CONNECTING LIVES

Munich Airport
Media data advertising spaces

NO. 1 | 2026



Advertising at Munich Airport

CONTENTS

AIRPORT CLASSICS

ANALOG MEDIA

DIGITAL MEDIA

AIRPORT SPECIALS

BRANDING

LUGGAGE BELT ADVERTISING

GIANT POSTER

BRAND EXPERIENCE

PROMOTION AREAS

EXPONAT SPACES

EVENT SPACES

Showcase your brand with maximum impact across the premium advertising spaces of Munich Airport.
The Airport Classics – ranging from illuminated displays and CLPs to digital media – are strategically positioned along key passenger walkways and in areas with high dwell time, ensuring sustained visibility and strong brand presence.

As an international hub, Munich Airport offers outstanding branding opportunities with exceptional reach, powered by its modern architecture. Place your messages exactly where passengers spend time and engage – from power outlet branding and baggage claim advertising to large-scale outdoor displays.

Stage your brand across the entire passenger journey. From access roads to the gate, innovative advertising platforms provide powerful touchpoints to present your brand in a distinctive way – transforming visibility into a truly memorable brand experience.

Advertising at Munich Airport

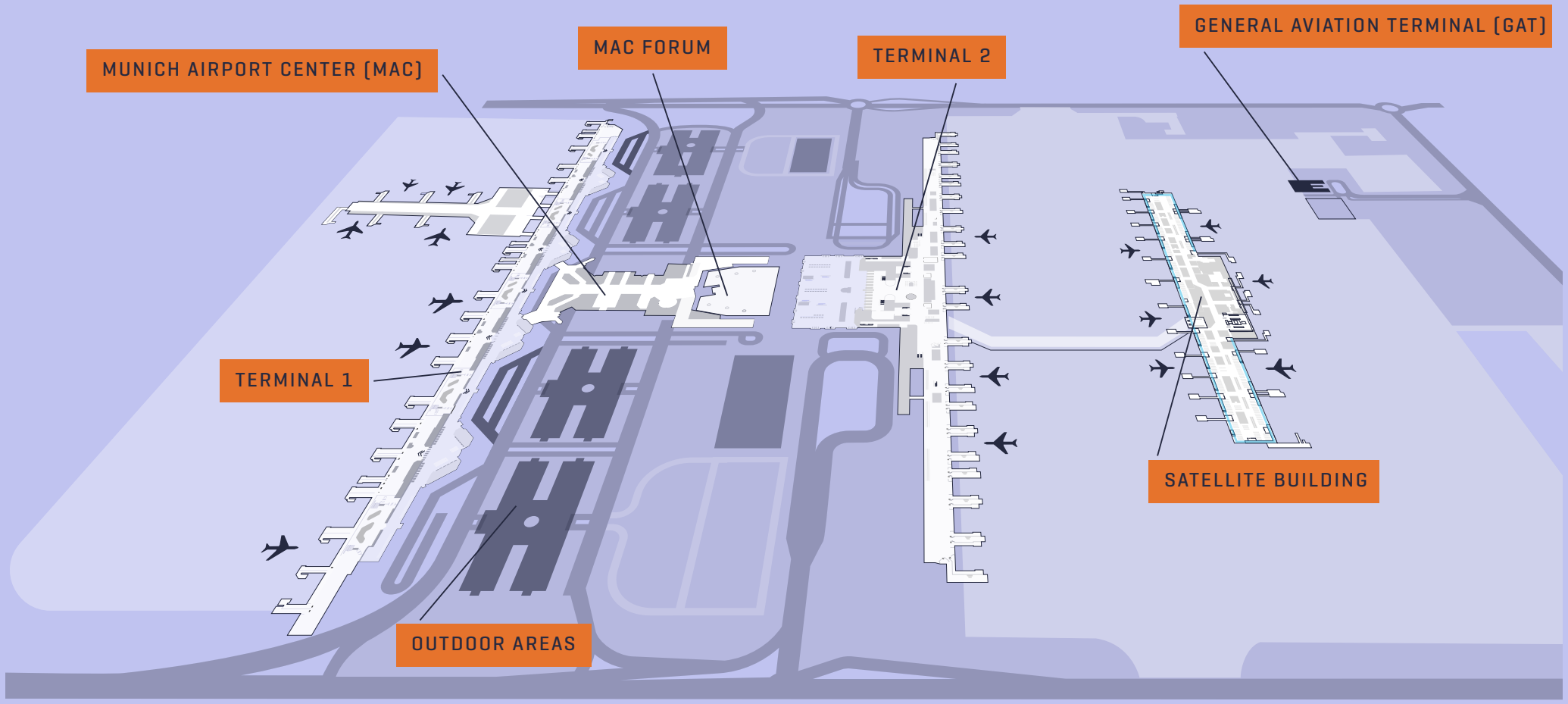
THIS IS WHERE BRANDS THAT ARE SEEN LAND

At Munich Airport, brands reach a unique target audience: international business travelers, decision-makers with a strong affinity for brands, and vacationers with high spending power. In an exclusive environment with long dwell times, there is scope for effective brand communication – attentive, open and receptive to inspiring advertising messages. Thanks to the light-filled architecture and spacious layout, advertising integrates seamlessly into the surroundings and is perceived as part of the modern ambiance.

More than 700 advertising spaces are strategically positioned along the entire passenger journey - from arrival at the parking garage to the gate, as well as from landing to exiting the airport. The selection ranges from classic CLPs and light boxes to digital columns and welcome boards, as well as spaces for special installations. In this unique environment, brands are not only made visible but also brought to life.



Advertising
at Munich Airport



DISCOVER AREAS

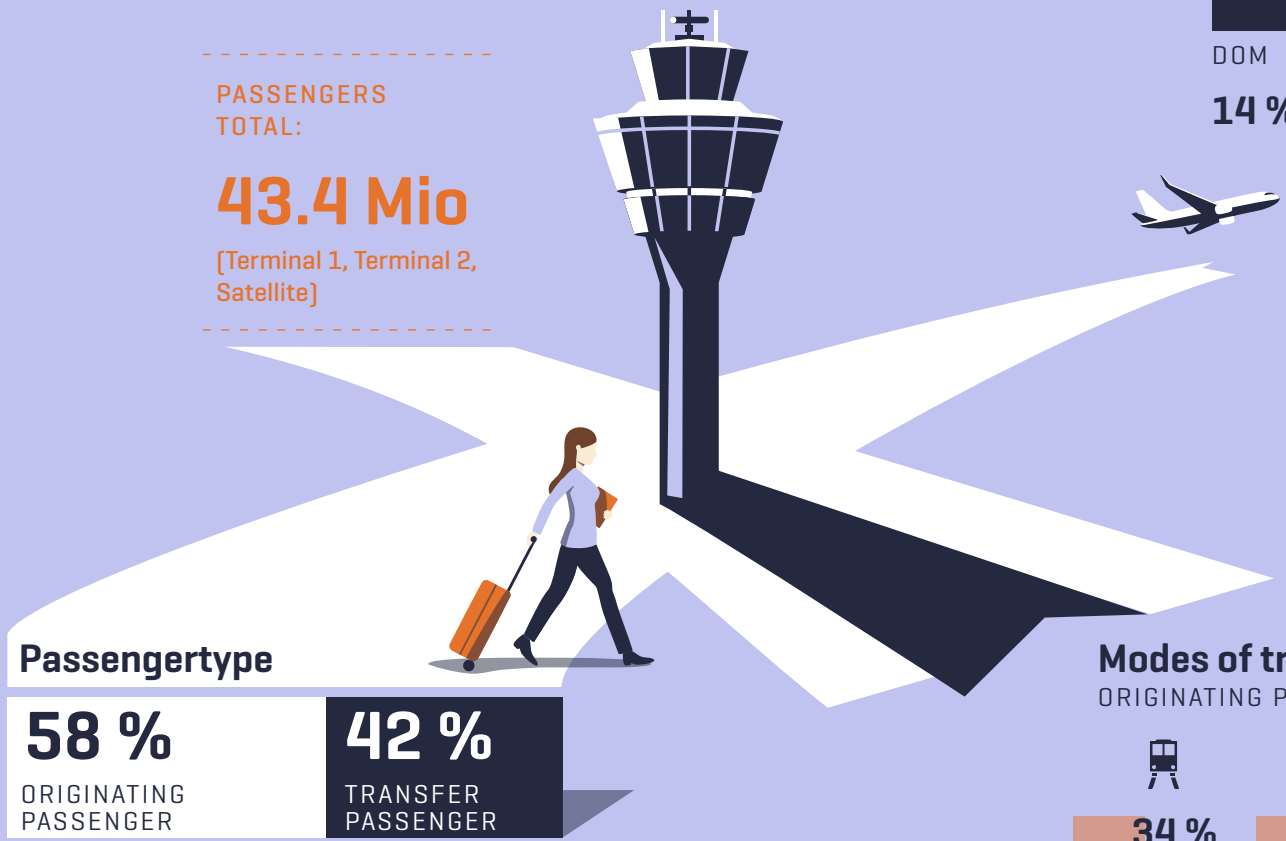
Media data 2026

Transport Structure Data
Munich Airport (overall)

PASSENGERS TOTAL:

43.4 Mio

(Terminal 1, Terminal 2, Satellite)



Flights

DOM	CONTINENTAL	INTERCONT
14 %	65 %	21 %

Ø NET DWELL TIME:

73 min

Passengertype

58 %	42 %
ORIGINATING PASSENGER	TRANSFER PASSENGER

Modes of transportation to the airport

ORIGINATING PASSENGERS

34 %	36 %	15 %	9 %	6 %	2 %
S-BAHN	CAR	BUS, TRANSFER SERVICE, SURROUDING PARKING	TAXI (incl. Uber)	RENTAL CARS AND CAR SHARE	OTHER TRANSPORT

Source: Munich Airport Transport Structure Data 2025

Transport Structure Data
Munich Airport (overall)

The international passenger

53 % OF THAT:

- USA **20 %**
- ITALY **7 %**
- AUSTRIA **7 %**
- GREAT BRITAIN **6 %**
- FRANCE **6 %**



Reason to travel

PRIVATE	BUSINESS
73 %	27 %

Gender

FEMALE	MALE	DIVERS
48 %	52 %	0,05 %

Age
(YEARS)

UP TO 29	23 %
30-39	25 %
40-49	20 %
50-59	18 %
> 60	14 %

Household net income[1]

< €2000	20 %
< €3000	17 %
< €4000	15 %
< €6000	22 %
> €6000	26 %

Media data 2026

Source: Munich Airport Transport Structure Data 2025

[1] No information on income 54 %

Transport Structure Data
Terminal 1

Airlines: SunExpress, Condor, Turkish Airlines, Norwegian, British Airways, KLM, Air France, TUIFly

T1-PIER (New from April 2026)

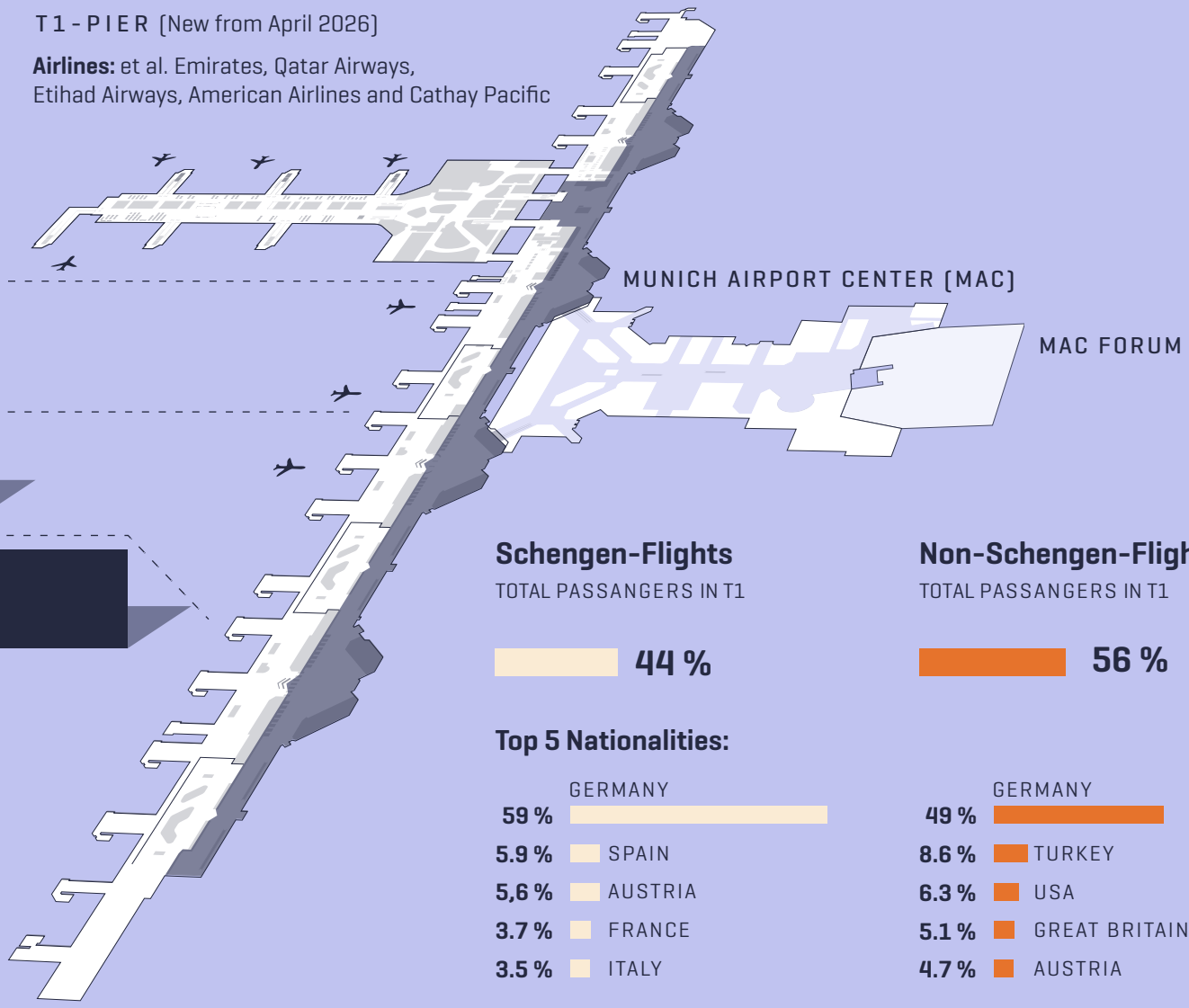
Airlines: et al. Emirates, Qatar Airways, Etihad Airways, American Airlines and Cathay Pacific

Module **A** approx. **1 Mio**

Module **B** approx. **1.1 Mio**

Module **C** approx. **3.6 Mio**

Module **D/E** approx. **5.1 Mio**



Schengen-Flights

TOTAL PASSANGERS IN T1

44 %

Non-Schengen-Flights

TOTAL PASSANGERS IN T1

56 %

Top 5 Nationalities:

59 %	GERMANY
5.9 %	SPAIN
5,6 %	AUSTRIA
3.7 %	FRANCE
3.5 %	ITALY

49 %	GERMANY
8.6 %	TURKEY
6.3 %	USA
5.1 %	GREAT BRITAIN
4.7 %	AUSTRIA

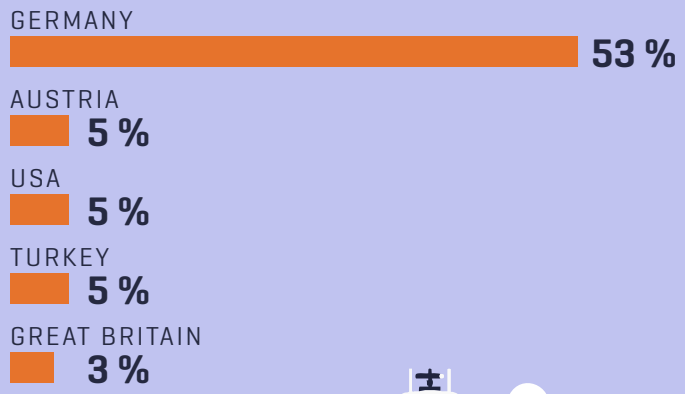
Media data 2026

Source: Munich Airport Transport Structure Data 2025

Data before to the opening of T1-Pier

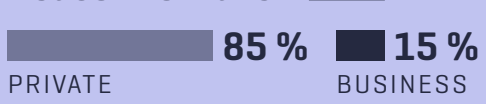
Transport Structure Data
Terminal 1

Most important Nations

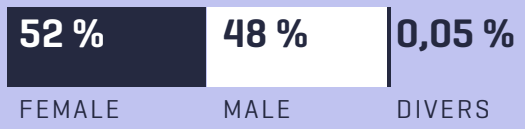




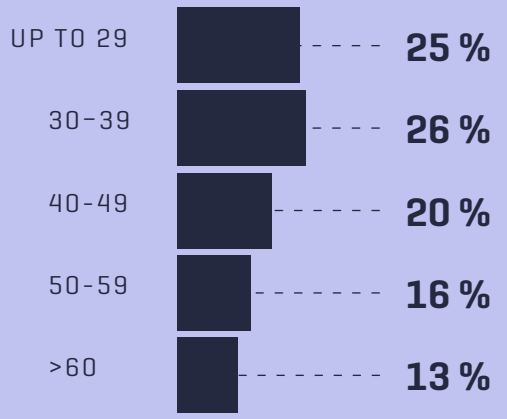
Reason to travel



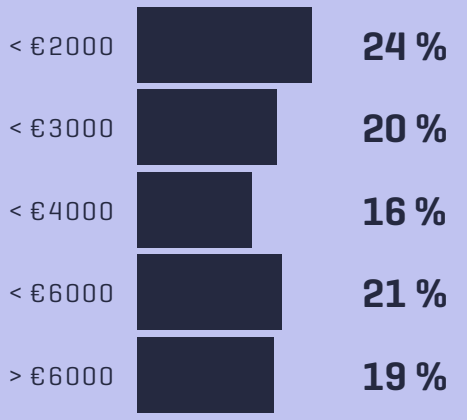
Gender



Age
(YEARS)



Household net income[1]



Media data 2026

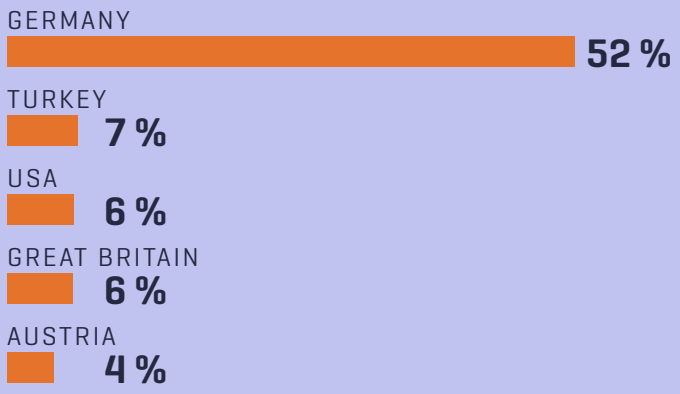
Source: Munich Airport Transport Structure Data 2025

[1] No information on income 56 %

Transport Structure Data
T1-Pier (Non-Schengen from April 2026)

FORECAST, BASED ON DATA FROM AIR PASSANGER SURVEY 2024

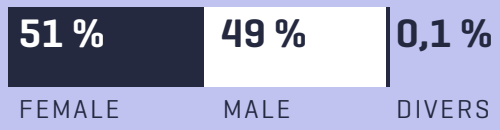
Most important Nations



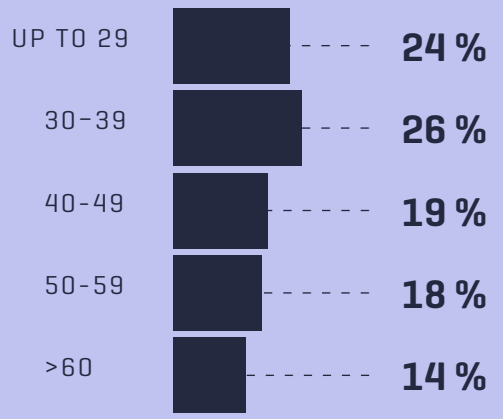
Reason to travel



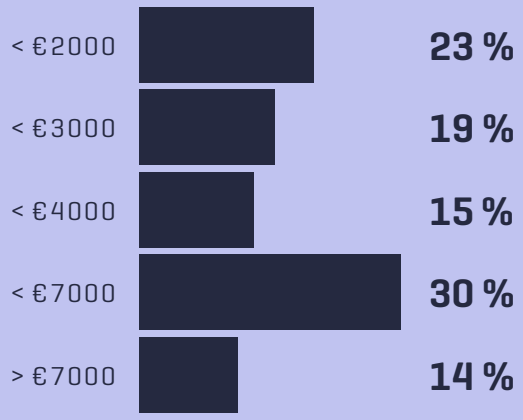
Gender



Age
(YEARS)



Household net income[1]





Airlines: et al. Emirates, Qatar Airways, Etihad Airways, American Airlines and Cathay Pacific

Media data 2026

Source: Munich Airport Transport Structure Data 2024

[1] No information on income 52 %

Transport Structure Data
Terminal 2

Airlines: Lufthansa & Star Alliance

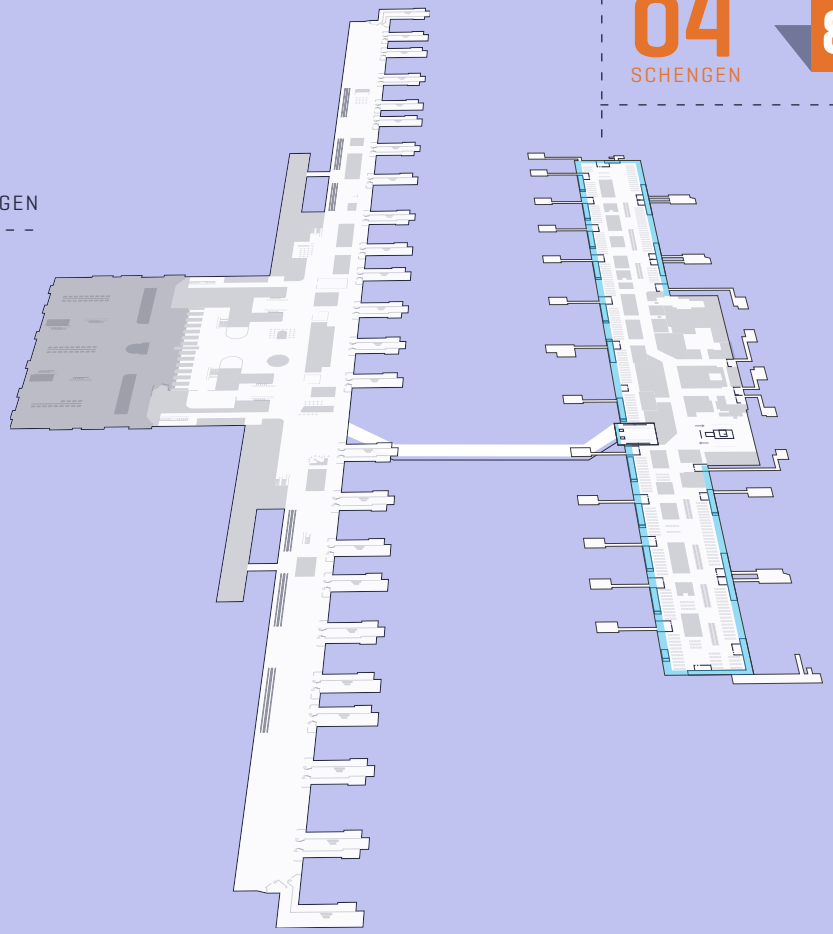
Satellite

Level **05** NON-SCHENGEN — approx. **3.9 Mio**

Level **04** SCHENGEN — approx. **8.2 Mio**

approx. **5.5 Mio** Level **05** NON-SCHENGEN

approx. **15 Mio** Level **04** SCHENGEN



DISCOVER LEVELS

Schengen-Flights

TOTAL PASSENGERS IN T2

71 %

Non-Schengen-Flights

TOTAL PASSENGERS IN T2

29 %

Top 5 Nationalities:

41 %	GERMANY
8.7 %	USA
6.1 %	ITALY
4.0 %	POLAND
3.8 %	FRANCE

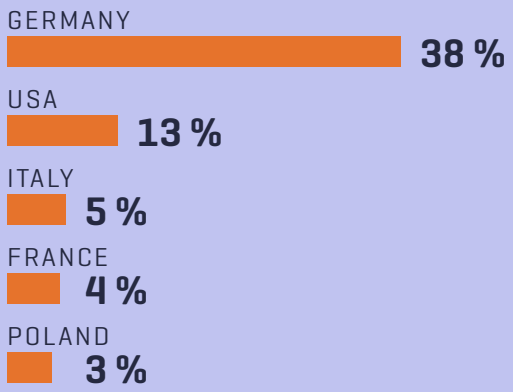
31 %	GERMANY
21.4 %	USA
4.8 %	CANADA
4.2 %	GREAT BRITAIN
3.0 %	ITALY

Media data 2026

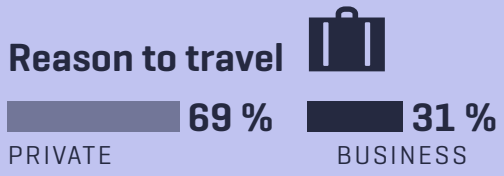
Source: Munich Airport Transport Structure Data 2025

Transport Structure Data
Terminal 2

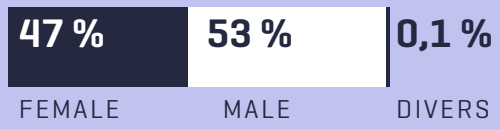
Most important Nations



Reason to travel

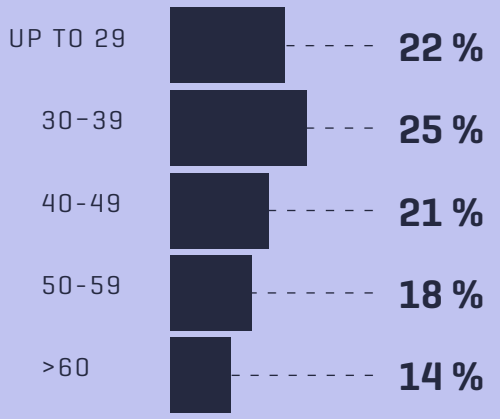


Gender

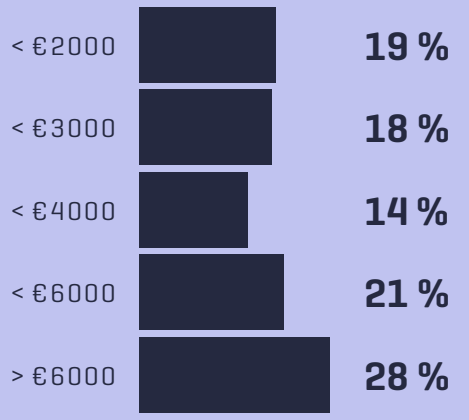




Age
(YEARS)



Household net income[1]



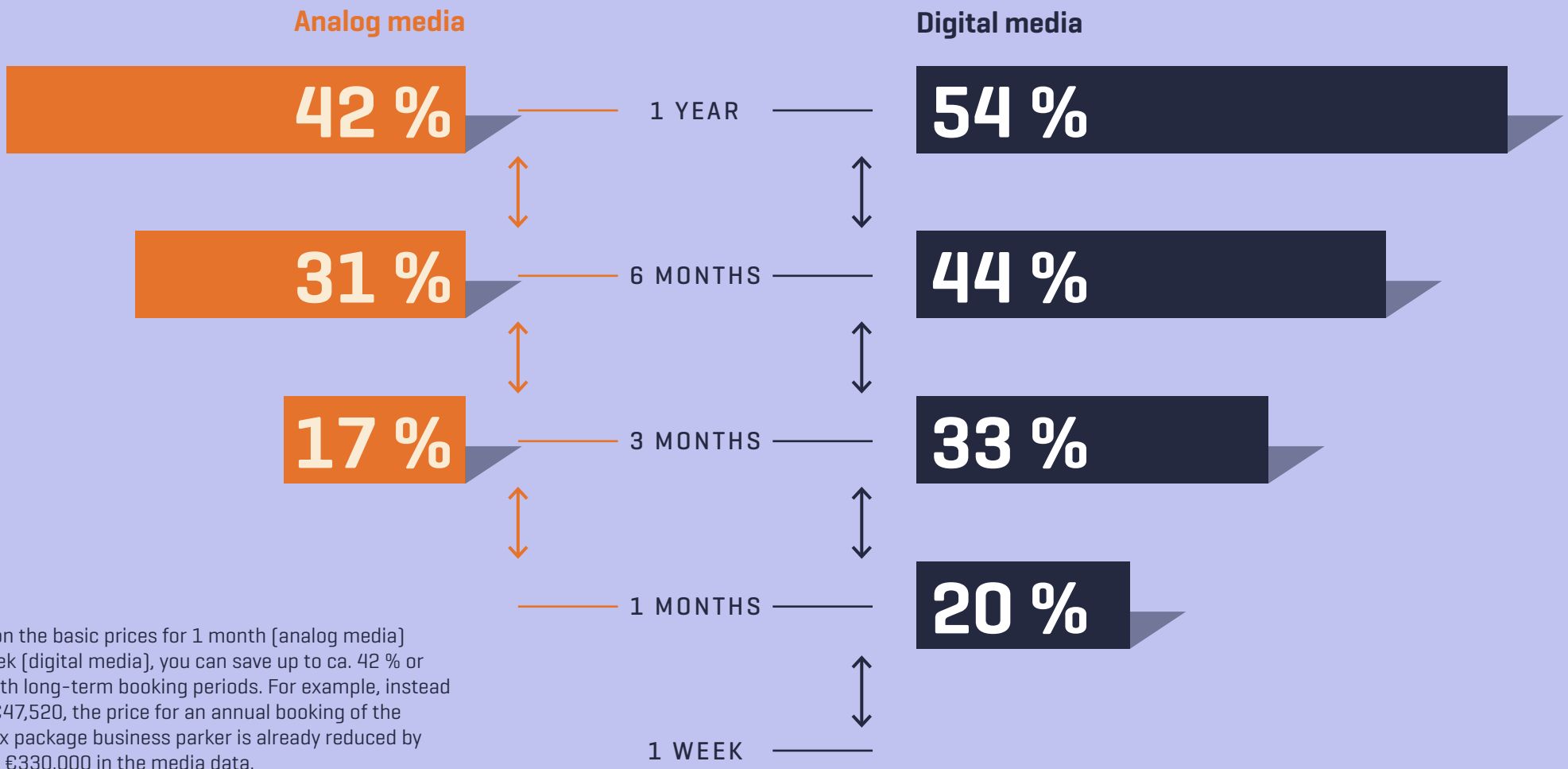
Media data 2026

Source: Munich Airport Transport Structure Data 2025

[1] No information on income 56 %

Long-term discount

SAVINGS FOR LONG-TERM BOOKING PERIODS



Based on the basic prices for 1 month (analog media) or 1 week (digital media), you can save up to ca. 42 % or 54 % with long-term booking periods. For example, instead of 12*€47,520, the price for an annual booking of the Lightbox package business parker is already reduced by 42 % to €330,000 in the media data.

Advertising that works – and lasts.

ADVERTISING IMPACT STUDY

Advertising at Munich Airport delivers – and how. A recent study highlights this impressively. The reason: advertising in a premium environment achieves high acceptance and strong impact.
In September and October 2024, nearly 800 face-to-face interviews were conducted at various locations featuring both digital and analog advertising spaces.

The clear result: advertising here is not only noticed but even appreciated – thanks to its seamless integration into the surroundings. With a high-spending, internationally diverse target group and a modern, dynamic setting, the airport offers the perfect stage for powerful brand presence.



Media data 2026

78 % of those surveyed noticed advertising at one or more points along the passenger journey.

83 % of respondents feel that digital advertising blends well with the airport environment – and does not disturb them.

70 % perceive advertising at Munich Airport as higher quality and significantly more positive compared to other advertising locations.

>90 % of those exposed to large-format analog advertising perceive the brand presentation as high-quality, and find the campaigns striking, likeable, and clear.

80 % of respondents recall advertising for specific brands.

Further information on the advertising impact study

Selection of Highlights / Events
Munich 2026



Messe f.re.e 18.–22.02.26
Messe München

Internationale Handwerksmesse 04.–08.03.26
Messe München

analytica 24.–27.03.26
Messe München

Linkin Park CONCERT 11.+12.06.26
Allianz Arena

Foo Fighters CONCERT 17.06.26
Allianz Arena

The smarter E Europe 2026 23.–25.06.26
Messe München

The Weeknd CONCERT 25.–27.06.26
Allianz Arena

Helene Fischer CONCERT 17.07.26
Allianz Arena

Oktoberfest 19.09.–04.10.26

Messe Expo Real 05.–07.10.26
Messe München

Electronica 10.–13.11.26
Messe München

Christmas + Winter Market December 2026
Flughafen München

Airport Classics

ANALOG MEDIA

- LIGHTBOXES
- CLP CABINETS (INDIVIDUAL AREAS AND ADVERTISING NETWORKS)

DIGITAL MEDIA

- DIGITAL PORTRAIT
- DIGITAL LANDSCAPE

Analog Media

ANALOG MEDIA

LIGHTBOXES

CLP CABINETS (INDIVIDUAL AREAS AND ADVERTISING NETWORKS)

AIRPORT CLASSICS

Media data 2026

Lightboxes

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightbox package Business Parker

MAC FORUM, ENTRANCE P20, LEVEL 03

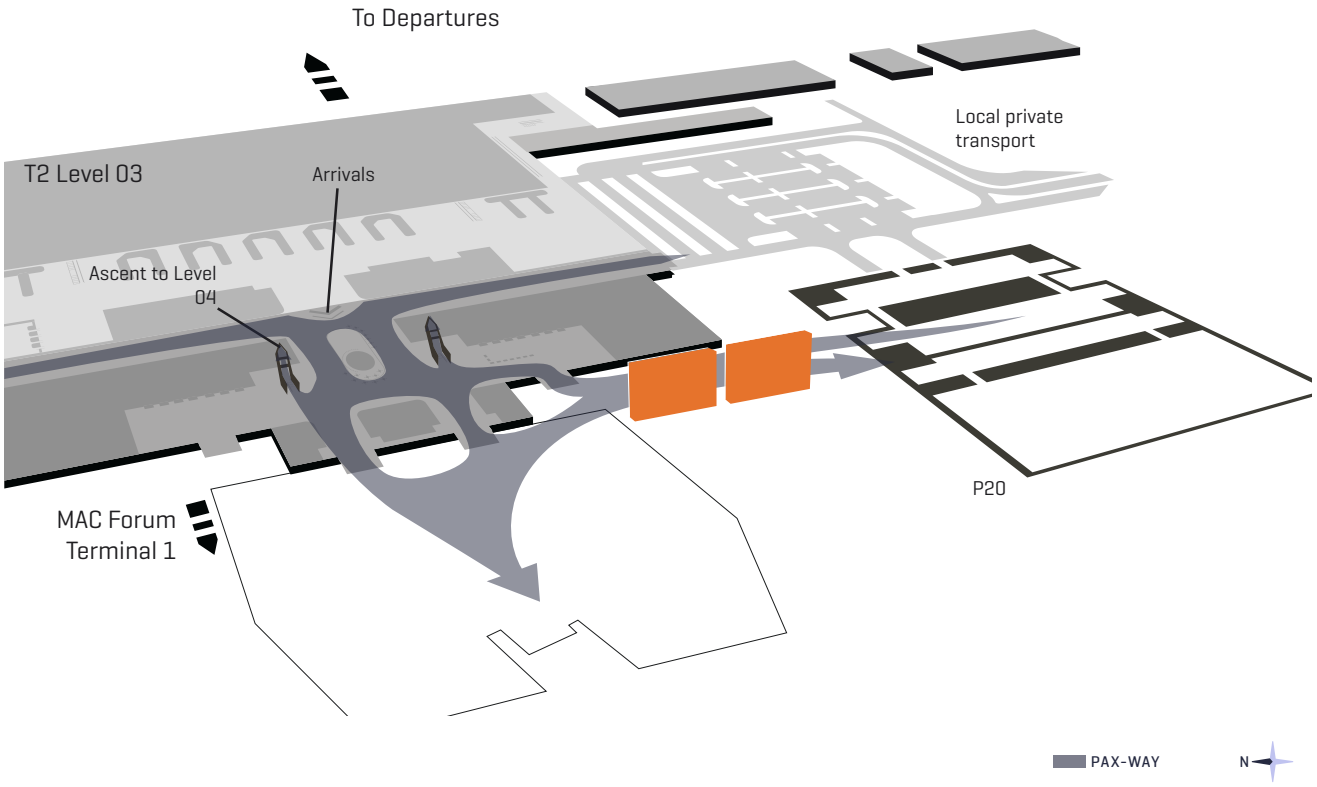
At Munich Airport, business car park P20 is the central car park for the Star Alliance Terminal 2. If a passenger wishes to get to car park P20 after arriving in Terminal 2, he will generally go over the MAC Forum. Installed in this thoroughfare is an ensemble of two lightboxes which visually dominates this area.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightbox package business parker

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€47,520	€118,800	€198,000	€330,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
A combination of two lightboxes in horizontal format.
Left lightbox: 10.50 m x 3.00 m (WxH)
Right lightbox: 8.30 m x 3.00 m (WxH)

NUMBER: 2 LB

MATERIAL:
Vinyl or backlit film (fire protection category B1)

PRODUCTION:
Production for both lightboxes: €2,780**

ADDITIONAL COSTS:
Assembly and disassembly for both lightboxes: €980**

OBJECT NUMBER: 0001ÖP3048



Lightboxes glass frontage Munich Airport Center

MAC, LEVEL 03

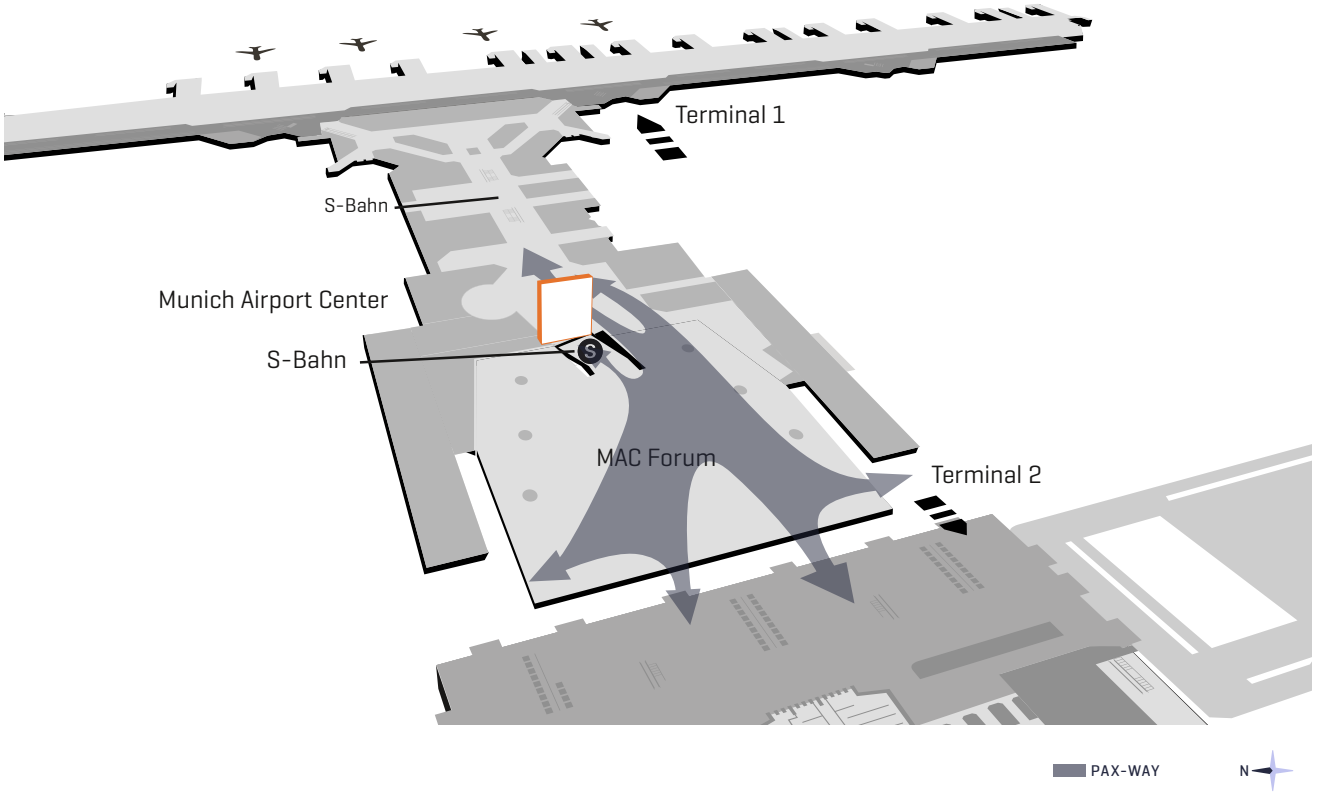
The oversized lightboxes are positioned very prominently on the interior and exterior next to the two central entrances/exits to the Munich Airport Center and the MAC Forum. The entrances and exits are used chiefly by passengers of Lufthansa and Lufthansa partners, departing from or arriving in Terminal 2, to reach the many retail areas and restaurants, as well as the Munich Airport Center car rental centre.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightboxes glass frontage Munich Airport Center

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€31,820	€79,560	€132,600	€221,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
3.60 m x 4.00 m (WxH)

NUMBER: 2 LB

MATERIAL:
Following consultation (fire protection class A2)

PRODUCTION:
€3,740** for both lightboxes

ADDITIONAL COSTS:
Assembly and disassembly for both lightboxes: €980**

OBJECT NUMBER: 0001ÖZ3110, 0001ÖZ3111



Airspace lightbox package central area Munich Airport Center

MAC, LEVEL 03

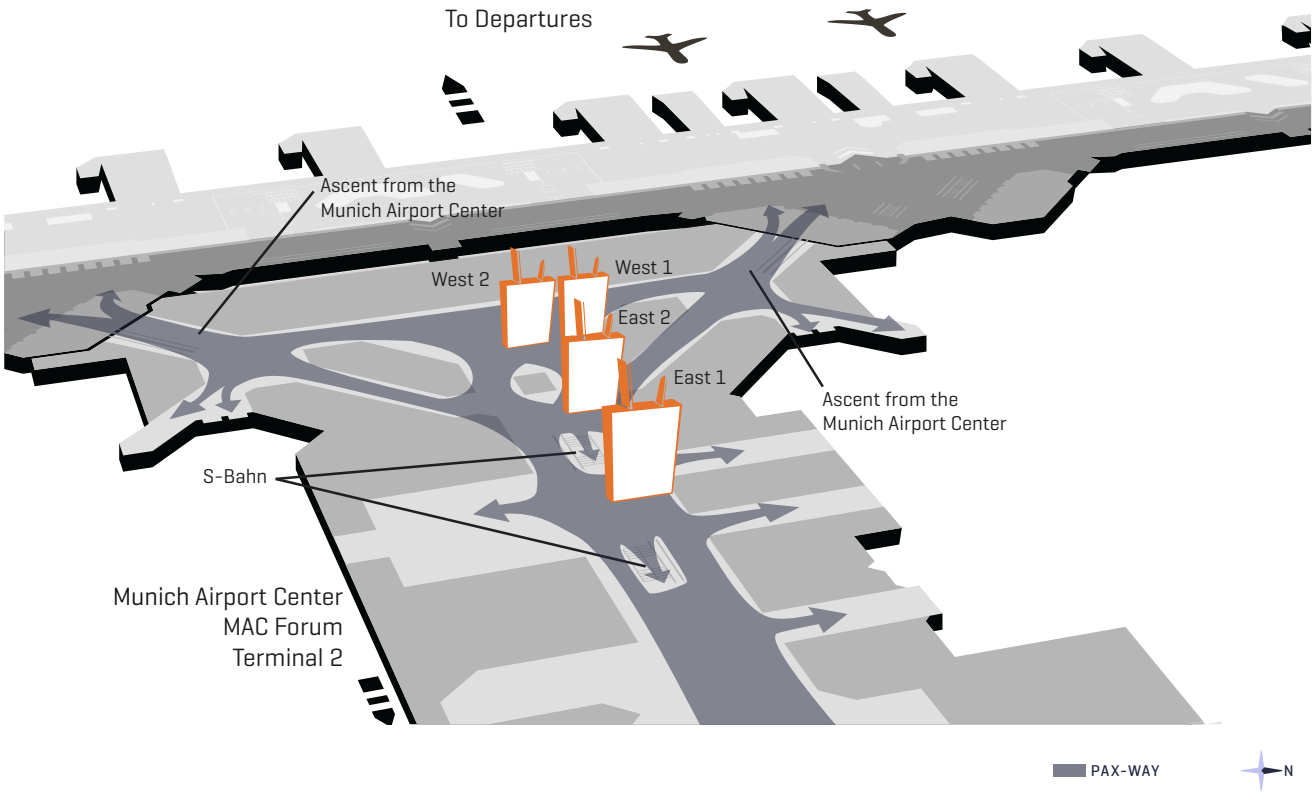
Our airspace lightbox area in the Munich Airport Center between Terminal 1 and 2 is characterised by very high visitor numbers. It is where the S-Bahn station, main information and public shopping area are located, along with the travel market and rental car centre. The size and positioning of the airspace lightboxes, both sides of which can be used, make them particularly eye-catching in the airport visitors' route.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Airspace lightbox package Munich Airport Center

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
(2 LB east or west)	€28,800	€72,000	€120,000	€200,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
2.40 m x 3.50 m (WxH)

NUMBER:
Package east: 2 LB (two-sided)
Package west: 2 LB (two-sided)

MATERIAL:
Film B1 (fire protection category B1)

PRODUCTION:
€1,660** for both lightboxes

ADDITIONAL COSTS:
Assembly and disassembly for both lightboxes:
€1,220**

OBJECT NUMBER EAST 1 - WEST 2:
0001ÖZ3114, 0001ÖZ3115, 0001ÖZ3116,
0001ÖZ3117



Lightboxes passage to module A/B

MAC, LEVEL 03

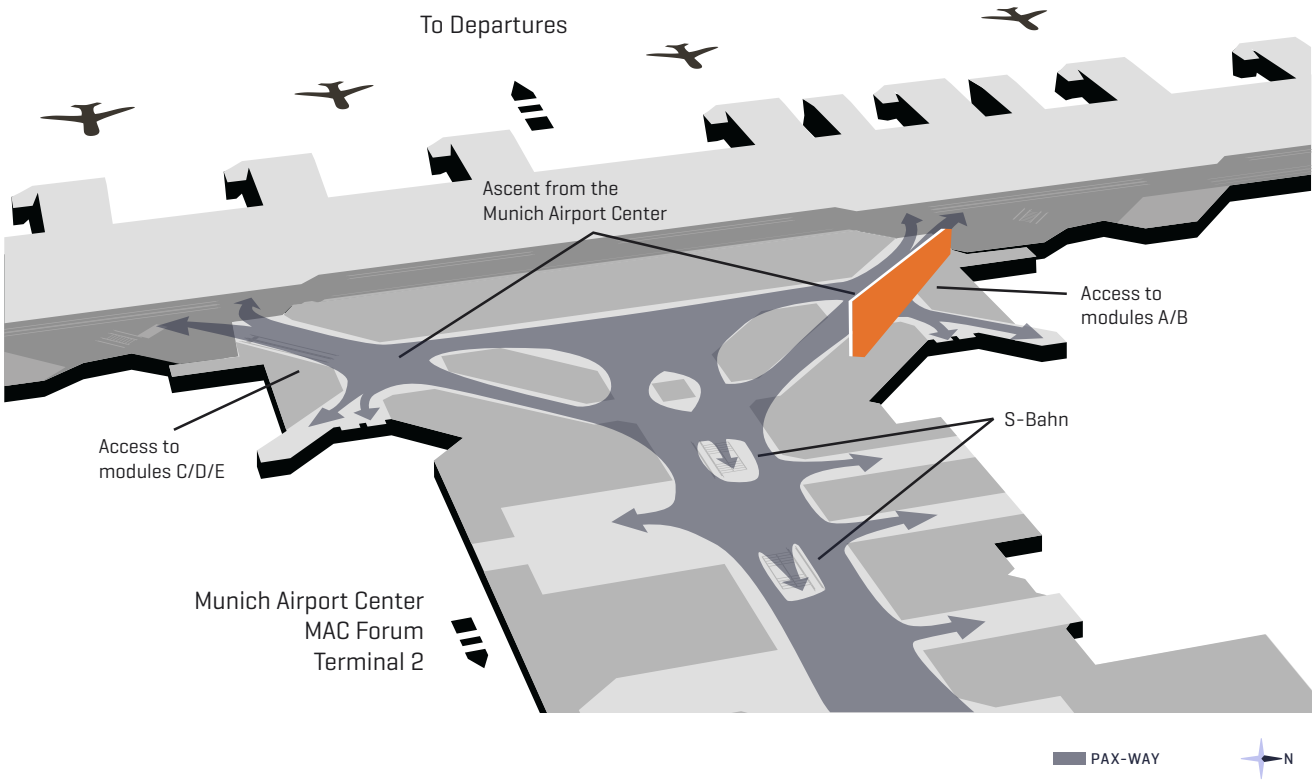
Our large format in the passage from the Munich Airport Center to the module A/B of terminal 1 attracts visitors' full attention. One diagonal corridor connects Terminal 1 with the S-Bahn and the Munich Airport Center, in which there are many individual shops and restaurants as well as the rental car centre.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightboxes passage to module A/B

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€16,700	€41,760	€69,600	€116,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

SPECIAL FORMAT:
Width 1: 19.56 m (top)
Width 2: 19.61 m (bottom)
Height 1: 2.43 m (left)
Height 2: 3.72 m (right)

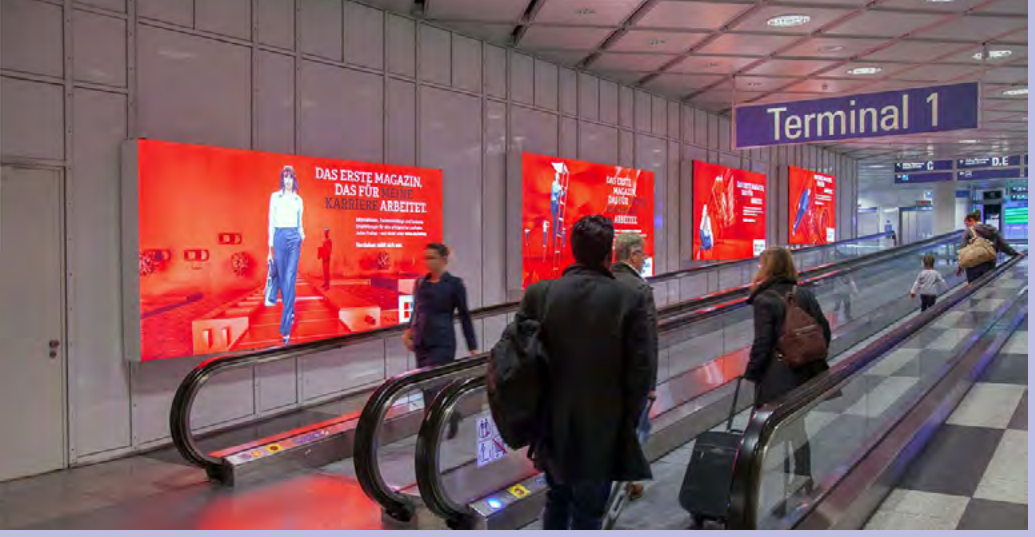
NUMBER: 1 LB

MATERIAL:
Banner (fire protection category B1)

