

SAS

Mediaguide
2025



WE ARE SCANDINAVIAN

 **127**
Aircrafts

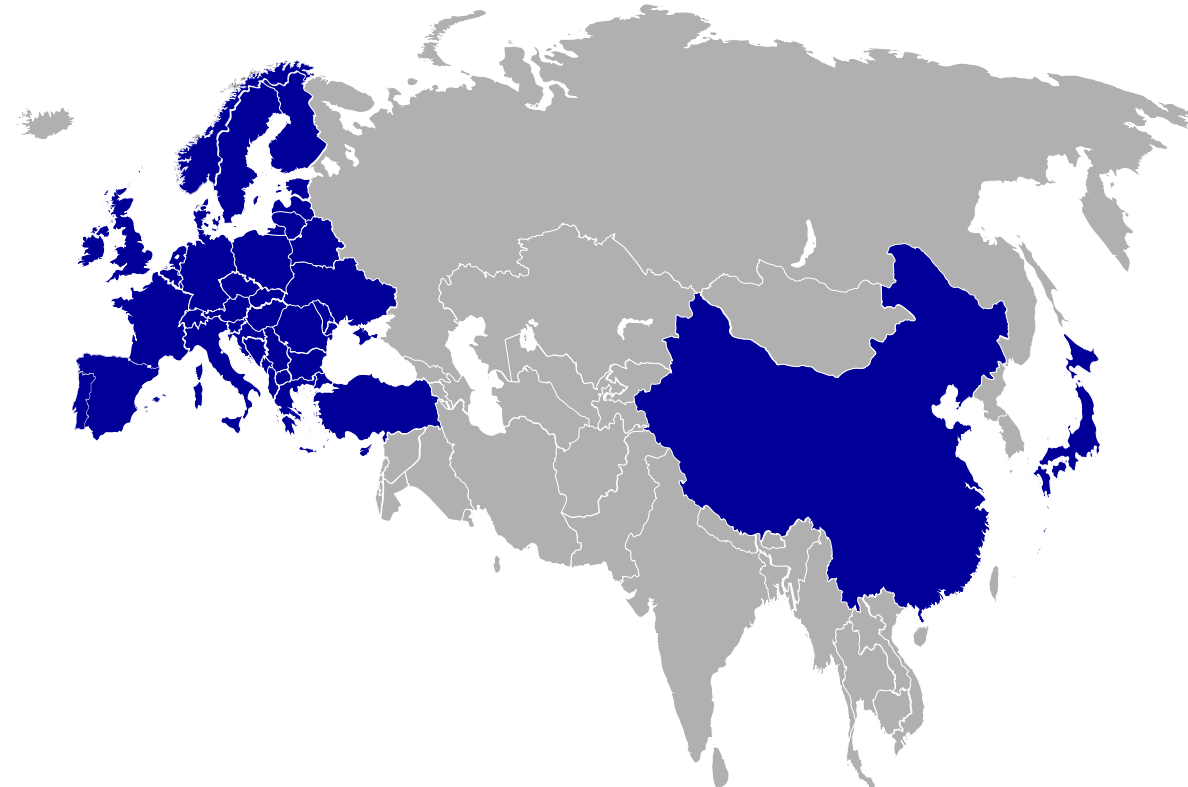
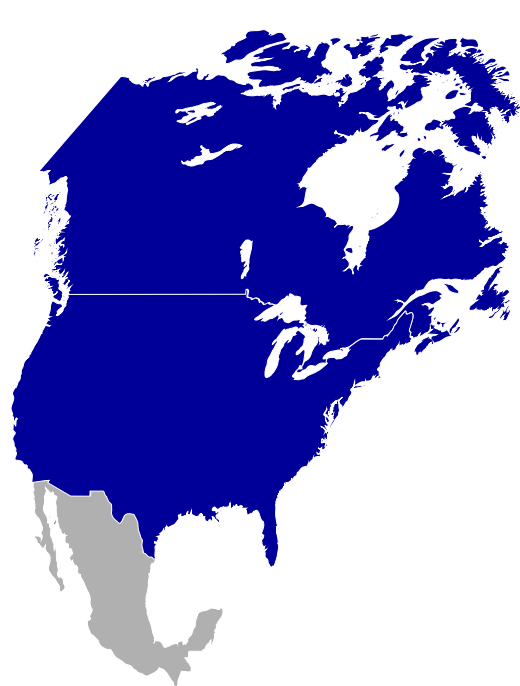
 **23 million**
Passengers

