

Eurowings

Media partnership opportunities **2026**



Airline network

Germany's most popular, best value airline

With more than 140 destinations in 37 countries, Eurowings is Europe's wide-reaching value airline. As part of the Lufthansa Group, Eurowings joins the largest European air transport company for private and business travellers.

Setting the gold standard in connectivity, Eurowings boasts the most extensive network among all German airlines. It is the market leader not only at its home base in Düsseldorf but at five other European airports. With connections to major cities, popular tourist destinations (400 flights a week to Mallorca), and thriving business hubs, Eurowings serves as a dynamic advertising platform that reaches passengers from all walks of life.

13 international home bases

- Düsseldorf
- Köln/Bonn
- Hamburg
- Palma de Mallorca
- Berlin
- Leipzig
- Stuttgart
- Salzburg
- Stockholm Arlanda
- Prague
- Graz
- Nuremberg
- Hannover

100+

Aircrafts
in the fleet

25m

passengers expected
to fly in 2026

140

Destinations
served

- Destinations
- Home bases

Airline demographic

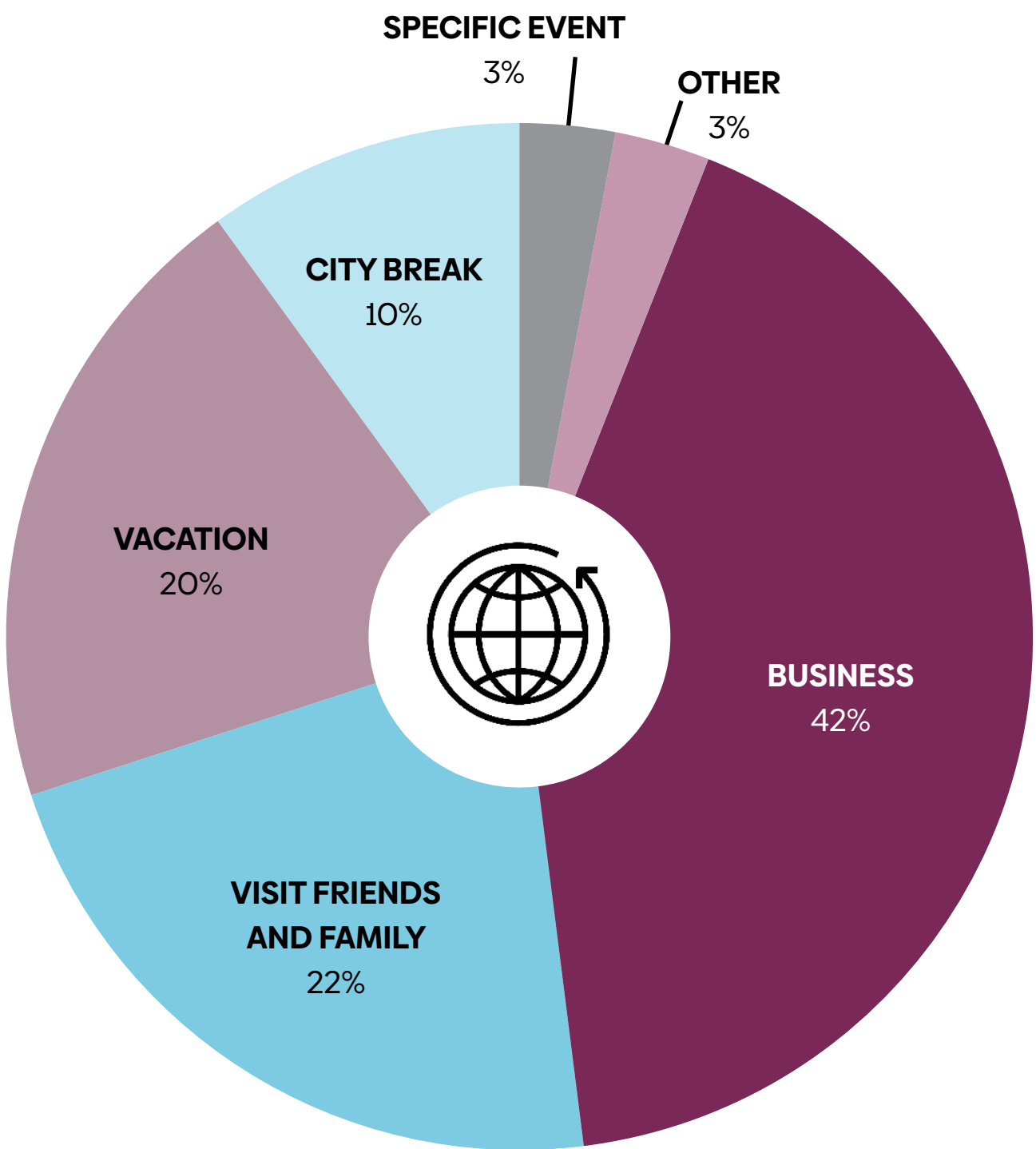
Connect with a global community

With its best-value-offering, Eurowings appeals to a younger more dynamic crowd than Europe’s heritage airlines. Its passengers have outgrown ultra-low-cost travel options, are discerning and appreciate the higher level of convenience and customer service the airline offers.

Not only are they highly mobile, curious and adventurous travellers, they are also more likely to choose individualised trips over package holidays. Passengers frequently travel for work by making use of Eurowings’ BIZclass fare.