PRODUCTION:
€3,480** incl. sewing work

ADDITIONAL COSTS:
Assembly and disassembly: €580**

OBJECT NUMBER: 0001ÖZ3118



Lightboxes passage to modules C/D/E

MAC, LEVEL 03

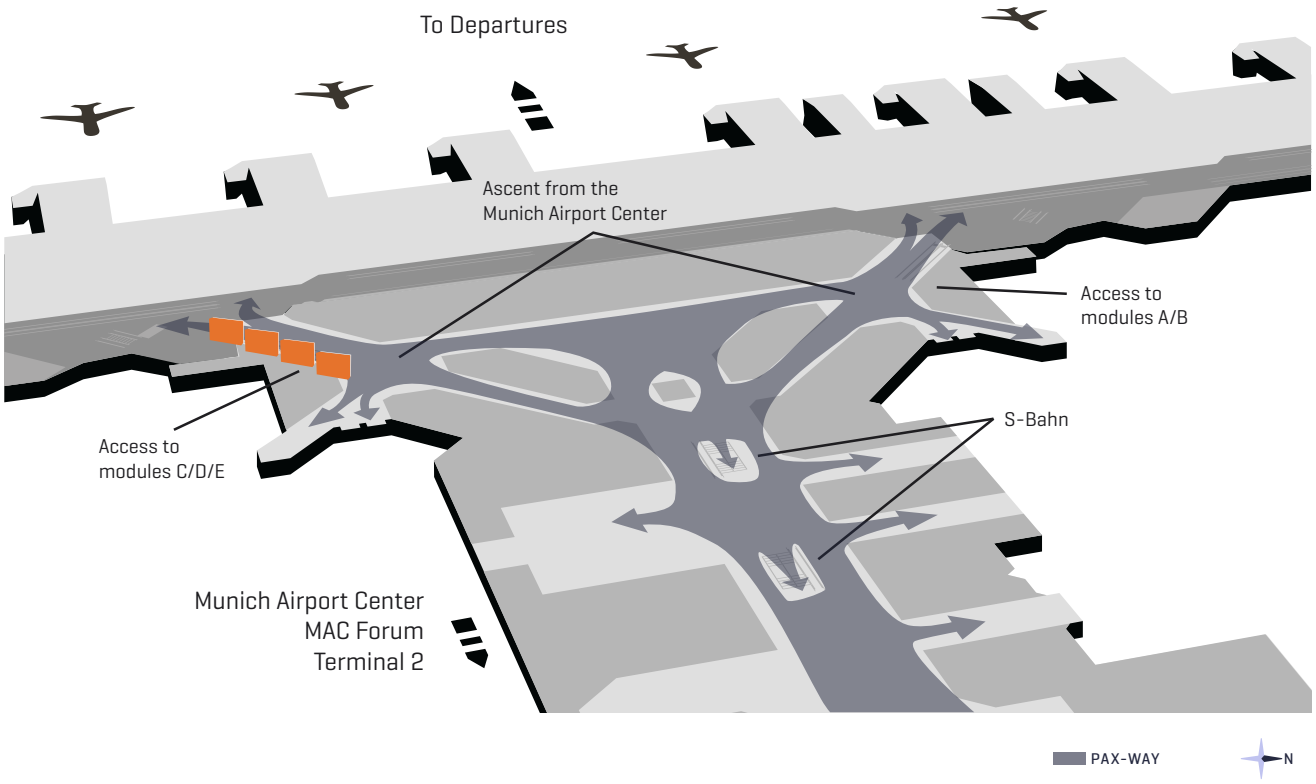
Our large formats in the passage from the Munich Airport Center to the module C/D/E of terminal 1 attract visitors' full attention. The diagonal corridor connects Terminal 1 with the S-Bahn and the Munich Airport Center, in which there are many individual shops and restaurants as well as the rental car centre. You can book four laterally-positioned wall spaces in the thoroughfares, and position a series of visuals next to each other to increase visibility.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightboxes passage to modules C/D/E

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€16,700	€41,760	€69,600	€116,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
3.60 m x 1.75 m (WxH)

NUMBER: 4 LB

MATERIAL:
Backlit plane (fire protection class B1)

PRODUCTION:
€1,200** for four lightboxes

ADDITIONAL COSTS:
Assembly and disassembly for four lightboxes:
€960**

OBJECT NUMBER: 0001ÖZ3130



Lightbox package staircase

TERMINAL 2, LEVEL 03/04

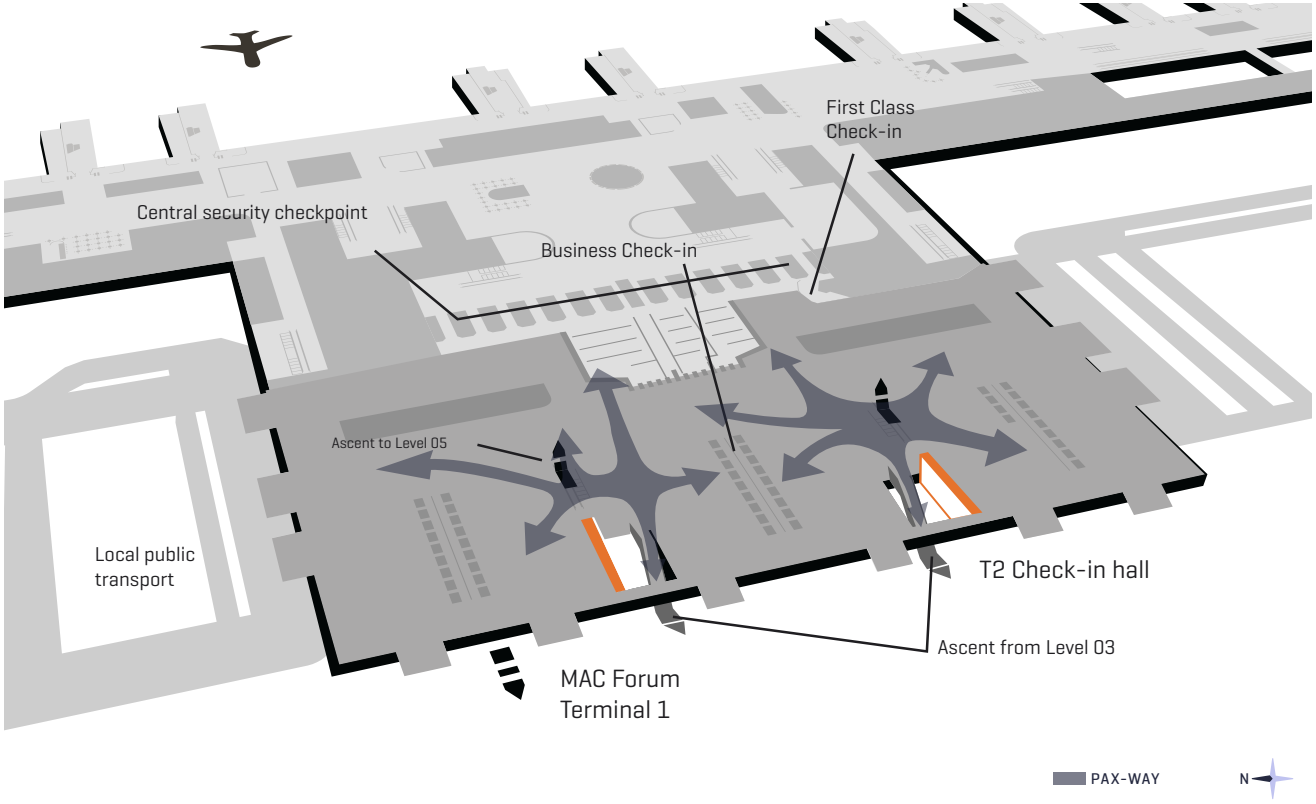
Our lightboxes on the staircases to Level 04 are unmissable. Those coming up, accessing Terminal 2 via the car park or from the S-Bahn via the MAC Forum change from Level 03 to Level 04 in order to reach the central Check-in hall.
There is a lightbox opposite each of the two staircases which connect the two levels. Your advertising message stays in travellers' view for a particularly long time whilst they are on the escalator.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightbox package staircase

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€39,170	€97,920	€163,200	€272,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
9.20 m x 2.35 m (WxH)

NUMBER: 2 LB

MATERIAL:
Backlit plane (fire protection class B1)

PRODUCTION:
€1,980** for both lightboxes

ADDITIONAL COSTS:
Assembly and disassembly for both lightboxes:
€1,280**

OBJECT NUMBER: 0001ÖP3331



Lightbox balustrade behind security check area

TERMINAL 2, LEVEL 04

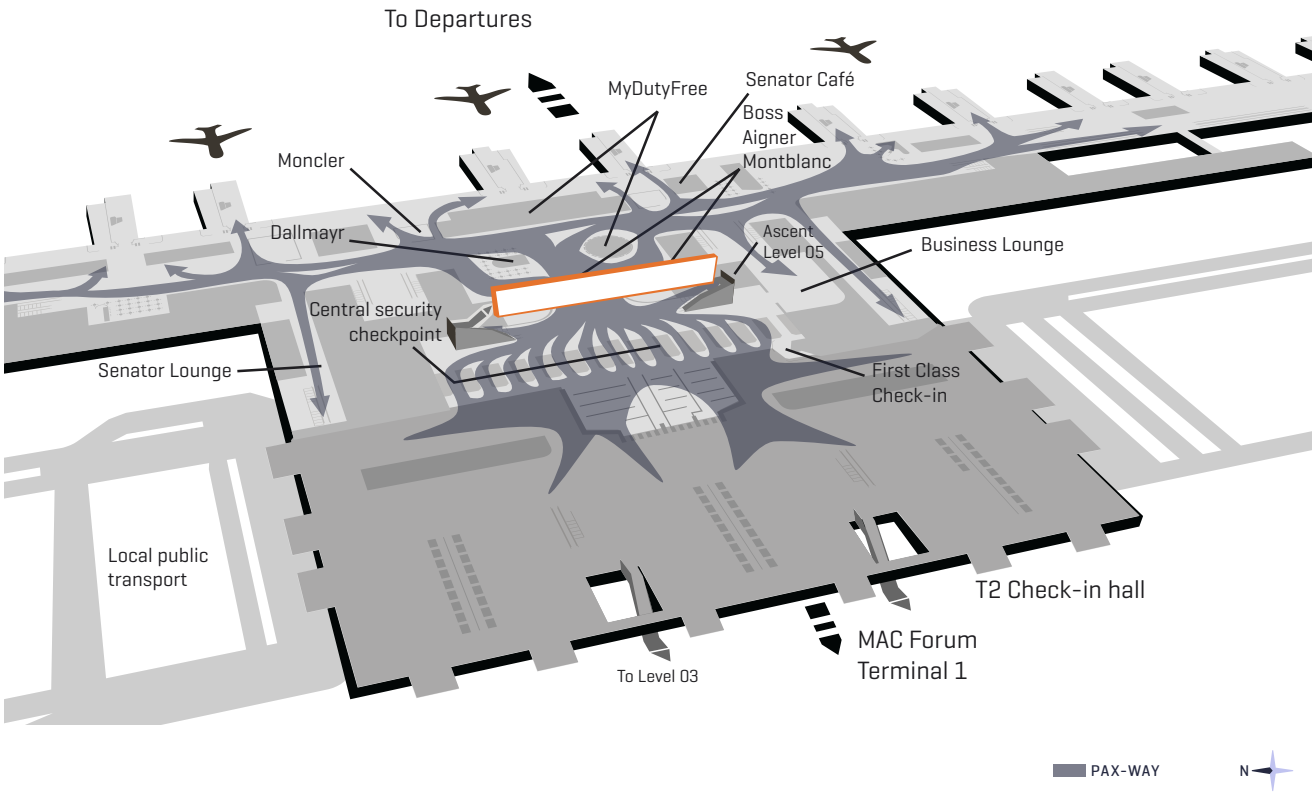
All passengers pass the central security check area in Terminal 2 before departure. After the control points, the oversized lightbox is positioned in the central field of vision of all passengers flowing in the direction of the departure gates, making it a real eye-catcher.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightbox balustrade behind security check area

PRICE*	6 MONTHS	1 YEAR
	€294,000	€490,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
50.00 m x 1.75 m (WxH)

NUMBER: 1 LB

MATERIAL:
Backlit plane (fire protection class B1)

PRODUCTION:
€4,830**

ADDITIONAL COSTS:
Assembly and disassembly:
€3,940**

OBJECT NUMBER: 0001NP4275



Lightbox balustrade passport control

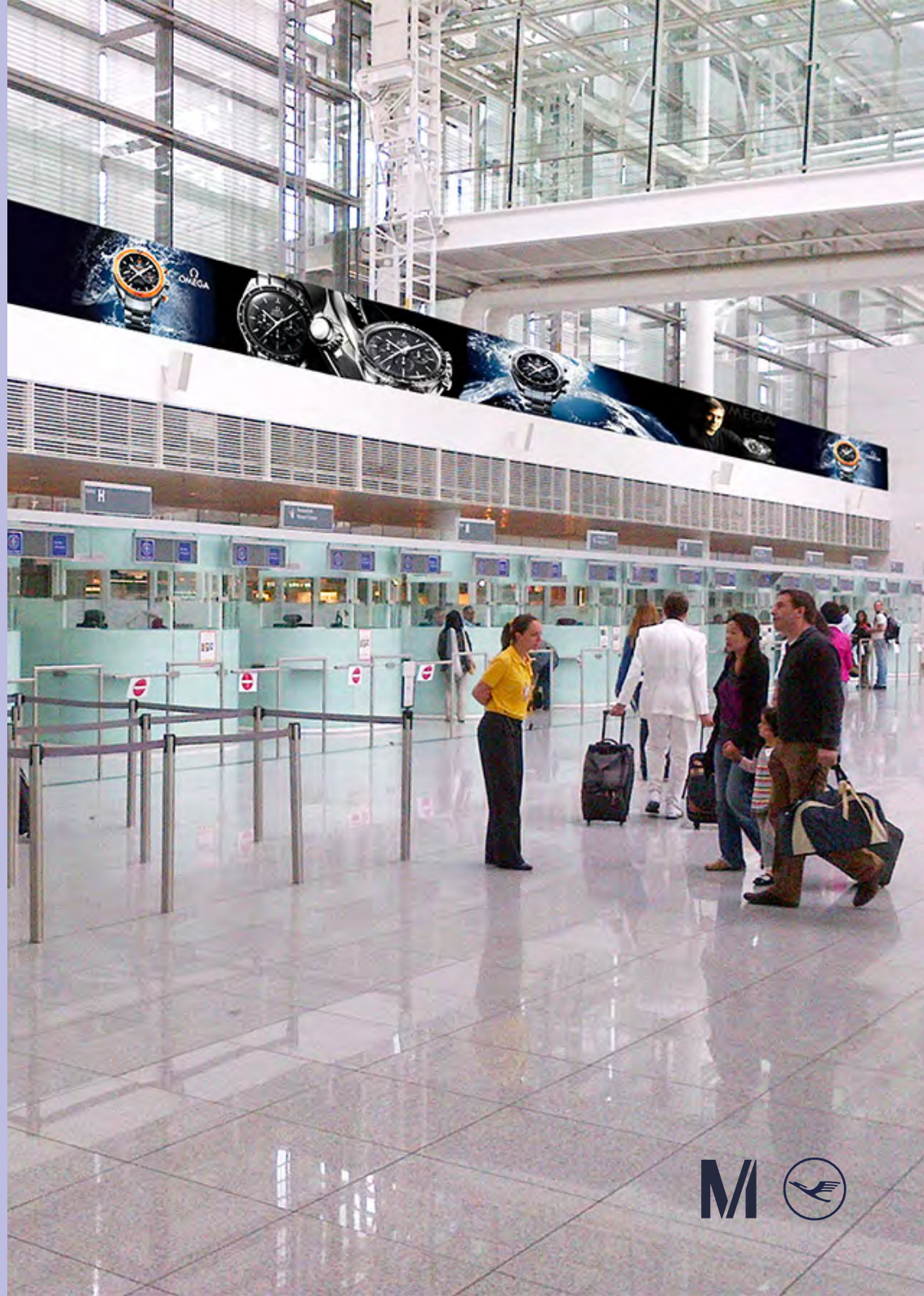
TERMINAL 2, LEVEL 05

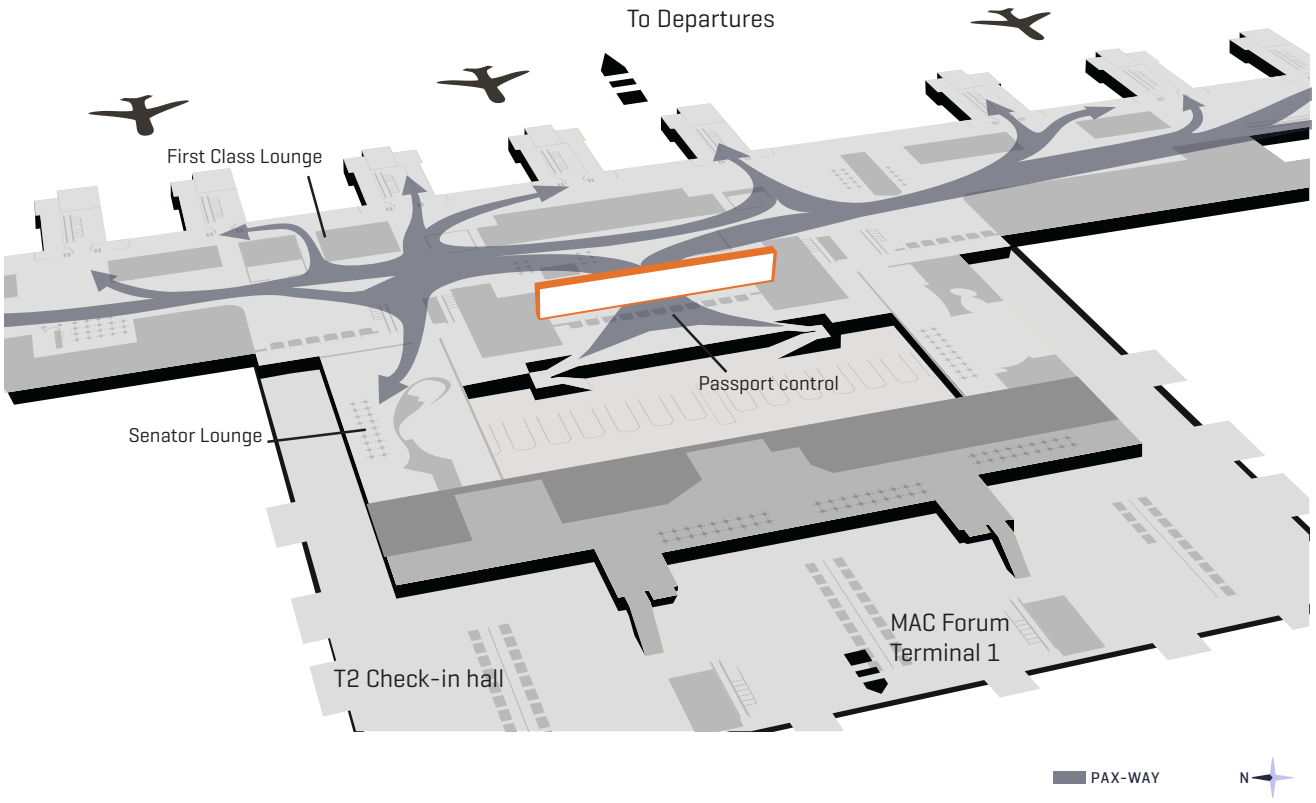
After the security check, all passengers have to pass through passport control before they reach the various shopping opportunities and their departure gates for non-Schengen destinations in Level 05, Terminal 2.
The oversized lightbox is located above passport control, in the centre of the field of vision of all international premium target groups that go through passport control.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightbox balustrade passport control

PRICE*	6 MONTHS	1 YEAR
	€134,400	€224,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
40.00 m x 1.20 m (WxH)

NUMBER: 1 LB

MATERIAL:
Backlit plane (fire protection class B1)

PRODUCTION:
upon request

ADDITIONAL COSTS:
Assembly and disassembly upon request

OBJECT NUMBER: 0001NP5294



Lightbox
First Class Lounge

TERMINAL 2, LEVEL 04

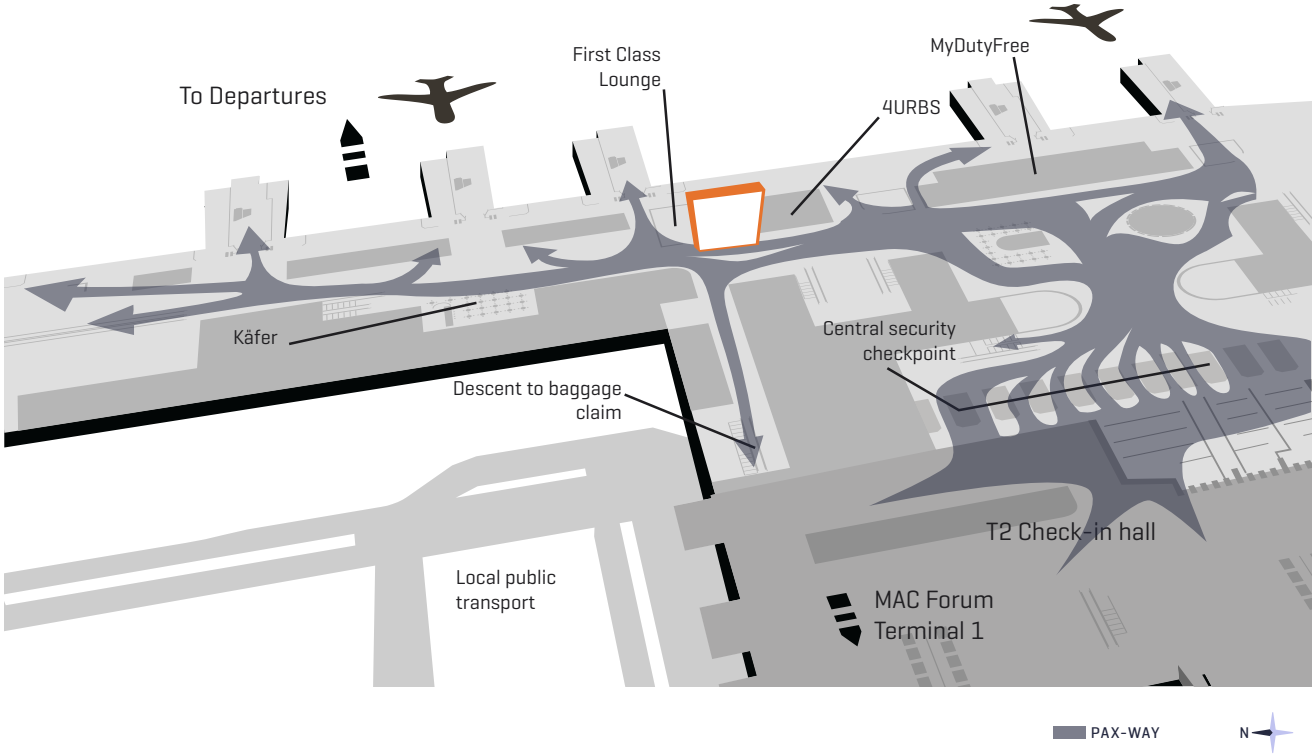
There is a wide selection of shops and bistros, as well as restaurants, in the Plaza area on Level 04. In the north area of the Plaza, directly next to the entrance to the Lufthansa First Class Lounge and the restaurant “4URBS”, the passenger passes this impressive advertising space on the main route in the direction of the North Pier. The size and positioning of the lightbox means that it ominates this area.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightbox First Class Lounge

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€36,720	€91,800	€153,000	€255,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
2.50 m x 3.00 m (WxH)

NUMBER: 1 LB

MATERIAL:
Backlit plane (fire protection class B1)

PRODUCTION:
€440**

ADDITIONAL COSTS:
Assembly and disassembly: €460**

OBJECT NUMBER: 0001NP4273



Lightbox package Plaza

TERMINAL 2, LEVEL 04

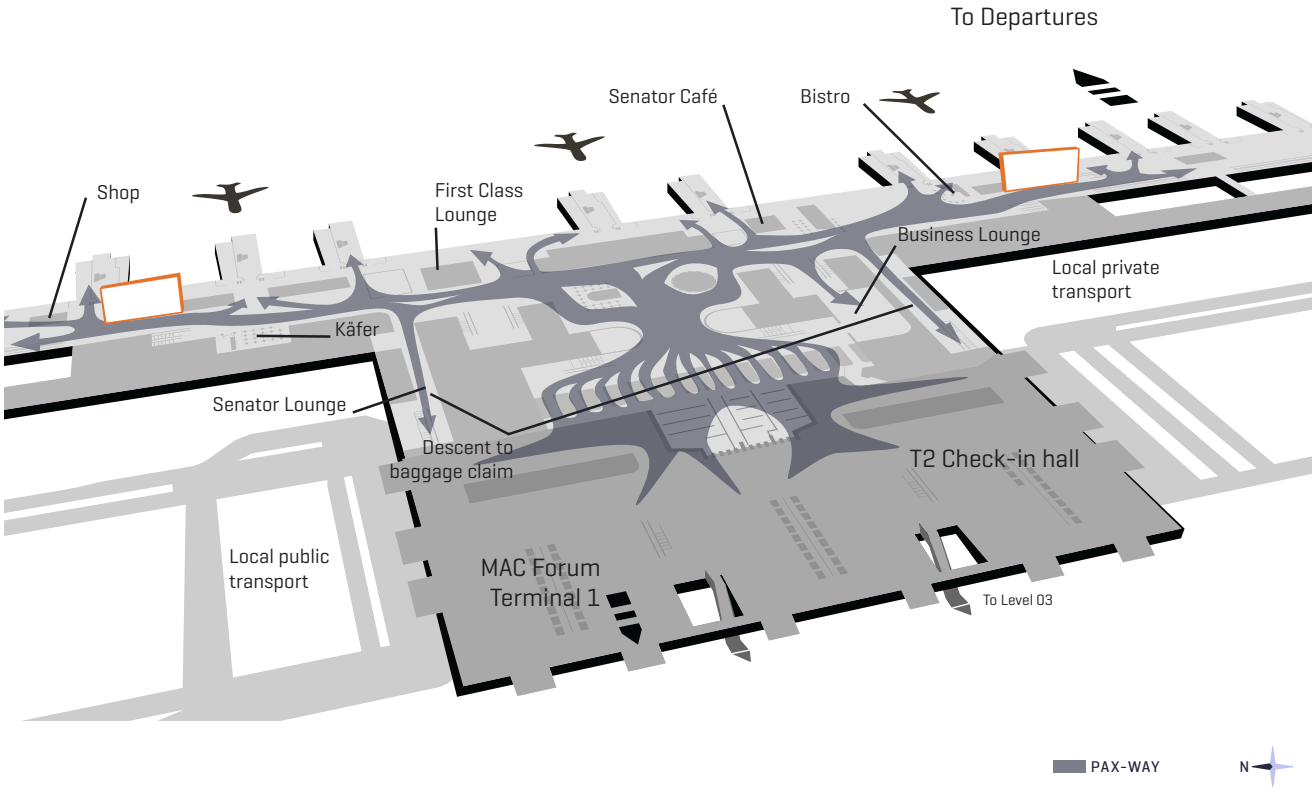
Our lightboxes in the Plaza area on Level 04 enjoy undivided attention.
Your advertising message is ideally located at the transitional points from the Plaza to the North and South Piers. Both departing passengers on their way to the gates and incoming passengers on their way to the baggage claim pass his location.
These unique advertising media enjoy an unrivalled position and cannot be missed by the majority of passengers on Level 04.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightbox package Plaza

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€45,650	€114,120	€190,200	€317,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
8.20 m x 1.80 m (WxH)

NUMBER: 2 LB

MATERIAL:
Backlit plane (fire protection class B1)

PRODUCTION:
€1,740** for both lightboxes

ADDITIONAL COSTS:
Assembly and disassembly for both lightboxes:
€1,040**

OBJECT NUMBER: 0001NP4330



Megasize lightbox package moving walkways

TERMINAL 2, LEVEL 04

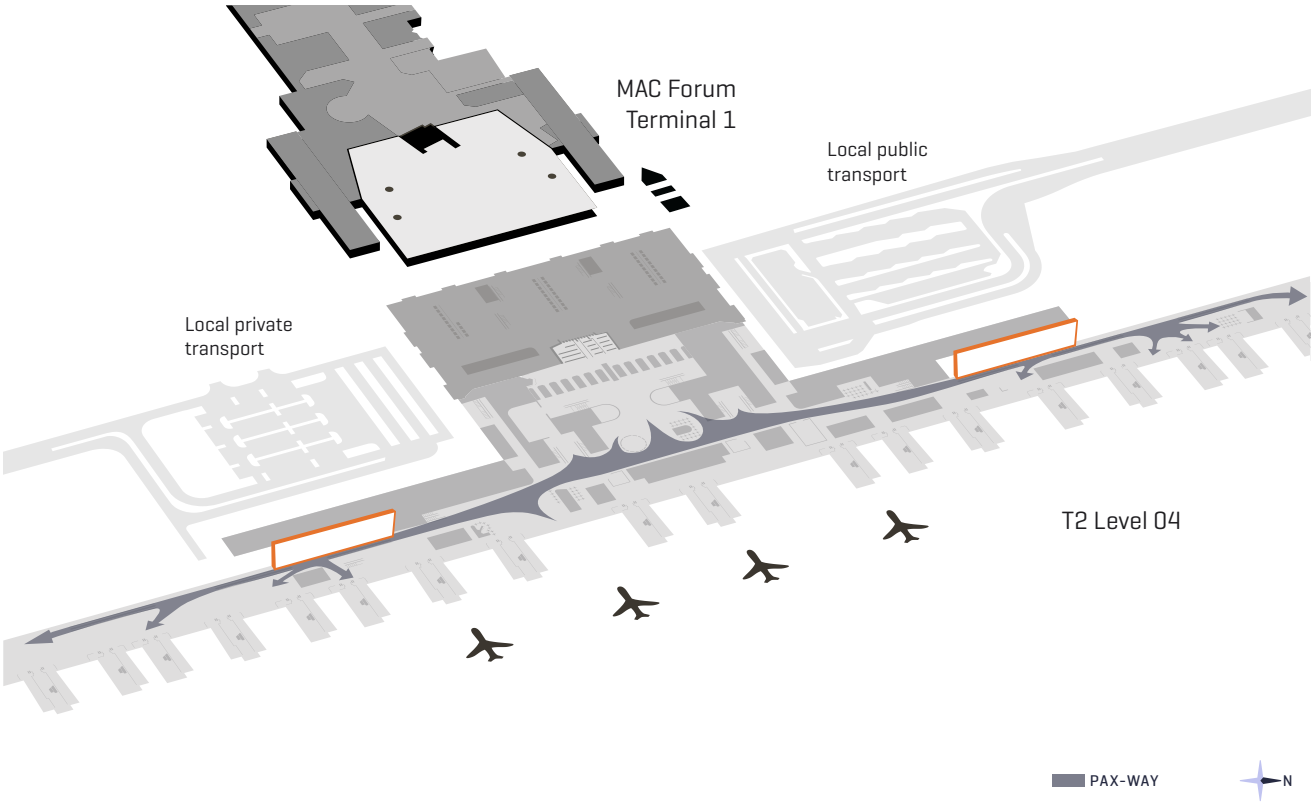
With these high attention Megasize lightboxes your message is clearly visible to Lufthansa and Star Alliance Schengen passengers, passing on their way to the gates (travel destinations on Level 04 are within Germany and the EU).
Your advert will also be seen by passengers as they arrive, on their way to the baggage claim.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Megasize lightbox package moving walkways

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€60,480	€151,200	€252,000	€420,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
27.00 m x 1.80 m (WxH)

NUMBER: 2 LB

MATERIAL:
PVC-covered polyester texture
(fire protection class B1)

PRODUCTION:
€6,440** for both lightboxes

ADDITIONAL COSTS:
Assembly and disassembly for both lightboxes:
€2,540**

OBJECT NUMBER: 0001NB4329



Lightbox package moving walkway

TERMINAL 2, LEVEL 05

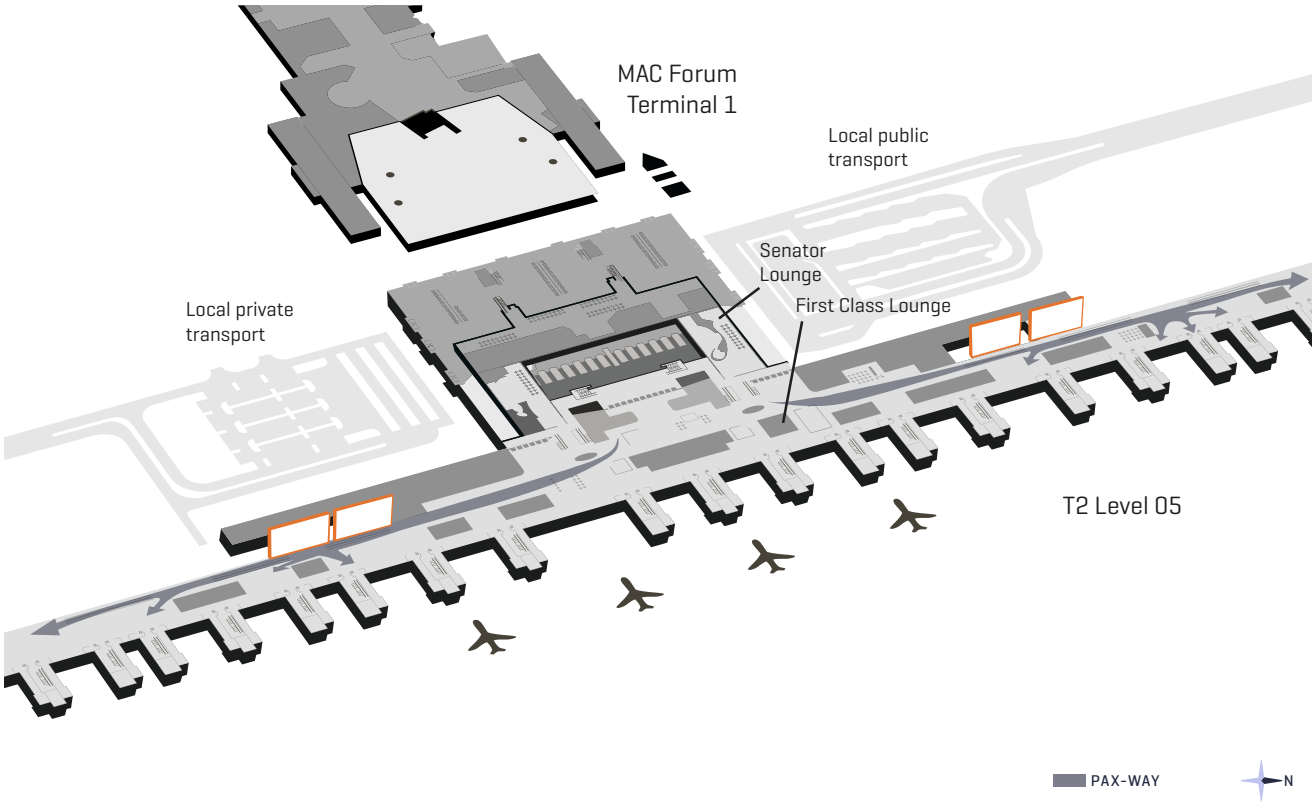
Passengers flying with Lufthansa and its Star Alliance partners register your advertising message after passing the security checkpoint on their way to the gates (travel destinations on Level 05 are countries outside the EU).
Your advert will also be seen by passengers as they arrive, on their way to the baggage claim.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightbox package moving walkway

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
(Each 1 LB North / South Pier)	€15,840	€39,600	€66,000	€110,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
3.60 m x 1.75 m (WxH)

NUMBER:
North Pier 1 moving walkway: 2 LB
South Pier 1 moving walkway: 2 LB

MATERIAL:
Backlit plane (fire protection class B1)

PRODUCTION:
€620** for both lightboxes

ADDITIONAL COSTS:
Assembly and disassembly for both lightboxes: €480**

OBJECT NUMBER: 0001NN5159, 0001NS5179, 0001NN5161, 0001NS5180



Airspace lightbox package exit baggage claim/ Check-in hall

TERMINAL 2, LEVEL 04

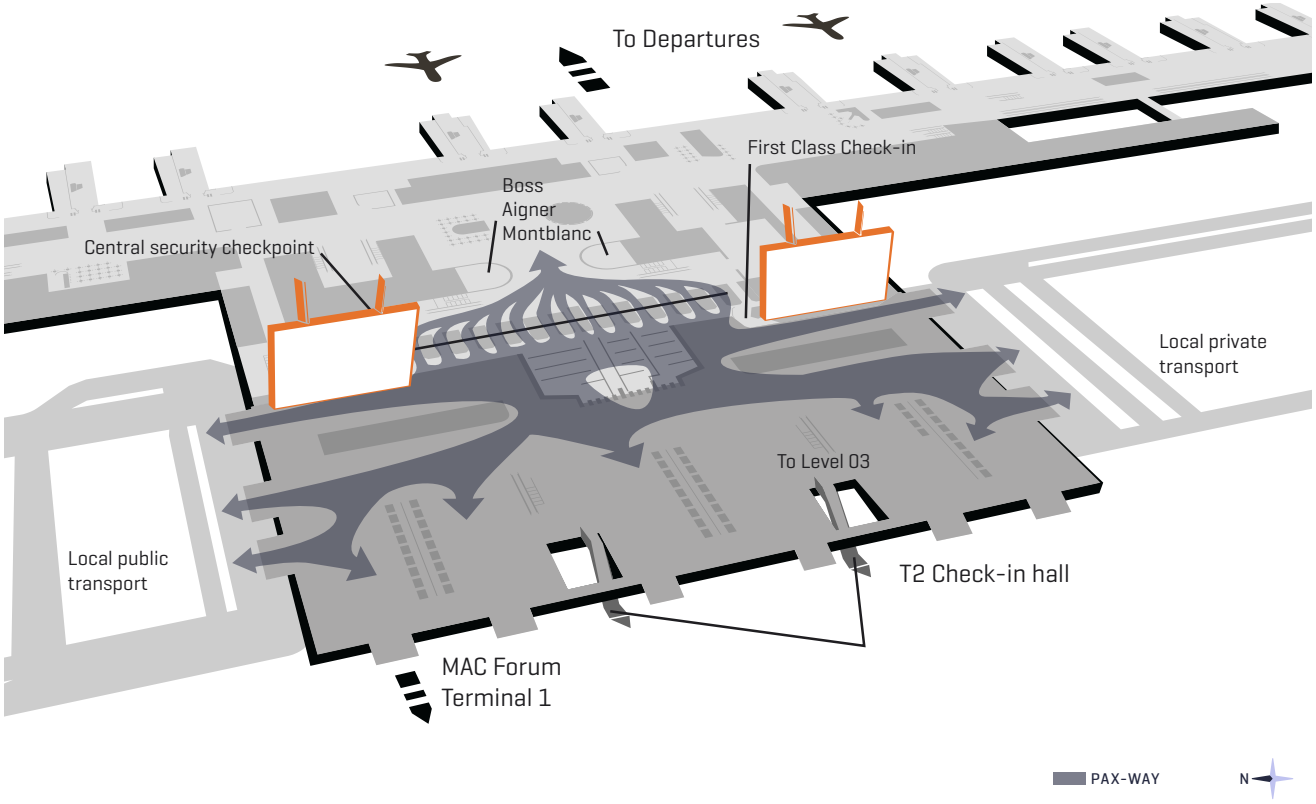
You will also reach a high number of passengers with the two airspace light boxes in Terminal 2. The airspace light boxes are clearly visible both for all departing passengers in the area of the South and North Check-in hall, and for all incoming passengers on their way to baggage claim. Your message will therefore penetrate the public and non-public area.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Airspace lightbox package exit baggage claim/Check-in hall

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€52,850	€132,120	€220,200	€367,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
9.00 m x 3.00 m (WxH)

NUMBER: 2 LB

MATERIAL:
Fiberglass fabric (fire protection class A)

PRODUCTION:
€8,520** for both lightboxes

ADDITIONAL COSTS:
Assembly and disassembly for both lightboxes:
€2,760**

OBJECT NUMBER: 0001NP4246, 0001NP4247



Lightboxes access baggage claim

TERMINAL 2, LEVEL 04

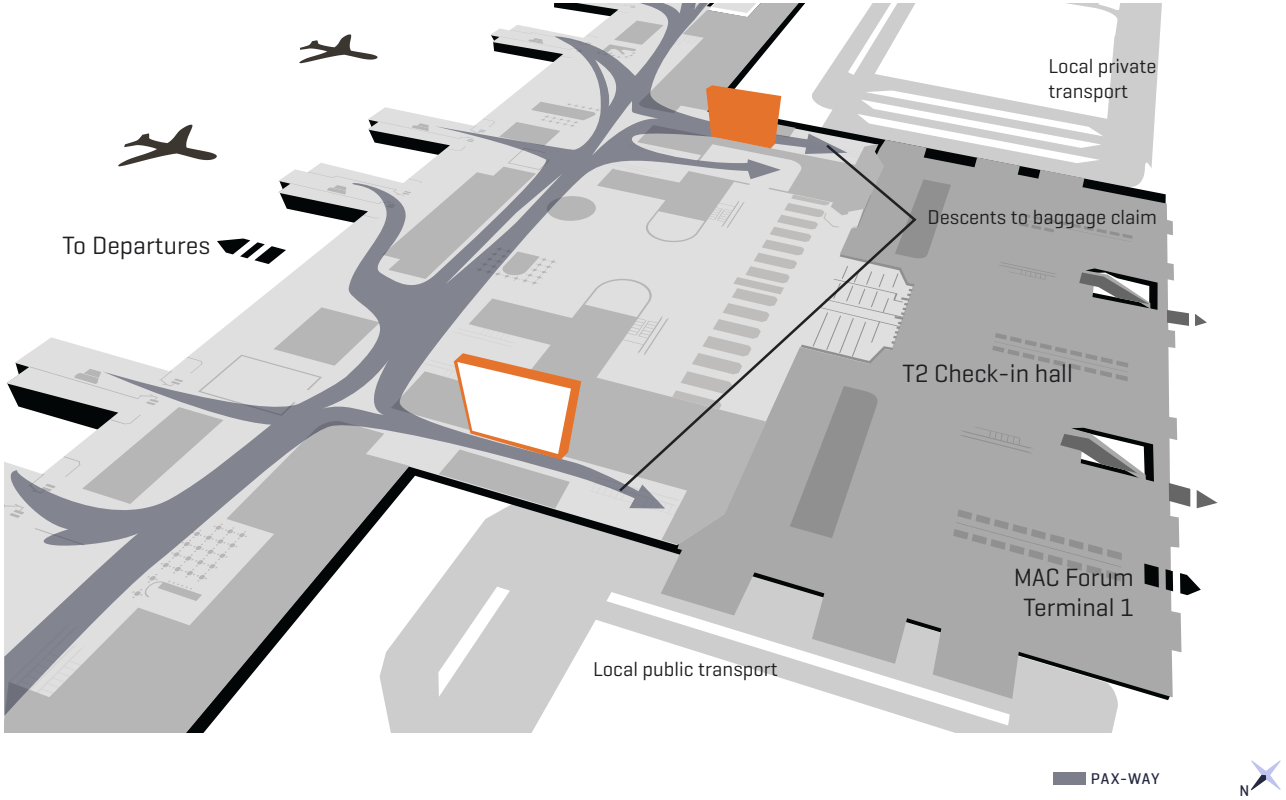
All passengers arriving in the terminal building on Level 04 (destinations within Germany and the EU) enter the baggage claim via two staircases and reach a central exit. There is one lightbox prominently positioned in each one of the two corridors that lead from Level 04 to the exit staircases.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightboxes access baggage claim

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€29,380	€73,440	€122,400	€204,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
3.60 m x 1.75 m (WxH)

NUMBER: 2 LB

MATERIAL:
Backlit plane (fire protection class B1)

PRODUCTION:
€620** for both lightboxes

ADDITIONAL COSTS:
Assembly and disassembly for both lightboxes:
€580**

OBJECT NUMBER: 0001NP4270, 0001NP4271



Lightboxes baggage belt

TERMINAL 2, LEVEL 03

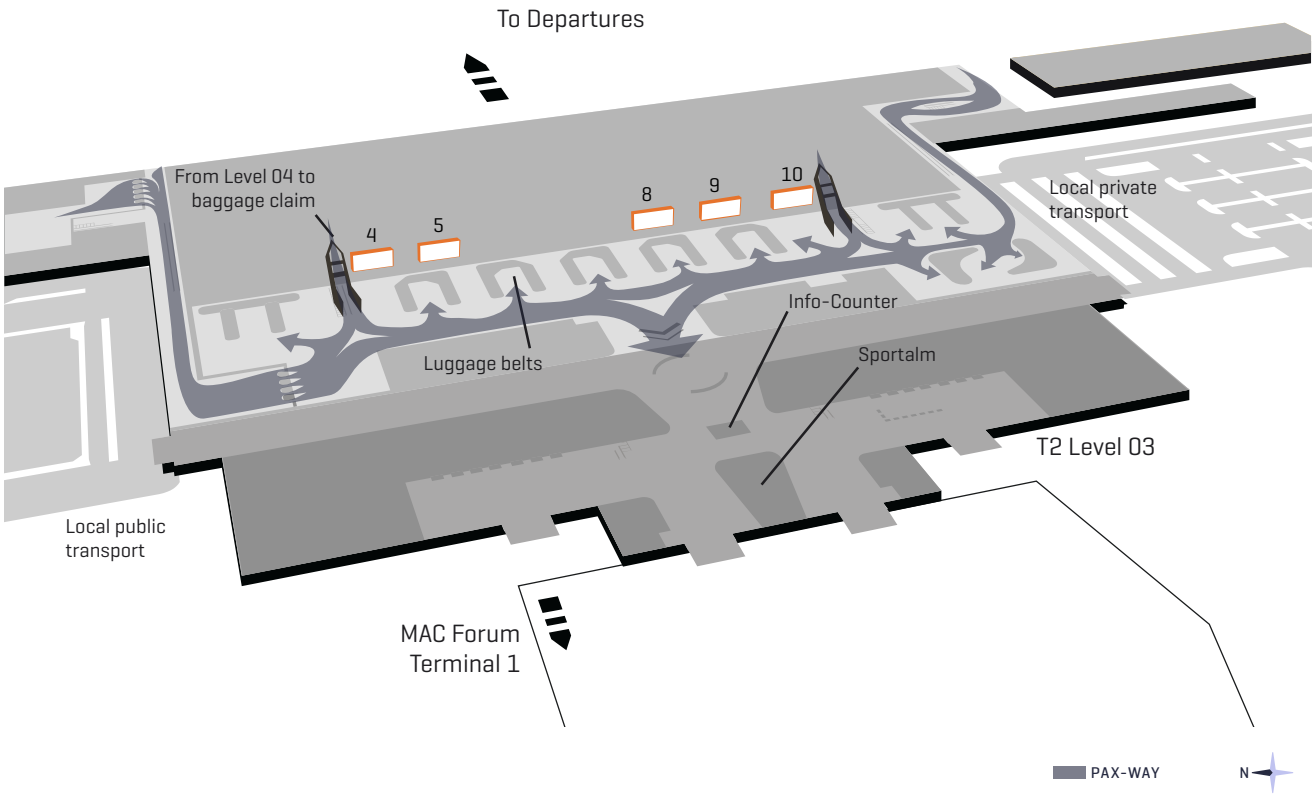
Our lightboxes above the luggage belt in baggage claim in Terminal 2 are the focus of waiting travellers' attention. All passengers reach the baggage claim via hall accesses at the north and south ends. They then head towards the centre of the hall to reach the central exit. Our large-format lightboxes line the route on both sides and attract the interest of your potential customers.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightboxes baggage belt

PRICE PER LIGHTBOX*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
LB 4-5 / 8-10	€28,800	€72,000	€120,000	€200,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
LB 4-5 / 8-10
9.55 m x 2.00 m (WxH)

NUMBER: 5 LB

MATERIAL:
Backlit plane (fire protection class B1)

PRODUCTION:
€900** per lightbox

ADDITIONAL COSTS:
Assembly and disassembly per lightbox:
€630**

OBJECT NUMBER: 0001NP3012, 0001NP3013, 0001NP3016, 0001NP3017, 0001NP3018



Lightbox central exit baggage claim

TERMINAL 2, LEVEL 03

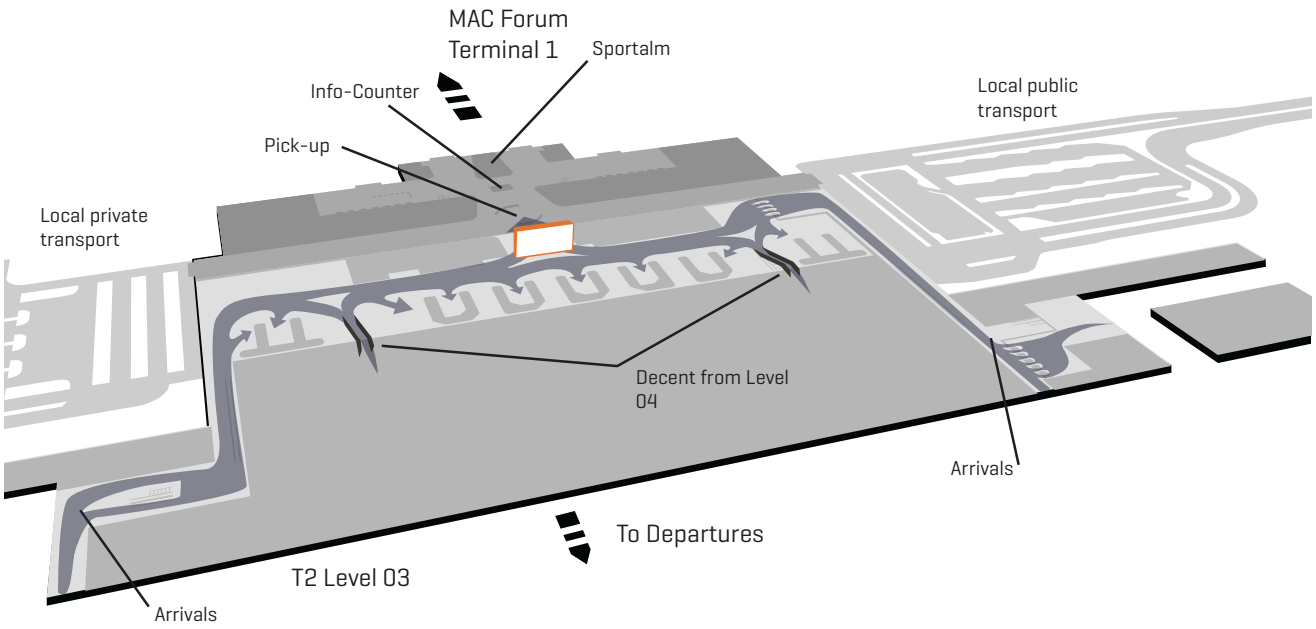
The lightbox and space for all branding is opposite the luggage belts between the two exit corridors. This is the ‚eye of the needle' in the arrivals area, as all incoming passengers use this point to leave the baggage claim. The space can either be used as a lightbox or in the form of a wall branding, custom-created and on a 3D basis.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightbox central exit baggage claim

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€51,410	€128,520	€214,200	€357,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
9.60 m x 2.60 m (WxH)

NUMBER: 1 LB

MATERIAL:
For a lightbox: backlit plane, for wall branding: custom (minimum fire protection category B1)

