lounge poster lights
- Refreshing tissues
- On-board cups
- On-board napkins
- Aircraft branding
- Embraer name patronage



skylines Magazine

Reach the high-class target group with skylines



Around the world Heavenly magazine resorts

For over 26 years, the in-flight magazine **skylines** has taken off to inspire readers on journeys – with exciting topics, fascinating pictures, an inviting layout and reader offers which are worthwhile. Ensure your advertising presence now in a high-value travel and lifestyle magazine which doesn't just report about Austrian Airlines destinations, but has the whole world in view.



my world

The most beautiful & important destinations in the world in view



my austria

Experience all sides of Austria – with the best tips for culture, hotels and cuisine



skylines extra

Selected special topics, excitingly prepared, top for our many readers



my australian

Everything that you should know about your airline: Product information, route network, fleet and much more



Get Started! skylines media data

Valuable time for your advertising message

Lean back: In the Austrian Airlines lounges and during the flight, our passengers have time to relax and enjoy themselves. These are the best conditions for an undisturbed reading situation, which also lets your advertising have a more intense effect.

Our magazine can also be accessed as E-paper on austrian.com.

Additional circulation for the CAT: (City Airport Train)

- 3,800 passengers every day
- 1.4 million passengers per year
- Additional circulation increases your chances and number of contacts

2.2 million passengers per issue

First class target group:

2.2 million passengers per issue

of spending age:

58 % 20 to 50 years

49 % women

51 % men

Impressive circulation

100,000 copies

Perfect distribution:

In each seat pocket of all Austrian Airlines flights and in the Austrian Airlines lounges at Vienna airport

Frequency:

6 times yearly

Size:

205 x 260mm

Languages:

German and English



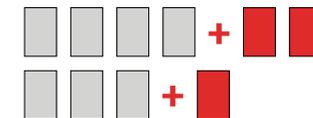
Take Your Seat! skylines ad rates

	2/1 advertisement € 22,600.–	sloping* 410 x 260mm	
	1/1 advertisement € 11,600.–	sloping* 205 x 260mm	
	2/3 advertisement € 9,300.–	sloping* 135 x 260mm	
	1/2 advertisement € 6,800.–	sloping* portrait 98 x 260mm	sloping* landscape 205 x 130mm
	1/3 advertisement € 5,200.–	sloping* portrait 68 x 260mm	sloping* landscape 205 x 85mm
	1/4 advertisement € 4,000.–	sloping* 98 x 127mm	

Ad packages

Premium package: -33.3 % for 6 insertions

Fly high package: -25 % for 4 insertions



Technical requirements

Image material: Digital presentation: 300 dpi resolution

* **Bleed:** for sloping advertisements, the format must be completed to allow a 3 mm bleed. Sloping advertisements may only be placed underneath. All details in mm, width x height.

Prices for special placements.

Placing U4: € 14,100.– Placing U2: € 13,800.– Placing U3: € 12,700.–

Please send documents to: anzeigenproduktion@vgn.at (subject: skylines)

Advice and information: Our team is able to answer your questions at any time. All contact persons, telephone numbers and email address can be found on the last page.

