



LUFTHANSA DIGITIZES INFLIGHT NEWSPAPERS AND MAGAZINE

News / Airlines



Lufthansa will soon be offering its inflight guests a much wider range of German-language and international newspapers and magazines. The substantial expansion of the present offer of reading material on board has been made possible by the media's increasing use of electronic publishing channels.

Today's smartphone users in Germany spend an average of two-and-a-half hours a day on their device. And the majority of air passengers will have at least one electronic device with them on their travels. Lufthansa is responding to both these trends, by digitizing its range of inflight newspapers and magazines.

Adopting the electronic option to offer a wider range of reading material in various genres and languages will have ecological benefits, too. eJournals are easier on the environment, as no paper, inks or distribution are required. And as an added bonus, the lower volumes of print publications carried reduce the aircraft's weight, which translates into fuel savings, too.

Thursday 21 January is the starting date for the new eJournal approach. From this date on, any Lufthansa traveler will be able to log into lh.com/eJournals within three days of their departure using their name and their reservation code or ticket number and download two eJournals of their choice onto their mobile device. (Customers who receive a pre-departure email with details of their flight have been able to do so since the beginning of January.)

From March onwards, Lufthansa plans to offer its guests different numbers of such eJournal

downloads, depending on their class of travel and their frequent flyer status. And further digital newspapers or magazines can also be obtained, subject to an additional fee.

Needless to say, the PDF eJournal downloads can also be read after the flight if the customer chooses. And Lufthansa will continue to offer print newspapers and magazines in its lounges, in First and Business Class on board and at Berlin, Düsseldorf, Hamburg, Stuttgart, Frankfurt and Munich airports.

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