PRODUCTION:
€1,270**

ADDITIONAL COSTS:
Assembly and disassembly: €640**

OBJECT NUMBER: 0004NP3039



Lightbox package SAT shuttle

TERMINAL 2 AND SATELLITE

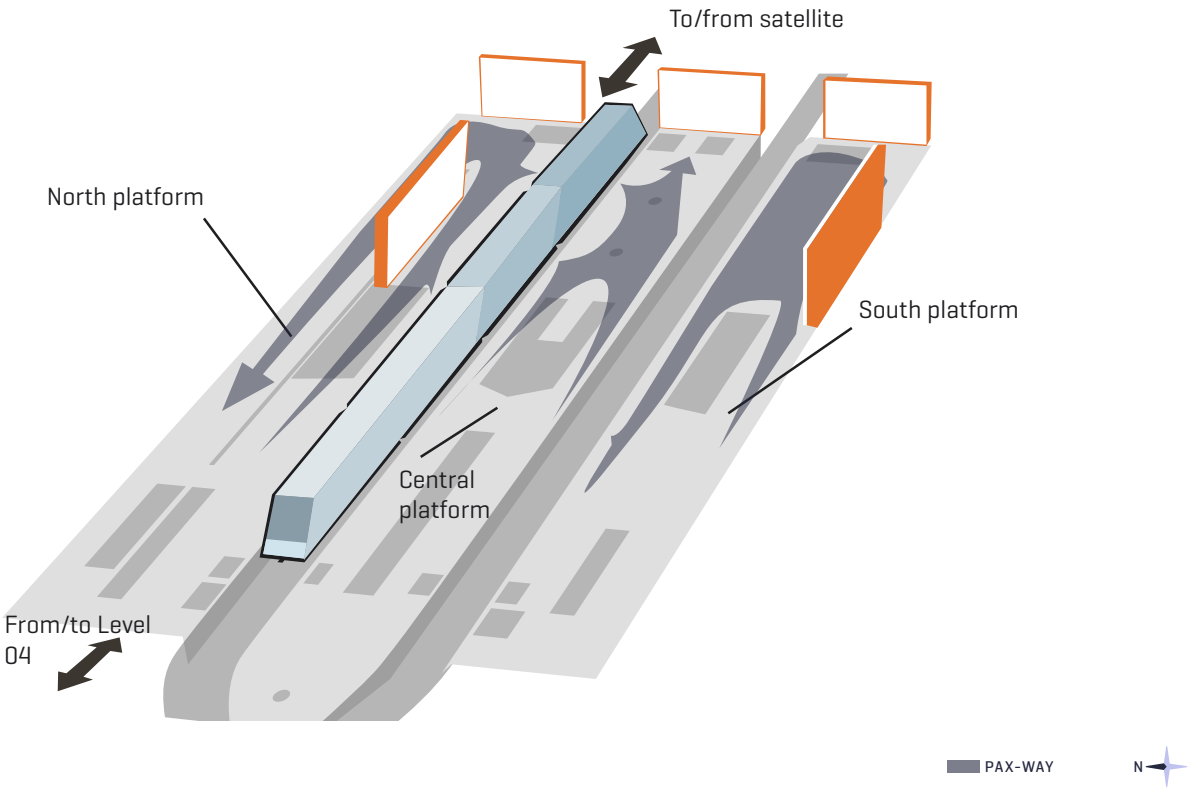
A total of six light-up wall boxes are placed in prominent locations on the PTS platforms in Terminal 2 and the satellite. Since the train (PTS) is the only way to travel from Terminal 2 to the satellite and vice versa, your adverts will accompany all passengers. By making use of this advertising space, your brand will benefit from the time that passengers spend waiting for the trains to arrive.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Lightbox package SAT shuttle

PRICE PER PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€38,160	€95,400	€159,000	€265,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
Lightboxes Terminal 2:
4.80 m x 1.73 m (WxH) (2x)
4.63 m x 1.20 m (WxH)
5.08 m x 1.20 m (WxH)
Satellite lightboxes:
4.80 m x 1.59 m (WxH) (2x)

NUMBER:
Terminal 2: 4 LB
Satellite: 2 LB
(locations are not visualized in plan)

MATERIAL:
Fiberglass fabric (fire protection class A)

PRODUCTION:
€3,480** for six lightboxes

ADDITIONAL COSTS:
Assembly and disassembly for six lightboxes:
€3,120**

MISCELLANEOUS:
Scene change or disassembly / assembly must be announced with a lead time of 15 days

OBJECT NUMBER: 0001NZ1279, 0001NZ1280, 0001NZ2274, 0001NZ2276, 0001NZ2277, 0001NZ2278



Megasize lightbox package SAT shuttle

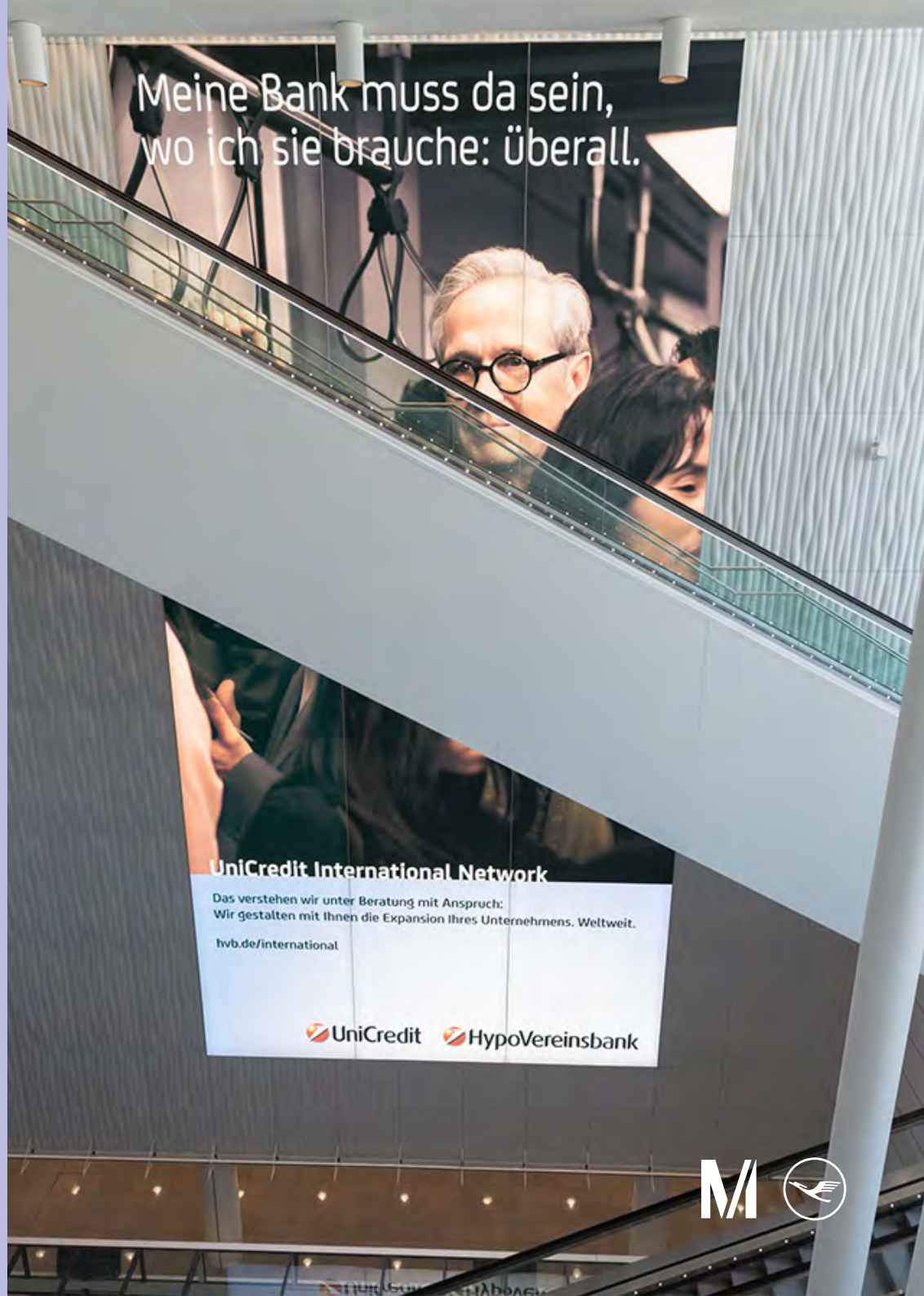
SATELLITE, LEVEL 02-05

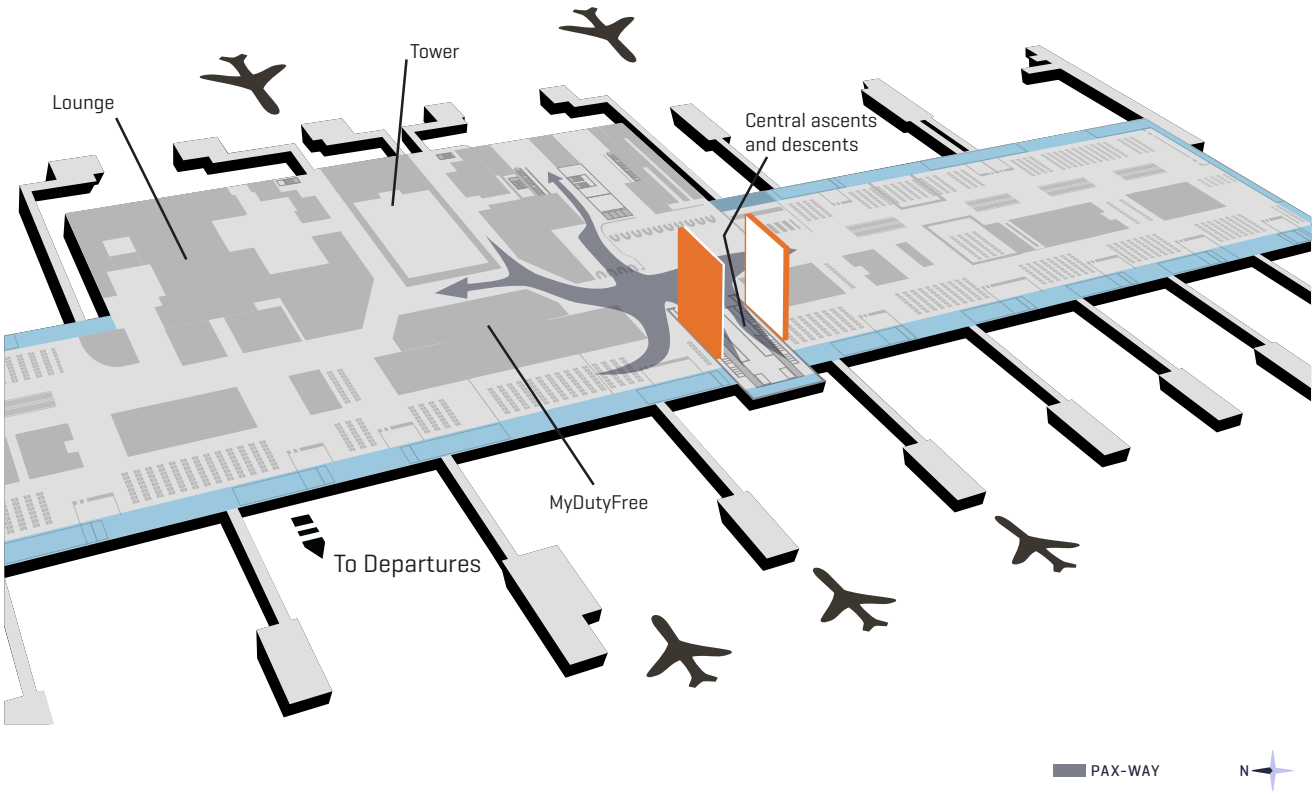
The two extra-large light-up wall boxes in the stairway area of the satellite building are sure to catch the eye of all non-Schengen passengers. Your brand's campaign will accompany passengers alongside the escalator as they travel from the station on Level 02 up to Level 05. Your adverts will be spread across almost 160 m², the ideal way to attract passengers' attention. This unique dimension and unusual advertising format means that you can be sure to leave a lasting impression.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





Megasize lightbox package SAT shuttle

PRICE PER PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€38,160	€95,400	€159,000	€265,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
9.10 m x 17.40 m (WxH)

NUMBER: 2 LB

MATERIAL:
Following consultation (fire protection class A)

PRODUCTION:
upon request

ADDITIONAL COSTS:
upon request

OBJECT NUMBER: 0001NT0281, 0001NT0282

CLP cabinets

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





CLP cabinets Forum Munich Airport Center

MAC FORUM, ENTRANCE TERMINAL 2, LEVEL 03

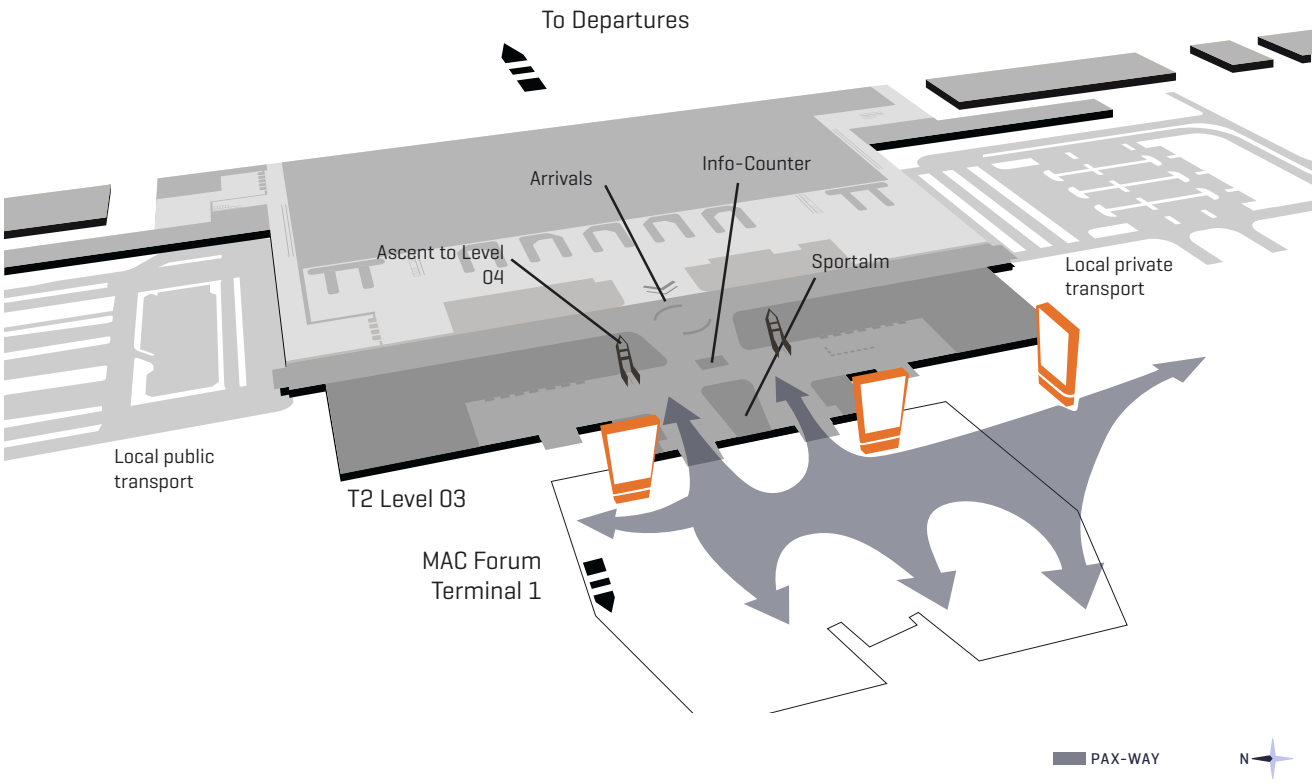
Our CLP cabinets enjoy an ideal position in the MAC Forum. The three double-sided Colorama cabinets are directly in front of the entrances and exits of Terminal 2. In this area, your advertising message will mainly reach passengers who travel to and from the airport by S-Bahn or car, as well as all visitors to the MAC Forum.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





CLP cabinets Forum Munich Airport Center

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€13,250	€33,120	€55,200	€92,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
1,150 mm x 1,710 mm (WxH)

NUMBER:
3 cabinets (two-sided)

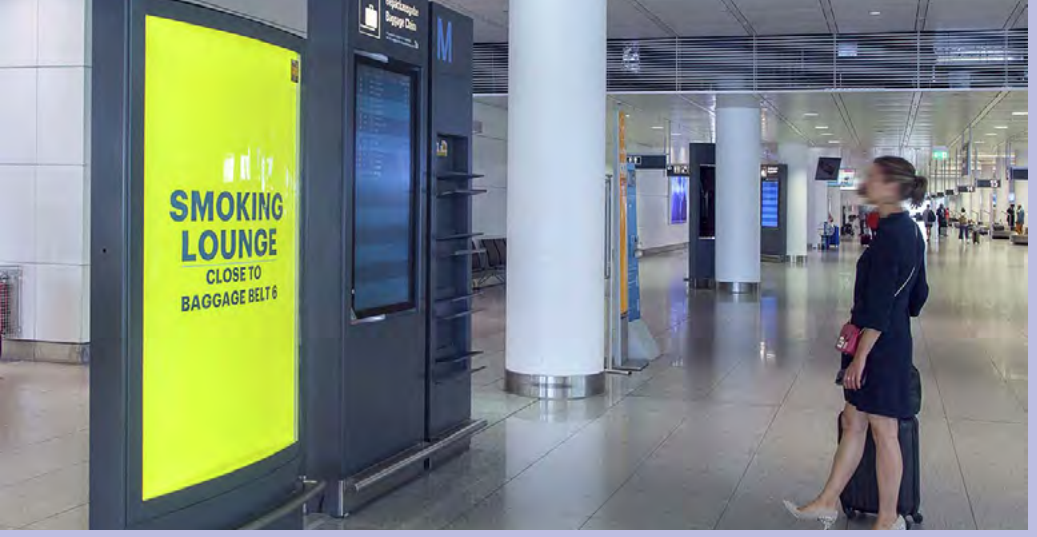
MATERIAL:
PVC-foil

PRODUCTION:
€360** for three cabinets (two-sided)

ADDITIONAL COSTS:
Assembly and disassembly for three cabinets:
€150**

ILLUMINATION:
Backlit

OBJECT NUMBER: 0002ÖM3007



CLP cabinets baggage claim

TERMINAL 2, LEVEL 03

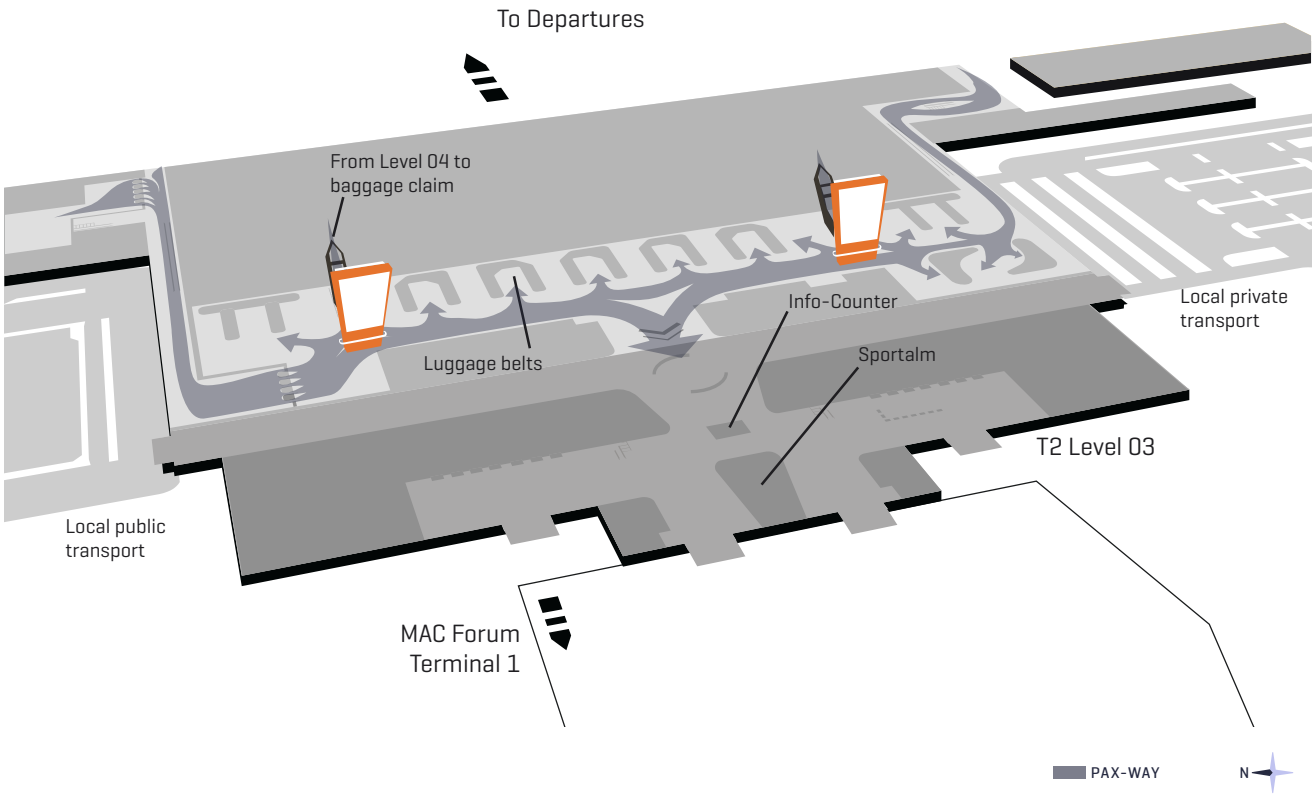
Our CLP cabinets in the baggage claim area are ideally positioned and in full view of the travelers. After landing, all passengers of Terminal 2 (including the satellite building) must pass through the baggage claim area to reach the pick-up waiting area and the exit. In addition to reaching a broad audience, you also benefit from the visibility of the CLP cabinets from the staircases and the extended dwell time of passengers waiting for their luggage.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





CLP cabinets baggage claim

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€29,380	€73,440	€122,400	€204,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
1,150 mm x 1,710 mm (WxH)

NUMBER:
2 cabinets (two-sided)

MATERIAL:
PVC-foil

PRODUCTION:
€240** for two cabinets

ADDITIONAL COSTS:
Assembly and disassembly for two cabinets:
€100**

OBJECT NUMBER: 0011NP3270, 0011NP3271



CLP cabinets lounges

TERMINAL 2, LEVEL 04

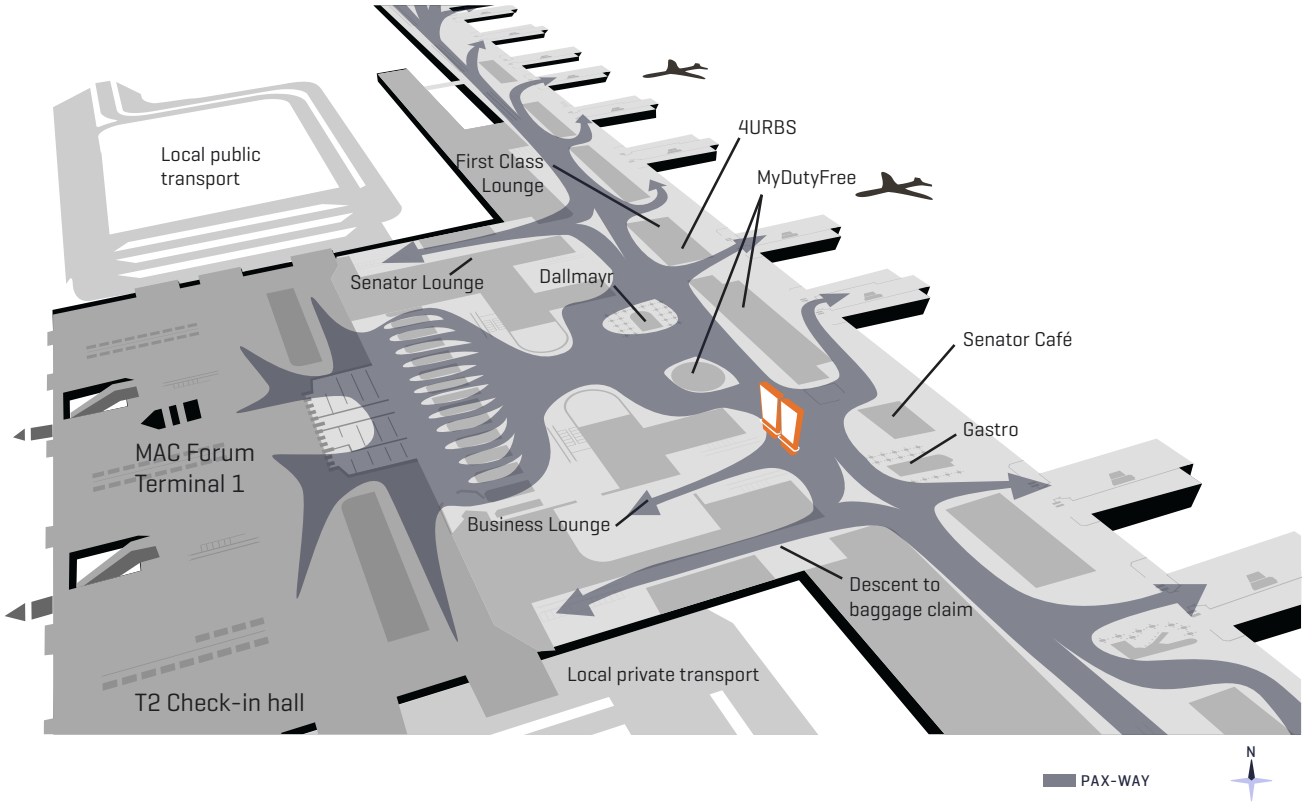
Our backlit Colorama cabinets are positioned so that they are the direct focus of your target group on Level 04 of Terminal 2. The CLP cabinets, of which there are two in total, are prominently positioned close to the entrance to the Lounges. As a result, contact is guaranteed not only with Lounge guests; but all Schengen passengers on their way to the South Pier will also see your message.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





CLP cabinets lounges

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
per cabinet	€15,260	€38,160	€63,600	€106,000
package	€26,780	€66,960	€111,600	€186,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
1,150 mm x 1,710 mm (WxH)

NUMBER:
2 cabinets (two-sided)

MATERIAL:
PVC-foil

PRODUCTION:
€120** per cabinet (two-sided)

ADDITIONAL COSTS:
Assembly and disassembly per cabinet: €50**

OBJECT NUMBER: 0011NP4091, 0011NP4268



CLP cabinets lounges

TERMINAL 2, LEVEL 05

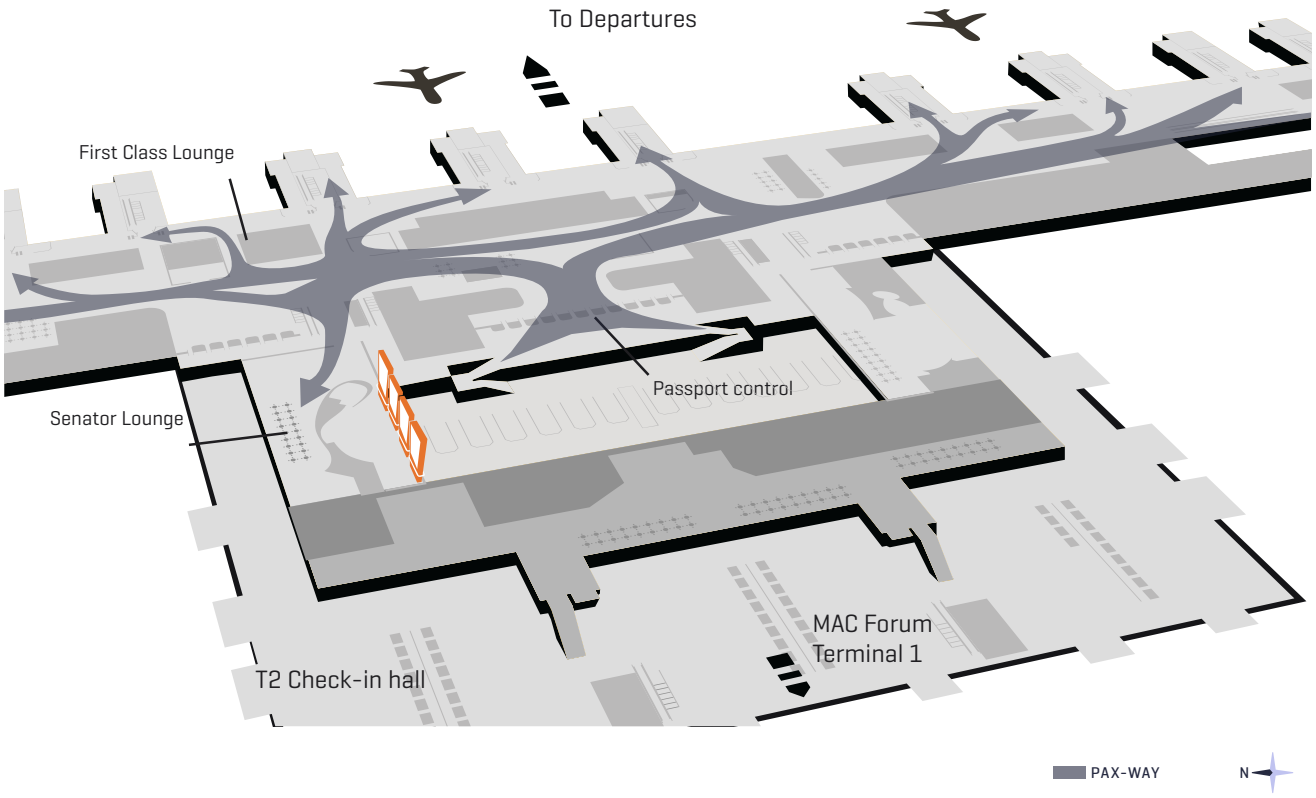
It is possible to address your target group with pinpoint accuracy with our Colorama cabinets in front of the Senator/Business Lounge and the Lufthansa First Class Lounge on Level 05 (Non-Schengen flights). Four CLP cabinets are positioned around the entrance area to the Lounges. Four single-sided CLP cabinets are also positioned in the access corridor to the Senator/Business Lounge and are ideal for targeting Lounge visitors.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





CLP cabinets lounges

PRICE PER CABINET*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€5,900	€14,760	€24,600	€41,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
1,150 mm x 1,710 mm (WxH)

NUMBER:
4 cabinets

MATERIAL:
PVC-foil

PRODUCTION:
€60** per motif (one-sided)

ADDITIONAL COSTS:
Assembly and disassembly per cabinet: €50**

OBJECT NUMBER: 0011NP5083, 0011NP5087, 0011NP5084, 0011NP5088



CLP network approach area

TERMINAL 1, TERMINAL 2

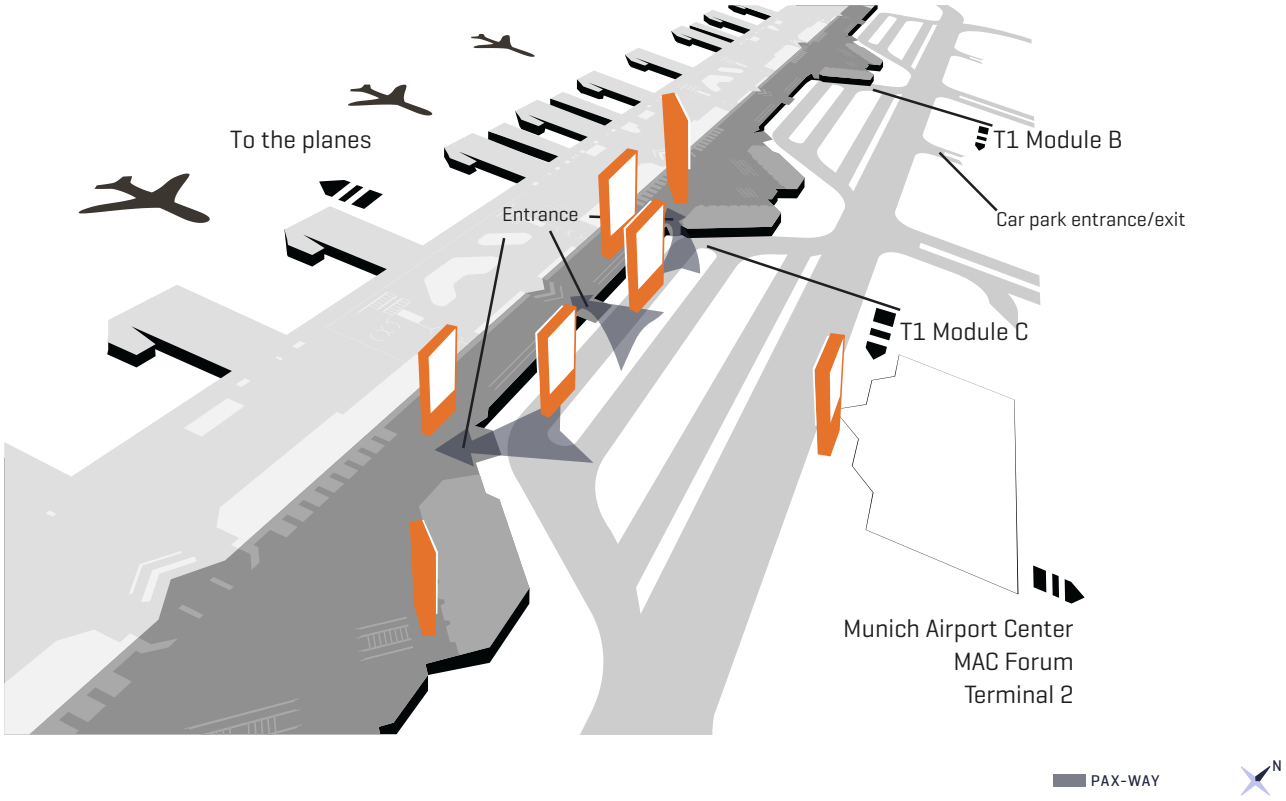
The CLP cabinets enjoy the passengers full attention in the access roads and selected car parks at Munich Airport. With these centrally positioned cabinets you can address all passengers who access or leave Terminal 1 and 2 by car or taxi, as well as pasengers who use public transport. Because of the variety of spaces you generate valuable multiple contacts and leave a lasting impression with your advertising campaign.

AIRPORT CLASSICS

ANALOG MEDIA

Media data 2026





CLP network approach area

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€48,240	€120,600	€201,000	€335,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
1,150 mm x 1,710 mm (WxH)

NUMBER:
44 locations throughout the network*
25 cabintes (single-sided)
19 cabinets (two-sided)

MATERIAL:
CLP PVC (for a notice period of up to four months)

PRODUCTION:
CLP PVC: €6,970**

ADDITIONAL COSTS:
Assembly and disassembly: €950**

OBJECT NUMBER: 0002ÖS0329

Digital Media

DIGITAL MEDIA

DIGITAL PORTRAIT

DIGITAL LANDSCAPE

AIRPORT CLASSICS

Media data 2026

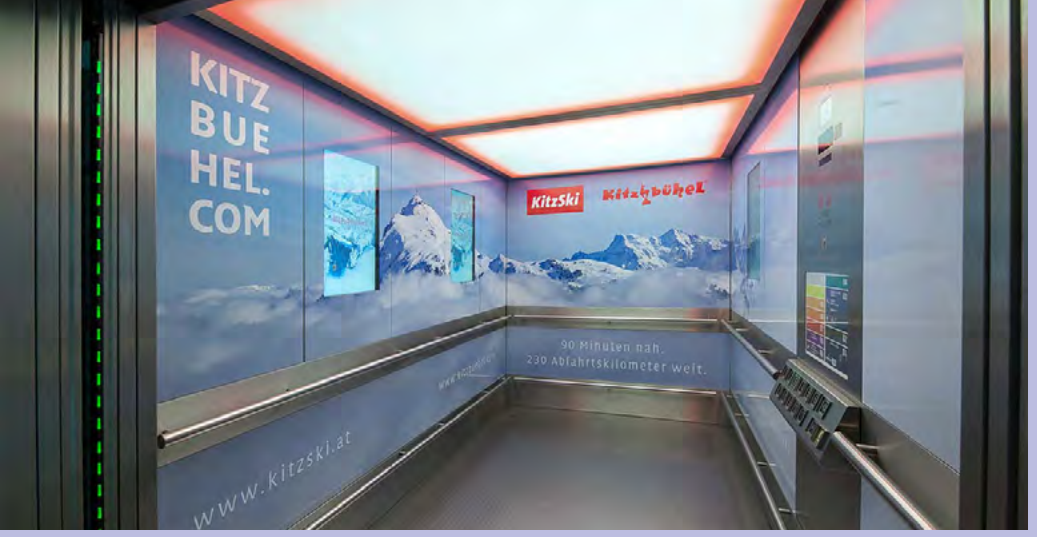
Digital
Portrait

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Elevator monitors business parker

CAR PARK P20

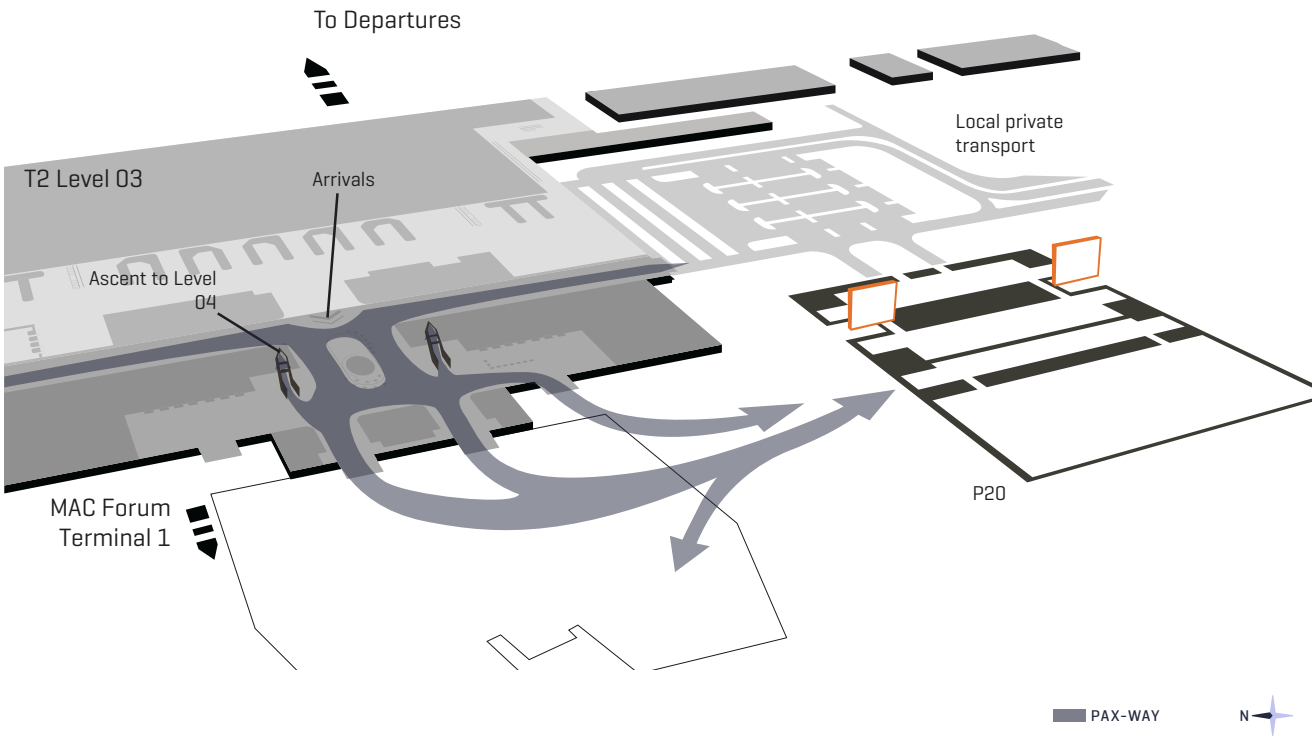
Your advertising message is located at one of the first and last touchpoints of the passenger journey. In the airport's largest and most exclusive car park, you will reach a premium target group of luxury drivers and business travellers on their journey into the terminals and on their way home. As well as the competiti-on-free, high-visibility broadcast of moving images, there is also the option to fully brand one or more cabins with a combination of physical and digital advertising.
All nine lifts in P20 (6 cabins in the north, and 3 in the south) are equipped with a total of 25 monitors (size: 32").

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Elevator monitors business parker

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
For full use of all monitors in all nine lifts:	€4,400	€15,260	€38,160	€63,600	€106,000
For full branding (physical advertising) of a cabin: (only possible in combination with full use)		€8,640	€21,600	€36,000 / p. c.	€60,000 / p. c.

*plus the statutory sales tax; Agency discount: 10% / p. c (per cabin)

Media data 2026

FORMAT:
9:16
32“

NUMBER:
25 monitors in 9 lifts

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
24 hours per day, 365 days/year

RESOLUTION:
1,080 px x 1,920 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Commissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH (subject to a 10% airtime share for FMG content)

OBJECT NUMBER: 0005ÖP0271, 0005ÖP0276



DCLPs Departure non-Schengen

T1-PIER, LEVEL 04 AND LEVEL 05

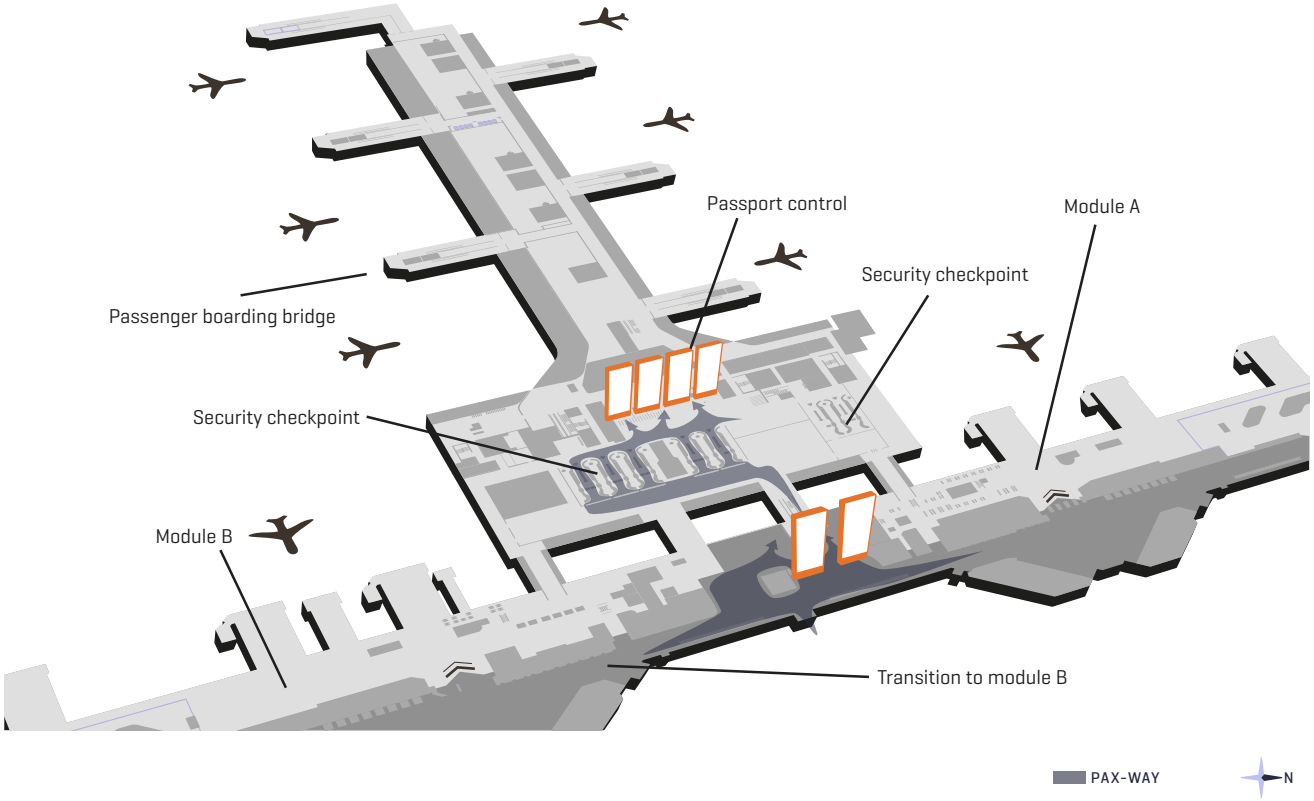
Located in the public area on the way to the security checkpoint and directly beyond in the new T1-Pier, the Digital City Light Posters (DCLPs) reach all non-Schengen passengers on their way to departure.
In this pivotal transition moment – when passengers pause and remain alert – your content makes a strong impact: A total of six high-attention screens in 9:16 format provide space for motion content, dynamic campaigns, and spot series – exactly where maximum visibility meets maximum advertising impact.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





DCLPs Departure non-Schengen

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€3,700	€12,960	€32,400	€54,000	€90,000
Exclusive occupancy	€11,100	€38,880	€97,200	€162,000	€270,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
9:16
1.40 m x 2.30 m (WxH)

NUMBER:
Public area: 2
Non-public area: 4

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (4:00 – 22:00), 365 days/year

RESOLUTION:
1,080 px x 1,920 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH; Specifications with reservation and subject to change regarding final installation

Minimum booking volume 1 week

OBJECT NUMBER: 0005GX5500, 0005GX5501, 0005GX5502, 0005GX5503



Monitors
Airport Lounge World

T1-PIER, LEVEL 04 AND LEVEL 05

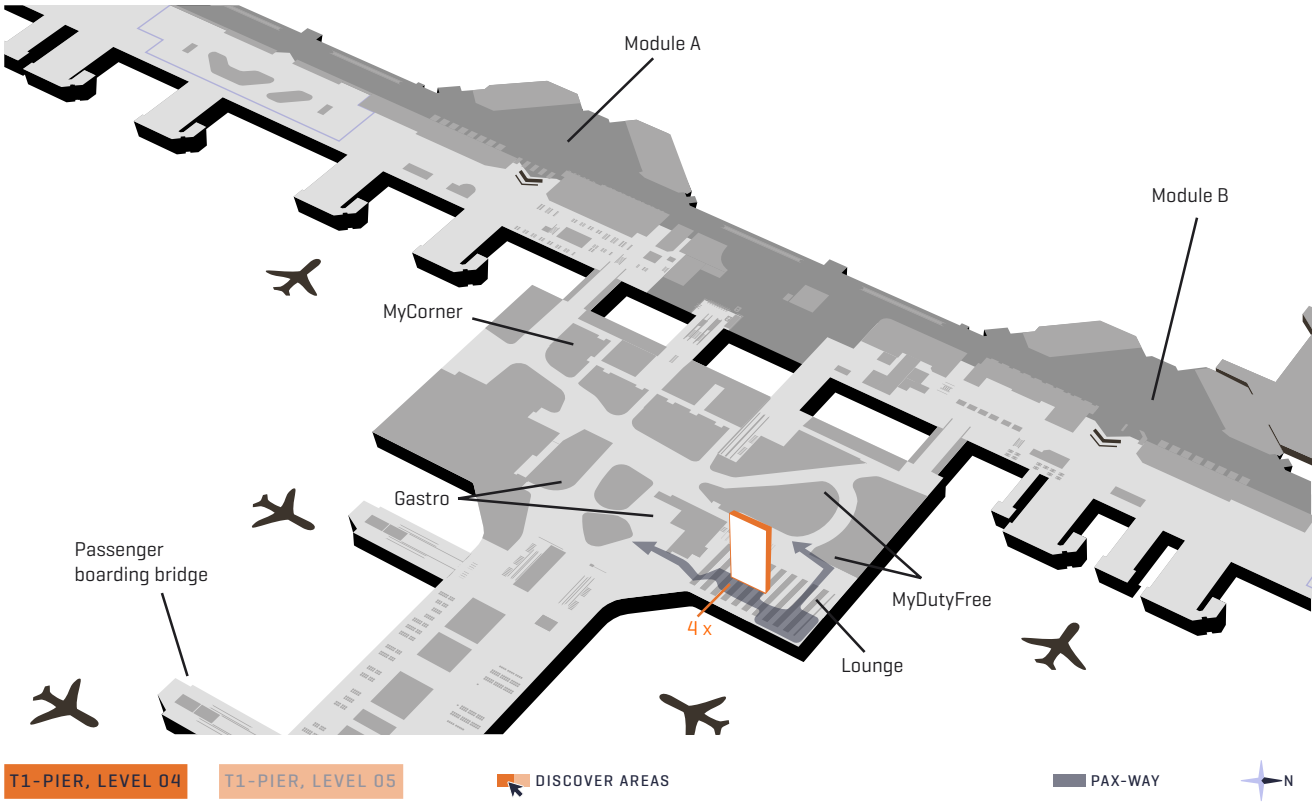
Welcome to a place where exclusivity meets attention: the new Airport Lounge World in the non-Schengen area of Terminal 1 offers 1,200 m² of space on two levels for up to 200 lounge guests – international business travelers, decision-makers, and premium passengers. Take advantage of the opportunity to place your message where time, tranquility, and purchasing power converge. The eight 9:16 monitors now offer you the unique opportunity to reach your premium target group in a quiet environment with a long dwell time.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026

MOCKUP



Monitors Airport Lounge World

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€5,500	€19,130	€47,830	€79,710	€132.850

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
9:16
55“

NUMBER:
Level 04: 4 monitors
Level 05: 4 monitors

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
2,160 px x 3,840 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH (50 % advertising space on 2 slots; 50 % for lounge/passenger information); Specifications with reservation and subject to change regarding final installation

Minimum booking volume 1 week

OBJECT NUMBER: 0005NX0536, 0005NX0537



Welcome columns

TERMINAL 2, LEVEL 03

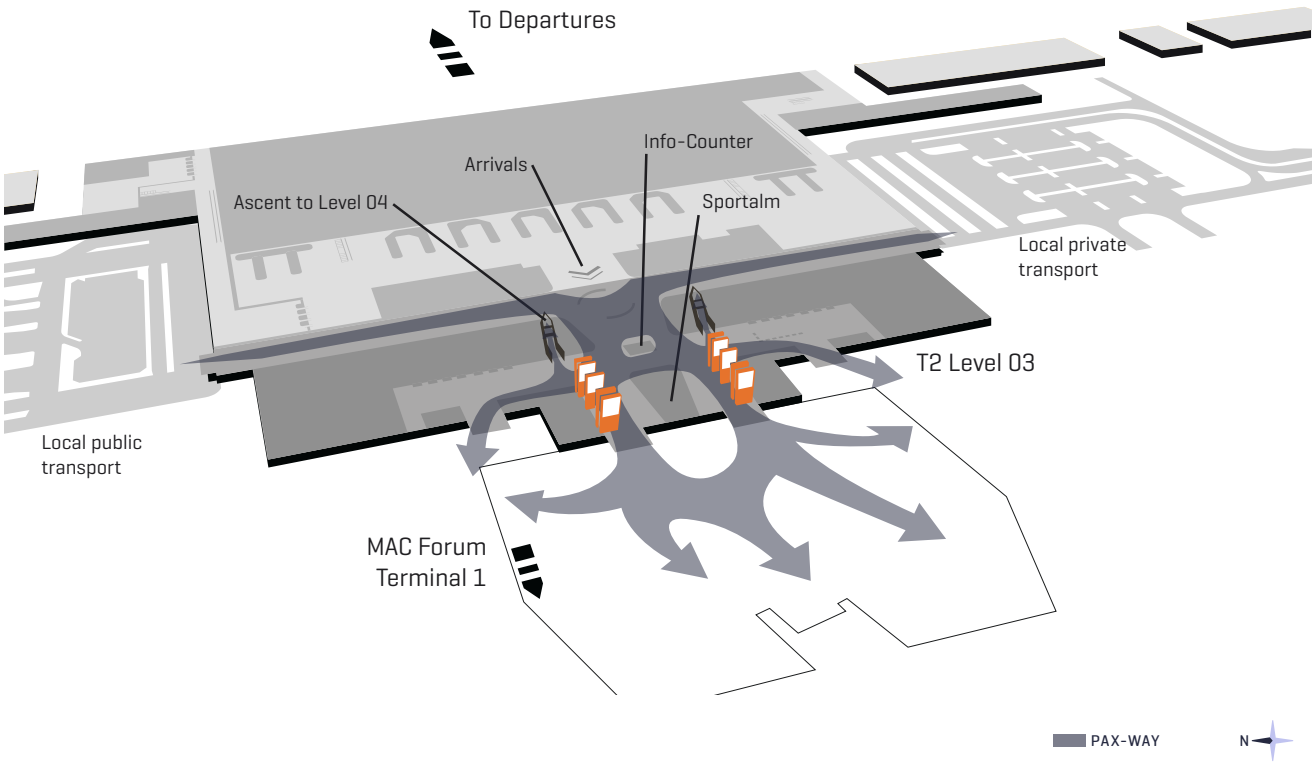
If you get into the Terminal 2 or satellite building from the Munich Airport Center, you enter our central and heavily frequented entrance area.
At the north and south entrance, five simultaneous digital monitors are placed.
By booking a tenth of the advertising volume, these areas offer the best conditions for generating multiple contacts.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Welcome columns

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/6 of the advertising volume	€5,800	€20,020	€50,040	€83,400	€139,000
Exclusive occupancy	€23,200	€80,080	€200,160	€333,600	€556,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
9:16
42“

NUMBER:
Total 10 columns
8 columns (single-sided)
2 columns (double-sided)

AD/FADE-IN LENGTH:
10-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,080 px x 1,920 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0017ÖP3304, 0017ÖP3305, 0017ÖP3306, 0017ÖP3307, 0017ÖP3308, 0017ÖP3309



Schengen columns package

TERMINAL 2 AND SATELLITE, LEVEL 04

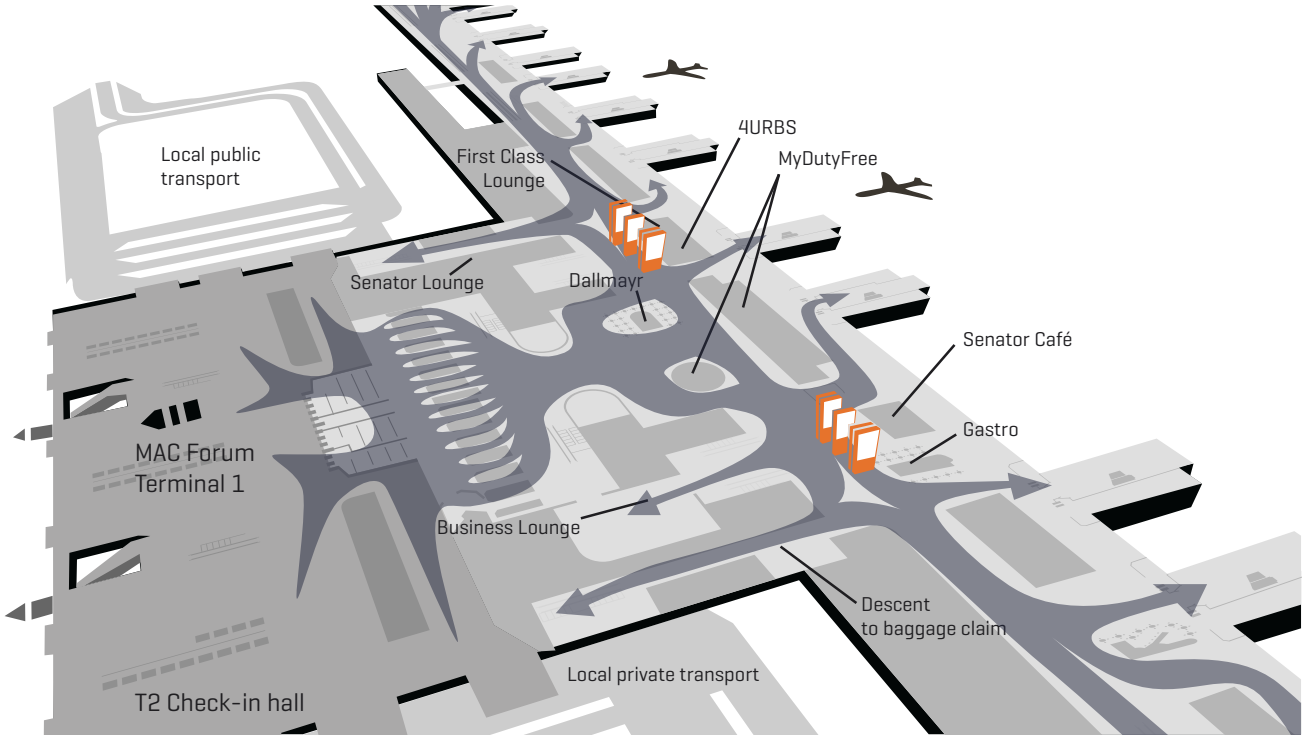
With this package you can reach all Schengen passengers without exception who depart and arrive in Terminal 2 or in the satellite on level 04. Placed in the direct path and partly in the immediate vicinity of the lounges, you are guaranteed to reach your target group with these prominently placed steles.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Schengen columns package

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/6 of the advertising volume	€10,800	€37,440	€93,600	€156,000	€260,000
Exclusive occupancy	€43,200	€149,760	€374,400	€624,000	€1,040,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
9:16
42“

NUMBER:
Terminal 2: 6 columns
Satellit: 15 columns

AD/FADE-IN LENGTH:
10-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,080 px x 1,920 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0017NP4335ff., 0017NT4280ff.