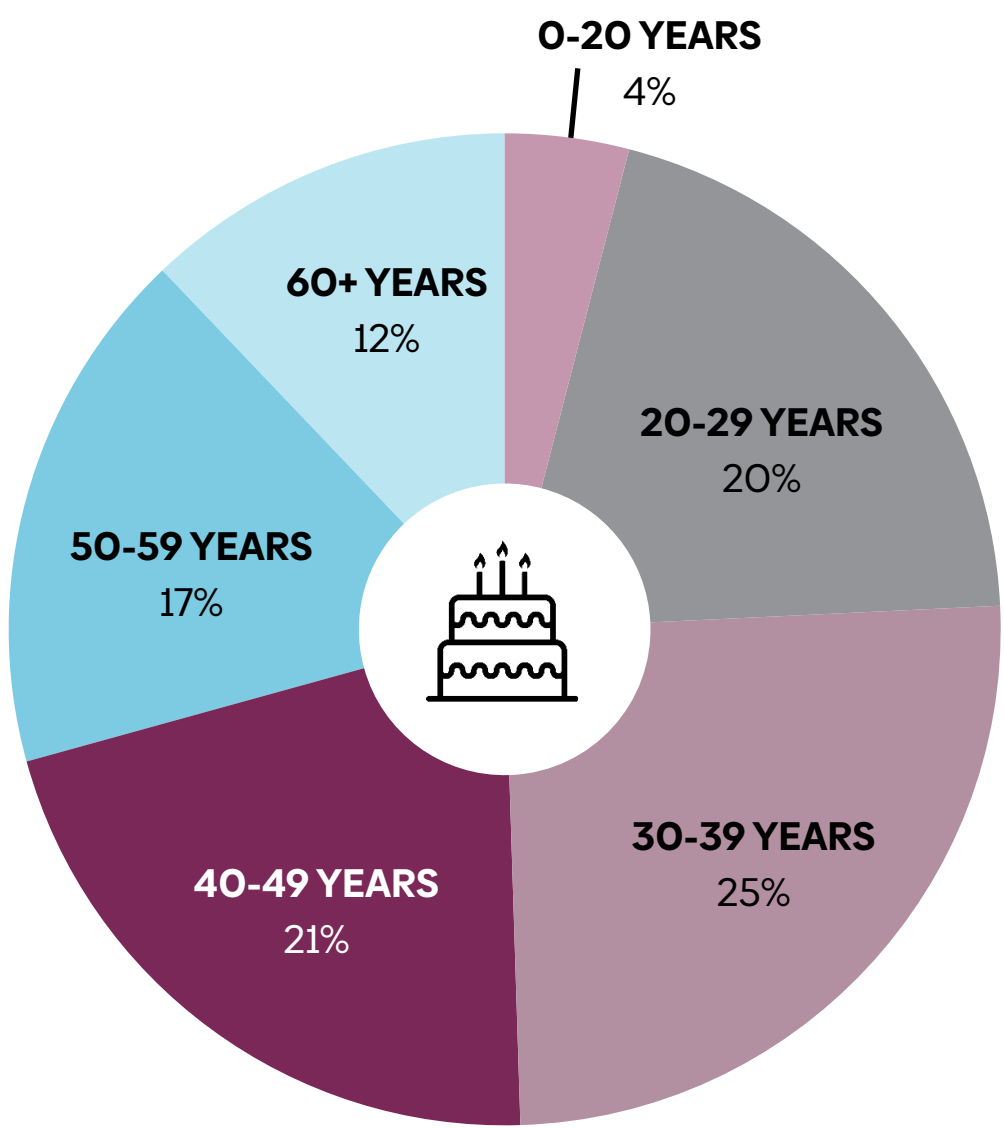
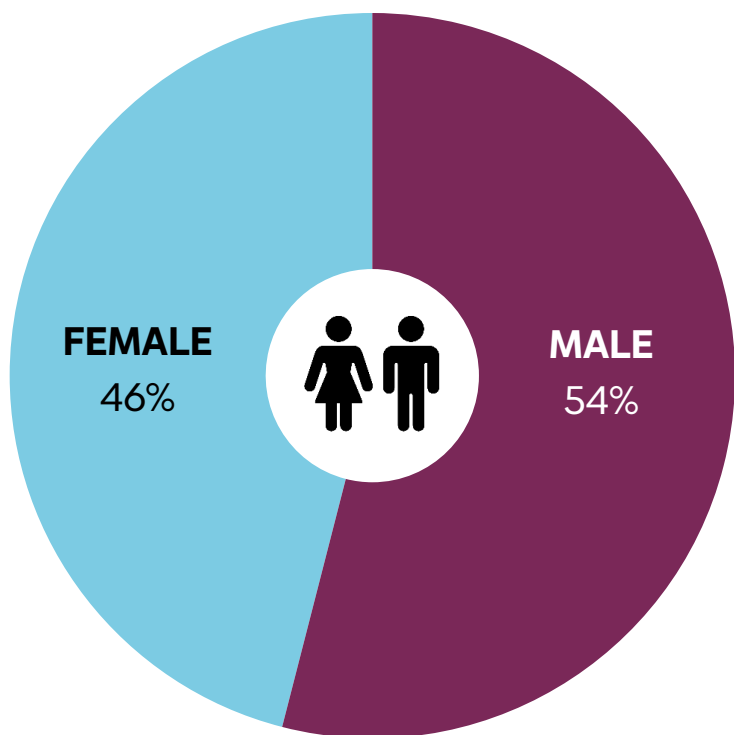
2
31%

Stay in a hotel
more than 4x a year



70%

Like to have technology
that makes life easier



**Ink**

The world leaders in Travel Media

Founded in 1994, Ink has a staff of more than 250 people in six offices around the globe. Together we create award-winning and inspiring storytelling and sell advertising opportunities to the largest brands in the world. Headquartered in London, we have offices in Miami, Kuala Lumpur and Singapore.

Working with many of the world's largest airlines and travel companies means that up to 1 billion passengers engage with our media annually. We create new opportunities for advertisers and brands to connect with a highly receptive global audience through inflight magazines, mobile devices and other digital, print and video media products.

