Media opportunities
KLM Crown Lounges

Royal Dutch Airlines
Welcome in the world of KLM Crown lounges

KLM Crown lounges at Schiphol Airport offer a unique opportunity to target the most sought-after travelling audience; the premium class frequent traveler high net-worth individuals. An exclusive audience in a relaxed environment and in a receptive state of mind.

Unique brand experiences, creative and innovative marketing, in a premium and uncluttered environment. Campaigns are targeted, cost effective and delivered straight to your target audience.
NON-SCHENGEN lounge - Visitors profile (2018)

VISITORS
- 1,095,000 per year
- 91,250 per month
- 3,000 per day

AGE
- 55-64: 25%
- 45-54: 28%
- 35-44: 19%
- 25-34: 11%
- 14-24: 3%
- 65+: 3%

NATIONALITY
- Europe (excl. FR/NL): 39%
- Americas: 23%
- Asia Pacific: 6%
- Africa / Middle East: 5%
- Netherlands: 24%
- France: 3%

GENDER
- Men: 65%
- Women: 35%

AVERAGE STAY
- 2 hrs 15 min

TRANSFER
- 59% Inbound connection
- 41% Local passenger

TRAVEL REASON
- 57% Leisure
- 43% Business
NON-SCHENGEN lounge - Destinations

- 27% destinations
- 26% destinations
- 22% destinations
- 9% destinations
- 8% destinations
- 5% destinations
- 3% destinations

59% Transfer
41% Local
SCHENGEN lounge - Visitors profile (2018)

VISITORS
- 978,000 per year
- 81,500 per month
- 2,700 per day

AGE
- 24-34: 31%
- 35-44: 21%
- 45-54: 12%
- 55-64: 24%
- 65+: 10%
- -24: 2%

NATIONALITY
- Europe (excl. FR/NL): 48%
- Americas: 9%
- France: 8%
- Netherlands: 28%
- Asia Pacific: 3%
- Africa / Middle East: 1%

GENDER
- 70% Male
- 30% Female

AVERAGE STAY
- 55 minutes

TRANSFER
- 56% Inbound connection
- 43% Local passenger
- 4%

TRAVEL REASON
- 49% Leisure
- 51% Business

978,000 per year
81,500 per month
2,700 per day

VISITORS

AVERAGE STAY

TRANSFER

TRAVEL REASON
Brand Experience Rooms

Non-Schengen KLM Crown Lounge

Royal Dutch Airlines
Brand Experience Room
Interactive promotion - General info

Reach a premium target group, enhance brand presence and drive sales

The most exclusive way to show your brand and sell your product

Tailor made pop-up store in a high-end environment

Premium target group in a receptive state of mind

Located in the heart of the lounge, near food & beverage points

3,000 visitors per day, with an average stay of 2 hours 15 minutes

Only 3 Brand Experience Rooms available
Brand Experience Room

Lounge map - 3 Brand Experience Rooms
Brand Experience Room
Interactive promotion - Specs & rate

**Specs**

<table>
<thead>
<tr>
<th>Number of rooms</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measurement of room</td>
<td>7.98 L x 3.25 W x 2.40 H meters</td>
</tr>
<tr>
<td></td>
<td>26m²</td>
</tr>
</tbody>
</table>

**Rate**

<table>
<thead>
<tr>
<th>Per month</th>
<th>EUR 31,500,-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum of 2 months</td>
<td></td>
</tr>
</tbody>
</table>

**Commercial Options**

<table>
<thead>
<tr>
<th>Pop up store</th>
<th>Yes, retail is possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>To be organised by advertiser</td>
</tr>
</tbody>
</table>

**Facilities**

<table>
<thead>
<tr>
<th>Wifi &amp; electricity</th>
<th>Included</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td>Can be closed with a lockable fence</td>
</tr>
</tbody>
</table>

adecimal room can be completely designed and decorated by advertiser into a pop-up store
Audio and/or video is allowed

All advertisements are subject to KLM approval
Price in Euros, excl. VAT, excl. production costs
Brand Experience Zones