Non-Schengen columns

SATELLITE, LEVEL 05

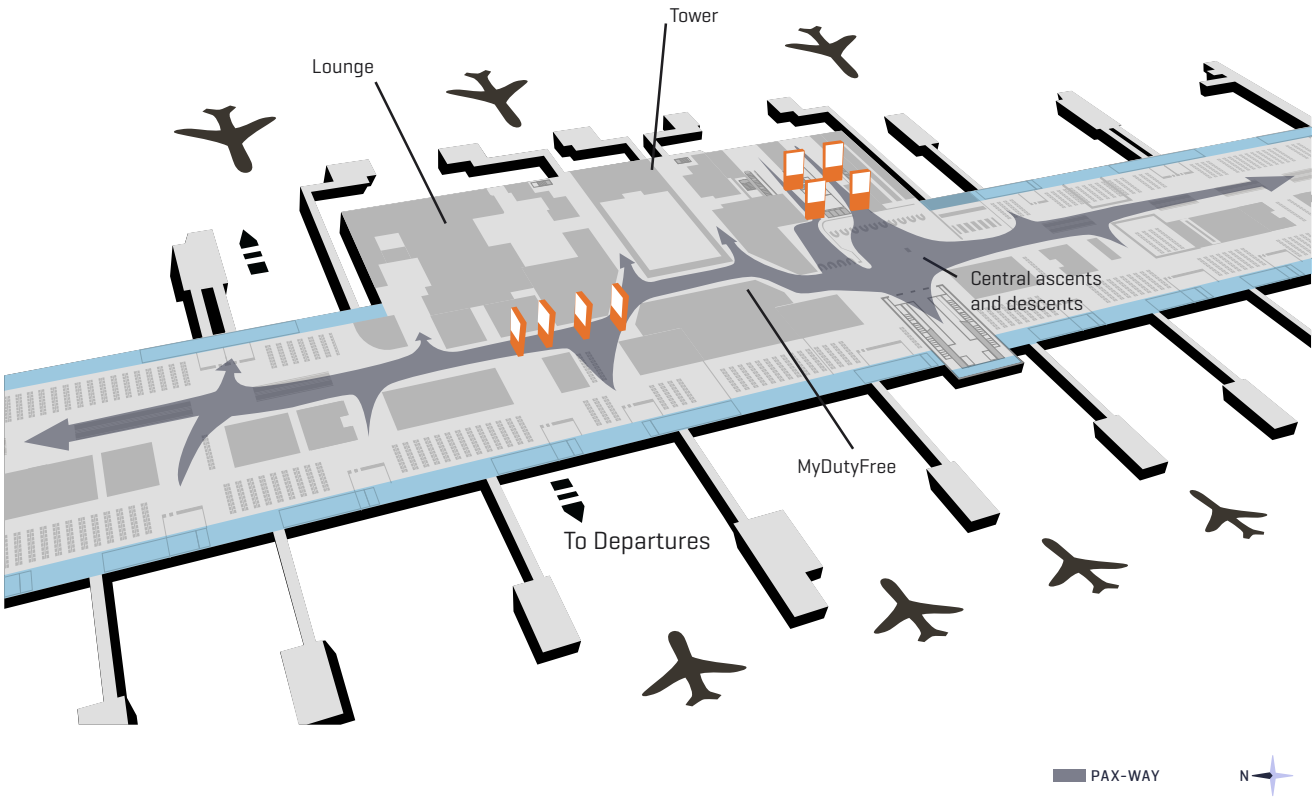
Positioned at the entrance to the Level 05 staircases, this option means that you reach all passengers on their way to and from the gates. Additional touch-points are positioned on the north main street, meaning that you reach all passengers multiple times on their way to the lounge. The package is made up of eight double-sided columns, which all run simultaneously.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Non-Schengen columns

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/6 of the advertising volume	€3,400	€11,950	€29,880	€49,800	€83,000
Exclusive occupancy	€13,600	€47,800	€119,520	€199,200	€332,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
9:16
42“

NUMBER:
8 columns (two-sided)

AD/FADE-IN LENGTH:
10-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,080 px x 1,920 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0017NT5260, 0017NT5261, 0017NT5262, 0017NT5263, 0017NT5264, 0017NT5265

Digital Landscape

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Package
Take-Off Boards T1

TERMINAL 1 AND T1-PIER, LEVEL 04

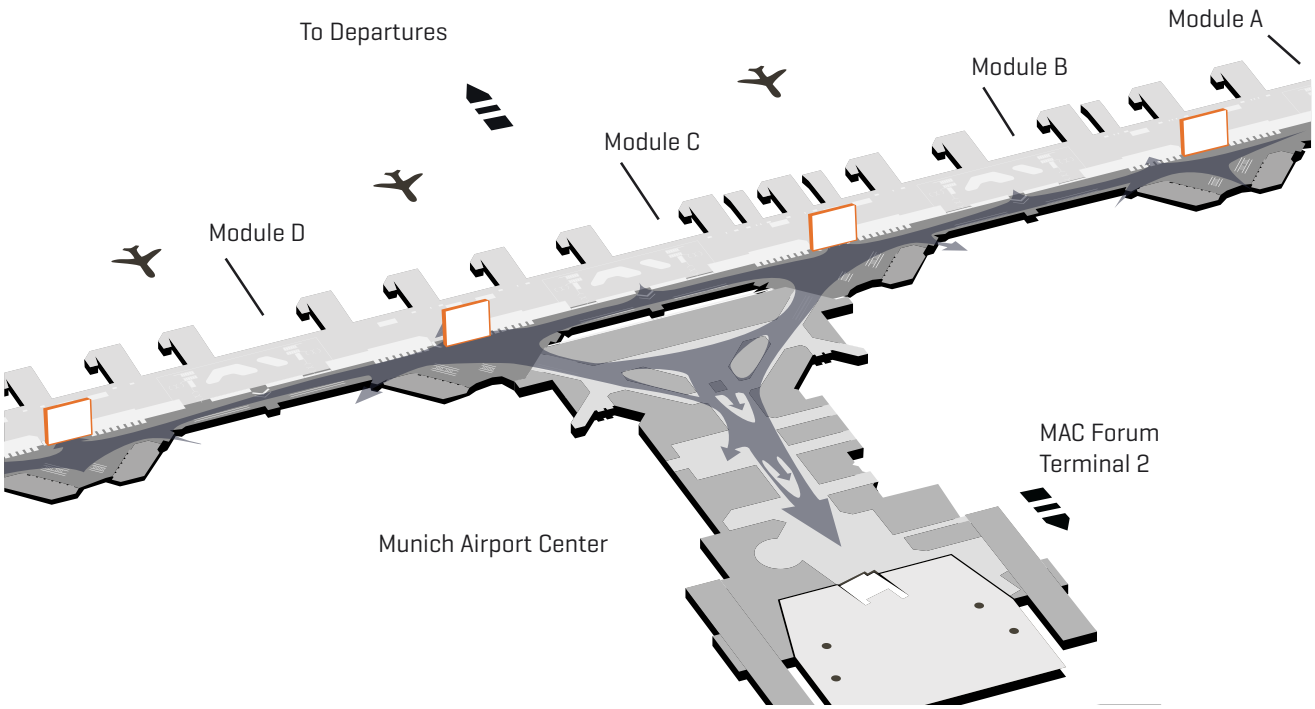
The digital advertising spaces in Terminal 1, available in every module from A to D, deliver unparalleled brand impact. Centrally positioned in the area of the Check-in hall and at the entrance to the T1-Pier, your message reaches passengers on their way to departure – capturing maximum attention from both travellers and their companions. At this pivotal transition point, where passengers pause and take in their surroundings, your content makes a strong, lasting impression.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Package Take-Off Boards T1

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€10,800	€37,440	€93,600	€156,000	€260,000
Exclusive occupancy	€32,400	€112,320	€280,800	€468,000	€780,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
16:9
3x3 46'' monitors
3.00 m x 1.69 m (WxH) LED-Screen

NUMBER:
4 monitor areas
access to security controls in modules A-D
2 LED screens
access to security control T1-Pier

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (4:00 – 22:00), 365 days/year

RESOLUTION:
Video: 3,840 px x 2,160 px (WxH)
Still image: 5,760 px x 3,240 px (WxH)
LED-Screen 1,920 px x 1,080 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 00050S4324ff., 00050X4532ff.



Package
Welcome Boards T1

TERMINAL 1, LEVEL 04 AND T1-PIER, LEVEL 03

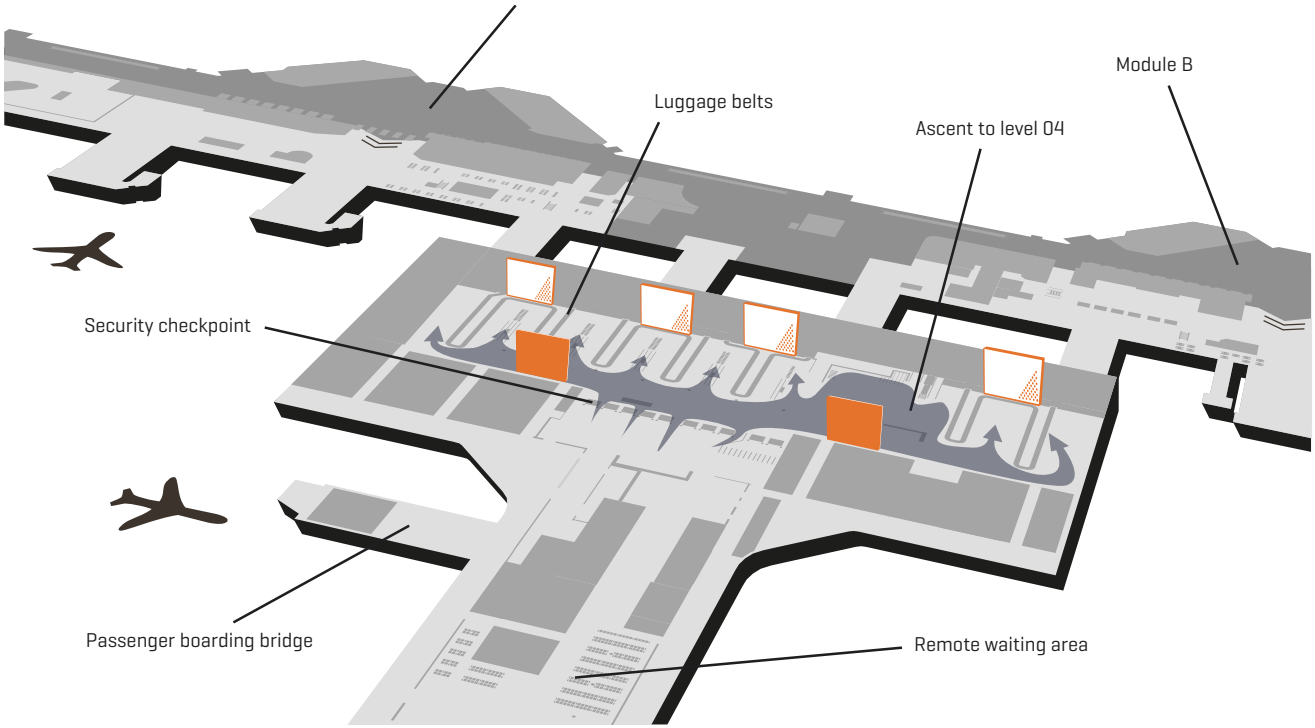
By booking all Welcome Boards, your brand is guaranteed to reach every arriving passenger at the baggage claim areas of Modules A, C - E in Terminal 1 and at T1-Pier. At this critical moment of arrival, passenger attention is exceptionally high: your brand benefits from maximum visibility, extended dwell time, and an uninterrupted opportunity to engage, with a clear line of sight to your message It's the perfect moment to make a strong first impression – or to launch an ongoing, memorable brand journey.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Package Welcome Boards T1

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€14,700	€51,260	€128,160	€213,600	€356,000
Exclusive occupancy	€44,100	€153,780	€384,480	€640,800	€1,068,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
16:9
4.50 m x 2.50 m (WxH)
3.00 m x 1.70 m (WxH)

NUMBER:
4 areas
in baggage claim in the modules A, C-E
6 areas
in baggage claim at T1-Pier

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,920 px x 1,080 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0005NS4401ff., 0005NX3514ff.



Access Departure non-Schengen

T1-PIER, LEVEL 05

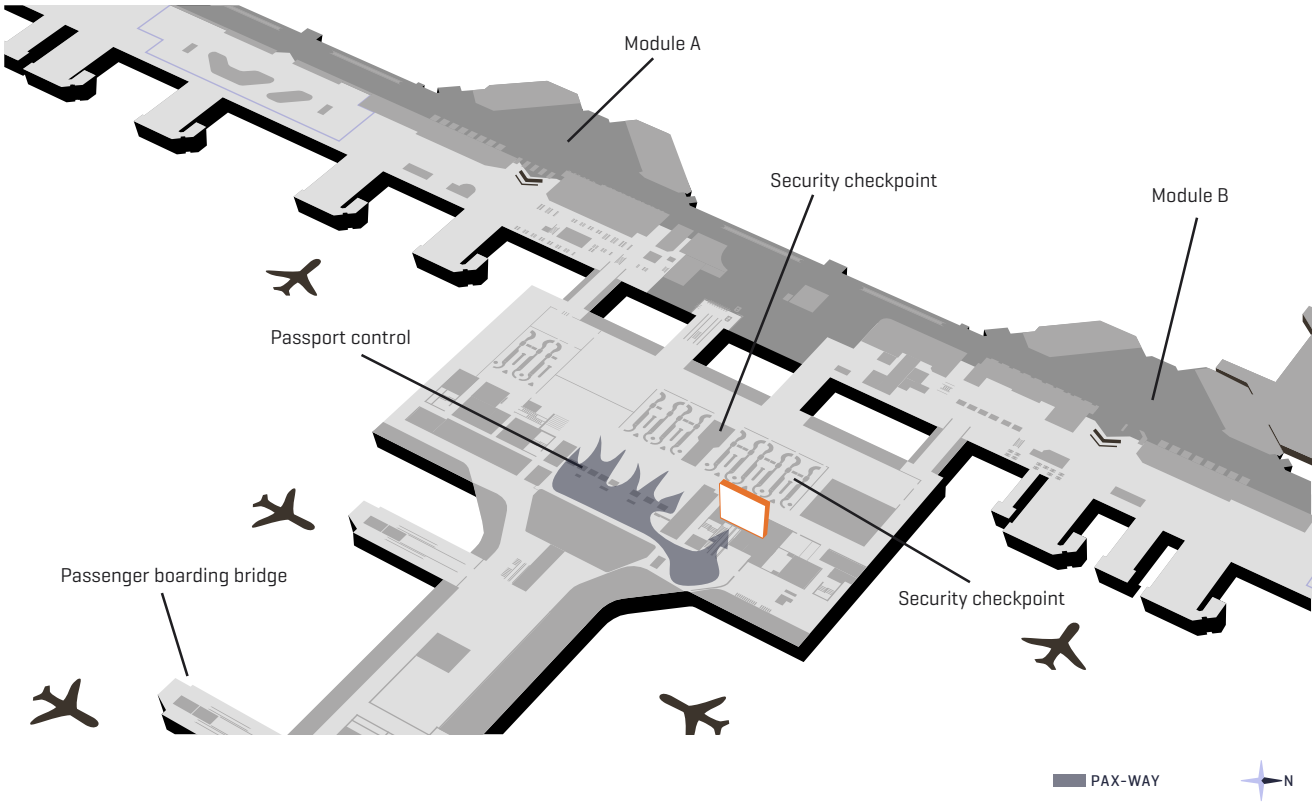
This large-format advertising space is positioned directly above the escalator that all non-Schengen passengers take after passing through security and passport control, as they descend into the departure and shopping area.
Anyone flying from here will pass by – and will look up. The exposed location ensures your message lands exactly where the eye is catching a look naturally .
Ideal for strong brand visuals, concise messages, or last-minute offers that are meant to have immediate impact.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026

MOCKUP
LED SURFACE
including side foil adhesive coating - possible upon consultation and approval



Access Departure non-Schengen

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€3,700	€12,960	€32,400	€54,000	€90,000
Exclusive occupancy	€11,100	€38,880	€97,200	€162,000	€270,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
16:9
3.56 m x 2.00 m (WxH)

NUMBER: 1

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,920 px x 1,080 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH; Specifications with reservation and subject to change regarding final installation

Minimum booking volume 1 week

OBJECT NUMBER: 0005NX5505, 0005NX5506, 0005NX5507, 0005NX5508



Passenger Walkway non-Schengen

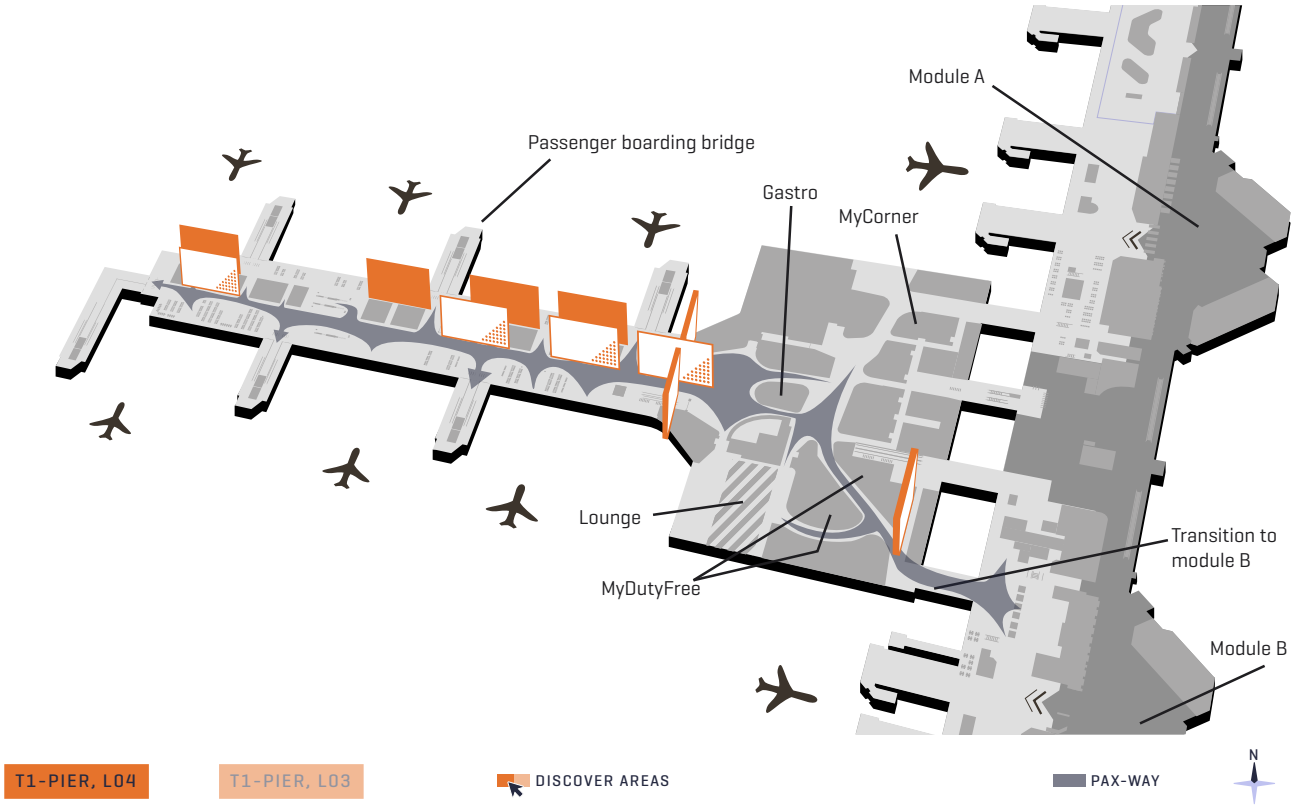
T1-PIER, LEVEL 04 AND LEVEL 03

Every glance counts as people pass by – and this combo package is designed to capture exactly that. It places your campaign along the key movement axes of the new T1-Pier. Ten LED walls in the Pier area accompany passengers on their way to the gates or baggage claim – high-impact, synchronized displays in 16:9 format. Three additional digital screens in the remote waiting area ensure presence among transfer passengers, while one more LED wall along the walkway toward Module B completes the brand journey. This way, your message becomes a constant companion in an environment that never stands still – but always leaves an impression.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026



Passenger Walkway non-Schengen

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€7,700	€26,640	€66,600	€111,000	€185,000
Exclusive occupancy	€23,100	€79,920	€199,800	€333,000	€555,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
16:9
LED walls Pier + travel path Module B (Level 04), LED walls remote waiting area (Level 03): 3.00 m x 1.70 m (WxH)

Ceiling bulkhead staircase North (Level 05 to 03)
Ceiling bulkhead staircase South (Level 04 to 03): 2.40 m x 1.40 m (WxH)

NUMBER:
12 areas: 3.00 m x 1.70 m (WxH)
2 areas: 2.40 m x 1.40 m (WxH)

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,920 px x 1,080 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH; Specifications with reservation and subject to change regarding final installation

Minimum booking volume 1 week

OBJECT NUMBER: 0005NX4510, 0005NX4511, 0005NX4512, 0005NX4513



Welcome Monitors non-Schengen

T1-PIER, LEVEL 03

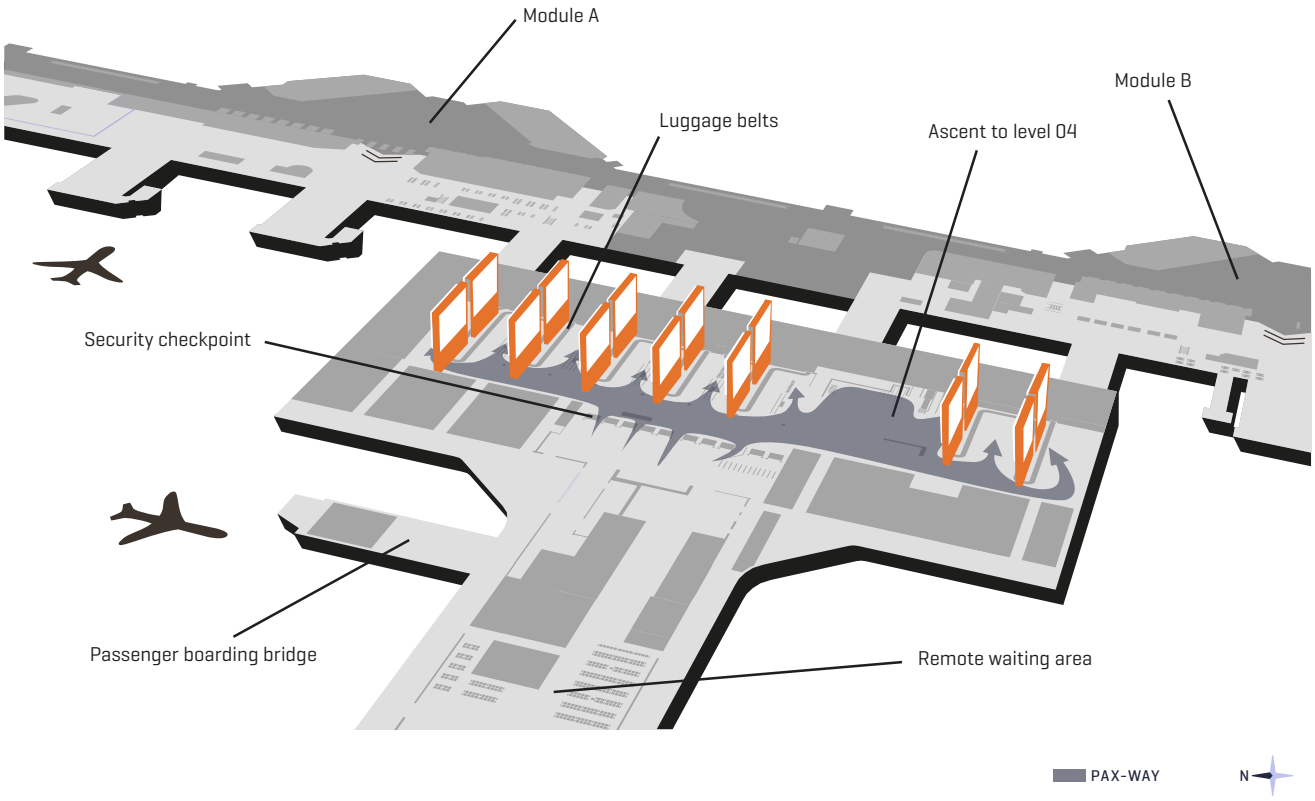
14 digital monitors positioned between the baggage belts place your message exactly where arriving passengers in the new T1-Pier will be looking naturally.
Thanks to their proximity and the calm, focused environment, you reach your target audience with precision – attentive, undisturbed, and directly in their line of sight.
This creates a presence that resonates – and brand messages that stay with them.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Welcome Monitors non-Schengen

PRICE*	1 YEAR
Exclusive occupancy	€175,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

NUMBER:
7 x 2 locations each for displays between the baggage belts

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,920 px x 1,080 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH; Specifications with reservation and subject to change regarding final installation

OBJECT NUMBER: 0005NX3518



Take-Off Boards

TERMINAL 2, LEVEL 04

The central security checkpoint is the hub for all departing passengers in Terminal 2, including the satellite building. Following a modernization, this area features three new, highly visible video screens, perfect for your advertising message.
Take advantage of this exclusive opportunity to place your brand prominently and reach all travelers directly. The strategic positioning ensures that your message is always in the passenger's field of vision, guaranteeing maximum attention.
Present your campaign where it all comes together: directly in front of the security checkpoint in Terminal 2. Reach thousands of travelers every day and make sure your message is remembered!

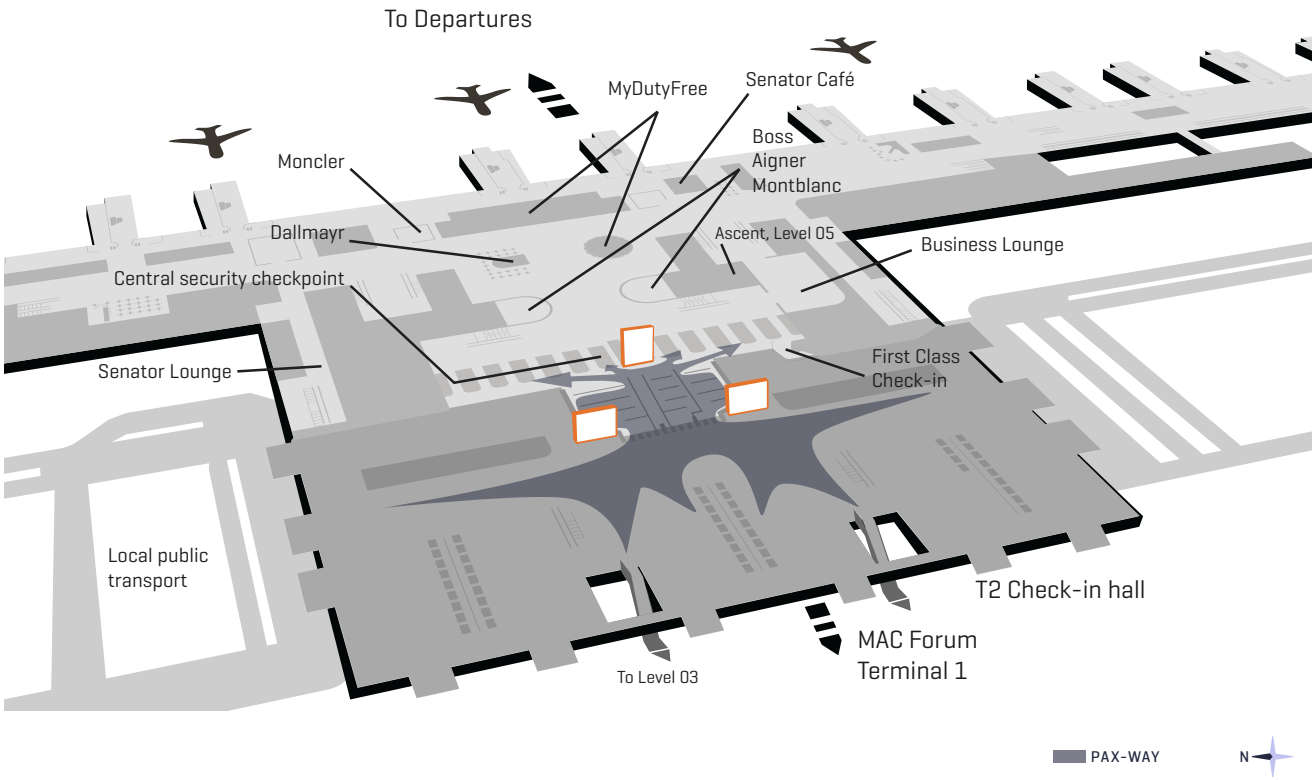
AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026



Color image frame is generated automatically and calculated from the color value of the feed signal (content).



Take-Off Boards

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€16,900	€58,750	€146,880	€244,800	€408,000
Exclusive occupancy	€50,700	€176,250	€440,640	€734,400	€1,224,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
16:9
3.00 m x 1.70 m (WxH), (two video screens west)
2.00 m x 2.40 m (WxH), (video screen east)

NUMBER: 3

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
4:00 am – 10:00 pm on 365 days/year

RESOLUTION:
Video screens west: 1,920 x 1,080 px (WxH)
Video screen east (full screen):
2,160 x 2,560 px (WxH), (different representations on video screen east possible)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0017ÖP4409, 0017ÖP4410, 0017ÖP4411, 0017ÖP4412



Media facade Plaza

TERMINAL 2, LEVEL 04

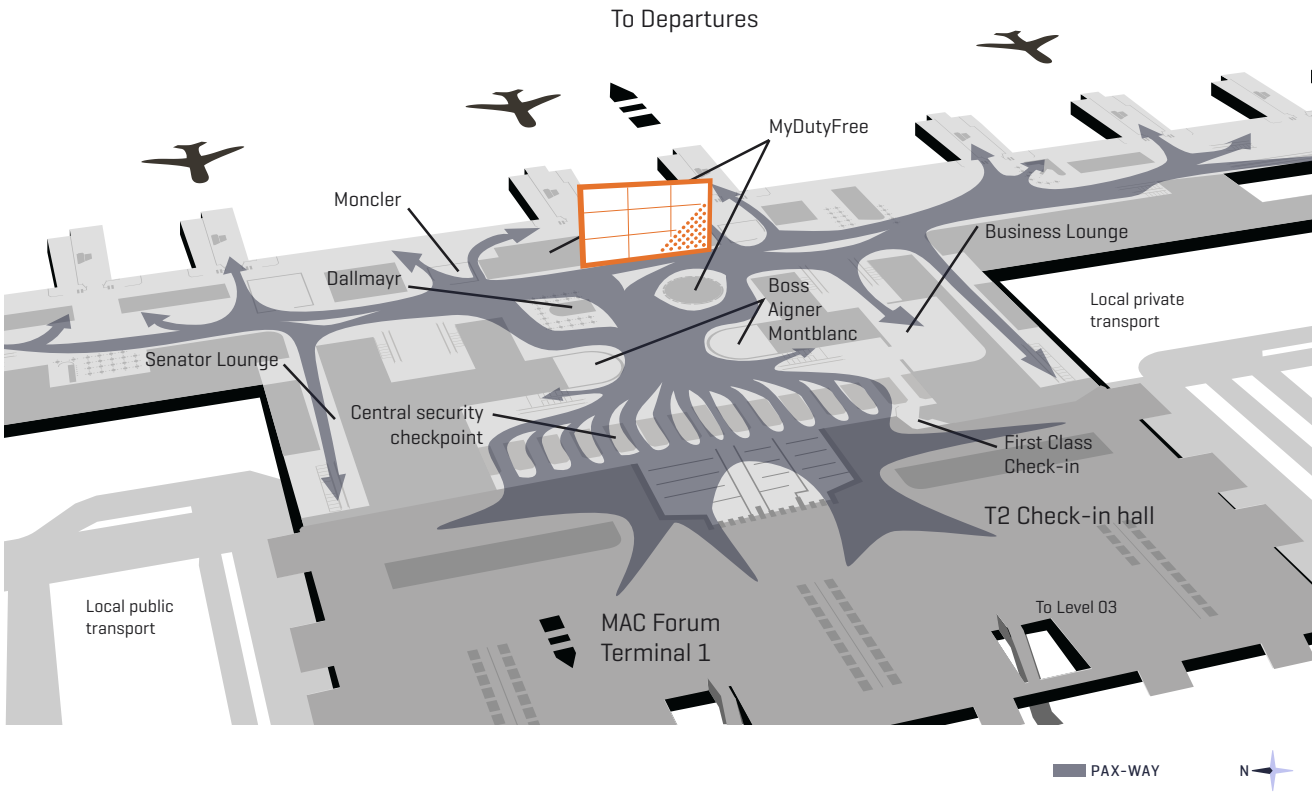
The media facade is located directly beside the entrance to the Duty-free shop in the non-public area of Terminal 2, meaning it occupies the most central position on Level 04. Use the centrally-located digital advertising medium in Terminal 2 to present your advertising message.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Media facade Plaza

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€11,200	€38,880	€97,200	€162,000	€270,000
Exclusive occupancy	€33,600	€116,640	€291,600	€486,000	€810,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
16:9
3x3 46'' monitors
3.08 m x 1.74 m (WxH)

NUMBER: 1

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,920 px x 1,080 px (WxH) FullHD or
3,480 px x 2,160 px (WxH) UHD or
4,098 px x 2,340 px (WxH) native resolution /
for still pictures

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0018NP4238, 0018NP4239, 0018NP4240, 0018NP4241



Welcome Wall

TERMINAL 2, LEVEL 03

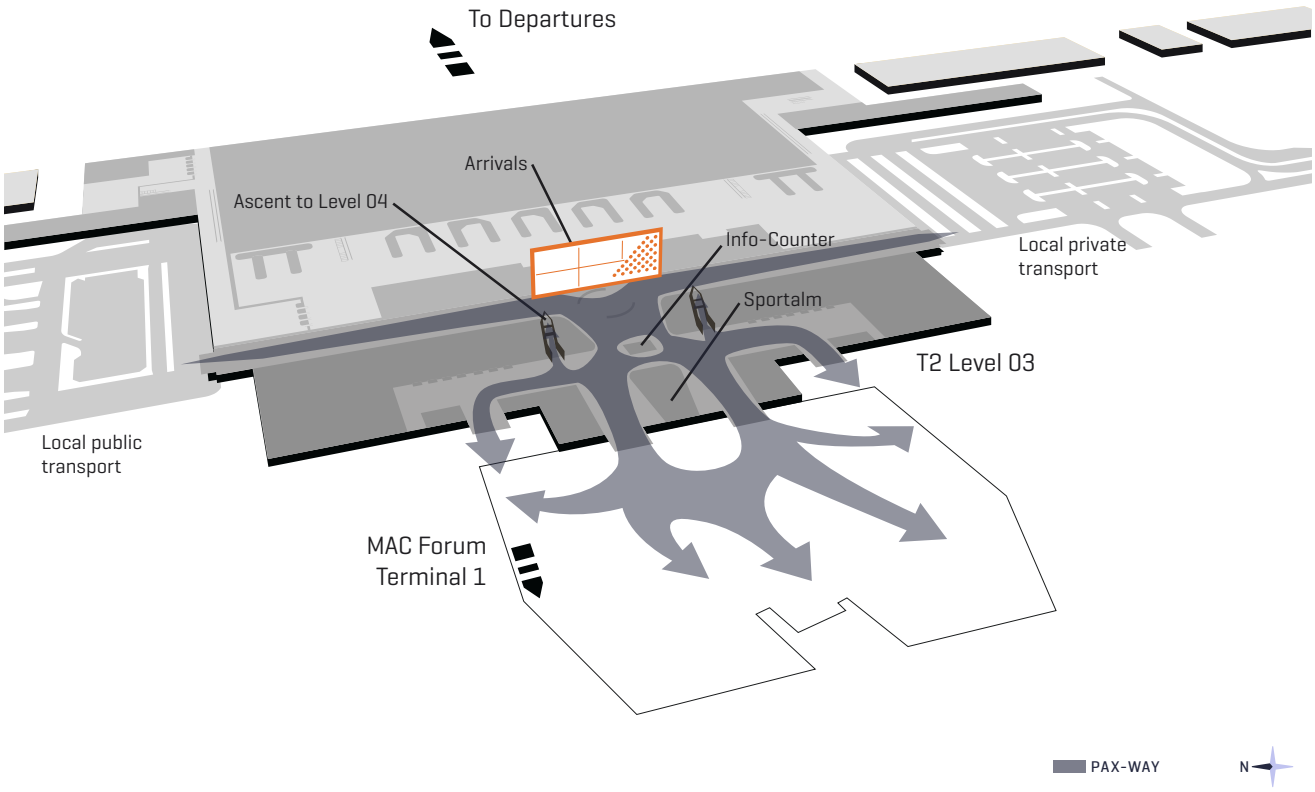
After leaving the baggage claim, our digital Image-Wall is the first advertising space in the public area. In the bright and central pick-up waiting area you will meet passengers and their collectors from the terminal 2 and satellite.
You can make sure that the arrivals through your advertising message are warmly welcomed in Munich. A reduction to a maximum of 4 customers makes this digital surface the ideal surface for your advertising.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Welcome Wall

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€12,100	€42,190	€105,480	€175,800	€293,000
Exclusive occupancy	€36,300	€126,570	€316,440	€527,400	€879,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
11.70 m x 1.46 m (WxH)

NUMBER: 1

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
4,608 px x 576 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0017ÖP3314, 0017ÖP3315, 0017ÖP3316, 0017ÖP3317



Central access and Passenger walkway package

SATELLITE, LEVEL 04

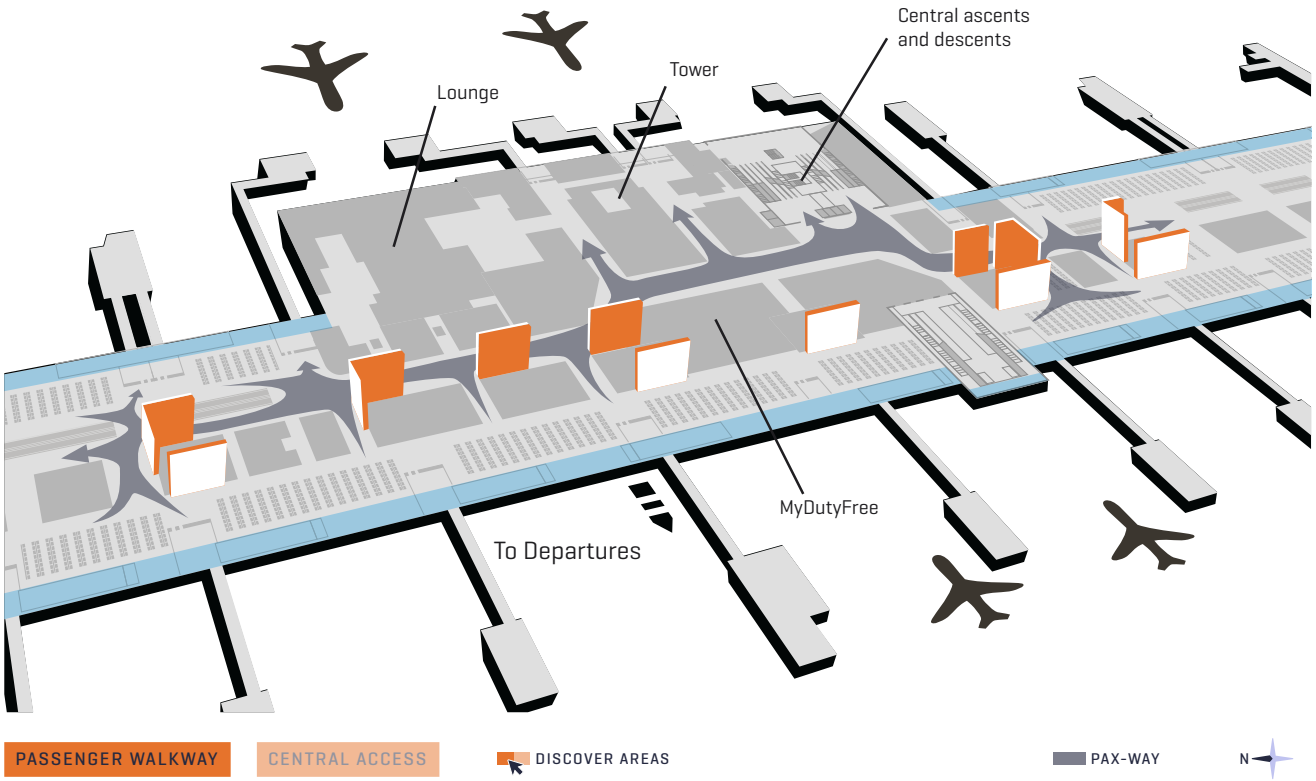
Our combination package offers optimal advertising opportunities in the satellite on level 04. The four Central Access Areas allow you to reach all Schengen passengers directly on the walkway from or to the train (PTS) as well as transfer passengers within the satellite (to non-Schengen and vice versa) – and all Schengen passengers again on the Passenger Walkway areas along the Passenger Walkway and at the gates on 16 areas, including four corner displays. Benefit from maximum visibility on a total of 20 digital displays that run simultaneously.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Central access and Passenger walkway package

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€23,400	€81,360	€203,400	€339,000	€565,000
Exclusive occupancy	€70,200	€244,080	€610,200	€1,017,000	€1,695,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
16:9
2.40 m x 1.35 m (WxH)

NUMBER:
20 areas
(including 4 corner units, each can be used independently)

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,920 px x 1,080 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0017NT4204ff., 0017NT4295ff.



Central access package

SATELLITE, LEVEL 04

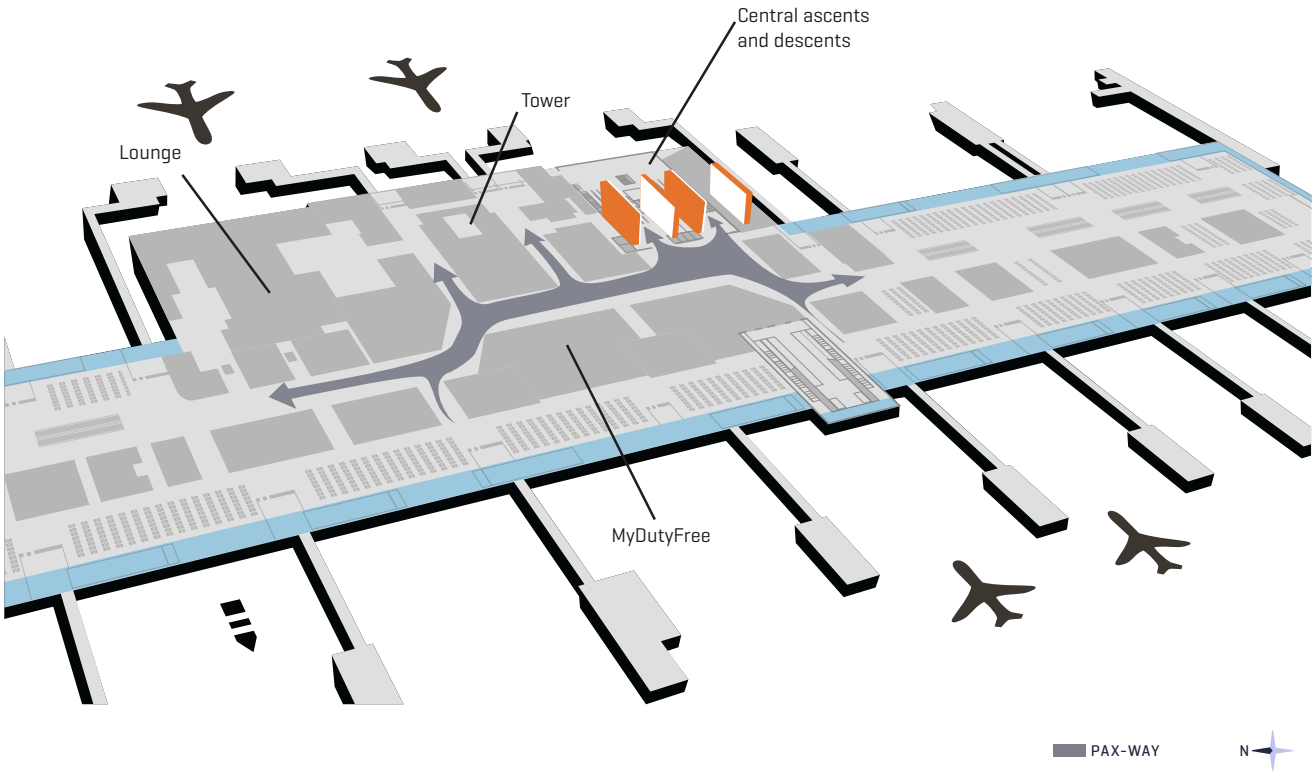
With displays located directly on the walkway used by passengers travelling by train (PTS) to or from Terminal 2, our digital Central Access Area package is the ideal way to make sure your brand's message reaches Schengen passengers.
Transfer passengers in the satellite travelling from Schengen to non-Schengen countries and vice versa will also pass through this area. The package is made up of 4 wall monitors, which all run simultaneously. Thanks to full advertising volume and a maximum limit of 4 clients, these digital displays are the ideal showcase for your brand's message.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Central access package

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€12,100	€42,050	€105,120	€175,200	€292,000
Exclusive occupancy	€36,300	€126,150	€315,360	€525,600	€876,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
16:9
2.40 m x 1.35 m (WxH)

NUMBER: 4

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1.920 px x 1.080 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0017NT4204, 0017NT4205, 0017NT4206, 0017NT4207



Passenger walkway package

SATELLITE, LEVEL 04

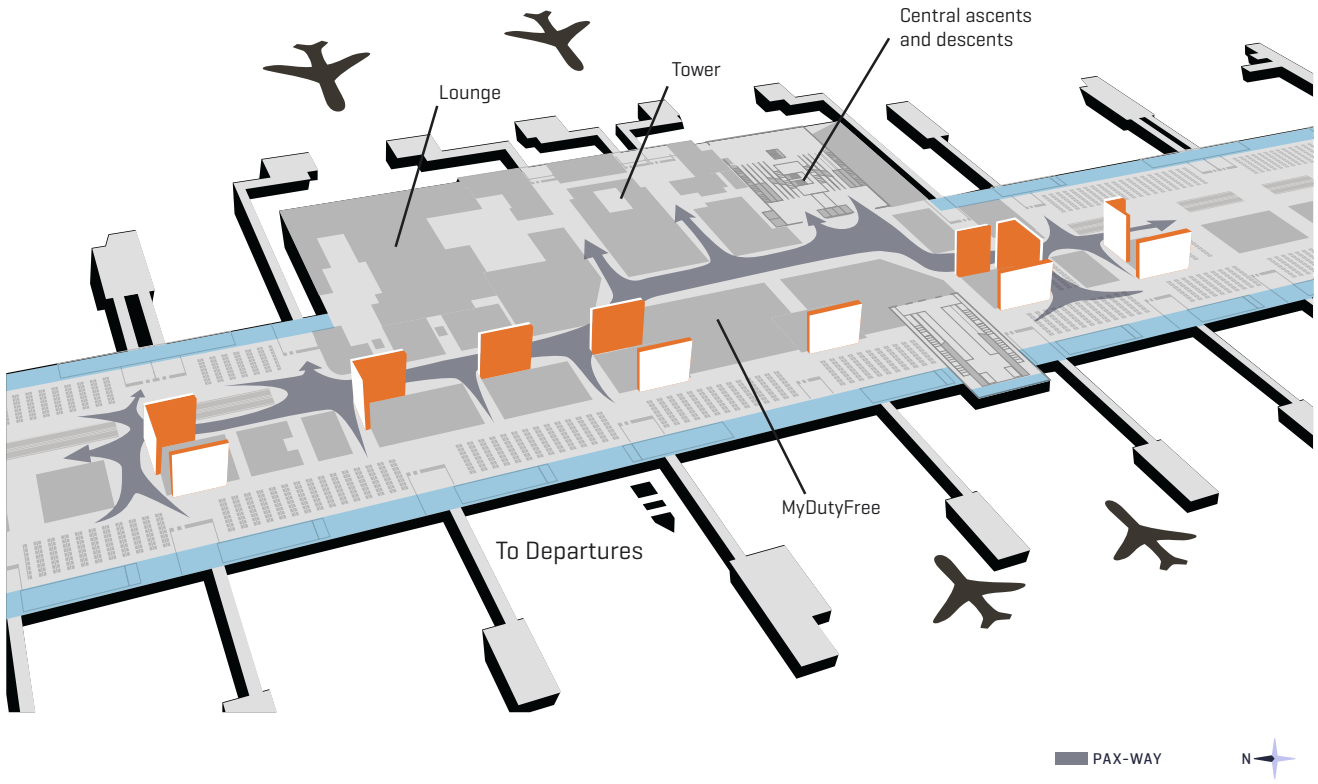
Located on Level 04 along the passenger pathway and directly at the gates, this digital wall package provides the perfect opportunity to reach all Schengen passengers with your brand message.
The package comprises a total of 16 wall units, spanning the entire passenger walkway and waiting areas at the gates on Level 04, with all screens able to be played simultaneously. This ensures your message reaches every Schengen passenger in this zone, with a maximum of only four exclusive advertisers on these digital surfaces. Special creative possibilities are offered by the four corner-spanning screens, enabling truly eye-catching executions.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Passenger walkway package

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€17,300	€60,190	€150,480	€250,800	€418,000
Exclusive occupancy	€51,900	€180,570	€451,440	€752,400	€1,254,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
16:9
2.40 m x 1.35 m (WxH)

NUMBER:
16 areas
(including 4 corner units, each can be used independently)

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,920 px x 1,080 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0017NT4295, 0017NT4296, 0017NT4297, 0017NT4298



Non-Schengen package

SATELLITE, LEVEL 05

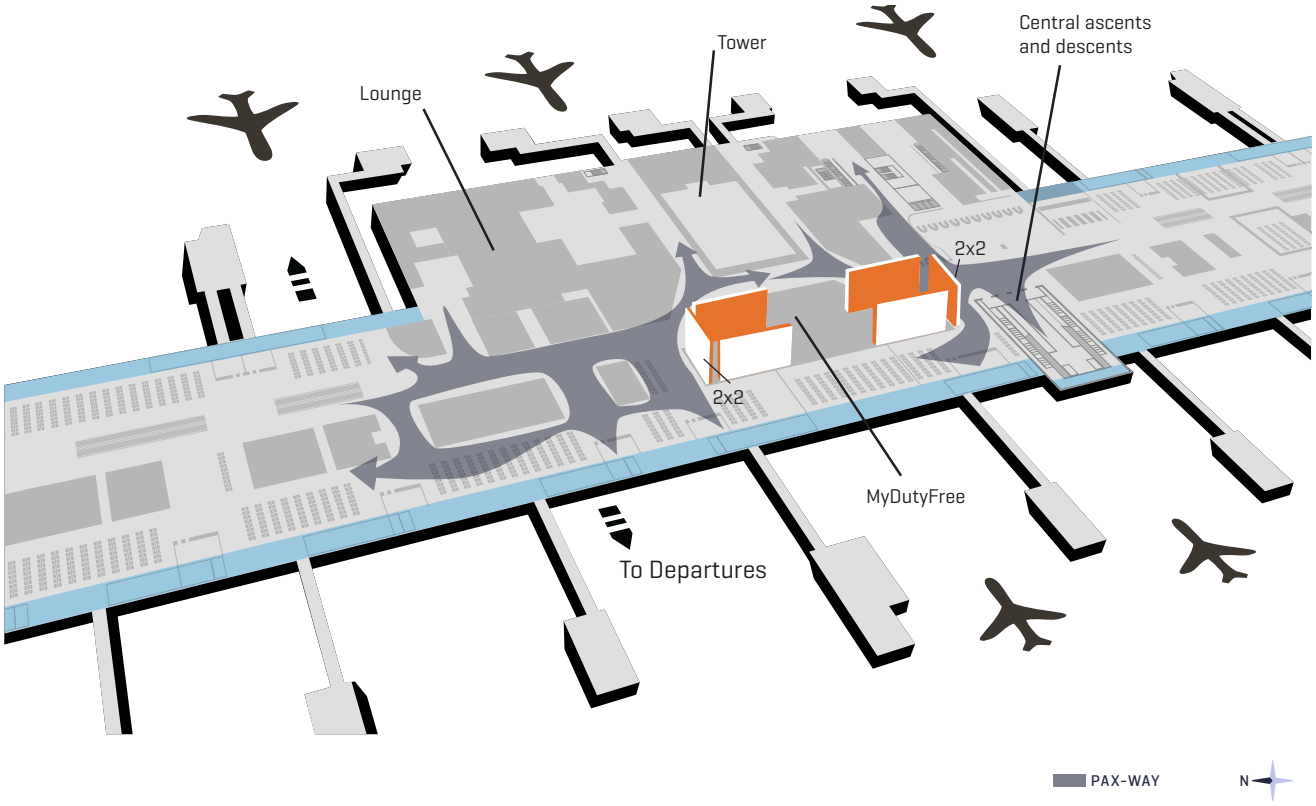
Throughout the entire central area on Level 05, these 6 wall displays will make sure that all passengers to non-Schengen destinations have your undivided attention. All monitors in this package also run simultaneously. Thanks to the 100 % advertising volume and a maximum limit of 4 clients, these digital displays are the ideal solution for your brand's message.

