LXM media

MEDIA KIT 2020

TAKING MARKETING
VALUE TO NEW HEIGHTS
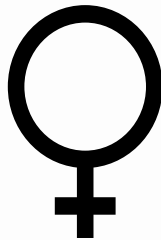
TABLE OF CONTENT

OVERALL PASSENGER DEMOGRAPHICS
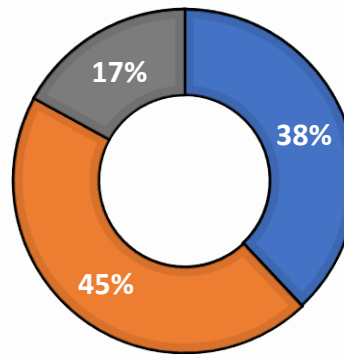
Gender
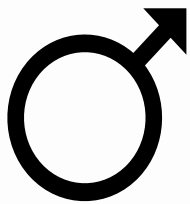
50%-60%   40%-50%

Depending on the market segment and destination the passengers are 40-50% female and 50-60% male.

Age

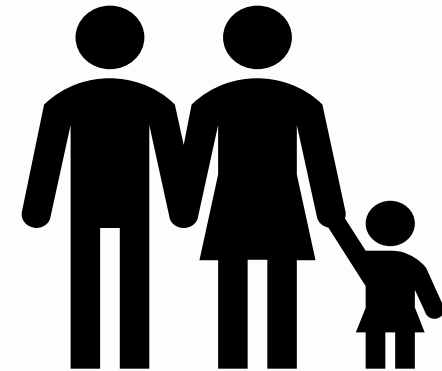
■ 20-39 years   ■ 40-59 years   ■ others

38%
45%
17%

Over 38% of the passengers are between the age of 20 and 39 years and 45% of the passengers are between the age of 40 and 59 years

Holiday Traveller

Between May and September you can reach 4,5 million holiday and leisure travelers per month. Depending on the destination, 50-65% are families with children in the age between 3-12 years.