 **7,6 million**
EuroBonus members

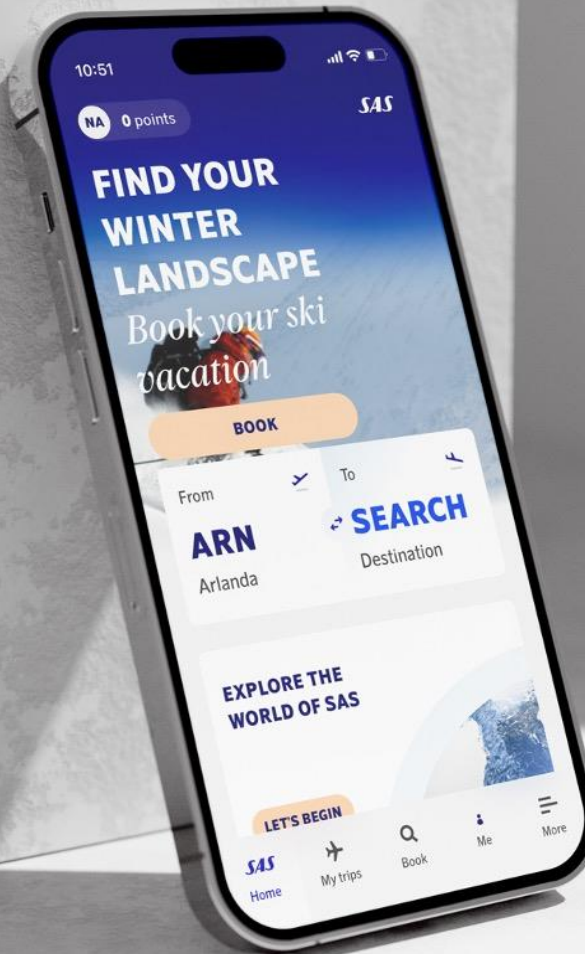
 **396 000**
Hours on board

 **5000**
Weekly Flights

 **427 000 000**
Page views on sas.xx



PRE-TRAVEL MEDIA OPPORTUNITIES



DIGITAL MEDIA – NORWAY

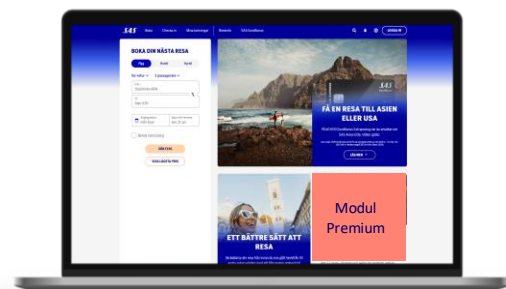
DISPLAY BANNERS

www.sas.no (Norway)

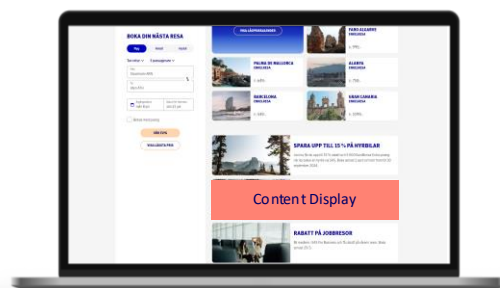
On sas.no you can now reach your target audience with campaign offers or banner ads, tailored to our visitors. This gives you the opportunity to connect directly with relevant users, with the added benefit of premium placement – especially suited for brand campaigns.