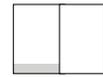


Not To Be Missed! skylines Ad-Specials



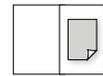
Bar on route map
€ 5,100.-

sloping*
410 x 25mm



Bar on route map
€ 2,700.-

sloping*
205 x 25mm

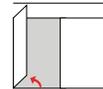


Tip on cards/sachets
€ 90.- per 1,000 pieces

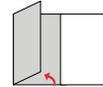
min. 60 x 80mm



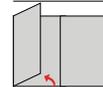
Bound inserts
Price on request



U2 cover flap 1/2 page
2 pages € 22,000.-



U2 cover flap
3 pages € 27,000.-



U2 cover flap
4 pages € 34,800.-

Technical requirements

Image material: Digital presentation: 300 dpi resolution

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Boarding Time Calendar 2018

ISSUE	DATE OF- ISSUE	ADVERTISEMENT- DEADLINE	PRINTED MATERIAL -DEADLINE	TOPIC- FOCUS
1/2018	1. 1. 2018	20. 11. 2017	6. 12. 2017	Properties, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, further training, interior & design
2/2018	1. 3. 2018	26. 1. 2018	7. 2. 2018	60 year anniversary of Austrian Airlines, properties, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, crafted Austria, healthcare/sport
3/2018	1. 5. 2018	26. 3. 2018	11. 4. 2018	Properties, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, private banking
4/2018	1. 7. 2018	26. 5. 2018	11. 6. 2018	Properties, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, healthcare
5/2018	1. 9. 2018	24. 7. 2018	13. 8. 2018	Properties – EXPO REAL, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, healthcare & wellness, lawyer special, properties
SPECIAL ISSUE SKYLINES				
EXPO REAL	3. 10. 2018	3. 9. 2018	11. 9. 2018	48 hours Munich, best of EXPO REAL
6/2018	1. 11. 2018	21. 9. 2018	9. 10. 2018	Properties, Experience Austria, art, culture & cuisine in Austria, best of holiday & travel, further training, private banking, Xmas gift tips

Ambient Media





Lounge screens

Digital advertising opportunity for spots or stills in the exclusive atmosphere of the Austrian Airlines business and senator lounges at Vienna airport.

Target group:

all lounge visitors,
even from partner airlines

- 60,000 visitors each month
- Transmission approx. 80 times per day during opening times – repetition approx. every 15 minutes

Technical data:

Screen size: 1920 x 1080 pixels
File formats: jpg, mpeg (or any current video format), transmission without audio

Screen size:

46 inches

Booking deadline:

4 weeks before appearance

Delivery date:

2 weeks before appearance

Price: € 6,900.– per month

For 30 seconds (standard, other spot lengths on request)

Classic boarding card

Large surface placement on rear side of boarding cards issued in Austria

Target group:

All passengers using Austrian Airlines check-in counters or check-in machines in Austria

- Scheduling of the exact day of appearance or advertisement period is not possible
- 4 million pieces or around 6 months advertisement period (per instalment produced)

Technical data:

printable PDF

Motif subject to approval given by Austrian Airlines



Price: € 47,500.–

per instalment



IFE System Long-Haul Exclusive Spot "Movies"

Exclusive spot placement before the start of the selected film in the "movies" category.
Transmitted in business and economy class.

Target group:

all long haul passengers

- 220,000 contacts per month
- in-flight on 12 long haul aircraft

Delivery date:

9 weeks before the start
(always on the first of the month)

*Spot subject to approval given by
Austrian Airlines*

Price: € 10,900.– per month

for 30 seconds
(Standard, other spot lengths on request)

IFE System Long Haul Exclusive Spot "TV/Series"

Exclusive spot placement before the start of the selected TV or series format.
Transmitted in business and economy class.

Target group:

all long haul passengers

- 220,000 contacts per month
- in-flight on 12 long haul aircraft

Delivery date:

9 weeks before the start
(always on the first of the month)

*Spot subject to approval given by
Austrian Airlines*

Price: € 10,900.– per month

for 30 seconds
(Standard, other spot lengths on request)



IFE System Long-Haul "skylines On Screen"

Spot placement within approx. 10 minute infotainment format "skylines on Screen" which is transmitted at least once on all personal screens in the business and economy class.

Target group:

all long haul passengers

- 440,000 contacts within 2 months
- in-flight on 12 long haul aircraft
- The format is switched in a 2-month rhythm.
- without audio, with subtitles
- Format can be called up individually during the flight through the IFE programme menu and is played on the lounge screens (3-4 times per hour during opening times)

Delivery time:

11 weeks before the start

Price: € 8,900.- for 2 months

for 30 seconds
(standard, other spot lengths on request)
Animation or clip or individual stills also possible (with surcharge)

IFE System Long Haul "Air Show"

NEW!

On some small compact slides, the passenger receives constantly updated information on the flight progress (position of aircraft, cruising altitude, speed etc.) on his personal in-seat IFE screen. Placement of a still in the slide show.

Target group:

all long haul passengers

- 220,000 contacts per month
- in-flight on 12 long haul aircraft

Slide subject to approval given by Austrian Airlines

Size:

1280 x 768 pixels

Delivery date:

9 weeks before appearance

Price: € 4,900.- per month

Slide appears 50-60 times per hour

IFE System Long Haul Advertising space (widget) on IFE homepage with or without content

Still placement on homepage of the entertainment system which every passenger can access via his personal in-seat IFE screen. 2 different size formats available (widget 1 or widget 2).
By clicking, enlargement of the visual to full screen OR link to prepared content.