THE POWER OF INFLIGHT ADVERTISING

93%
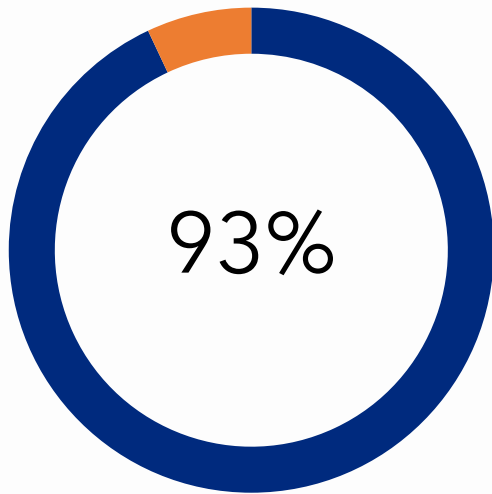
Brand Recall

A passenger sees in average 35 times per flight your advertisment

80%
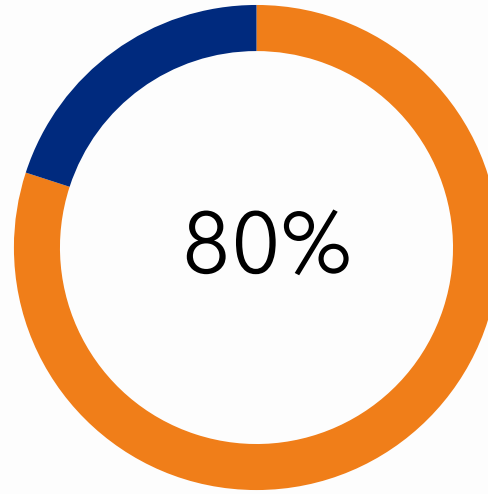
Unaided Recall

The unaided recall of inflight advertising surpasses all traditional media

38%
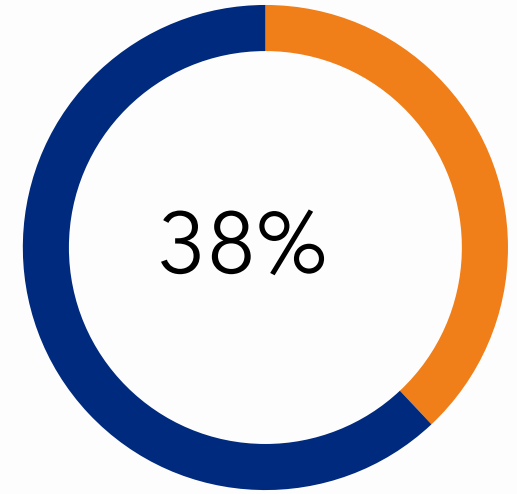
Increase of intention to buy

38% of passengers are more likely to buy after seeing the advertisement

AIRLINE PARTNERS

- EUROWINGS
- AIR DOLOMITI
- SUNEXPRESS
- SMARTWINGS
- IBERIA EXPRESS
- PEGASUS
- AIR NOSTRUM
- VIRGIN ATLANTIC

INTERIOR & EXTERIOR BRANDING

TAKING MARKETING VALUE TO NEW HEIGHTS

TRAY TABLE BRANDING

TRAY TABLE BRANDING
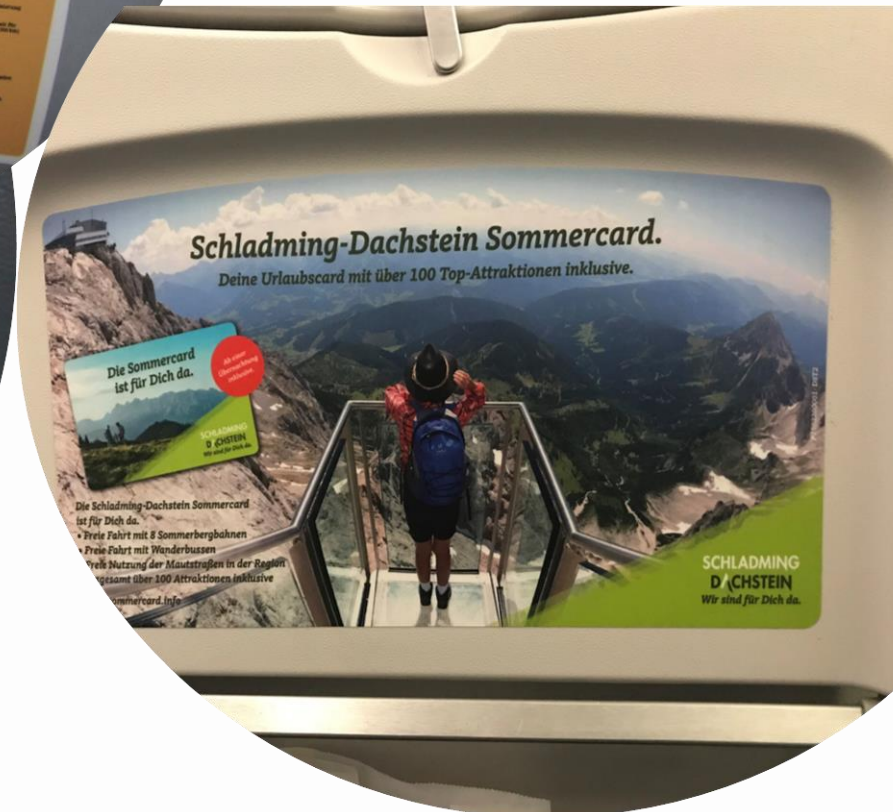
AIRCRAFT EXTERIOR BRANDING

- We offer customized aircraft exterior branding in variable sizes upon your request

