



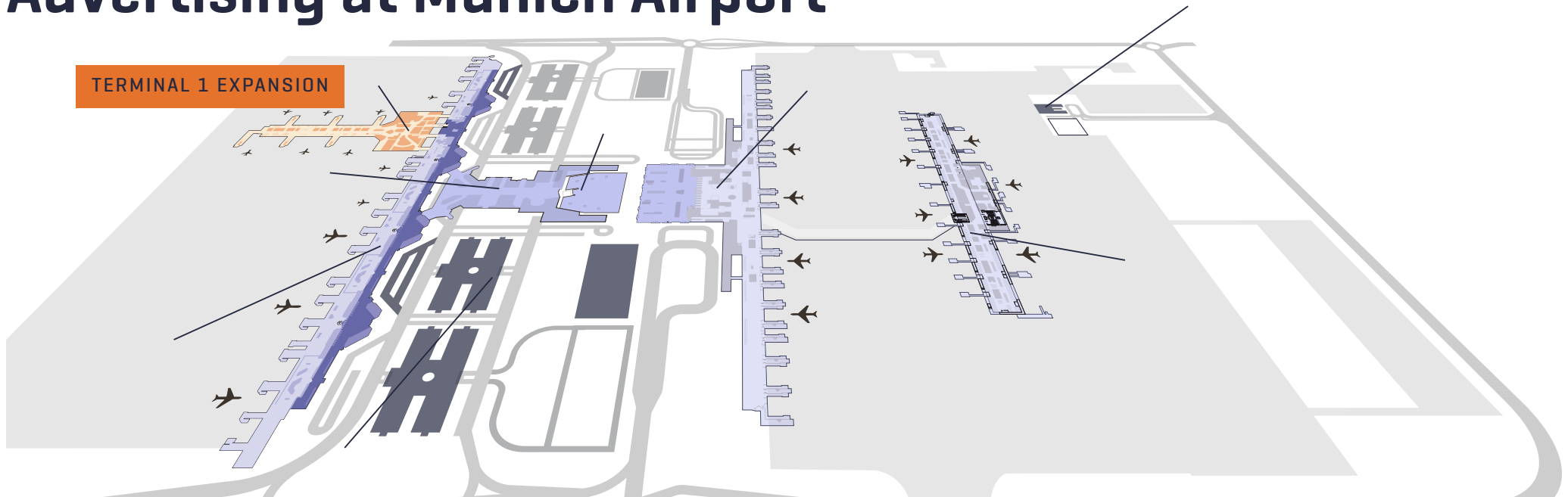
CONNECTING LIVES

Munich Airport Terminal 1 expansion Media data advertising spaces

NO. 1 | 2025



Advertising at Munich Airport



EXPANSION OF TERMINAL 1 – THE NEW BENCHMARK FOR BRAND PRESENCE IN INTERNATIONAL TRAVEL MARKETS

More space. More frequency. More impact.

With the expansion of Terminal 1, Munich Airport is creating a modern new pier for non-Schengen passengers – architecturally, commercially, and in terms of communication.

56 new advertising spaces – all digital and strategically placed along the passenger journey – make the expansion one of the most advanced/modern advertising locations in Europe. The advertising impact is further enhanced by a premium retail/shopping and dining offering covering approximately 5,200 m², designed to generate passenger traffic and enhance the quality of stay – anchoring/embedding your campaign in an attention-grabbing/high-attention environment.

The portfolio is rounded by selected presentation areas, including exhibit and promotion spaces.

Starting in 2026, approximately 6 million passengers are expected annually in the new terminal area – with numbers projected to rise/increase. The new infrastructure is used primarily by long-haul carriers such as Emirates, Qatar Airways, Etihad Airways, American Airlines, and Cathay Pacific – bringing travelers with high purchasing power and a preference for premium experiences.

Advertising in the expanded terminal space becomes an integral part of architecture – precisely positioned, emotionally engaging, and technologically state-of-the-art.

For all those seeking maximum impact where travelers are most open to new experiences.





DCLPs Departure non-Schengen

LEVEL 05

Digital visibility at the heart of the new terminal.

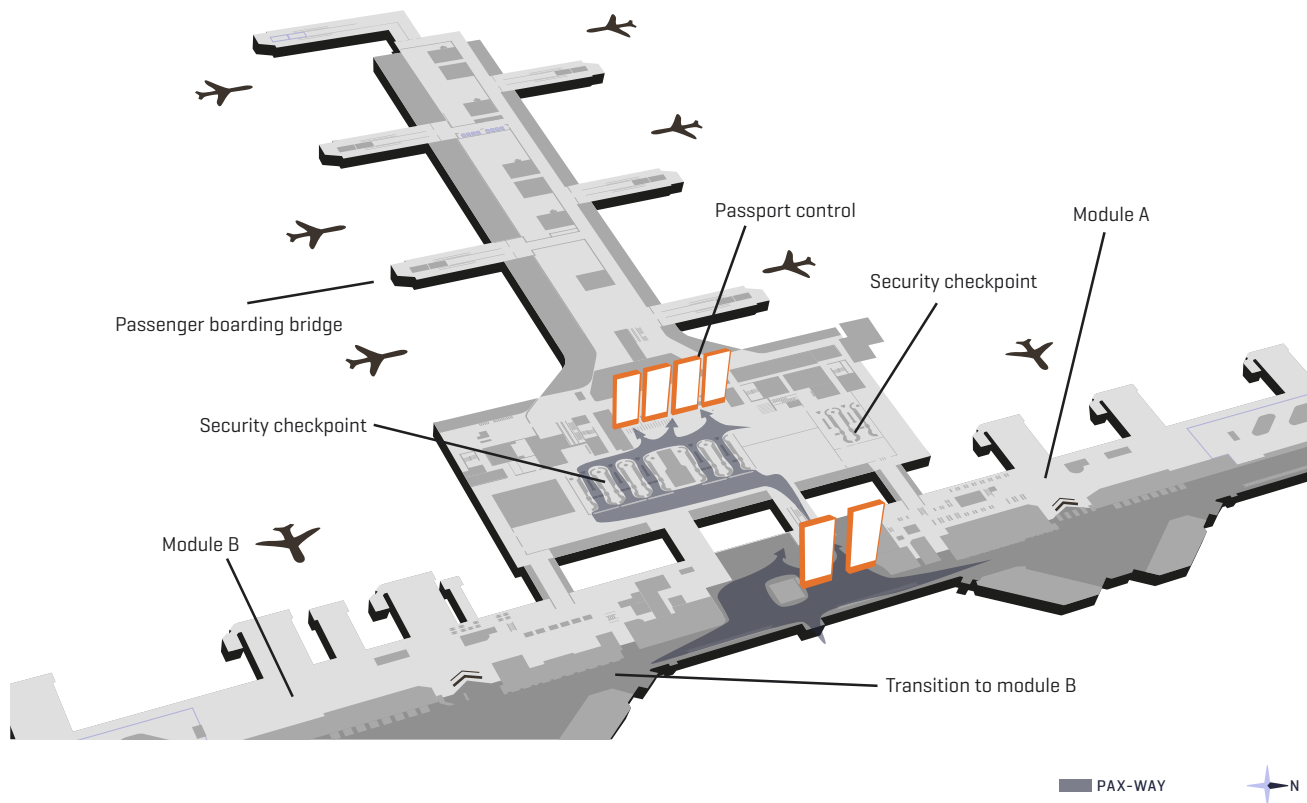
Where all eyes converge: Located in the public area on the way to the security checkpoint and directly beyond in the new Terminal 1 expansion, the Digital City Light Posters (DCLPs) reach all non-Schengen passengers on their way to departure.

