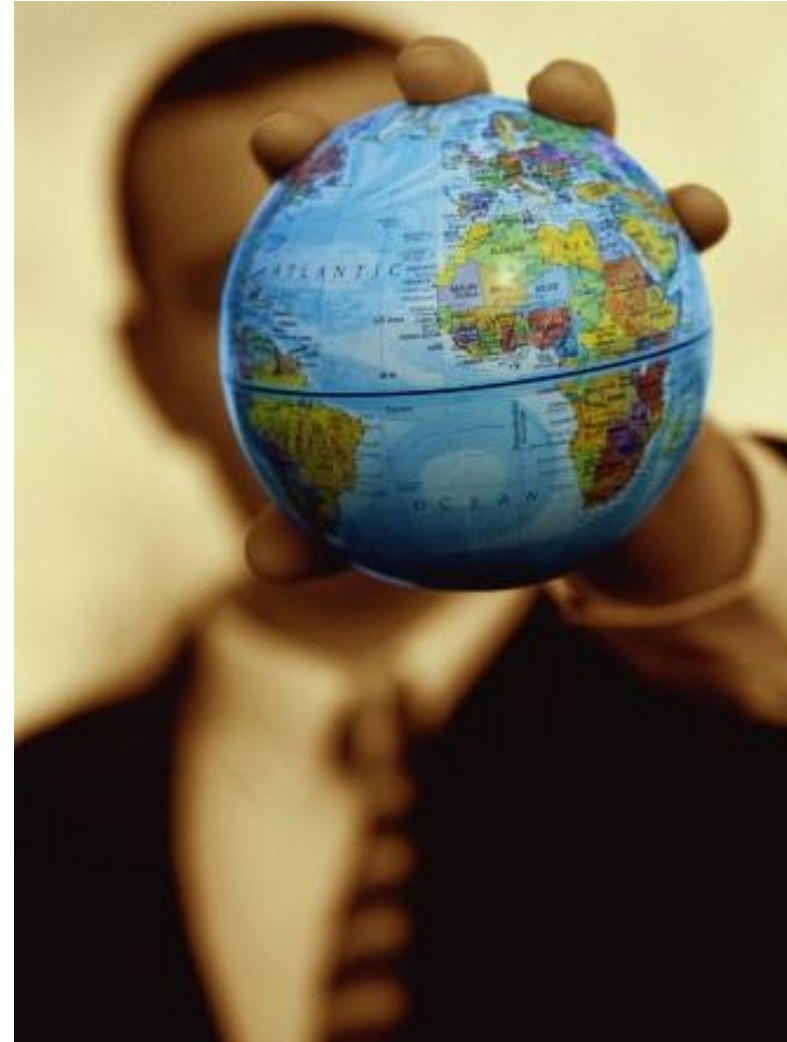
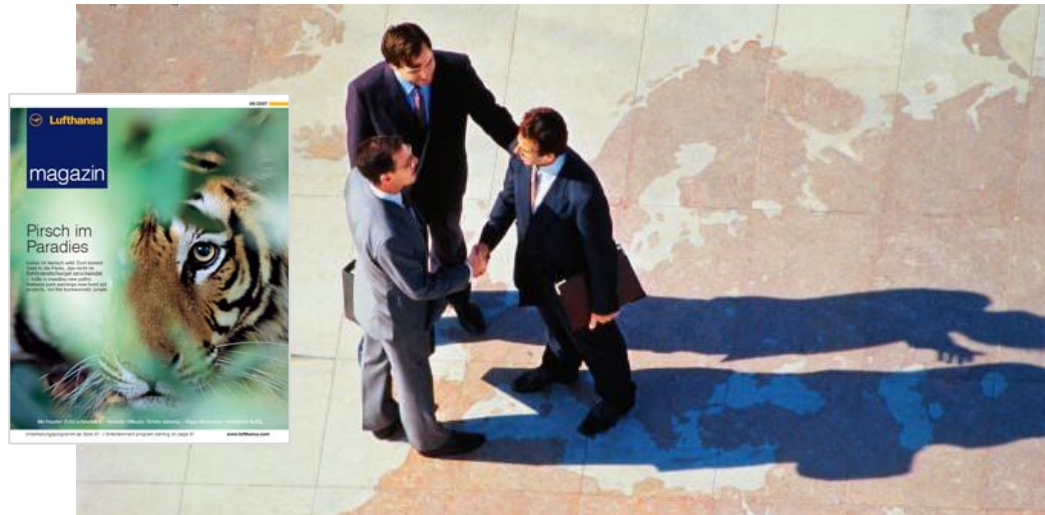


Pan-European Media Campaign



Do you think of Lufthansa Magazin ..

