

# Media Guide 2025



A STAR ALLIANCE MEMBER 



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# Facts and figures

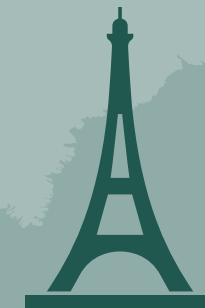
**18 million**  
**passengers**

opted for SWISS quality in 2024



## North America

96 weekly connections to  
10 destinations in  
2 countries



## Europe

1,307 weekly connections to  
88 destinations in  
33 countries



## Middle East

23 weekly connections to  
3 destinations in  
3 countries



## Asia-Pacific

50 weekly connections to  
8 destinations in  
7 countries



## South America

7 weekly connections to  
2 destinations in  
2 countries



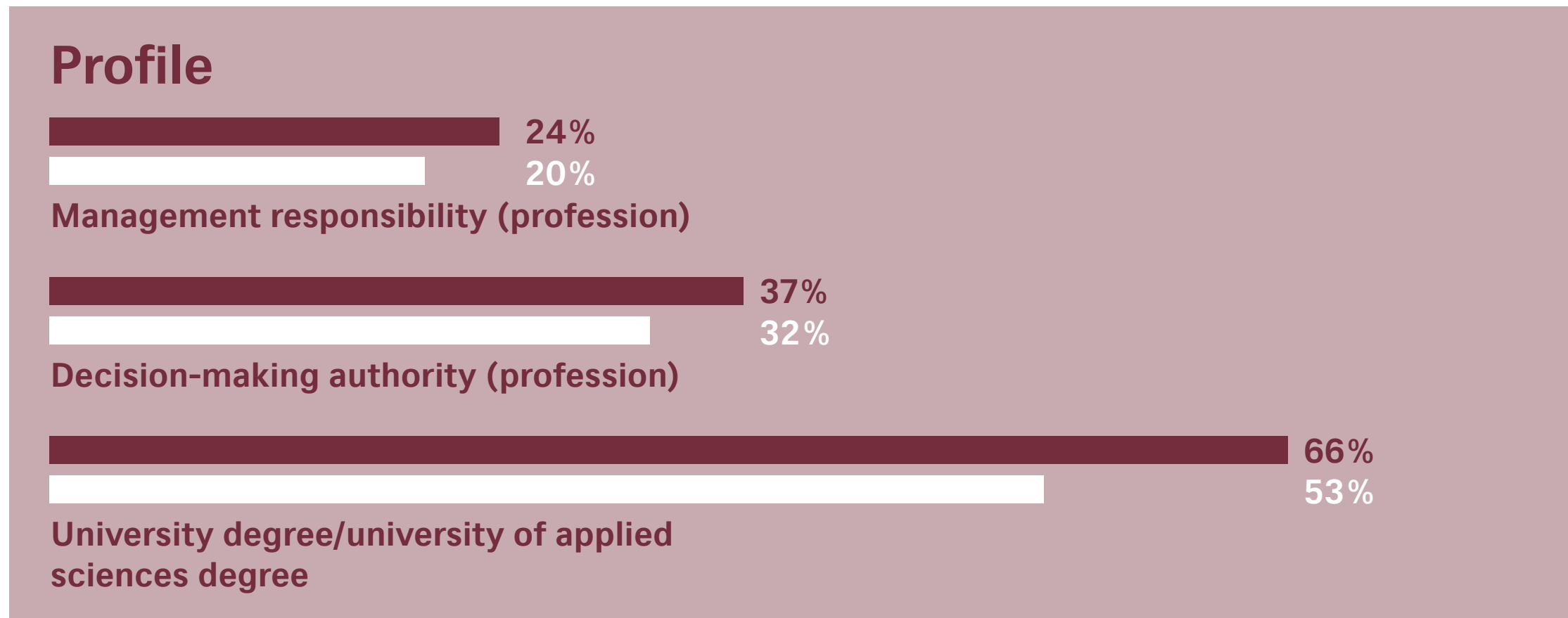
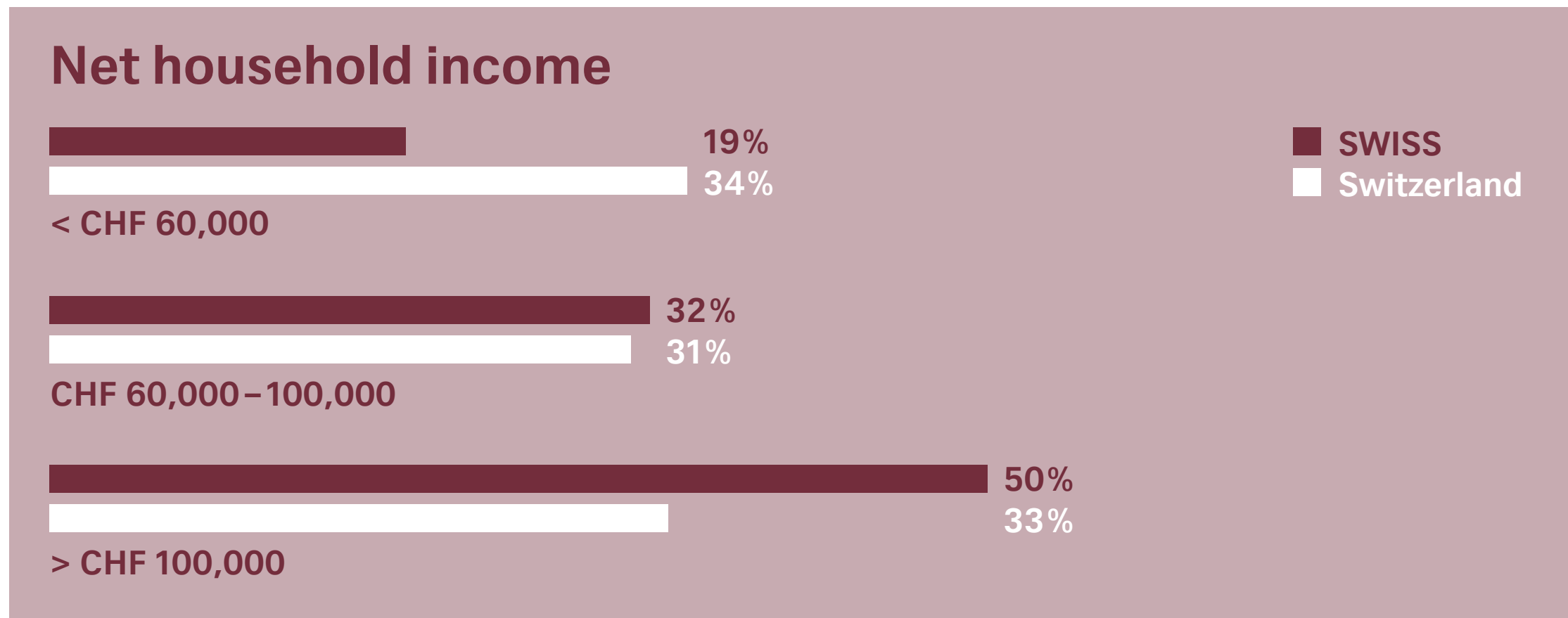
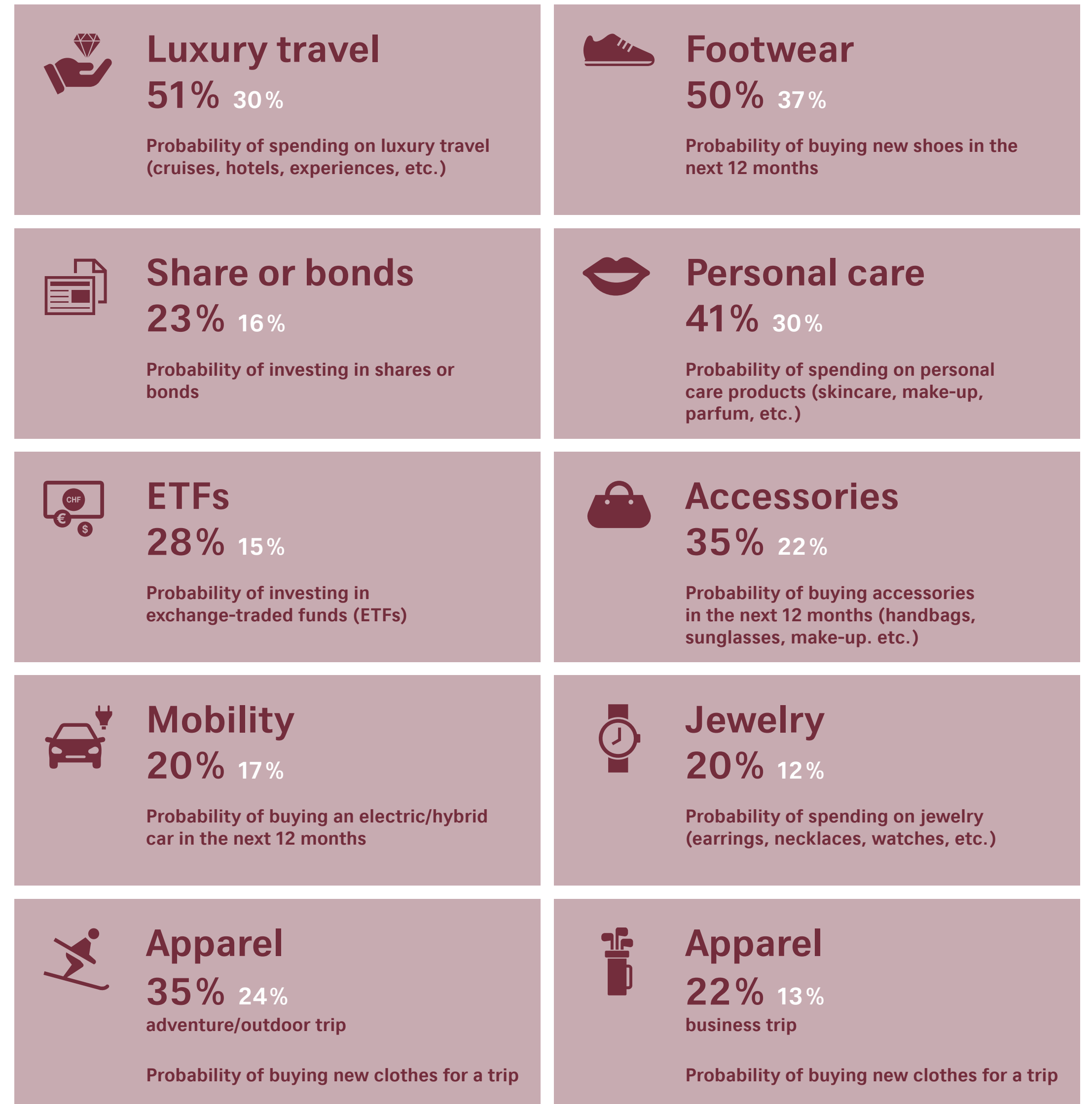
## Africa

17 weekly connections to  
5 destinations in  
4 countries

Explore our destinations on [swiss.com](https://www.swiss.com) ↗

# SWISS customers

A high-income target group with pronounced interests: compared to the national average, SWISS passengers are much more interested in products from the areas of finance, luxury travel, apparel and accessories.



Source: YouGov July 2024  
The figures refer to passengers who have flown at least once with Lufthansa in the past 12 months and reside in Switzerland

# Your advertising options

**Highlight your brand with premium advertising placements at the different touchpoints throughout a passenger's journey.**