- Premium placement suitable especially for brand campaigns

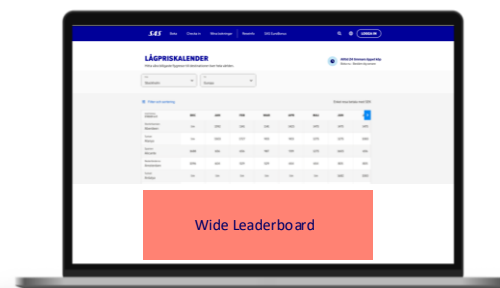
www.sas.no/startpage



www.sas.no/startpage



low-price-calender www.sas.no



Banner Exposure package

Page	Weekly visitors apx*	Price / week NOK	Share of Voice 100%
Modul Premium	500 000	150 000 NOK	1 of 1
Content Display	500 000	150 000 NOK	1 of 1
Wide leaderboard (low price)		On request	1 of 1

Format/Technical information

Display formats

Modul Premium	Format adaptation
Wide Leaderboard	960 × 600 pixels
Content Display	960 x 720 pixels

Mobile formats

Mobile Premium	Autocrop
Tablet Premium	Autocrop
Mobile Leaderboard	Autocrop
Tablet Leaderboard	Autocrop
Mobil Content Display	Autocrop

All formats technical spec: 20 MB, 72 dpi, RGB. JPG, PNG, TAG

*varies depending on seasonal factors

Norway

Total yearly:

Start page: 26,352,964 views
Low price calender: 4,990,453
Manage my booking; 3,140,137

Important periods

Booking period	flexible
Booking deadline	4 weeks prior to insertion
Ad approval	2 weeks prior to insertion
Delivery deadline	1 weeks prior to insertion

DIGITAL MEDIA – NORWAY

DISPLAY BANNERS IN APP

In the SAS app you can now reach your target audience with campaign offers or banner ads, tailored to our visitors. This gives you the opportunity to connect directly with relevant users, with the added benefit of premium placement – especially suited for brand campaigns.

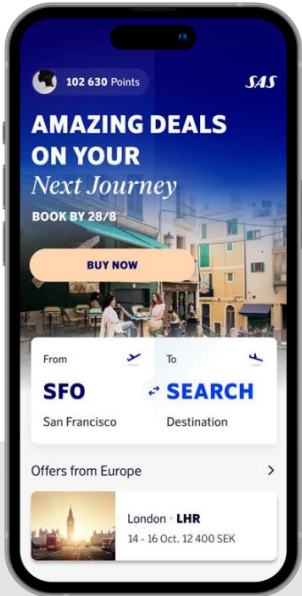
- Premium placement suitable especially for brand campaigns
- 25% SOV (share of voice) - 4 rotations

Banner Exposure package - Norway

Formats	Active users per month apx	Price / week NOK
Cover banner Carousel	500 000	30 000 NOK
Inline banner	500 000	30 000 NOK

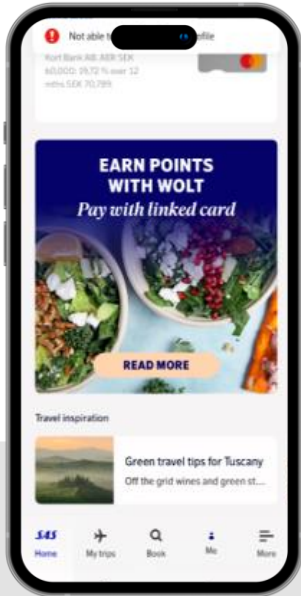
Booking period	flexible
Booking deadline	4 weeks prior to insertion
Ad approval	2 weeks prior to insertion
Delivery deadline	1 weeks prior to insertion