- » .. as a Pan-European magazine?
- » .. as the market leader in European coverage?
- » .. as a gateway to Pan-European decision makers?
- » .. when planning your Pan-European campaign?

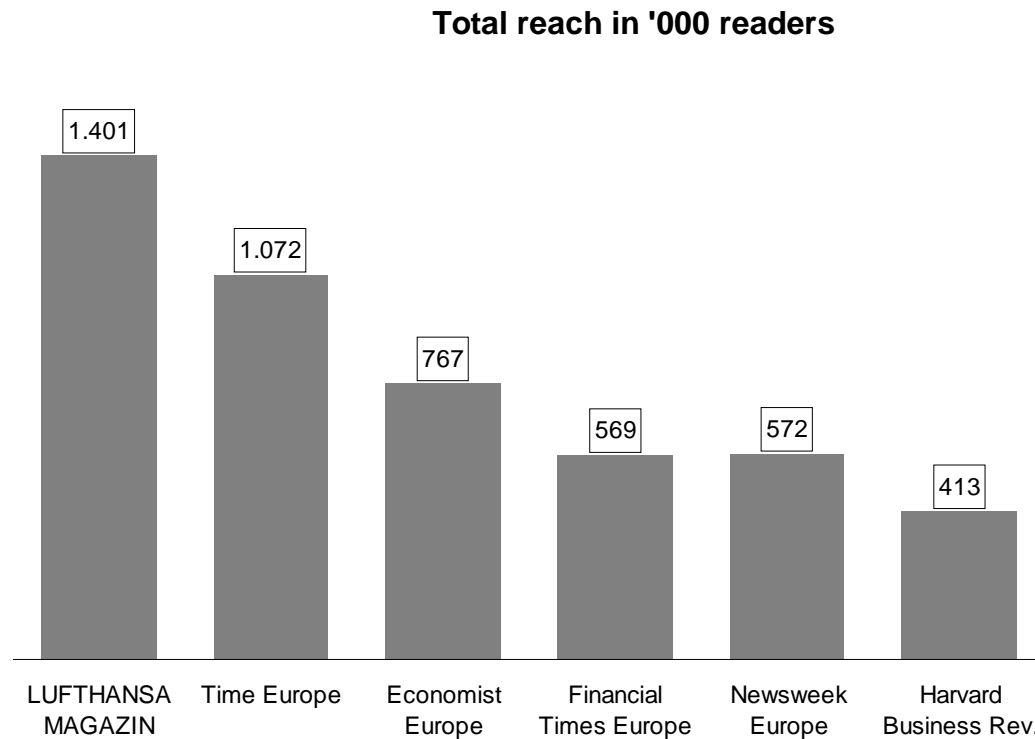


Total reach in Europe.



Lufthansa Magazin offers 30% more reach than TIME which is placed second.

» LUFTHANSA MAGAZIN offers the market leading coverage among Pan-European media.