Journey planning

Booking confirmation

Check-in confirmation

Data-based banner ads

Data-based video ads

SWISS Magazine



At the airport

Screens

Exhibition areas

Boarding pass

SWISS Magazine



On board

After take-off video

Inflight entertainment  
pre-roll commercial

SWISS Magazine

Seat pocket brochure

Refreshing tissue

SWISS Connect

# SWISS Magazine

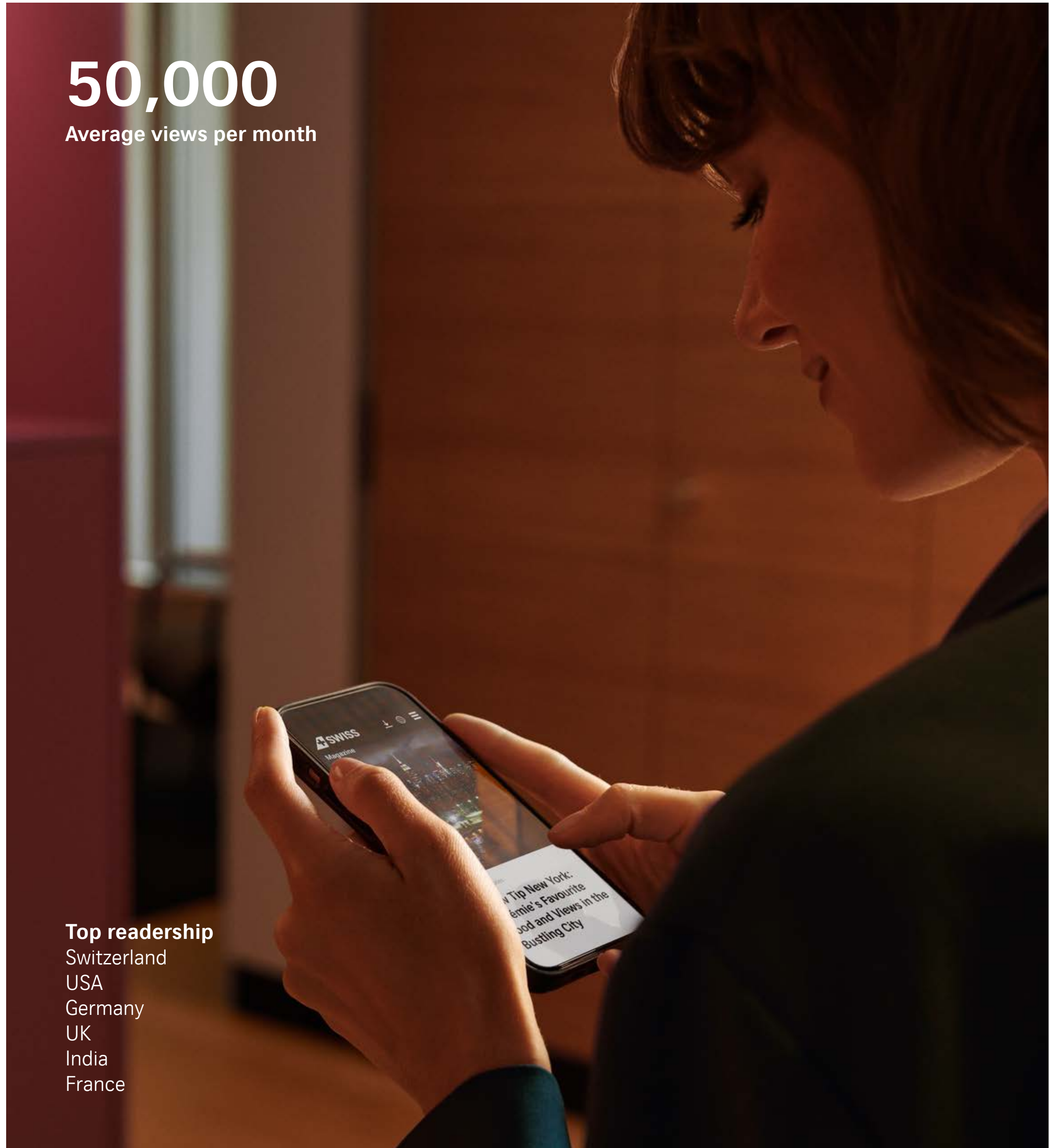
SWISS Magazine is available digitally and can be read online anywhere and at any time, allowing you to reach an exceptional, modern audience. Thanks to the offline reading feature, a selection of articles can be downloaded before departure and read on a personal device once the reader is airborne. With Wi-Fi on board long-haul aircraft, SWISS Magazine is available to all passengers throughout the flight.

Our digital platform consistently entertains passengers and travelers all over the world with inspiring stories about travels to destinations near and far, contributes exciting experiences about lovely Switzerland and offers behind-the-scenes looks at the fascinating world of SWISS.

## SWISS Magazine stories are communicated via:

- Social media
- Customer newsletter
- swiss.com
- Screens in the SWISS Lounges
- On-board seat pocket brochure
- After take-off video
- Media newsletter
- Inflight shopping catalog

[swiss.com/magazine](https://swiss.com/magazine) ↗



# 50,000

Average views per month

## Top readership

- Switzerland
- USA
- Germany
- UK
- India
- France

# SWISS Magazine

Take this opportunity to present your brand and message to a premium digital audience in SWISS Magazine.

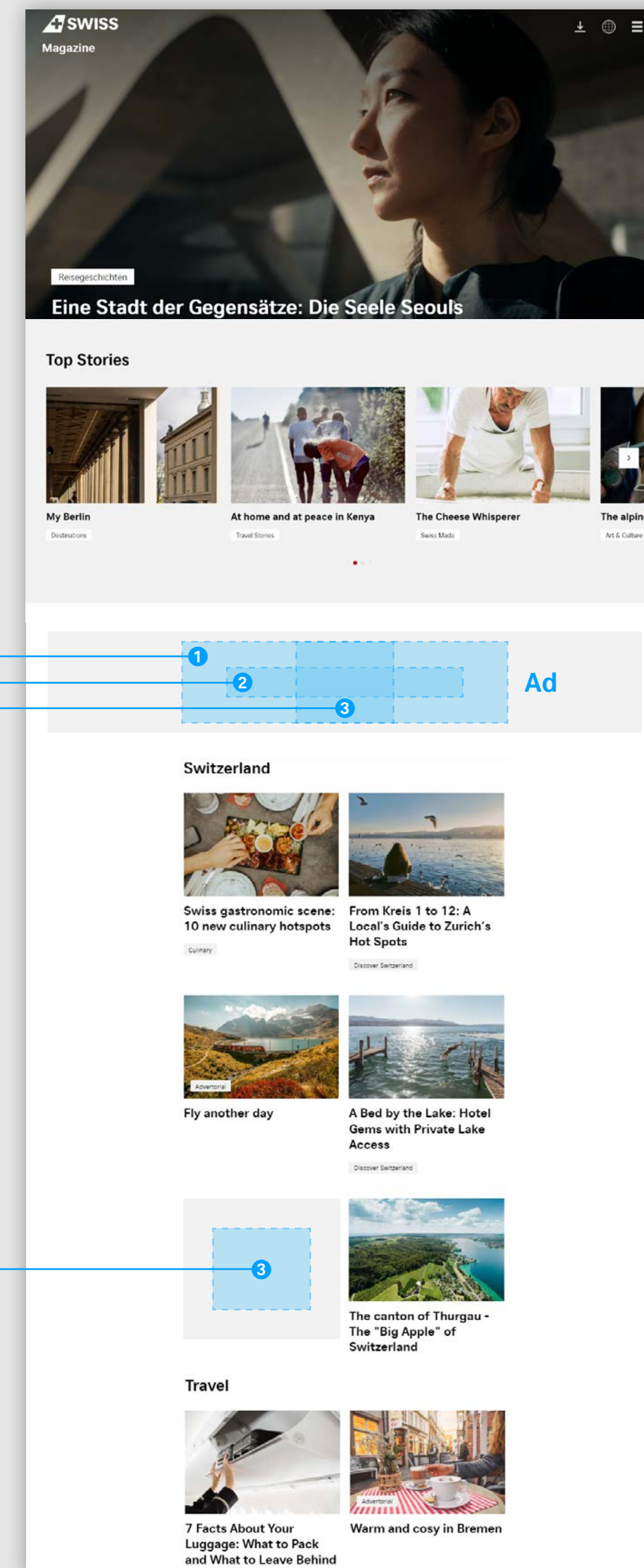
## Our most popular offers

	Premium	Advertorial
Ad format	1, 2 and 3	Advertorial on- and offline
Placement	Random slot in overview, article and download ad.	Random advertorial spot in overview
Period	3 months	3 months
Price CHF	15,000	12,000

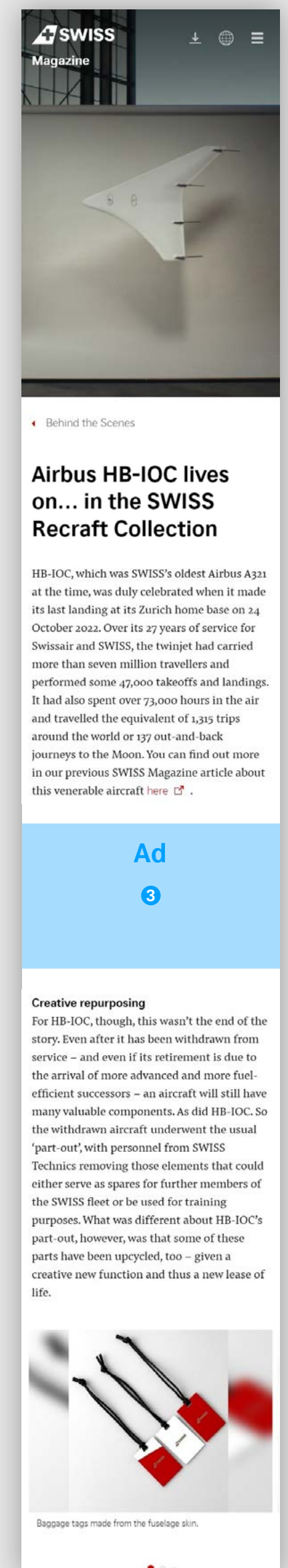
Wideboard  
994 × 250 px

Leaderboard  
728 × 90 px

Rectangle  
300 × 250 px



Homepage (desktop view)



Article (mobile view)

# Seat pocket brochure

Increase your brand's visibility by placing it in our seat pocket brochures. Maximize your exposure to SWISS passengers with our one-page brochures available in every seat pocket on our long-haul and short-haul flights.

## Advertising details

Placement type	Contacts	Duration*	Price CHF
Short-haul, front side	6,000,000	6 months	19,600
Long-haul, front side	2,000,000	6 months	14,900

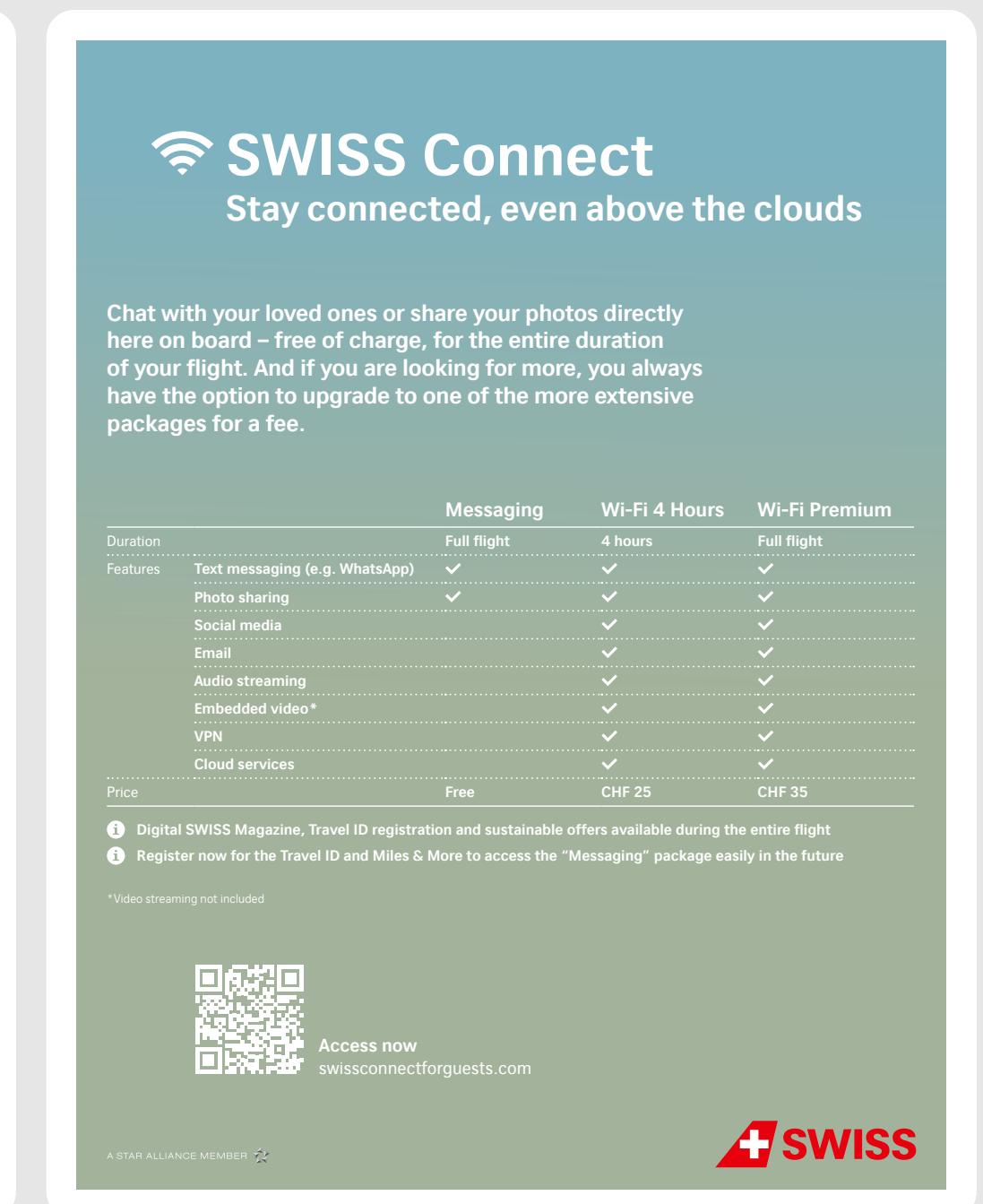
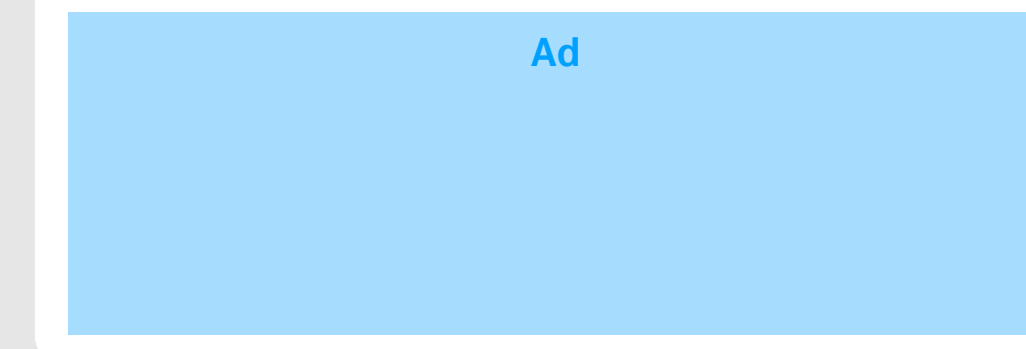
## Packages

Placement type	Duration*	Price CHF
Short-haul + long-haul	6 months	33,000

\*Next publication: 15 April–14 Sep 2025

## Specifications

<b>Size</b>	187 × 62 mm	<b>Booking confirmation</b>	6 weeks before publication
<b>Format</b>	HQ PDF, CMYK	<b>Motif release</b>	5 weeks before publication
<b>Language</b>	English	<b>Submission date</b>	4 weeks before publication





# After take-off video

Advertise your brand where the customers have time to really take it in. The after take-off video is a highly visible platform that distributes helpful information concerning the guest's flight journey with SWISS. Seize this excellent opportunity to showcase your commercial spot.