30

years of expertise

24

airlines worked with

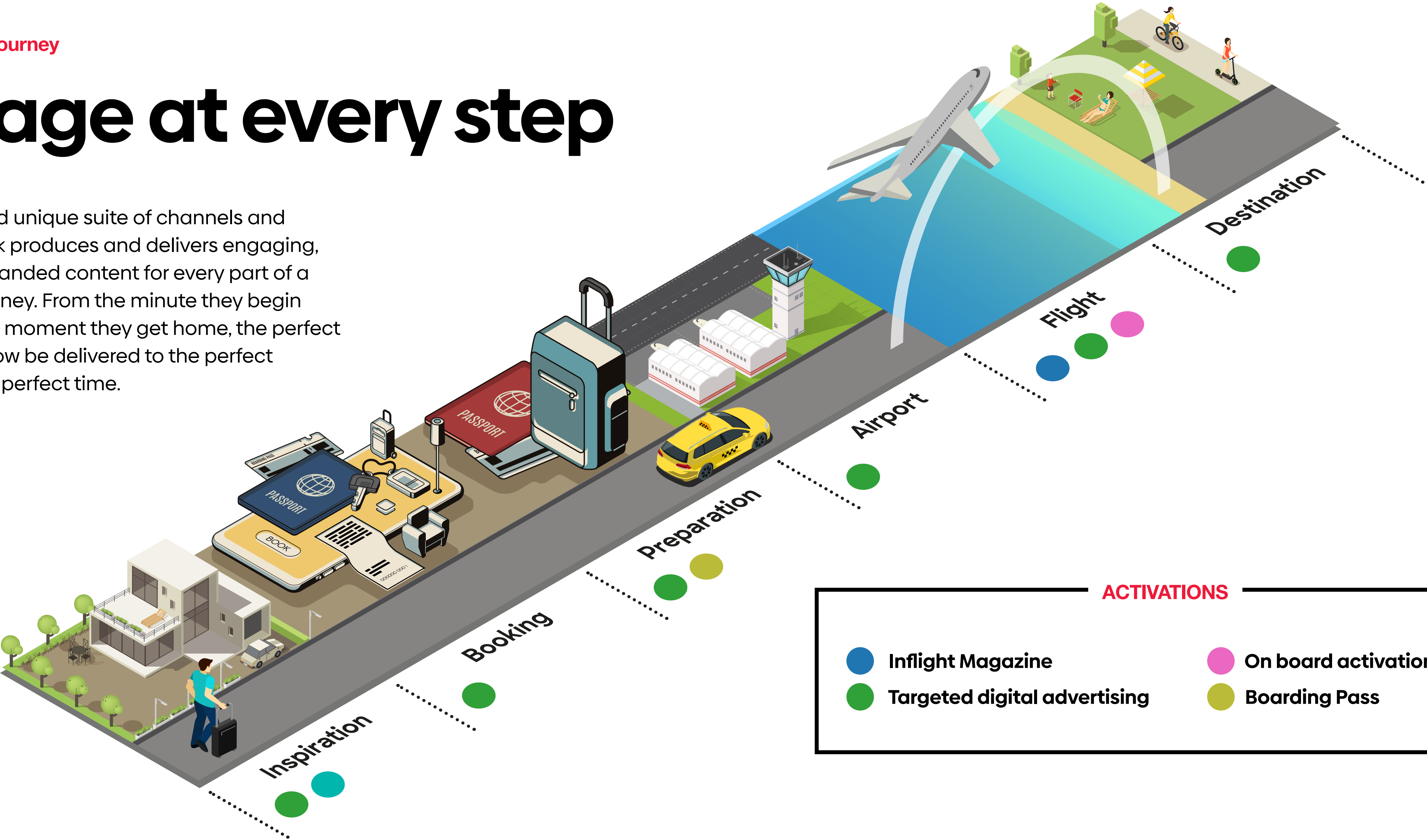
1b

travellers per annum reached

The passenger journey

Engage at every step

Via a diverse and unique suite of channels and technologies, Ink produces and delivers engaging, value-adding branded content for every part of a passenger's journey. From the minute they begin searching to the moment they get home, the perfect message can now be delivered to the perfect audience at the perfect time.





**The best way
to engage with an
audience**

Speak directly to a captive
audience of high-spending
passengers by engaging
them onboard.