- Campaign duration: minimum 3 months

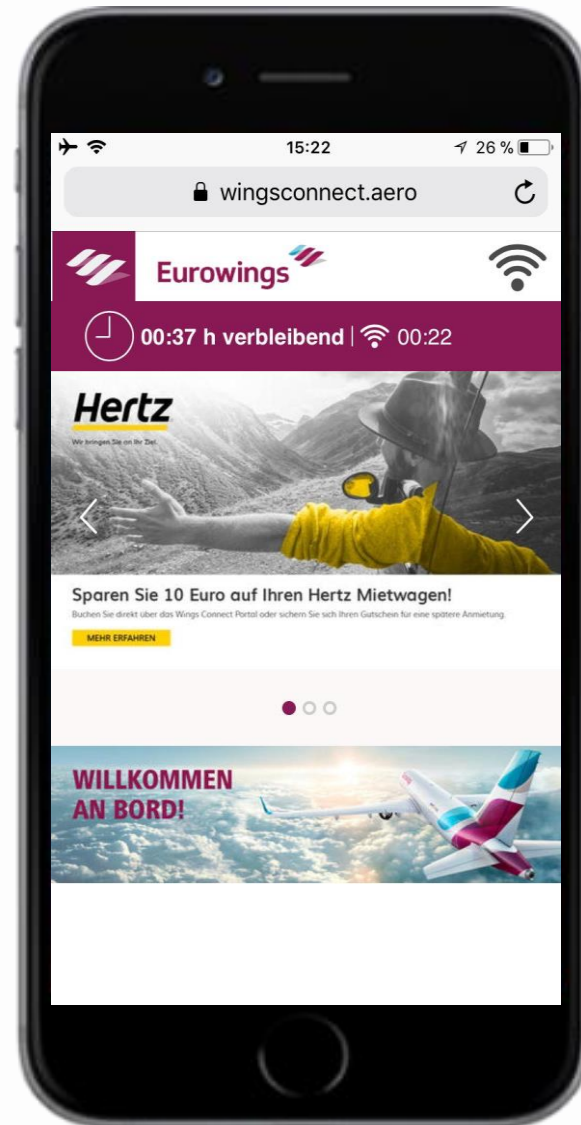- Contact us for a quotation of your personalized aircraft exterior branding

DIGITAL ADVERTISING

TAKING MARKETING VALUE TO NEW HEIGHTS

BANNER AD ON THE MENU SCREEN
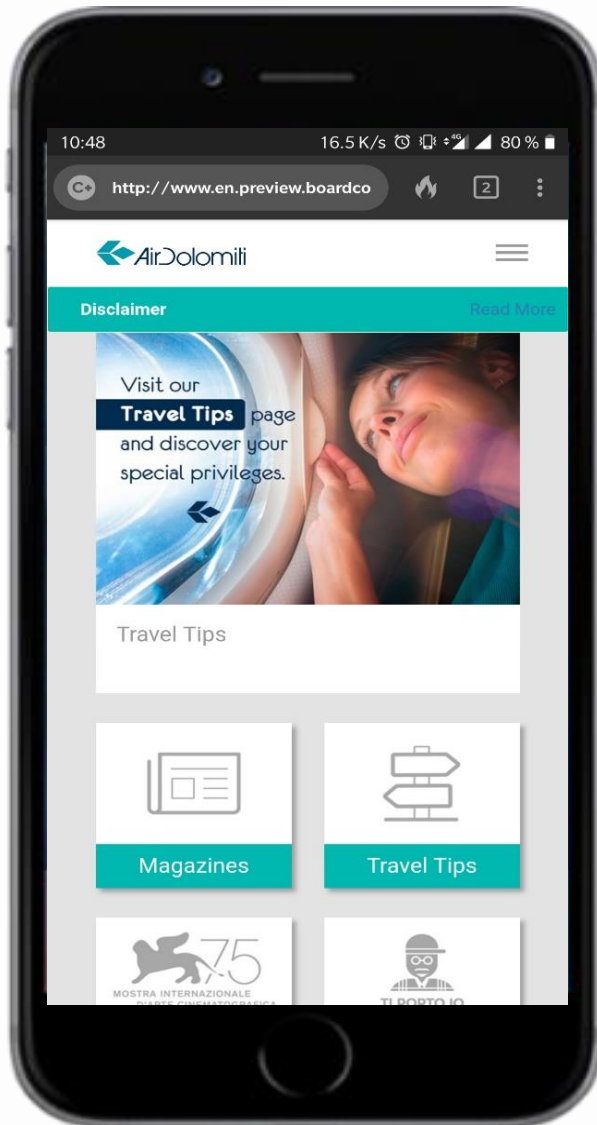
BANNER AD ON THE MENU SCREEN
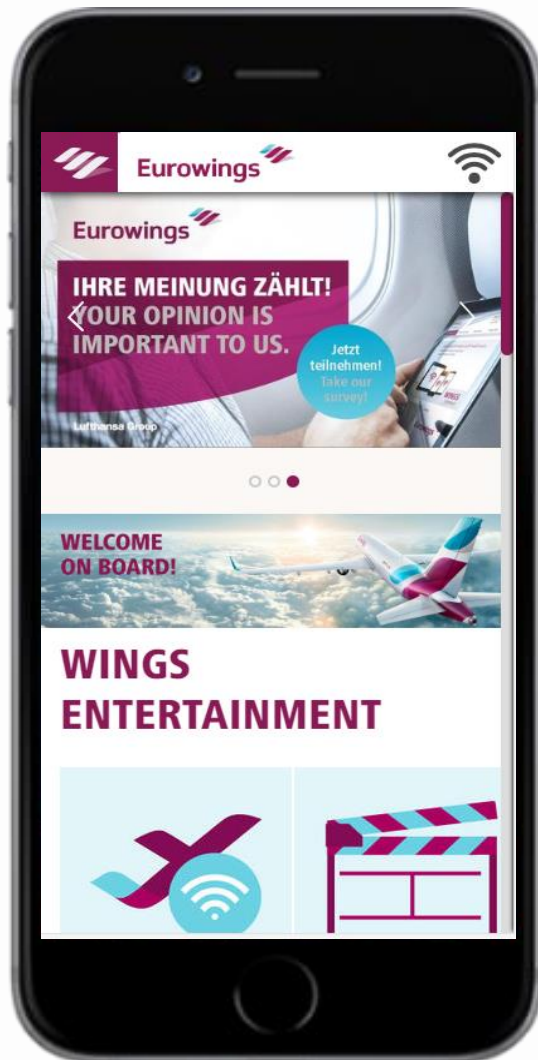
- ✓ The banner ad on the menu screen of the airline's IFEC system, provides advertisers with the ability to present their ad to the passengers, whenever these are browsing the home screen menu.