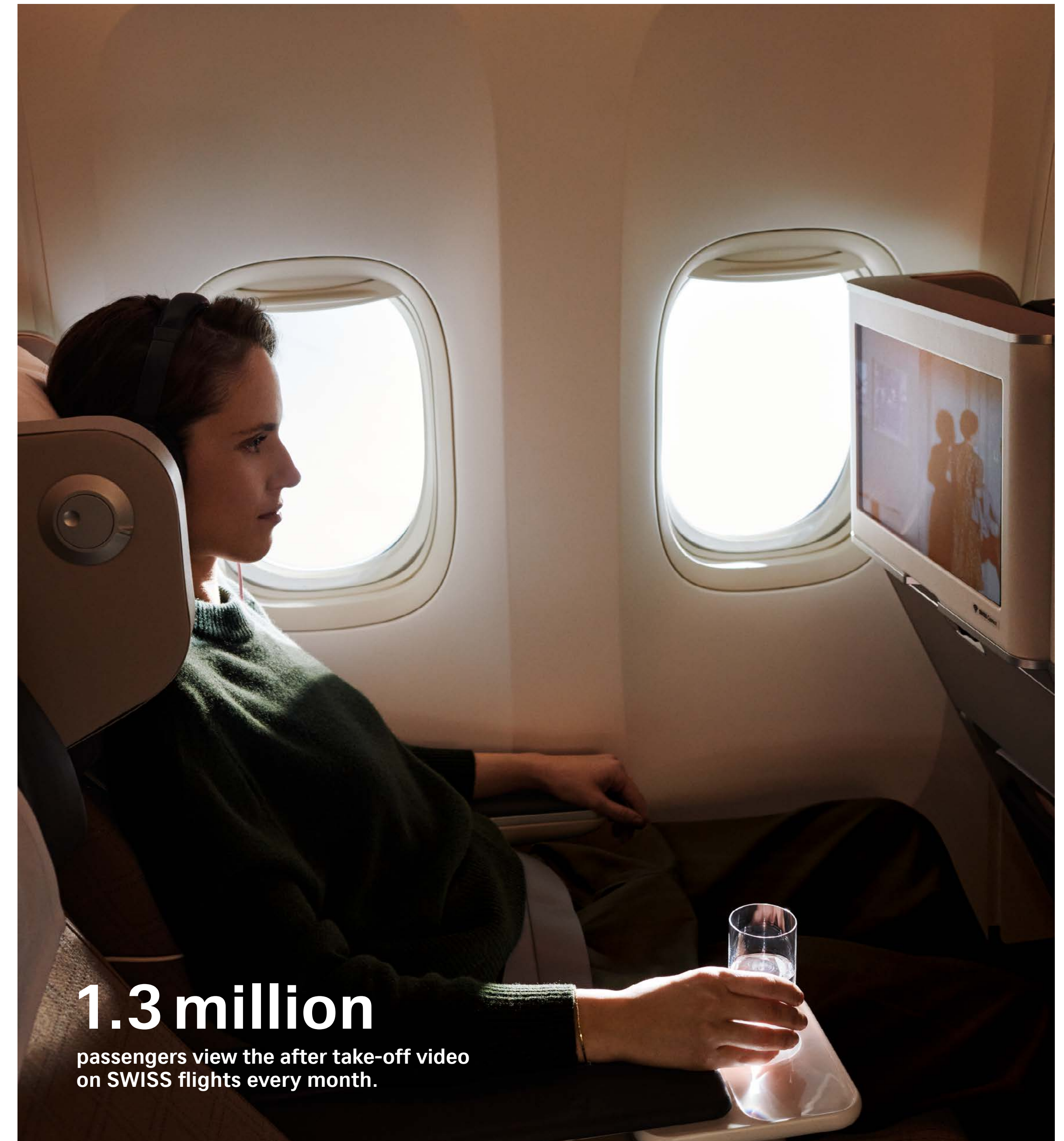
On our long-haul services, the Video Magazine is always shown on all screens before we activate the inflight entertainment system, and on European flights via the cabin screens (Airbus fleet, except A220).

## Advertising options

Single issue (1 month)	Fleet	Contacts	Duration	Price CHF
Video Magazine with sound	Long-haul	300,000	30 s	16,000
Video Magazine without sound	Short-haul	1 million	30 s	11,000

## Technical details

<b>Data file</b>	ProRes codec or MP4 file Aspect ratio 16:9 Resolution 1920×1080 px (1080p) – Spots must generally be submitted with a soundtrack, even if they will be broadcast via the cabin screens on short-haul flights. – Spots must be submitted in English or with English subtitles. – The video should be mixed down to an output level of -3.0 dB.
<b>Submission date</b>	4 weeks before showing



**1.3 million**

passengers view the after take-off video on SWISS flights every month.

# Inflight entertainment pre-roll commercial

With the pre-roll commercial, your brand takes center stage before a selected array of movies across all genres\*, encompassing a remarkable 30% of the SWISS video entertainment library.

- Maximum attention with a pre-roll placement in the much-used on-board entertainment program.
- Effective means of communication with passengers on all long-haul flights in all classes.

## Advertising details

Fleet	Contacts	Duration	Price CHF
Long-haul	800,000 views	30 s	40,000 / for 2 months

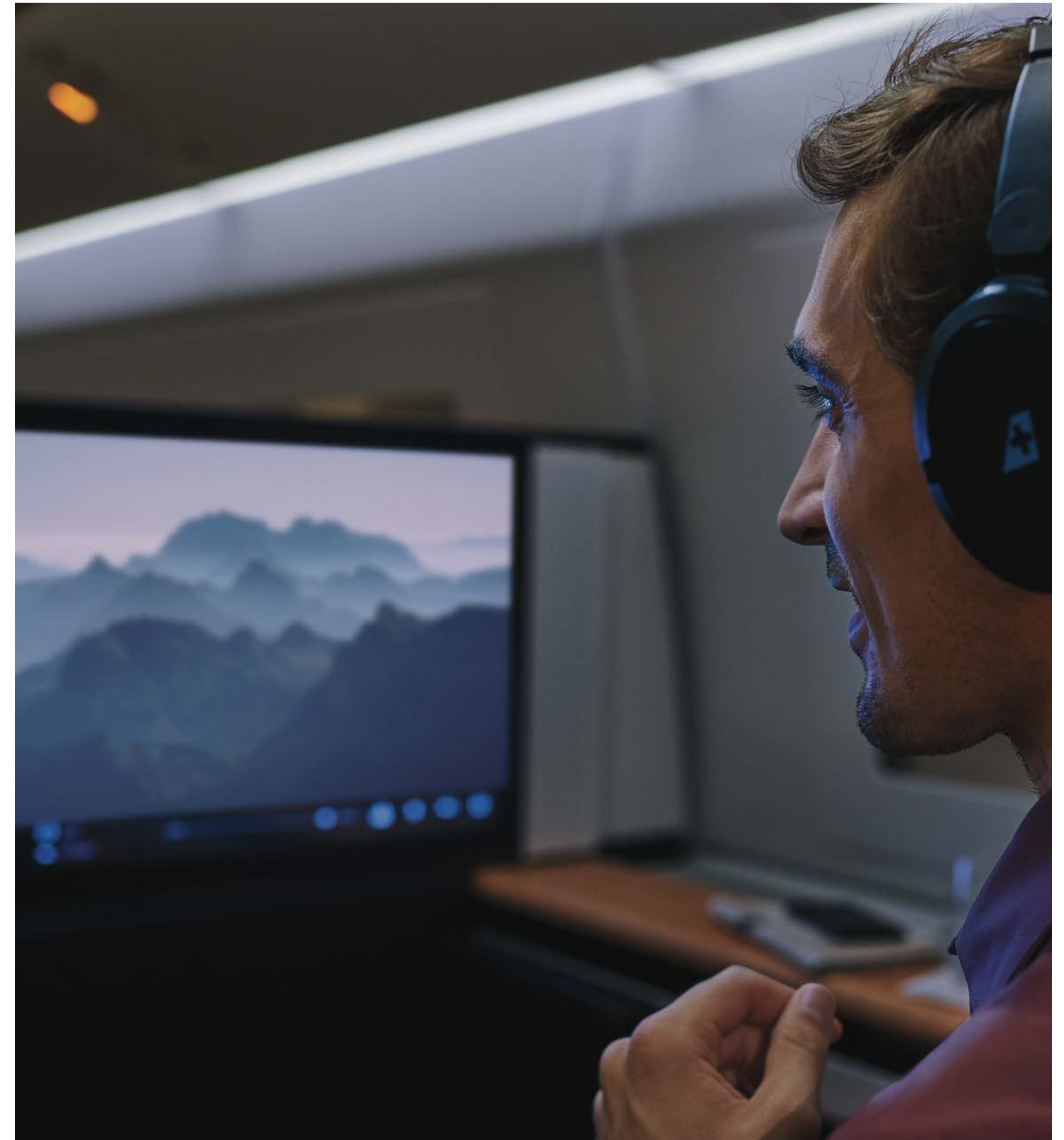
The minimum booking period is 2 months. Rates stated do not include production costs. Specifications will be provided in an additional file.

## Deadlines

<b>Booking confirmation</b>	12 weeks before publication
<b>Motif release</b>	10 weeks before publication
<b>Submission date</b>	9 weeks before publication

\* Family and kids' content films are excluded from advertising

[View the entertainment programme here ↗](#)



# Refreshing tissue

With a luxurious touch and fresh scent, refreshing tissues offer a great opportunity to creatively integrate your brand into the passengers' journey.

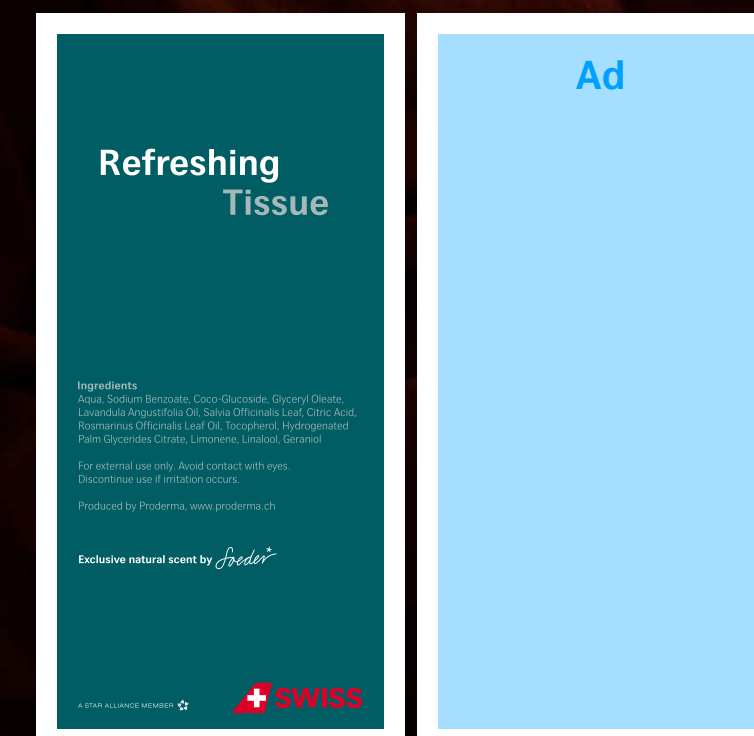
## Advertising options

Placement	Class/fleet	Production	Runtime*	Price CHF
Advertisement on back	SWISS Business short-and long-haul	1,300,000	3 months	65,000
	SWISS Premium Economy long-haul			
	SWISS Economy long-haul			
Advertisement on back	SWISS Business short-and long-haul	2,600,000	6 months	120,000
	SWISS Premium Economy long-haul			
	SWISS Economy long-haul			

\* Shorter periods also possible, subject to verification. Precise commencement dates and lengths of exposure cannot be guaranteed.

## Technical details

<b>Format</b>	68 × 140 mm
<b>Advertising space (portrait)</b>	62 × 132 mm
<b>Printing data</b>	High-resolution PDF
<b>Submission date for bookings</b>	16 weeks before publication
<b>Submission date for printing data</b>	14 weeks before publication



# Boarding pass

The back of the SWISS boarding pass is a great place to showcase your brand to the attention of departing travelers. Customers receive their boarding pass at the check-in counters at the Zurich and Geneva airports.

