

mywings



Readership: 3 432 000

Periodicity: quarterly

Printed edition: 63 000 pcs/issue

Form: printed/online



In-flight magazine for Smartwings group passengers

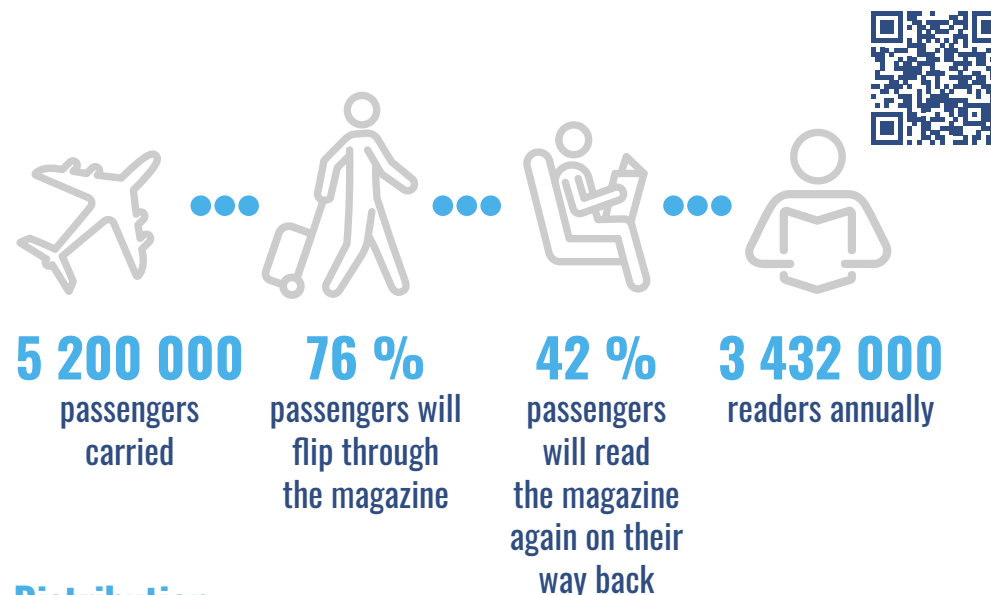


Smartwings and Czech airlines (ČSA), both part of the Smartwings Group, are operating flights from Prague, Brno, Ostrava to over 80 destinations in 20 countries. They offer both regular lines, as well as charter flights requested by travel agencies, renowned international companies and humanitarian and sports organizations. The company is a long-term provider of specialised flights all over the world. Smartwings Group's fleet momentarily consists of 53 planes.

Title characteristic

MyWings is a quarterly issued magazine offered to passengers on both regular and chartered flights. Its contents are lifted from the wide destination portfolio of Smartwings and ČSA, presenting the readers with an attractive mixture of European cities, vacation spots and exotic destinations. Inspirational interviews with travelers and interesting personas from numerous fields are added to the contents, as well as attractive lifestyle topics.

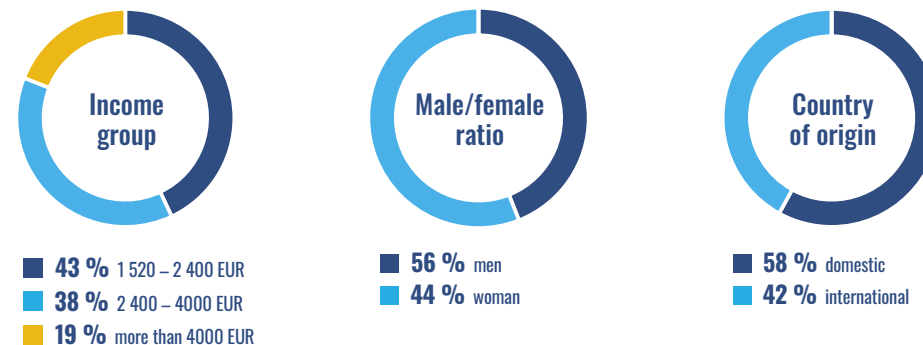
Time spent on the plane offers a unique opportunity to effectively target the passenger. The passengers are not influenced by the usual perception of day-to-day life (smartphone, e-mail, radio, TV). Therefore, their attention can be fully focused on the magazine found inside of the seat pocket.



Distribution

- on all Smartwings flights
- each passenger has their own copy in the seat pocket in front of them
- title is a part of Monitora media monitoring

Reader structure



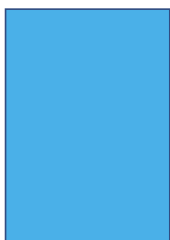
The cover of the magazine is treated with antibacterial varnish

Mediakit 2024

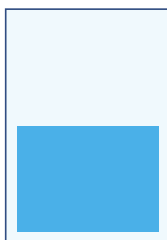
Advertisement price and size



Double page spread
390 × 260 mm (+ bleed 3 mm)
6 040 EUR



Fullpage
195 × 260 mm (+ spad 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 / 2024	20. 11. 2023	29. 01. 2024
● 05 – 07 / 2024	20. 02. 2024	26. 04. 2024
● 08 – 10 / 2024	20. 05. 2024	26. 07. 2024
● 11 – 01 / 2024	19. 08. 2024	28. 10. 2024
● 02 – 04 / 2025	18. 11. 2024	27. 01. 2025

Additional services pricelist

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