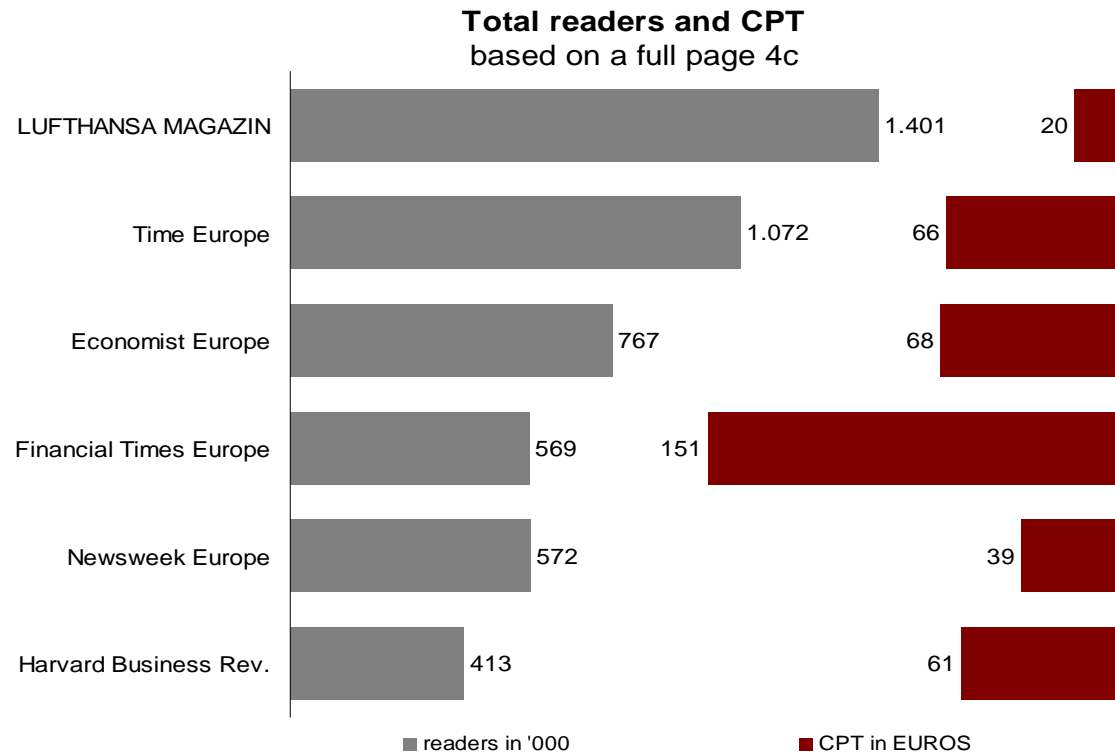
Source: EMS 2007

Total reach in Europe



Lufthansa Magazin has a favourable CPT of only 20 Euros.

» Lufthansa Magazin offers the best CPT rate for a full page advertisement in Pan-European media.



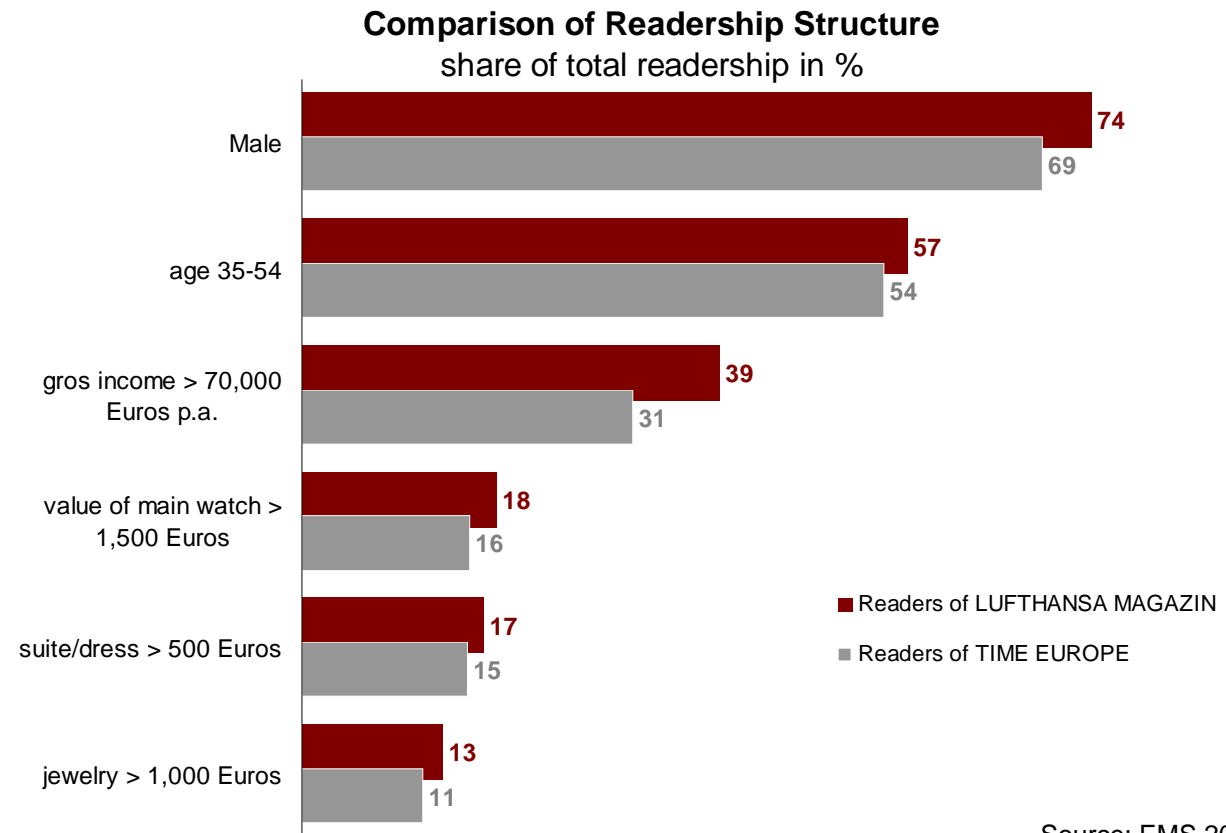
Source: EMS 2007

Readership comparison



Successful middle-aged men that are very open to lifestyle consumption.

» Lufthansa Magazin offers readers of premium quality, comparable to the readers of e.g. Time Europe.