Average user
time 3 min per
session



Cover banner Carousel

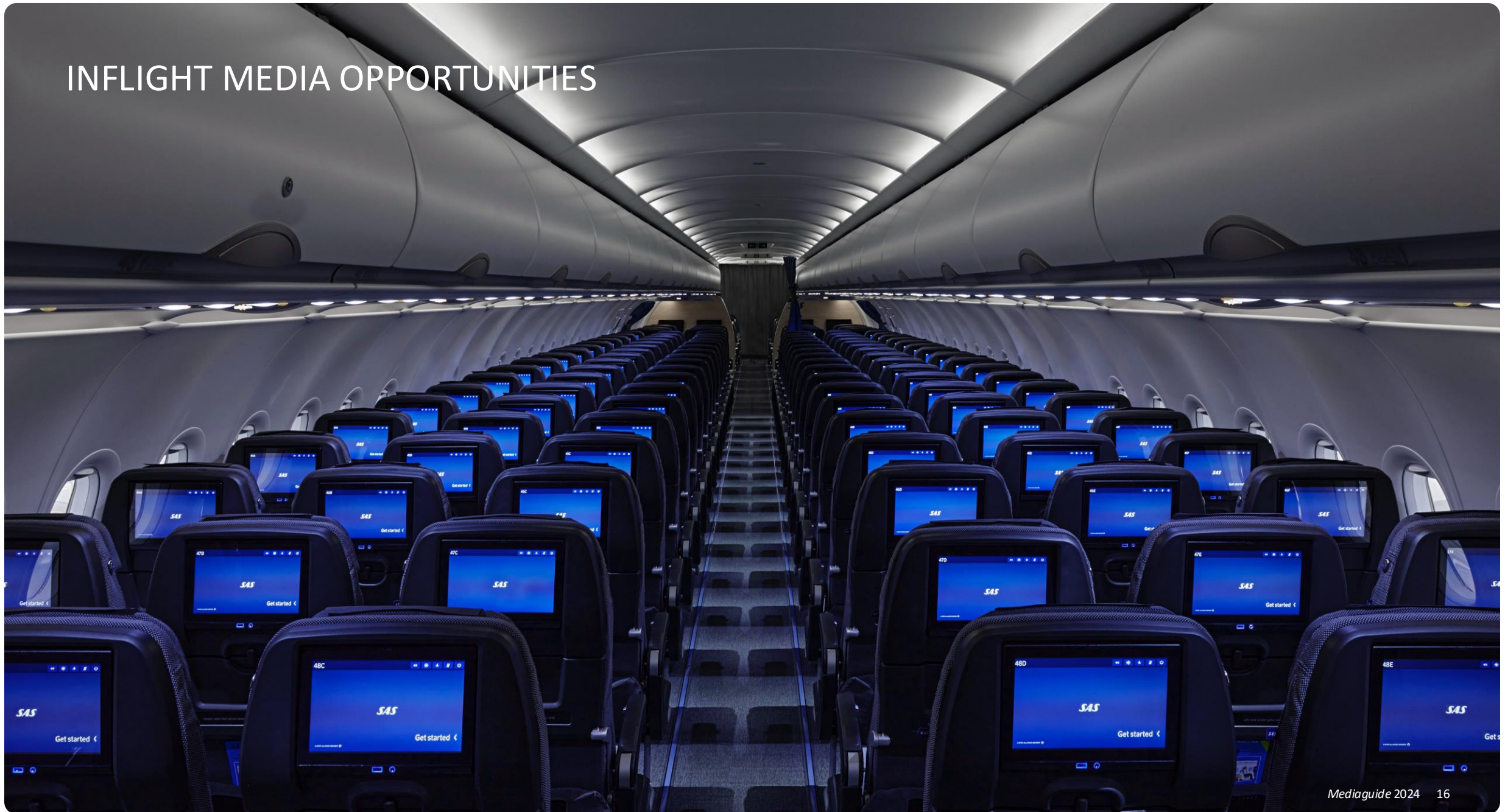
- Image: Portrait, needs to fit in template below (Measurements/size are adjusted by SAS App team)
- Instructions copy:
 - Header: 28 characters
 - Subheading: 12 characters
 - Subheading 2: 28 characters
 - CTA: 10 characters
- Creative must be approved by SAS Brand team



Inline banner

- Image: Square motif. Needs to fit in template below (Measurements/size is adjusted by SAS App team)
- Instructions copy:
 - Header: 25 characters
 - Subheading: 20 characters
 - CTA: 10 characters
- Creative must be approved by SAS Brand team

INFLIGHT MEDIA OPPORTUNITIES



SAS ONBOARD PLACEMENTS

Interact with high attention

With SAS Onboard Placement, you get the opportunity to expose your brand or product to SAS passengers in an engaging context. See below list of opportunity to expose your brand towards SAS passengers when they are comfortably seated and in a pleasant state of mind.