Non-Schengen KLM Crown Lounge

Royal Dutch Airlines
Brand Experience Zone
Large banner display - General info

Enhance your brand presence in the heart of the lounge

- An exclusive way to show your brand
- Tailor made giant banner(s) in a high-end environment
- Premium target group in a receptive state of mind
- Located in the heart of the lounge, near food & beverage points
- 3,000 visitors per day, with an average stay of 2 hours 15 minutes
- Only 3 Brand Experience Zones available
Brand Experience Zone

Lounge map - 3 Brand Experience Zones
Brand Experience Zone

Large banner display - Examples
# Brand Experience Zone

**Large banner display - Specs & rate**

<table>
<thead>
<tr>
<th><strong>Specs</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of rooms</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Measurements of room</strong></td>
<td>7.98 L x 3.25 W x 2.40 H meters&lt;br&gt;26m²</td>
</tr>
<tr>
<td><strong>Measurement of banner</strong></td>
<td>7.85 L x 2.35 H meters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Pricing</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rate per month</strong></td>
<td><strong>EUR 24,500,-</strong></td>
</tr>
<tr>
<td><strong>Production costs</strong></td>
<td><strong>EUR 1,500,-</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Commercial Options</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pop up store</strong></td>
<td>Not possible</td>
</tr>
<tr>
<td><strong>Staff</strong></td>
<td>Passive display without staff</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Facilities</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wifi &amp; electricity</strong></td>
<td>Included</td>
</tr>
<tr>
<td><strong>Security</strong></td>
<td>Can be closed with a lockable fence</td>
</tr>
</tbody>
</table>

- Variations in banner size and shape are possible
- Audio and/or video is allowed

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Price in Euros, excl. VAT, excl. production costs
Product festival

Schengen & Non-Schengen KLM Crown Lounge

Royal Dutch Airlines
Product Festival
Promotion - General info

Product promotion on various locations in the KLM Crown lounges

- Your brand & product directly in reach of your target audience
- Guests can enjoy your product in a relaxed lounge setting
- Brochures and/or magazines at the lounge library
- Sampling at strategic touchpoints
- Showcases
- Commercials on lounge TV-screens
Product Festival
Promotions - Examples
# Product Festival

## Promotions - Specs & rate

<table>
<thead>
<tr>
<th>Pricing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate per month</td>
<td><strong>EUR 12,400,-</strong></td>
</tr>
<tr>
<td>Production costs</td>
<td>TBD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Promotions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines and/or brochures</td>
<td>In lounge library</td>
</tr>
<tr>
<td>Commercial</td>
<td>TV-screens</td>
</tr>
<tr>
<td>Sampling</td>
<td>On strategic locations</td>
</tr>
<tr>
<td>Display</td>
<td>Showcases</td>
</tr>
</tbody>
</table>

- Let lounge guests enjoy your message and product, while they have the time for it
- Having your brand present on several locations in the lounge and in different ways

All advertisements are subject to KLM approval

Price in Euros, excl. VAT, excl. production costs
Magazines & brochures

Schengen & Non-Schengen KLM Crown Lounge

Royal Dutch Airlines
# Magazines & brochures

## In lounges - Specs & rate

<table>
<thead>
<tr>
<th>Specs</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 pcs per month per lounge</td>
<td>Rate per month per lounge</td>
</tr>
<tr>
<td></td>
<td>EUR 4,900,-</td>
</tr>
<tr>
<td>2 shipments sent to a lounge</td>
<td>Additional transportation costs per shipment</td>
</tr>
<tr>
<td></td>
<td>EUR 100,-</td>
</tr>
<tr>
<td></td>
<td>Shipping instructions will be sent in due course</td>
</tr>
</tbody>
</table>

- An easy and cost effective way to entertain and inform the lounge guests
- Your magazine or brochure on several locations in the lounges

All advertisements are subject to KLM approval
Price in Euros, excl. VAT, excl. production costs
Sponsored exhibition
Non-Schengen KLM Crown Lounge
Royal Dutch Airlines
Sponsored exhibition
Non-Schengen lounge - Specs & rates

<table>
<thead>
<tr>
<th>Specs</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of showcases</td>
<td>Per month</td>
</tr>
<tr>
<td>9 windows each with 3 shelves</td>
<td>EUR 9.900,-</td>
</tr>
</tbody>
</table>