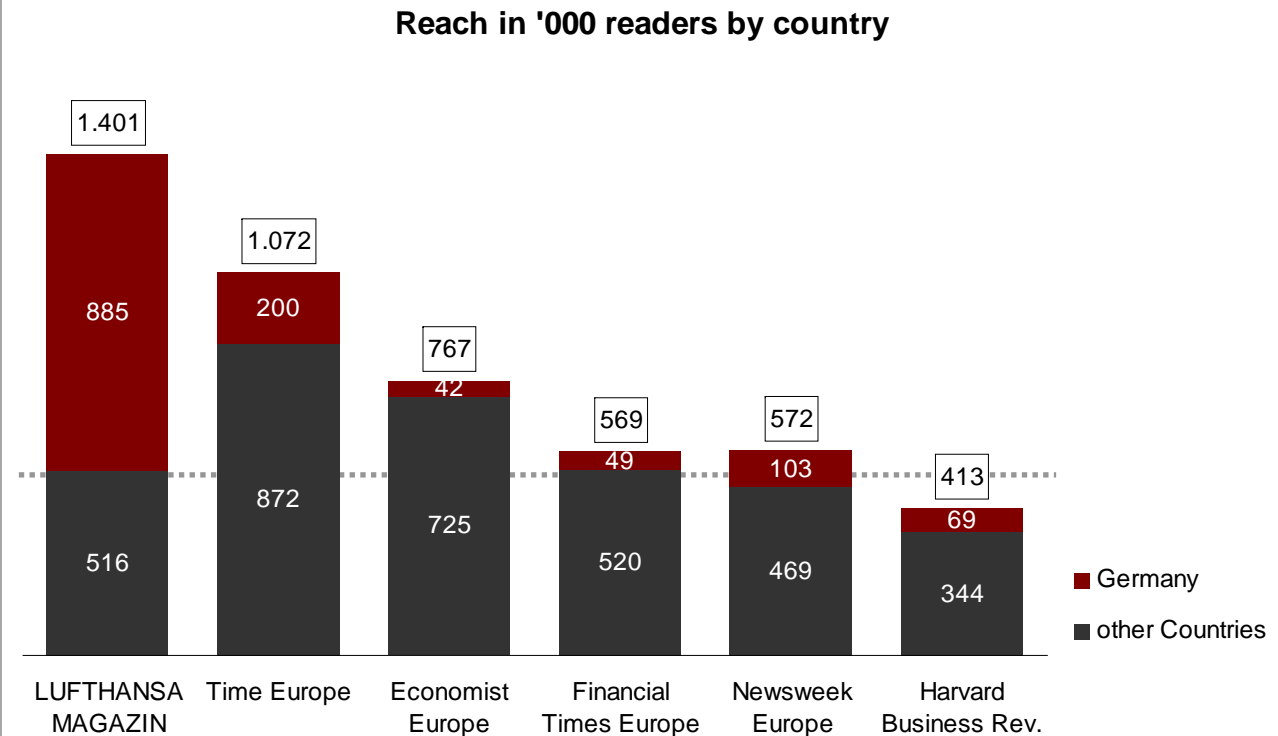
Source: EMS 2007

Readers by country



The share of Lufthansa Magazin readers outside of Germany offer the same reach as FT, Newsweek or Harvard Business Review.

» LUFTHANSA MAGAZIN reaches over half a million Pan-European readers outside Germany.