AIRPORT CLASSICS

DIGITAL MEDIA

Media data 2026





Non-Schengen package

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
1/4 of the advertising volume	€7,900	€27,650	€69,120	€115,200	€192,000
Exclusive occupancy	€23,700	€82,950	€207,360	€345,600	€576,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
16:9
2.40 m x 1.35 m (WxH)

NUMBER: 6

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,920 px x 1,080 px (WxH)

FILE FORMATS:
Still image: JPG, moving image: mp4

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH

Minimum booking volume 1 week

OBJECT NUMBER: 0017NT5288, 0017NT5289, 0017NT5290, 0017NT5291

Data delivery

ANALOG AND DIGITAL MEDIA

ANALOGUE STANDARD
(lightbox, CLP)

Timing:
We need the motif before the start of installation in order to approve.
Please send us the printing documents 10 working days in advance.

Delivery address:
via WeTransfer or a data download link to the following contact addresses:
flughafen-muc@diatec.de and salesteam@munich-airport.de.

Others:
Disposal of the foils is free of charge after deinstalltion and without claim for compensation. Unless the customer/ client decides differently until date of deinstalltion. In this case it is possible to get back the material within 14 days.

Data delivery:
in 4c color space, as print PDF

Contact:
Salesteam Flughafen München
Phone: 089 975 34301
salesteam@munich-airport.de

Diatec GmbH
Tel.: 08102/8977300
email: info@diatec.de
email: flughafen-muc@diatec.de

DIGITAL STANDARD
(steles, pannels)

Timing:
We need the motif before the start of installation in order to approve.
Please send us the printing documents 5 working days in advance.

Delivery address:
via WeTransfer or a data download link to the following contact address:
salesteam@munich-airport.de

Others:
The insertion of up to 4 motifs is possible and free of charge.
From the 5th motif in, an additional 50€ will be charged for each additional motif and will be invoiced separately as additional costs.

Sound: no sound

Spot length:
- 10-sec-spot:
  minimum 1620 broadcasts/day
- 15-sec-spot:
  minimum 1080 broadcasts/day
- 20-sec-spot:
  minimum 810 broadcasts/day
- 30-sec-spot:
  minimum 540 broadcasts/day
  (Duration of one advertising loop:
  4 minutes / 240 seconds)

Exception:
fixed duration of 10 sec for steles

Please refer to the individual technical data sheets.

Airport Special

BRANDING

LUGGAGE BELT ADVERTISING

GIANT POSTERS

Media data 2026

Branding

AIRPORT SPECIAL

Media data 2026





Branding glass balustrades drivers´ waiting area

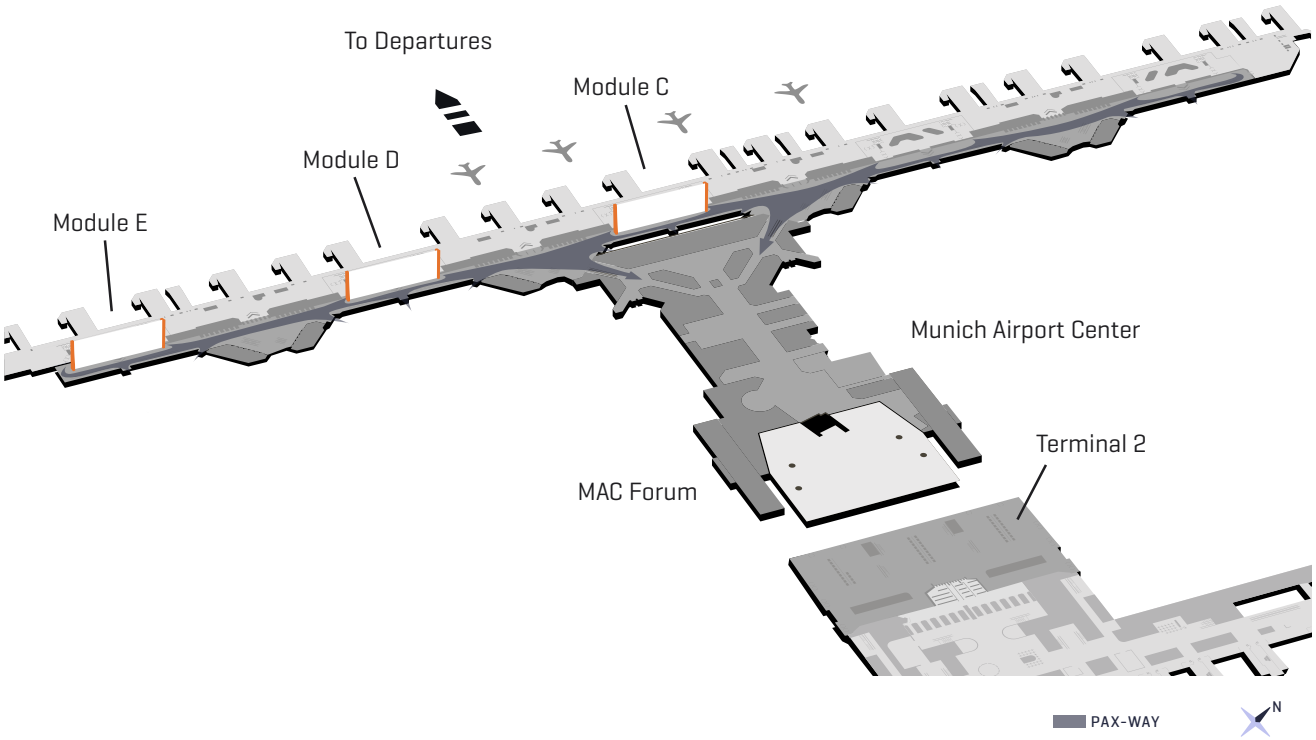
TERMINAL 1, LEVEL 04

Using the glass balustrades in the respective modules means you will reach all incoming passengers at Module C, D and E in Terminal 1. When leaving the baggage claim, all of these passengers pass your prominently-positioned advertising space. Your advertising message receives lasting attention from airport transfer drivers in the respective modules, as they welcome incoming passengers in front of the glass balustrades.

AIRPORT SPECIAL

Media data 2026





Branding glass balustrades drivers´ waiting area

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€11,350	€28,370	€47,280	€78,800

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
on request

NUMBER:
8 glass areas (Modules C, D and E)

MATERIAL:
Film B1, semi-transparent
(fire protection category B1)

PRODUCTION INCL. ASSEMBLY AND DISASSEMBLY:
€7,860**

OBJECT NUMBER: 0010ÖS0374



Branding glass balustrade arrival area

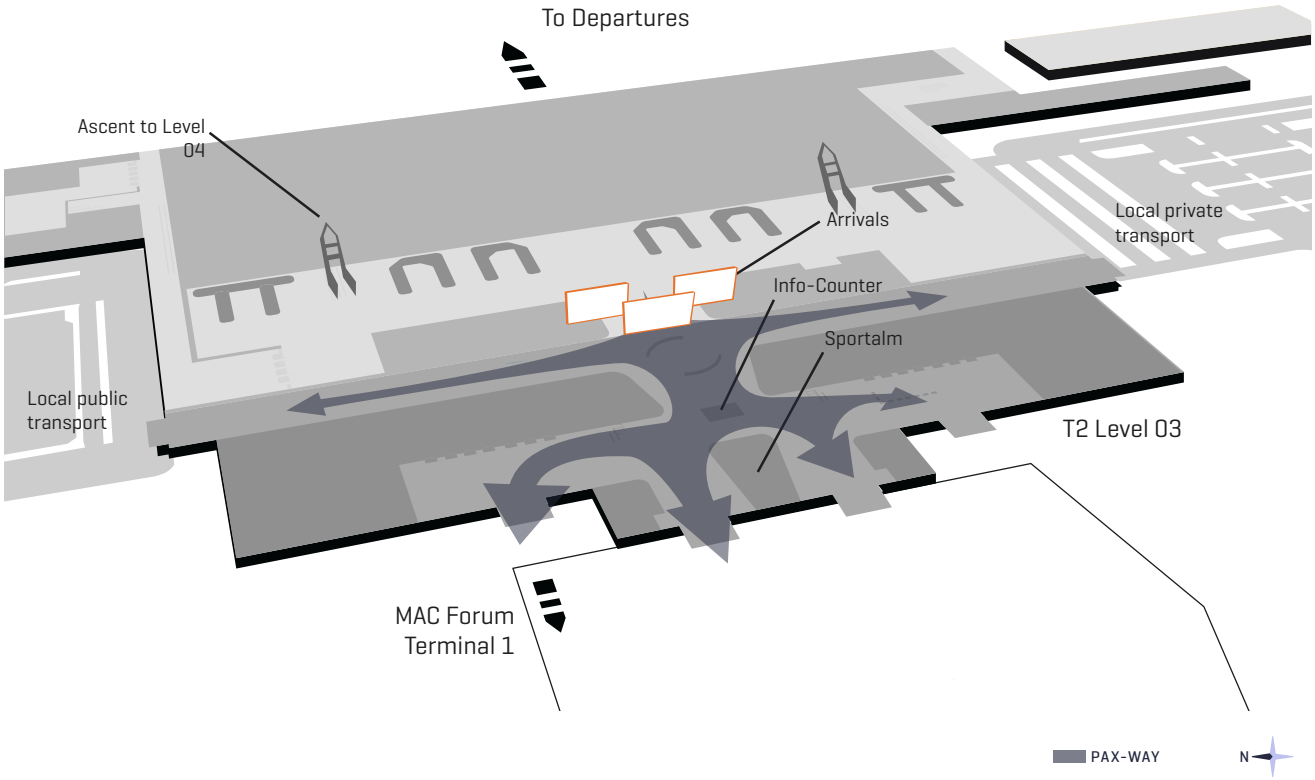
TERMINAL 2, LEVEL 03

Using the glass balustrade in the arrivals area of Terminal 2 enables you to reach all visitors and airport transfer drivers who welcome the incoming passengers.

AIRPORT SPECIAL

Media data 2026





Branding glass balustrade arrival area

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€29,380	€73,440	€122,400	€204,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
Following consultation

NUMBER:
3 spaces (branding in direction of pick up area)

MATERIAL:
Film B1

PRODUCTION:
€4,830** incl. assembly and disassembly

OBJECT NUMBER: 00040P3272



Branding glass balustrades drivers´ waiting area

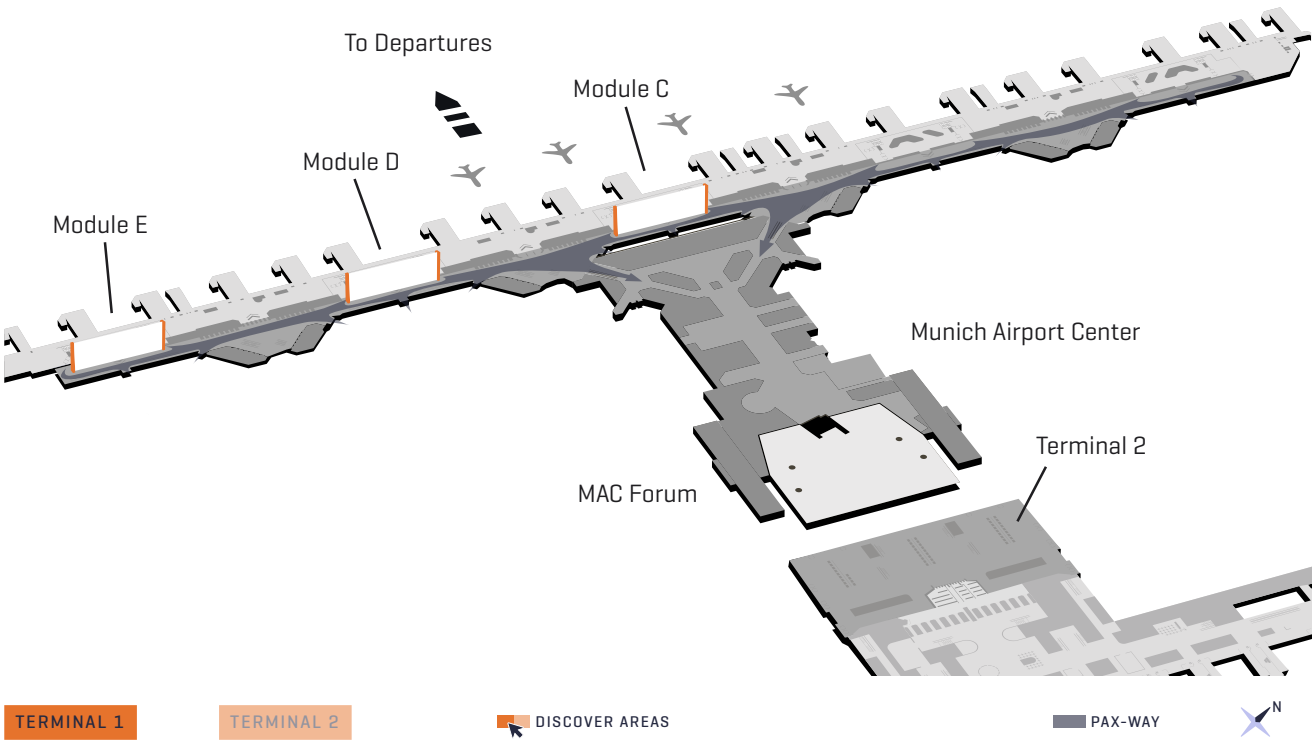
PACKAGE TERMINAL 1 AND TERMINAL 2

Using the glass balustrades in the respective modules means you will reach all incoming passengers in Terminal 2 and at Module C, D and E in Terminal 1. When leaving the baggage claim, all of these passengers pass your prominently-positioned advertising space. Your advertising message receives lasting attention from airport transfer drivers in the respective modules, as they welcome incoming passengers in front of the glass balustrades.

AIRPORT SPECIAL

Media data 2026





Branding glass balustrades drivers´ waiting area

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
(Terminal 1 and Terminal 2)	€37,730	€94,320	€157,200	€262,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
Following consultation

NUMBER:
Terminal 1:
8 glass areas (Modules C, D and E)
Terminal 2:
3 spaces (branding in direction of pick up area)

MATERIAL:
Film B1, semi-transparent
(fire protection category B1)

PRODUCTION:
€12,690** incl. assembly and disassembly

OBJECT NUMBER: 0004ÖP3272, 0010ÖS0374



Branding revolving doors

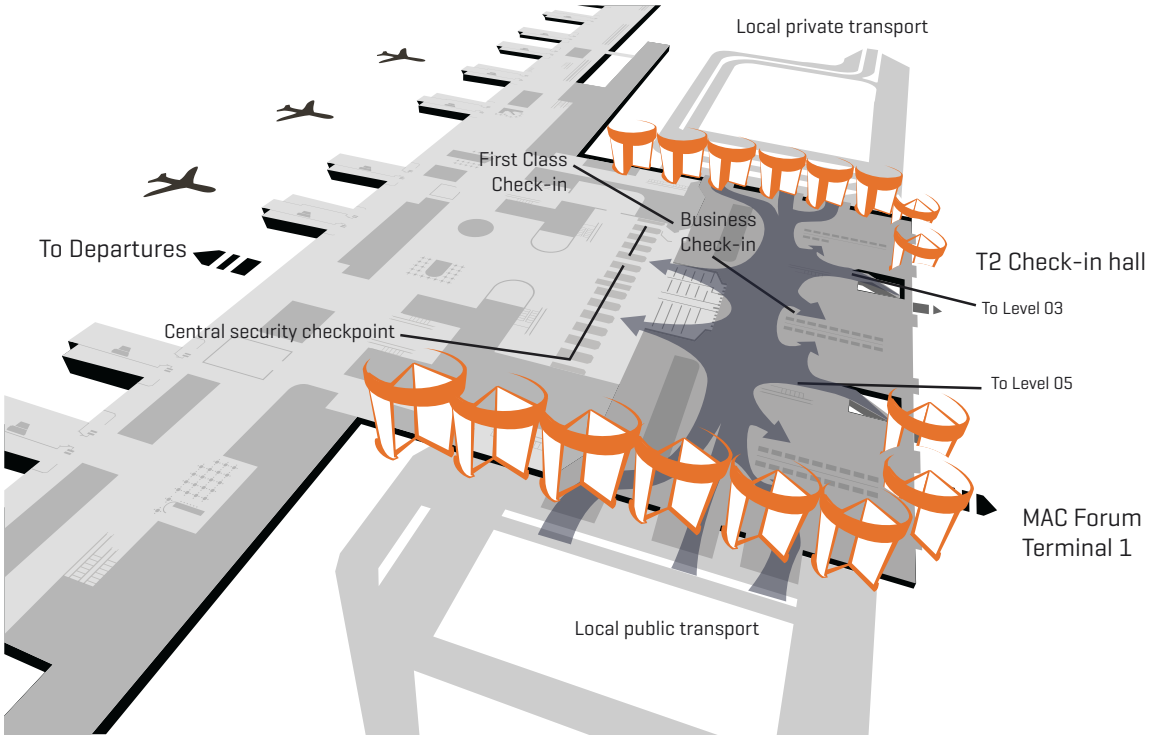
TERMINAL 2, LEVEL 03 AND LEVEL 04

Our advertising spaces on the revolving doors of the entrances and exits of Terminal 2 are unmissable. Your advertising message on the central entrances and exits of the Terminal will attract the attention of all passengers, visitors, airport transfer drivers and employees. This creates direct media contact.

AIRPORT SPECIAL

Media data 2026





Branding revolving doors

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
(Level 03 + Level 04)	€41,620	€104,040	€173,400	€289,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
880 mm x 2,410 mm (WxH)
1,145 mm x 2,410 mm (WxH)
1,250 mm x 2,410 mm (WxH)

NUMBER:
Level 04: 16 coverable revolving doors
Level 03: 8 coverable revolving doors
and Booking per level possible on request

MATERIAL:
Film

PRODUCTION:
upon request

OBJECT NUMBER: 0004ÖP3099, 0004ÖP4100



Glass area MAC Forum

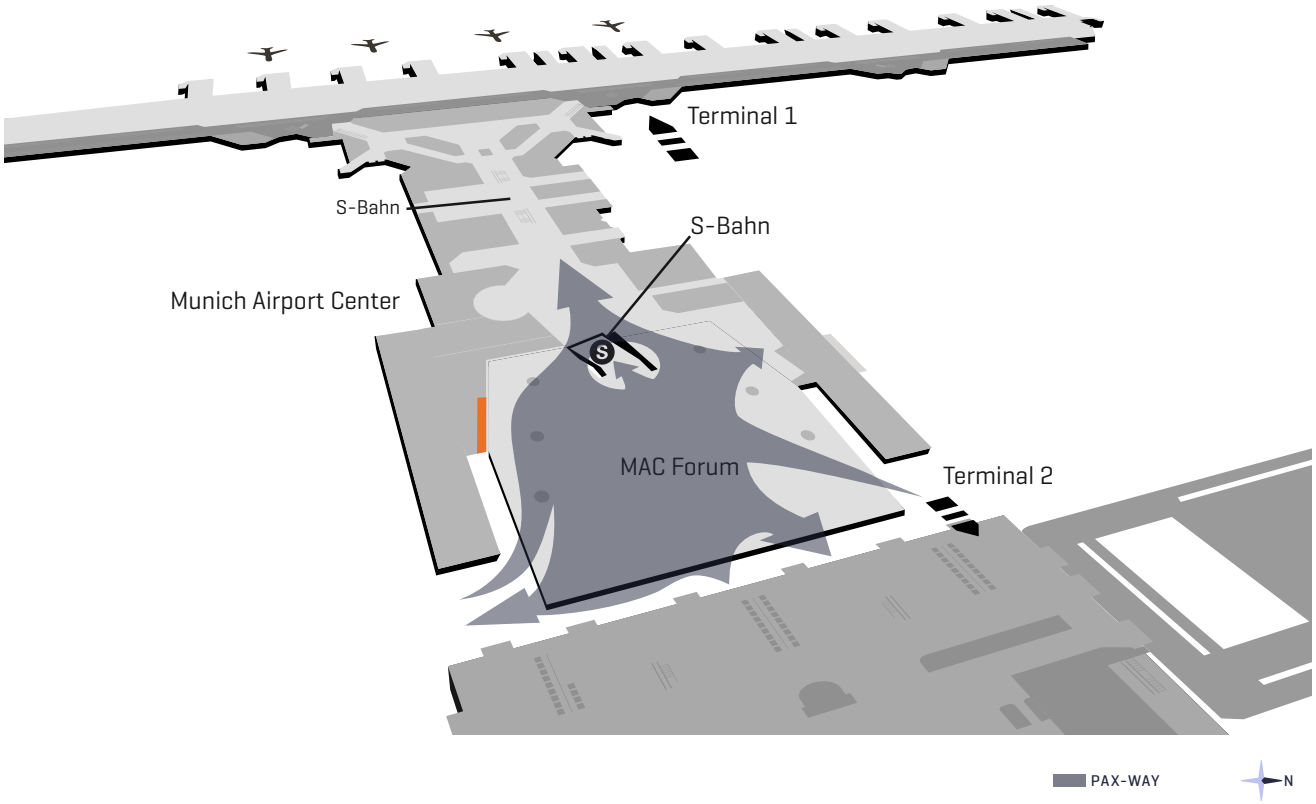
MAC FORUM, LEVEL 03

Apply a label on Europe's largest and internationally known outdoor area and place a part of the glass façade. The covered MAC Forum connects Terminal 1 and Terminal 2 and serves as an event space all year round. Benefit from the high footfall on this central area of the airport to our passengers, as well as Meeters, Greeters, and employees. T2 passengers reach the car rental center, the MAC, and the S-Bahn via the Forum.

AIRPORT SPECIAL

Media data 2026





Glass area MAC Forum

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€19,800	€49,500	€82,500	€137,500

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
15.00 m x 3.80 m (WxH)

NUMBER: 1

MATERIAL:
Film B1 (fire protection category B1)

ADDITIONAL COSTS:
Production, assembly, disassembly and final cleaning of the area: €3,500**

OBJEKT NUMBER: 00100M3367



XL Banner MAC-Forum

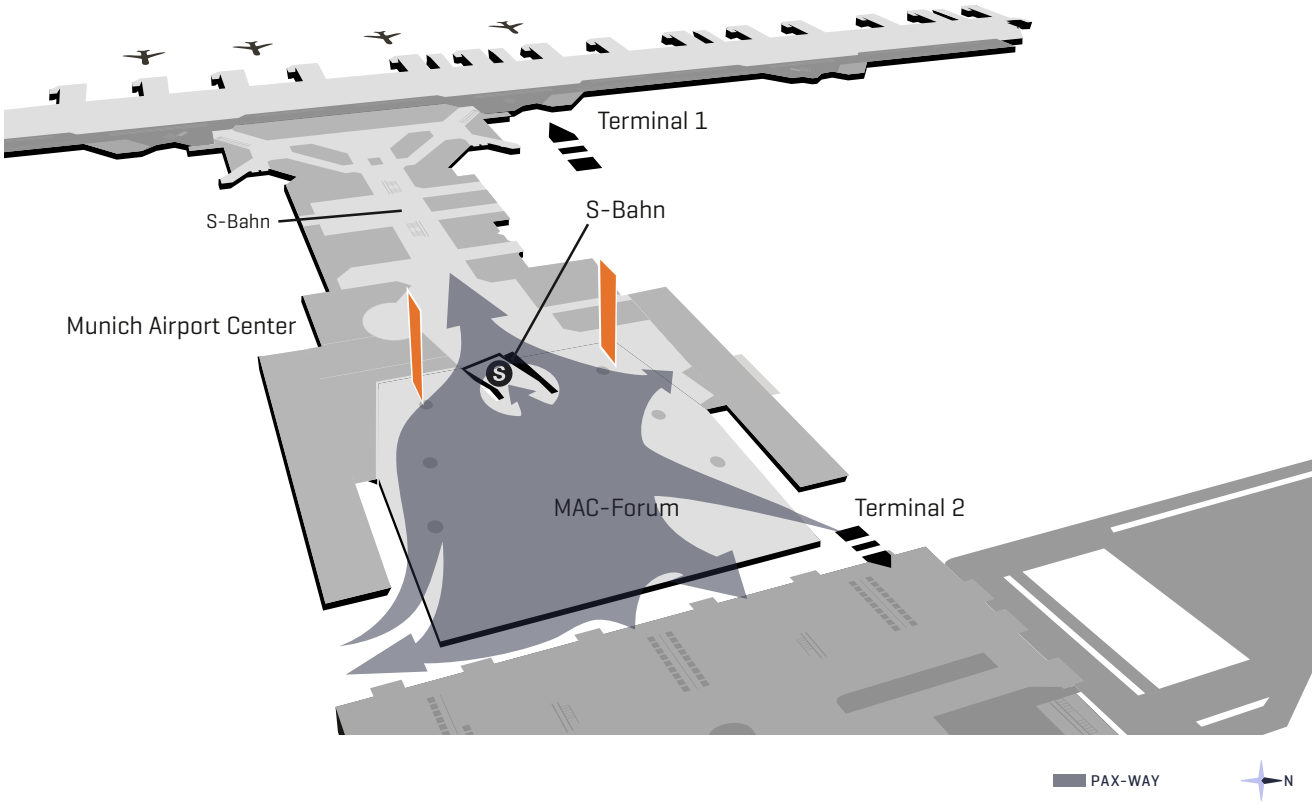
MAC-FORUM, LEVEL 03

The two tall XL banners made of mesh fabric are strategically placed at the north and south elevators in the MAC Forum, providing excellent visibility for all arriving and departing passengers. Especially during events in the MAC Forum, the banners are highly visible and attract visitors' attention. They are also ideal for directly greeting trade visitors arriving at the airport – perfect for fairs, congresses, and other events in Munich. Use this unique opportunity to place your message targeted and effectively.

AIRPORT SPECIAL

Media data 2026





XL Banner MAC-Forum

PRICE PACKAGE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€46,800	€117,000	€195,000	€325,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
2.80 m x 14.80 m (WxH)

NUMBER: 2

MATERIAL:
Mesh (fire protection class B1)

PRODUCTION INCL. ASSEMBLY:
€9,500**

ADDITIONAL COSTS:
Assembly and disassembly comissioned by and at the expense of the client

Banners can also be booked on a weekly basis upon request.

OBJECT NUMBER: 0011ÖM3418



Branding elevator

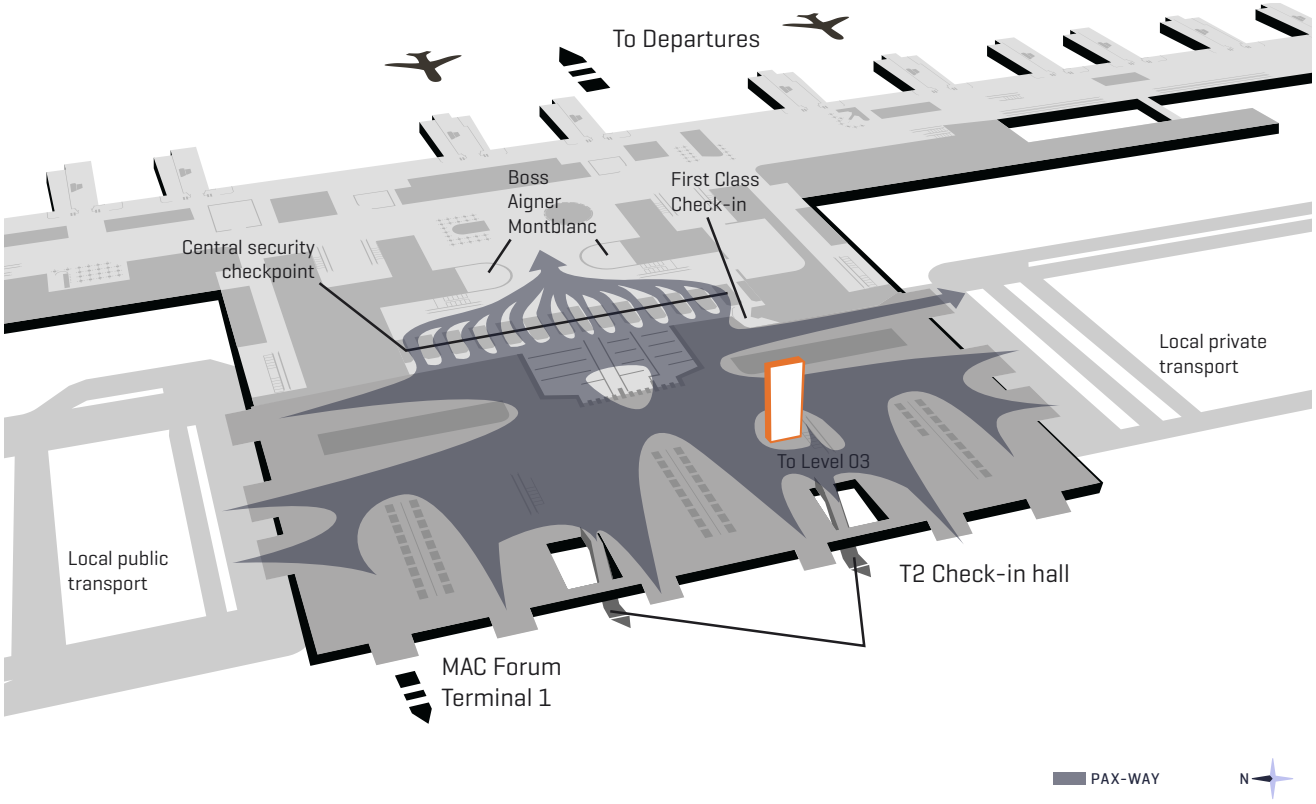
TERMINAL 2, LEVEL 04

In the Check-in hall of Terminal 2 you have the opportunity to reach most of the departing passengers in Terminal 2 and satellite, as well as visitors.
With the branding of the central elevator in the immediate vicinity to access security checkpoint you can speak to our passengers attention-grabbing.
A unique implementation that is characterized by its size and the free space remains in the memory.

AIRPORT SPECIAL

Media data 2026





Branding elevator

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€20,450	€51,120	€85,200	€142,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
2.50 m x 6.90 m (WxH)

NUMBER: 1

MATERIAL:
Aluminum fabric frame + fiberglass stretch fabric

PRODUCTION:
upon request

OBJECT NUMBER: 0004GG0318



Branding table and electrical outlet covers

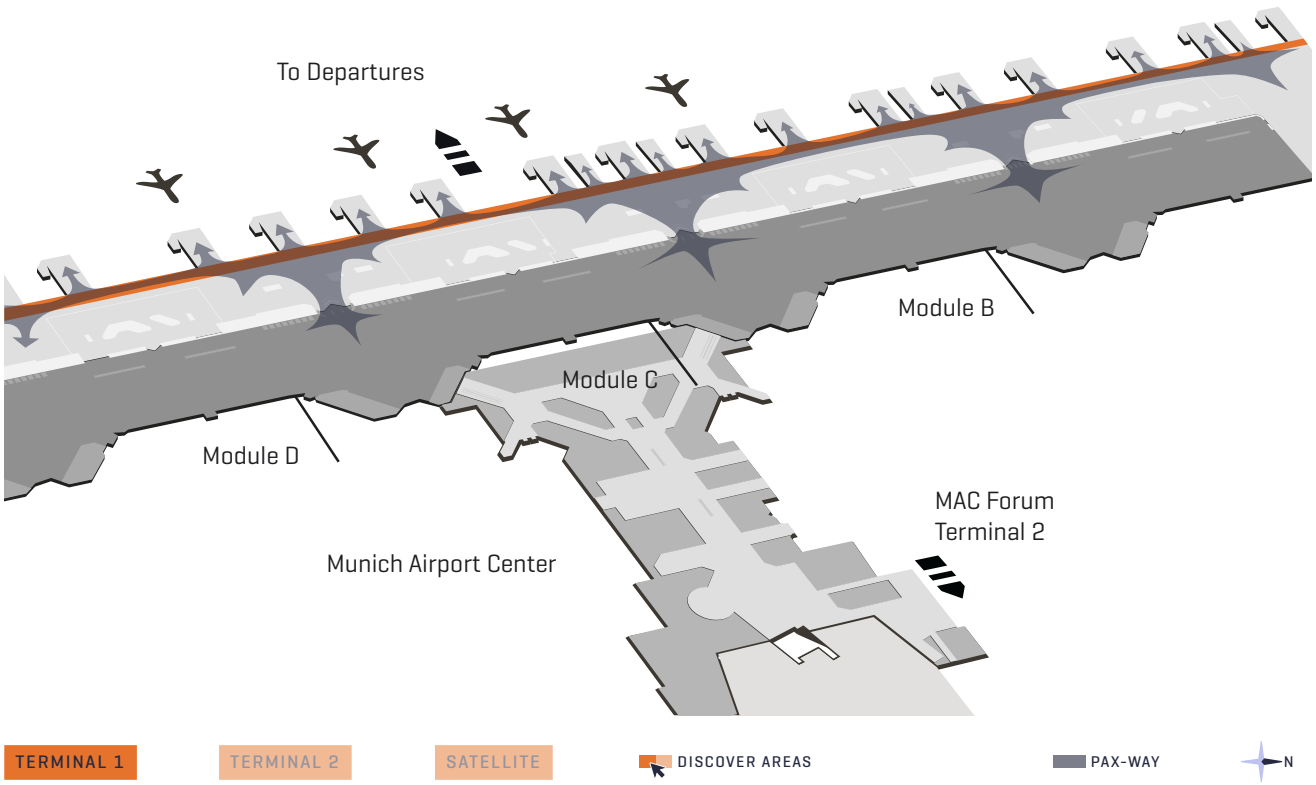
ENTIRE AREA

By placing your brand on table and electrical outlet covers, you can achieve high-impact communication due to the large number of covers and their presence throughout the terminal. Your brand message will reach all passengers in the Schengen and Non-Schengen departure areas, who will be exposed to your campaign for long periods of time due to their waiting time in the terminal and at the gate.
Because these spaces are marketed to only one advertising client at a time, your message will have the exclusive attention of your potential target group.

AIRPORT SPECIAL

Media data 2026





Branding table and electrical outlet covers

PRICE *	6 MONTHS	1 YEAR
[Terminal 1]	€71,400	€119,000
[Terminal 2, SAT]	€210,000	€350,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
Details upon request

NUMBER:
Terminal 1: about 450 spaces
Terminal 2: about 465 spaces
SAT: about 346 spaces

In Terminal 1, tables with and without electrical outlet covers will be branded. In Terminal 2 and SAT, only tables with electrical outlet covers will be branded.

PRODUCTION INCL. ASSEMBLY AND DISASSEMBLY:
Full wrapping:
€13,225** in Terminal 1
€36,800** in Terminal 2 and SAT

Partial wrapping:
€24,265** in Terminal 2 and SAT

OBJECT NUMBER: 0011GS0373, 0004GG0422



Wall branding and CLP cabinet GAT package

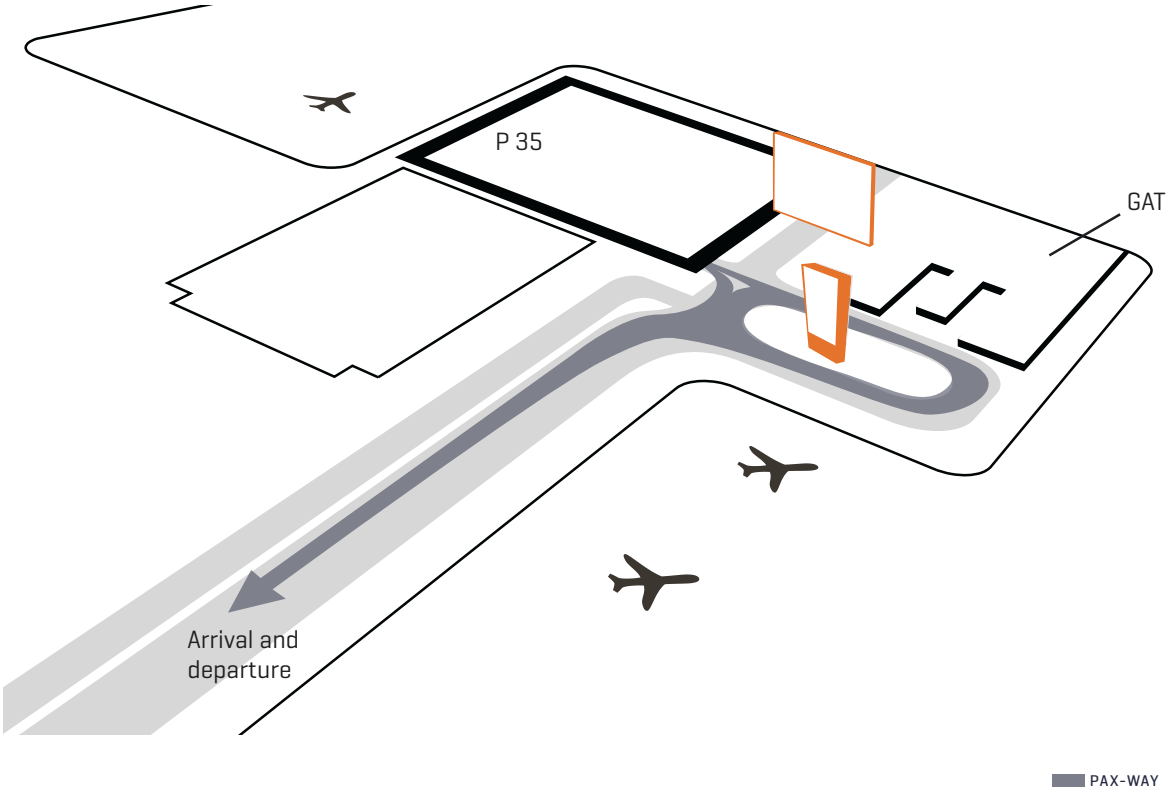
GENERAL AVIATION TERMINAL

All private planes take off and land in the General Aviation Terminal. This makes it possible that you can address a very exclusive target group. The wall branding is located at the left wall facade in the immediate area of the entrance and exit of the building and the two-sided CLP cabinet is located next to the access road in front of the GAT.

AIRPORT SPECIAL

Media data 2026





Wall branding and CLP cabinet GAT package

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
(package with CLP cabinet)	€17,570	€43,920	€73,200	€122,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
4.10 m x 3.10 m (WxH)
1,150 mm x 1,710 mm (WxH)

NUMBER:
1 object
1 cabinet (two-sided)

MATERIAL:
Object: PVC Plane
Cabinet: PVC-foil

PRODUCTION:
€700; €120**

ADDITIONAL COSTS:
Assembly and disassembly:
€620; €50 **

OBJECT NUMBER: 0011ÖG3248; 0002ÖG4010



Branding access arrival area

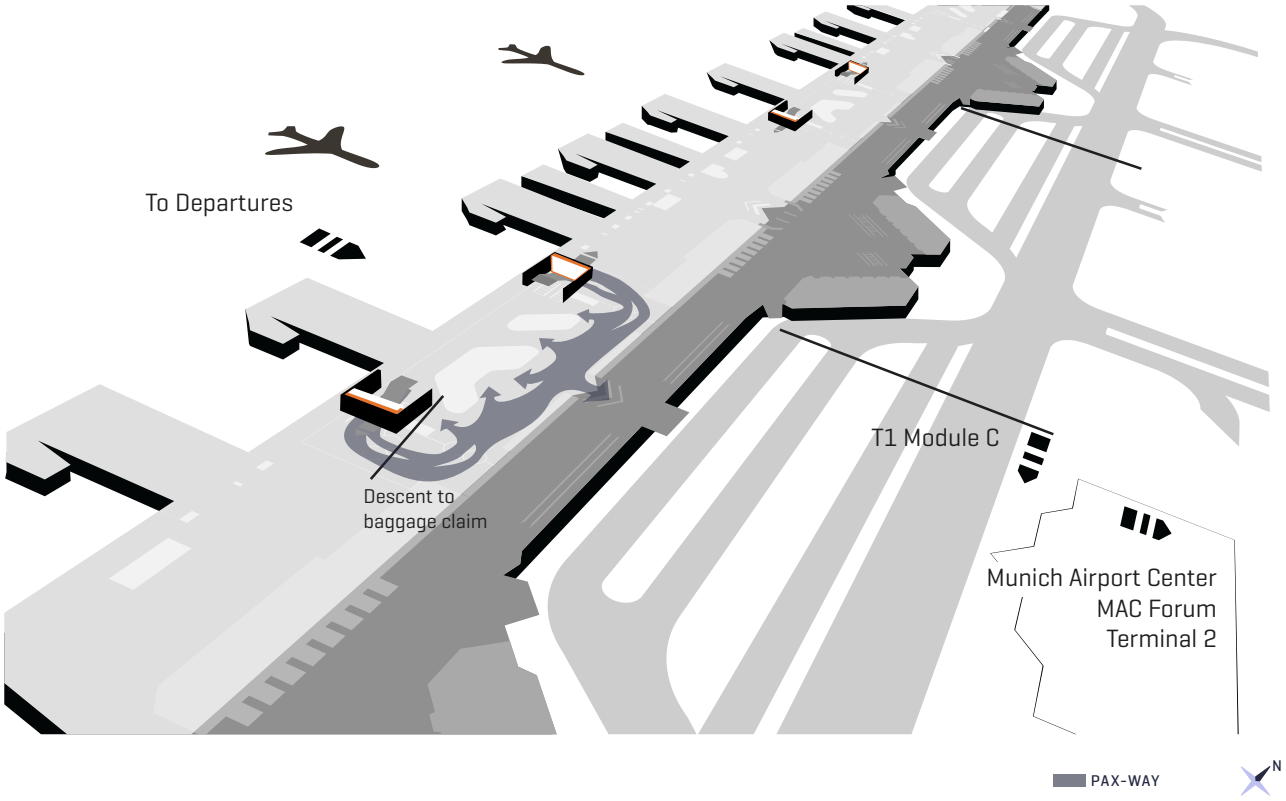
TERMINAL 1, LEVEL 04/03

Our advertising spaces on concrete pillars are very visible. All passengers arriving from the passenger boarding bridges at Module C, D and E see your advertising message on the central exits to the baggage claim in the non-public area. Your target group are sure to remember this first contact in the Terminal after landing.

AIRPORT SPECIAL

Media data 2026





Branding access arrival area

TOTAL PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Module C, D & E	€7,490	€18,720	€31,200	€52,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
1.40 m x 0.80 m (WxH)

NUMBER:
Total 3 networks:
Module C: 4 areas
Module D: 4 areas
Module E: 4 areas

MATERIAL:
Following consultation

RODUCTION:
€4,320 for all 3 networks

ADDITIONAL COSTS:
Assembly and disassembly for all
3 networks: €1,260

OBJECT NUMBER: 0011NA4002



Branding baggage trolleys

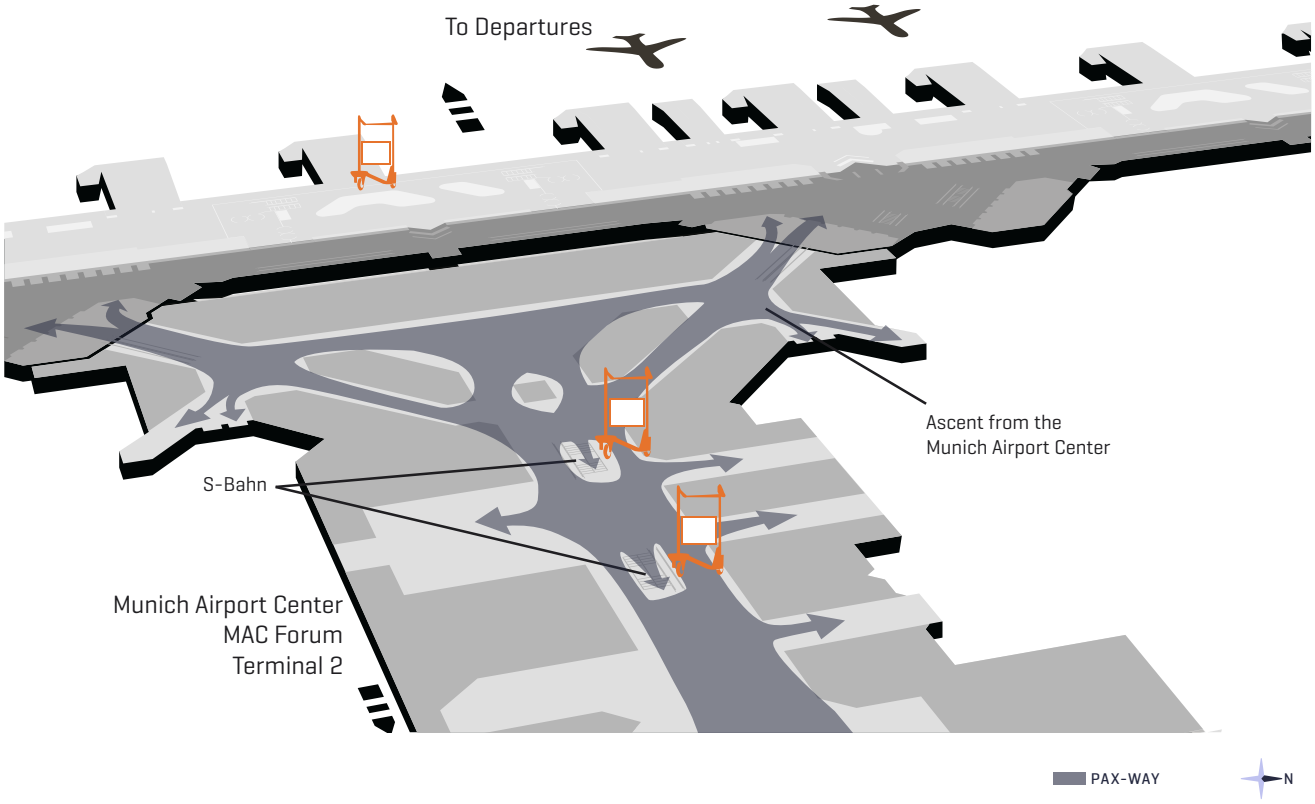
ENTIRE AREA

Your advertising message on our baggage trolleys will be sure to attract passengers' attention. This advertising medium is high-quantity and used across a wide area, meaning that it addresses a high number of passengers and visitors. A full-coverage baggage trolley booking will give you the greatest possible reach.
Both sides of the advertising signs on the baggage trolleys can be designed.