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.

T1 EXPANSION

Media data 2025





DCLPs Departure non-Schengen

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Slot	€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%

**Every additional day €610, Exclusive occupancy €1,830

FORMAT:

1.40 m x 2.30 m [WxH]

NUMBER:

Public area: 4

Non-public area: 2

AD/FADE-IN LENGTH:

10-, 15-, 20-, or 30-seconds

OPERATING TIME:

18 hours [5:00 – 23:00], 365 days/year

RESOLUTION:

1080 px x 1920 px [Full HD]

FILE FORMATS:

9:16 + 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

Minimum booking volume 1 week**



Premium Exhibition area Gallery non-Schengen

LEVEL 05

Two spaces. One lasting moment.

On Gallery Level 05 of the new Terminal 1 expansion, 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.

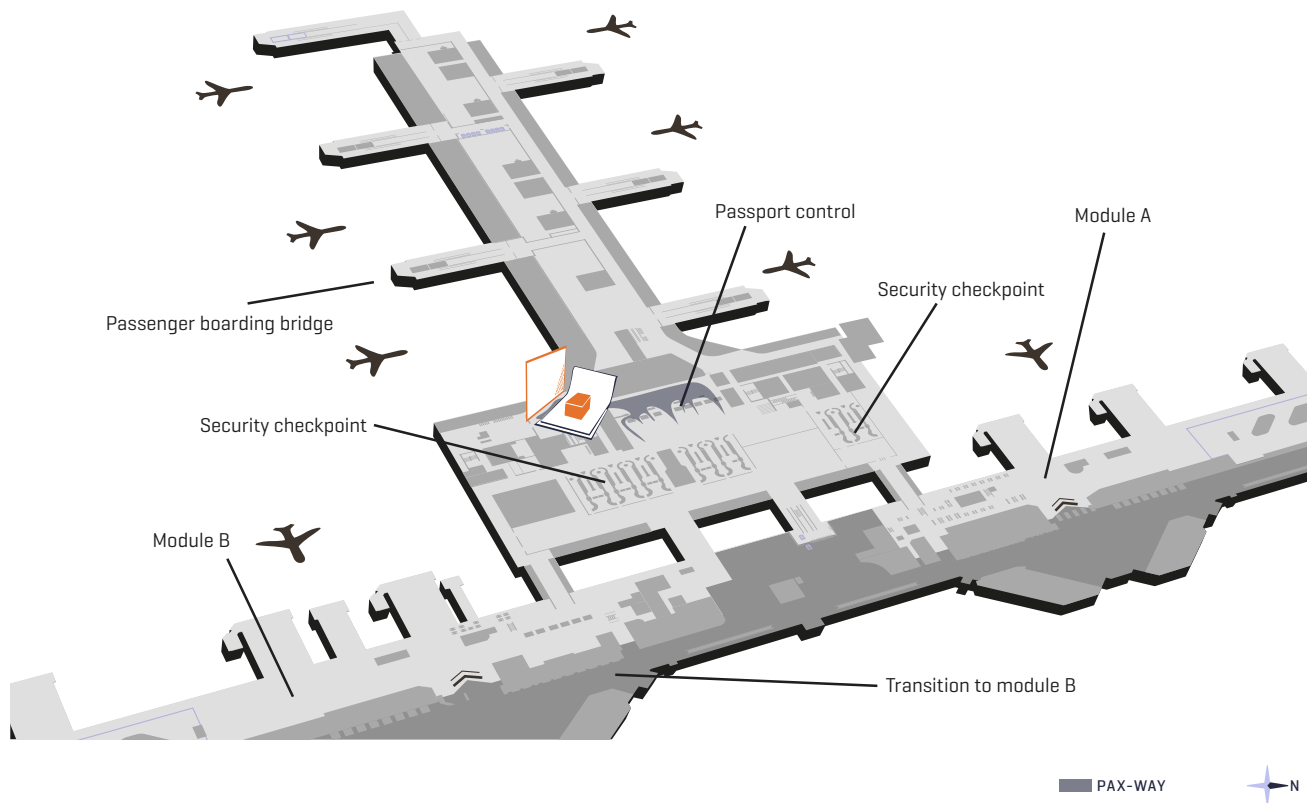
Thanks to the slightly offset position along the gallery, passengers can experience your exhibit up close – without disrupting the flow of traffic.

An ideal stage for brands looking to combine physical presence and digital visibility in a single, unified appearance.

T1 EXPANSION

Media data 2025





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%

FORMAT:

LED wall: 3.00 m x 1.70 m [WxH]

Exhibit: 8.00 m x 4.00 m [WxH]

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:

1920 px x 1080 px [Full HD]