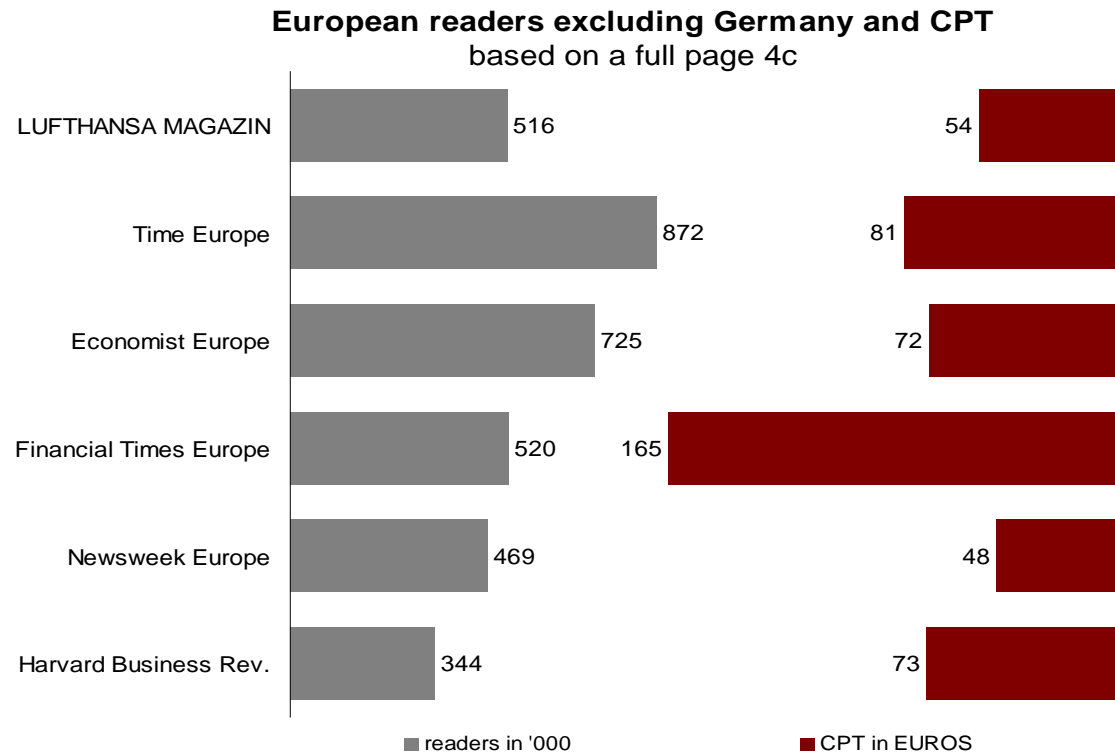
Source: EMS 2007

Total reach excluding Germany



Lufthansa Magazin is very competitive even without the German readers.

» Even excluding the German readers, advertising in Lufthansa Magazin remains favourable at 54 Euros.



Source: EMS 2007

Reach comparison of the leaders

Lufthansa Magazin offers the strongest reach in Germany, where the other Pan-Europeans are weak. LH Magazines fills the gap for the Pan-Europeans that are by far strongest in the UK.

» LUFTHANSA MAGAZIN vs. TIME EUROPE reach in premium markets in thousand readers

885

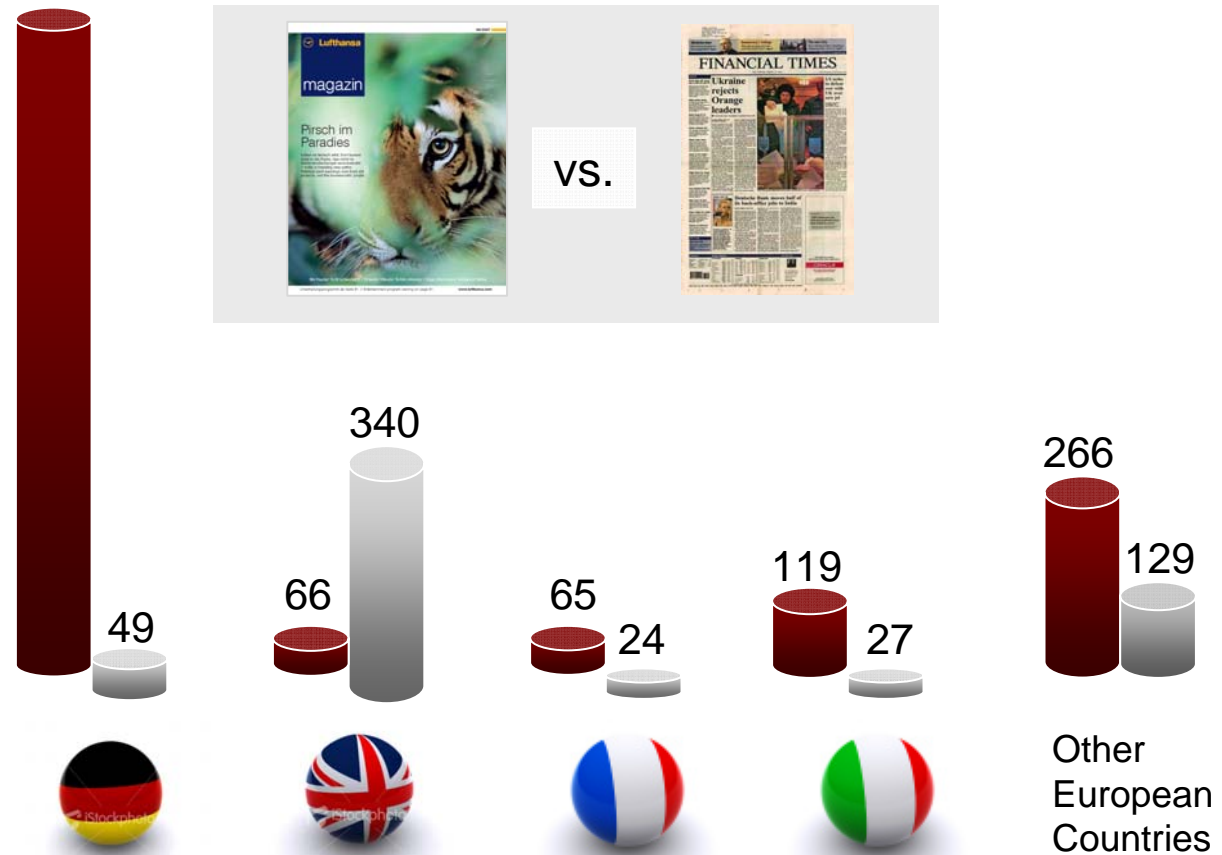


Reach comparison of the leaders

Lufthansa Magazin offers the strongest reach in Germany, where the other Pan-Europeans are weak. LH Magazines fills the gap for the Pan-Europeans that are by far strongest in the UK.

