

mywings



PL/EN

SMARTWINGS GROUP'S ONBOARD MAGAZINE

Destinations from unusual angles, interviews with Polish 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 Warsaw, Wrocław, Poznań, Kraków, Katowice, Gdańsk, Łódź 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.



1 400 000
passengers carried



83 %
passengers will flip through the magazine



49 %
passengers will read the magazine again on their way back



924 000
readers annually



twice a year
periodicity



70 000 pcs/issue
printed circulation

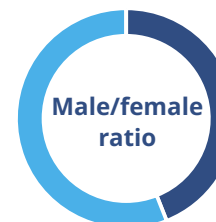


print/online
form

STRUCTURE OF READERS



■ **53 %** 1 600 – 2 400 EUR
■ **35 %** 2 400 – 4 000 EUR
■ **12 %** more than 4 000 EUR



■ **56 %** men
■ **44 %** women



■ **40 %** university degree
■ **45 %** secondary education
■ **15 %** other

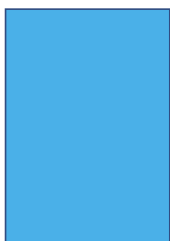
ADVERTISEMENT PRICE AND SIZE



Double page spread

390 × 260 mm (+ bleed 3 mm)

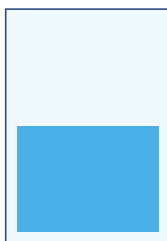
3 750 EUR



Fullpage

195 × 260 mm (+ bleed 3 mm)

2 710 EUR



1/2 page

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

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**.