

mywings

Czech/ english
Onboard magazine for Smartwings and
Czech Airlines passengers



TITLE CHARACTERISTIC

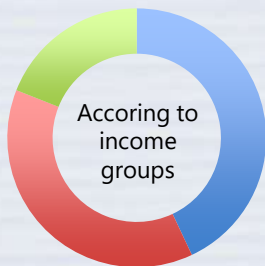
More than 10 million readers every single year! MyWings, a lifestyle magazine with unique contents and reach can address an immense target group. The magazine is read by passengers travelling with the biggest Czech aerial carrier Smartwings Group (Smartwings and Czech Airlines). The magazine consists of 132 pages and is issued 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 travellers and interesting personas from numerous fields are added to the contents, too. Attractive lifestyle topics are parts of the content, as well. Every issue also includes a passage dedicated to three thematic stories from fields such as design, culture, fashion or sports.

ABOUT SMARTWINGS GROUP

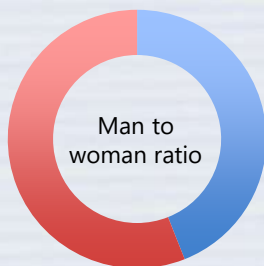
Smartwings Group is the biggest Czech aerial carrier, as well as one of the fastest-growing carriers in Middle Europe. The concern makes use of two brands when it comes to aerial transportation: Smartwings and Czech Airlines. You may encounter these brands while flying both commercial and charter flights. The new magazine is also available onboard of Business jet planes. Every year the Smartwing Group carries more than 10 millions of passengers. Smartwings Group subsidiaries operate in the Czech Republic, Slovakia, Hungary and Poland. Currently, their fleet consists of 65 planes, landing on more than 400 airports all over the world.



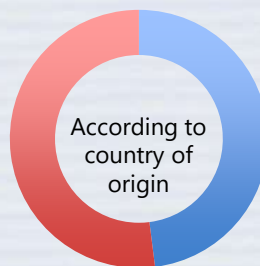
READERS STRUCTURE



■ 35 000 – 50 000 CZK 43 %
■ 50 000 – 100 000 CZK 38 %
■ More than 100 000 CZK 19 %



■ Women 44 %
■ Men 56 %



■ Inland 48 %
■ Foreign 52 %



DISTRIBUTION

- On all Smartwings and Czech Airlines flights
- Every passenger has their own copy in the seat pocket in front of them
- In foreign offices of the carrier and their promotional events
- In selected, brands of hotels all around the Czech Republic, in their lobbies and the hotel rooms



VERSIONS

- Printed
- Digital on plane's LCD screens
- Digital, available from electronic media websites



www.cotmedia.cz



PRINT RUN

90 000 ks



PERIODICITY

quarterly



More information and magazine samples available at:
www.cotmedia.cz/smart-wings-magazine/

PRICELIST AND FORMATS OF ADVERTISING SPACE



Double page spread
390 x 260 mm
(bleed 3 mm)
240 000 CZK
9 800 EUR



Fullpage
195 x 260 mm
(bleed 3 mm)
150 000 CZK
6 100 EUR



1/2 page
158 x 107 mm
85 000 CZK
3 470 EUR



Back cover
195 x 260 mm
(bleed 3 mm)
280 000 CZK
11 430 EUR

ADDITIONAL SERVICES PRICELIST

Text services and proofreading - 1 standart page
350 CZK
14,50 EUR

Translation – 1 standart page

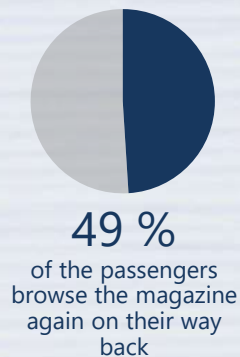
500 CZK
20,50 EUR

Graphical design

350 CZK per hour
14,50 EUR per hour

PUBLISHING TIMETABLE

Issue	Closure	Publication
01 – 03 / 2020	16. 10. 2019	1. 1. 2020
04 – 06 / 2020	28. 1. 2020	6. 4. 2020
07 – 09 / 2020	27. 4. 2020	7. 7. 2020
10 – 12 / 2020	28. 7. 2020	5. 10. 2020
01 – 03 / 2021	20. 10. 2020	21. 12. 2020



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.