

mywings



Readership: 924 000

Periodicity: twice a year

Printed edition: 70 000 pcs/issue

Form: printed/online



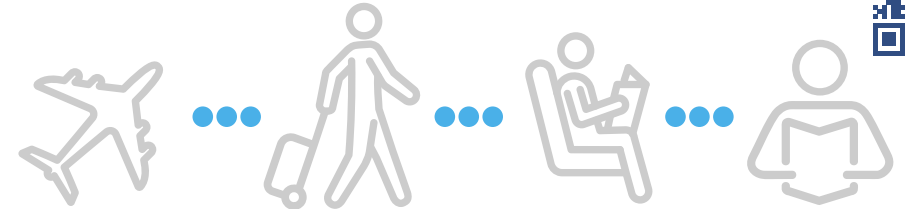
In-flight magazine for Smartwings group passengers

SmartWings are operating up to 100 flights weekly from airports in Warsaw, Wrocław, Kraków, Gdansk, Katowice, Łódź and Bydgoszcz to 35 destinations in 13 countries – Greece, Spain, Croatia, Tunisia, Turkey, Italy, Egypt, Bulgaria, Montenegro, Cyprus, Portugal, Morocco and Albania

Title characteristic

Onboard magazine MyWings, aiming primarily on Polish market and Polish readers on regular and charter lines, is being issued twice a year. MyWings is a lifestyle magazine with unique content and reach. 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. Every single copy is treated with an antibacterial varnish, which is a necessity nowadays.

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.



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

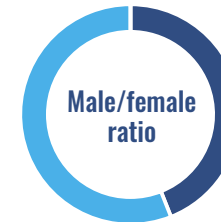
Distribution

- 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

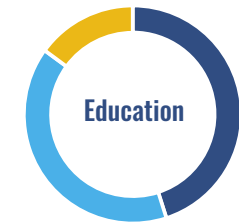
Readers structure



■ 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

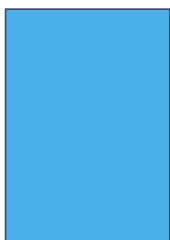


The cover of the magazine is treated with antibacterial varnish **Mediakit 2024**

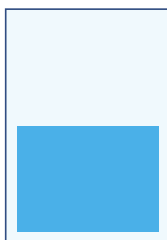
Advertisement price and size



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



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



1/2 page
158 × 107 mm
1 900 EUR



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

Harmonogram wydania

Issue	Deadline	Publication
● 01 / 2024	05. 03. 2024	13. 05. 2024
● 02 / 2024	03. 09. 2024	11. 11. 2024
● 01 / 2025	07. 03. 2025	15. 05. 2025

Additional services pricelist

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