

mywings



CZ/EN

SMARTWINGS GROUP'S ONBOARD MAGAZINE

Destinations from unusual angles, interviews with Czech and international celebrities, lifestyle topics, travel advice and much more.



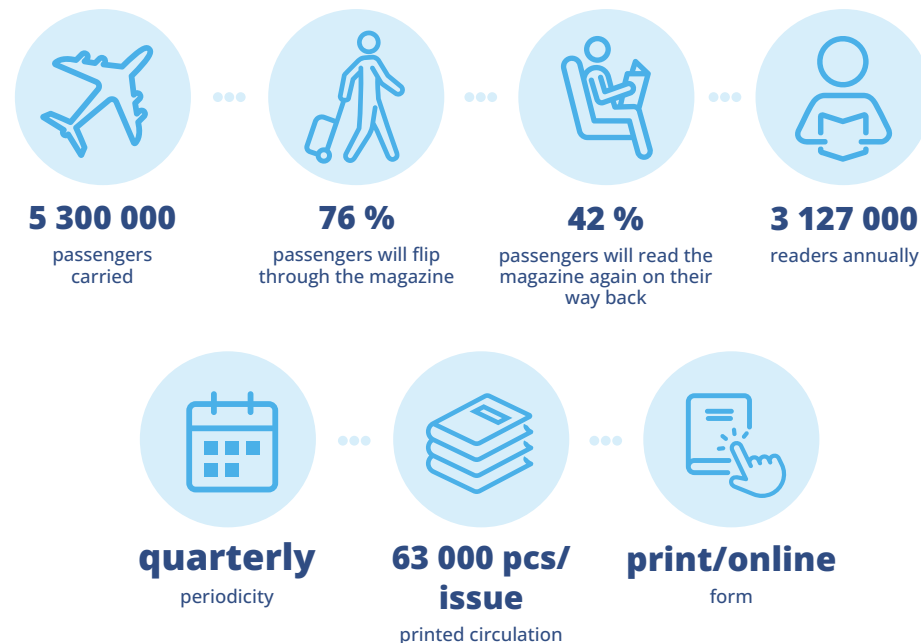
The title is part of Mediaboard's media monitoring.

Smartwings group flies from airports in Prague, Brno, Ostrava, Pardubice, Karlovy Vary and České Budějovice to 80 destinations in 20 countries. It currently has a fleet of 48 aircraft.

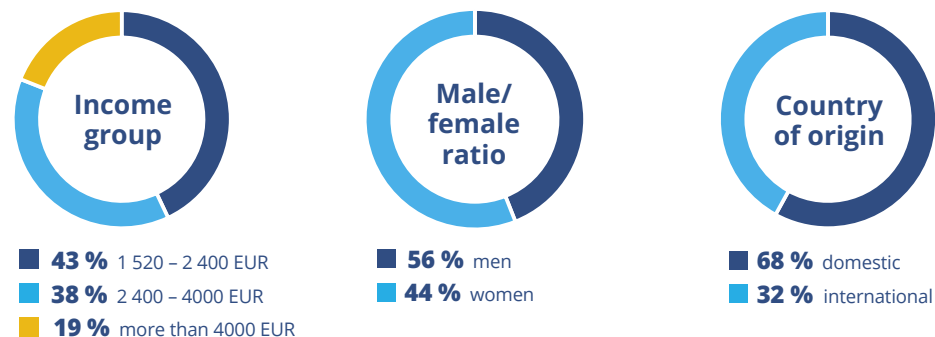
DISTRIBUTION

- on all Smartwings flights,
- each passenger has their own copy in a seat pocket in front of them

The time a reader spends on flight time allows the magazine to effectively reach its consumers. Passengers are not influenced by the standard inputs of everyday life (telephone, e-mail, radio, television). Attention is thus fully devoted to the magazine placed in a seat pocket.



READER STRUCTURE



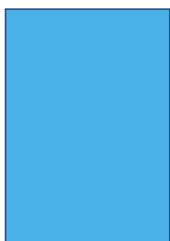
ADVERTISEMENT PRICE AND SIZE



Double page spread

390 × 260 mm (+ bleed 3 mm)

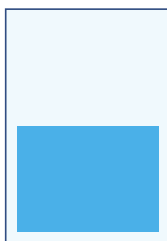
6 040 EUR



Fullpage

195 × 260 mm (+ bleed 3 mm)

3 750 EUR



1/2 page

158 × 107 mm

2 630 EUR



Back cover

195 × 260 (+ bleed 3 mm)

5 380 EUR

PUBLISHING SCHEDULE

Issue	Deadline	Publication
● 02 – 04 / 2025	18. 11. 2024	27. 01. 2025
● 05 – 07 / 2025	18. 02. 2025	25. 04. 2025
● 08 – 10 / 2025	16. 05. 2025	22. 07. 2025
● 11 – 01 / 2025	15. 08. 2025	24. 10. 2025
● 02 – 04 / 2026	18. 11. 2025	26. 01. 2026

ADDITIONAL SERVICES PRICELIST

- Editorial revision – 1 standart page **33 EUR**
- Translation – 1 standart page **21 EUR**
- Graphic design (image advertising) **27 EUR/hour**

The stated prices are **excluding VAT**.