- ✓ Eye-Catching presence in the IFEC environment immediately on the home screen.

- ✓ A link to a customized HTML5 landing page can be implemented. The HTML5 landing page can include text, picture and/or video

- ✓ High CTR (> 5%). This result, thru the exclusive placement of the banner and the possibility of enrichment thru high-quality content (link to landing page).

VIDEO AD ON THE MENU SCREEN
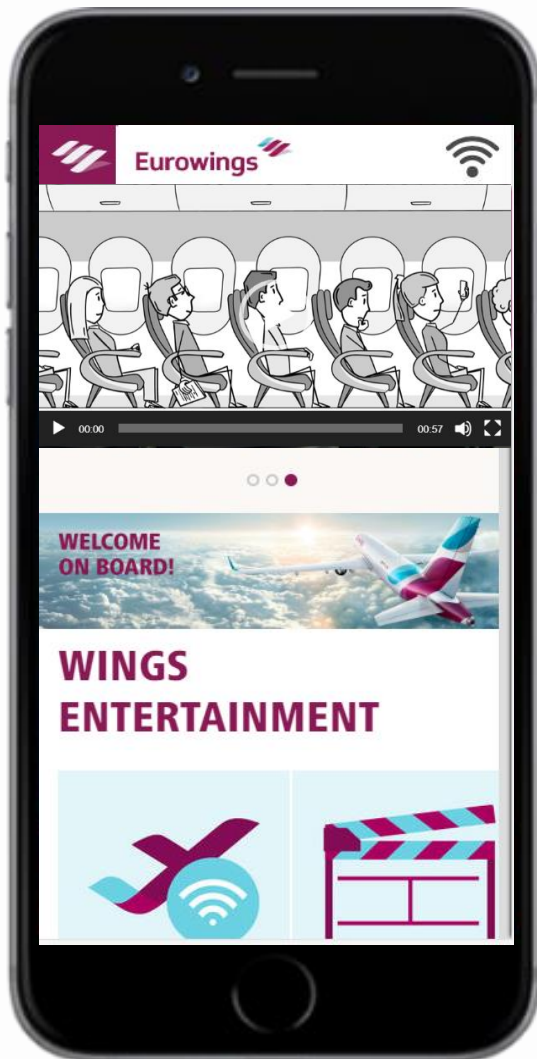
✓ Welcome Screen Video Ad provides advertisers with the ability to exclusively present their ad to all passengers whenever they are accessing the IFEC System.

✓ Appears whenever a user accessing the IFE application. A link to a customized HTML5 landing page can be implemented.