Inflight magazine

Exploring Europe's top travel destinations

**Wings magazine offers Eurowings' savvy and
adventurous passengers captivating stories from its
expansive network of 140 destinations.**

Covering everything from travel and adventure, to the
latest in food, art, and culture, the magazine echoes
Eurowings' bold and innovative spirit with its digital and
social media-inspired content.

Published bi-monthly in both English and German, Wings
has a wide reach, distributed in over 15,000 seat pockets
across Eurowings' fleet, engaging with a diverse
audience.

of passengers read
inflight magazines

74%

Advertising Opportunities

You become the story instead of an ad beside the story

Tell your company's story in a way that mirrors the look and feel of Wings. Instead of placing an advert beside a story, you become the story.

With a variation of content and inserts, expertly promote your brand in the ideal format and positioning to reach your perfect audience; excite readers with full page advertorials, engaging listicles, stand-out display advertisements or even jaw-dropping double page features. Alongside the editorial expertise of the main magazine, Wings is also home to two distinctive recurring supplements, Zeitgeist and Business Class, which provide exciting opportunities to highlight your brand to multiple affluent demographics.



63%

call-to-action rate
for the advertising
featured in Wings

Advertising Opportunities

Lifestyle Feature: Zeitgeist

From lifestyle tips and the latest trends to must have products for house and garden - Zeitgeist is Be part of the ultimate guide to 21st century living.

► **Beauty**
Elevate your beauty branding with irresistible product features and expert recommendations.



▲ **Health and Wellbeing**

Inspire travellers to be health-conscious with your product in hand.



▲ **Fashion**

Unlock style's potential; showcase your brand's elegance, exclusivity, and innovation.

◀ **Technology**

Amplify your tech impact and captivate readers with cutting-edge innovations.



Advertising Opportunities

Business Feature: Business Class

Enter the world of 21st century business. With a focus on the most exciting tech startups, every issue contains a must-read for Eurowings' broad base of business travellers, profiling the top CEOs and the hot, new trends that are making waves in today's global market.



◀ Knowledge

Make a mark in this double-page feature exploring what makes your business unique.

▶ Business Diary

The perfect platform to showcase your upcoming event.

▶ Ones to watch

Introduce your business to a new audience with an engaging half-page feature.



◀ Profile

Highlighting the achievements of successful entrepreneurs, this in-depth profile is a unique opportunity to tell your story.

◀ The Spotlight

Delve into your brand in greater depth, with a rich editorial narrative.



More formats

- **The Interview**
Spotlight your CEO and their vision.
- **The Case Study**
Putting a successful campaign under the microscope.
- **The Think Piece**
Sponsor a commissioned editorial article.
- **The Infographic**
Tell your brand story in an eye-catching visual infographic.

Advertising Opportunities

Storylist

Our editorial team has decades of expertise in finding unique travel stories that readers love to get immersed in. Eurowings passengers are a highly engaged audience, who take us up on our tips on a diverse range of subjects. Wings will meaningfully connect your brand to discerning travellers.