Target group

all long haul passengers

- 220,000 contacts per month
- in-flight on 12 long haul aircraft



Widget 1 size:

320 x 466 pixels

Widget 2 size:

458 x 466 pixels

Delivery date:

9 weeks before the start
(always on the first of the month)

Visual and content subject to approval given by Austrian Airlines

Price: € 6,500.- per month

For full screen pop-up version widget 1

Price: € 8,500.- per month

For full screen pop-up version widget 2

Price: € 9,500.- per month

for content link widget 1

Price: € 11,500.- per month

for content link widget 2



IFE System Long Haul Sponsored Content

NEW!

Integration of video content of approx. 15 until max. 45 minutes in length.

Target group:

all long haul passengers

- 220,000 contacts per month
- On board 12 long haul aircraft

Delivery date:

9 weeks before the start
(always on the first of the month)

*Content subject to approval
given by Austrian Airlines*

Price: € 4,900.– per month

myFlyNet – Internet on Board Short & Medium Haul Banners or Tiles on Portal

31 Airbus family aircraft are already equipped with internet on board. The passenger can access the portal site free of charge on their personal end device where they can find useful information about their destination – and also your advertising message. Placement of the advertising space in the form of a tile or banner directly on the portal site.

Target group:

Passengers on board the short & medium haul fleet (Airbus 320F)

- 640,000 passengers per month on the Airbus fleet
- on their way to 115 destinations in Europe, the Middle East, North Africa
- Average flight time of 2 hours
- 40,000 passengers per month use the portal site
- Approx. 40 minutes online

Delivery date:

4 weeks before the start

Choose according to departure location, destination or routes

Tile size:

230 x 230 pixels

Banner size:

2544 x 320 pixels

Price: € 3,900.– per month

for tiles

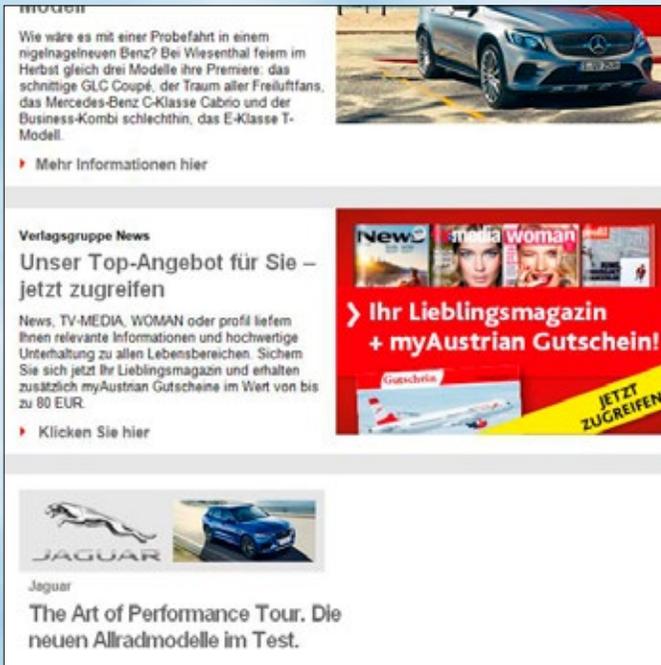
Price: € 6,900.– per month

for banners

Price on request:

Possibility of linking banner or tile to content page (text & image), linking to white-listed homepage, provision of content features for portal site (e.g. games)





Newsletter

Impactful placement in connection with Austrian Airlines news and offers.

Target group:

Austrian Airlines Newsletter recipients

- 400,000 recipients in Austria, 1.2 million recipients worldwide
- Average opening rate: 18 %
- Average CTR: 1.5 %
- Price for country-specific issue on request

Publication date:

Appears on each 2nd and 3rd Tuesday of the month (contribution appears twice per month)

Due to the provisions of the DSGVO , a circuit is only possible subject to review and approval by Austrian Airlines.

