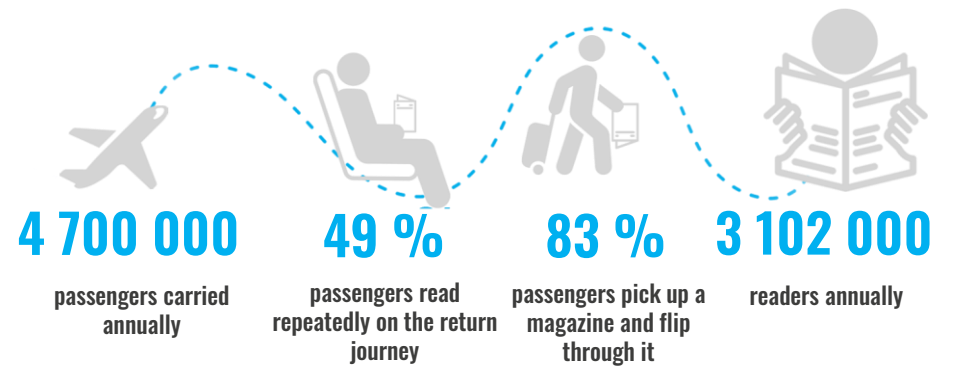


# mywings

ONBOARD MAGAZINE FOR PASSENGERS ON SMARTWINGS GROUP FLIGHTS



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

## PLANES RETURN TO THE SKY!

The numbers of passengers may not reach 2019's number, but our biggest air carrier Smartwings Group expects their gradual return. Qualified estimate for the 7/21-6/22 period predicts more than 4,7 million passengers on the lines operated by Smartwings and ČSA.

During the main season, which began at the end of March and will continue until October, both airlines are planning 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. Currently, their fleet consist of 52 planes.

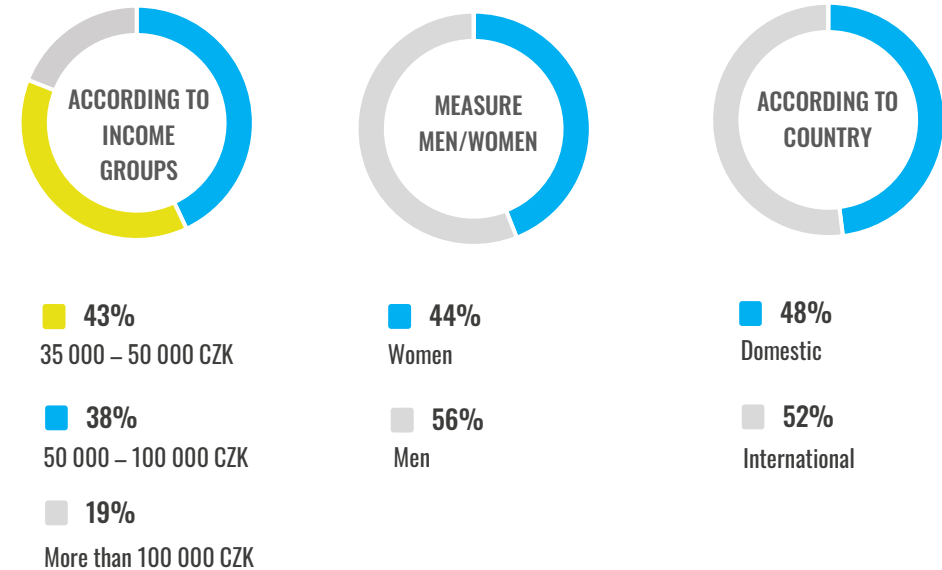
## TITLE CHARACTERISTIC

For passengers on scheduled and charter flights, we produce MyWings, a lifestyle magazine with unique content and reach, four times a year. Its contents are exploited from the wide destination portfolio Smartwings and ČSA are offering, presenting their 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, too. Attractive lifestyle topics are parts of the content, as well. An antibacterial surface treatment of the magazine in the form of a dispersion varnish is a necessity nowadays.

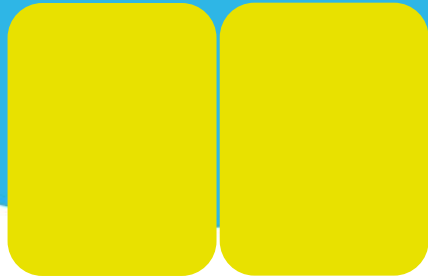
## DISTRIBUTION

- ✓ 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



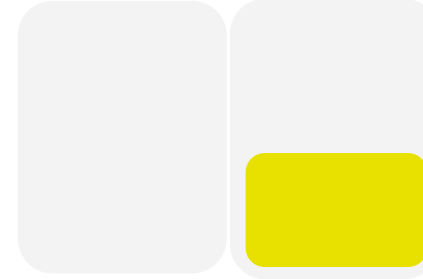
ONBOARD MAGAZINE FOR PASSENGERS ON SMARTWINGS GROUP FLIGHTS



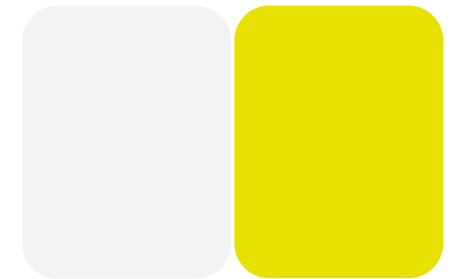
Double page spread  
390 x 260 mm (bleed 3 mm)  
168 000 CZK / 6720 EUR



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"/> 01 – 03 / 2022	18.10.2021	01.01.2022
<input checked="" type="checkbox"/> 04 – 06 / 2022	25.01.2022	30.03.2022
<input checked="" type="checkbox"/> 07 – 09 / 2022	25.04.2022	29.06.2022
<input checked="" type="checkbox"/> 10 – 12 / 2022	25.07.2022	29.09.2022
<input checked="" type="checkbox"/> 01 – 03 / 2023	18.10.2022	01.01.2023

ELECTRONIC DISTRIBUTION



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 not only of the Czech Republic but also of any country where the carrier operates.