## Advertising options

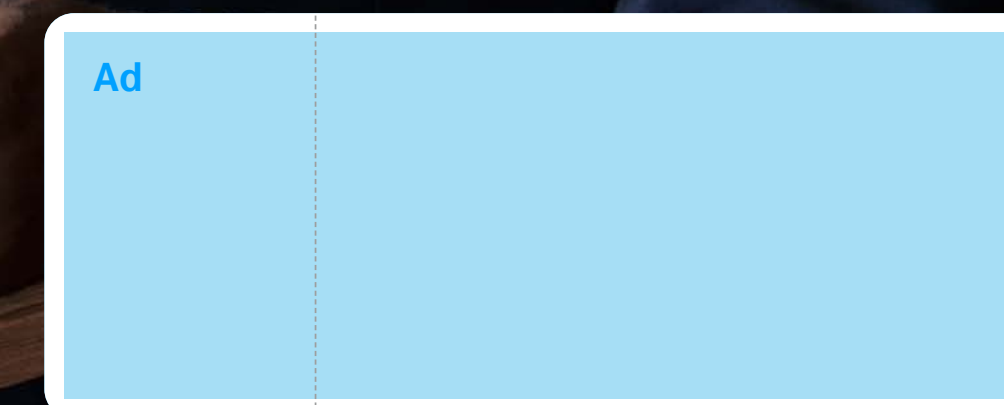
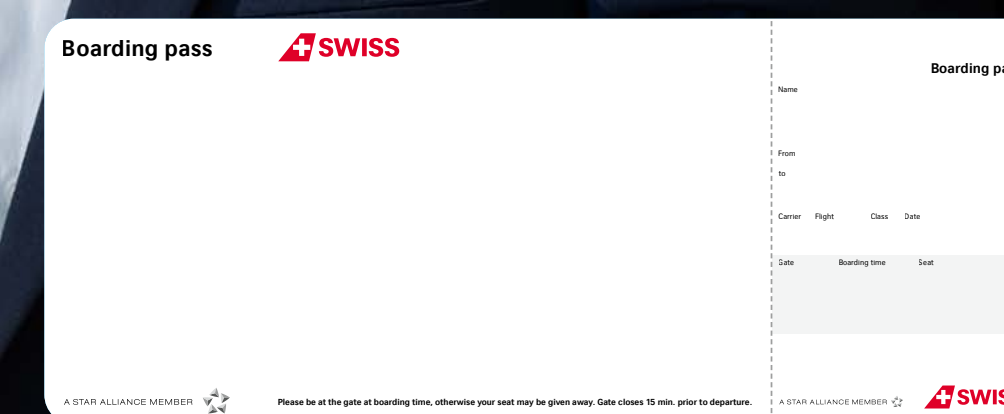
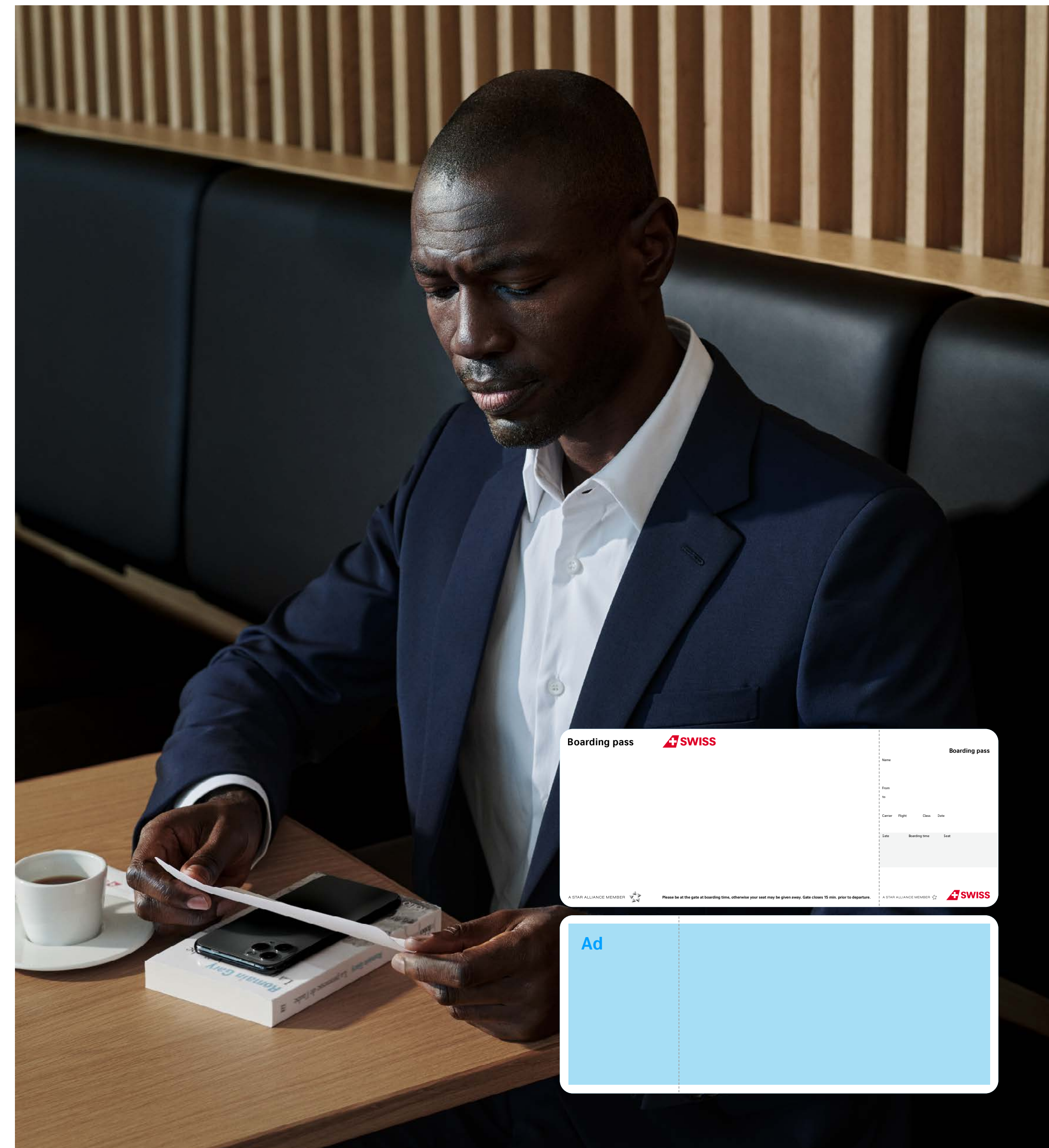
Boarding pass for flights from Switzerland

Placement	Production	Runtime*	Price CHF
Advertisement on back	850,000	approx. 3 months	35,000
	1,700,000	approx. 6 months	65,000

\*Precise commencement dates and lengths of exposure cannot be guaranteed.

## Technical details

<b>Dimensions on back</b>	193 × 72 mm (tear-off: 50 × 72 mm)
<b>Printing data</b>	EPS or high-resolution PDF
<b>Submission date for bookings</b>	12 weeks before publication
<b>Submission date for printing data</b>	10 weeks before publication



# SWISS Lounges

A premium experience

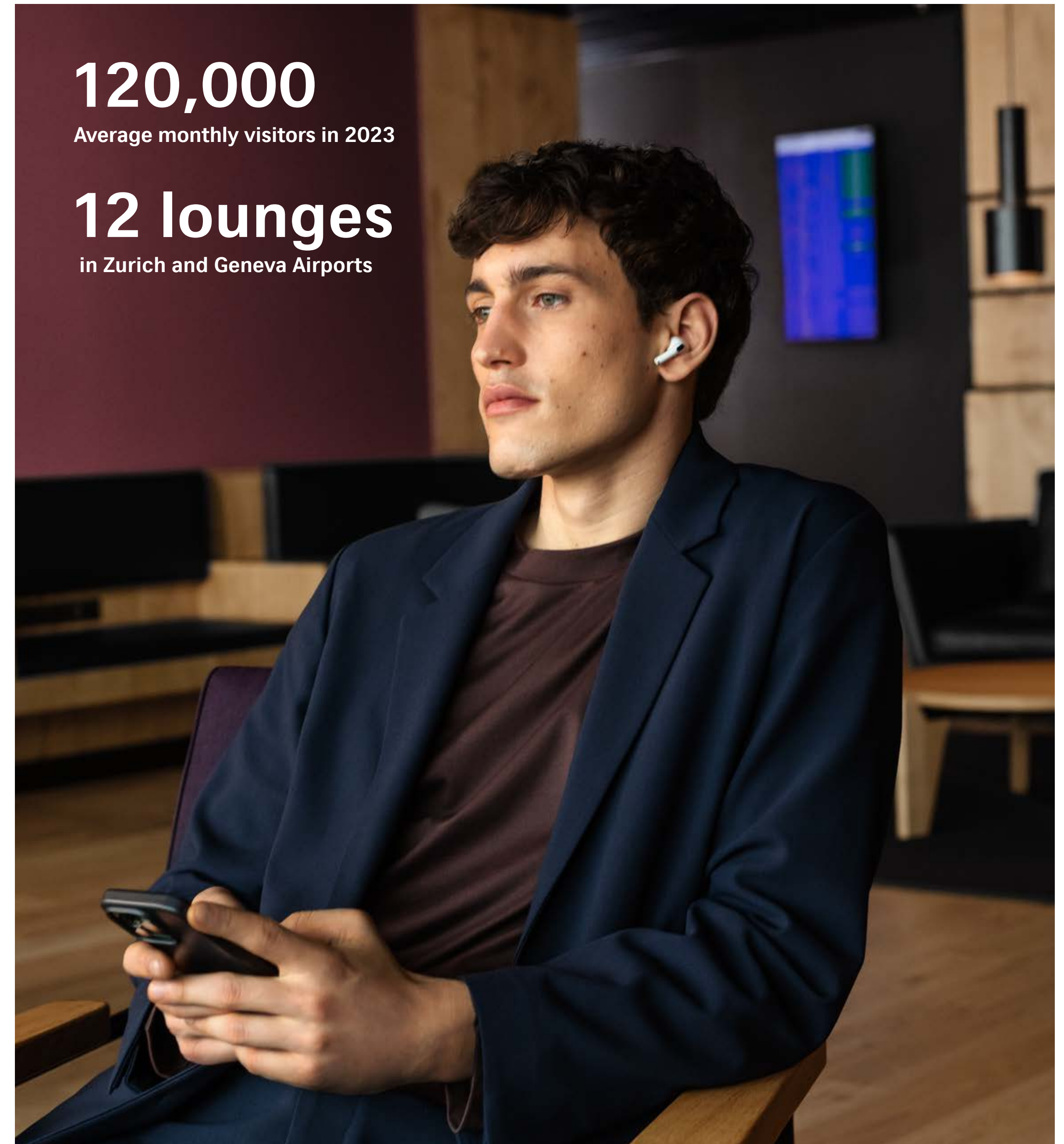


# SWISS Lounges

## Overview and advertising options

Whether before departure, during a transfer or on arrival, our guests enjoy the highest level of comfort in a relaxing atmosphere at the SWISS Lounges. Our lounges offer opportunities for marketing messages, exhibitions and experiences.

Lounges		Total area	Advertising options	Our guests
<b>SWISS First Lounges</b>	Zurich Schengen	650 m <sup>2</sup>	Screens	<ul style="list-style-type: none"> <li>– First Class passengers of SWISS and Lufthansa</li> <li>– Miles &amp; More HON Circle members</li> <li>– VIP passengers</li> </ul>
	Zurich Dock E	750 m <sup>2</sup>	Screens	
	Geneva	213 m <sup>2</sup>	On inquiry	
<b>Senator Lounges</b>	Zurich Schengen	595 m <sup>2</sup>	Screens	<ul style="list-style-type: none"> <li>– Miles &amp; More Senators</li> <li>– Star Alliance Gold members</li> </ul>
	Zurich Non-Schengen	243 m <sup>2</sup>	On inquiry	
	Zurich Dock E	852 m <sup>2</sup>	Exhibition, screens	
	Geneva	193 m <sup>2</sup>	Screens	
<b>SWISS Business Lounges</b>	Zurich Schengen	940 m <sup>2</sup>	Screens	<ul style="list-style-type: none"> <li>– Business Class passengers of a Star Alliance carrier</li> <li>– Miles &amp; More Frequent Travelers of a Star Alliance carrier</li> </ul>
	Zurich Non-Schengen	274 m <sup>2</sup>	On inquiry	
	Zurich Dock E	875 m <sup>2</sup>	Exhibition, screens	
	Geneva	438 m <sup>2</sup>	On inquiry	
<b>Arrival Lounge</b>	Zurich Schengen	690 m <sup>2</sup>	On inquiry	