Delivery date:

4 weeks before the start

Advertising technical data:

Text: max. 60 characters

Logo: 140 x max. 60 pixels, 72 dpi, optional

Image: 140 x max. 60 pixels, 72 dpi, optional

Content technical data:

Headline: max. 15 characters

Text: max. 120 characters

CTA text: max. 15 characters

Image: 600 x 400 pixels

(if retina-display optimised: 1,200 x 800 pixels)

Link to landing URL

Price: € 9,900.– per month

Content for issue in Austria

Price: € 27,900.– per month

Issue worldwide



Austrian Airlines Homepage

It doesn't matter whether its journey planning, booking flights or calling up flight plan information – the Austrian Airlines homepage offers a prominent placement possibility for your advertising message. Banner advertising space in lower part of the austrian.com homepage (Austria).

Target group:

all visitors on austrian.com

- 600,000 page views or 400,000 visits per month
- Sub pages as well as homepages of other countries on request

Delivery date:

2 weeks before appearance

Technical data for advertisement:

Size:

968 x 98 pixels

File type:

gif or jpg (max. 50 KB), flash (max. 100 KB)
Link to landing URL

Available tracking parameters:

page views, clicks, CTR

Price: € 19.50

per 1,000 page views
(Corresponds to € 11,700.– per month)

Sub pages as well as homepages of other countries on request



Lounge poster lights

Backlit advertising space for posters (size: A1) in 3 locations in the exclusive atmosphere of the Austrian Airlines business and senator lounges at Vienna airport (terminal 3).

- 60,000 visitors each month

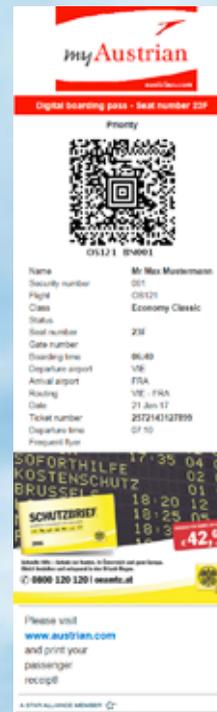
Target group:

all lounge visitors, even from partner airlines

Delivery date:

2 weeks before appearance

Price: € 5,900.-
per month



Combo Package **NEW!** Print-at-home and Mobile Boarding Cards

Around 400,000 passengers per month are already using their mobile end device or desktop for online check-in. Advertising space placement on print-at-home and mobile boarding card.

Target group:

Passengers worldwide who check in over austrian.com

Technical data:

Image size: 800 x 495 pixels, max. 200 KB

Headline: 25 characters

Footer text (optional): 70 characters

Link to landing page

Price: € 29,900.-
per month



On-board cups

Fixed service component on all routes.

- 1.5 million pieces per 3-month period

Target group:

All passengers in the business class on short & medium haul flights as well as economy class on all short, medium and long haul flights

Technical data:

Print: up to 4c

Branding subject to approval given by Austrian Airlines

Delivery date:

on request

Price: €49,900.-

Per 3-month period



Refreshing tissues **NEW!**

New on board for your advertisement.

- 500,000 pieces per 6-month period

Target group:

Business class passengers on short & medium haul flights, if required also for passengers in economy class (around 80,000 passengers per month)

Technical data:

printable surface: 140 x 70mm (wxh)
Print possible up to 4c

Branding subject to approval given by Austrian Airlines

Delivery date:

on request

Price: € 39,000.-

Per 6-month period





On-board napkins

Fixed service component on all routes.

- 3 million pieces per 3-month period

Target group:

all passengers in business & economy class
(1 million passengers per month)

Technical data:

Print: up to 1c

*Branding subject to approval
given by Austrian Airlines*

Delivery date:

on request

Price: € 39,900.–

Per 3-month period





Aircraft branding

Possible on the aircraft fuselage between the front and rear entrance door in the variants full or part coverage, both sides or one side.

*Visual subject to approval
given by Austrian Airlines*

Price: on request

Includes production, installation and disassembly of the special foil, including all necessary certifications and rental costs



Embraer Name Patronage

Name one of the Austrian Airlines Embraer aircraft according to your wish and let it fly throughout Europe. This advertising medium is especially suited for advertising messages about tourist destinations and facilities.