✓ Unrivaled high CTR of up to 11.5% based on exclusivity positioning on the non-skippable entry site of the IFE application.
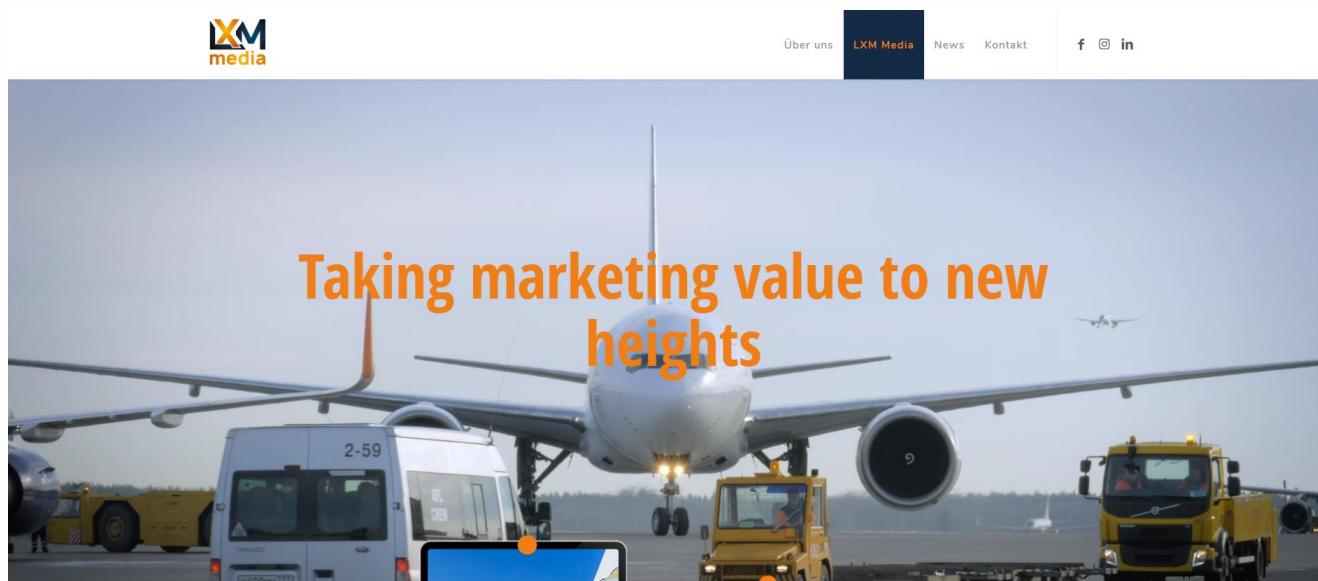
LANDING PAGE

Facts:

✓ Landing pages are locally saved to the aircraft' s server that powers the IFEC system.

✓ The aircraft's IFEC system works device- and browseragnostic and no app is required.

✓ The landing page is programmed and owned by the ADVERTISER. (landing page programming can also be offered by LXM if requested. Prices are subject to the landing page complexity)

✓ Vouchers or coupons can be made available for download, independently of the aircraft' s connectivity status. The system tracks all voucher downloads and reports showing the interactivity onboard the aircraft will be generated and delivered to THE ADVERTISER.

