

ONBOARD MAGAZINE FOR PASSENGERS ON SMARTWINGS GROUP OPERATED FLIGHTS



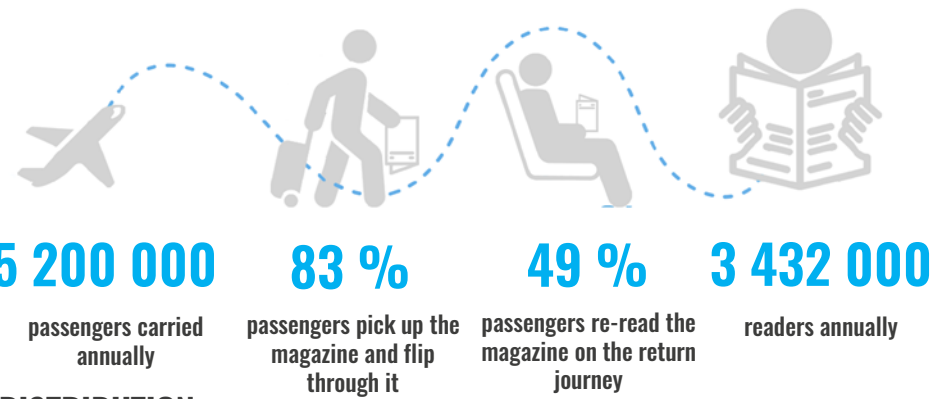
READERSHIP: 3 432 000
PRINTED EDITION: 63 000 PCS

PERIODICITY: QUARTERLY
FORM: PRINTED/ONLINE

Smartwings and Czech airlines (ČSA) are operating flights from Czech airports (Praha, Brno, Ostrava, Pardubice, Karlovy Vary) to a total of 70 destinations in 20 countries such as Greece, Spain, Italy, France, Portugal, Bulgaria, Montenegro, Croatia, Israel, Egypt, Turkey, Tunisia, the UAE, Cape Verde, the Netherlands, Sweden, Denmark, Great Britain, Malta and Iceland. 45 regular routes are operated by ČSA and the Smartwings, while the rest of the destinations are reached by Smartwing charter flights. Currently, Smartwings Group fleet consists of 43 planes.

TITLE CHARACTERISTIC

For passengers on scheduled and charter flights, MyWings, a lifestyle magazine with unique content and scope, is issued quarterly. Its contents are lifted from the wide destination portfolio of Smartwings and ČSA, presenting the readers with an attractive mixture of European cities, vacation spots and exotic destinations. Inspirational interviews with travelers and interesting personas from numerous fields are added to the contents, as well as attractive lifestyle topics. **An antibacterial surface treatment of the magazine in the form of a dispersion varnish that we offer is a necessity nowadays.**



DISTRIBUTION

- on all Smartwings routes
- each passenger has their own copy in the seat pocket in front of them
- the title is part of the media monitoring Monitora
- the cover of the magazine is treated with antibacterial varnish

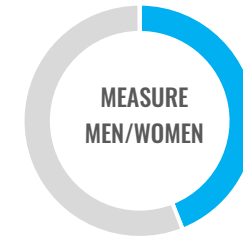
TARGET GROUPS / READERS STRUCTURE



43 %
35 000 – 50 000 CZK

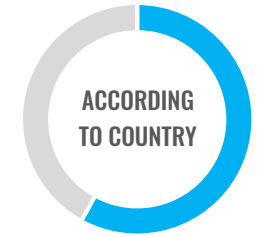
38 %
50 000 – 100 000 CZK

19 %
More than 100 000 CZK



56 %
Men

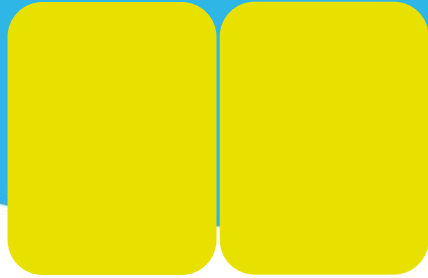
44 %
Women



58 %
Domestic

42 %
International

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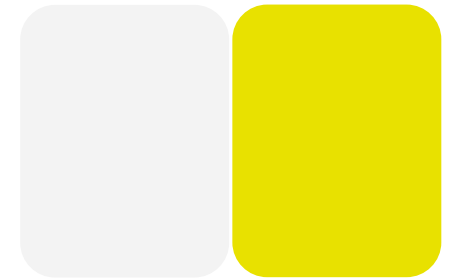
Double page spread
390 x 260 mm (bleed 3 mm)
145 000 Kč / 6 150 EUR



Fullpage
195 x 260 mm (bleed 3 mm)
90 000 Kč / 3 850 EUR



1/2 page 158 x 107 mm
63 000 Kč / 2 680 EUR



Back cover 195 x 260 mm (bleed 3 mm)
129 000 Kč / 5 500 EUR

ADDITIONAL SERVICES PRICELIST

Text services and proofreading - 1 standart page **16 EUR**

Translation – 1 standart page **20 EUR**

Graphical design **26 EUR / per hour**

RELEASE SCHEDULE

Issue	Closure	Publication
<input checked="" type="checkbox"/> 02 – 04 / 2023	18. 11. 2022	30. 01. 2023
<input checked="" type="checkbox"/> 05 – 07 / 2023	21. 02. 2023	28. 04. 2023
<input checked="" type="checkbox"/> 08 – 10 / 2023	22. 05. 2023	28. 07. 2023
<input checked="" type="checkbox"/> 11 – 01 / 2024	21. 08. 2023	30. 10. 2023
<input checked="" type="checkbox"/> 02 – 04 / 2024	20. 11. 2023	29. 01. 2024

The cover of the magazine is treated with antibacterial varnish.

The publisher has the right to refuse to publish an advertisement, especially if its content or the type of advertised services would harm the legitimate interests of the publisher and its contents could harm their reputation in the public or its part and if it is contrary to generally binding legal regulations and good morals of the Czech Republic, as well as of any other state whose territory is serviced by the contracting authority. The advertisement musn't display nudity, not even as a part of an artistic portrayal or a piece of art.