

mywings

ONBOARD MAGAZINE FOR PASSENGERS ON SMARTWINGS GROUP OPERATED FLIGHTS



READERSHIP: 3 102 000

PERIODICITY: QUARTERLY

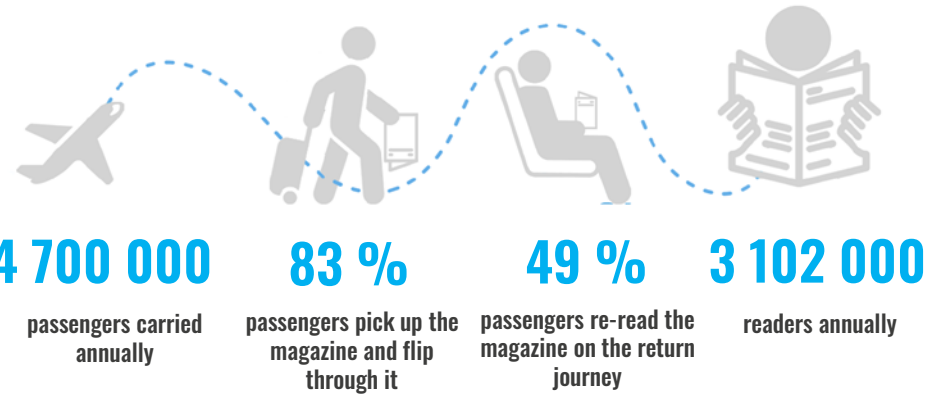
PRINTED EDITION: 63 000 PCS

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 routs
- ✓ 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

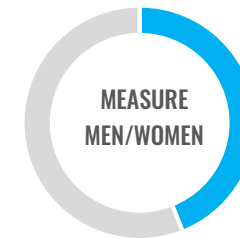
TARGET GROUPS / READERS STRUCTURE



43%
35 000 – 50 000 CZK

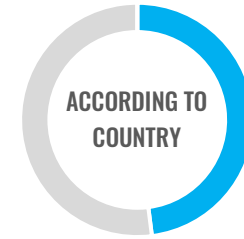
38%
50 000 – 100 000 CZK

19%
More than 100 000 CZK



44%
Women

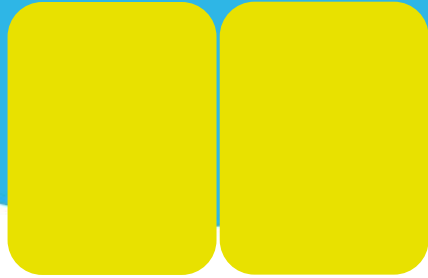
56%
Men



48%
Domestic

52%
International

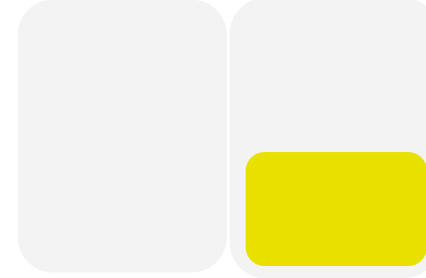
ONBOARD MAGAZINE FOR PASSENGERS ON SMARTWINGS GROUP FLIGHTS



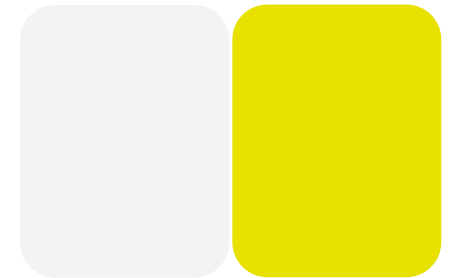
Double page spread
390 x 260 mm (bleed 3 mm)
6720 EUR



Fullpage
195 x 260 mm (bleed 3 mm)
4 200 EUR



1/2 page 158 x 107 mm
2 360 EUR



Back cover
7 840 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 / 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



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.