VIDEO AD PRIOR TO DIFFERENT CHANNELS
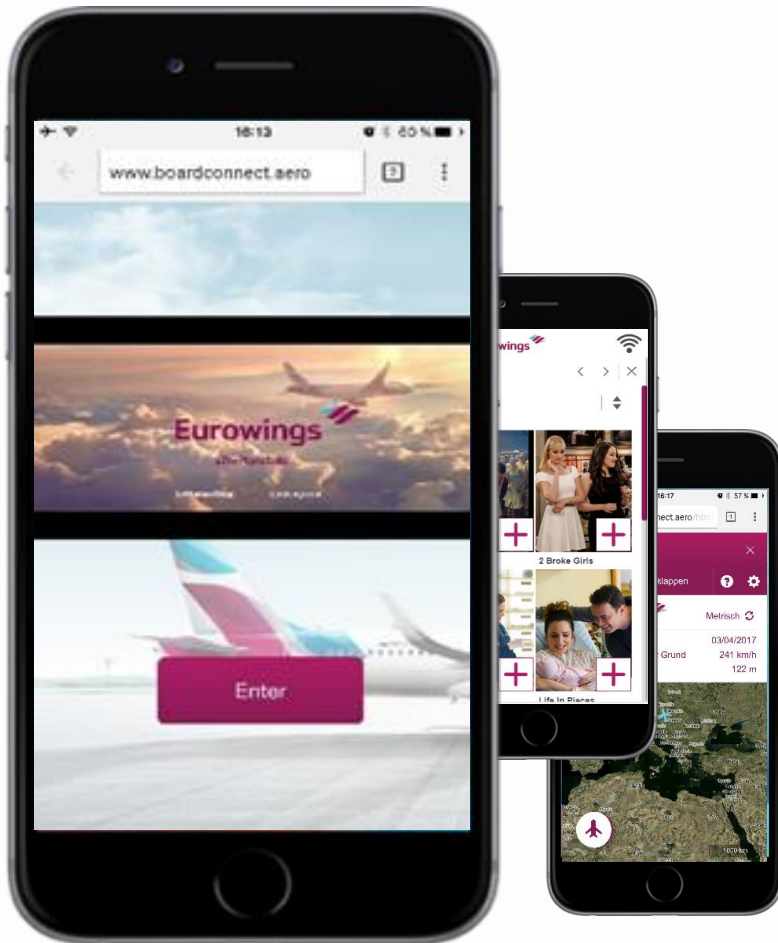
✓ Video Ad prior to different channels provides advertisers with the ability to exclusively present their ad to passengers whenever they attempted to browse through these channels. More than 65 % of all interacting passengers are watching the moving map during their flight.

✓ Appears just before a passenger starts the application. A link to a HTML5 landing page can be implemented.

✓ Unrivaled high CTR of up to 11.5% based on exclusivity positioning on the non-skippable entry site of the IFEC application
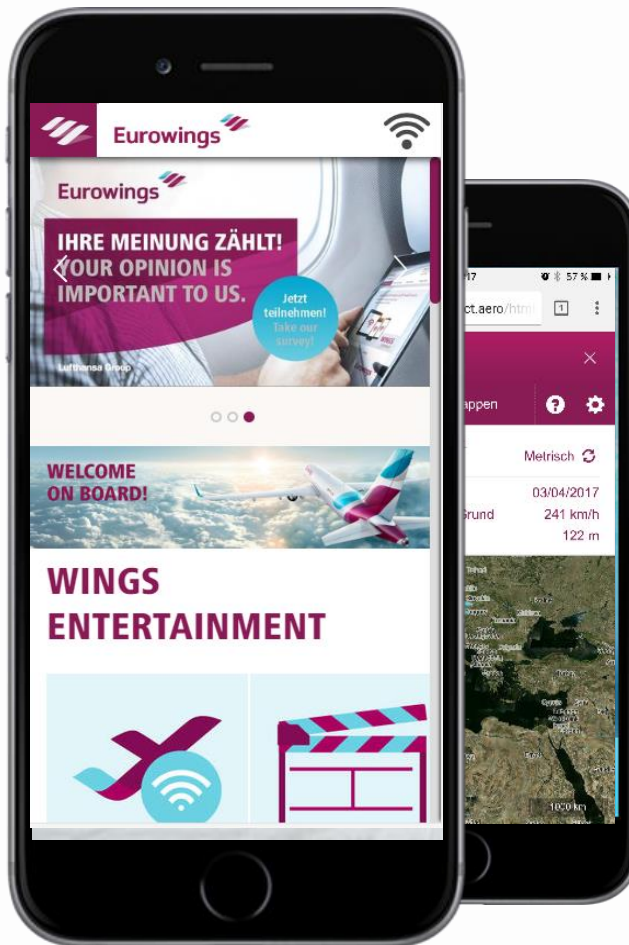
PERSONALIZED, INDIVIDUAL MENU ICON

Your interactive landing page will be available on the IFEC System as a standalone item in the general menu. Create your own tile (icon) that brings the passenger straight to your linked information channel. This can be anything from a newsletter subscription form, video or audio content, until a digital shop.

