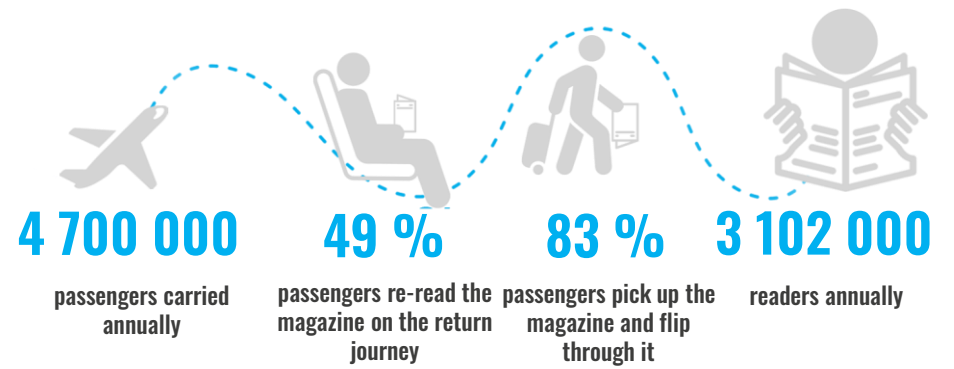


# mywings

ONBOARD MAGAZINE FOR PASSENGERS ON SMARTWINGS GROUP OPERATED FLIGHTS



**READERSHIP: 3 102 000**      **PERIODICITY: QUARTERLY**  
**PRINTED EDITION: 63 000 PCS**      **FORM: PRINTED/ONLINE**

Smarwings and Czech airlines (ČSA) are operating flights from Czech airports to a total of 77 destinations in 22 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, Russia, Malta, Ukraine and Iceland. 49 regular routes are operated by ČSA and the Smarwings, while the rest of the destinations are reached by Smartwing charter flights. Currently, Smartwings Group fleet consists of **52 planes**.

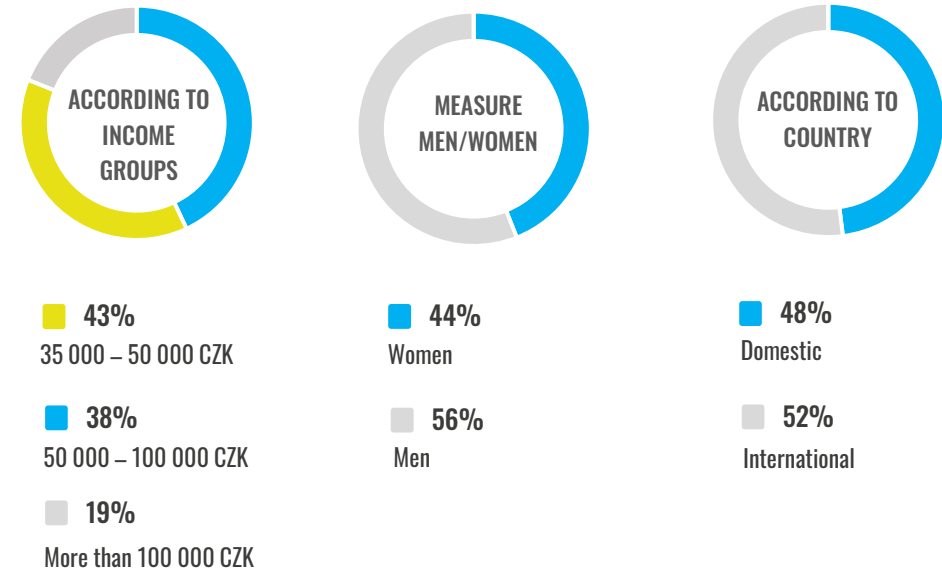
## TITLE CHARACTERISTIC

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.**

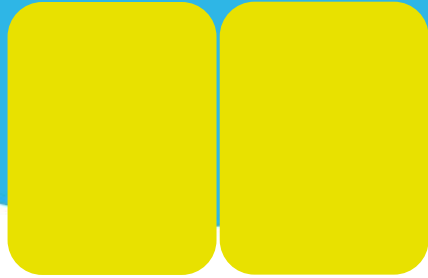
## DISTRIBUTION

- ✓ on all Smartwings and Czech Airlines routes
- ✓ each passenger has their own copy in the seat pocket in front of them
- ✓ at foreign airline offices and promotions
- ✓ in a selected network of the most important hotels in the Czech Republic, in the lobby and in the rooms

## TARGET GROUPS / READERS STRUCTURE



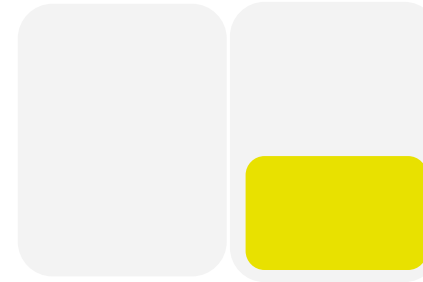
ONBOARD MAGAZINE FOR PASSENGERS ON SMARTWINGS GROUP FLIGHTS



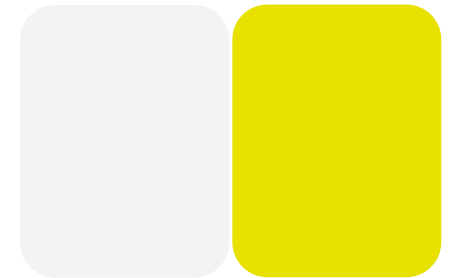
Double page spread  
390 x 260 mm (bleed 3 mm)  
168 000 CZK / 6720 EUR



Fullpage  
195 x 260 mm (bleed 3 mm)  
105 000 CZK / 4 200 EUR



1/2 page 158 x 107 mm  
59 000 CZK / 2 360 EUR



Back cover  
196 000 CZK / 7 840 EUR

ADDITIONAL SERVICES PRICELIST

- Text services and proofreading - 1 standart page  
400 CZK /16 EUR
- Translation – 1 standart page  
500 CZK /20 EUR
- Graphical design  
650 CZK / per hour / 26 EUR / per hour

RELEASE SCHEDULE

Issue	Closure	Publication
<input checked="" type="checkbox"/> 02 – 04 / 2022	18. 11. 2021	01. 02. 2022
<input checked="" type="checkbox"/> 05 – 07 / 2022	22. 02. 2022	01. 05.2022
<input checked="" type="checkbox"/> 08 – 10 / 2022	23. 05. 2022	01. 08. 2022
<input checked="" type="checkbox"/> 11 – 01 / 2023	22. 08. 2022	01. 11. 2022
<input checked="" type="checkbox"/> 02 – 04 / 2023	21. 11. 2022	01. 02. 2023

ELECTRONIC DISTRIBUTION



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