AIRPORT SPECIAL

Media data 2026





Branding baggage trolleys

PRICE*	1 YEAR
for 2,700 baggage trolleys	€238,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
500 mm x 400 mm (WxH), both sides

NUMBER:
Terminal 1 and 2: 2,700 trolleys

MATERIAL:
Aluminium plates

PRODUCTION:
on request

OBJECT NUMBER: 0011ÖS0337



Branding shopping carts

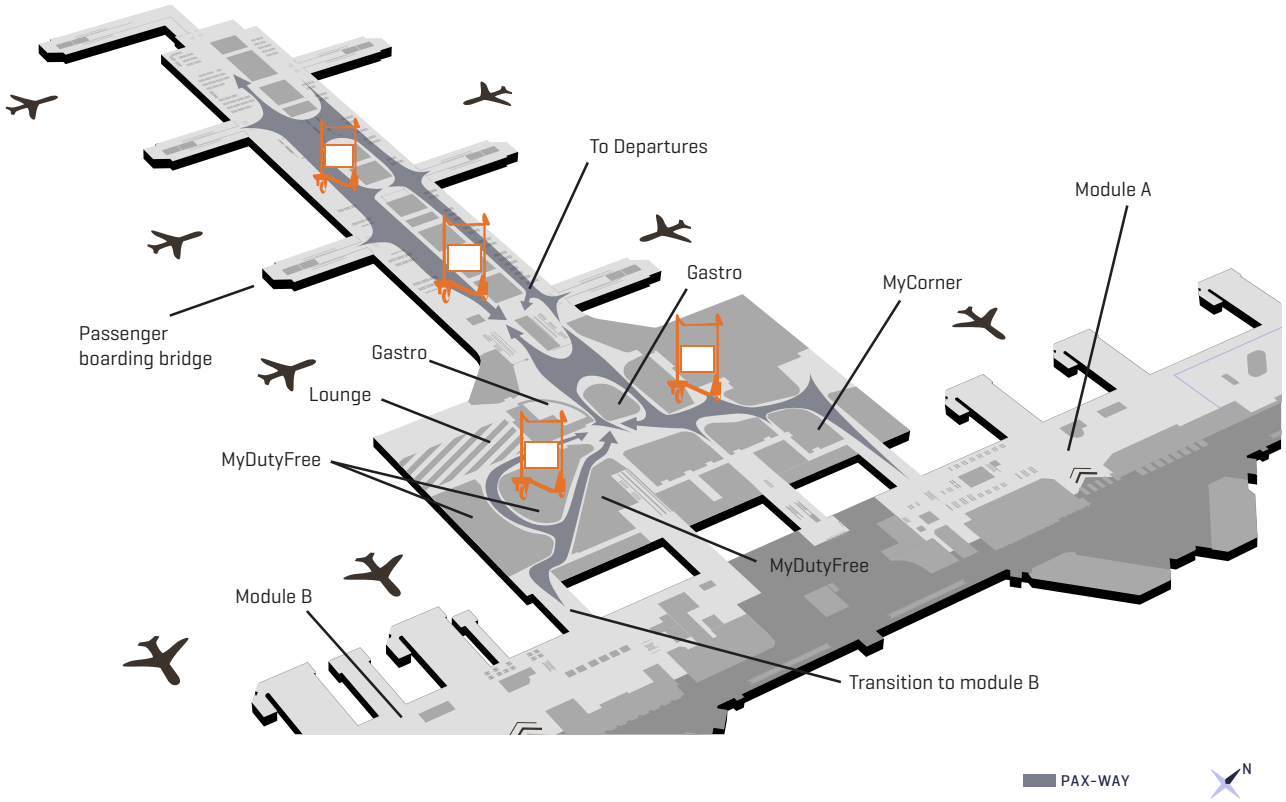
T1-PIER

Your advertising message will certainly be noticed on our shopping carts. This advertising carrier reaches many passengers due to its wide range of use throughout the entire T1-Pier. The advertising signs on the carts are usable on both sides and from the front, twice.

AIRPORT SPECIAL

Media data 2026





Branding shopping carts

PRICE*	1 YEAR
For 50 carts	€13,500

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
Side, rounded branding:
maximum height about 75 cm.

NUMBER:
T1-Pier: 50 carts (each 4 branding spaces usable)

MATERIAL:
Aluminium plates

PRODUCTION INCL. ASSEMBLY:
5.000 EUR**

OBJECT NUMBER: 0011GX0528



Branding car park tickets

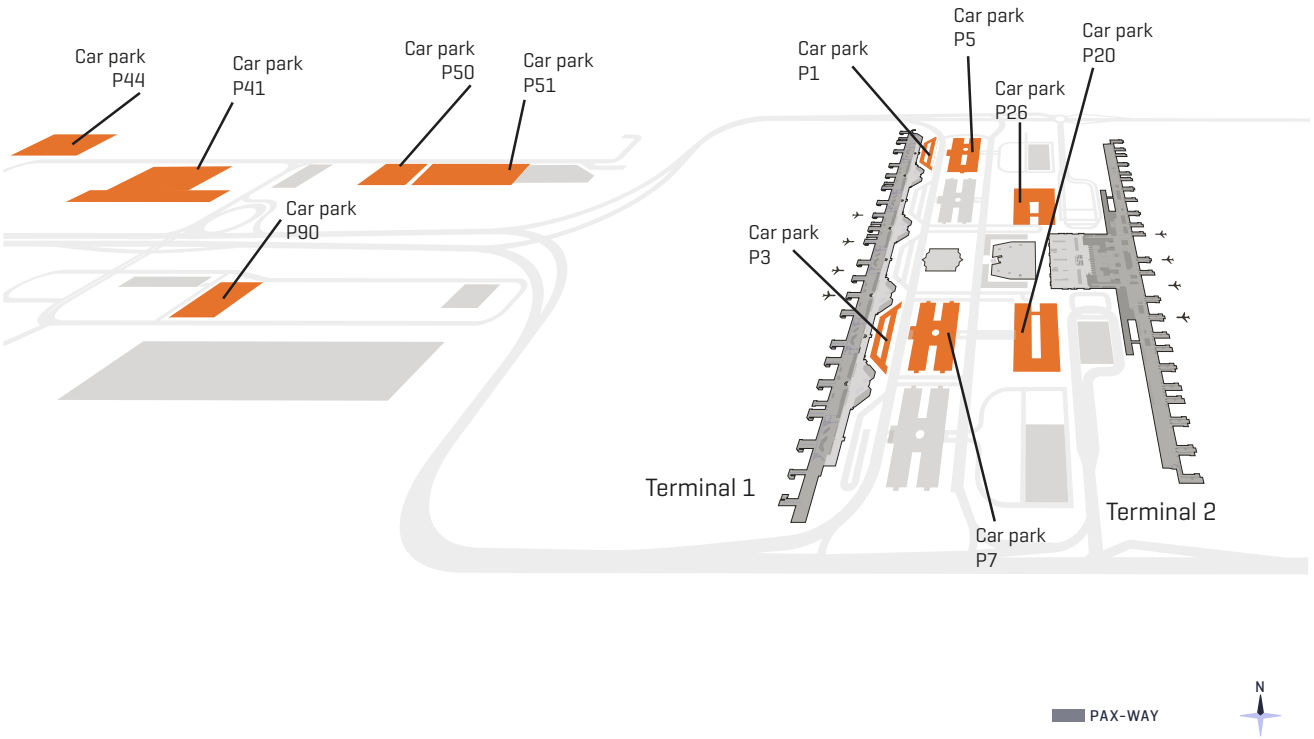
ENTIRE AREA

Take the opportunity to put your advertising on our car park tickets.
Your brand is added to 1 million tickets and you can even specify which car parks and holding zones these are used in. This means, for example, that you can very successfully reach business travellers, or even private travellers arriving or leaving by car.

AIRPORT SPECIAL

Media data 2026





Branding car park tickets

PRICE*	1 MILLION TICKETS
	€40,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
Standard-size tickets. Printable on one side.

NUMBER:
1,000,000

PRODUCTION:
upon request

ADDITIONAL COSTS:
Assembly and disassembly upon request

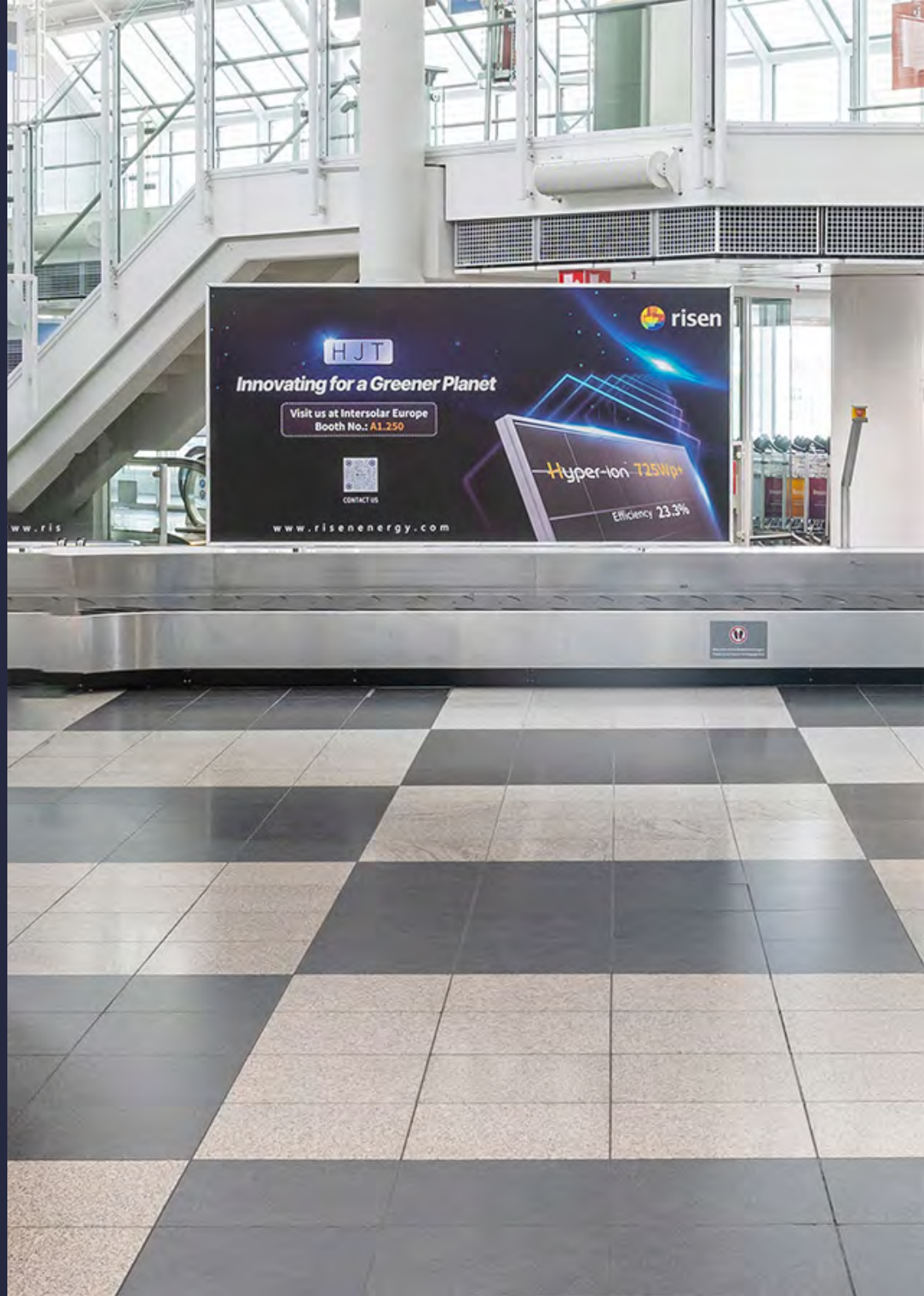
MISCELLANEOUS:
The minimum acceptance quantity is 1 million tickets, which are used in the selected car parks until they are used up.

OBJECT NUMBER: 0011ÖP0270

Luggage belt advertising

AIRPORT SPECIAL

Media data 2026





Advertising objects luggage belts

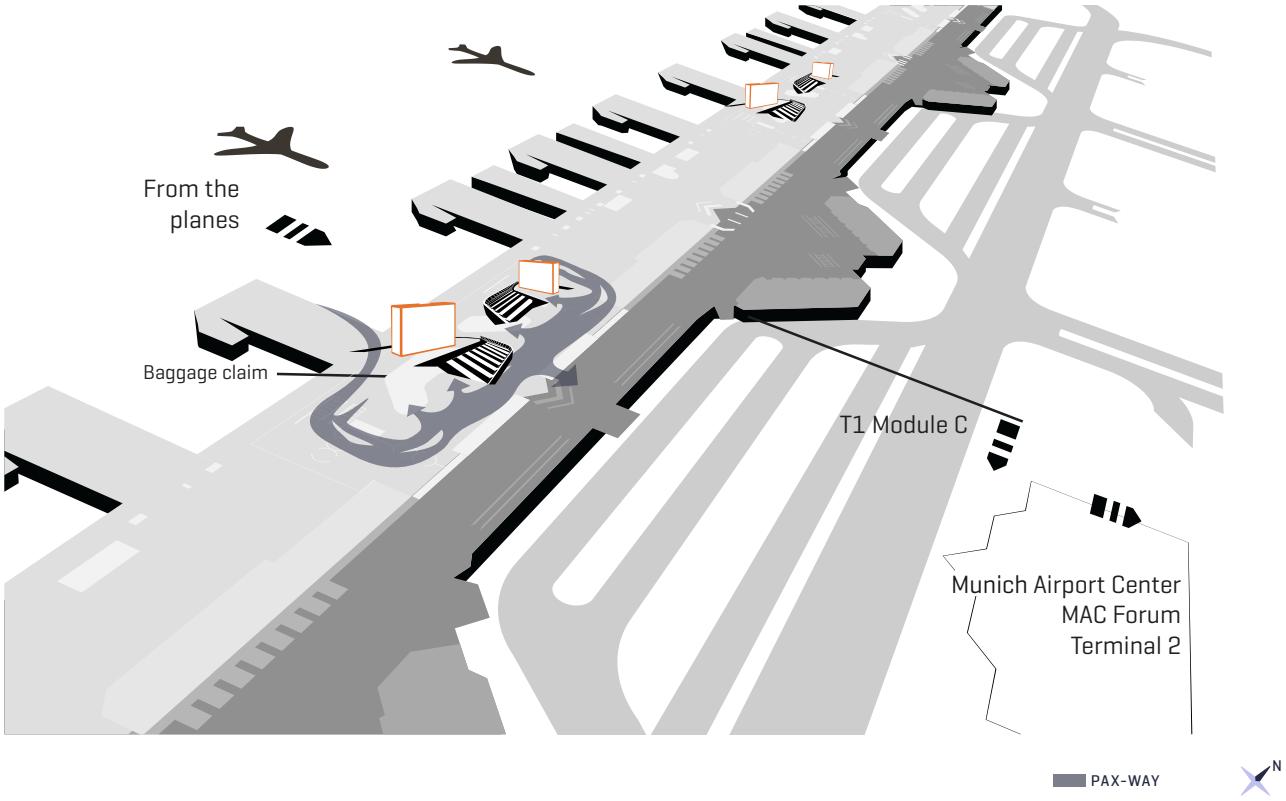
TERMINAL 1, LEVEL 04

A high-credibility way to convey your advertising message is available in the form of advertising objects on the luggage belts in the modules A, C, D und E. The fact that passengers stay next to the belts for a while, and the advertising objects are always in front of the luggage on the belts means that these adverti-sing media are in the direct line of view for your target group.

AIRPORT SPECIAL

Media data 2026





Advertising objects luggage belts

PRICE PER MODULE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€5,040	€12,600	€21,000	€35,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
Format/location following consultation

NUMBER:
In each instance, 2 objects in Modules A, C, D and E.
This advertising is booked per module.
As there are two luggage belts in each module, one advertising object is positioned on each luggage belt.

MATERIAL:
Following consultation

PRODUCTION:
Commissioned by and at the expense of the client

MISCELLANEOUS:
Objects are assembled on round base supports (set up and installed by Flughafen München GmbH). The object must not project beyond the edge of the base support.

OBJECT NUMBER: 0011NA4339, 0011NC4343, 0011ND4345, 0011NE4347



Advertising objects luggage belts

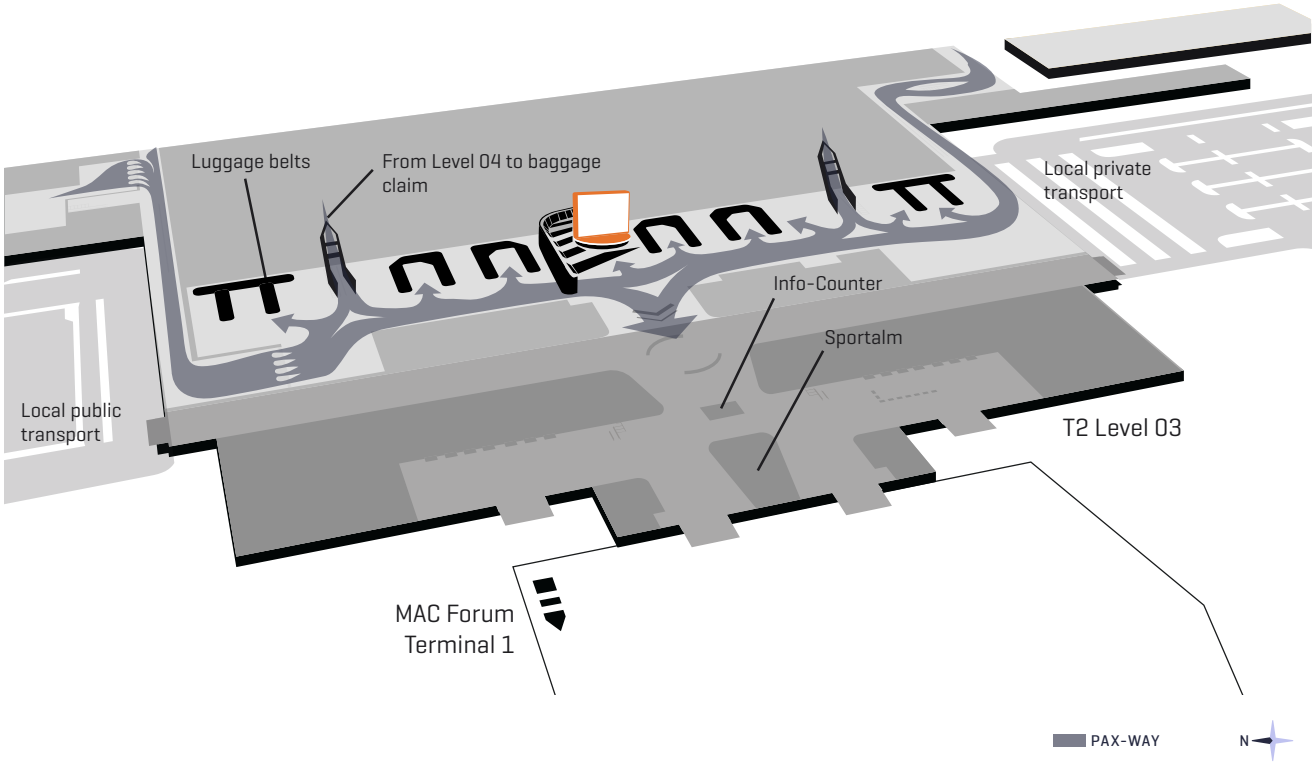
TERMINAL 2, LEVEL 03

Our advertising objects on luggage belts in the central baggage claim are very effective and always an eye catcher. The time that passengers need to spend next to the belts and the ideal positioning of individual advertising media mean that your advertising message will receive the direct attention of incoming passengers.

AIRPORT SPECIAL

Media data 2026





Advertising objects luggage belts

PRICE PER OBJECT*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€9,360	€23,400	€39,000	€65,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
780 mm x 450 mm (diameter x H)

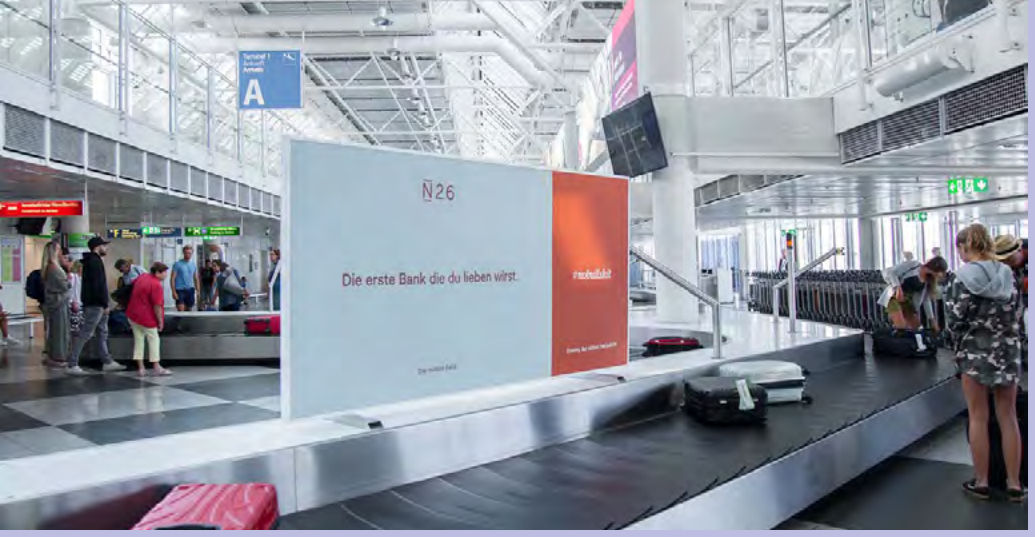
NUMBER:
11 luggage belts, which can each be booked individually with one advertising object

MATERIAL:
upon request

PRODUCTION:
upon request

MISCELLANEOUS:
Objects are assembled on round base supports (set up and installed by Flughafen München GmbH). The object must not project beyond the edge of the base support.

OBJECT NUMBER: 0004NP3111, 0004NP3232, 0004NP3233, 0004NP3234, 0004NP3235, 0004NP3295, 0004NP3296, 0004NP3297, 0004NP3419, 0004NP3420, 0004NP3425



Stand-up displays luggage belt

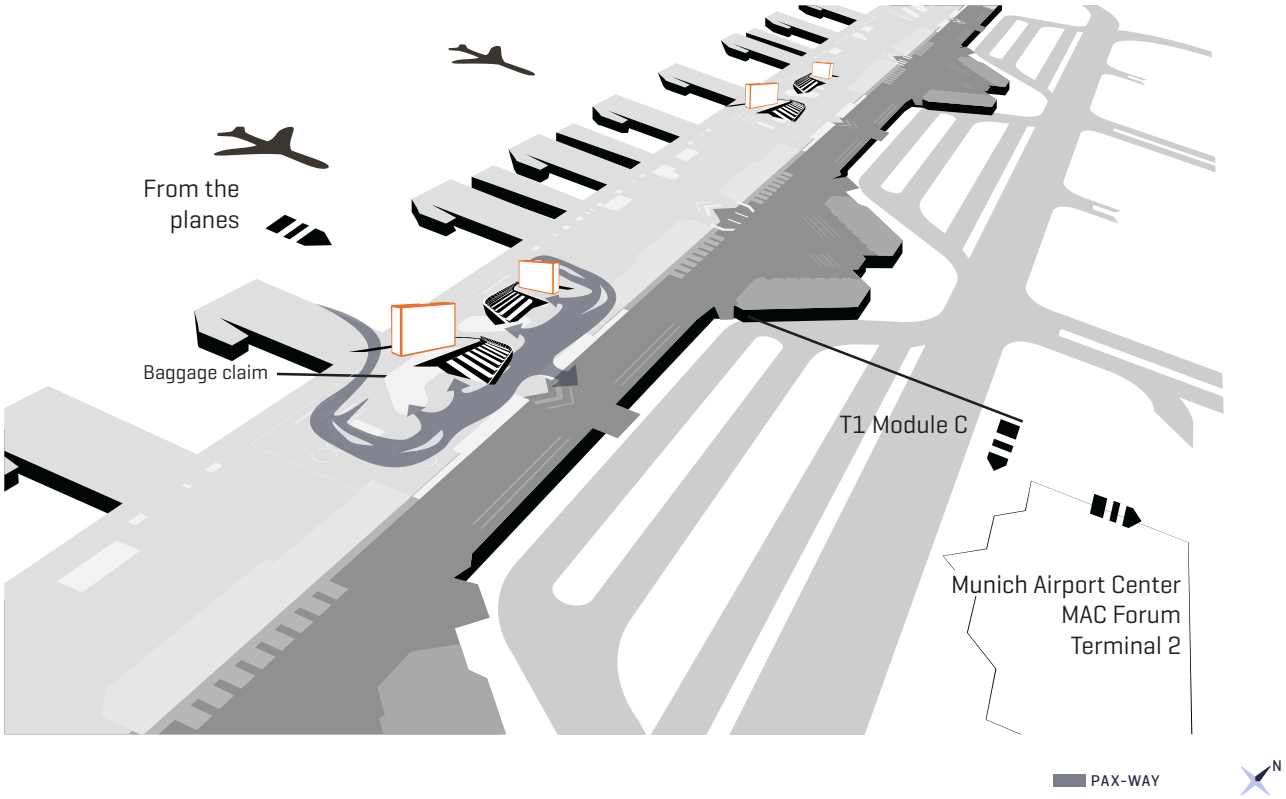
TERMINAL 1, LEVEL 04

Our stand-up displays on luggage belts in baggage claims of the modules A, C, D and E attract a lot of attention. After landing, all passengers have to go through the baggage claim area to get to the public airport area, and the exit.
Our standard displays on luggage belts are therefore perfectly positioned in the line of view of all passengers. Your advertising message will of course also receive particular attention from travellers who wait next to the belts for their luggage.

AIRPORT SPECIAL

Media data 2026





Stand-up displays luggage belt

PRICE PER MODULE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€5,180	€12,960	€21,600	€36,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
Large stand-up display: 3.00 m x 1.50 m
Small stand-up display: 2.40 m x 1.20 m

NUMBER:
Each module (A, C, D and E) has a separate baggage claim, each with a large and a small luggage belt. Both luggage belts can be equipped with one stand-up display each.

MATERIAL:
At least B1, hardly inflammable (DIN 4105 or EN 13502)

PRODUCTION AND CHANGE ASSEMBLY:
€1,880 (per module: one large and one small stand-up display)

OBJECT NUMBER: 0011NA4338, 0011NC4342, 0011ND4344, 0011NE4346

Giant posters

AIRPORT SPECIAL

Media data 2026





Giant poster central access road

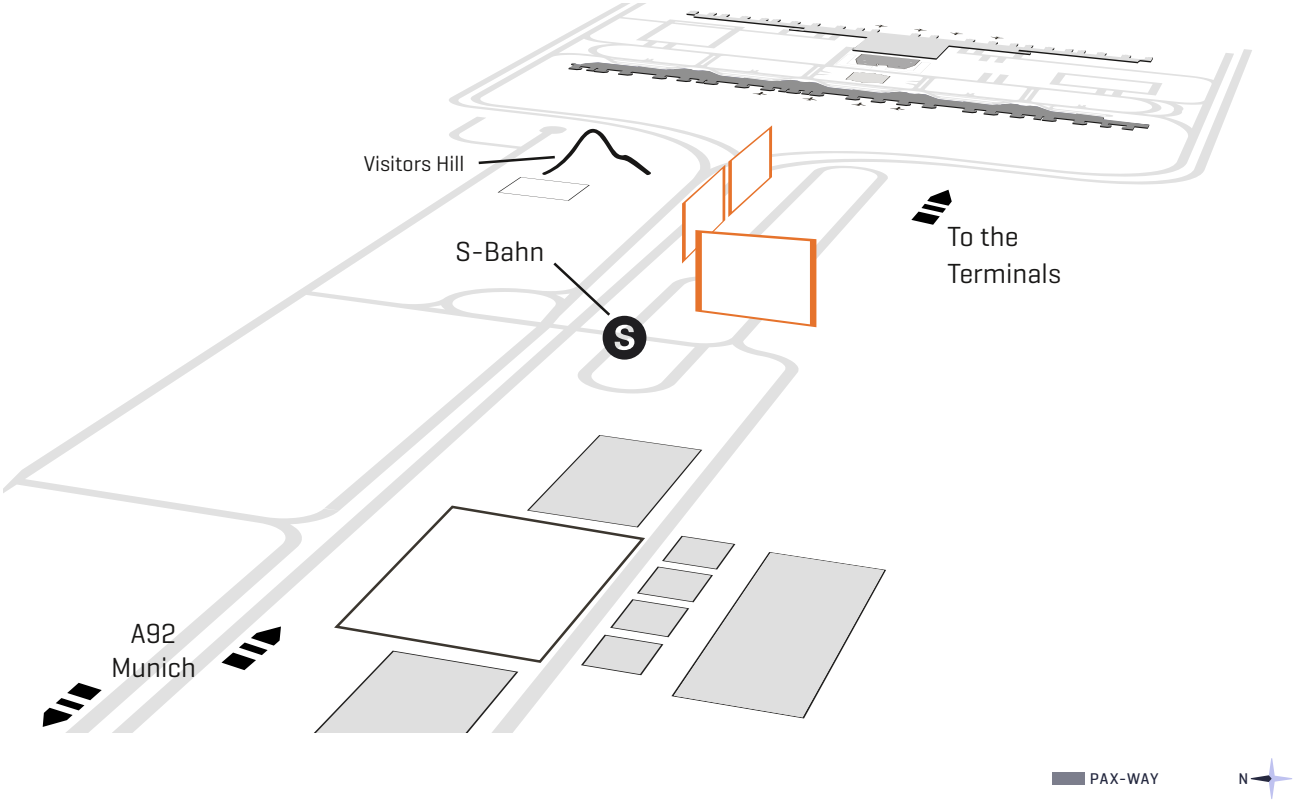
CAR PARK P90 FACADES

The large-format areas on car park P90 are ideal for ensuring that your advertising message reaches a wide audience. Directly next to the “Visitors Park” S-Bahn stop, you will not only reach all passengers but also visitors travelling to and from the airport on the S-Bahn. You are also guaranteed the first and final contact for all those travelling to and from the Airport via the central approach road.

AIRPORT SPECIAL

Media data 2026





Giant poster central access road

PRICE PACKAGE*	1 YEAR
	€365,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
North-east/North-west: 30.22 m x 15.88 m (WxH)
West: 21.90 m x 15.88 m (WxH)

NUMBER: 3

MATERIAL:
on request

PRODUCTION:
€36,010** for three giant poster

ADDITIONAL COSTS:
Assembly and disassembly including cleaning (subject to weather conditions)
€22,660** for three giant posters

MISCELLANEOUS:
Subject to approval from the District Office of Erding. Costs incurred by the district office (approx. €60-100).

OBJECT NUMBER: 0009ÖP0168, 0009ÖP0169, 0009ÖP0170



Giant poster business car park

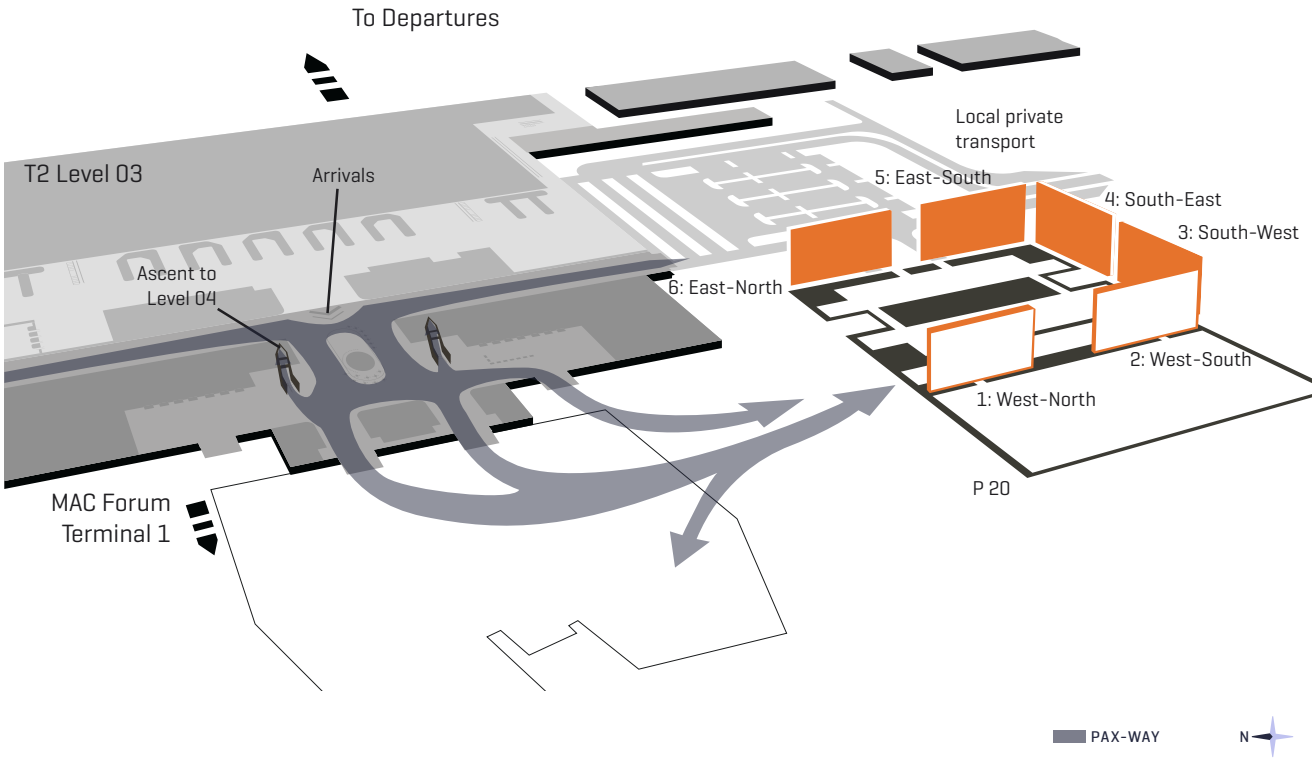
CAR PARK P20 FACADES

Our giant posters on the facades of business car park P20 are unmissable. The posters are visible from a distance to passengers who are travelling to Terminal 2 by car, returning their rental car or leaving their car in the largest parking garage at our campus. The sheer size of your advertising will make it a true headturner!

AIRPORT SPECIAL

Media data 2026





Giant poster business car park

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
per giant poster	€47,520	€118,800	€198,000	€330,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
20.00 m x 12.00 m (WxH)

NUMBER: 6, each of that:
2 on the east facade of P20
2 on the west facade of P20
2 on the south facade of P20

MATERIAL:
Mesh

PRODUCTION:
€6,560** per giant poster

ADDITIONAL COSTS:
Assembly and disassembly per giant poster (subject to weather conditions) including cleaning: €4,370**

OBJECT NUMBER 1-6:
0009ÖP0162, 0009ÖP0163, 0009ÖP0165, 0009ÖP0164, 0009ÖP0167, 0009ÖP0166

Brand Experience

PROMOTION AREAS

EXPONAT SPACES

EVENT SPACES

Media data 2026

Promotion areas

BRAND EXPERIENCE

Media data 2026





Sampling MAC Forum, MAC and Terminal 1

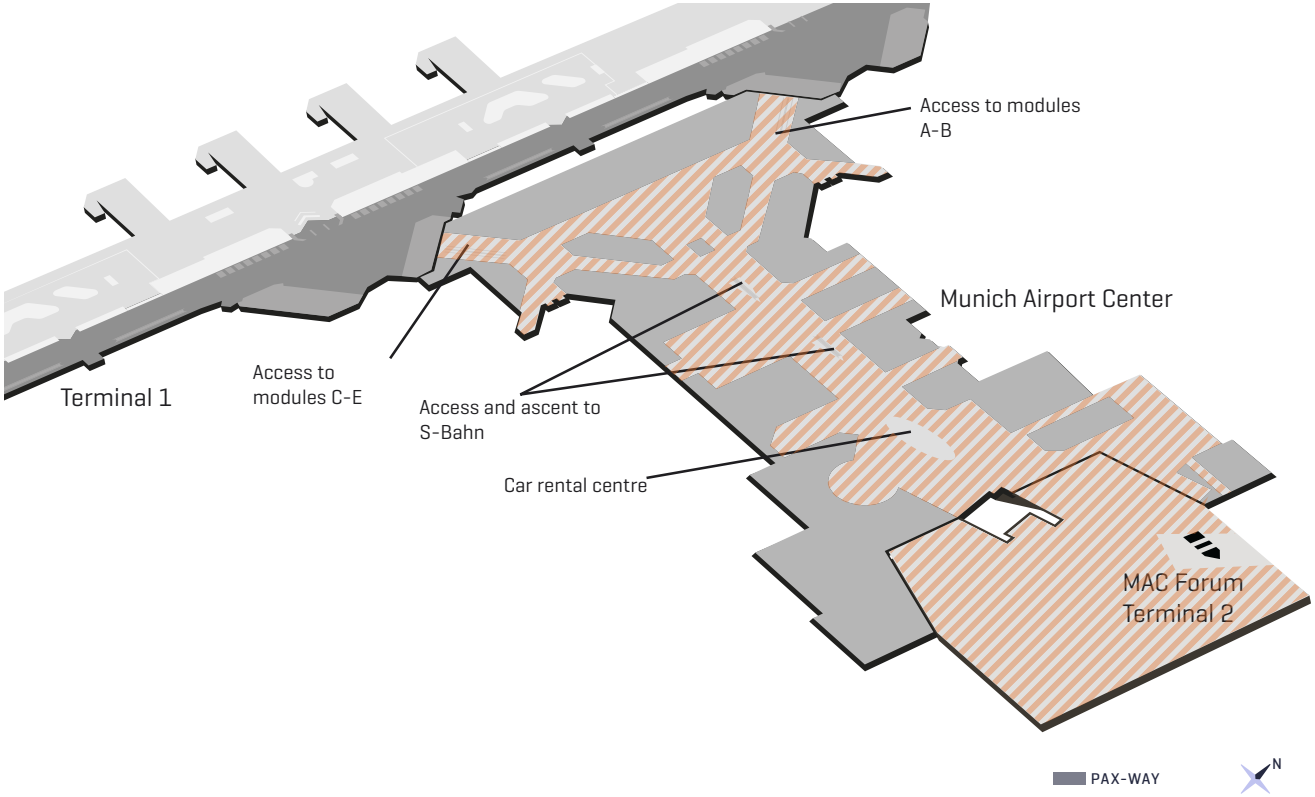
MAC FORUM, MAC AND TERMINAL 1

In the Munich Airport Center, you are doing more than just addressing those passengers travelling through Terminal 1; a mobile distribution of your sampling campaigns means that you can reach customers in the car rental centre or guests visiting the restaurant that is located there. With a sampling campaign in the central MAC Forum, you have the opportunity to present your brand to passengers passing between Terminal 1 and Terminal 2. In Terminal 1 you have the option of reaching all passengers departing there in the public and non-public areas and in the individual modules.

BRAND EXPERIENCE

Media data 2026





Sampling MAC Forum, MAC and Terminal 1

PRICE*	5 DAYS (MINIMUM USE)	EACH ADDITIONAL DAY
MAC, Terminal 1	€5,000	€1,000
MAC Forum	€5,500	€1,100

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

Location by arrangement
(Centreal area, Munich Airport Center Forum, Terminal 1)

ADDITIONAL COSTS:
See general terms and conditions

DISCOUNT:
In the event of consecutive promotion periods of 15 days or more, we will be happy to offer you a discount of 10%.

OBJECT NUMBER: 0004ÖZ3157, 0004ÖS4245, 0004ÖZ3160



Sampling Terminal 2 and SAT

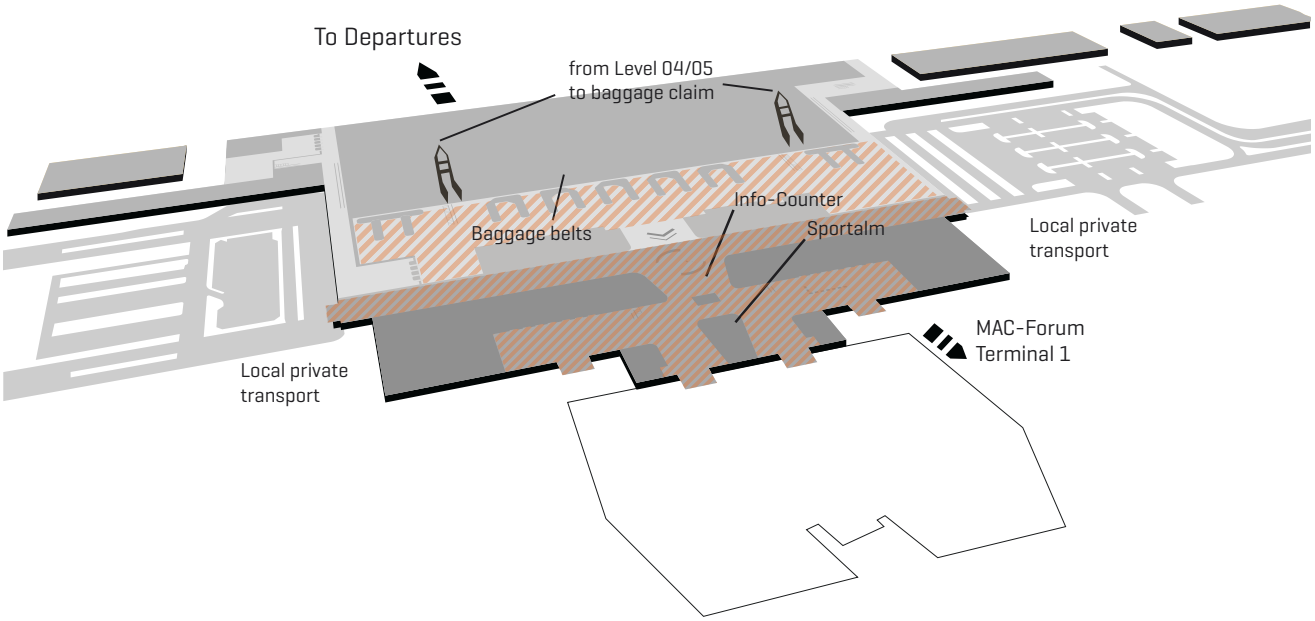
TERMINAL 2 AND SATELLITE

In all areas of Terminal 2 you have the opportunity to use a promotion to directly reach travelers in public or non-public areas. For example, you can place your promotion in the arrival area or in the baggage claim area, in the Check-in area, in the plaza or in the piers.
On our promotional space on the satellite, you have the opportunity to convince the travelers exclusively of your product. You can place your promotion in the plaza area or in the outsourced departure and arrival areas. There you can meet all passengers of Lufthansa and their partner airlines. All travelers are able to switch between buildings without departuring in satellite and try the varied shopping and dining options. Through a mobile promotion you will reach the entire level.

BRAND EXPERIENCE

Media data 2026





TERMINAL 2 SATELLITE DISCOVER AREAS PAX-WAY N

Sampling Terminal 2 and SAT

PRICE*	5 DAYS (MINIMUM USE)	EACH ADDITIONAL DAY
	€8,050	€1,150

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

Location by arrangement
(Public or non-public area possible,
e.g. Check-in or Plaza area)

ADDITIONAL COSTS:
See general terms and conditions

DISCOUNT:
In the event of consecutive promotion periods of 15 days or more, we will be happy to offer you a discount of 10%.

OBJECT NUMBER: 0009NP4078ff.

Exhibition and Promotion areas in the terminals and the Munich Airport Center

GENERAL TERMS AND CONDITIONS FOR LEASING

Media data 2026

Please note the following for product presentations, samplings or conducting sweepstakes:

1. In order to achieve campaign clearance, originals of all the material to be distributed must be submitted to Flughafen München GmbH
2. In principle, selling goods, subscription advertising and contract conclusion are not permitted on site.
3. We would like to refer to the fact that airlines are only permitted to carry out campaigns in the terminal from which they operate.

Only small quantities of snacks / drinks may be distributed:
In this instance, final approval must be collected from Flughafen München GmbH.

Promoters:
A maximum of 4 promoters may be used per location.

Access to the non-public area:
For campaigns in the non-public area, a security check is required for all promoters; this check takes 6 to 8 weeks and must be completed before the campaign starts. The costs incurred for the security check (per promoter) must be borne by the client.

Cleaning:
Any cleaning costs incurred are invoiced to you separately.

Storage:
Our service centre (Mr Rankl) will be happy to provide a quotation for this (telephone: +49 89 975 21380, email: josef.rankl@munich-airport.de)

Electricity, telecommunications:
Any electricity or telecommunications connections required may be provided on request and with separate commissioning. These are invoiced based on actual expense and consumption.

Parking:
The current parking charges for Munich Airport apply. Info available at: munich-airport.de/parken

Equipment:
For security reasons, the erection of partition walls is not permitted.
All parts of the stand equipment must be classified as “hardly inflammable” B1 in accordance with DIN 4102 or DIN EN 13501. The classification must be cleared by means of a materials inspection authority and be submitted to Flughafen München GmbH before the campaign begins. Clearance for the stand design is provided by Flughafen München GmbH.

Exponat spaces

BRAND EXPERIENCE

Media data 2026





Exhibition area Forum Munich Airport Center

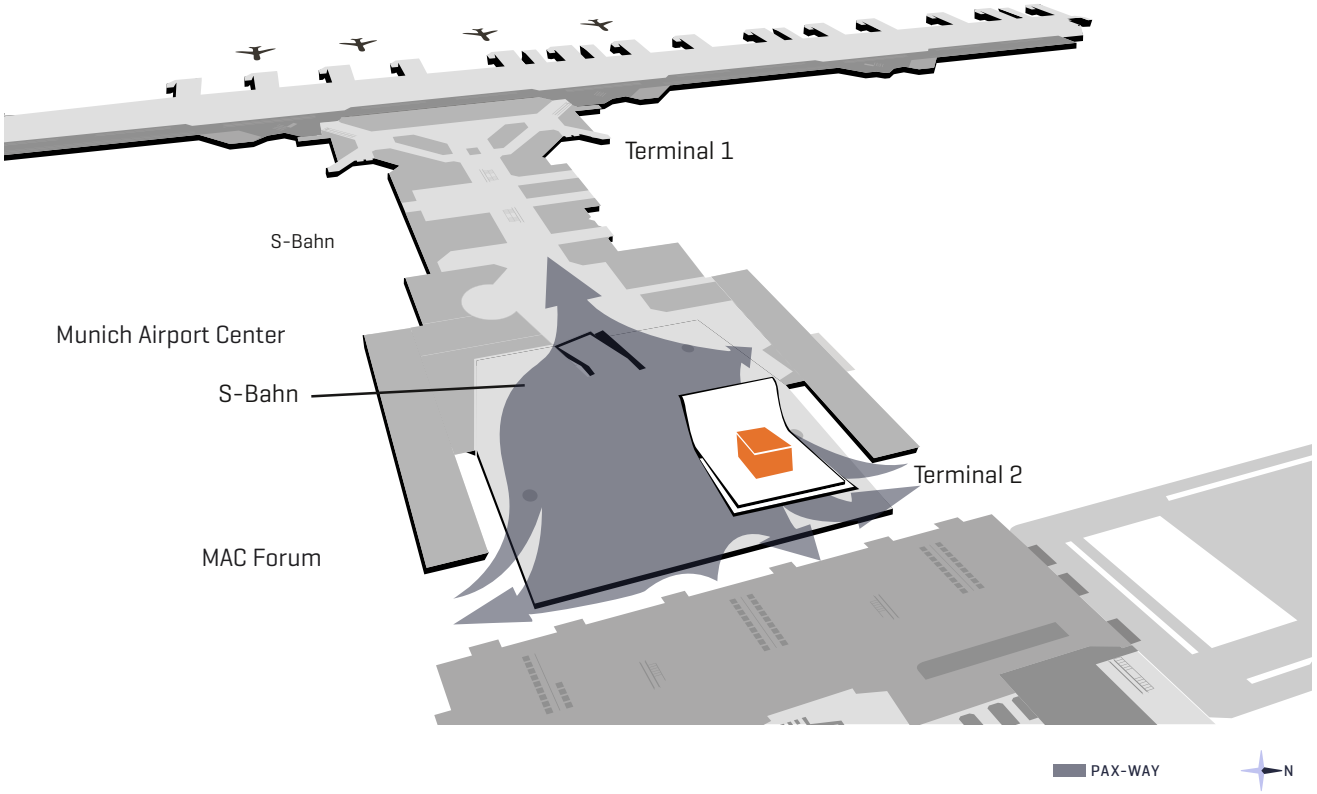
MAC FORUM, LEVEL 03

Europe's largest covered open-air space offers a huge range of options for your product launch! Fully equipped with media and communications technology, and all the required utility installations, this location in the heart of the airport is ideal for any launch looking for a special atmosphere.

BRAND EXPERIENCE

Media data 2026





Exhibition area Forum Munich Airport Center

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€36,720	€91,800	€153,000	€255,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
4.00 m x 10.00 m x 5.00 m (LxWxH)

NUMBER: 1

MATERIAL:
Following consultation (fire protection class B1)

EQUIPMENT:
Available technology: Power connection, media connections (invoiced separately)

AVAILABILITY:
The location is available to use throughout the year; however, seasonal weather conditions must be taken into account.

ADDITIONAL COSTS:
See general conditions

MISCELLANEOUS:
Please note specifications for positioning exhibits

OBJECT NUMBER: 00030M3020



Exhibition areas central area Munich Airport Center

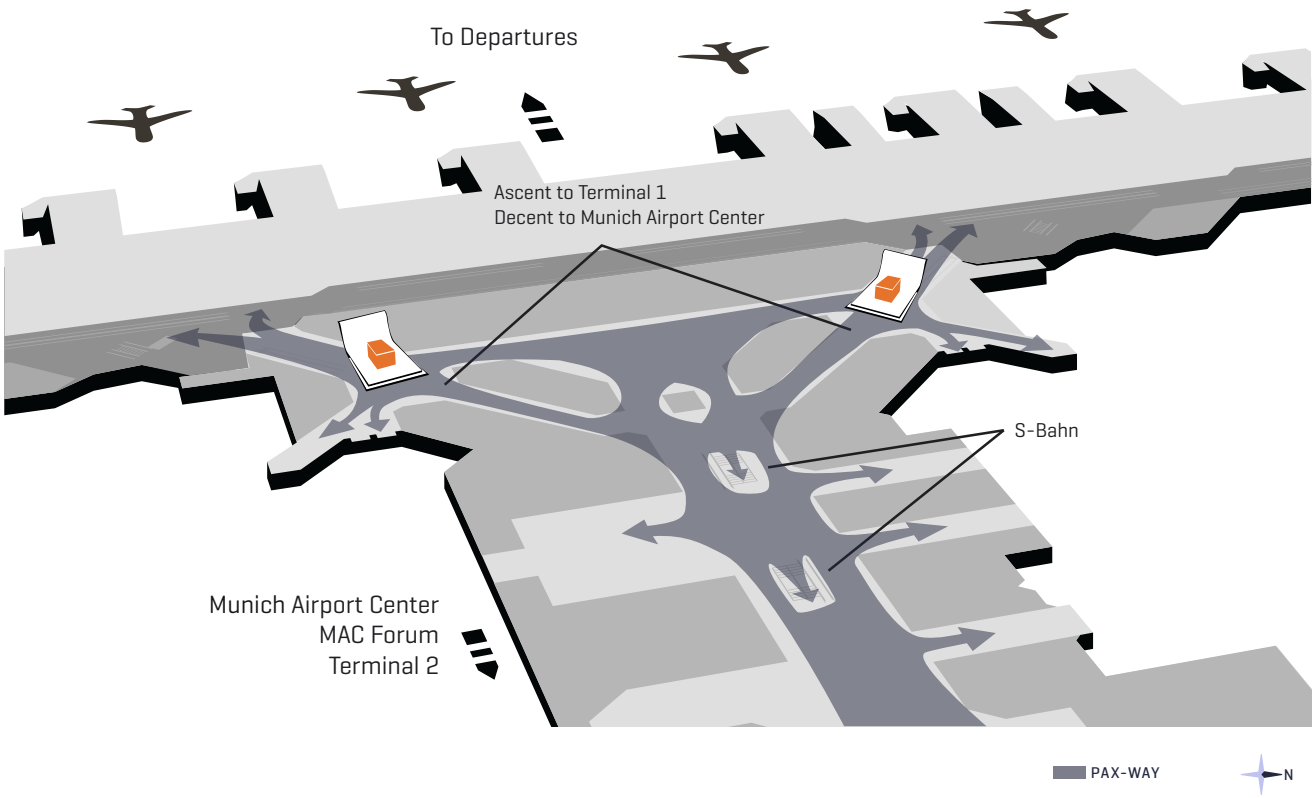
MAC, LEVEL 03

Two passages connect Terminal 1 with the S-Bahn and the Munich Airport Center, in which there are many individual shops and restaurants as well as the rental car centre. The two central based exhibition locations make large-scale launches possible in an area of the airport that receives a high number of visitors.