# Screens

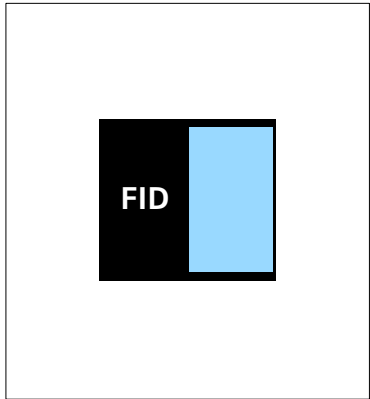
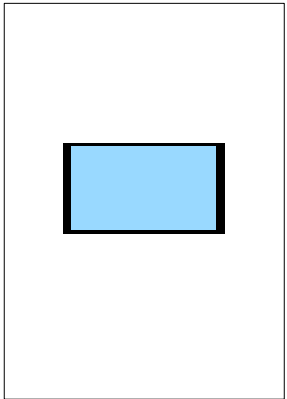
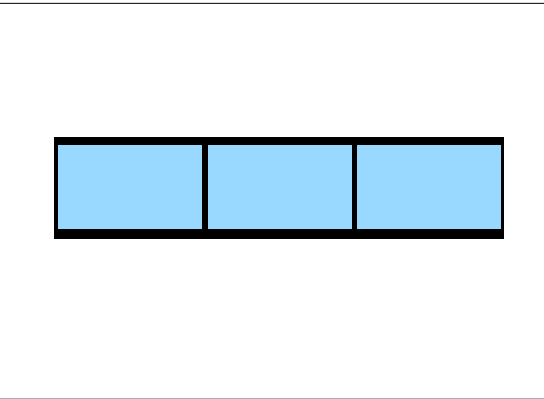
## SWISS Lounges

### Advertising options

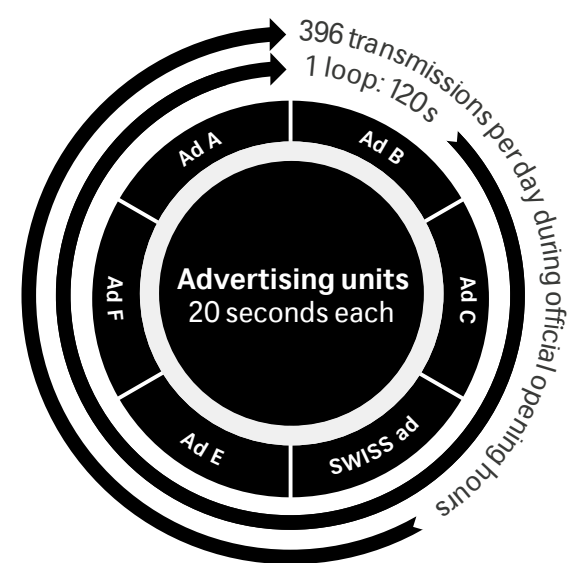
Number of screens	Period	Price CHF*
36 full HD screens in Zurich and Geneva	1 month	23,000
34 in Zurich	1 month	21,500
2 in Geneva	1 month	2,500

\* Activation and each content change: CHF 350

### Screens

Type	Portrait	Landscape	Collage*
			
<b>Format</b>	Portrait (9:16)	Landscape (16:9)	Collage (48:9 [3 x 16:9])
<b>Size</b>	1080 x 1920 px	1920 x 1080 px	5760 x 1080 px (3 x 1920 x 1080)
<b>Duration</b>	20 s	20 s	20 s

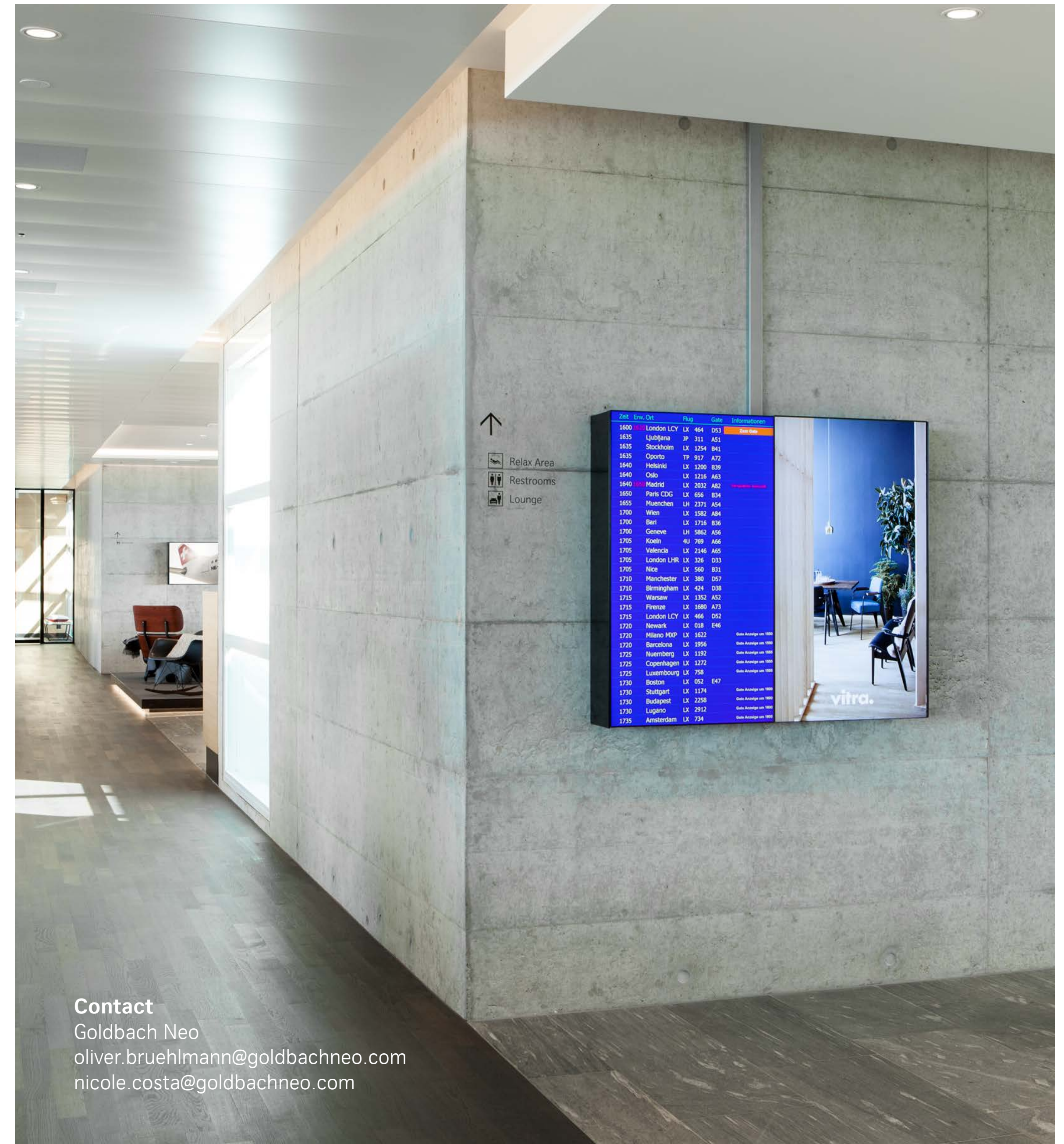
\* Files for collages must be submitted separately. Content subject to SWISS approval.



Closing date for bookings: 8 weeks before publication  
 Submission date: 4 weeks before publication  
 Appearance starts at the beginning of a month

### Transfer formats

<b>Images</b>	Resolution	72 dpi, RGB
	Format	JPG, PNG
<b>Video</b>	Frame rate	25 or 30 fps
	Bit rate	8–12 Mbit/s
	Color profile	RGB
	Codec	H.264
	Profile	Lv 4.2 advised (max.)
	Format	MP4
	Max. file size	25 MB



**Contact**  
 Goldbach Neo  
 oliver.bruehlmann@goldbachneo.com  
 nicole.costa@goldbachneo.com

# Exhibition areas

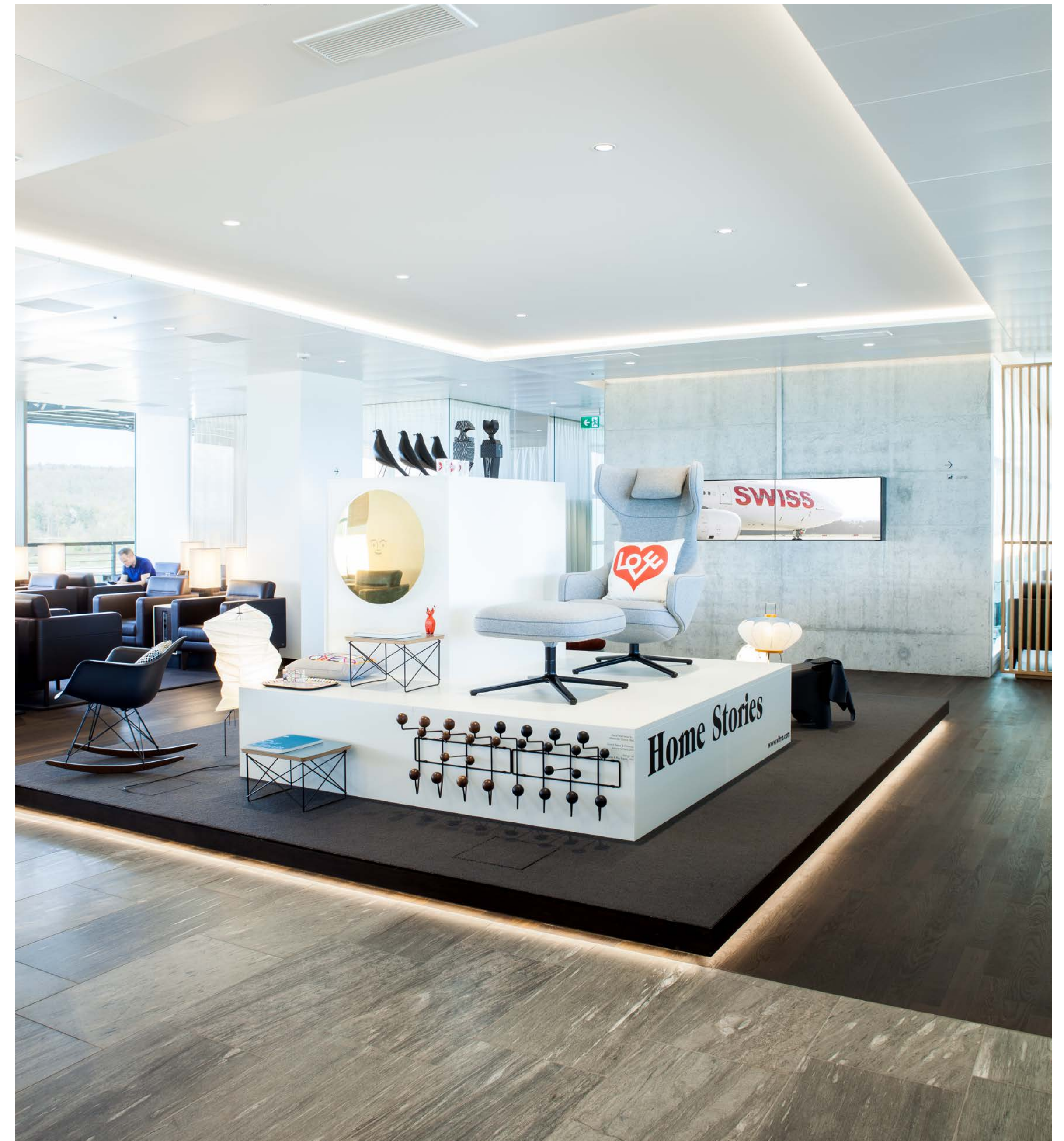
## SWISS Lounges

### Zurich Dock E

Our lounge display areas provide an exceptional platform for you to present your products to our customers in a tangible and impactful manner. The areas can be individually designed in a close consultative process. Needless to say, all such display items must contribute to and help enrich the overall lounge experience.

#### Display area

Lounge	Area	Minimum runtime	Price CHF
Senator	18.7m <sup>2</sup>	3 months	on inquiry
SWISS Business	18.7m <sup>2</sup>	3 months	on inquiry





# Online advertising



# Booking confirmation

Whether it's double-checking flight details or making travel changes, the booking confirmation and manage my booking are key touchpoints in the customer's journey. Showcase your brand here, right at the pre-flight consideration stage. This is your opportunity to capture their attention and inspire them with a relevant offer that will elevate their travel experience.