» LUFTHANSA MAGAZIN vs. FINANCIAL TIMES EUR reach in premium markets in thousand readers

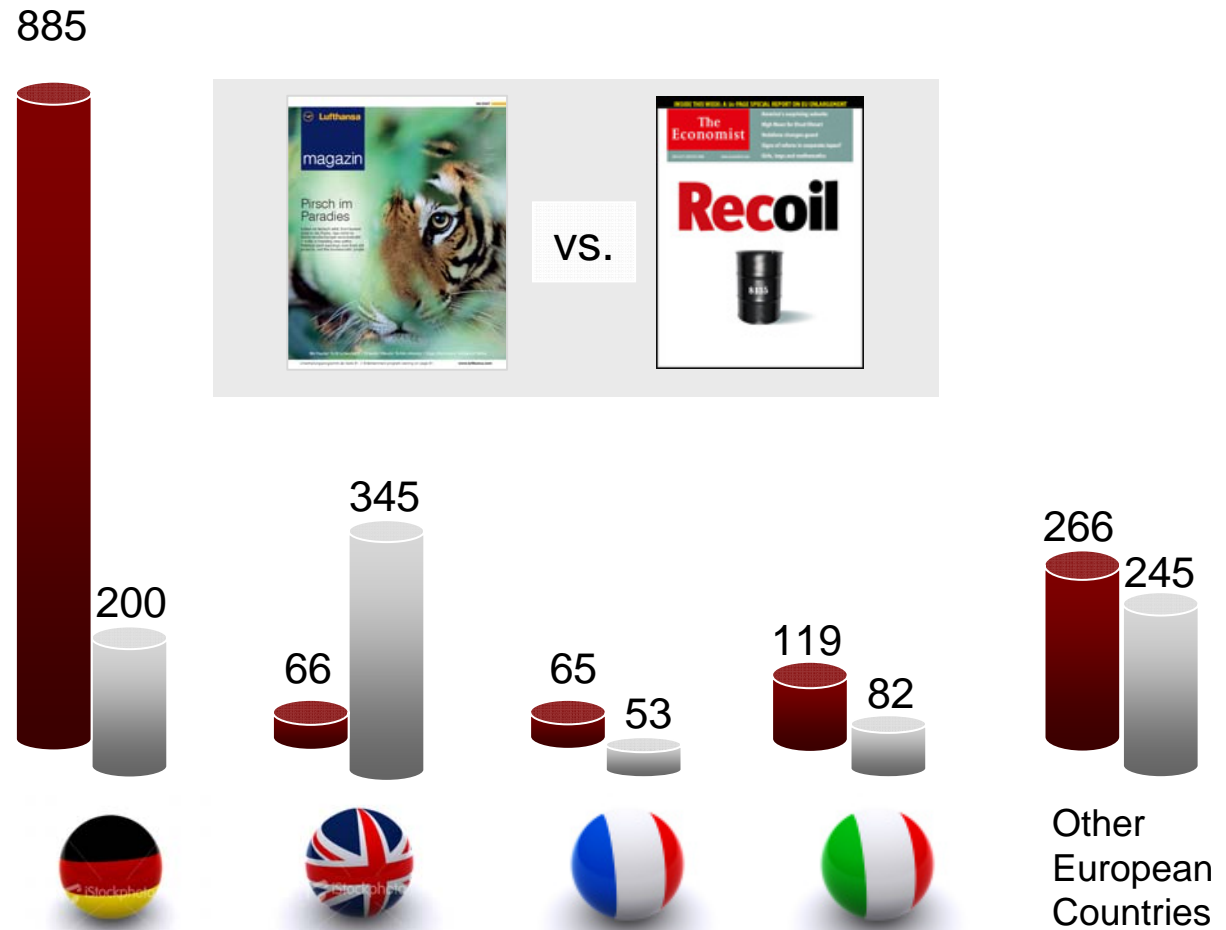
885



Reach comparison of the leaders

Lufthansa Magazin offers the strongest reach in Germany, where the other Pan-Europeans are weak. LH Magazines fills the gap for the Pan-Europeans that are by far strongest in the UK.

