

mywings



SK/EN

SMARTWINGS GROUP'S ONBOARD MAGAZINE

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



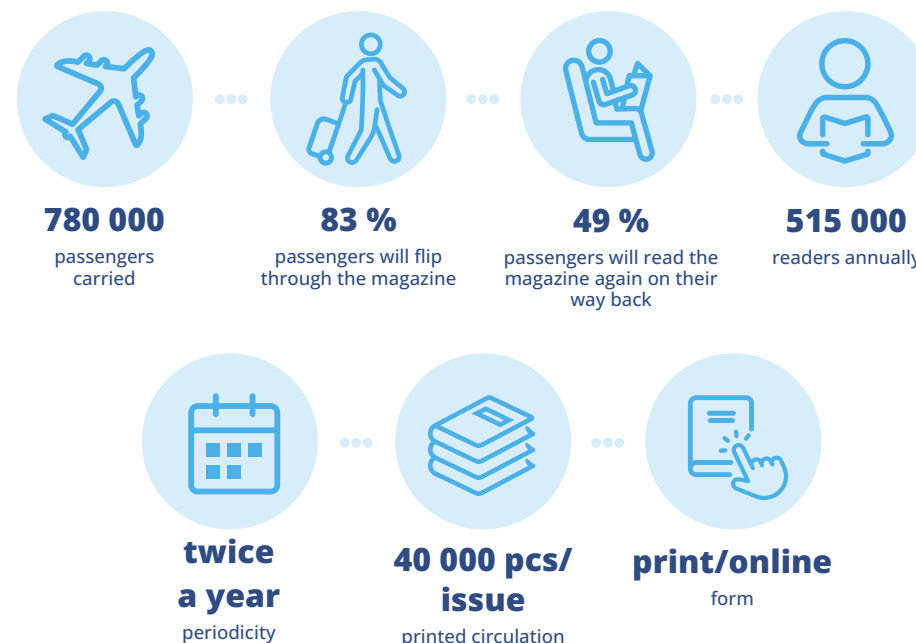
The title is part of Mediaboard's media monitoring.

The Smartwings group flies from the airports in Bratislava, Košice and Poprad, operating up to 90 flights weekly to 26 destinations in 12 countries. It currently has a fleet of 48 aircraft.

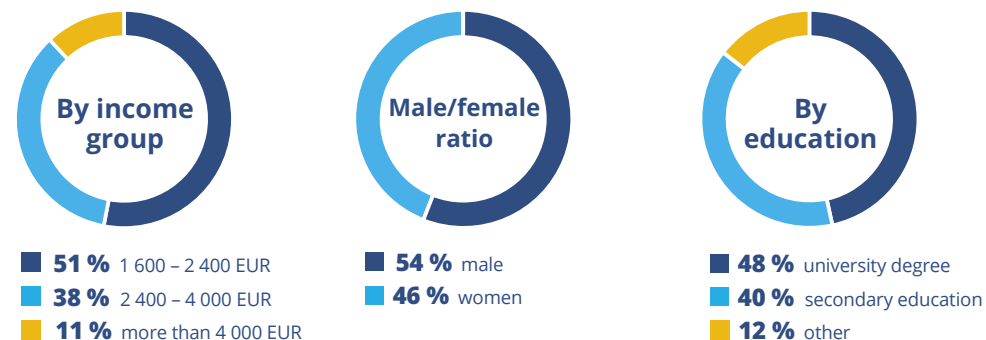
DISTRIBUTE

- on all Smartwings flights from Slovak airports
- each passenger has his/her 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.



STRUCTURE OF READERS



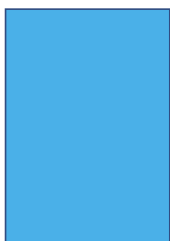
ADVERTISEMENT PRICE AND SIZE



Double page spread

390 × 260 mm (+ bleed 3 mm)

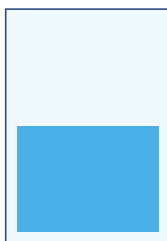
3 750 EUR



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
● 2025	18. 03. 2025	23. 05. 2025
● 2026	17. 03. 2026	22. 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**