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



Access Departure non-Schengen

LEVEL 05

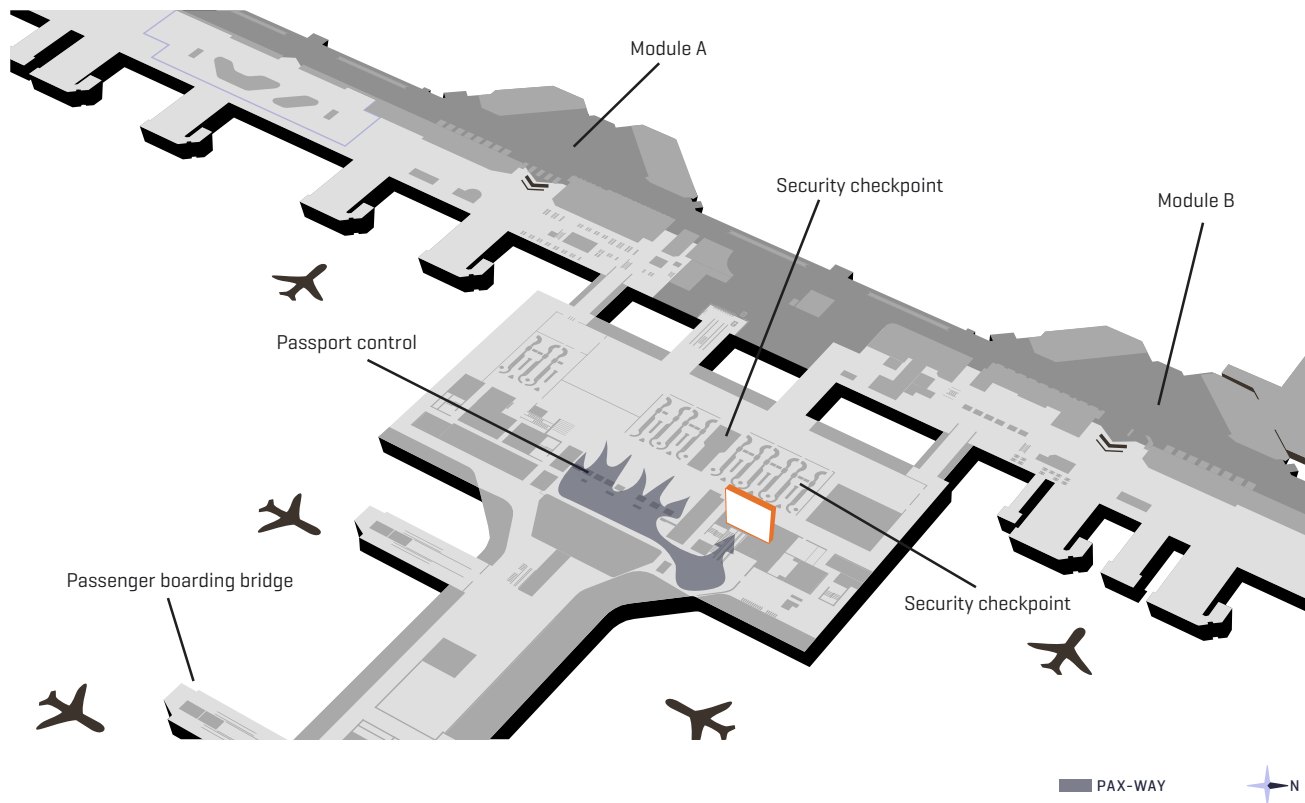
Guaranteed eye contact – in the middle of the travel flow.

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.

T1 EXPANSION

Media data 2025





Access Departure non-Schengen

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Slot	€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%

**Every additional day €610, Exclusive occupancy €1,830

FORMAT:

3.00 m x 1.70 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:

1920 px x 1080 px [Full HD]

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

Minimum booking volume 1 week**



Exhibition area Plaza non-Schengen

LEVEL 04

This is where not only the flight begins, but also the desire for more.

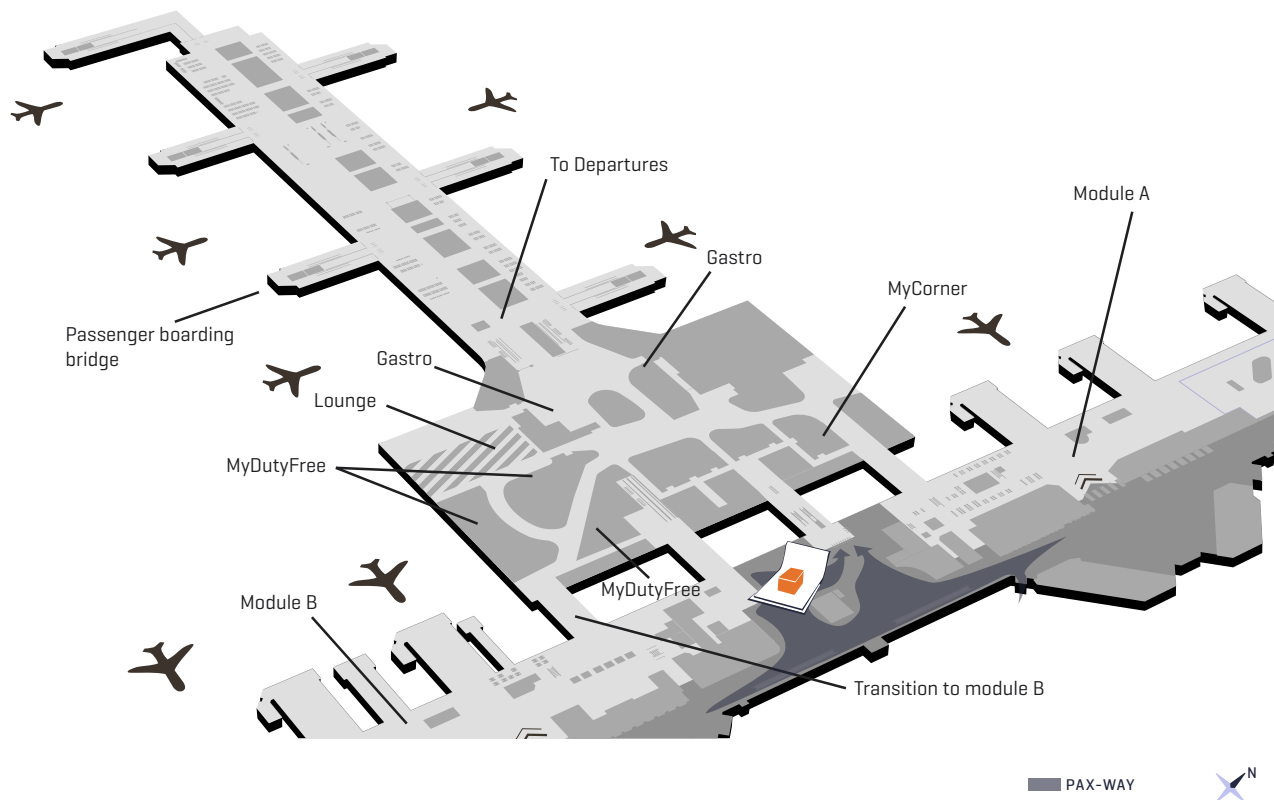
The generously sized exhibit space in the heart of the plaza area of the new Terminal 1 expansion is the ideal location for brands that want to showcase more than just a poster.

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.

T1 EXPANSION

Media data 2025





FORMAT:

8.00 m x 4.00 m [WxH]

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

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%



Promotion area Plaza north, Plaza center and Plaza south non-Schengen

LEVEL 04

The Plaza. The center of attention.

The Plaza in the new Terminal 1 expansion is the vibrant heart of the non-Schengen area – with central promotional spaces in the north, south and right at the center of the action. This is where all passengers gather after security – surrounded by shops, restaurants, and duty-free.

