



Czech/ english

Onboard magazine for Smartwings and Czech Airlines passengers



## PLANES ARE RETAKING THE SKIES!

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 4,5 million passengers on the lines operated by Smartwings and ČSA.

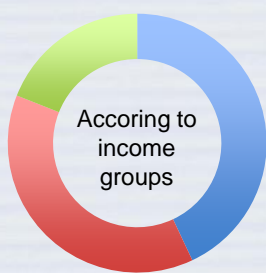
Currently, their fleet consist of 52 planes. During the main season, which began at the end of March and will continue until October, both airlines are planning flights from Czech airports to a total of 77 destinations in 22 countries such as Greece, Spain, Italy, France, Portugal, Bulgaria, Montenegro, Croatia, Israel, Egypt, Turkey, Tunisia, the UAE, Cape Verde, the Netherlands, Sweden, Denmark, Great Britain, Russia, Malta, Ukraine and Iceland. Regular Smartwings and CSA flights will go to 49 destinations, and Smartwings charter flight are going to operate the routes to the remaining destinations.

## TITLE CHARACTERISTIC

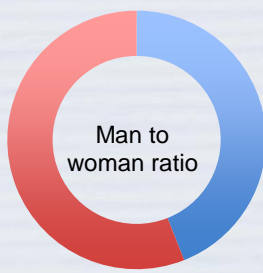
The magazine is issue four times a year. Its contents is exploited from the wide destination portfolio Smartwings and ČSA are offering, presenting their readers with an attractive mixture of European cities, vacation spots and exotic destinations. Inspirational interviews with travelers and interesting personas from numerous fields are added to the contents, too. Attractive lifestyle topics are parts of the content, as well. Every issue also includes a passage dedicated to three thematic stories from fields such as design, culture, fashion or sports. A new standard required by the current events is of course an antibacterial surface finish in the form of dispersion coating.



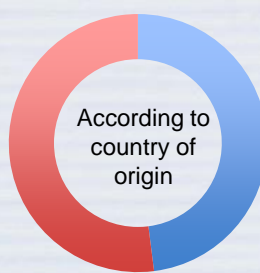
### READERS STRUCTURE



- 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 %



### VERSIONS

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



www.cot.cz



### PRINT RUN

63 000 PCS



### 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



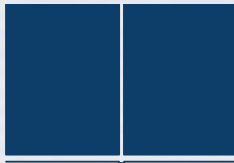
### PERIODICITY

quarterly



More information and magazine samples available at:  
<https://cot.cz/tituly/mywings-cj-aj/>

## PRICELIST AND FORMATS OF ADVERTISING SPACE



Double page spread  
390 x 260 mm  
(bleed 3 mm)  
**168 000 Kč**  
**6 500 EUR**



Fullpage  
195 x 260 mm  
(bleed 3 mm)  
**105 000 Kč**  
**4 100 EUR**



1/2 page  
158 x 107 mm  
**59 000 Kč**  
**2 300 EUR**



Back cover  
195 x 260 mm  
(bleed 3 mm)  
**196 000 Kč**  
**7 650 EUR**

## ADDITIONAL SERVICES PRICELIST

Text services and proofreading  
- 1 standart page

**350 CZK**  
**14,50 EUR**

Translation – 1 standart page

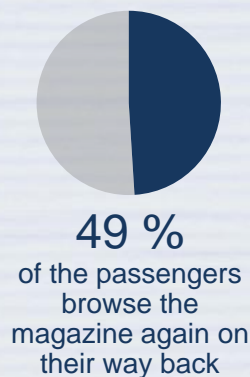
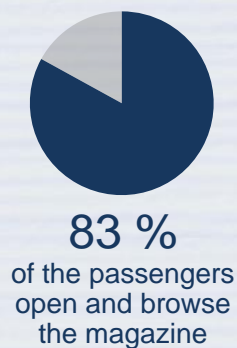
**500 CZK**  
**20,50 EUR**

Graphical design

**350 CZK per hour**  
**14,50 EUR per hour**

## HARMONOGRAM VYDÁNÍ

Issue	Closure	Publication
07 – 09 / 2021	26. 5. 2021	1. 7. 2021
10 – 12 / 2021	26. 7. 2021	1. 10. 2021
01 – 03 / 2022	18. 10. 2021	1. 1. 2022



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