Examples on onboard placements

- Flyers/Vouchers in food box
- Wi-fi sponsoring
- Wet wipes
- Cups
- Napkins



COFFEE CUPS AND WET WIPES

Interact with high attention

Coffee cups – SAS is serving free coffee and tea to all our passengers giving long time spent with our passengers for your brand or promotional message

Wet Wipes – Present your company or key message over the entire space of our refreshing tissues.

Coffee cups

Placement	Circulation	Ad format	Rate
Coffee Cup	6 weeks/1,500,000pp	Bespoke design	From 200,000 NOK

Wet Wipes / Napkins

Placement	Circulation	Ad format	Rate
SAS Business Europe	2 months / 200,000pp	Ad space 62x105 mm	140,000 NOK
SAS Economy long-haul	2 months / 200,000pp	Ad space 62x105 mm	175,000 NOK

Technical information coffee cups

Material	Production	Format
Format		High res PDF
Ordering deadline		4 months prior insertion
Material submission deadline		12 weeks prior insertion

Technical information wet wipes

Material	Production	Format
Format	Bleed, 70x140 mm (76.5x110 mm)	High res PDF
Ordering deadline		4 months prior insertion
Material submission deadline		12 weeks prior insertion



AT AIRPORT MEDIA OPPORTUNITIES



SAS LOUNGES

OUR VISITORS

Demographics, behavior & visitor number

Our passengers appreciate relaxation & mindfulness spaces and experiences in our lounges. They feel that partnering with outside brands/experts brings more variety to the lounge. New food and drink, innovative tech and health & beauty experiences are positively mentioned when we survey their lounge wishes.

From our passenger survey we also know that 30% of our lounge visitors shop in duty-free after leaving the lounge. Average duty free spend is €79.
– Alcohol, fragrances, cosmetics, technology and confectionary top their lists.

Visitor information

Lounge	Yearly # visitors	Monthly # visitors
ARN Gold	463 476 pp	38 623 pp
ARN Business	312 083 pp	26 007 pp
CPH Gold	464 752 pp	38 729 pp
CPH Business	388 066 pp	32 339 pp
OSL Gold	237 145 pp	19 762 pp
OSL Business	212 855 pp	17 738 pp
OSL Domestic	596 843pp	49 737 pp
GOT	103 967 pp	8 664 pp
New York	157 075 pp	13 090 pp
Chicago	78 598 pp	6 550 pp



