



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.

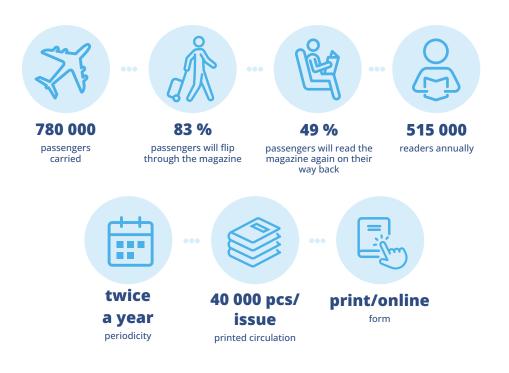
SARDÍNIA

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.

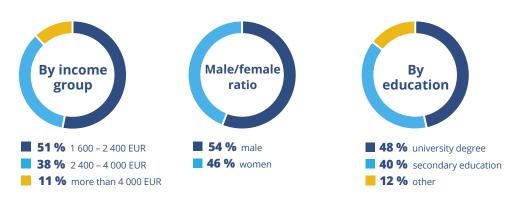
DISTRIBUCE

- 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





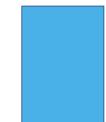
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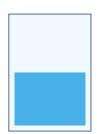
ADVERTISEMENT PRICE AND SIZE





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

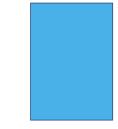
Fullpage 195 × 260 mm (+ bleed 3 mm) **2 710 EUR**



 1/2 page

 3 mm)
 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

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ADDITIONAL SERVICES PRICELIST

- Editorial 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.

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