Name or visual subject to approval given by Austrian Airlines

Package 1:

Name (both sides under the cockpit), visual or logo on the right of the frontmost entry door, press release including photo

Price: € 15,000.–

Package 2:

Name (both sides under the cockpit), visual or logo on the right of the frontmost entry door, press release including photo, 1/1 page in skylines in-flight magazine

Price: € 25,000.–

Package 3:

Name (both sides under the cockpit), visual or logo on the right of the frontmost entry door, press release including photo, 1/1 page in skylines, contribution in Austrian Airlines newsletter

Price: € 35,000.–

*Additional services on request.
Price valid for 3 year
adhesion period*



On the move together! GTC - VGN Medien Holding GmbH

General Terms and Conditions of Verlagsgruppe News GmbH, FN: 183971x, Taborstraße 1-3, 1020 Vienna, Last Update: January 2016

BOOKINGS

- All orders shall be subject to our General Terms and Conditions, the currently valid rate card for advertisements, and our confirmation of the order. Digital data submission shall be subject to the publisher's terms of digital data submission. The present General Terms and Conditions shall also be effective for future orders, even if they are not explicitly agreed upon again.
- Advertisements shall be placed within twelve months of receiving the order, commencing, if not otherwise stipulated, with the next issue.
- The discounts quoted in the rate card shall be applicable only for advertisements appearing within one calendar year, provided there are no time limits due to special promotional offers.
- Liability for the content, form and legal admissibility of advertisements, in particular including the clarification of copyright, trademark and personal rights, shall rest with the client. The publisher shall not be obliged to check the content and form of advertisements. Competitions, vouchers, and tip-on-cards or add ons shall be adapted, if necessary, to comply with legal rules and regulations; the client shall indemnify and hold the publisher free from and against any claims or suits.
- No guarantee can be given for the placement of advertisements in specific issues.
- The client shall be responsible for acquainting him/ herself with the currently valid advertising rates before placing an order.
- Unless explicitly stipulated otherwise, any changes in advertising rates shall enter into effect immediately, and shall also apply to existing orders.
- If an advertisement proves to be illegible, incorrect or incomplete, the client shall be entitled to be given a price reduction or an additional insertion of the advertisement on condition that the message of the advertisement has, through the publisher's error, been significantly impaired or the advertising impact considerably disturbed. The publisher's liability shall not extend beyond the scope indicated above. In cases of doubt, the publisher shall comply with the recommendations made by the Gutachterausschuss für Druckreklamationen (Complaints Commissioners for the Printing Trade, FOGRA Forschungsgesellschaft Druck e.V., Munich).
- In cases of equipment failure or Acts of God, the publisher shall be entitled to full payment for the advertisement published if the advertisement has been run on at least 80 % of the guaranteed printed circulation. For lower percentages, payment shall be due on the basis of the price for units of one thousand copies actually circulated.
- The publisher shall mark advertisements not recognizable as such on account of their editorial design as promotional material.
- VGN Medien Holding GmbH reserves the right to reject the publication of advertisements without stating reasons. A rejection shall not constitute a basis for any claim for damages. In

this case any claims for damages against VGN Medien Holding GmbH are excluded.

- In particular, VGN Medien Holding GmbH reserves the right to not carry out advertising efforts which the Austrian Advertising Council (Österreichischer Werberat) has found fault with. This also includes the immediate cancellation of an ongoing advertising campaign. For this reason VGN Medien Holding GmbH can reject advertising contracts or withdraw from contracts that are understood as legally binding.
- Any additional arrangements over and above our General Terms and Conditions shall be contingent on written confirmation by the management of VGN Medien Holding GmbH. Counterconfirmations by the client and references to the client's terms and conditions shall not be legally valid, even if not specifically contradicted by the publisher. Acceptance of client's terms and conditions on the part of the publisher by means of providing performance shall be precluded.