SAS LOUNGES

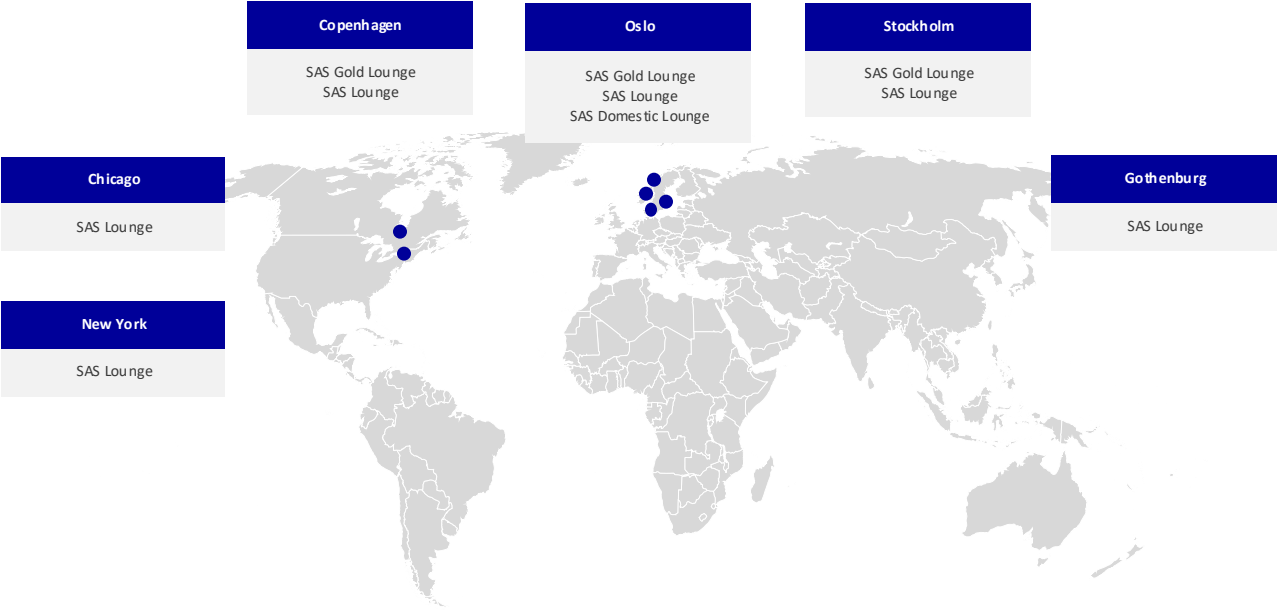
OVERVIEW & ADVERTISING OPPORTUNITIES

Space, time & audience for interction


SAS premium lounge environments provides a rare opportunity to directly engage with SAS premium passengers when they are stress free and receptive.

Average dwell time in our lounges is **1 hour 22 minutes** providing plenty of time to engage with your services or products.

Bring some form of education, enhance the lounge experience or have an appealing offering for maximum effect.





SAS GOLD Lounges

Copenhagen	Oslo	Stockholm
		
Total Area: 1 135 m²	Total Area: 506 m²	Total Area: 650 m²
Advertising options: Display Area Experiential display Brochure sampling Digital Screens	Advertising options: Display Area Experiential display Brochure sampling Digital Screens	Advertising options: Display Area Experiential display Brochure sampling Digital Screens

SAS Lounges

Copenhagen	Oslo International	Oslo Domestic	Stockholm	Gothenburg
				
Total Area: 873 m²	Total Area: 592 m²	Total Area: 700 m²	Total Area: 400 m²	Total Area: 352 m²
Advertising options: Display Area Experiential display Brochure sampling Digital Screens	Advertising options: Display Area Experiential display Brochure sampling Digital Screens	Advertising options: Display Area Experiential display Brochure sampling Digital Screens	Advertising options: Display Area Experiential display Brochure sampling Digital Screens	Advertising options: Display Area Experiential display Brochure sampling Digital Screens

SAS Lounges International

New York	Chicago
	
Total Area: 476 m²	Total Area: 173 m²
Advertising options: Display Area Experiential display Brochure sampling Digital Screens	Advertising options: Display Area Brochure sampling

EVENT & EXPERIENTIAL LOUNGE AREAS

Engagement and interaction

Our lounge display areas provide an excellent platform for you to present your products to our customers in appreciable concrete form. We can offer you areas of various dimensions, which can be customised to your needs. Mutually, we can enrich the lounge experience.

- Impactful experiential formats available in selected lounged
- Customised display area available in all lounges
- Display and product placement possible in F&B areas
- Display and/or pop-up activations
- Activations with or without staff on-site at certain weeks based on the Client's needs



Event areas

	Copenhagen Gold Lounge	Copenhagen Business Lounge	Oslo Internat. Lounge	Oslo Domestic Lounge	Arlanda Gold Lounge	Arlanda Business Lounge	Gbg Business Lounge
Size:	10–30 m ²	4–15 m ²	2–8 m ²	1–2 m ²	2–20 m ²	2–10 m ²	2–10 m ²
Event/Experiential:	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks
Rate:	300,000 NOK	300,000 NOK	300,000 NOK	150,000 NOK	300,000 NOK	300,000 NOK	75,000 NOK
Display area	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks	4 weeks
Format, size:	1–10 m ²	1~4 m ²	1~3 m ²	1 m ²	1~8 m ²	1~3 m ²	1~3 m ²
Rate:	150,000 NOK	150,000 NOK	150,000 NOK	75,000 NOK	150,000 NOK	150,000 NOK	37,500 NOK

Comments and restrictions:

- All rates are for 4 weeks and format to be agreed with SAS in advance.
- Conditions apply for alcohol, F&B, skincare, pharmaceuticals etc.