- Exhibition of a collection of visuals in a high end environment
- Showcases are illuminated

All advertisements are subject to KLM approval
Price in Euros, excl. VAT, excl. production costs
TV-commercials

Schengen & Non-Schengen KLM Crown Lounge
# TV-commercials

Both lounges - Specs & rates

<table>
<thead>
<tr>
<th>Specs</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical details:</td>
<td>Per month 13 TV screens</td>
</tr>
<tr>
<td>◦ File format: MP4</td>
<td>EUR 9,500,-</td>
</tr>
<tr>
<td>◦ Codec: H.264</td>
<td></td>
</tr>
<tr>
<td>◦ Frame rate: 25 fps</td>
<td></td>
</tr>
<tr>
<td>◦ Bitrate: max 10MB/s</td>
<td></td>
</tr>
<tr>
<td>◦ Audio: -6dB</td>
<td></td>
</tr>
<tr>
<td>File delivery methods:</td>
<td></td>
</tr>
<tr>
<td>◦ Viewing copy to KLM</td>
<td></td>
</tr>
<tr>
<td>◦ <a href="mailto:tom-van-den.ing@klm.com">tom-van-den.ing@klm.com</a></td>
<td></td>
</tr>
<tr>
<td>◦ <a href="mailto:Linda.Berkel@klm.com">Linda.Berkel@klm.com</a></td>
<td></td>
</tr>
<tr>
<td>◦ In MP4 Wetransfer</td>
<td></td>
</tr>
</tbody>
</table>

**Screen specifications**

- **Screen resolution**
  - Landscape: 1920 x 1080p
  - Portrait: 1080 x 1920p

- **Screen size**
  - 55 inch (3x)
  - 65 inch (2x)(landscape)
  - 49 inch (2x)(portrait)

All advertisements are subject to KLM approval
Price in Euros, excl. VAT, excl. production costs

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Both lounges, KLM lounges - Specs & rates.

<table>
<thead>
<tr>
<th>Technical details:</th>
<th>File delivery methods:</th>
</tr>
</thead>
<tbody>
<tr>
<td>◦ File format: MP4</td>
<td>Viewing copy to KLM</td>
</tr>
<tr>
<td>◦ Codec: H.264</td>
<td><a href="mailto:tom-van-den.ing@klm.com">tom-van-den.ing@klm.com</a></td>
</tr>
<tr>
<td>◦ Frame rate: 25 fps</td>
<td><a href="mailto:Linda.Berkel@klm.com">Linda.Berkel@klm.com</a></td>
</tr>
<tr>
<td>◦ Bitrate: max 10MB/s</td>
<td>In MP4 Wetransfer</td>
</tr>
<tr>
<td>◦ Audio: -6dB</td>
<td></td>
</tr>
</tbody>
</table>

Per month 13 TV screens: EUR 9,500,-

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All advertisements are subject to KLM approval.
Price in Euros, excl. VAT, excl. production costs.
Giant banners

Schengen KLM Crown Lounge

Royal Dutch Airlines
Giant Banners
Examples
# Giant Banners

## Schengen lounge - Specs & rates

<table>
<thead>
<tr>
<th><strong>Specs</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of frames</td>
<td>2</td>
</tr>
<tr>
<td>Size per frame</td>
<td>4.71 x 3.13 meters</td>
</tr>
</tbody>
</table>

**Technical details:**
- Size: 4710x 3130mm. (w x h)
- Text zone: 4710x 3130mm.
- File type: EPS or AI-format with notification PMS colours

**Leadtime:** 2 weeks

<table>
<thead>
<tr>
<th><strong>Pricing</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate per month per 2 frames</td>
<td><strong>EUR 25.000,-</strong></td>
</tr>
<tr>
<td>Production costs</td>
<td><strong>EUR 1.550,-</strong></td>
</tr>
</tbody>
</table>

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All advertisements are subject to KLM approval. Price in Euros, excl. VAT, excl. production costs.

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Please note:
The banner is placed near a seating area. This means the lower area of the visual (0.0 - 1.20 mtrs) is partly visible!