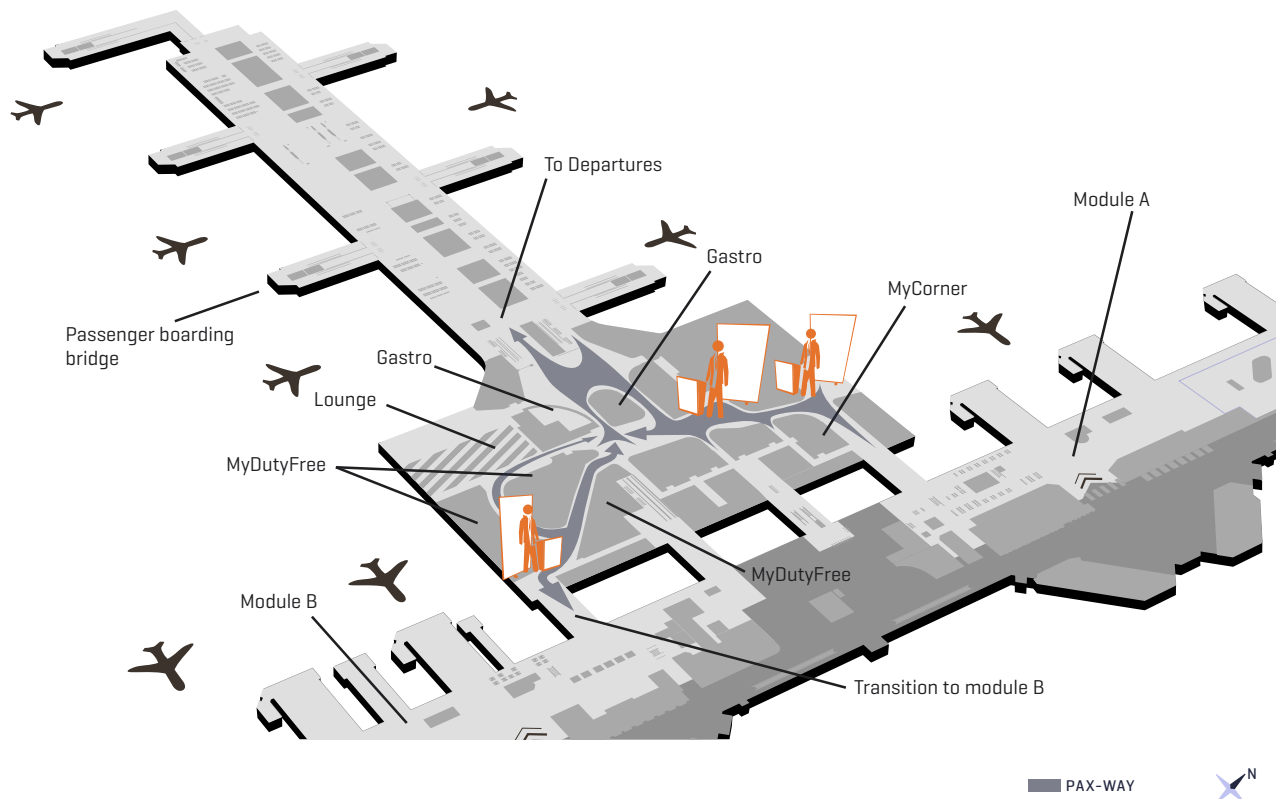
Whether emotionally staged, interactive, or surprising: your promotion becomes an experience that travelers take with them on their journey.

T1 EXPANSION

Media data 2025



MOCKUP



NON-PUBLIC AREA:

14-58 sqm

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%.

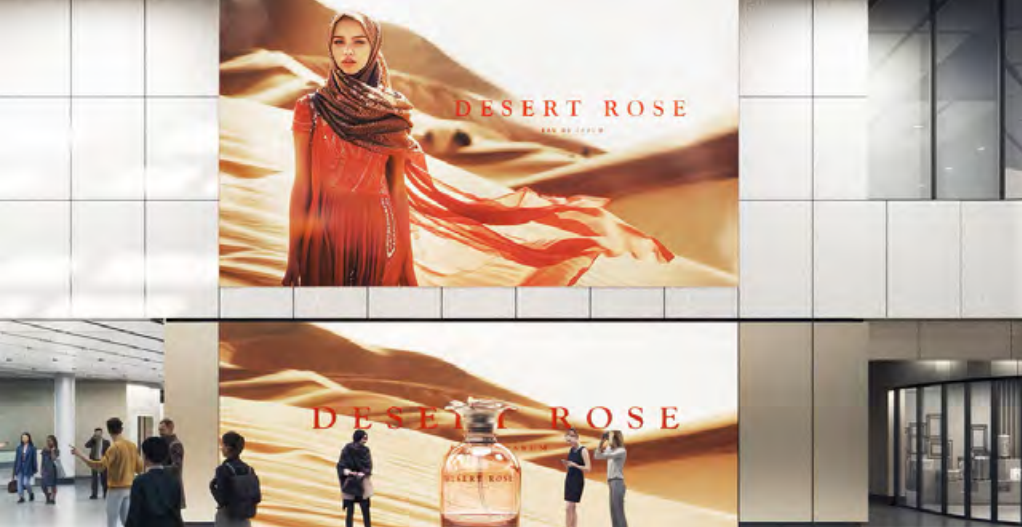
Promotion area Plaza nord / center / south non-Schengen