Event / Experiential: with staff

Staffing	Maintenance/Cleaning	Production
Staffing not included	General: included	Produced by partner
Staff accreditation included	Special orders on request	Electricity: included

Display areas:

Maintenance	Cleaning	Production
General maintenance from lounge personal included	General: included	Produced and installed by advertiser
Refill of material included		Electricity: included

SHOWCASE & SAMPLING

Display and interaction

Intelligent product sampling not only showcases your product, but it elevates brands, challenges consumer perceptions, and gets people talking.

- Display and product sampling possible in F&B areas
- Display and/or sampling activations in non-intrusive fashion.
- Display are a non-manned activation.



Option

Area:	Copenhagen Gold Lounge	Copenhagen Business Lounge	Oslo International Lounge	Oslo Domestic Lounge	Arlanda Gold Lounge	Arlanda Business Lounge	Gbg Business Lounge	NYC SAS Lounge	Chicago SAS Lounge
F&B Display	Yes	Yes	Yes	On req.	Yes	Yes	Yes	Yes	Yes
Sampling	Yes	Yes	Yes	Yes	Yes	Yes	Yes	On request	On request
Brochure	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

F&B Display

Material	Maintenance	Production	Period/Rate* per Lounge
Max size: 60 x 60 x 90 cm	General cleaning: included	Stand, desk, dropbox etc. On request	Min 1 month
Fixed, non-moving or sounding	Demo./Info., refill: Not included. On request	Electricity: included	1 NOK/p

Sampling

Material	Maintenance	Production	Period/Rate* per Lounge
No Alcohol, pharmaceuticals or including highly allergenic substances	Demo./Info. staffing not included	Stand, desk, etc. On request	Per week
Content declaration mandatory for any eatable or skin product	Refill: On request	Electricity: included	1–2 NOK/p

Brochures

Material	Maintenance	Production	Period/Rate*/** per Lounge
Max size: 42 x 30 cm	Refill included	Stand, shelf, etc. On request	Per month
2-6 stands/lounge	Refill: On request	Electricity: included	10,000 NOK start cost + 2 NOK/item

Rate*

- All rates are for one showcase in one lounge excluding VAT.
- All display/samples/brochures to be approved by SAS in advance
- Booking deadline 3 months in advance.

Rate**

- Brochure may be magazines, catalogues, fact-sheets or flyers (publication and format to be agreed with SAS in advance).
- The number of copies to be supplied will vary depending on the publication type.

LOUNGE SCREENS

Exposure in and around SAS Lounges


SAS’s dynamic screen network, with 11 screens distributed across 3 lounges at Gardermoen, reaches an average of 90,000 visitors per month. The screens are strategically placed in a clean environment with minimal advertising. The network offers four ad slots with a loop length of five minutes, ensuring high visibility to the target audience

The screens are strategically placed in an otherwise clutter free environment where advertising is minimal.

Our digital screen network delivers exceptional impact to a premium audience.

The network provides for a total of four spots and a loop length of five minutes.

Screens

Type:	Marketing screens
	
Format:	Portrait & landscape (9:16 & 16:9)
Size:	Portrait: 1080 × 1920 px Landscape: 1920 x 1080 px Display size: 46"
Locations:	Inside all Lounges
Number of screens total:	22

Order deadline: 2 weeks before campaign start. Submission deadline: 2 weeks before start.