BRAND EXPERIENCE

Media data 2026





Exhibition areas central area Munich Airport Center

PRICE PER AREA*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€12,530	€31,320	€52,200	€87,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
Format/location following consultation

NUMBER: 2

MATERIAL:
Following consultation (fire protection class B1)

EQUIPMENT:
Power/data connection on request
(invoiced separately)

ILLUMINATION:
Partially through downlights

ADDITIONAL COSTS:
See general conditions

MISCELLANEOUS:
Specifications for positioning exhibits

OBJECT NUMBER: 0003ÖZ3026, 0003ÖZ3027



Premium Exhibition area Gallery non-Schengen

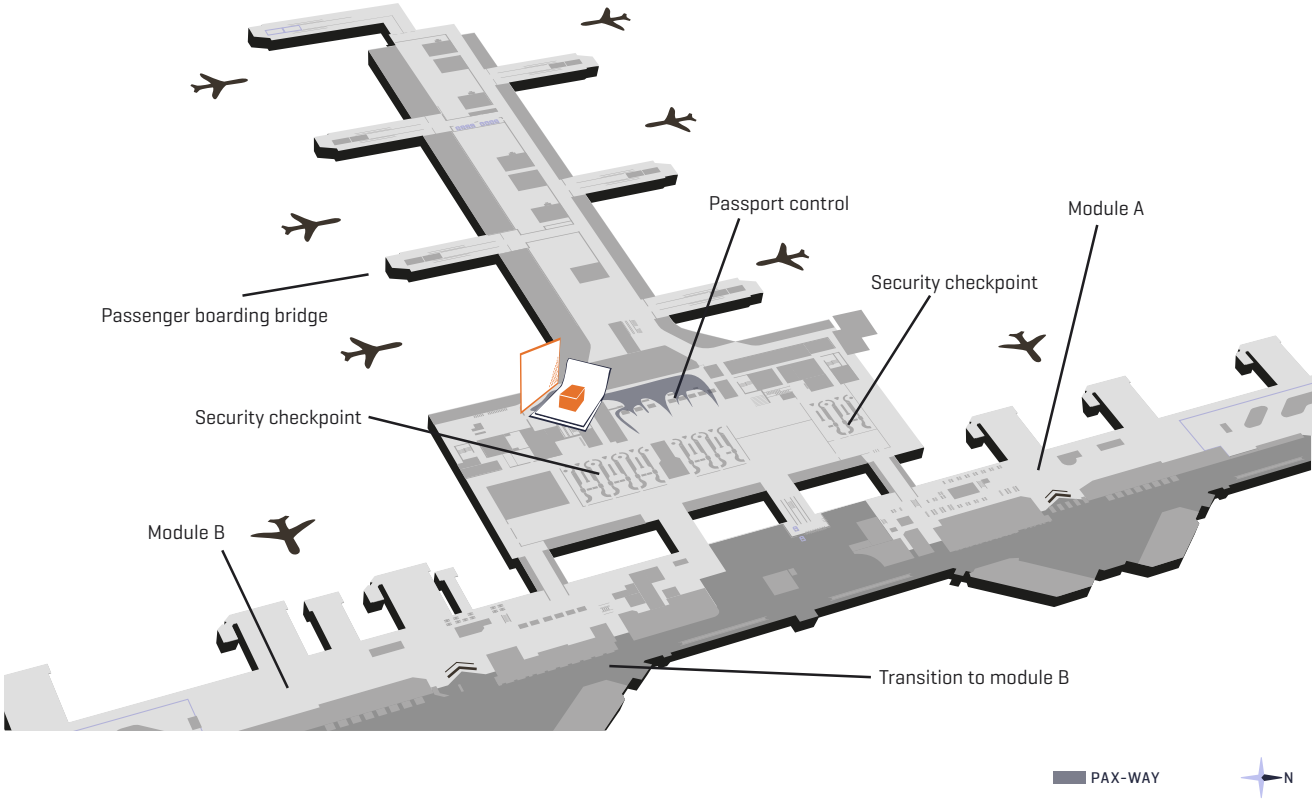
T1-PIER, LEVEL 05

On Gallery Level 05 of the new T1-Pier, physical experience and digital impact emerge: This booking package combines a generously sized exhibit area with a high-attention LED wall – perfectly positioned along the main route taken by all non-Schengen passengers heading to their departure gates.
Thanks to the slightly offset position along the gallery, passengers can experience your exhibit up close – without disrupting the flow of traffic.
An ideal stage for brands looking to combine physical presence and digital visibility in a single, unified appearance.

BRAND EXPERIENCE

Media data 2026





Premium Exhibition area Gallery non-Schengen

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Exclusive occupancy	€43,200	€108,000	€180,000	€300,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
LED wall: 3.00 m x 1.70 m (WxH)
Exhibit: 4.00 m x 8.00 m x 1.60 m (LxWxH)

NUMBER:
LED wall: 1
Exhibit: 1

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,920 px x 1,080 px (WxH)

FILE FORMATS:
16:9 + still image JPG

EQUIPMENT:
Broadcast without sound

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH; Specifications with reservation and subject to change regarding final installation

OBJECT NUMBER: 0003NX5504, 0003NX5531



Exhibition area Plaza non-Schengen

T1-PIER, LEVEL 04

The generously sized exhibit space in the heart of the plaza area of the new T1-Pier is the ideal location for brands that want to showcase more than just a poster. Whether it is surprising installations, interactive elements, or immersive product worlds – this is where international travelers encounter your brand with curiosity and time. A stage for stories that are not just seen, but experienced – while passing by, pausing, or marveling.

BRAND EXPERIENCE

Media data 2026





Exhibition area Plaza non-Schengen

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€10,080	€25,200	€42,000	€70,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
Exhibit: 4.00 m x 8.00 m x 1.60 m (LxWxH)

NUMBER: 1

MATERIAL:
Following consultation (fire protection class B1)

EQUIPMENT:
Power/data connection on request
(invoiced separately)

ILLUMINATION:
Partially through downlights

PRODUCTION:
Comissioned by and at the expense of the client

ADDITIONAL COSTS:
Assembly and disassembly on request

OBJECT NUMBER: 0003NX4524



Exhibition area Welcome non-Schengen

T1-PIER, LEVEL 04 AND LEVEL 03

In the check-in area on Level 04, passengers and their companions can experience your vehicle up close – visible to arriving and departing travelers, and even from the perspective of the escalator leading to passport and security control in the non-Schengen area. In the arrival area on level 03, your staging/installation welcomes travelers directly after the baggage claim – right in the very first moment of their arrival. Two locations that generate attention – and make brands tangible.

BRAND EXPERIENCE

Media data 2026

MOCKUP



Exhibition area Welcome non-Schengen

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Level 03 / 04	€10,080	€25,200	€42,000	€70,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
Exhibit: 4.00 m x 8.00 m x 1.60 m (LxWxH)

NUMBER:
Level 04: 1
Level 03: 1

MATERIAL:
Following consultation (fire protection class B1)

EQUIPMENT:
Power/data connection on request
(invoiced separately)

ILLUMINATION:
Partially through downlights

PRODUCTION:
Comissioned by and at the expense of the client

ADDITIONAL COSTS:
Assembly and disassembly on request

OBJECT NUMBER: 00030X3526, 00030X4525



Exhibition area Check-in hall

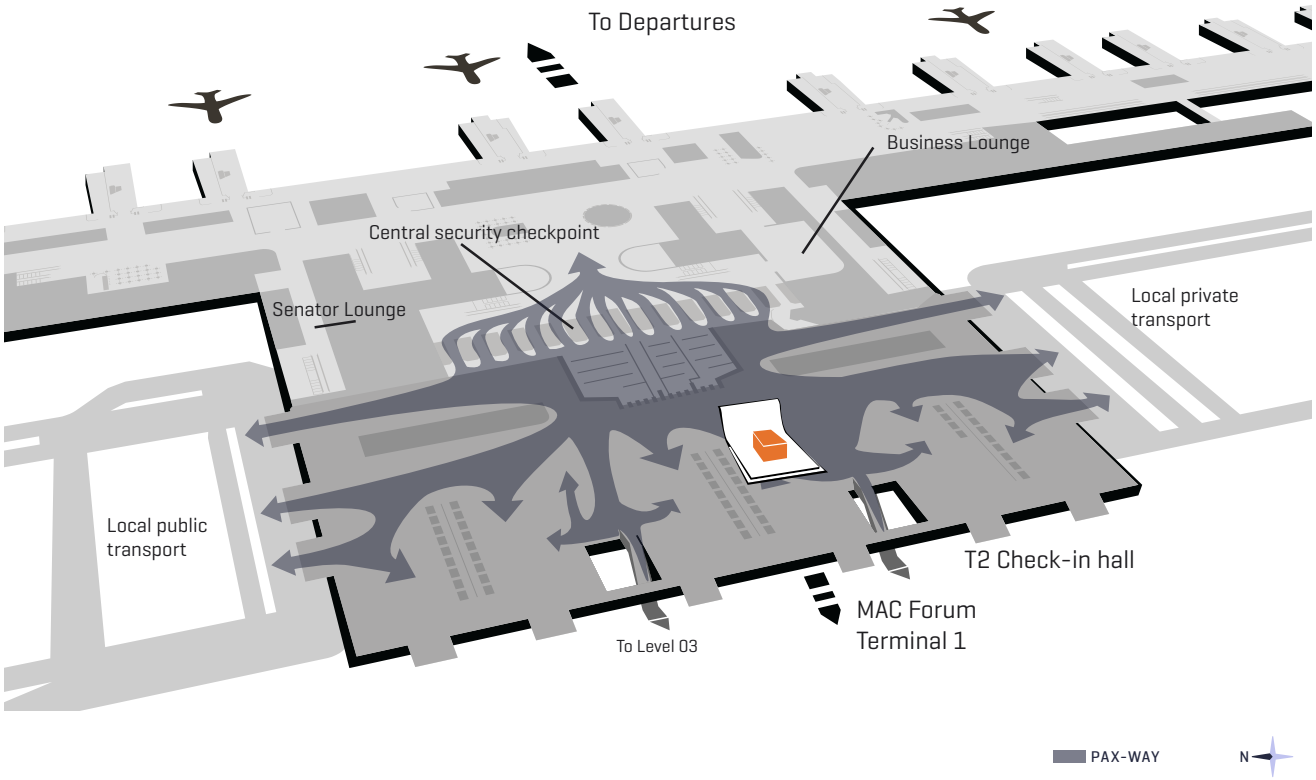
TERMINAL 2, LEVEL 04

With high visitor numbers making it the ideal location, this car exhibition area in Terminal two is positioned on Level 04 in the Check-in hall. The fact that this exhibition area is in the public area means that you have the opportunity to reach airport visitors with your message, alongside passengers who are either in the check-in area or on their way to the security check. The size and space around this site makes it a particularly good place to present car models.

BRAND EXPERIENCE

Media data 2026





Exhibition area Check-in hall

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€30,530	€76,320	€127,200	€212,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
6.60 m x 3.60 m x 2.10 m (LxWxH)

NUMBER: 1

MATERIAL:
Following consultation (fire protection class A1)

EQUIPMENT:
Power/data connection on request (invoiced separately)

ILLUMINATION:
Partially through downlights

ADDITIONAL COSTS:
See general conditions

MISCELLANEOUS:
Please note specifications on placing exhibits; only appropriate for car exhibits

OBJECT NUMBER: 0008ÖP4299



Exhibition area Plaza

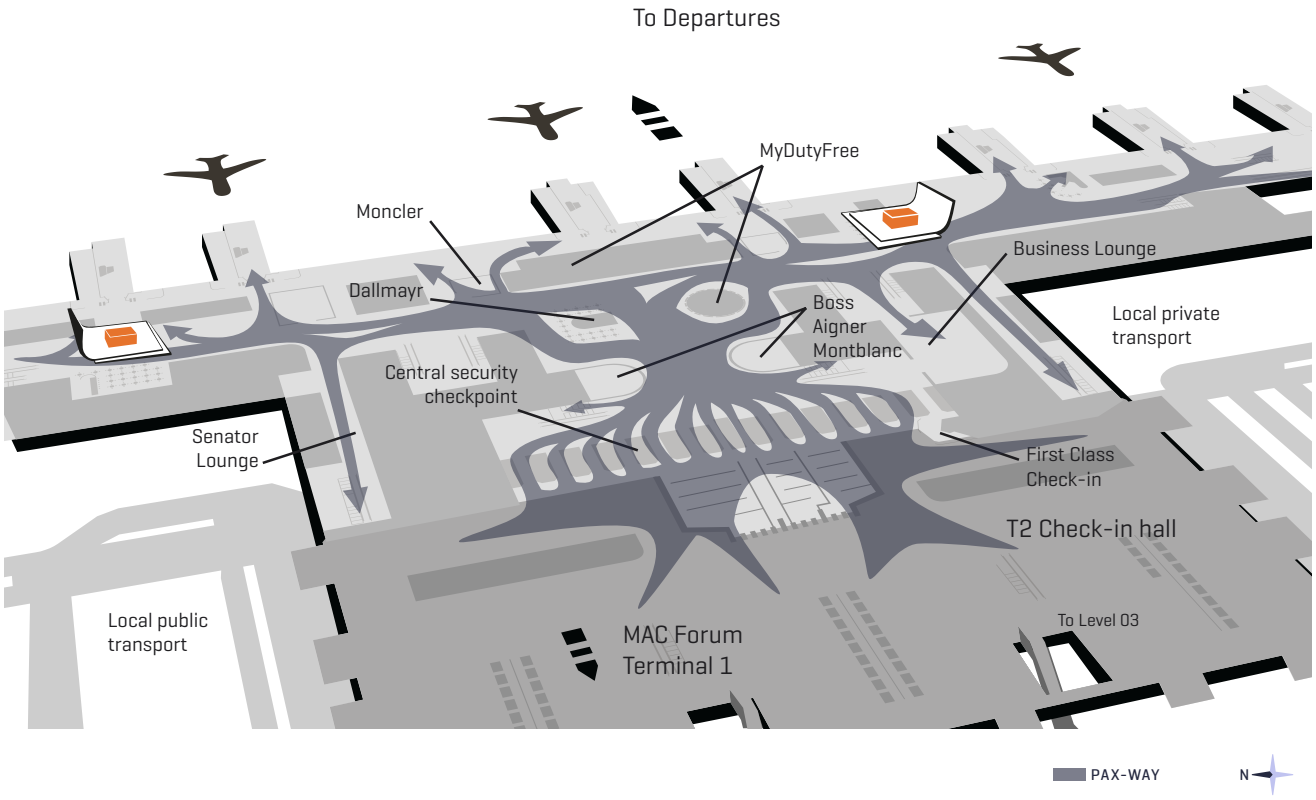
TERMINAL 2, LEVEL 04

Our exhibition areas in the Central Plaza in Terminal 2 on Level 04 have a constant flow of visitors. After the security check, passenger flows divide into non-EU/inter-continental (departures one level up) and domestic/EU. Those travelling to destinations within the EU or Germany remain on Level 04 and use a central, wide corridor to access the Plaza area. Our center exhibition area is amid of the corridor, framed by the Dallmayr cafe, Travel Value shop and the watch shop ‚Look'; its location makes it unmissable for all passengers travelling within the EU/Germany. After their short stay in the plaza area the passengers walk in direction to pier south or pier north. Each there is a promotionally effective exhibition area, the particular technical equipment provided makes this advertising space a great fit for car exhibitions.

BRAND EXPERIENCE

Media data 2026





Exhibition area Plaza

PRICE PER AREA*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Plaza North/ Plaza South	€23,900	€59,760	€99,600	€166,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
Plaza North: 14.40 m x 4.80 m x 1.70 m (LxWxH)
Plaza South: 8.00 m x 7.20 m x 1.70 m (LxWxH)
The following applies for car exhibitions:
Plaza North: 14.40 m x 3.00 m x 1.70 m (LxWxH)
Plaza South: 8.00 m x 5.70 m x 1.70 m (LxWxH)

NUMBER:
2 (North, South)

MATERIAL:
Following consultation (fire protection class B1)

EQUIPMENT:
Power/data connection on request
(invoiced separately)

ILLUMINATION:
Partially through downlights

ADDITIONAL COSTS:
See general conditions

MISCELLANEOUS:
Please note specifications for positioning exhibits

OBJECT NUMBER: 0008NP4065, 0008NP4057



Exhibition area Pier

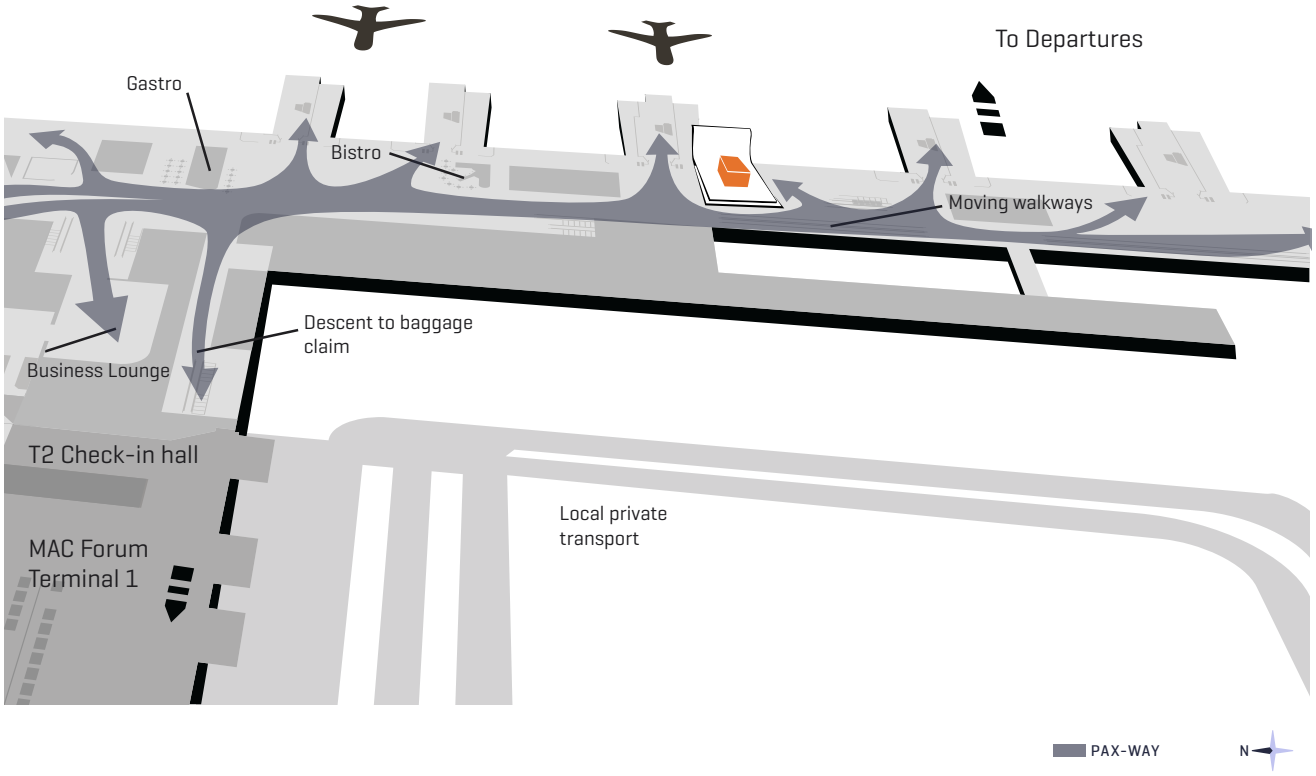
TERMINAL 2, LEVEL 04

Our exhibition area in the South Pier of Terminal 2 on Level 04 is always in the sightline of potential customers. After passing the security check, all domestic andSchengen customers stay on Level 04. South Pier starts with departure gates G31-G48 directly behind the South Plaza area. Because of the height and the location this area offers unique realization possibilities for your brand.

BRAND EXPERIENCE

Media data 2026





Exhibition area Pier

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€34,700	€86,760	€144,600	€241,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
21.60 m x 9.60 m x 2.10 m (LxWxH)

NUMBER: 1

MATERIAL:
Following consultation (fire protection class B1)

EQUIPMENT:
Power/data connection on request
(invoiced separately)

ILLUMINATION:
Partially through downlights

ADDITIONAL COSTS:
See general conditions

MISCELLANEOUS:
Please note specifications for positioning exhibits

OBJECT NUMBER: 0008NS4103



Exhibition area Plaza Tower

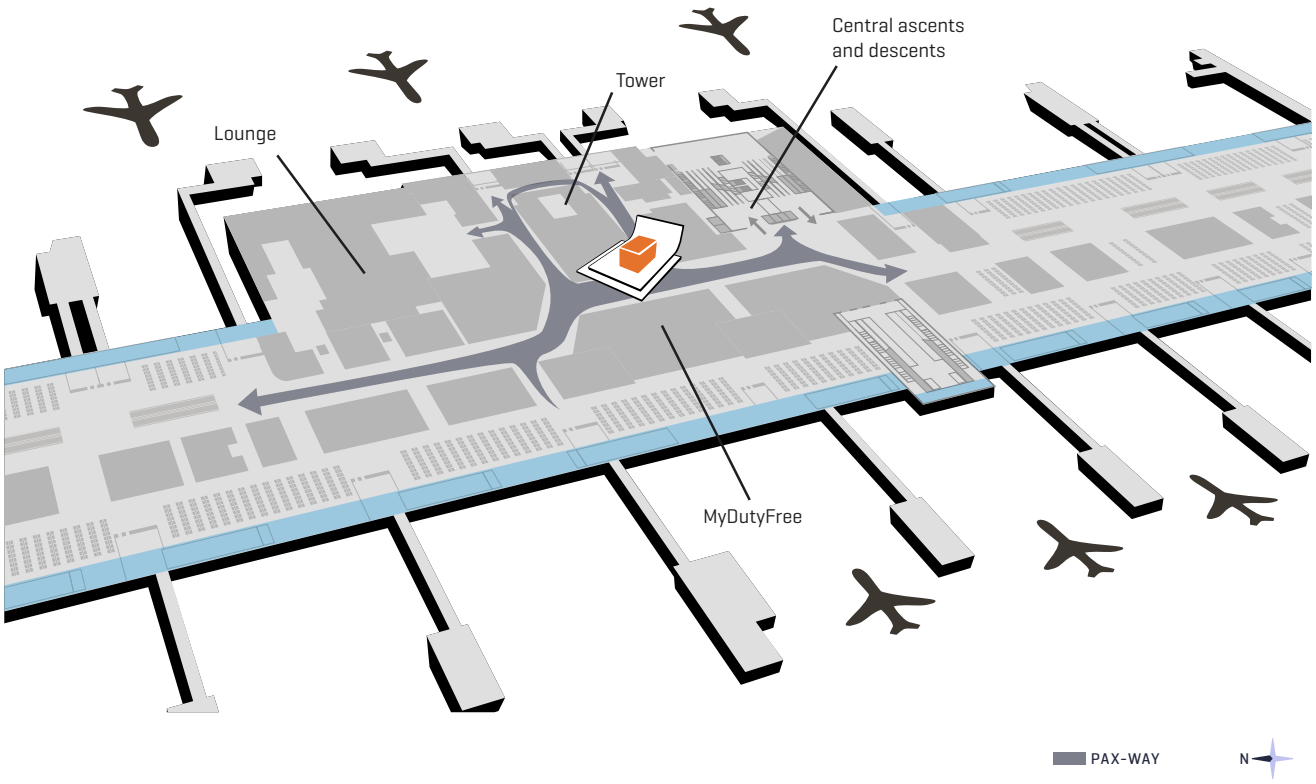
SATELLITE, LEVEL 04

The tower forms the central hub and the heart of the satellite. It is visible from all levels in the building. Thanks to the surrounding food outlets, visitors will spend a long time in the area around the tower. Our exhibition area is located directly next to the food outlets, providing you with an effective way to present your products to our passengers and benefit from the long periods they spend in this area.

BRAND EXPERIENCE

Media data 2026





Exhibition area Plaza Tower

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€24,190	€60,480	€100,800	€168,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
6.00 m x 6.00 m x 1.70 m (LxWxH)

NUMBER: 1

MATERIAL:
Following consultation (fire protection class B1)

EQUIPMENT:
Power/data connection on request
(invoiced separately)

ILLUMINATION:
Partially through downlights

ADDITIONAL COSTS:
See general conditions

MISCELLANEOUS:
Specifications for positioning exhibits
No car exhibits possible

OBJECT NUMBER: 0008NT4283



Exhibition area access Schengen

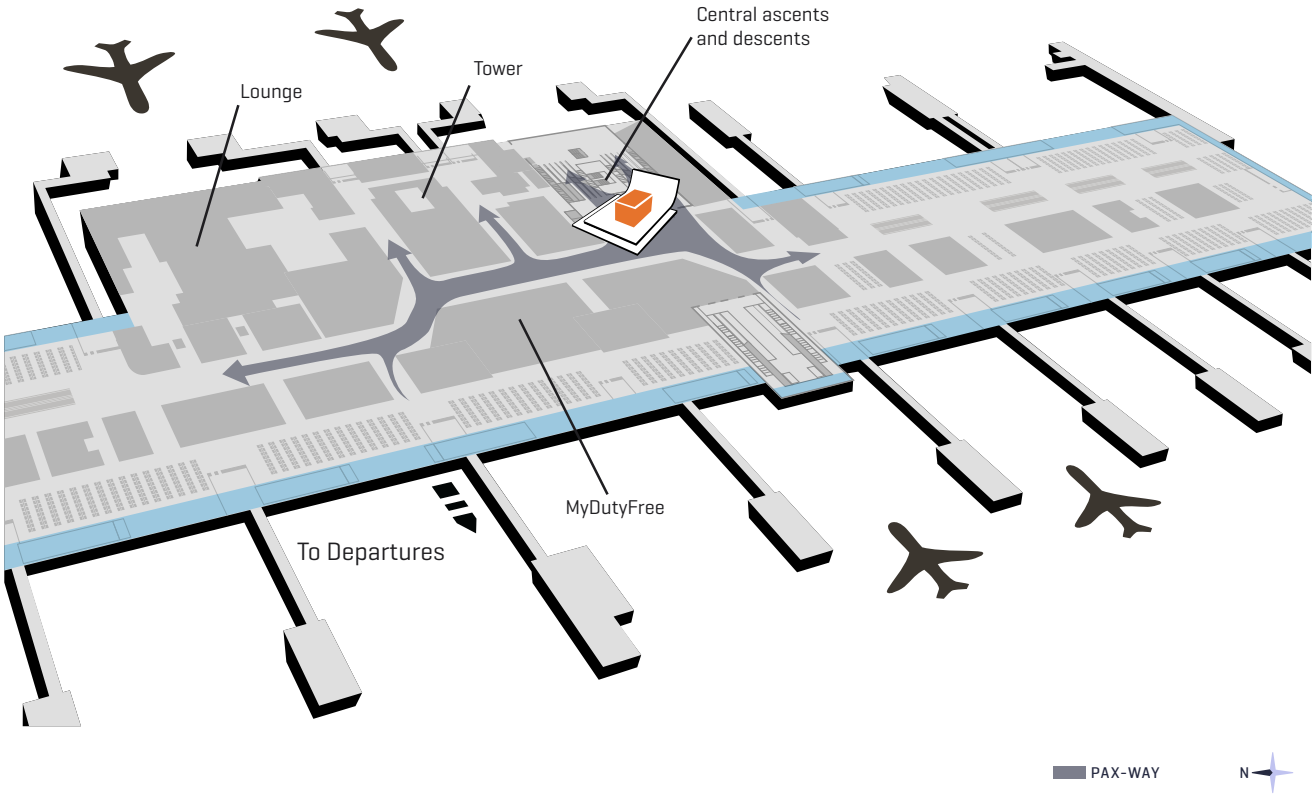
SATELLITE, LEVEL 04

This central exhibition area is positioned directly in the main entrance for all Schengen passengers travelling from the train to the satellite from Terminal 2 and vice versa. In addition to all Schengen-only passengers, this free-standing area will also attract the attention of transfer passengers within the satellite moving from the Schengen level to the non-Schengen level and vice versa.

BRAND EXPERIENCE

Media data 2026





Exhibition area access Schengen

PRICE*	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
	€24,190	€60,480	€100,800	€168,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
7.00 m x 4.00 m x max. 1.70 m (LxWxH)

NUMBER: 1

MATERIAL:
Following consultation (fire protection class B1)

EQUIPMENT:
Power/data connection on request
(invoiced separately)

ILLUMINATION:
Partially through downlights

ADDITIONAL COSTS:
See general conditions

MISCELLANEOUS:
Specifications for positioning exhibits

OBJECT NUMBER: 0008NT4291

Exhibition and Promotion areas in the terminals and the Munich Airport Center

GENERAL TERMS AND CONDITIONS FOR LEASING

Media data 2026

Please note the following for product presentations, samplings or conducting sweepstakes:

1. In order to achieve campaign clearance, originals of all the material to be distributed must be submitted to Flughafen München GmbH
2. In principle, selling goods, subscription advertising and contract conclusion are not permitted on site.
3. We would like to refer to the fact that airlines are only permitted to carry out campaigns in the terminal from which they operate.

Only small quantities of snacks / drinks may be distributed:
In this instance, final approval must be collected from Flughafen München GmbH.

Promoters:
A maximum of 4 promoters may be used per location.

Access to the non-public area:
For campaigns in the non-public area, a security check is required for all promoters; this check takes 6 to 8 weeks and must be completed before the campaign starts. The costs incurred for the security check (per promoter) must be borne by the client.

Cleaning:
Any cleaning costs incurred are invoiced to you separately.

Storage:
Our service centre (Mr Rankl) will be happy to provide a quotation for this (telephone: +49 89 975 21380, email: josef.rankl@munich-airport.de)

Electricity, telecommunications:
Any electricity or telecommunications connections required may be provided on request and with separate commissioning. These are invoiced based on actual expense and consumption.

Parking:
The current parking charges for Munich Airport apply. Info available at: munich-airport.de/parken

Equipment:
For security reasons, the erection of partition walls is not permitted.
All parts of the stand equipment must be classified as “hardly inflammable” B1 in accordance with DIN 4102 or DIN EN 13501. The classification must be cleared by means of a materials inspection authority and be submitted to Flughafen München GmbH before the campaign begins. Clearance for the stand design is provided by Flughafen München GmbH.

Event spaces

BRAND EXPERIENCE

Media data 2026





Forum
Munich Airport Center

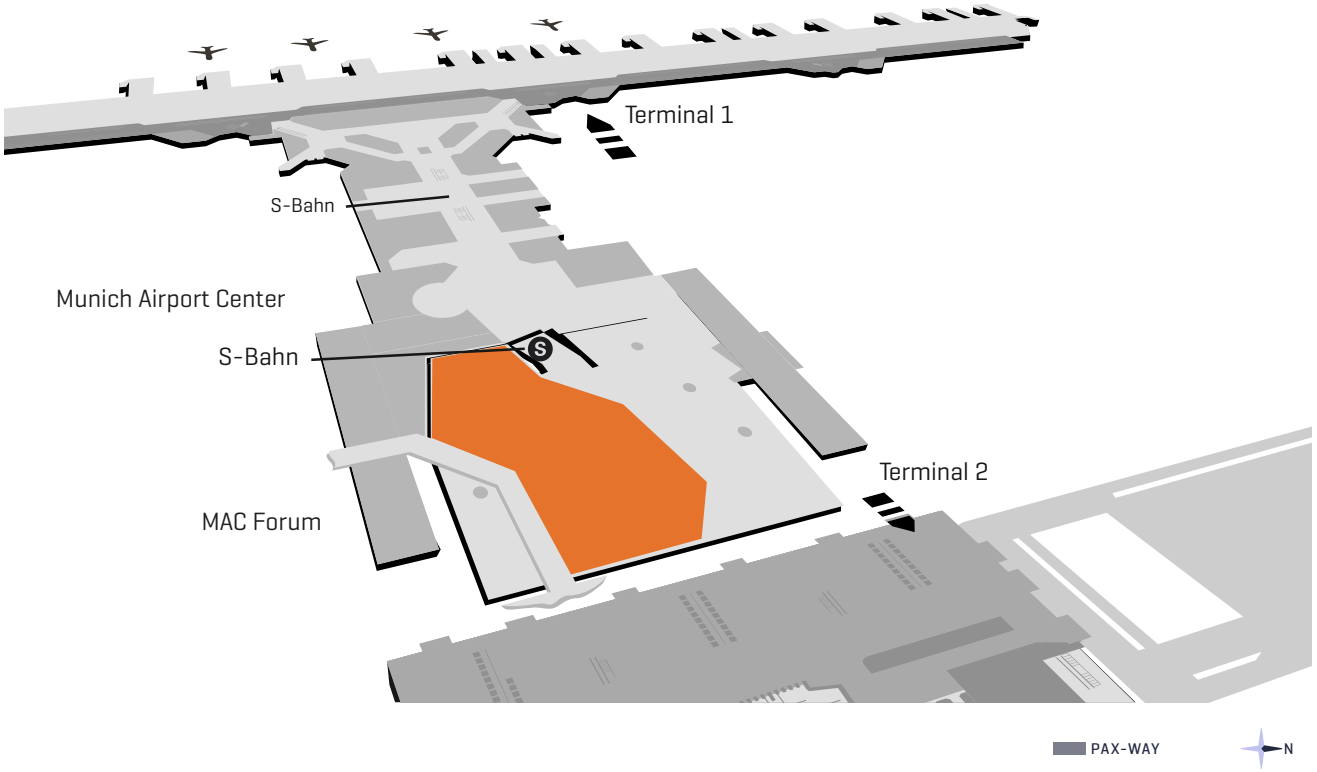
MAC FORUM, LEVEL 03

Europe's largest covered open-air space is ready for your events!
You can rent up to 3200 m² of the 10,000 m² in total, and use it on an individual basis. Fully equipped with media and communication technology and all the required utility installations, this location in the heart of the airport is ideal for any event looking for an extraordinary atmosphere. Whether it's a sports event or car exhibition, the right place for your event is here below the 40 m high glass membrane ceiling. Examples of revolutionary events successfully held here include those hosted by Willi Bogner, Porsche and Audi.

BRAND EXPERIENCE

Media data 2026





Forum Munich Airport Center

PRICE*	PER EVENT DAY	PER SET-UP AND DISASSEMBLY DAY
5 days minimum use	€11,000	€5,500

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

For approx. 2,500 people

USABLE SPACE:
approximately 3,200 m²
Partial event space leasing is possible on request

EQUIPMENT:
Available technology: Electricity and heavy current connection, media connections (phone, fax, ISDN, Wi-Fi), water connection (following consultation)

SANITARY FACILITIES:
Available (in the neighbouring buildings)

PARKING SPACES:
Close to the building with direct access (for a fee)

AVAILABILITY:
The location is available to use throughout the year; however, seasonal weather conditions must be taken into account.

MISCELLANEOUS:
Please note that our events in principle require the use of our catering partners and our internal cleaning service and IT service.
Ancillary costs will be calculated based on consumption or settled as a flat rate.

OBJECT NUMBER: 0006ÖM3016



Gallery area Forum Munich Airport Center

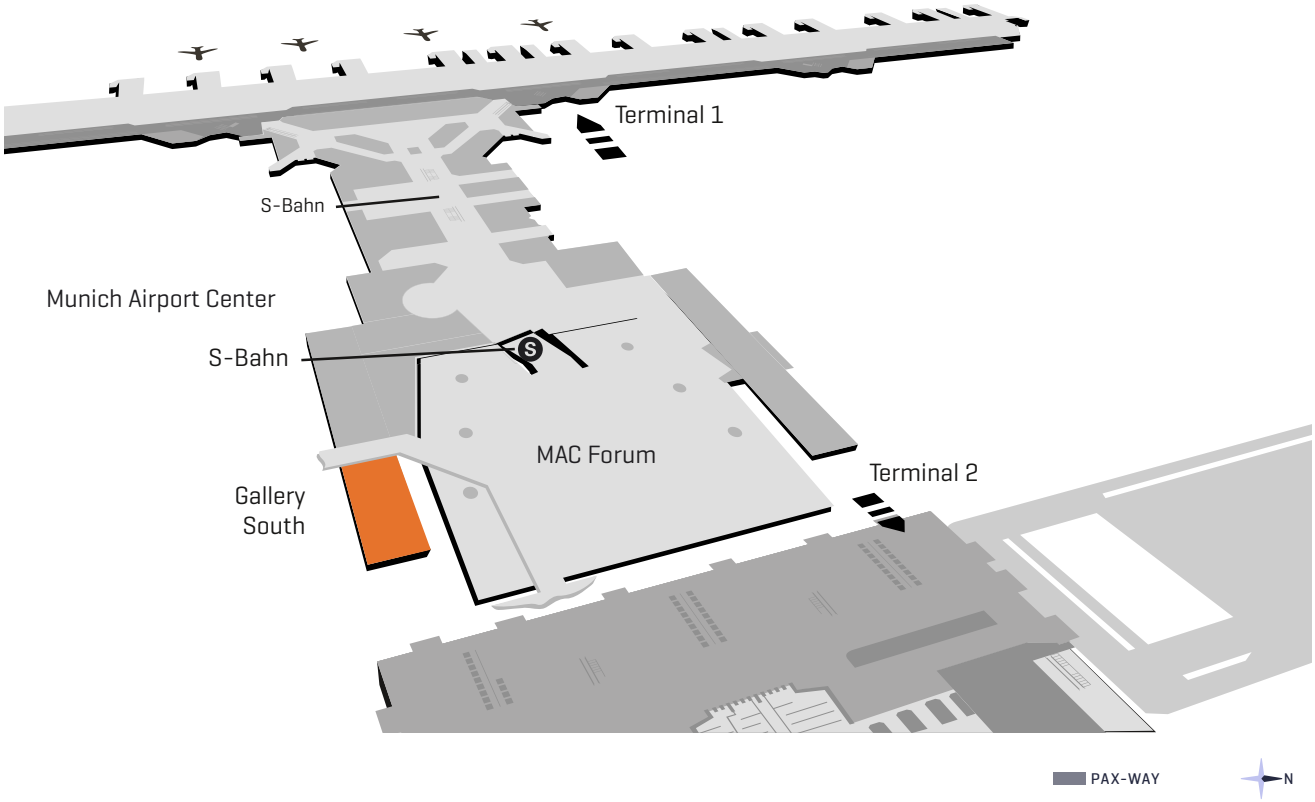
MAC FORUM, LEVEL 04

Vehicles for round trips can be positioned on our outdoor area, which is located on the balcony of the MAC Forum. In the heart of Munich Airport, this area is directly connected to the public transport network, as well as nearby parking spaces and many other amenities such as gastronomy, sanitary facilities and retail premises.

BRAND EXPERIENCE

Media data 2026





Gallery area Forum Munich Airport Center

PRICE*	5 DAYS (MINIMUM USE)	EACH ADDITIONAL DAY
	€18,000	€3,600

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

Gallery South

USABLE AREA:
approximately 1,000 m² (outdoor area)

EQUIPMENT:
Available technology: Electricity connection

SANITARY FACILITIES:
Public facilities available at the Terminals

PARKING SPACES:
Close to the building with direct access (for a fee)

AVAILABILITY:
The location is available to use throughout the year; however, seasonal weather conditions must be taken into account.

OBJECT NUMBER: 0006ÖM4262



Rooftop area

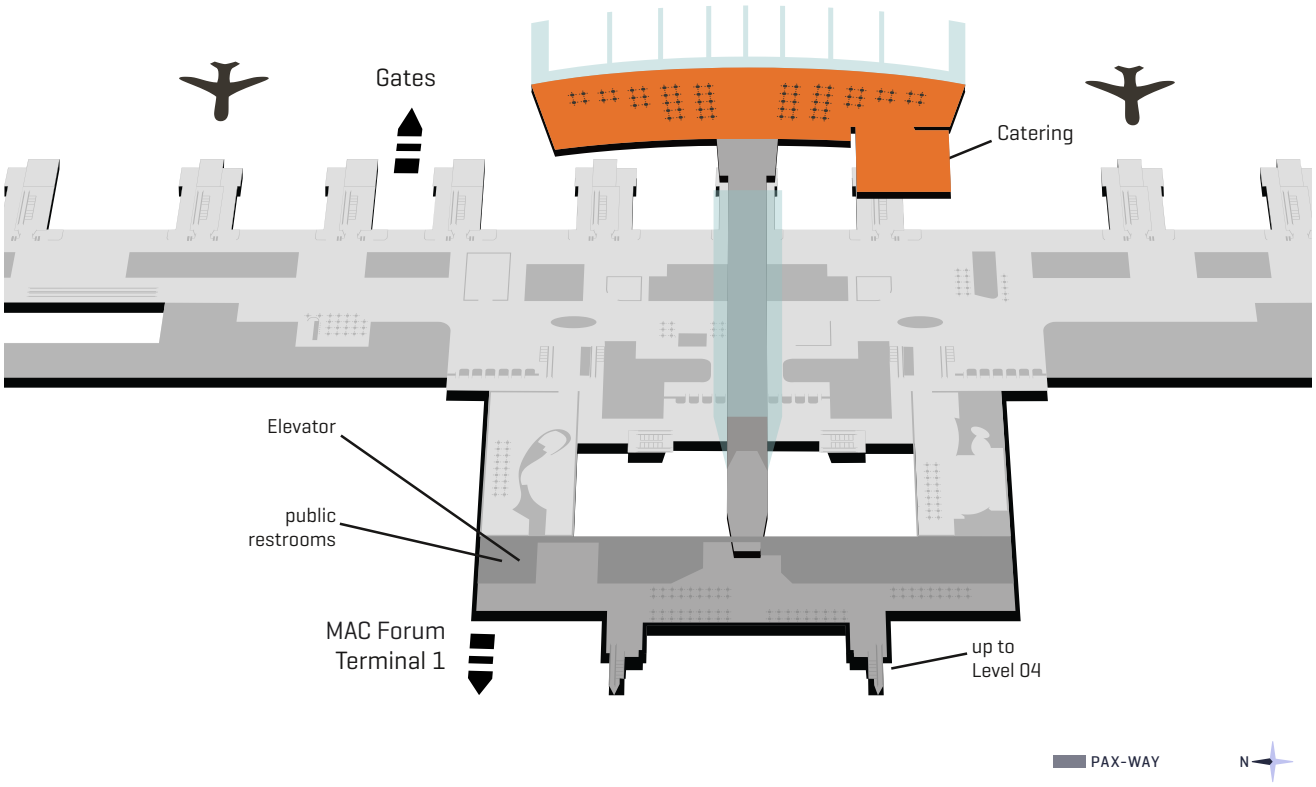
TERMINAL 2, ROOFTOP

An exclusive atmosphere for your outdoor event!
Our rooftop area event space on the roof of Terminal 2 provides your guests with a fantastic view over the apron and both runways. You can lease this unique open-air space for your exclusive summer event (maximum 500 guests). From Level 05, your guests use the impressive Skywalk to go through the Terminal Check-in hall and reach this perfect view.

BRAND EXPERIENCE

Media data 2026





Rooftop area

PRICE*	PER EVENT DAY	PER SET-UP AND DISASSEMBLY DAY
	€2,800	€1,800

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

For approximately 500 people

DIMENSIONS:
approx. 100 m x 8.00 m (LxW)

USABLE AREA:
800 m²

USABLE TRAFFIC LOAD:
5.0 KN|m

EQUIPMENT:
Available technology:
Electricity and water connection

SANITARY FACILITIES:
Available

FLAT RATE FOR ANCILLARY COSTS:
(Electricity and water) per day: €575

AVAILABILITY:
Use depends on the weather; generally possible on a seasonal basis from 1 May to 30 September.

MUSIC:
Only following consultation

MISCELLANEOUS:
Please note that our events in principle require the use of our catering partners and our internal cleaning service and IT service. Ancillary costs will be calculated based on consumption or settled as a flat rate.

OBJECT NUMBER: 00210V5002

Additional information on the event locations

The following points must be observed for holding events:

1. The quotation applies subject to final clearance of the event concept.
2. Fire-prevention regulations must be complied with.
3. Requests from the fire department must be complied with without fail.
4. Escape routes and general transport areas must be kept clear.
5. Flughafen München GmbH provides clearance for the event design and event structure.
6. The organiser is responsible for collecting official approvals.

Additional event spaces are of course available on request.

Special stagings

BRAND EXPERIENCE

Media data 2026





Branding West Facade

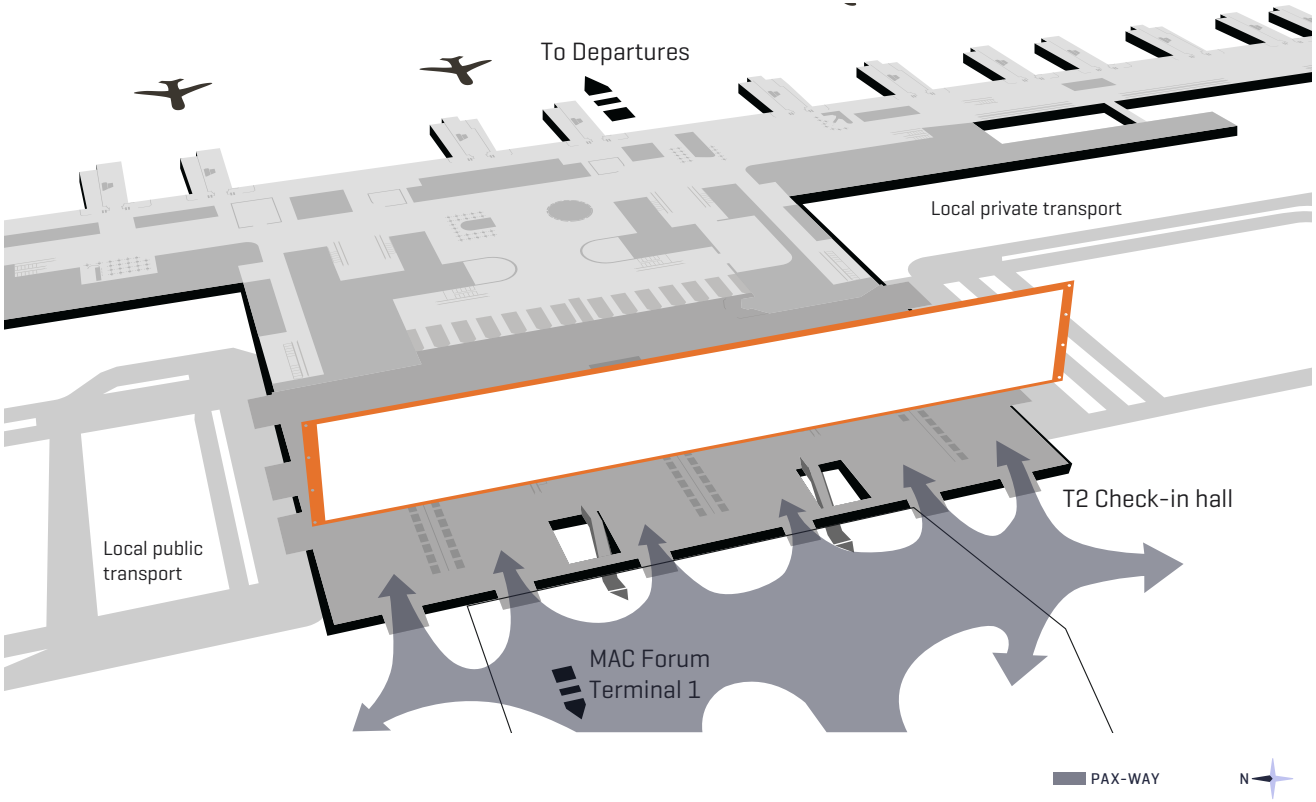
TERMINAL 2, EXTERIOR FACADE

The western exterior facade of Terminal 2 shines out over the entire MAC Forum and with about 3.400 m2 it‘s the biggest advertising space of Europe (approx. 173 m x 19.9 m). All passenger and visitor flows that come from Terminal 1 and the S-Bahn exit as well as car parks P20 and P26, pass the MAC Forum: all of them see your message. There is additional potential offered by visitors to events held in the MAC Forum, which is booked for almost the whole year with internal and external events.

