

SMARTWINGS GROUP'S ONBOARD MAGAZINE

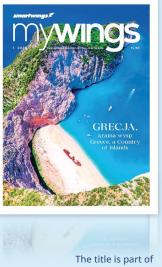
Destinations from unusual angles, interviews with Polish and international celebrities, lifestyle topics, travel advice and much more.

Smartwings group flies from airports in Warsaw, Wroclaw, Poznan, Krakow, Katowice, Gdansk, Lodz and Bydgoszcz operation over 100 flights weekly to 35 destinations in 13 countries. It currently has a fleet of 48 aircraft.

DISTRIBUTION

- on all Smartwings routes for flights from Polish airports
- each passenger has their own copy in the seat pocket in front of them

The time the reader spends on flight time allows the magazine to effectively reach 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 the seat pocket.

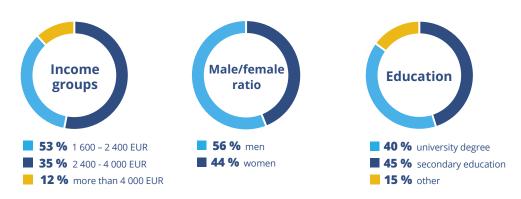


The title is part of Mediaboard's media monitoring. 400 000 83 % 49 % 924 000 passengers will flip passengers passengers will read the readers annually through the magazine carried magazine again on their way back twice 70 000 pcs/ print/online a year form issue

printed circulation

STRUCTURE OF READERS

periodicity





Mediakit 2025





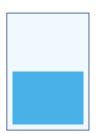
ADVERTISEMENT PRICE AND SIZE



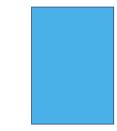


Double page spread 390 × 260 mm (+ bleed 3 mm) **3 750 EUR**

Fullpage 195× 260 mm (+ bleed 3 mm) 2 710 EUR



1/2 page mm) 158 × 107 mm **1 900 EUR**



Back cover 195 × 260 (+ bleed 3 mm) 3 960 EUR

PUBLISHING SCHEDULE

Issue	Deadline	Publication
01 / 2025	04. 03. 2025	12. 05. 2025
02 / 2025	02. 09. 2025	10. 11. 2025
01 / 2026	09. 03. 2026	15. 05. 2026

smartwings 🗲

ADDITIONAL SERVICES PRICELIST

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



The publisher reserves 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 eye of 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.

Mediakit 2025