PRICE*

PER DAY

€900

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



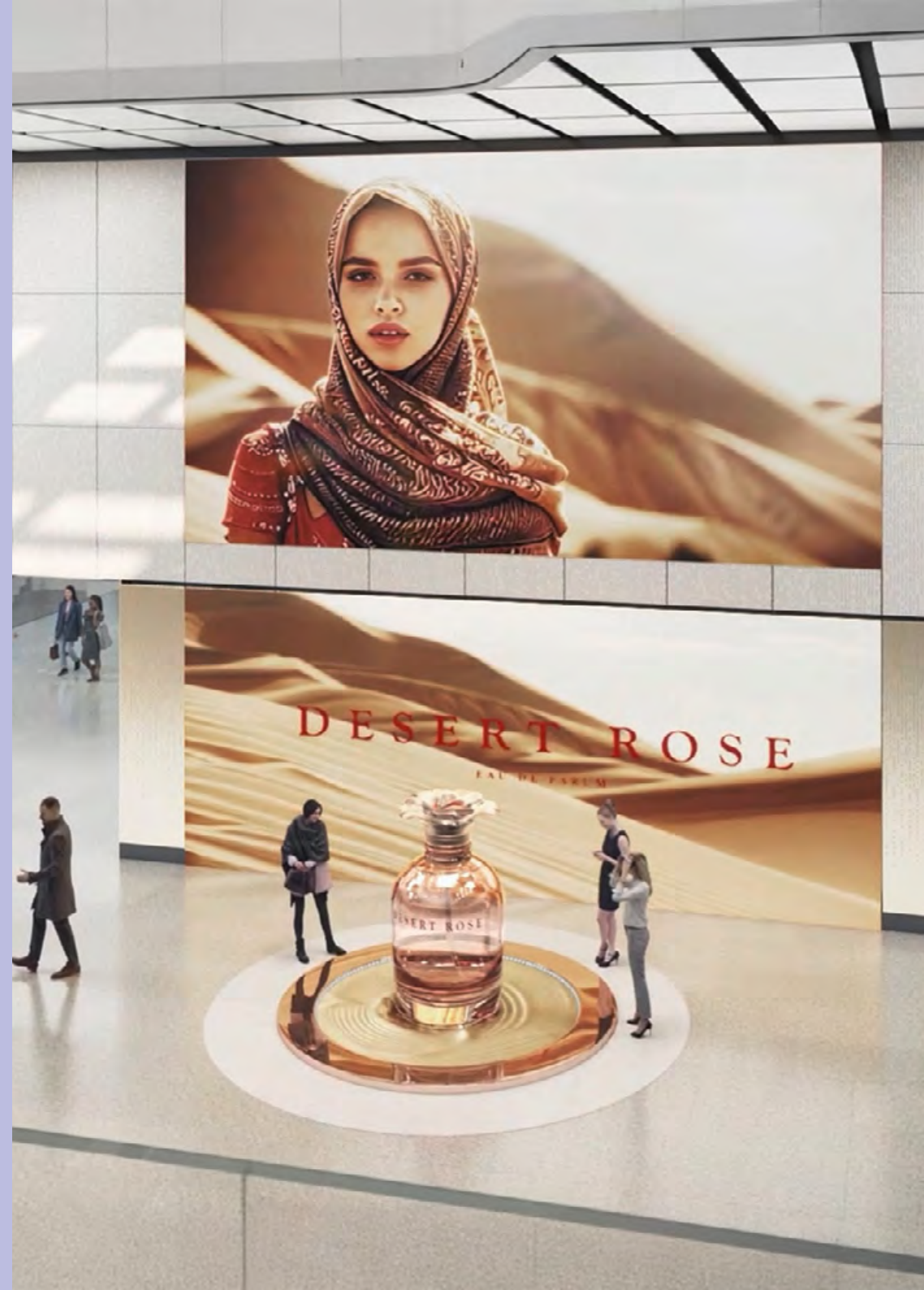
Plaza Brand Stage non-Schengen

LEVEL 04

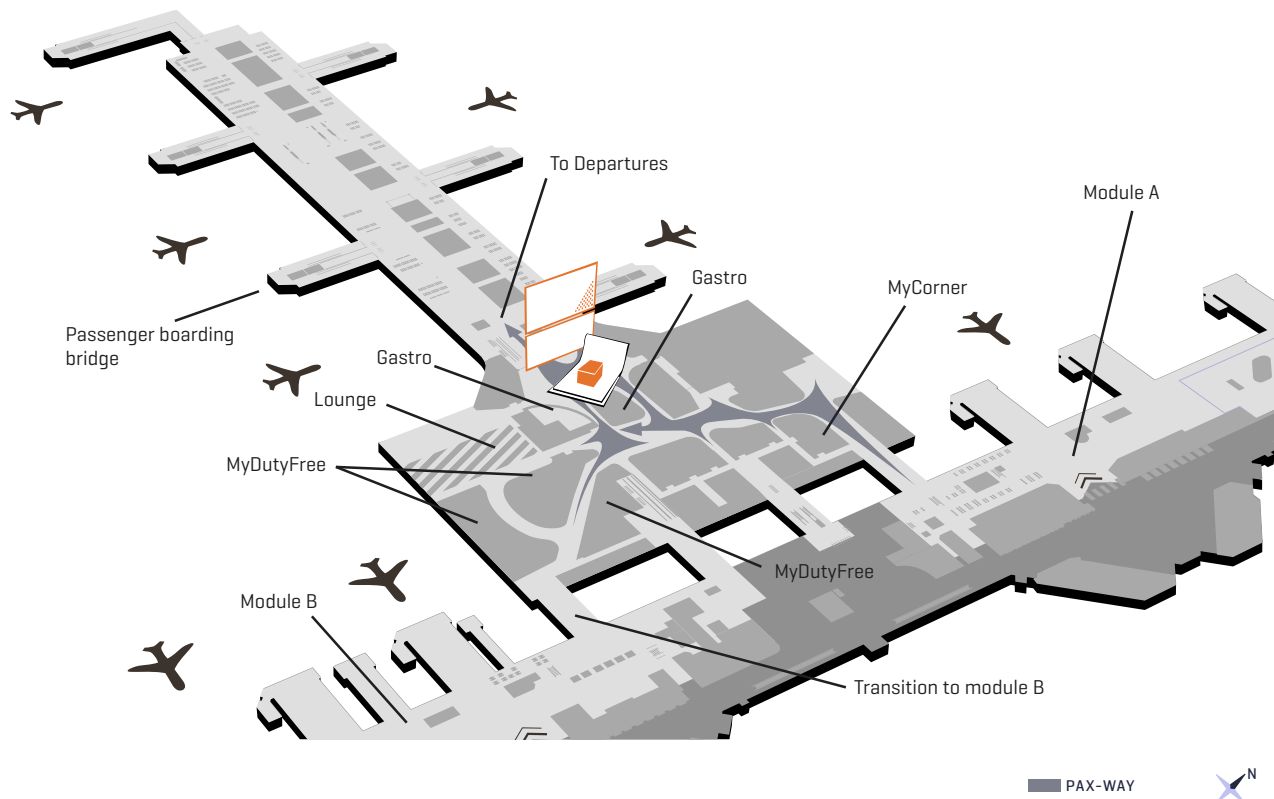
This is where brands come to life – bright, bold, and unmissable/evident

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.



T1 EXPANSION



Plaza Brand Stage non-Schengen

PRICE*	1 YEAR
Exclusive occupancy	€475,000

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

FORMAT:

LED wall: 8.45 m x 4.75 m [WxH]

Analog space: 8.50 m x 3.50 m [WxH]

Exhibit: 58 sqm

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:

1920 px x 1080 px [Full HD]

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



Passenger Walkway non-Schengen

LEVEL 04

Your brand moves along – and sticks in mind.

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 Terminal 1 expansion.

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.

