

mywings



Readership: 515 000

Periodicity: yearly

Printed edition: 40 000 pcs/issue

Form: printed/online



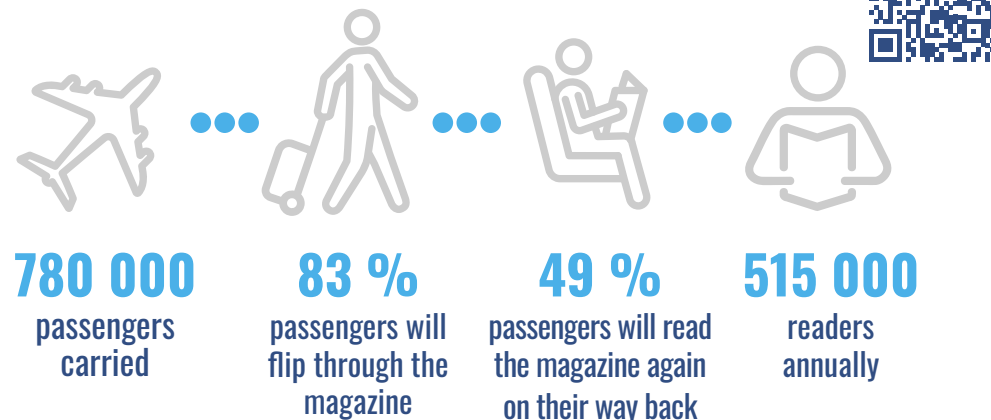
In-flight magazine for Smartwings group passengers

SmartWings are operating up to 90 flights weekly from Bratislava, Košice and Poprad to 26 destinations in 12 countries – Greece, Spain, Jordan, Turkey, Cape Verde, Tunisia, Egypt, Bulgaria, Italy, Cyprus, Senegal, and UAE

Title characteristic

Onboard magazine MyWings, aiming primarily on Slovakian market and Slovakian 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

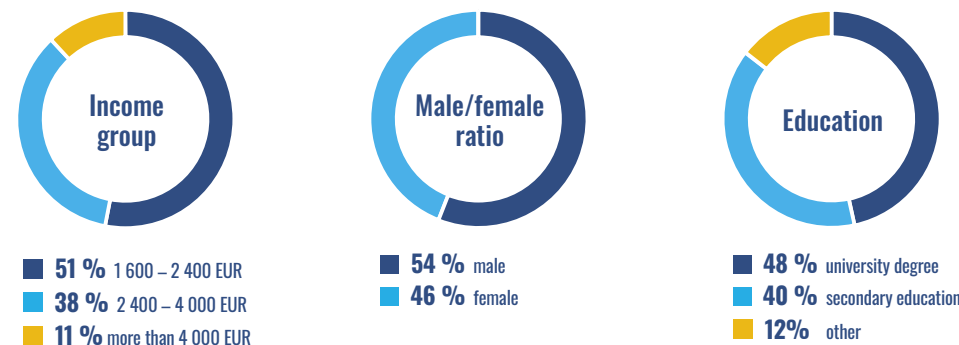
Time spent on the plane offers a unique opportunity to effectively target the passenger. The passengers are not influenced by the usual perception of day-to-day life (smartphone, e-mail, radio, TV). Therefore, their attention can be fully focused on the magazine found inside of the seat pocket.



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

Readers structure



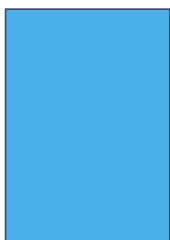
The cover of the magazine is treated with antibacterial varnish

Mediakit 2024

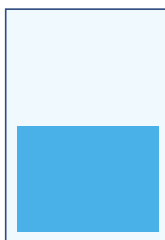
Advertisement price and size



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
1 880 EUR



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

Publishing schedule

Issue	Deadline	Publication
● 01 / 2024	19. 03. 2024	27. 05. 2024
● 01 / 2025	21. 03. 2025	29. 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**