» LUFTHANSA MAGAZIN vs. ECONOMIST reach in premium markets in thousand readers



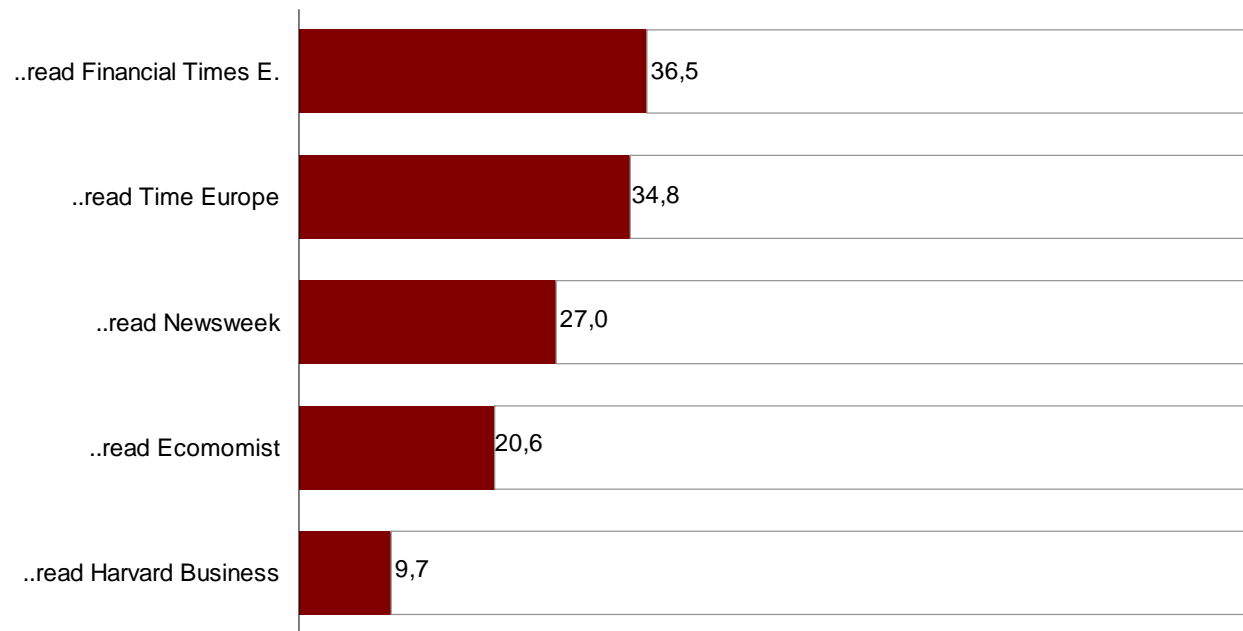
Enhance your mediaplan



Lufthansa Magazin adds new top quality readers to any Pan-European campaign.

» Only 1/3 of the LHM readers also read a Pan-European sometime within the last 12 months.

Share of LHM readers that in the last 12 months also share in % of total LHM readers