## Advertising details

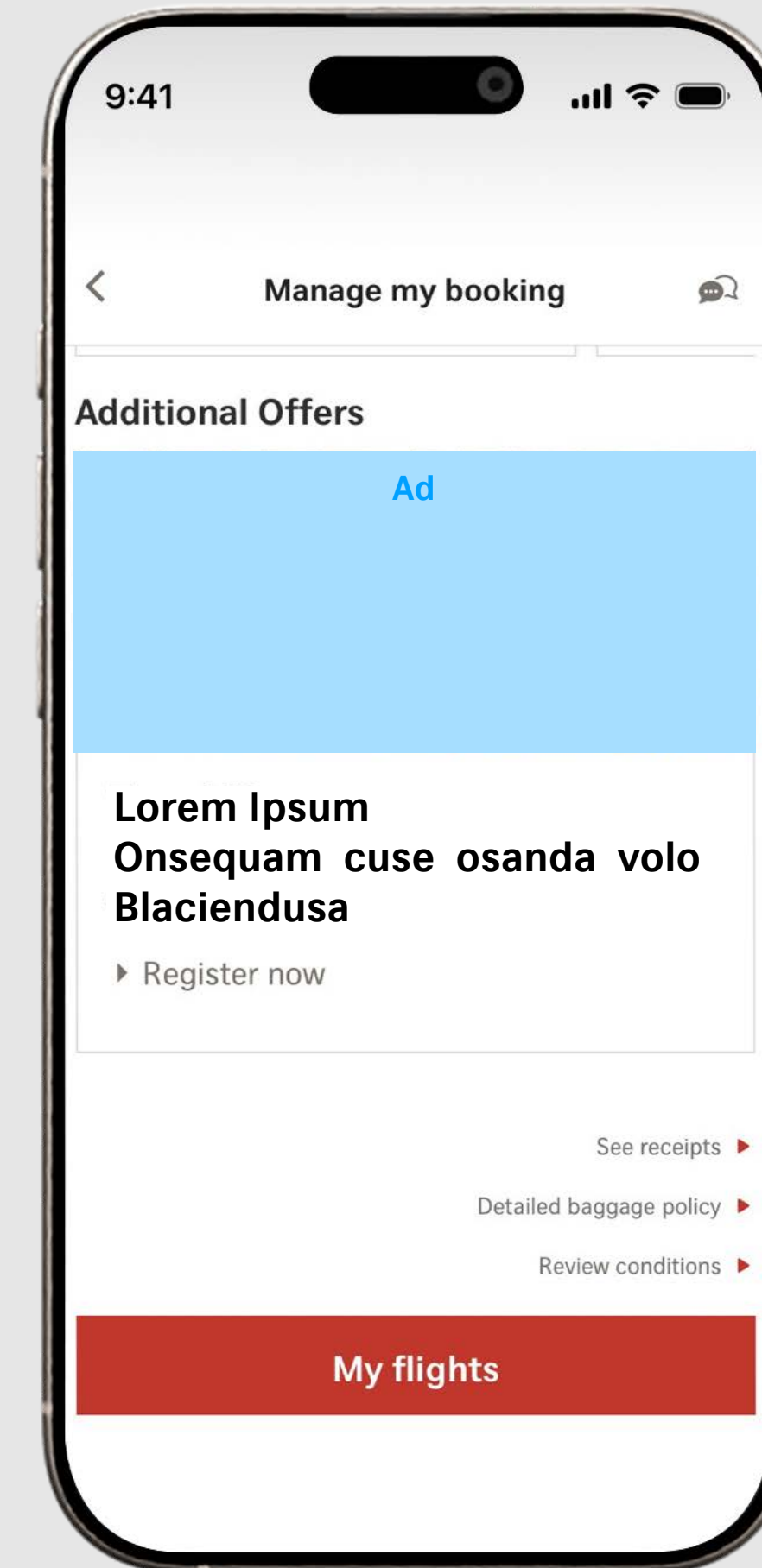
Contacts	Duration	Price CHF
100,000 views*	1 month	10,000

\*Depending on the number of passengers, views may fluctuate.

## Technical details

<b>Headline</b>	max. 25 characters (incl. spaces)
<b>Copy text</b>	max. 100 characters (incl. spaces)
<b>CTA text</b>	max. 20 characters (incl. spaces)
<b>URL</b>	HTTPS website
<b>Format</b>	JPG, PNG or GIF (only static images/no animation)
<b>Image or logo</b>	compulsory, 450 × 200 px, 390 × 150 px
responsive design	optional, 375 × 150 px, 428 × 150 px
<b>Language</b>	English, German (optional: Italian, French)

<b>Booking confirmation</b>	4 weeks before publication
<b>Submission date</b>	3 weeks before publication



# Check-in confirmation

As their journey approaches, customers finalize the check-in process and receive their confirmation – an ideal moment to present exclusive, last-minute offers or services tailored to enhance their trip.

## Advertising details

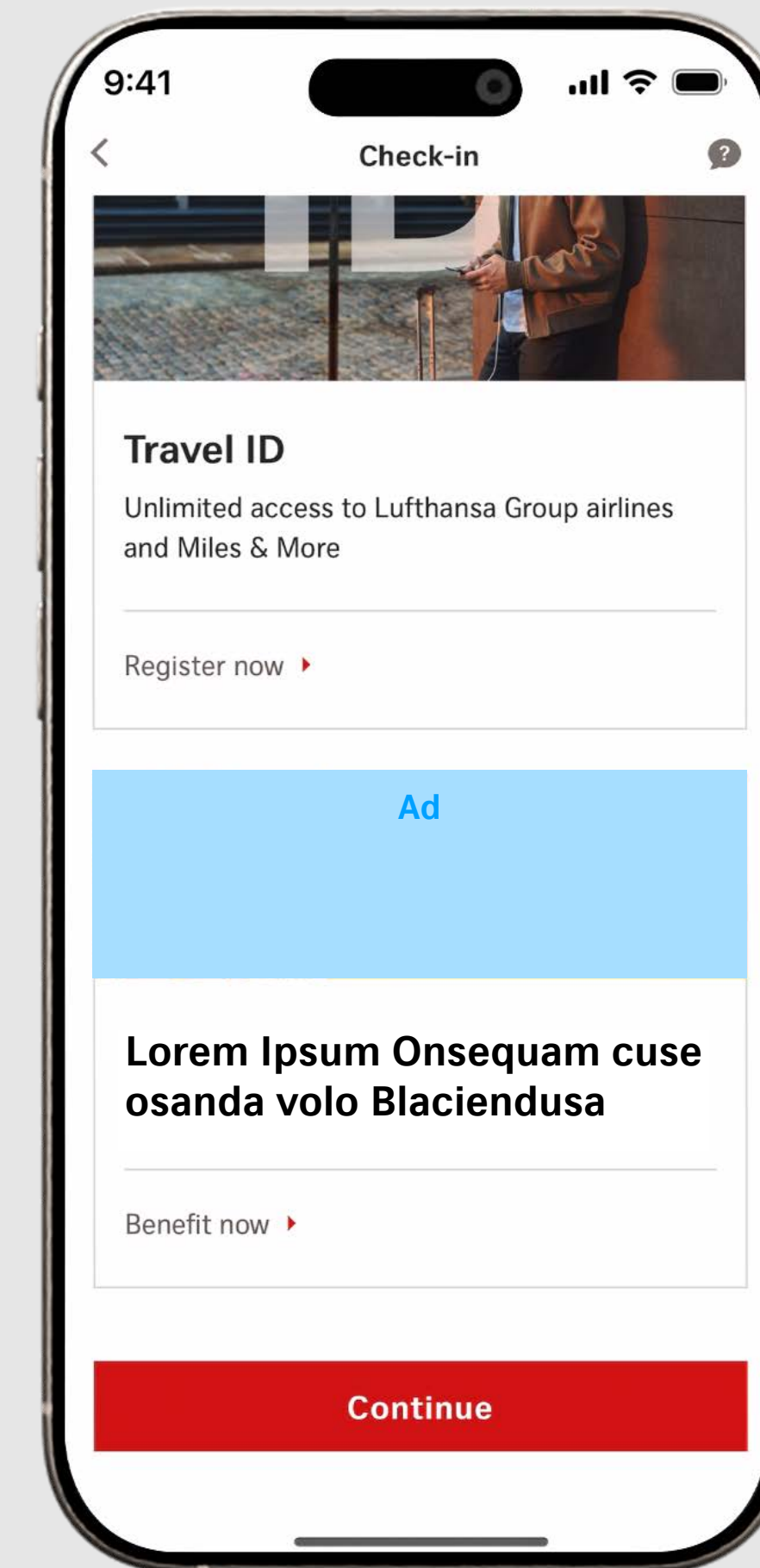
Contacts	Duration	Price CHF
420,000 views*	1 month	15,000

\*Depending on the number of passengers, views may fluctuate.

## Technical details

<b>Headline</b>	max. 48 characters (incl. spaces)
<b>Sub-headline (optional)</b>	max. 68 characters (incl. spaces)
<b>Caption text (optional)</b>	max. 110 characters (incl. spaces)
<b>CTA text</b>	max. 24 characters (incl. spaces)
<b>URL</b>	HTTPS website
<b>Format</b>	JPG, PNG or GIF (only static images/no animation)
<b>Image or logo</b>	2560 × 804 px, 1400 × 361 px
<b>Language</b>	Either 4 languages (English, Italian, French, German) or English only

<b>Booking confirmation</b>	4 weeks before publication
<b>Submission date</b>	3 weeks before publication



# SWISS Connect Long-haul

While above the clouds, long-haul passengers can stay connected at all times, and our SWISS Connect platform offers a unique advertising opportunity for your brand. Not only will travelers see your banner, but they can also access your website directly on board, creating an engaging experience that connects them to your offers in real time.

## Advertising details

Contacts	Duration	Price CHF
330,000 views*	3 months	50,000

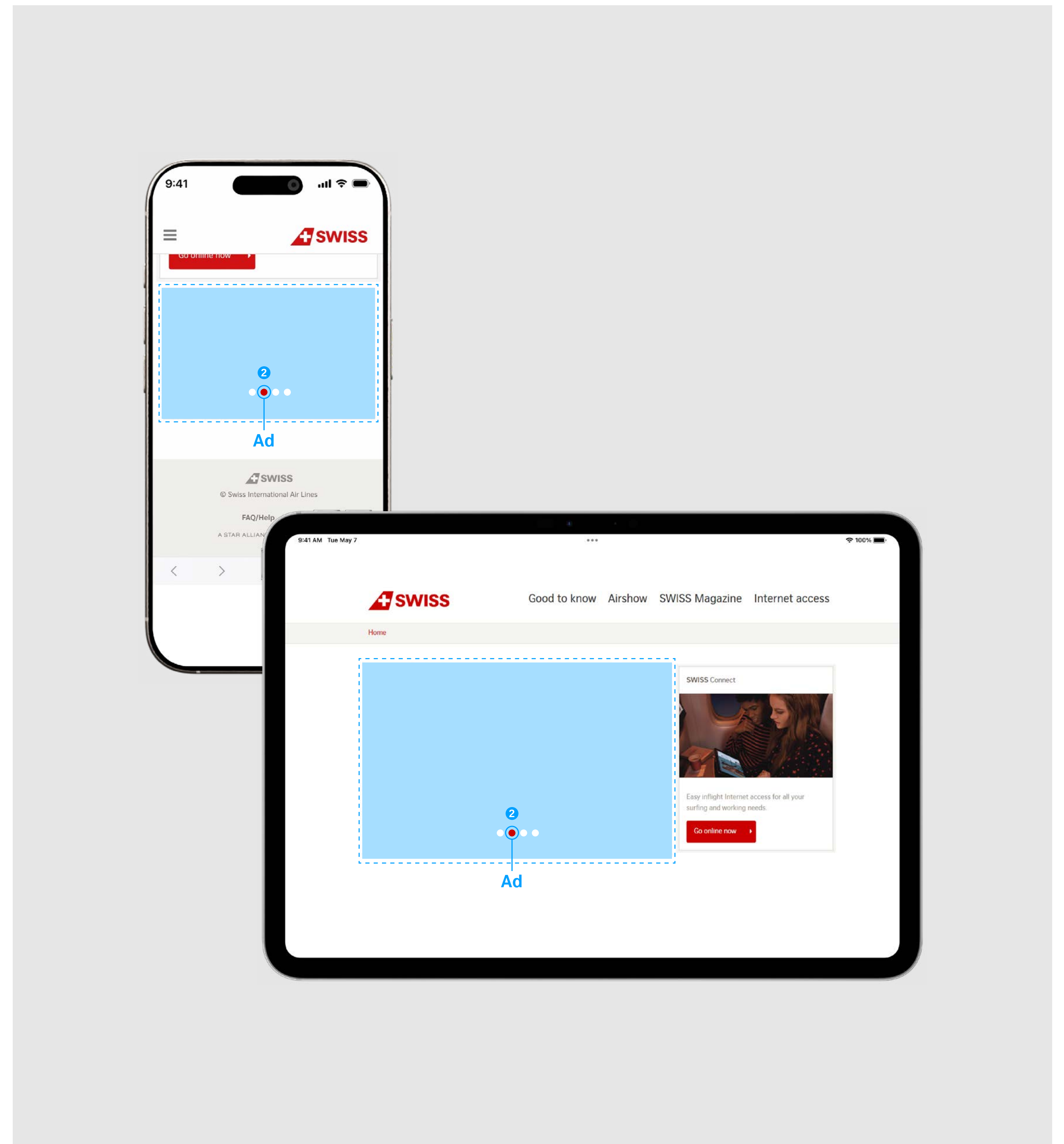
\*Depending on the number of passengers, views may fluctuate.

## Technical details

Format	JPEG or PNG
Image or logo	675 × 418 px
Language	If text is present, please insert it directly into the image
Whitelisting	HTTPS website and all website dependencies

Booking confirmation	8 weeks before publication
Submission date	6 weeks before publication

[Find out more about SWISS Connect here ↗](#)



# Data-based banner ads

## Standard ad bundle

Reach a SWISS and/or Lufthansa Group audience tailored to your needs with data-based banner ads. The data used for targeted, comprehensive display of banner ads is based on the interests and search behavior of visitors to swiss.com. With cookie-based targeting, your advertising message is displayed on third-party websites and reaches your target groups with accuracy and without wastage.

