

mywings

ONBOARD MAGAZINE FOR PASSENGERS ON SMARTWINGS GROUP OPERATED FLIGHTS



READERSHIP: 924 000 PERIODICITY: TWICE A YEAR
PRINTED RUN: 70 000 pcs / ISSUE FORM: PRINTED/ONLINE

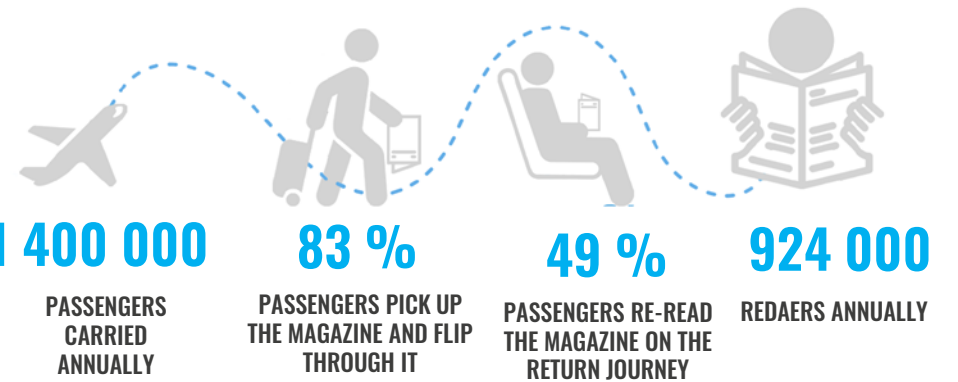
SmartWings are operating up to 100 flights weekly from airports in Warsaw, Wrocław, Kraków, Gdańsk, Katowice, Łódź and Bydgoszcz to 35 destinations in 13 countries – Greece, Spain, Croatia, Tunisia, Turkey, Italy, Egypt, Bulgaria, Montenegro, Cyprus, Portugal, Morocco and Albania.

TITLE CHARACTERISTIC

Onboard magazine MyWings, aiming primarily on Polish market and Polish readers on regular and charter lines, is being issued twice a year. MyWings is a lifestyle magazine with unique content and reach.

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.**

Time the reader spends on the flight allows the magazine to effectively target the consumer. Passengers are not affected by other standart sensory perceptions of day-to-day life (phone, mail, radio, TV). The attention is therefor fully centered on the magazine in the seat pocket.



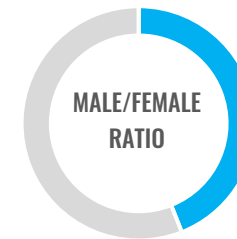
DISTRIBUTION

- on all Smartwings routes
- each passenger has their own copy in the seat pocket in front of them

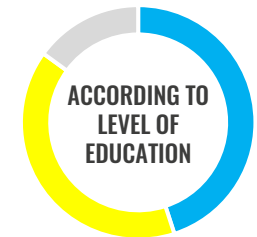
TARGET GROUPS / READERS STRUCTURE



- 53%
1 200 – 3 000 EUR
- 35%
3 000 – 5 000 EUR
- 12%
More than 1 000 EUR

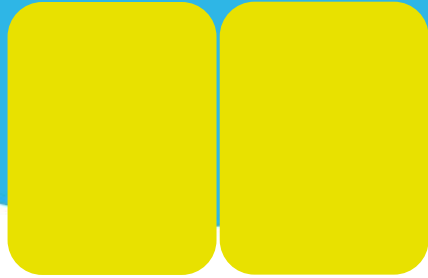


- 44%
Female
- 56%
Male



- 40%
University
- 45%
High school
- 15%
Other

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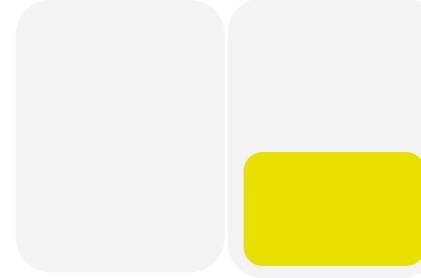
Double page spread 390 x 260 mm (bleed 3 mm)

6 720 EUR



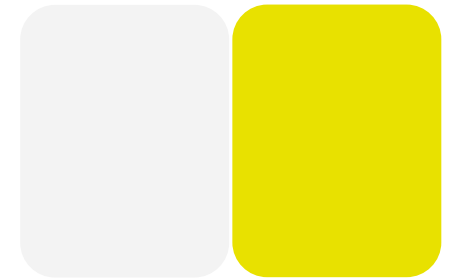
Fullpage 195 x 260 mm (bleed 3 mm)

4 200 EUR



1/2 page 158 x 107 mm

2 360 EUR



Back cover 195 x 260 mm (+ bleed 3 mm)

7 840 EUR

ADDITIONAL SERVICES PRICELIST

Text services and proofreading - 1 standart page 16 EUR

Translation – 1 standart page 20 EUR

Graphical desgin (image advertising) 26 EUR / hour

RELEASE SCHEDULE

Issue	Closure	Publication
<input checked="" type="checkbox"/> 01 / 2022	28. 03. 2022	16 .05. 2022
<input checked="" type="checkbox"/> 02 / 2022	26. 09. 2022	14. 11. 2022
<input checked="" type="checkbox"/> 01 / 2023	27. 03. 2023	15. 05. 2023

ELECTRONIC DISTRIBUTION



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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.