Technical information / format

Material:	Resolution	Format
Still image	72 dpi, RGB	JPG, PNG, TAG
Video	30 fps	.m2v / MPEG-2

SAS Lounge branding packages:

Screens / Rotation	Screens	Share of Voice	Price 4 weeks (NOK):
Reach package All:	24	10%	175,000 NOK
Sweden package	6	10%	50,000 NOK
Norway package	11	10%	75,000 NOK
Denmark package	4	10%	50,000 NOK
USA package	3	10%	35,000 NOK
Length:	10 s / min 4 weeks		

For still-and-moving-image combinations, the still images must be submitted in film form (and with the same length / duration as the moving image component).



OVERVIEW & ADVERTISING OPPORTUNITIES

Layout plans

Symbol

Event area

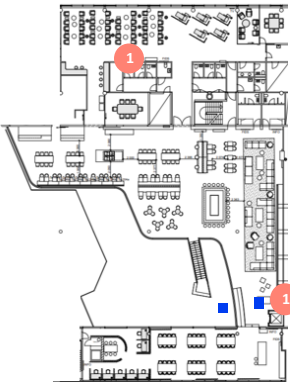
1

Marketing Screens

2

Big Screen placement

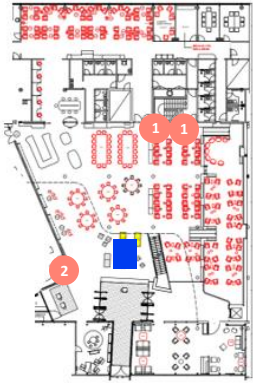
Copenhagen Gold Lounge



Stockholm Gold Lounge



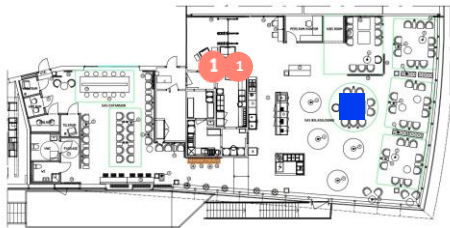
Copenhagen Business Lounge



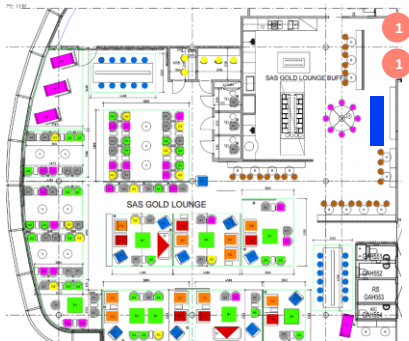
Stockholm Business Lounge



Göteborg Lounge



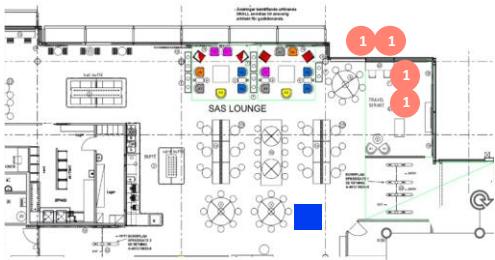
Oslo Gold Lounge



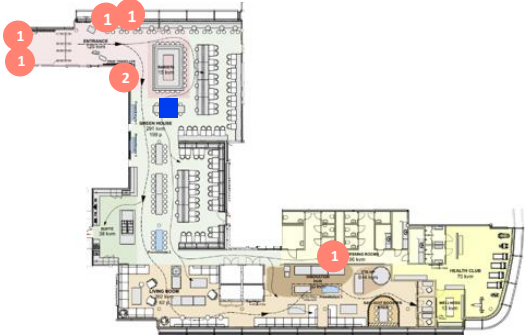
NYC SAS Lounge



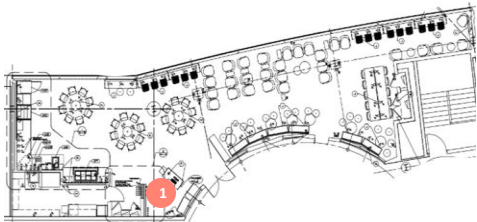
Oslo Business Lounge



Oslo Domestic Lounge



Chicago SAS Lounge



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