- Directly reach of relevant users through intelligent data targeting
- Flexibility in the duration and timing of the campaign
- Guaranteed and plannable net reach
- Reporting after completion of the campaign

### Targeting parameters

Data base	Price / CPM
General travel interest	CHF 25
Travel intent	CHF 30
Booking a flight	CHF 35

Other parameters	Price / CPM
First/Business Class	+ CHF 15
Origin/destination	+ CHF 5
Departure dates	+ CHF 5
Travel time	+ CHF 5
Geo-/language targeting	+ CHF 5

### General information

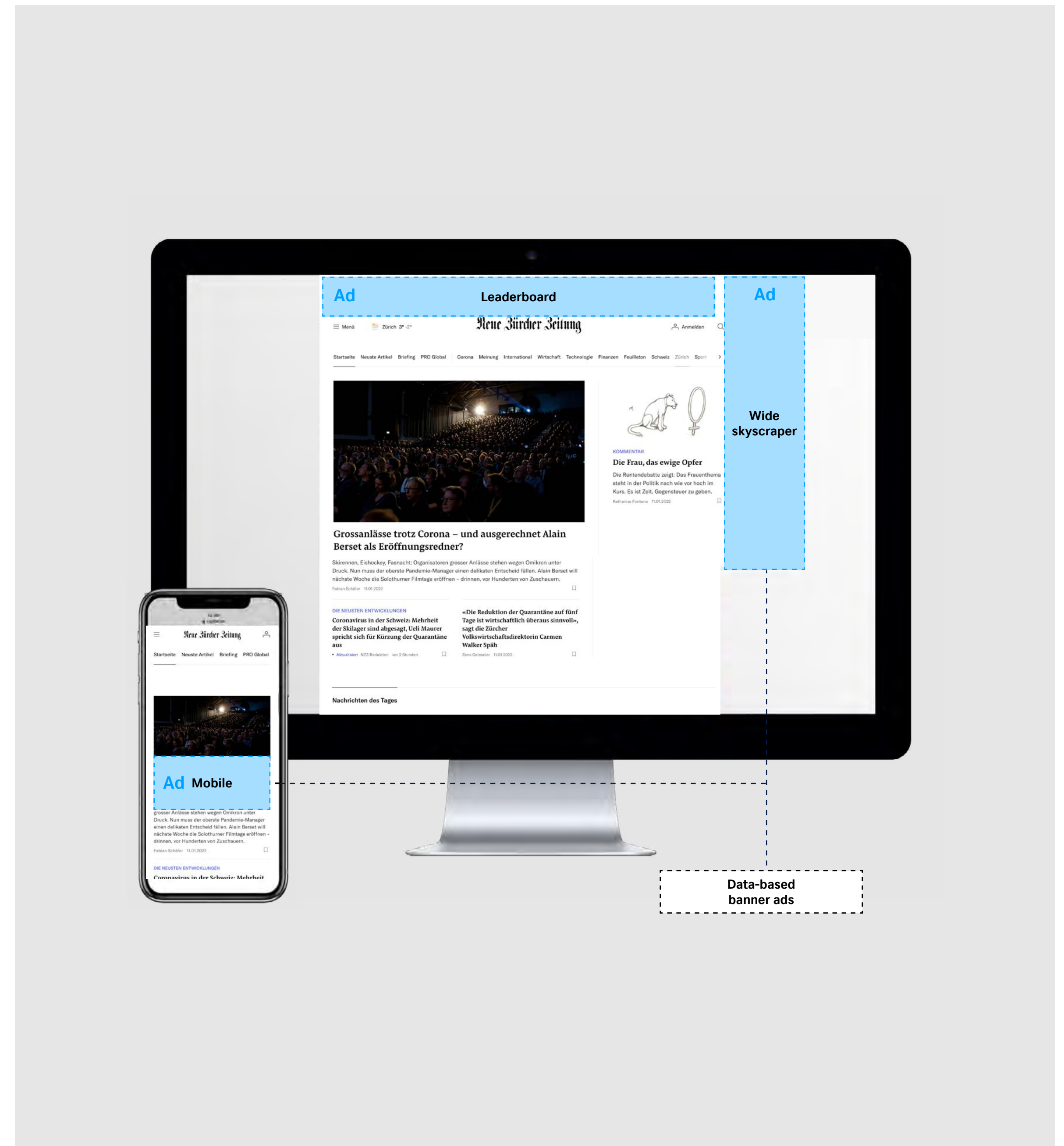
<b>Booking period</b>	Flexible
<b>Closing date for bookings</b>	3 weeks before publication
<b>Image approval</b>	2 weeks before publication
<b>Submission date</b>	1 week before publication

### Technical data

Display formats	Mobile formats
Wide skyscraper   300 × 600 px	320 × 50 px
Medium rectangle   300 × 250 px	300 × 50 px
Leaderboard   728 × 90 px	320 × 75 px

### Formats

<b>File format</b>	JPG, GIF (max. 30 s)
<b>Max. file size</b>	150 KB



# Data-based banner ads

## Premium ad bundle

Increase the visibility and success of your advertising campaigns with our premium ad bundle. Reach your target groups across all digital formats with prominent, data-based banner ads. The data used for targeted, comprehensive display of banner ads is based on the interests and search behavior of visitors to swiss.com. With cookie-based targeting, your advertising message is displayed in a customized manner on third-party web-

sites and reaches your target groups with pinpoint accuracy without wastage.

- Directly reach of relevant users through intelligent data targeting
- Flexibility in the duration and timing of the campaign
- Guaranteed and plannable net reach
- Premium placement ideal for brand campaigns

### Targeting parameters

Data base	Price /CPM
General travel interest	CHF 45
Travel intent	CHF 50
Booking a flight	CHF 55

Other parameters	Price /CPM
First/Business Class	+ CHF 15
Origin/destination	+ CHF 5
Departure dates	+ CHF 5
Travel time	+ CHF 5
Geo-/language targeting	+ CHF 5

### General information

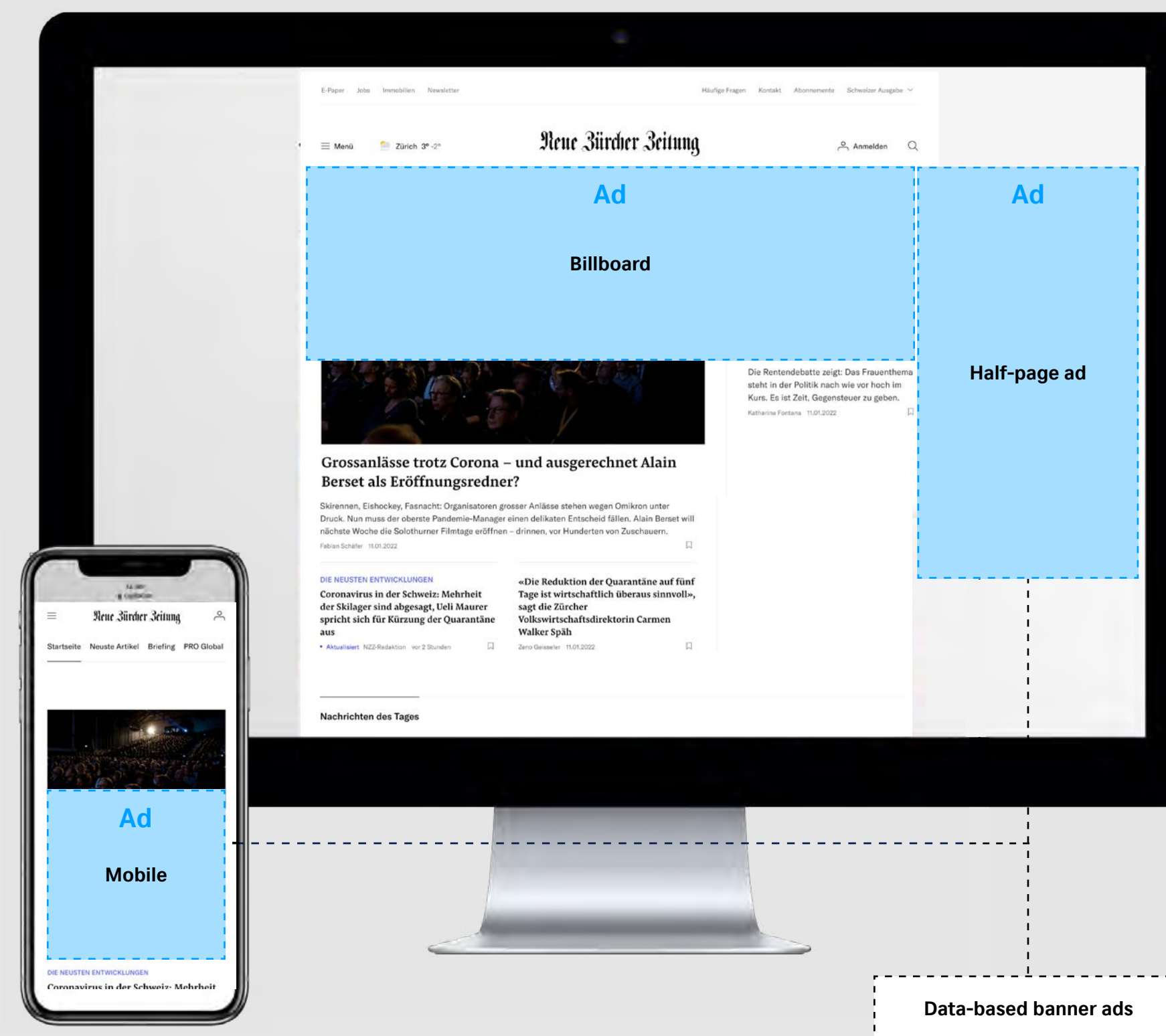
Booking period	Flexible
Closing date for bookings	3 weeks before publication
Image approval	2 weeks before publication
Submission date	1 week before publication

### Technical data

Display formats	Mobile formats
Half-page ad   300 × 600 px	320 × 100 px
Billboard   800 × 250 and 970 × 250 px	300 × 480 px

### Formats

File format	JPG, GIF (max. 30 s)
Max. file size	150 KB



# Data-based video ads

## Video advertising

Reach your target audience effectively by utilizing video ads across multiple digital platforms. With our cutting-edge targeting approach, your video ads will be strategically displayed on third-party websites and/or YouTube, capturing the attention of your target groups. We tap into

the interests and search behavior of visitors to swiss.com via cookie-based targeting. This ensures precise delivery to your desired audience without wastage. Engage your audience across digital platforms, expand your brand's reach, and achieve your marketing goals with data-based video ads.

### Targeting parameters

Data base	Price /CPM
General travel interest	CHF 50
Travel intent	CHF 55
Booking a flight	CHF 60

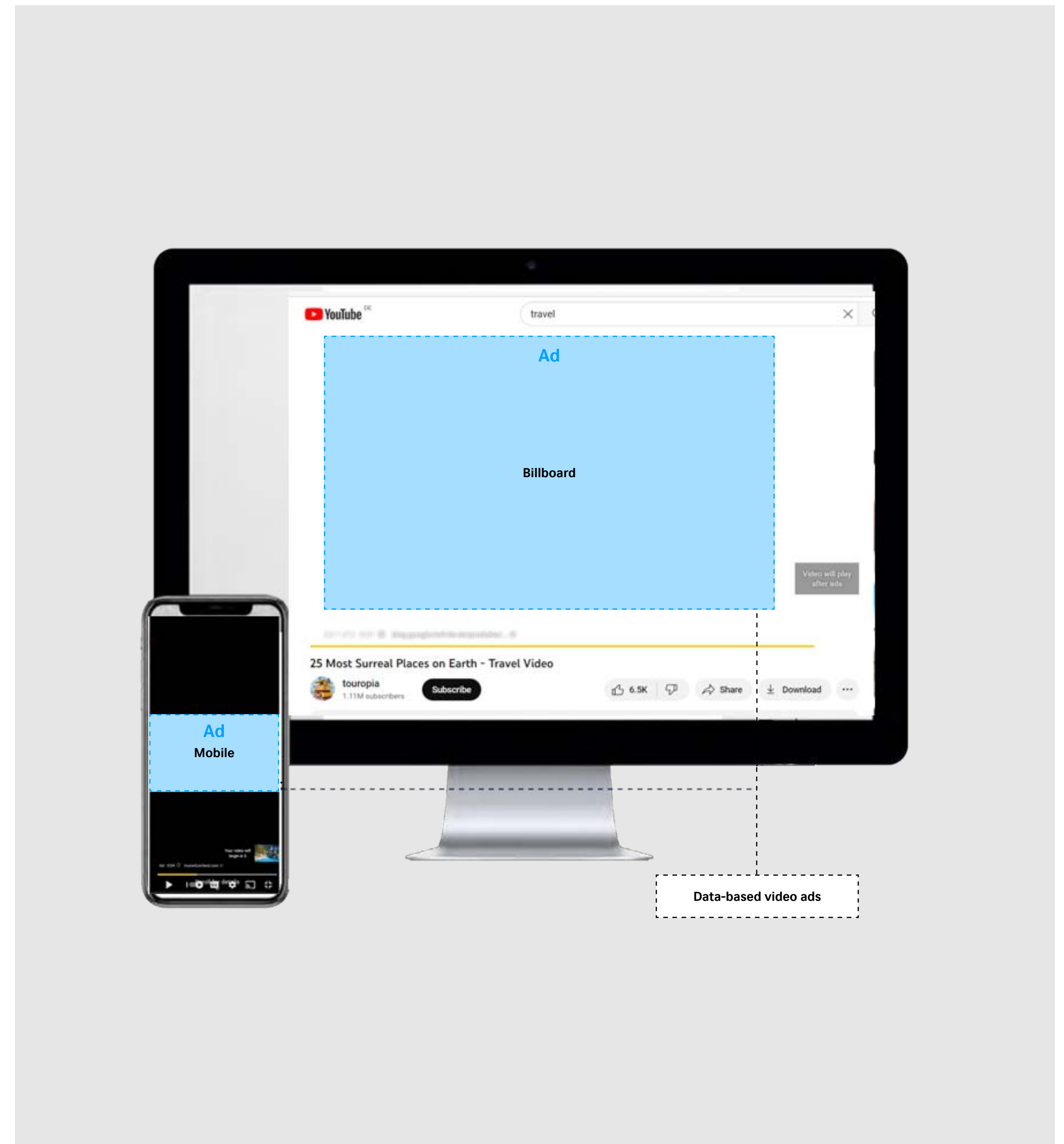
Other parameters	Price /CPM
First/Business Class	+ CHF 15
Origin/destination	+ CHF 5
Departure dates	+ CHF 5
Travel time	+ CHF 5
Geo-/language targeting	+ CHF 5

### General information

Booking period	Flexible
Closing date for bookings	3 weeks before publication
Image approval	2 weeks before publication
Submission date	1 week before publication

### Technical data

Display formats	Length	Format
YouTube video ads	15-30 s	16:9
General video ads	15-30 s	16:9 and 4:5



# Terms and conditions

## 1. Scope

The terms and conditions contained in these “Media Guide Terms and Conditions” (the “Media Guide TC”) together with the advertising offer by SWISS (the “Offer”) and SWISS’s “General Terms and Conditions for the Purchase of Goods and Services” (the “GTC”) (together, the “Contract”) are agreed between Swiss International Air Lines Ltd. (“SWISS”) and the contracting person (the “Client”) indicated in the Offer. The Contract governs, among other things, the execution of the advertising order placed by the Client (the “Order”).