T1 EXPANSION

Media data 2025



Passenger Walkway non-Schengen

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Slot	€7,600	€26,640	€66,600	€111,000	€185,000
Exclusive occupancy	€22,800	€79,920	€199,800	€333,000	€555,000

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

**Every additional day €1,250, Exclusive occupancy €3,750

■ PAX-WAY

FORMAT:

LED walls Pier and travel path Module B [Level 04],
LED walls remote waiting area [Level 03]:
3.00 m x 1.70 m [WxH]

Ceiling bulkhead staircase South [Level 04 to 03]:
2.40 m x 1.40 m [WxH]

NUMBER:

11 x 3.00 m x 1.70 m [WxH]
3 x 2.40 m x 1.40m [WxH]

AD/FADE-IN LENGTH:

10-, 15-, 20-, or 30-seconds

OPERATING TIME:

18 hours [5:00 – 23:00], 365 days/year

RESOLUTION:

1920 px x 1080 px [Full HD]

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

Minimum booking volume 1 week**



Welcome Network non-Schengen

LEVEL 03

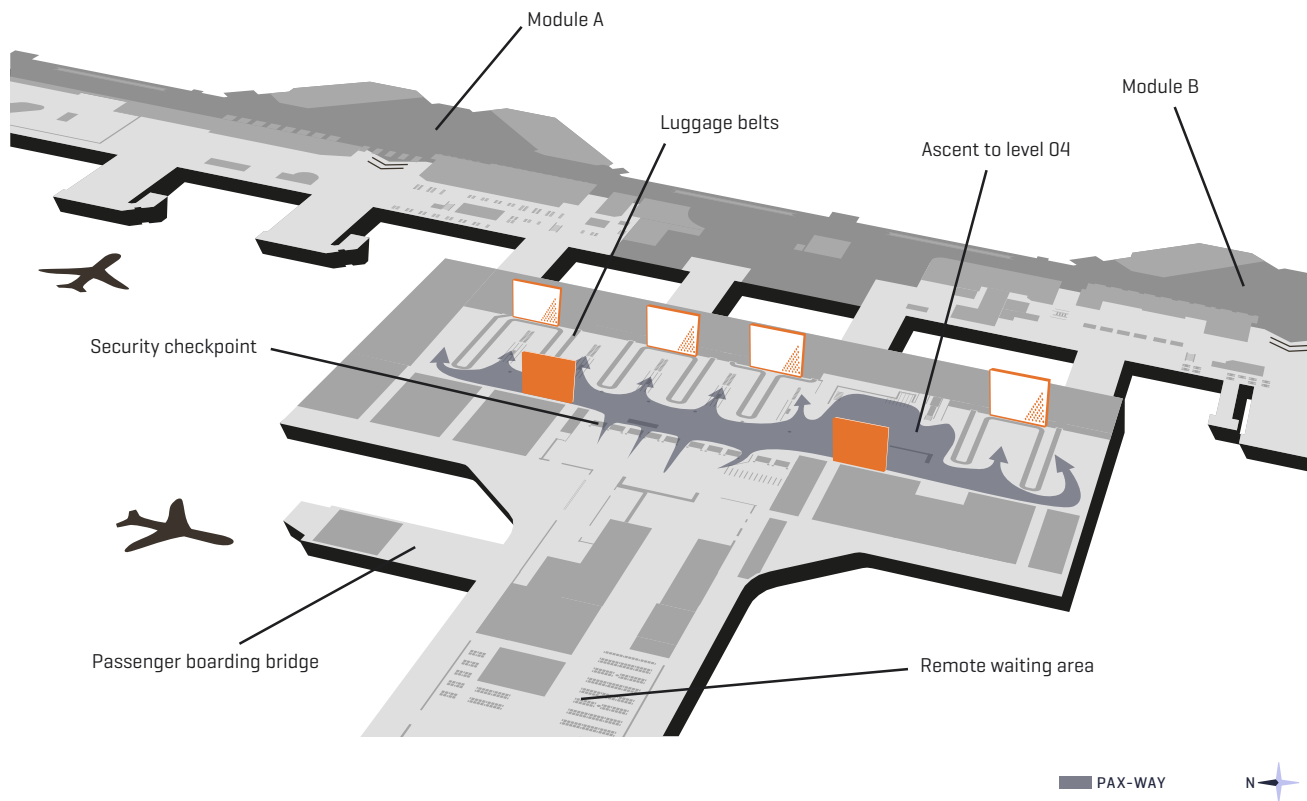
Your message arrives – even before the baggage.

Six digital LED walls welcome arriving passengers in the baggage claim area of the new Terminal 1 expansion – four positioned directly above the baggage belts, and two opposite them, in full view of everyone waiting. This arrival phase is a moment of heightened attention: Your brand benefits from maximum visibility to an international audience, an undisturbed reception situation for travelers, and a clear line of sight to your message. The perfect moment for a strong first impression – or the beginning of an ongoing brand journey.

T1 EXPANSION

Media data 2025





FORMAT:

3.00 m x 1.70 m [WxH]

NUMBER:

4 x LED walls above the baggage belts

3 x LED walls opposite 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:

1920 px x 1080 px [Full HD]

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

Minimum booking volume 1 week**

Welcome Network non-Schengen

PRICE*	1 WEEK	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Slot	€7,200	€25,200	€63,000	€105,000	€175,000
Exclusive occupancy	€21,600	€75,600	€189,000	€315,000	€525,000

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

**Every additional day €1,180, Exclusive occupancy €3,540



Welcome Monitors non-Schengen

LEVEL 03

In plain sight. In the moment.

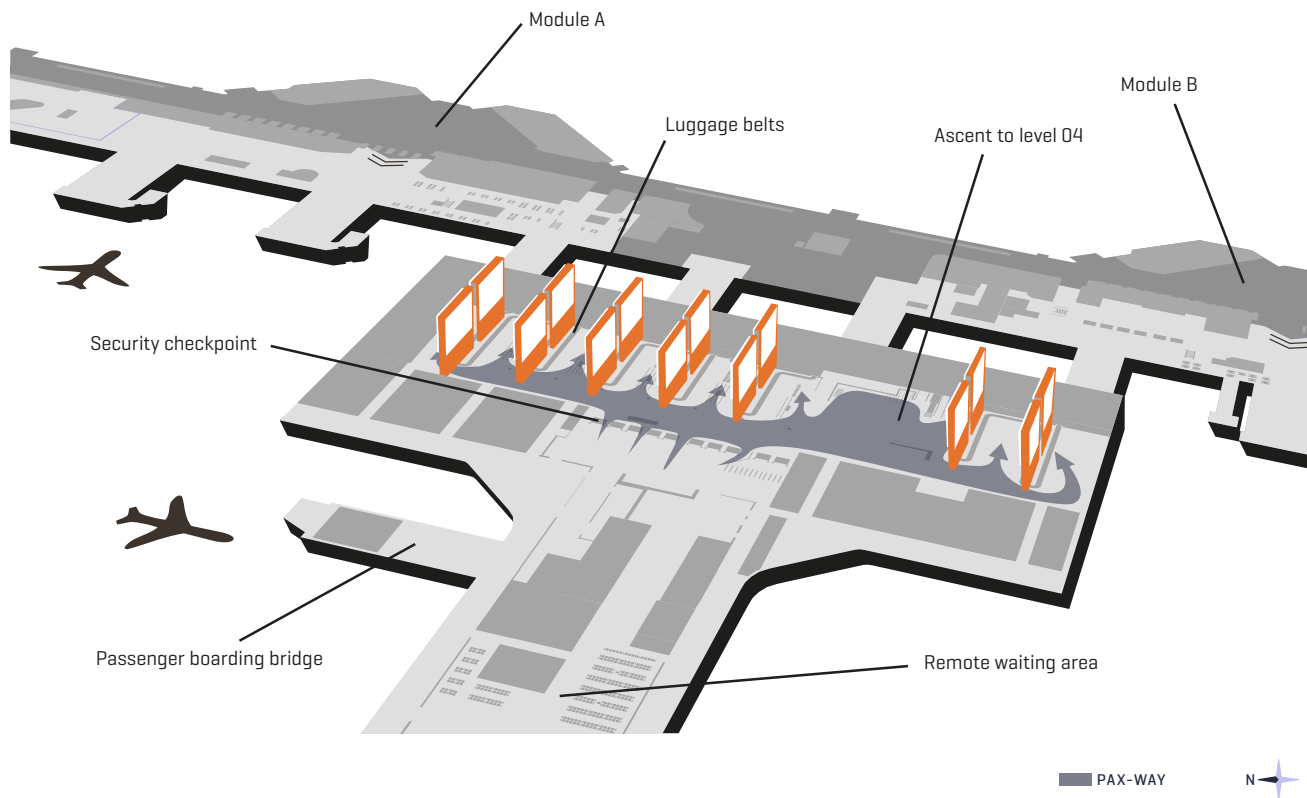
14 digital monitors positioned between the baggage belts place your message exactly where arriving passengers in the new terminal 1 expansion will be looking naturally.