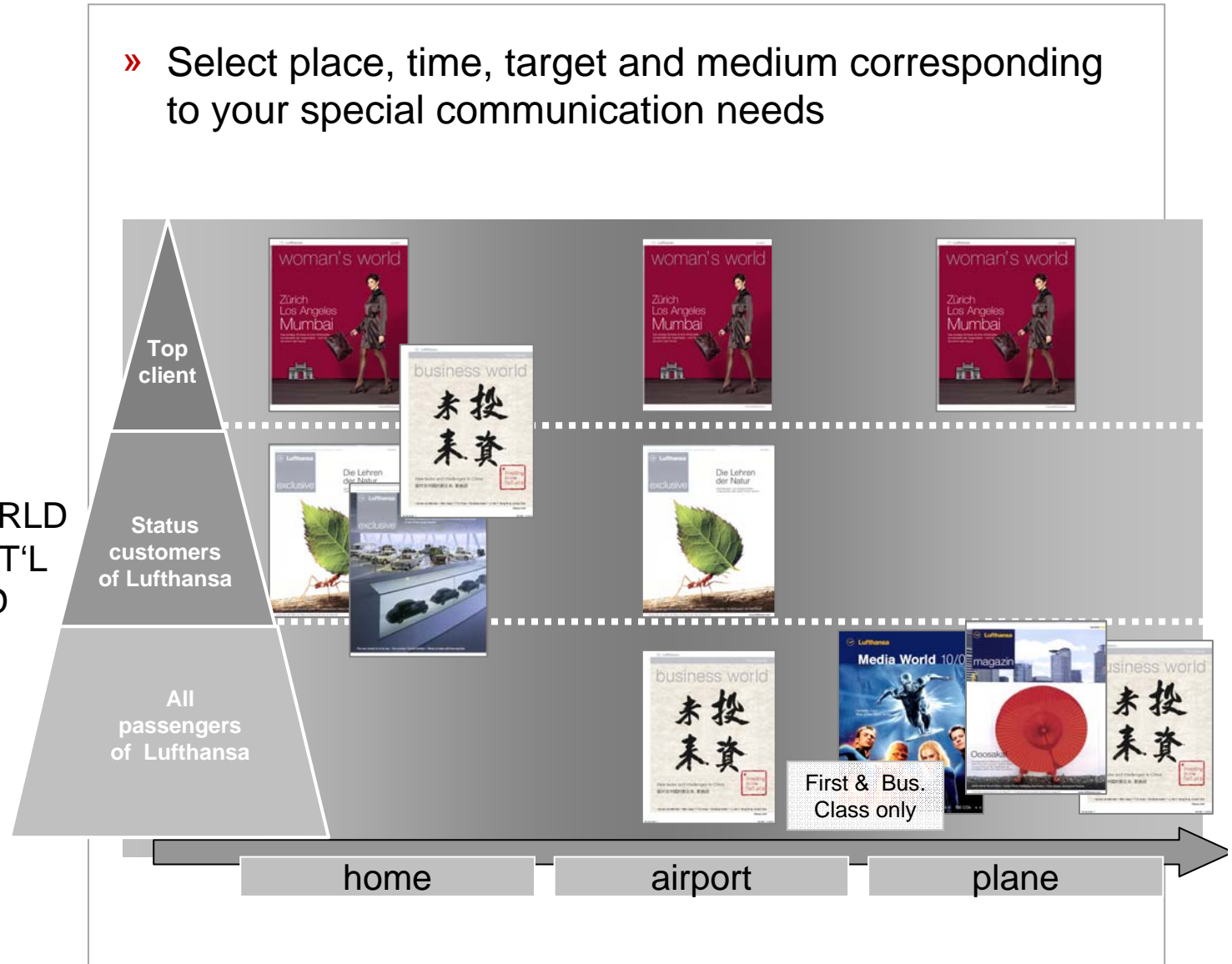


Source: EMS 2007

Print advertising possibilities

- LH MAGAZIN
- LH EXCLUSIVE
- LH WOMAN'S WORLD
- LH EXCLUSIVE INT'L
- LH MEDIA WORLD
- LH SPECIALS

» Select place, time, target and medium corresponding to your special communication needs





Inflight magazine worldwide

German/English
Monthly
600,000 copies
28,050 euros



Media Guide for Business / First

German/English
Monthly
80,000 copies
6,500 euros



Frequent Traveller magazine (Germany)

German
Monthly
280,000 copies
19,050 euros



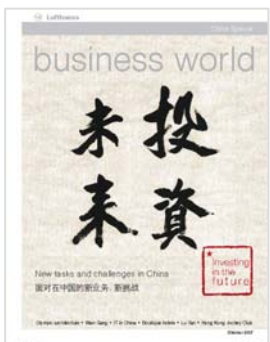
Frequent Traveller magazine (ROW)

Local language
Quarterly
370,000 copies
21,900 euros



Frequent Traveller magazine (Germany)

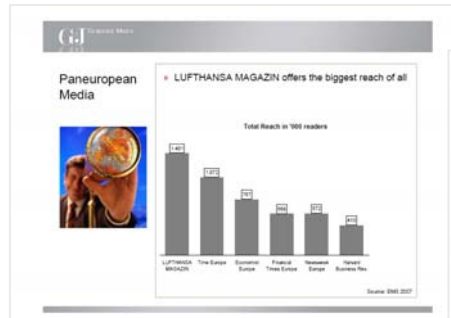
German
Quarterly
170,000 copies
13,900 euros



Business Destination Special

Bilingual English/??
On request
200,000+ copies
18,000 euros

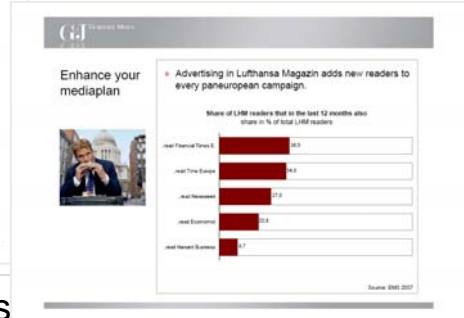
OUR ANALYSIS



Lufthansa Magazin is the market leading Pan-European Magazin



Lufthansa Magazin offers a premium target group in Europe.



Lufthansa Magazin offers additional coverage in Europe

OUR SUGGESTION

Enhance your mediaplan by shifting parts of your Pan-European budget to LUFTHANSA MAGAZIN

YOUR BENEFIT

same size budget

same quality target group

additional coverage coverage in Europe