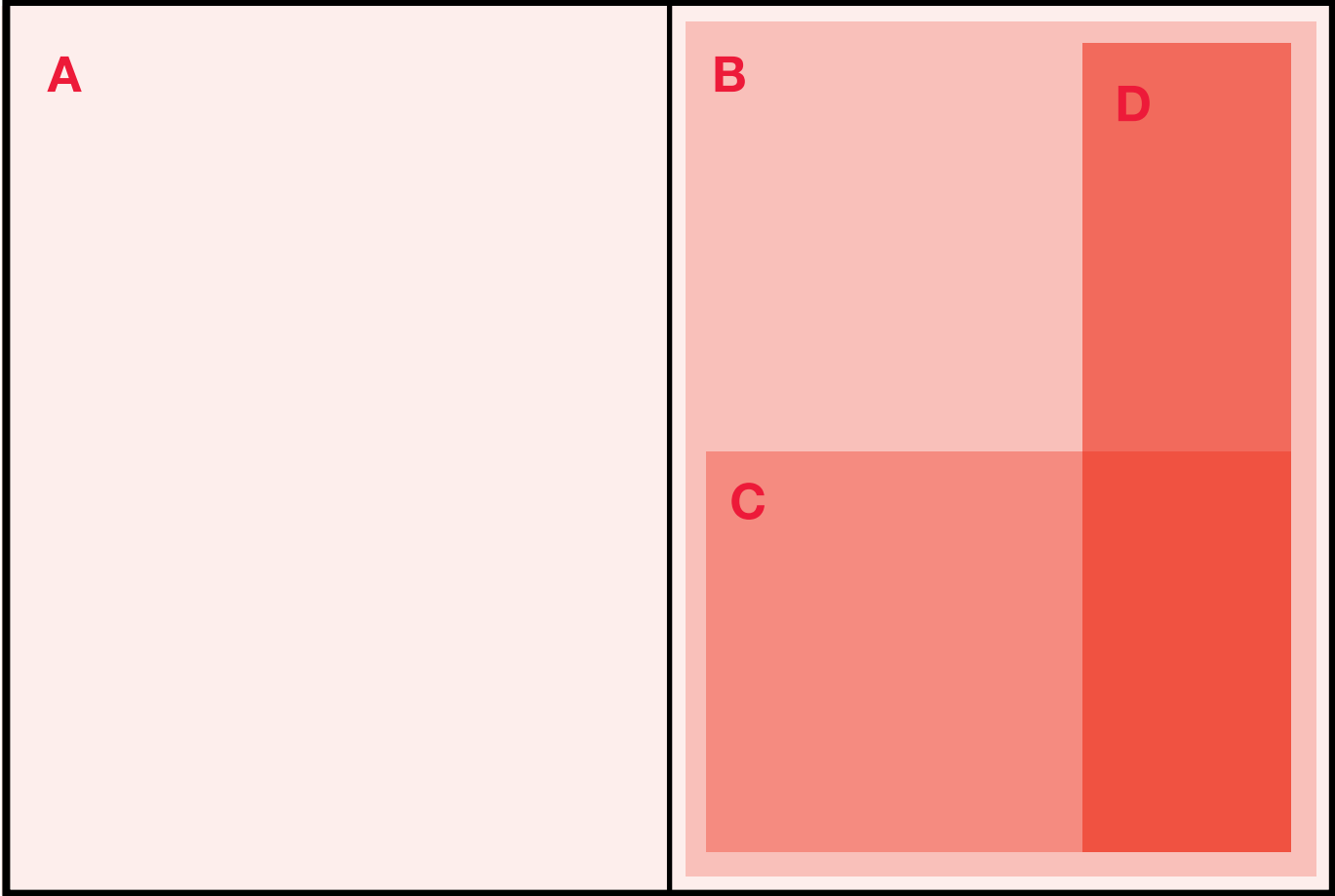
Issue	Themes	Destinations
MAR/APR	Street art, city trips, fashion, gardens, spring flowers, outdoors (kayaking, hiking, climbing)	Mallorca, Amman (Jordan), Budapest, Alps, Croatia, Italy, London
MAY/JUN	Hiking, flowers, garden, growing, art, adventure, eco, food	Capital/major cities, Balkans, Mallorca, Greek islands, Alps
JUL/AUG	Swimming, beach, outdoor, adventure, sailing, water/beach sports, party, holiday-lifestyle, cocktails	Mediterranean, Spain, Portugal, Italy
SEP/OCT	Harvest, picking, wine-making, truffles	Capital/major cities, Balkans, Mallorca, Greek islands
NOV/DEC	Christmas, celebration, light festivals, art, wellness, sauna, health, traditions	Capital/major cities, Iceland, countries, Alps, Canary Islands, Egypt, Dubai, Tunisia, Morocco
JAN/FEB	Christmas, celebration, light festivals, art, wellness, sauna, health, traditions, winter sport (skiing, ice-skating, sledging, snowboarding, ice swimming)	Capital/major cities, Iceland, Scandi countries, Alps, Canary Islands, Egypt, Dubai, Tunisia, Morocco