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.

T1 EXPANSION

Media data 2025





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:

1920 px x 1080 px [Full HD]

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

Welcome Monitors non-Schengen

PRICE* 1 YEAR

Exclusive occupancy €175,000

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



Promotion area Welcome non-Schengen

LEVEL 03

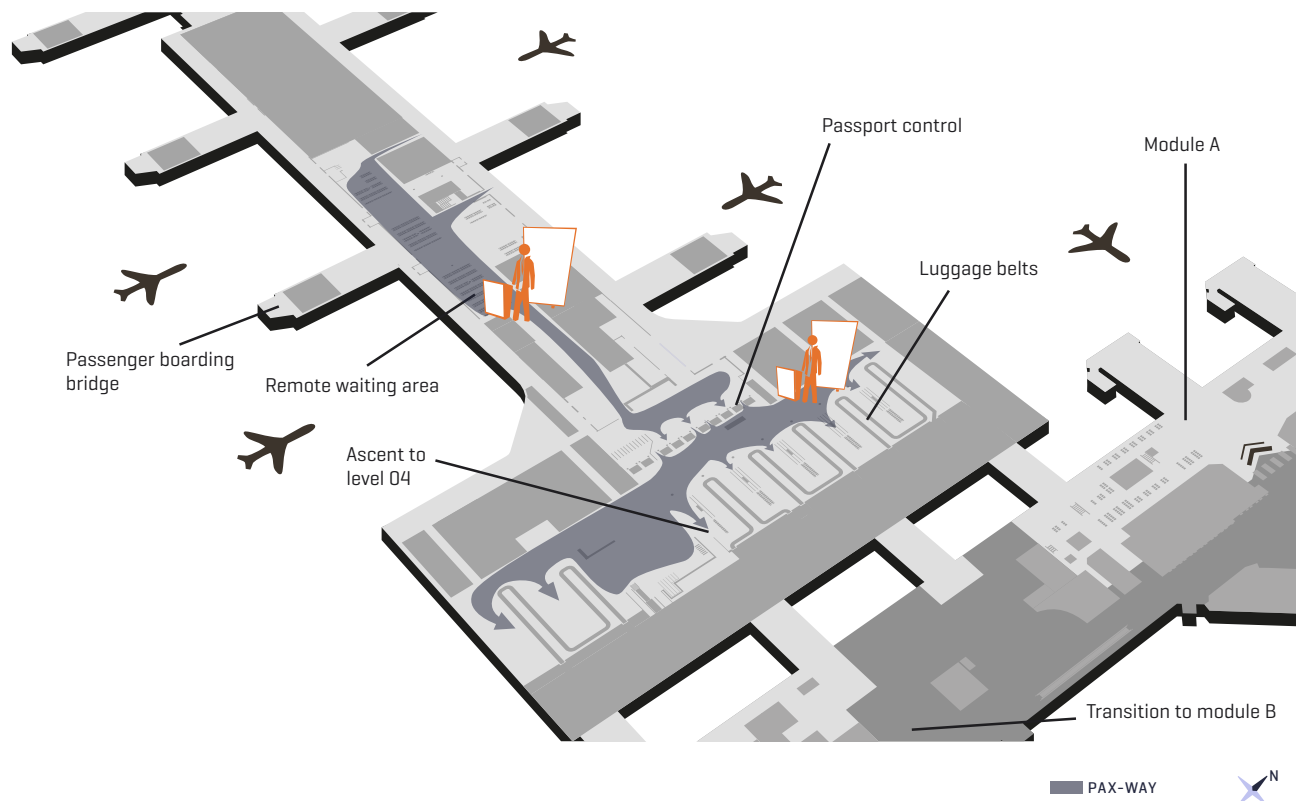
Your brand – the first experience after landing.

With a promotional campaign in the baggage claim area of the new Terminal 1 expansion, you reach all arriving non-Schengen passengers disembarking in Munich. The relaxed atmosphere around the baggage belts allows for attentive encounters – ideal for personal interaction, product sampling, or surprising brand moments. This way, your brand becomes the first experience after landing – and remains in each passenger's memory.

T1 EXPANSION

Media data 2025





NON-PUBLIC AREA:

6 sqm

PUBLIC AREA:

6 sqm

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%.