RATE CARD

TAKING MARKETING
VALUE TO NEW HEIGHTS

TRAY TABLE BRANDING

COST OF PRODUCTION, INSTALLATION AND REMOVAL

Type of aircraft	Airline	Number of aircraft	Media space	Cost of production, installation and removal per aircraft
Airbus A319/A320	Eurowings	82	Tray Table outside (entire aircraft)	€ 2.250,00
Boing 737-800	Sun Express DE, Turkey	47	Tray Table inside (entire aircraft)	€ 2.250,00

MEDIA FEE

Type of aircraft	Airline	Number of aircraft	Media Space	Media Fee per aircraft per month
Airbus A319/A320	Eurowings	82	Tray Table outside (entire aircraft)	€ 4.990,00
Boing 737-800	SunExpress DE, Turkey	47	Tray Table inside (entire aircraft)	€ 4.290,00

BANNER AD MEDIA FEE

Reach: 12,5 Mio Ad Impression monthly

Advertising space	Range	Minimum Volume	Rate Type	Rate	Notes
General Banner	entire fleet	250.000 ad impression	CPM	€ 39,00	shown on currently all aircrafts with IFE(C)-System
Banner with destinations targeting	to and from a specific destination	150.000 ad impression	CPM	€ 45,00	shown on all flights with IFEC-System to and from a specific destination
	to a specific destination	100.000 ad impression	CPM	€ 51,00	shown on all flights with IFEC-System to a specific destination
	from a specific destination	100.000 ad impression	CPM	€ 51,00	shown on all flights with IFEC-System from a specific destination
Banner time specific	Individual time frame to be selected	100.000 ad impression	CPM	€ 55,00	shown on all flights with IFEC-System during a specific time frame
	flight time	100.000 ad impression	CPM	€ 55,00	shown on all flights with IFEC-System during a specific flight time

Banner ads can be displayed on up to 4 advertising spaces

VIDEO AD MEDIA FEE

Reach: 7,5 Mio Ad Impression monthly

Advertising space	Range	Minimum Volume	Rate Type	Rate	Notes
Video on menu screen	entire fleet	250.000 ad Impression	CPM	€ 60,00	shown on currently all aircrafts with IFE(C)-System
Video with destinations targeting on menu screen	to and from a specific destination	150.000 ad Impression	CPM	€ 69,00	shown on all flights with IFEC-System to and from a specific destination
	to a specific destination	100.000 ad Impression	CPM	€ 78,00	shown on all flights with IFEC-System to a specific destination
	from a specific destination	100.000 ad Impression	CPM	€ 78,00	shown on all flights with IFEC-System from a specific destination
Video time specific	Individual time frame to be selected	100.000 ad impression	CPM	€ 84,00	shown on all flights with IFEC-System during a specific time frame
	flight time	100.000 ad impression	CPM	€ 84,00	shown on all flights with IFEC-System during a specific flight time
Video prior to special channels	entire fleet	200.000 ad Impression	CPM	€ 55,00	Can be linked to a customized HTML5 landing page. The landing page can be built and delivered by the advertiser (according our technical specifications), and will be saved local on each aircraft's server, for online and offline availability. Alternatively, we offer landing page creation at additional charges.

OTHER

Advertising space	Rate type	Rate	Minimum campaign duration / volume	Notes
Personalised, individual menu icon (e.g. Microshop integration)	Listing Fee per aircraft per month	€ 200,-	3 months	Can be linked to a customized landing page. The landing page can be built and delivered by the advertiser (according our technical specifications), and will be saved local on each aircraft's server, for online and offline availability. Alternatively, we offer landing page creation at additional charges.
Special advertainment formats	Tbd.	on request	on request	
Connectivity sponsoring	Price per MB	€0,09	Invoicing according to usage	Currently only available on Eurowings
„Connect S" connectivity package sponsoring	Flat rate per user (connecting passenger)	€ 3,90	Invoicing according to usage	Currently only available on Eurowings Connect S = internet package for messaging and email services during the entire flight
Campaign management fee	Flatrate	5% of total campaign volume		minimum € 750,00
Landingpage development	Flatrate	€ 750,00	N/A	The flat rate includes all programming work up to 6 programming hrs. for a landing page. Each programming hour that exceeds the flat rate, will be invoiced with €125,00
Technical integration fee	Flatrate	€ 1.800,00	N/A	Charges for technical integration for landingpages or whitelisting of advertiser websites.

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www.lxm-group.com

THANK YOU FOR YOUR ATTENTION