TECHNICAL DATA

- The client shall provide the material required for printing within the requisite period. A colour proof must accompany each page. In case of delay on the part of the client, the publisher may use advertising material of the client that is already available at the publisher's. However, the publisher reserves the right to publish the advertisement in question in the next issue.
- Proofs shall only be made available at the client's explicit request and against payment of costs. These costs shall be borne by the client. The client shall be deemed to have given his/her approval if s/he fails to return said proof within the specified time.
- Unless explicitly agreed otherwise with the client in writing, the publisher shall keep printing materials until three months after insertion.
- Costs for significant changes from the originally agreed contract shall accrue to the client.
- At the client's request, we will, against separate payment of costs, produce the design, text, artwork and photographic material for advertisements. Should the client wish to use said material in other media, the rights for such other publication shall be acquired from the publisher.
- Advertising rates do not include the costs of typesetting, reproduction, and lithography, which shall be billed separately.
- The client shall be obliged to provide flawless printing material or production data in compliance with the stated guidelines. If the material contains defects that are not immediately noticeable, but become apparent only during printing, the client shall not be entitled to an additional insertion. The publisher shall not be obliged to test or check whether the printing material is complete and correct.
- Complaints shall be made in writing within eight days of receipt of the invoice.
- The publisher cannot be held responsible for transmission errors.
- The publisher shall not be bound to examine

whether the client has the right to reproduce the printing material or production data in any way whatever, or to edit or change it as envisaged in the contract, or otherwise to use it in the designated way. The publisher shall be entitled to presume that the client has all the relevant rights in relation to third parties necessary for the performance of the contract. Furthermore, the client shall explicitly guarantee that s/he has these rights. The client shall hold harmless and fully indemnify the publisher in all cases where such rights are claimed by third parties.

- The production terms and conditions applicable at the given time shall apply for the order placed.
- Please consider a tolerance range in the manufacture of ad specials due to industrial production. Divergent specimen of up to 3 % of the total circulation do not constitute a valid complaint and do not supersede the obligation to pay the manufacturing costs.

POSITIONING

- Special requirements as to the positioning of advertisements shall only be binding upon payment of a position surcharge; otherwise the publisher shall endeavour to meet the client's wishes, but shall not be obliged to do so.
 - Agreements not to publish an advertisement together with a competitor's advertisement can only be concluded for advertisements of a size of at least 1 page and shall apply only for two facing pages.
- Loose/Bound/Glued-in Inserts**
- The contents of loose, glued-in or bound inserts shall be confined to the client's own line of business and must not include advertisements of a third party.
 - A sample and text content shall be submitted 4 weeks prior to the date of publication.
 - The client shall strictly comply with the technical specifications set forth by the publishing house. Variances from these specifications may entail extra cost which will be charged to the client.

CANCELLATION

- Withdrawal of an order shall entail payment of a cancellation charge to the amount of 15 % of the value of the advertisement.
- The cancellation of an order can only be accepted before the closing date for advertisements.
- Ad specials have to be cancelled not later than 6 weeks prior to the publication date, or in case of special paper requirements not later than the day the paper is ordered. If cancelled later, the actual cost having accrued up to cancellation time shall be charged to the client.
- Costs resulting from modifications of the originally agreed contract and from changes of ordered printing material shall be payable separately by the client.

SETTLEMENT

- Complaints shall only be accepted within two weeks of the date of invoice.
- Discount adjustments in the course of the year shall be made only upon request and quarterly.
- Discounts granted on unfulfilled contracts will be surcharged to the client at the end of each calendar year, with 12 % interest p. a. being charged on the outstanding balance.
- Discount settlements shall be requested in writing not later than by the 31st of March of the following year.
- Clients shall receive one free sample after publication of the advertisement.

MODE OF PAYMENT

- Terms of payment: Payment within 10 days of date of invoice; 2 % discount; payment up to 30 days: net.
- For delayed payments or deferrals, 12 % interest on arrears as well as collection costs shall be charged.
- The publisher shall be entitled, before carrying out the order and also during the term of the order, to make publication of further advertisements conditional on the advance payment of a specified amount and on the settlement of open accounts.
- Letters of credit cannot be accepted.
- Invoices shall be payable in Vienna (place of payment and performance: Vienna).

FINAL PROVISIONS

- Vienna shall be the exclusive place of jurisdiction for any dispute resulting from the contractual relationship between VGN Medien Holding GmbH and the client.
- The only law that is applicable is Austrian Law. The application of the United Nations Convention on Contracts for the International Sale of Goods is excluded.
- Should there be Terms and Conditions of the client, they are rejected in their entirety. They are only applicable if VGN Medien Holding GmbH has explicitly stated in writing to accept them.
- Should one of the clauses in these Terms and Conditions be invalid, this should not affect the validity of the remaining clauses.

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