## 2. Conclusion of the contract/order of precedence

Any Offer by SWISS is made without obligation; in particular, SWISS is not obliged to enter into a contract with the Client. The Contract shall only come into effect once SWISS has confirmed the Client’s Order in writing (including email). Orders placed by the Client verbally, by telephone and electronically, and confirmed in writing (including email) by SWISS, are deemed to be agreed upon to the extent that the Client does not object in writing (including email) within 24 hours of receipt of the booking confirmation (also called order confirmation; the “Booking Confirmation”). In case of discrepancies, the order of precedence between the documents comprising the Contract is the following (those higher in the list prevailing): (i) the Offer, (ii) these Media Guide TC and (iii) the GTC in force at the time SWISS confirms the Order. Application of the Client’s general terms and conditions is hereby explicitly rejected, unless SWISS has explicitly agreed to their validity in writing. This shall also apply if SWISS accepts an Order without reservation despite being aware of conflicting terms and conditions.

## 3. Orders from agencies

Orders from advertising agencies will only be accepted by SWISS if the advertising agency provides the name and full address of its client. It is at SWISS discretion whether to accept the order or not. Provided the relevant adverting agency can offer proof of corresponding services, such advertising agency shall receive an agency fee from SWISS equal to 10% of the net order value, i.e., of the net invoiced sum excluding VAT, after deduction of discounts. The agency fee shall be recalculated if the value of an Order and/or a discount change due to an addition or cancellation. For the avoidance of doubt, unless agreed otherwise, the Contract will be concluded between SWISS and the advertising agency.

## 4. Lead times, print deadlines

The lead times specified in this “Media Guide” (e.g., subject approval, delivery date) serve as guidelines. Actual deadlines may vary from these guidelines. The times and deadlines stated in the Booking Confirmation are authoritative. If a deadline indicated in the Booking Confirmation varies from the lead times specified in this Media Guide and the Client does not agree to this, the Client has the right of withdrawal. The Client must declare the withdrawal in writing (including email) within five working days of receipt of the Booking Confirmation.

## 5. Cancellation of orders by the Client

The Client may cancel an Order in writing (including email) prior to the booking deadline. Postponements until subsequent periods are deemed to be equivalent to cancellations. In the case of cancellation by the Client, the Client shall pay the following cancellation costs; the gradation of these costs is governed by the booking deadline indicated in the Booking Confirmation for the medium in question: (i) If SWISS receives the cancellation at least 4 weeks before the booking deadline, 50% of the order value. (ii) If SWISS receives the cancellation less than 4 weeks before the booking deadline, 70% of the order value. (iii) If SWISS receives the cancellation after the booking deadline, 100% of the order value. The Client has the right to present proof that the costs asserted by SWISS were not incurred or were incurred in a significantly smaller amount. In case of partial cancellation by the Client, any contract discounts which may have been granted for the remaining Order will be

recalculated according to the price list set out in this Media Guide (the “Price List”) in effect as of the time of cancellation.

## 6. Rejection of advertising orders and rescission of contract/change requests

SWISS reserves the right to reject Orders as well as individual orders within a framework agreement (or rescind the Contract if the relevant Orders have already been confirmed) if (i) they violate the law or official regulations, (ii) they violate third-party rights, (iii) they are contrary to public policy, or (iv) their publication is unacceptable to SWISS, especially if SWISS’s reputation may be damaged as a result or if competitive products are advertised. The Client shall be informed by SWISS of such a rejection/rescission without undue delay. In such a case, the Client shall not be obliged to pay for the advertising services ordered but must pay cancellation costs in accordance with section 5 of these Media Guide TC if the Client is responsible for SWISS’s rejection/rescission; any further claims of the Client shall be excluded. If the booked advertising services are rendered by SWISS despite giving notice of rejection/rescission, the Client shall be obliged to pay for the advertising services as originally agreed.

The Client shall also bear the costs of any changes requested by the Client, as well as the costs of any significant changes to the originally agreed execution for which the Client is responsible.

## 7. Prices

All prices are exclusive of any value added tax (VAT), withholding tax, import turnover tax, sales or turnover taxes. The Client shall pay any and all applicable value added, sales and use due under or in connection with the Contract. In the event that the Client is obliged by law to withhold any taxes, fees or duties, the Client shall pay such additional amounts as are required to ensure that the net amount received by SWISS, i.e., the amount after deduction or withholding of any such taxes, fees or duties, is equal to the amounts payable by the Client to SWISS had no such deduction or withholding been required.

## 8. Basic price of inflight entertainment

The basic price of inflight entertainment shall constitute the fee for broadcasting the television commercial and does not include any production costs or other costs. Such costs will be invoiced by SWISS as soon as they are incurred (e.g., due to the nature of the provided advertisement material) and shall in all cases be borne by the Client. The prices quoted in the Price List are based on the specified length in seconds.

## 9. Placement/complaints

SWISS explicitly reserves the right to make changes at short notice (e.g., by changing to a different time or by changing the placement). The Client shall be informed by SWISS beforehand where possible. Proofs and logs shall only be supplied if explicitly requested before the booking period. The booked advertising spots shall be placed by SWISS within the agreed price group, subject to changes in accordance with section 11 of these Media Guide TC. Price groups are shown in the valid SWISS program structure applicable when the Order is confirmed. If an advertising spot cannot be broadcast on schedule due to technical faults, acts of God or other circumstances beyond SWISS’s control, it shall be moved to a reasonable alternative slot; any claims of the Client are excluded. In the event of major shifts, the Client shall be informed accordingly by SWISS without undue delay.

## 10. Defects

The Client shall notify SWISS of any defect of the advertising services within one month of receiving the invoice or, in case of hidden defects, within one month after such hidden defects came to light. Should the Client fail to do so, acceptance is assumed. For non-material defects/deviations, no claims can be made by the Client.

For all claims based on defects, the period of limitation shall be one year beginning with the publishing of the respective advertisement material.

## 11. Changes in price

The Price List may be changed by SWISS at any time. However, changes in price shall only be effective for orders which have been agreed and confirmed if the changes have been notified by SWISS to the relevant Client at least one month before coming into force. The Client shall be entitled to rescind the Order/Contract if prices rise. This right of rescission shall be exercised by the Client in writing (including email) within five working days of receiving SWISS’s notification.

## 12. Terms of payment/set-off

Unless agreed otherwise, the Orders will be invoiced at the end of the advertising services, and invoices will be transmitted to the Client electronically and shall be settled by the Client within the payment deadline stipulated on the invoice. Payment shall be exclusively remitted to the account(s) specified by SWISS in the invoice. Bank charges shall be borne by the Client. SWISS explicitly reserves the right to claim further damages based on default. SWISS shall be entitled to rescind the Contract in accordance with applicable law if the Client is in default. If the Client is in default, it is liable for damages caused by late performance. The right to set-off is limited to undisputed claims or claims affirmed by legally binding judgements.

## 13. Printing documents/broadcast material

All advertising media shall be approved by SWISS. Unless agreed otherwise, the Client shall obtain SWISS’s approval of the corresponding advertising media in accordance with the dates stipulated in the Booking Confirmation prior to the deadline for the submission of documents for printing. The Client shall inform SWISS in writing (including email) without delay should any circumstances preventing compliance with the stipulated deadline arise or become known. The Client shall be responsible for ensuring punctual delivery. A master shall be supplied for each advertising medium if several advertisements are to be published with the same motif. The Client shall make the material required for broadcasting the advertising spots for movies or TV series available to SWISS prior to broadcasting in accordance with the dates stipulated in the Booking Confirmation. The agreed broadcasting time shall be invoiced if spots are not broadcast or are broadcast incorrectly because documents, text or copies have not been provided in good time or are defective. The Client shall not be entitled to claim damages in such a case. The risk when sending (e.g., by email) or making available (e.g., in the cloud) documents and material for broadcasting to SWISS shall rest with the Client.

## 14. Quantities/residual stocks

Quantities for advertising media (e.g., refreshing tissues, boarding passes) may vary due to fluctuations in the number of passengers and cannot be limited in terms of time; surplus quantities shall be distributed.

## 15. Responsibility of the client in terms of media, competition and copyright law/indemnification

The Client shall bear sole responsibility for the advertising spot and its content (including its compliance with law, in particular with media and competition law). If SWISS’s advertising services are impaired by third-party rights or violation of law, the Client is obliged to dispel the infringement of third-party rights or the violation of law. Until then, SWISS may suspend and hold back its advertising services and especially not publish or stop publishing advertisements and recall print media. If the Client does not succeed to dispel the infringement within a reasonable grace period set by SWISS, SWISS is entitled to rescind the Contract. Section 6 of these Media Guide TC applies accordingly.

In addition, the Client shall indemnify and hold harmless SWISS from and against any costs, liabilities, losses, damages and expenses (including attorney’s fees) suffered

or incurred by SWISS as a result of any infringement of third-party rights or violation of law by the Client’s content. SWISS will inform the Client without undue delay if such third-party claims are brought forward and will not settle or acknowledge such claims without the Client’s consent, which shall not be unreasonably withheld.

## 16. Liability

SWISS is not liable for any indirect damage, consequential damage or loss of profit suffered or incurred by the Client. SWISS’s total liability is limited to the net order value. SWISS’s liability shall not be excluded or limited in the event of gross negligence or wilful misconduct and for any liability that cannot be excluded or limited under applicable law. SWISS is not liable if the provision of the advertising services is temporarily interrupted, is wholly or partially restricted or is rendered impossible due to force majeure. Force majeure is deemed to include power outages and malware e.g. virus attack in particular. Under no circumstance is SWISS responsible for misuse by third parties (e.g. hackers senders of computer viruses), for security flaws in telecommunication networks and online or for the costs of any support services provided by the Client or by third parties commissioned by the Client.

## 17. Integrity

The Client shall comply with the applicable anti-corruption law. The Client shall ensure not to offer, promise or provide employees of SWISS or any of the Client’s related persons any unlawful advantages. The same applies for employees of the Client as well as employees of the Client’s agents and third parties acting on the Client’s behalf. If SWISS realizes that the Client does not observe one of the above-mentioned standards, SWISS reserves the right to rescind the Contract. Section 6 of these Media Guide TC applies accordingly. In addition, section 15 of the GTC applies.

## 18. Confidentiality

All information (including personal data) in connection with an Order or the Contract, regardless of form (written, oral, other), shall be kept confidential by the parties even if it is not marked as confidential. Section 13 of the GTC applies.

## 19. Miscellaneous

Any modification or amendment to the Contract must be confirmed by SWISS in writing (including email). If any provision, or portion of provision, contained in the Contract is invalid or unenforceable, the remaining provisions, or the remaining portion of such provision, shall remain in full force and effect. Instead of the invalid provision, a rule shall apply that achieves as closely as possible the intention of the parties in drafting the invalid provision. In addition, section 16 of the GTC applies.

## 20. Applicable law and place of jurisdiction

Swiss law governs the Contract, to the exclusion of conflict of law principles and the UN Convention on Contracts for the International Sale of Goods (CISG). Any dispute arising out of the subject matter of the Contract shall exclusively be referred to the courts competent for the city of Bülach, Switzerland.



# Contact

For booking or other inquiries please contact us at:

**[ambientmedia@swiss.com](mailto:ambientmedia@swiss.com)**

We look forward to working with you.  
SWISS Ambient Media Team

Swiss International Air Lines Ltd.  
Ambient Media  
CH-8058 Zurich Airport  
[ambientmedia@swiss.com](mailto:ambientmedia@swiss.com)