BRAND EXPERIENCE

Media data 2026





Branding West Facade

PRICE*	4 WEEKS
Price for full cover	on request

*plus the statutory sales tax; Agency discount: 10%

FORMAT:
Following consultation

NUMBER: 1

MATERIAL:
Film B1, semi-transparent

PRODUCTION:
Commissioned by and at the expense of the client
- lead time production (Diatec) 10 weeks prior to assembly
- lead time approval of motif 10 weeks prior to assembly

ADDITIONAL COSTS:
Assembly and disassembly commissioned by and at the expense of the client

OBJECT NUMBER: 0004ÖA0115



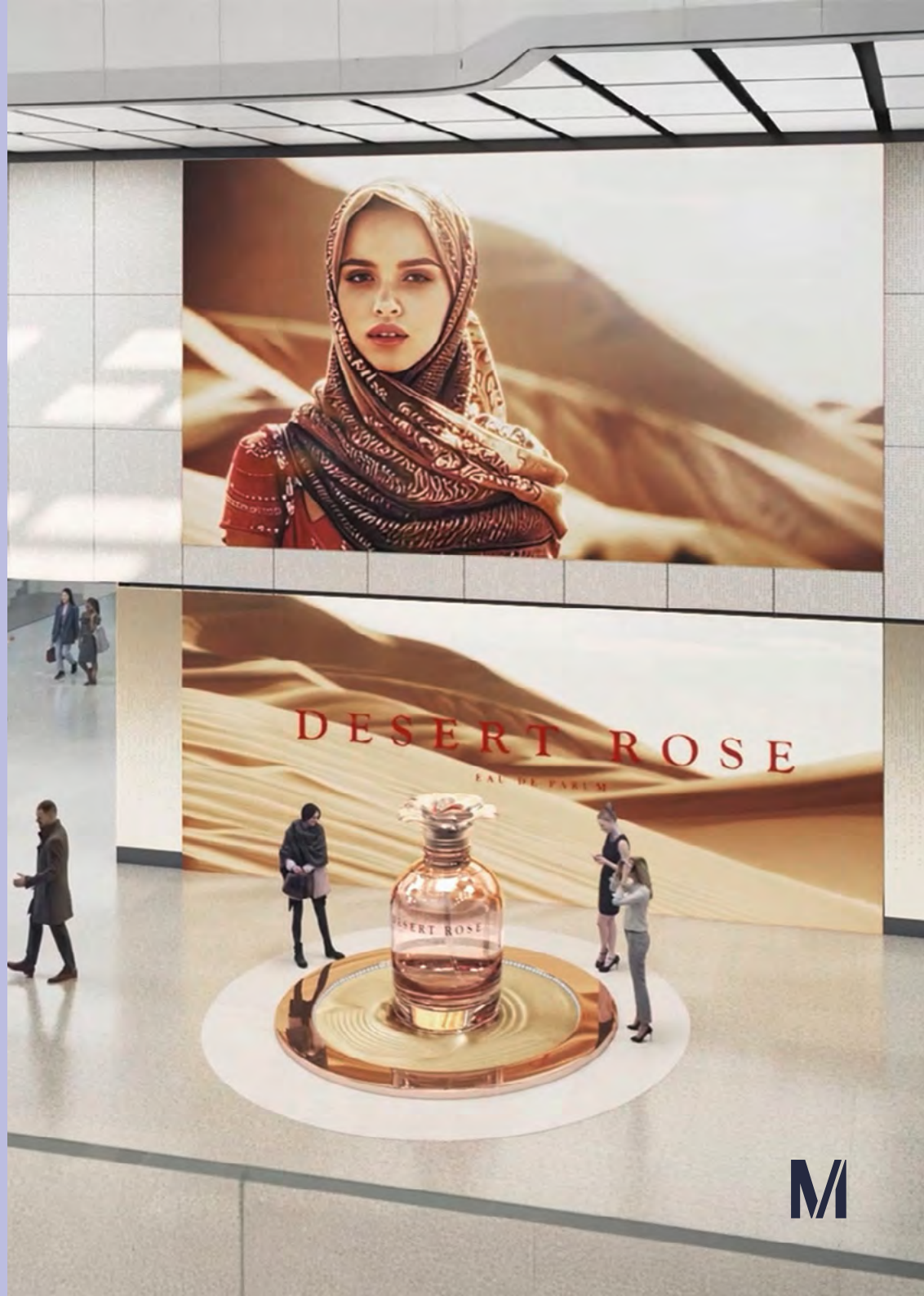
Plaza Brand Stage non-Schengen

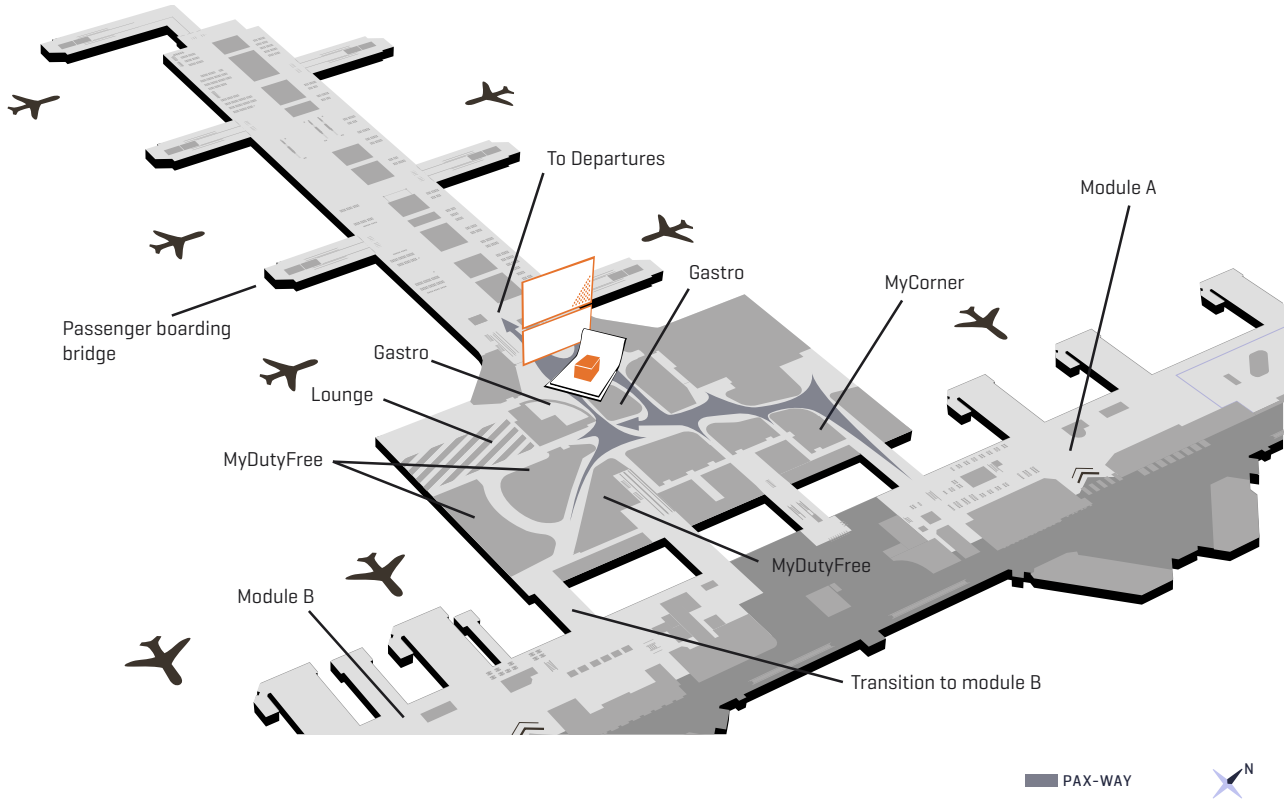
T1-PIER, LEVEL 04

Right in the middle/heart of the Plaza area of the new terminal expansion, the Plaza Brand Stage offers a high-impact combination of digital presence, physical display, and brand experience: A large format LED wall delivers maximum visual impact, while the analog space below complements your branding with logo, slogan, or design elements.
Directly in front: enough space for your product placement – visible, tangible, interactive. Ideal for major brand presentations that reach all international passengers in the non-Schengen area – as they pass by, pause or marvel.

BRAND EXPERIENCE

Media data 2026





Plaza Brand Stage non-Schengen

PRICE*	1 YEAR
Exclusive occupancy	€475,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
LED wall: 8.45 m x 4.75 m (WxH)
Analog space: 8.50 m x 3.50 m (WxH)
Exhibit: following consultation

NUMBER:
LED wall: 1
Analog space: 1
Exhibit: 1

AD/FADE-IN LENGTH:
10-, 15-, 20-, or 30-seconds

OPERATING TIME:
18 hours (5:00 – 23:00), 365 days/year

RESOLUTION:
1,920 px x 1,080 px (WxH)

FILE FORMATS:
16:9 + still image JPG

MATERIAL EXHIBIT:
Following consultation (fire protection class B1)

EQUIPMENT:
LED wall: Broadcast without sound
Exhibit: Power/data connection on request (invoiced separately)

PRODUCTION:
Comissioned by and at the expense of the client

MISCELLANEOUS:
Clearance and installation by Flughafen München GmbH; Specifications with reservation and subject to change regarding final installation

OBJECT NUMBER: 0011NX4509, 0011NX4529, 0011NX4530



Pillar Branding baggage claim

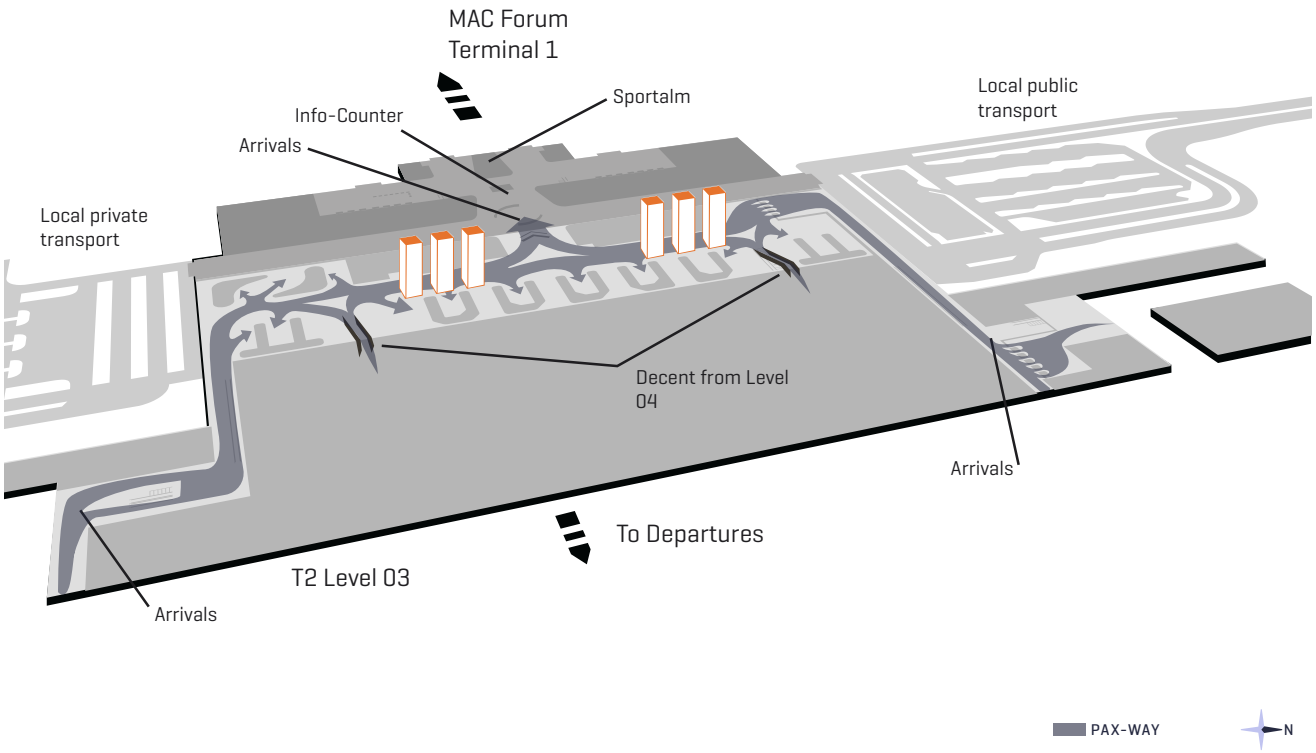
TERMINAL 2, LEVEL 03

The unmistakable pillar branding is in the direct walk of all passengers, whether with or without luggage. All passengers in Terminal 2 (including satellite building) reach the baggage claim area via the hall entrances at the northern and southern ends and pass the total of six pillars on their way. Thanks to the long dwell time, size and placement, the pillar branding is ideally suited to showcase your brand effectively and attractively.

BRAND EXPERIENCE

Media data 2026





Pillar Branding baggage claim

PRICE*	6 MONTHS	1 YEAR
	€214,200	€357,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
Height and production dimensions following consultation

NUMBER:
6 pillars

MATERIAL:
Following consultation

PRODUCTION:
Commissioned by and at the expense of the client, incl. frame construction

Costs of production for the frame construction are made on behalf of and at the expense of the customer. More information on request.

OBJECT NUMBER: 0004NG3001



Branding package baggage claim corridor

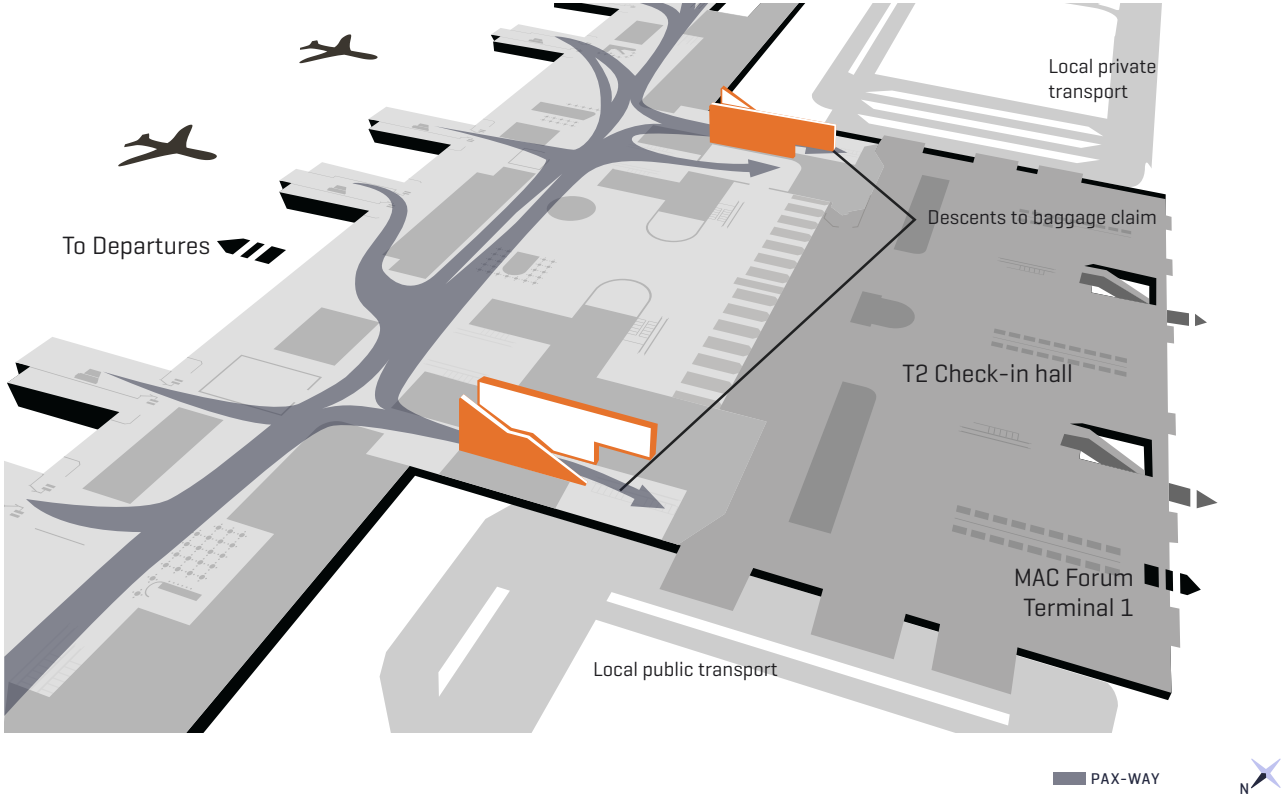
TERMINAL 2, LEVEL 04

In the final steps from the passenger to the baggage claim area, they are accompanied by our oversized wall brandings. All passengers have to go over the southern or the northern way to come to the package claim, so this ways are highly frequented. Your advertising message can be perfectly put in scene and act at the passenger from both sides.

BRAND EXPERIENCE

Media data 2026





Branding package baggage claim corridor

PRICE*	1 YEAR
(for 4 areas)	€200,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
13.00 m x 5.00 m (WxH)

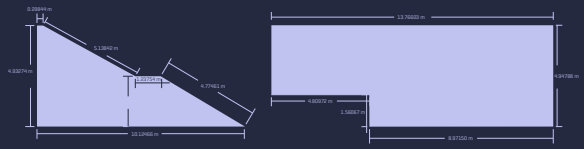
NUMBER:
In the northern and southern way each 2 spaces (package)

MATERIAL:
B1 texitles, details on demand

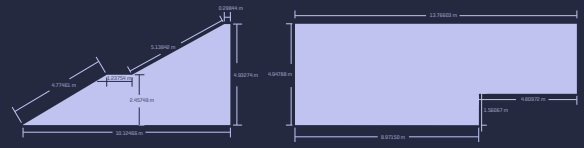
PRODUCTION:
Commissioned by and at the expense of the client, incl. frame construction

ADDITIONAL COSTS:
Assembly and disassembly of the spaces commissioned by and at the expense of the client

Southern corridor:



Northern corridor:



Stair space

Wall space

OBJECT NUMBER: 0003NG4045



Megasize lightbox baggage claim

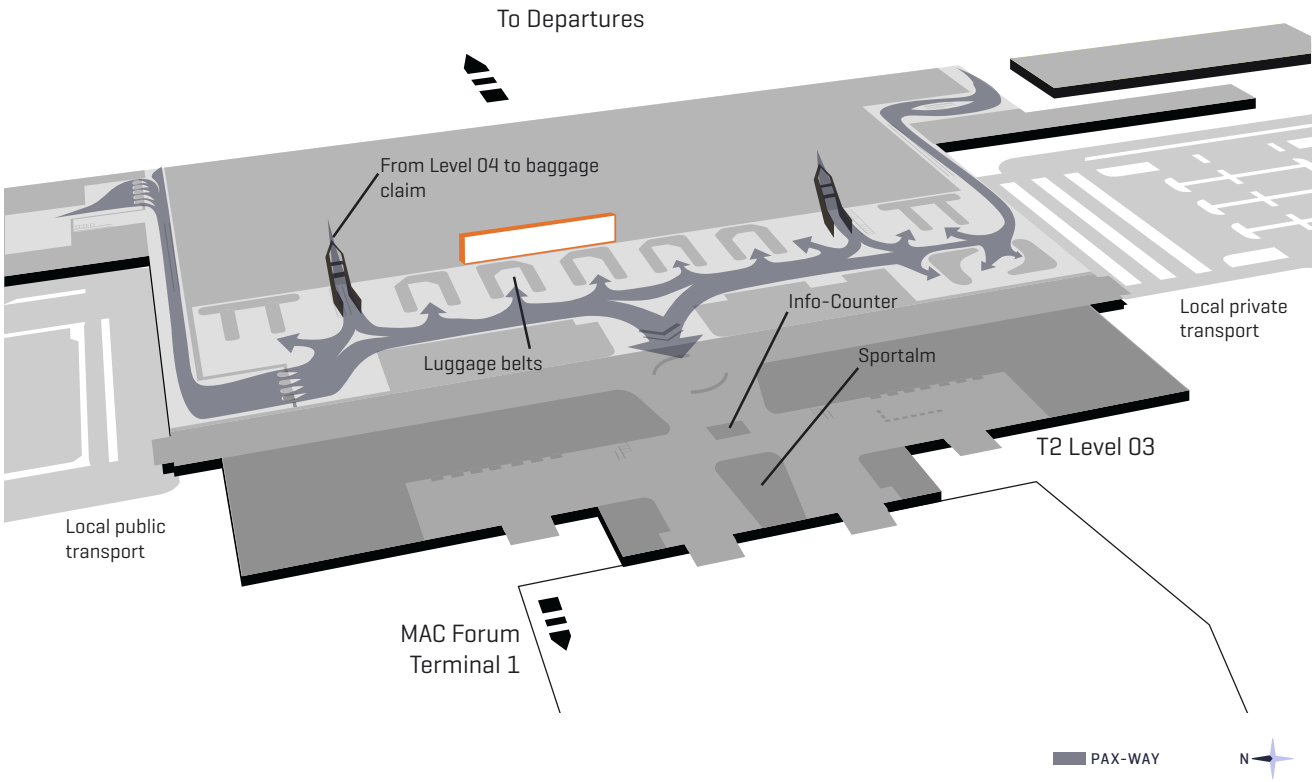
TERMINAL 2, LEVEL 03

All Lufthansa and Star Alliance passengers disembarking in Munich leave the building via the central baggage claim area in Terminal 2.
The large-format light box above the central baggage belts is the focus of the passengers' attention. On the one hand you benefit from the dwell time they spend waiting for their baggage and on the other hand from the unusually large display that even business travelers without baggage will notice when leaving the building. Our most central, large-format lightbox thus attracts the interest of your potential customers.

BRAND EXPERIENCE

Media data 2026





Megasize lightbox baggage claim

PRICE*	3 MONTHS	6 MONTHS	1 YEAR
	€123,120	€205,200	€342,000

*plus the statutory sales tax; Agency discount: 10%
**production and change assembly costs are at the expense of the client and commissioned by Munich Airport. Plus the statutory sales tax.

Media data 2026

FORMAT:
19.10 m x 2.00 m (WxH)

NUMBER: 1 LB

MATERIAL:
Film B1 (fire protection category B1)

PRODUCTION:
€2,190**

ADDITIONAL COSTS:
Assembly and disassembly: €1,270**

OBJECT NUMBER: 0001NP3014



Arrival corridor

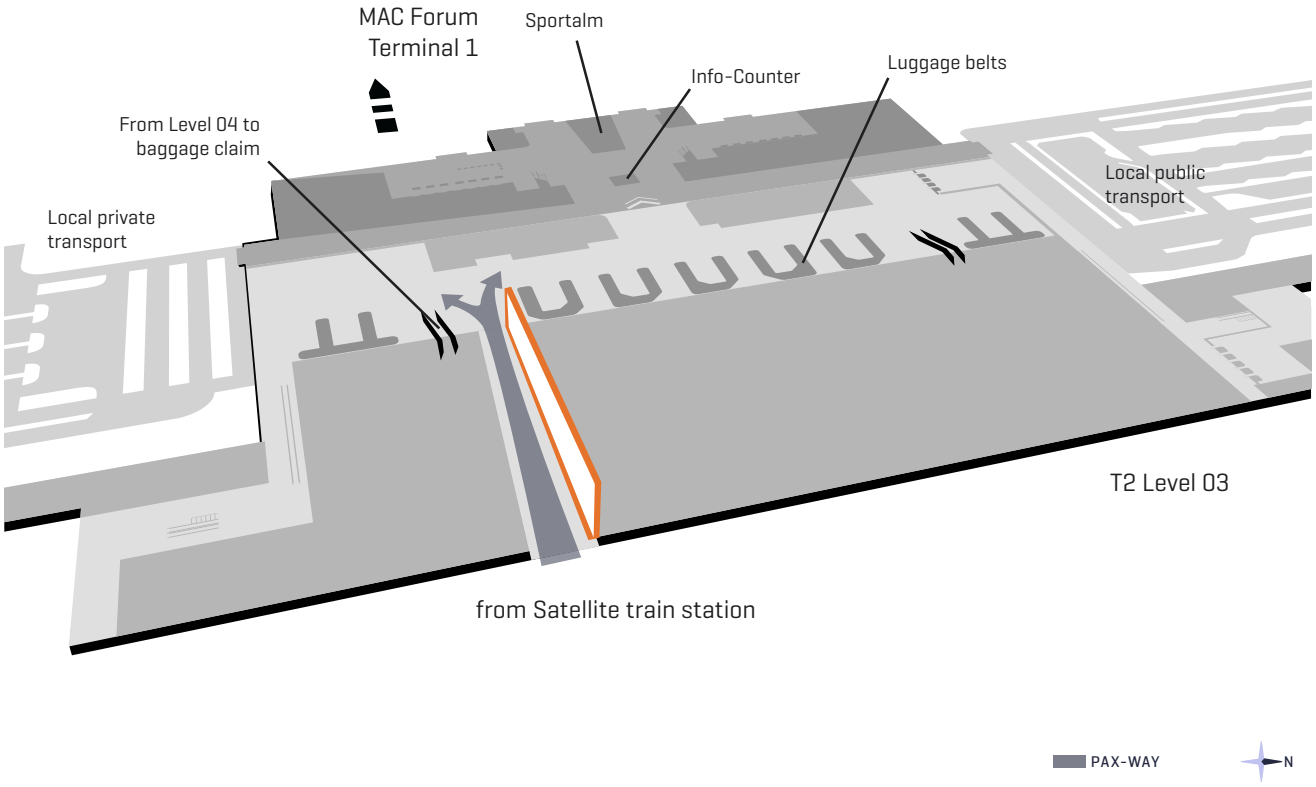
TERMINAL 2, LEVEL 03

The arrival corridor in the train station of Terminal 2 enjoys full attention and exclusivity over a total length of 130 meters. The area is unique in terms of size and format and there area no limits to creativity. Showcase your brand on our longest advertising space in the terminal and leave a lasting impression on all arriving passengers from the satellite building on their way to the central baggage claim in Terminal 2.

BRAND EXPERIENCE

Media data 2026





Arrival corridor

PRICE*	3 MONTHS	6 MONTHS	1 YEAR
	€124,200	€207,000	€345,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
778 - 1,199 mm x 2,692 mm (WxH)

MATERIAL:
Laminate printing film

PRODUCTION:
Commissioned by and at the expense of the client

ADDITIONAL COSTS:
Assembly and disassembly commissioned by and at the expense of the client

OBJECT NUMBER: 0004NZ3273



S-Bahn branding

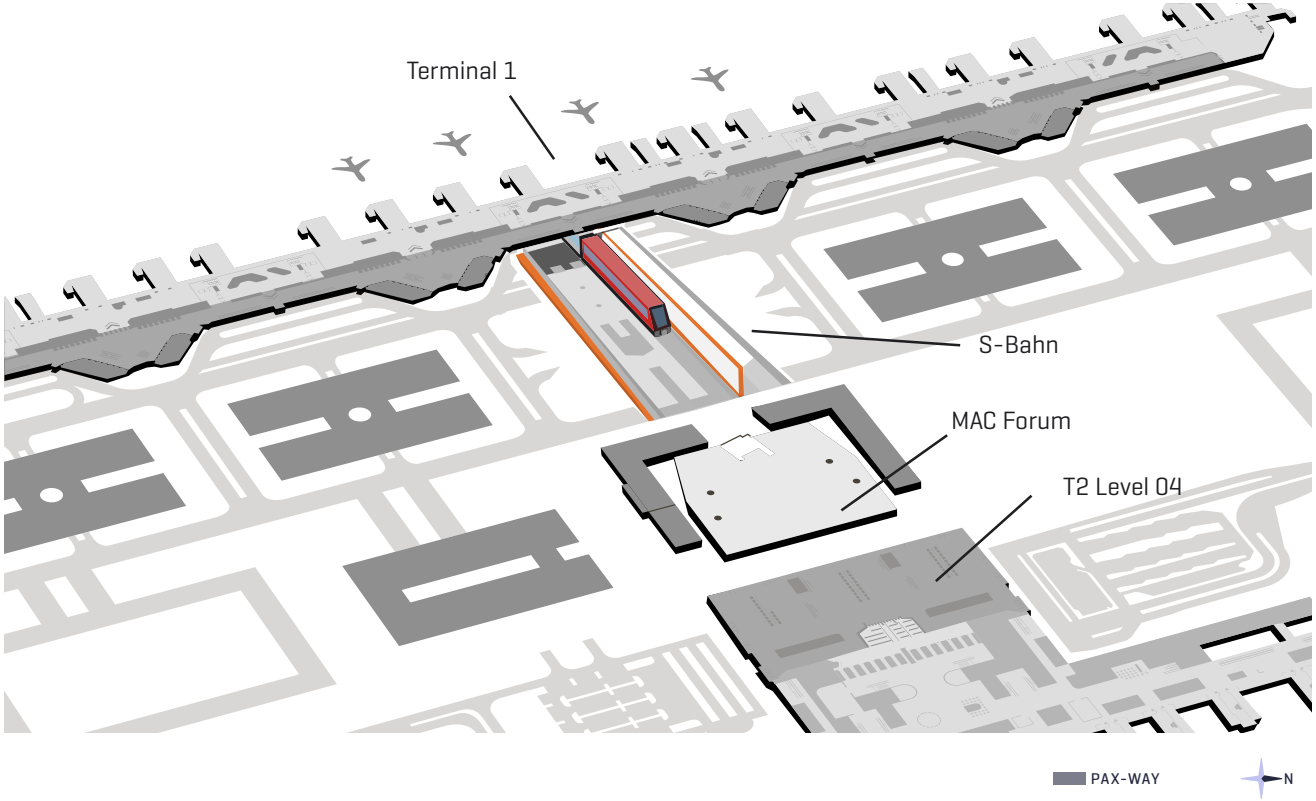
S-BAHN STATION “MUNICH AIRPORT”

The S-Bahn branding is very well received. All with the S-Bahn arriving and departing passengers inevitably pass the eye-catching branding that shines on both wall surfaces of the S-Bahn station with a length of 230 meters each. In addition to maximum accessibility, with this area you benefit above all from the waiting times of passengers on the platform, which increases the visibility and perception of your advertising message.

BRAND EXPERIENCE

Media data 2026





S-Bahn branding

PRICE*	1 YEAR
	€185,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

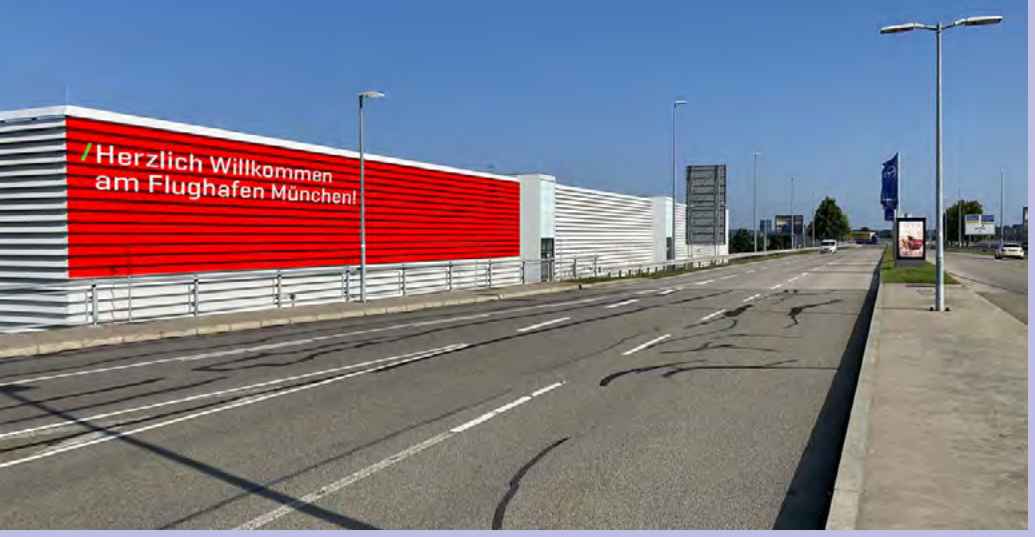
FORMAT:
230 m x 2.50 m (WxH)

NUMBER:
2 wall spaces

PRODUCTION:
Commissioned by and at the expense of the client
- lead time production (Diatec) 10 weeks prior to assembly
- lead time approval of motif 10 weeks prior to assembly

ADDITIONAL COSTS:
Assembly and disassembly commissioned by and at the expense of the client

OBJECT NUMBER: 0011ÖZ2360



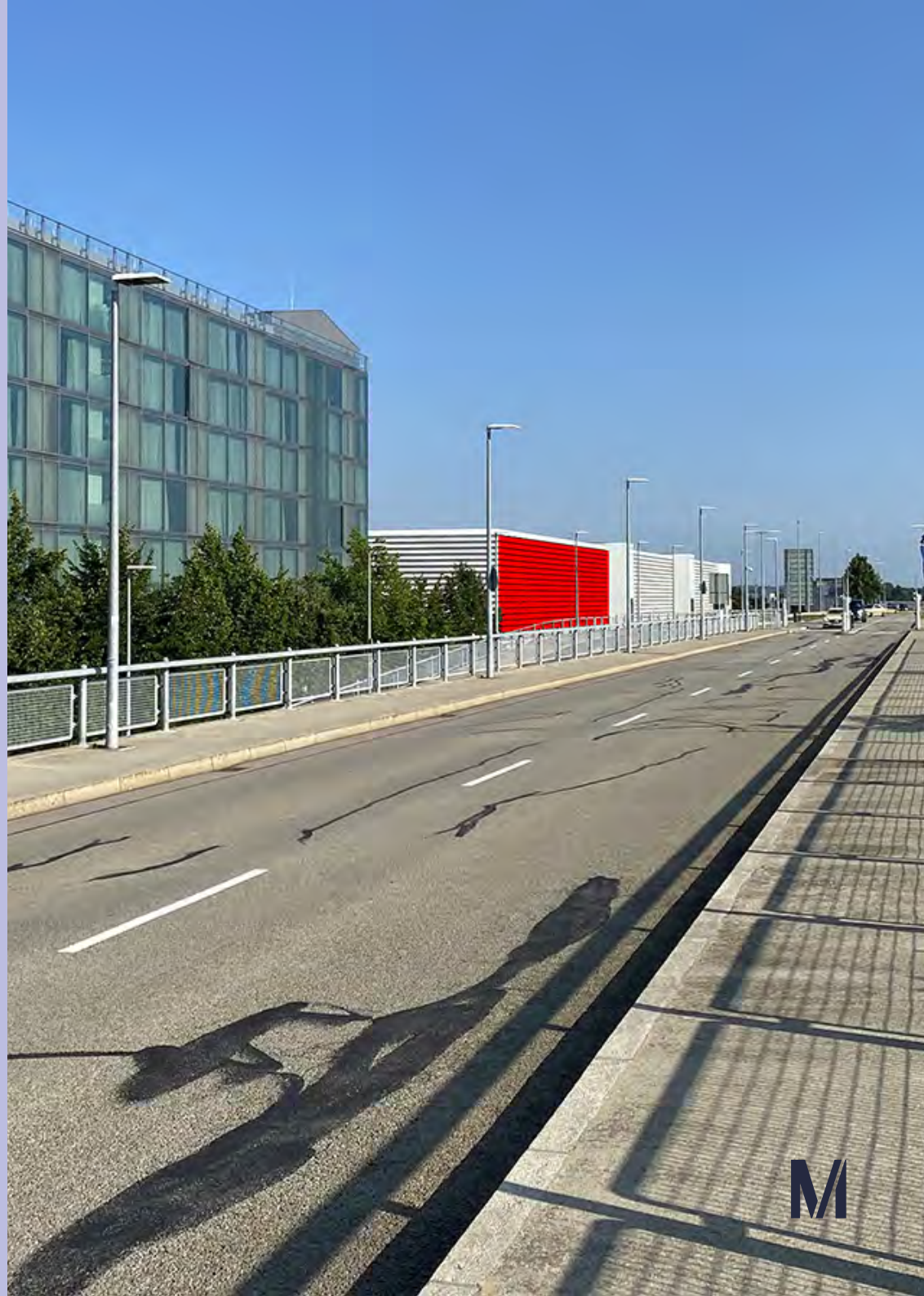
Giant poster P22

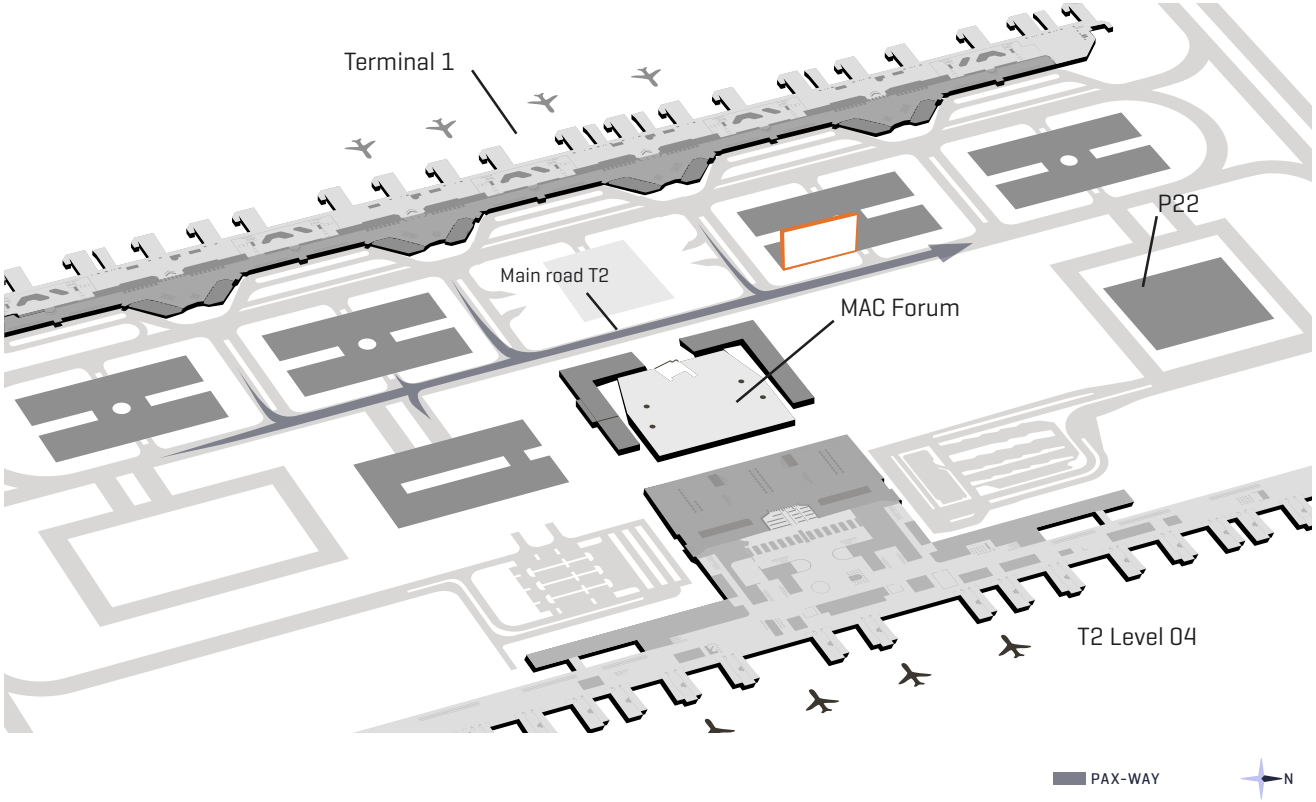
CAR PARK P22 FACADE

Our giant poster in XXL format can not be overlooked on the high-quality facade of the new P22 car park, which is right next to the Hilton Hotel and very centrally located. All travelers who arrive or depart from Terminal 2 by bus or taxi pass through it immediately. Your advertising presence is a real eye-catcher, primarily because of its size, but also because of the unique selling point in this outdoor area, which guarantees you a noticeable presence!

BRAND EXPERIENCE

Media data 2026





Giant poster P22

PRICE*	1 YEAR
	€390,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
52.00 m x 8.00 m (WxH)

NUMBER: 1

MATERIAL:
Mesh

PRODUCTION:
Commissioned by and at the expense of the client

ADDITIONAL COSTS:
Assembly and disassembly commissioned by and at the expense of the client

ADDITIONAL INFORMATION:
Handling time 4 months

OBJECT NUMBER: 00090P0434



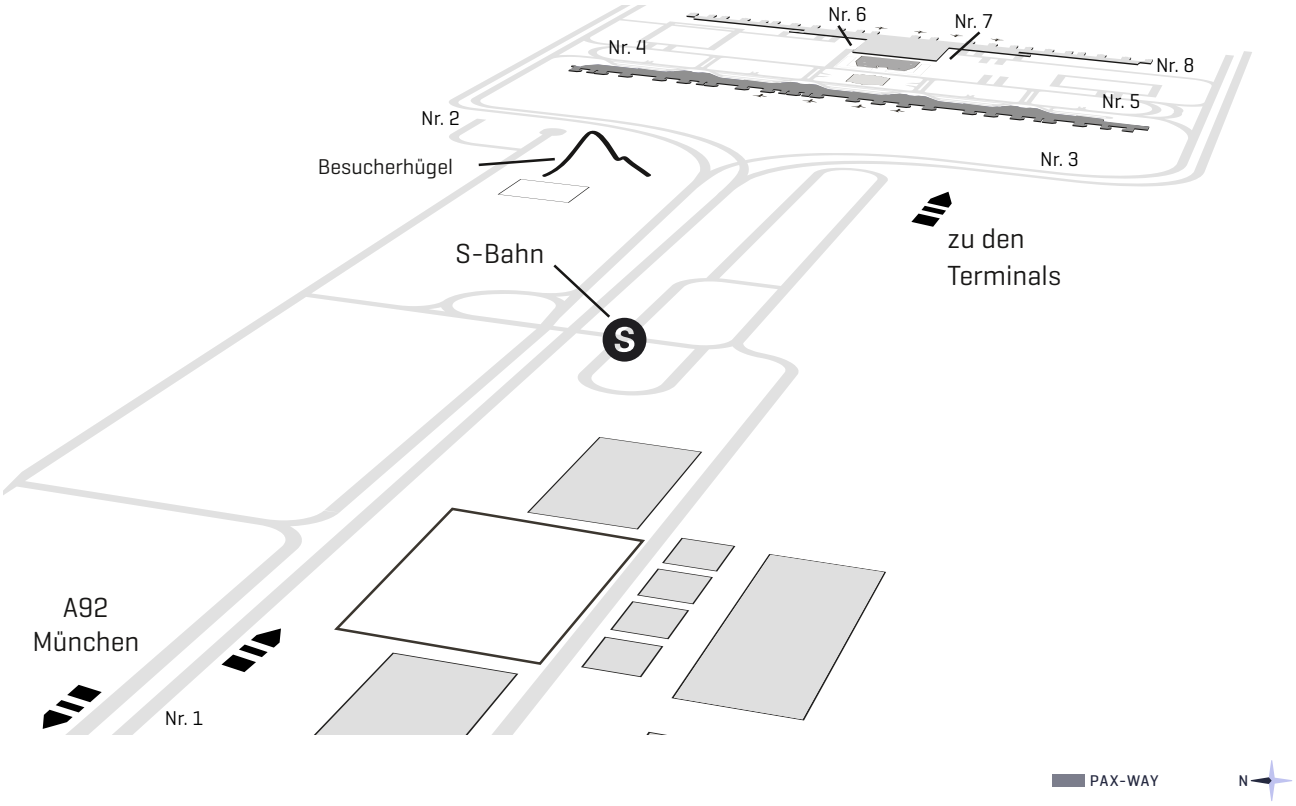
Flag Branding

CENTRAL APPROACH

The flag branding in the central area creates a unique brand appearance.
The entrance to Munich Airport, which is the first and last at the same time contact to the airport. All passengers arriving by car or taxi arrive and depart Terminal 1 and Terminal 2, just like users of public transport, directly conveys your brand message at 8 locations. There is no doubt that your brand will leave a lasting impression with this staging opportunity.

BRAND EXPERIENCE

Media data 2026



Flag Branding

PRICE*	1 MONTH
	€175,000

*plus the statutory sales tax; Agency discount: 10%

Media data 2026

FORMAT:
2.00 m x 6.30 m

NUMBER:
a total of 8 locations, each with 5 flags:
No. 1: 5 flags
No. 2: 5 flags
No. 3: 5 flags
No. 4: 5 flags
No. 5: 5 flags
No. 6: 3 flags*
No. 7: 3 flags*
No. 8: 3 flags*
*At these locations, only 3 out of 5 flags can be externally branded; 2 flags remain Lufthansa-branded.

MATERIAL:
Mesh

PRODUCTION:
Commissioned by and at the expense of the client

ADDITIONAL COSTS:
Assembly and disassembly commissioned by and at the expense of the client

OBJECT NUMBER: 0011ÖS0435

General terms and conditions for advertising and promotion

1. Scope of application, contracting parties, data protection

These terms and conditions apply to all contractual relationships under which Flughafen München GmbH (FMG) or Terminal 2 Gesellschaft mbH & Co. oHG (T2 G, FMG and T2 G hereinafter also referred to as "We") grant the contracting partner (also referred to as "Customer" or "You", agency or directly advertising manufacturer or provider) a right to advertise at Munich Airport in any form whatsoever, especially on existing advertising media such as City Light Poster formats, on media set up by the Customer or in the form of personal promotion activities (contracts on the right to advertise). The Customer's business or contract terms and conditions shall not apply, even if we are aware of them and do not expressly object to them.

We collect, store and process data relating to your person, bank details, contracts and credit security in compliance with data protection requirements. Further details are provided in our separate privacy policy. This is not part of the contents of the contract. Please check the data specified regularly for correctness and inform us of any discrepancies or changes. We can request information from you at any time about your business and company situation, especially concerning all facts to be entered in the commercial register or to be notified to the registration court. If you are in default in providing such information notwithstanding a reminder, we can make enquiries with the commercial register or a credit agency and request you to reimburse any costs incurred.

2. Form for conclusion of the agreement and amendments

We normally issue a short standard-form contract with or without annexes (e.g. a site plan) to conclude or amend an agreement on advertising rights. It summarizes what media and what products, services or brands we grant advertising rights for and at what price (hereinafter referred to as "contractual documents").

If an advertising right is granted in full or in part for more than 1 year, the law (Sections 580, 550 and 126 of the German Civil Code (BGB)) requires a written contract signed by both parties (authorised signatories). That also applies if ordinary termination of the agreement is permissible at a date later than 1 year (agreed minimum term). Any modification or amendment to the agreement shall likewise require written form if its term is at least one year. Regardless of that – even if a shorter or no minimum term is agreed – a simplified written form is hereby also agreed for the agreement and amendments to it: This shall be fulfilled if the contractual documents have been sent by us in text form (Sec-tion 126b BGB; e-mail is sufficient) to you, printed out by you and the original copy has been signed as specified and sent by post to us or a copy of the signed printout has been returned to us by fax or to salesteam@munich-airport.de

For as long as and insofar as you cannot yet take up our contractual service, in particular if the advertising is not carried out, the agreement shall be deemed not to have been concluded if at least the simplified written form specified herein has not been fulfilled (Section 154 (2) BGB). This shall also apply if the minimum term is to last for longer than 1 year, contrary to Section 550 BGB, according to which the agreement would apply for an undefined period of time if written form has not been observed. However, as soon as and insofar as you can take up our contractual service, in particular once the advertising has already been placed, defects in the statutory form or the simplified written form envisaged herein shall no longer mean that the agreement has not been concluded; instead, each party shall be obliged towards the other party to work to fulfil the agreed or – if the agreed binding term is not required – statutory written form.

3. Scope of advertising rights

The advertising right may be exercised only for theproducts, services or brands and only for the advertising party as agreed in each case. You shall require our consent to transfer rights from the advertising agreement to a third party or to allow a third party to use said rights. You shall not have a right to terminate the agreement if such consent is not granted. Any entitlement to exclusivity, to restraint of competitors of the contractual partner or the advertised manufacturer/provider or the advertised products, services and brands or due to comparative advertising by competitors shall be excluded.
If advertising is set up outside existing advertising media, we can demand at any time that it be moved to another, comparable location if the airport's operations so require. In the case of promotions, the right to advertise does not comprise the conclusion or initiation of contracts for a pecuniary interest on site. The campaign must not extend beyond the visible radius of the location in question.
A stand or other erected objects must be supervised constantly and removed outside the times of the campaign.
Pestering or obtrusive conduct shall not be permitted; people who are waiting or otherwise need to remain in their location must not be approached or spoken to without request and uninterested persons must not be approached or spoken to again.

4. Production, design, preparation

The customer shall have the advertising and everything required to set it up at the location (advertising media not existing there, promotional stand, etc.) produced on its behalf at its own expense and remove them from the location when the agreement ends.
The same applies to all other services required as part of that. All materials must be classified as "hardly inflammable" B1 in accordance with DIN4102 or DIN EN 13501.
Any production submissions (draft of the advertising, work plans for advertising media and other objects affixed in a stationary manner, etc.) shall require our prior consent. You shall be responsible for providing us with the submission in good time so that production can be carried out by the agreed start of the agreement. You shall not have the right to our consent or, if our consent is denied, to any claim or other right against us; a modified submission must be provided at your expense.
The customer shall be solely responsible for ensuring that the advertising and the other objects to be produced by the customer comply with all pertinent legal and technical regulations and requirements. If advertising or other objects produced by the customer do not have our consent, we can demand that the objects produced be removed or that its legal or technical defect be rectified or remove or rectify the objects ourselves after setting the customer a reasonable period of time to do and this period of time expires with no result, as well as demand reimbursement of the necessary costs.
Persons who regularly enter restricted-access areas shall require an airport security ID card, must have clearing as part of an official background check and must have undergone air security training. The FMG's ID Card Office can provide you with more details of the regulations, fees and charges in this regard.

5. Maintenance, duty to ensure safety

You shall be obliged to keep the means of advertising and the other objects produced by you in an orderly, clean and tidy condition at your expense.
You shall be solely responsible on our behalf for ensuring product safety and general safety as regards the objects you have produced and their installation at the location, including while they are being assembled or dismantled.
You shall indemnify us against claims by third parties in this regard.

6. Value-added tax

If our services were to relate to leasing and so be exempt from value-added tax, we shall treat them as liable for tax in accordance with Section 9 (1) of the German Valid-Added Tax Law (UStG) (value-added tax option).
Our value-added tax option can – pursuant to Sections 9 (2) and 27 (2) UStG – depend on you (the service recipient) using the rented object solely for sales that do not exclude deduction of input tax (Section 9 (2) UStG Sentence 1); proof that these requirements are met must be furnished (Sentence 2).
Please clarify this option with us if in doubt. Provide us immediately upon request with all the documents required for proof in accordance with Section 9 (2) UStG. You shall be liable to reimburse us for the damage we incur as a result of a violation of these provisions.
Stated payment amounts are, in cases of doubt, net and statutory value-added tax at the applicable rate shall be payable on them or, if leasing is free of value-added tax and cannot be treated as liable to tax, plus an appropriate surcharge.

7. Due date for payments, non-use of our services

Unless otherwise agreed, the payment shall be due at the start of the agreement's term or, if it is defined on the basis of periods of time, at the start of the individual periods of time; if shorter periods of time have been defined for payment, the relevant portion must be paid at the beginning of each of the individual periods of time. If no due dates have been agreed, payments shall be settled on the basis of an invoice within 10 days of the invoice date.
Any costs we incur as a result of debits that are not paid, countermanding of direct debits or uncovered cheques shall be reimbursed to us, without prejudice to further claims for damages.
If you do not make use of the agreed advertising right or cannot make use of it for a reason on your part, this shall not discharge you from the duty to make the payment. This shall also apply in particular if you do not submit the advertising or the other objects to be produced to us in good time for approval or have not produced them by the agreed start of the agreement.

8. Security

In order to secure your liabilities from the contractual relationships, we can demand that you submit an absolute guarantee for a maximum fixed amount from a bank with authorization to conduct business in Germany to us at your expense. We can set the maximum amount at 6 times the monthly liabilities. If we satisfy claims from the guarantee or the guarantee otherwise expires, you shall top up or renew the guarantee.

9. Limitations to our obligations

The contractual exchange of services shall exist regardless of how many persons or what groups of persons can see the advertising as part of the airport's operations. If passenger traffic is completely interrupted in the advertising's range of visibility due to exceptional circumstances, we shall offer you – if we are responsible for said circumstances – reasonable compensation to the best of our ability in the form of an extension to your agreement or an alternative or additional location. Other rights and claims of yours shall be excluded, unless our compensation offer is unreasonable.
If we are not responsible for the exceptional circumstances (e.g. cordoning off the terminal by the security authorities, interruption to flight operations due to a strike), your rights and claims in this regard shall be excluded.
Our statutory liability as landlord for defects or legal imperfections in title that existed at the time the agreement was concluded (Section 536a (1) BGB) is hereby excluded, unless we are responsible for the defects or imperfections. Claims for reimbursement of the loss of prospective profits or other indirect financial losses due to delay or failure to provide services on our part shall be excluded in all events.
We shall not assume any obligation whatsoever to repair, maintain, take care of or store the advertising or the other objects produced by you.
Our employees or vicarious agents shall not be personally liable to a greater extent than we ourselves are.

10. End of the agreement

You shall remove the advertising or the other objects produced by you in a proper manner and restore the prior condition at the location at your own expense by the final day of the agreement's term. If you continue to use the advertising after the agreement's term ends, the contractual relationship shall not be extended for an indefinite period of time as a result. We can demand the agreed or in the then usual payment as compensation for the duration of continued use, remove the advertising or the other objects produced by you after we have set a specific period of time for you to remove them and this period of time expires without result and demand reimbursement of the necessary costs.

11. Termination

If the contractual relationship has not been entered into for a definite period of time, it may be terminated ordinarily by either party, unless otherwise agreed, at the start of one of the periods of time defined for making the payment, effective when said period of time ends. Otherwise – before the start or during the defined term of the agreement – ordinary termination of the agreement shall not be possible. The right of either party to terminate the contractual relationship extraordinarily for an important reason subject to the statutory requirements shall remain unaffected. Irrespective of the statutory cases, an important reason for us shall be in particular if (1) you continue to act in breach of the agreement despite being warned to desist, in particular if you allow a third party to use the advertising right, violate your maintenance obligations or duty to ensure safety or, in the case of a promotion, violate your duties of conduct; (2) if you are in delay in making the payment to the extent of one month's sum for longer than one month or are repeatedly in delay with it to a not inconsiderable extent;
(3) where the advertising right cannot be granted up to the end of the agreement's term for the purposes of fulfilling statutory or official requirements relating to operation of the airport.
If we terminate the agreement in full or in part in such a case, you can terminate the rest of the agreement extraordinarily within 14 days of receiving the notice of termination; we shall refund you any prepayment you have made and offer you other available advertising opportunities; further rights, including claims for damages, shall be excluded.
Termination of the agreement shall not be valid unless given in writing.
Sending the notice in text form (Section 126b BGB) to the e-mail address (salesteam@munich-airport.de) or fax number specified by the recipient in correspondence relating to the agreement shall satisfy the agreed requirement for written form.

12. Place of performance, place of legislation, severability clause

The provisions of the Airport Rules and Regulations and Fire Safety Regulations for Munich Airport and any annexes to the agreement shall also apply.
This agreement shall be subject exclusively to the law of the Federal Republic of Germany. The German version shall be authoritative in interpreting these provisions.
Munich Airport campus shall be the exclusive place of performance for the obligations of both parties. Any disputes shall be settled solely before a competent court of law at the place of performance.
If a provision of this agreement is or becomes invalid or there is a gap in the agreement, this shall not affect the remaining agreement; the gap shall be closed in a way that corresponds to the economic purpose of the agreement.

Team Advertising & Media

Salesteam
email: salesteam@munich-airport.de
Phone: +49 89 975 34301



Back row (from left): Michael Perchtold, Sandra Tonch, Anneka Seidl, Lisanne Oschwald, Andrea Kordes, Josip Stricevic. Front row (from left): Stefan Schober, Patricia Venetis, Lucia Seeberger, Florian Rauscher, Nadine Grell.

Imprint

Flughafen München GmbH
Advertising & Media
P.O. Box 23 17 55
85326 München-Flughafen
Phone: +49 89 975 3 43 01