

**High quality journalism for high-flying travellers**



## Lufthansa Magazin

- **The highest coverage inflight magazine in Europe.** With 1.54 million readers among Europe's top 13%, it leaves all other European inflights behind.
- **Exceptionally top quality editorial product.** The editorial contents feature people, travel and aviation, maps, service and the entertainment programme.
- **Number one for reaching German decision-makers.** The total edition of LUFTHANSA MAGAZIN reaches one million top-earners in Germany – more than any business title.

## Lufthansa Exclusive

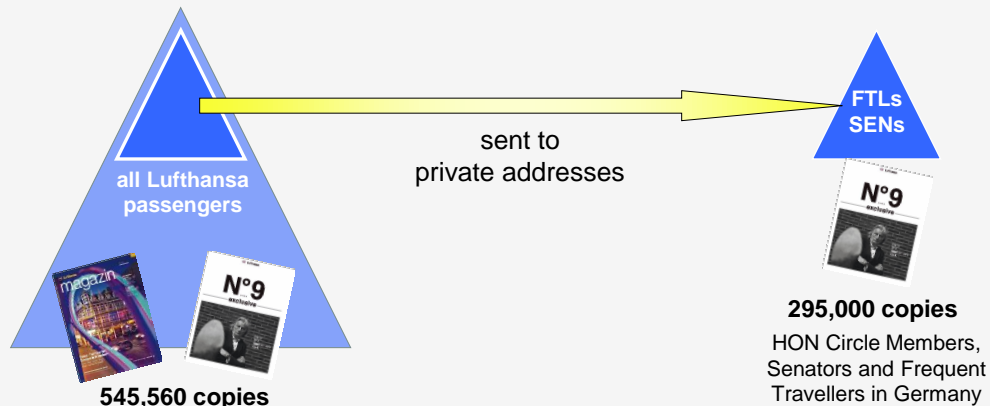
- **The VIP split-run edition.** Sent every month to the homes of 295,000 Lufthansa HON Circle Members, Senators and Frequent Travellers.
- **Editorial focus on business and lifestyle.** The editorial programme perfectly reflects the lifestyle and consumption patterns of this exclusive readership.
- **A target group with unmatched quality.** Lufthansa's frequent travellers and cardholders are a target group that is the envy of other magazines.

### Readership Profile

	All Adults 51.63 million*	LHM Readers 1.54 million*	Index: All Adults = 100
	%	%	
<b>Men</b>	59	66	112
<b>Women</b>	41	34	83
<b>Age</b>			
21 - 34	17	21	127
35 - 44	24	23	88
45 - 54	27	28	103
55 and older	30	27	92
<b>Business Definition</b>			
Decision makers	16	35	219
C-Suite, all sectors (all sectors)	6	13	228
<b>Personal annual income*</b>			
€ 50,000 – € 100,000	30	37	123
€ 100,000 and more	5	16	326

Source: \*EMS 2015

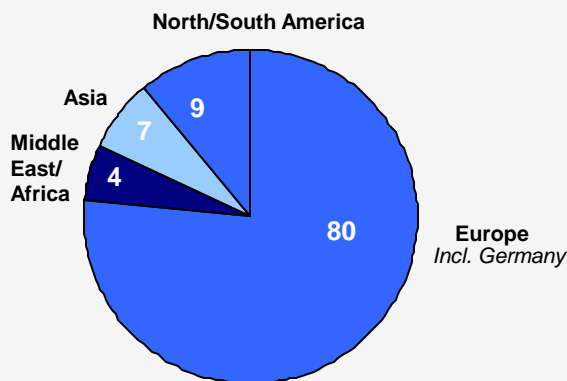
## LUFTHANSA MAGAZIN – total edition and LUFTHANSA EXCLUSIVE split-run



Source: IVW III/2015

### Europe: 80% of all passengers

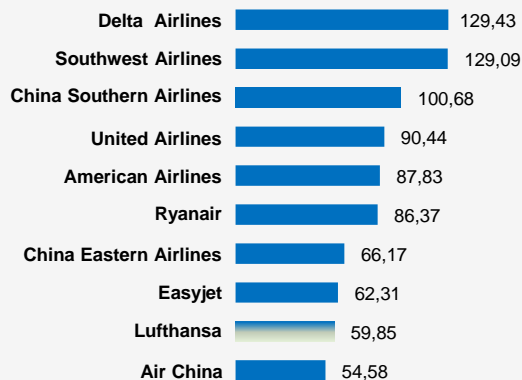
Passengers in %



Source: Lufthansa.com/investor-relations/Verkehrszahlen

### Top 10 airlines – world-wide 2014

Passengers in million



Source: Statista 2015

<b>Cover price</b>	free of charge
<b>Frequency</b>	monthly / monthly
<b>Launch year</b>	1998 / 2004
<b>Circulation</b>	
Total paid	545,560 (incl. 295.000 LHE) (IVW III/2015)
<b>2016 ad rates*</b>	
Full page multi-colour	€ 33,900 / LHE: € 23,600
<b>Discounts</b>	Start at 3% for 2 pages

<b>Coverage</b>	
Adults	3.0% / 1.54 million (Affluent Europe 2015)

<b>Cost per 1,000 readers</b>	
Total full page	€ 22,01

<b>Technical information</b>	
Trim size	205 mm x 260 mm

**Technical Specifications:** Current and binding English-language information is available under: [www.duon-portal.de](http://www.duon-portal.de)

\*For complete current ad rates and data, please consult [www.gujmedia.com](http://www.gujmedia.com) / the information in this fact sheet is non-binding and without liability.