Ratecard

Display Adverts (per double issue)	
Full page (ROP)	€26,000
Full page premium (first third / right hand)	€32,000
Double-page spread	€38,000
Double-page spread premium (first third)	€47,500
Half page	€14,000
Inside front cover	€40,000
Inside back cover	€35,000
Outside back cover	€45,000
Half page vertical	€16,000

Advertorials	
One-page advertorial	€28,000
Cover sponsorship	€42,000
Double-page advertorial	€41,000
Double-page advertorial premium (first third)	€51,250

Ad design
We can assist with the design of your advert. Please note that this will incur an additional charge of **€500**



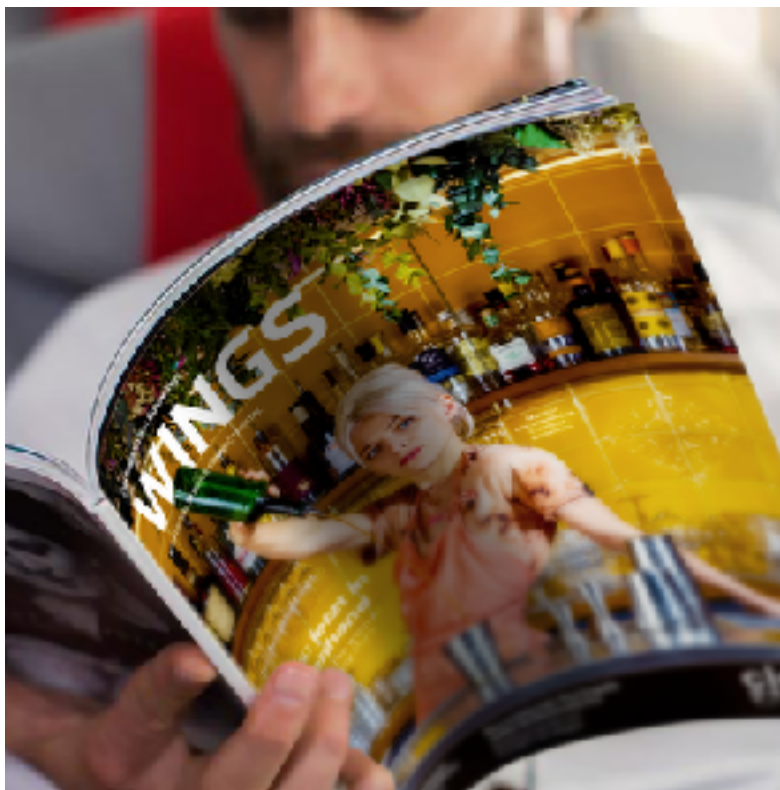
Production Schedule	
Issue	Copy deadline
March–April	30th January 2026
May–June	31st March 2026
July–August	1st May 2026
September–October	31st July 2026
November–December	1st October 2026
January–February 2027	30th November 2026

Specification (mm)							
A. Double Page Spread		B. Full Page		C. Half Page Horizontal		D. Half Page Vertical	
Trim size	250 x 380	Trim size	250 x 190	Trim size	110 x 170	Trim size	80 x 230
Bleed size	256 x 386	Bleed size	256 x 196	Bleed size	N/A	Bleed size	N/A

Special formats available on request. Advertorials, tip-ons, gatefolds, supplements etc.

Products available

A powerful set of other products we offer



1. Inflight magazine



2. Targeted digital advertising



3. Boarding pass



4. On board activations



5. Table advertising

Speak to us! Contact us for more information.

Contact us

Thank you

Eurowings

Stefan Lindt

Lead Commercial Partnerships & Media Sales

stefan.lindt@eurowings.com

Ink

Aurelia Goetz

Commercial Director

aurelia.goetz@ink-global.com