Promotion area Welcome non-Schengen

PRICE*

PER DAY

€900

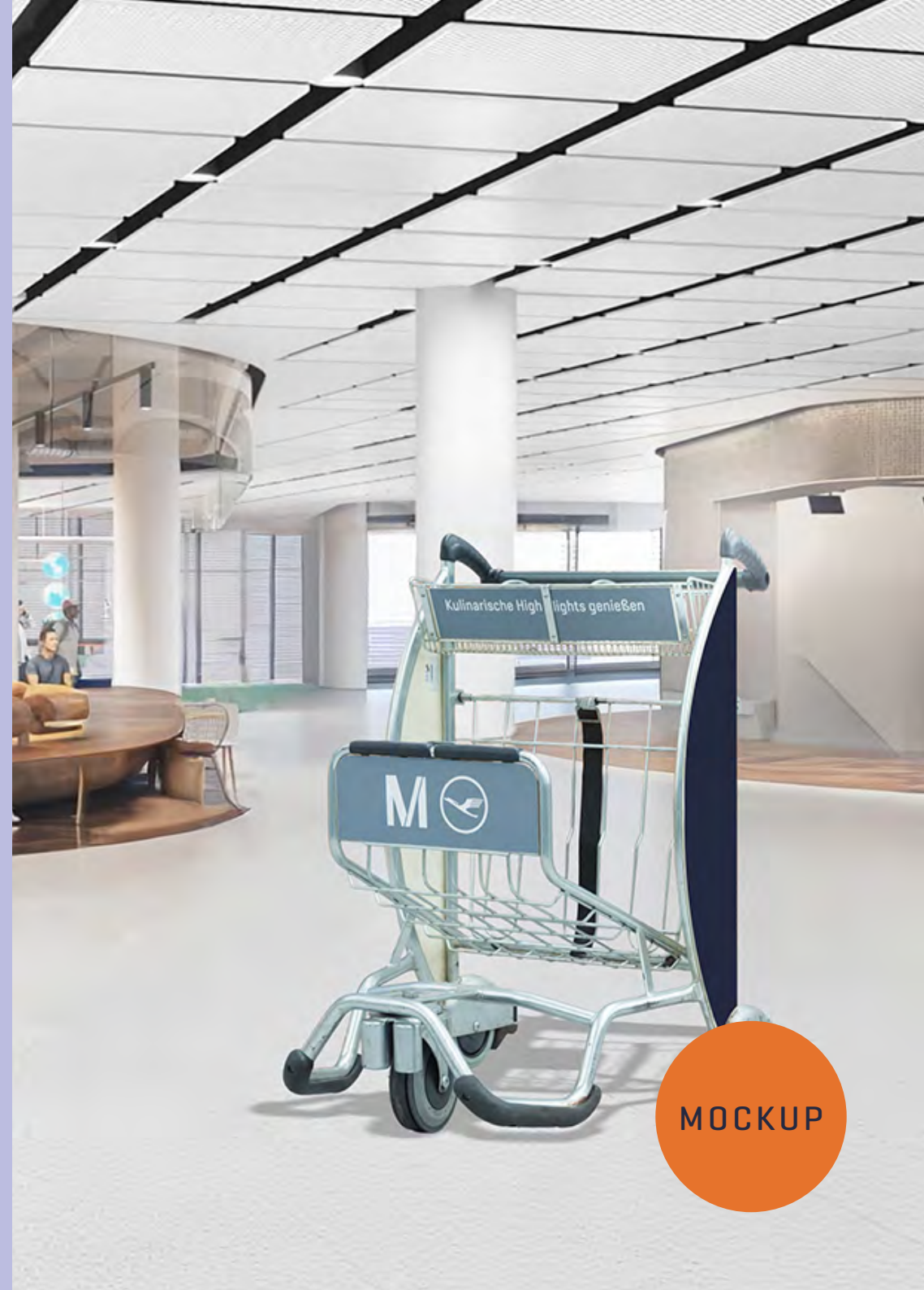
*plus the statutory sales tax; Agency discount: 10%



Branding shopping carts

T1 EXPANSION

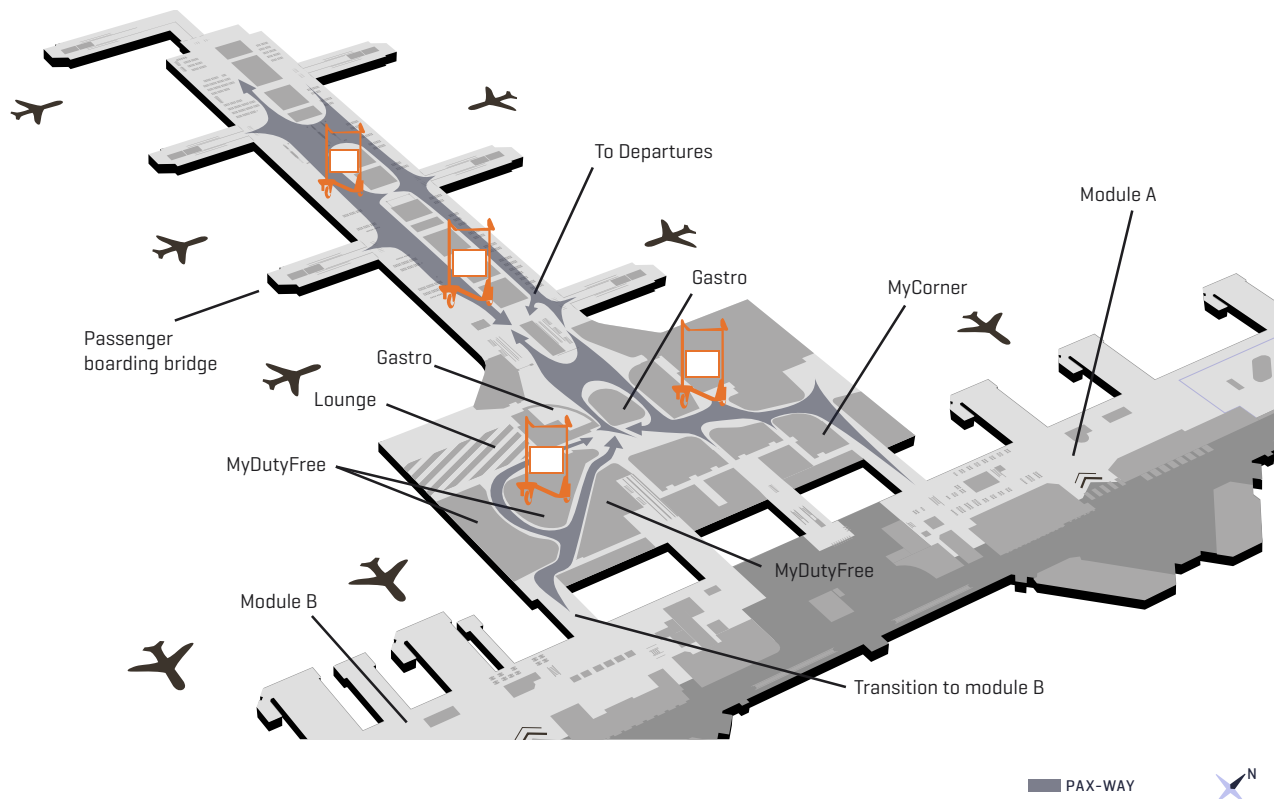
Your advertising message will certainly be noticed on our shopping carts. This advertising carrier reaches many passengers due to its wide range of use throughout the entire Terminal 1 expansion. The advertising signs on the carts are usable on both sides and from the front, twice.



T1 EXPANSION

Media data 2025

MOCKUP



FORMAT:

Side, rounded branding:
maximum height about 75 cm.

NUMBER:

Satellite: 50 carts (each 4 branding spaces usable)

MATERIAL:

Aluminium plates

PRODUCTION INCL. ASSEMBLY:

5.000 EUR**

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.



Exhibition area Welcome non-Schengen

LEVEL 04 + LEVEL 03

When wanderlust meets driving passion.

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.

T1 EXPANSION

Media data 2025



MOCKUP

FORMAT:

8.00 m x 4.00 m [WxH]

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

■ PAX-WAY



Exhibition area Welcome non-Schengen

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

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

Team Advertising & Media



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.

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