

Press release



Starting now, daily newspapers on board – AIDA opens Media Lounge

AIDA guests can now keep up with the latest daily news on board from newspapers as well. While vacationing on the high sea, they no longer need to do without their accustomed newspaper at breakfast or current weekly magazine on the lounge chair. The cruise company AIDA Cruises has set up a Media Lounge on board the AIDA fleet. In partnership with the Internet portal iKiosk for newspapers and magazines by Axel Springer, AIDA guests are offered an exclusive selection of media. The prices for the single issues correspond with those at a kiosk at home.

Via the ship's WLAN, guests access the homepage of the free onboard portal MyAIDA and from there the AIDA Media Lounge powered by iKiosk. After entering the last name, stateroom number and AIDA PIN, newspapers and magazines can be selected and purchased as single issues. These are identical copies of the printed issues and can then be downloaded as a PDF document. Guests require their own mobile device to use the iKiosk on AIDA ships – notebook, tablet or smartphone. When purchasing single issues of newspapers and magazines from the onboard iKiosk, the sums are charged to the stateroom account of the user.

Prior to the cruise, AIDA guests can also choose to receive a "mini-subscription." Two special newspaper packages have been put together, which can be booked online from home before the start of the voyage through the MyAIDA portal. The advantage: one daily issue is included for free. The first offer comprises the daily issues of BILD newspaper, Europe's largest daily newspaper, appearing from Monday to Saturday. The second newspaper package comprises the daily issues (Monday to Friday) of DIE WELT Kompakt. The modern quality newspaper in tabloid format caters to young professionals with a variety of interests. The single issues purchased with the newspaper packages can be downloaded at any time and read any number of times.

Currently, 11 print media are digitally available - from BILD and BILD am SONNTAG, to WELT Kompakt, WELT Kompakt am Sonntag, to Berliner Morgenpost, Hamburger Abendblatt, AUTO BILD and SPORT BILD. Bunte and Focus may also be purchased via the Media Lounge.

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