

# mywings

ONBOARD MAGAZINE FOR PASSENGERS ON SMARTWINGS GROUP OPERATED FLIGHTS



**READERSHIP: 924 000 PERIODICITY: TWICE A YEAR**  
**PRINTED RUN: 70 000 pcs / ISSUE FORM: PRINTED/ONLINE**

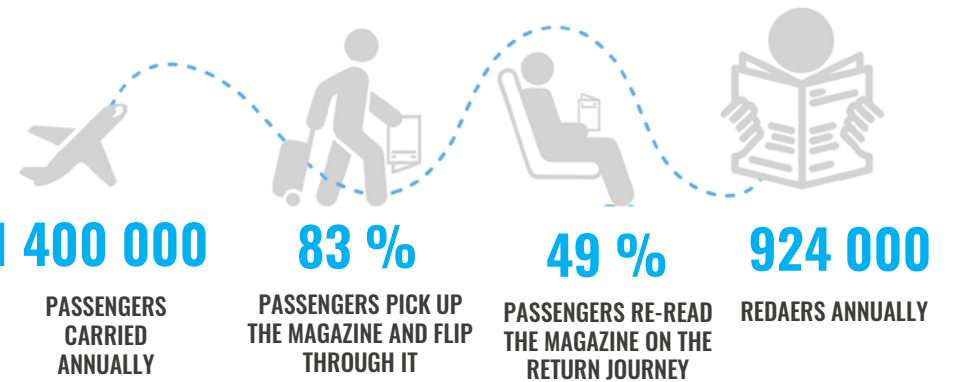
SmartWings are operating up to 100 flights weekly from airports in Warsaw, Wrocław, Kraków, Gdańsk, Katowice, Łódź and Bydgoszcz to 35 destinations in 13 countries – Greece, Spain, Croatia, Tunisia, Turkey, Italy, Egypt, Bulgaria, Montenegro, Cyprus, Portugal, Morocco and Albania.

## 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. **An antibacterial surface treatment of the magazine in the form of a dispersion varnish that we offer is a necessity nowadays.**

**Time the reader spends on the flight allows the magazine to effectively target the consumer. Passengers are not affected by other standart sensory perceptions of day-to-day life (phone, mail, radio, TV). The attention is therefor fully centered on the magazine in the seat pocket.**



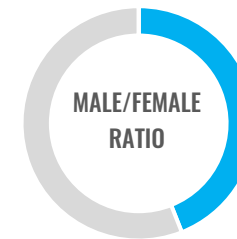
## DISTRIBUTION

- on all Smartwings routes
- each passenger has their own copy in the seat pocket in front of them

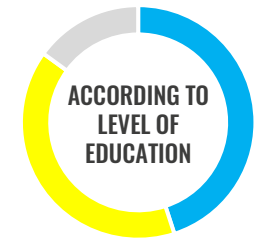
## TARGET GROUPS / READERS STRUCTURE



- 53%  
1 200 – 3 000 EUR
- 35%  
3 000 – 5 000 EUR
- 12%  
More than 1 000 EUR

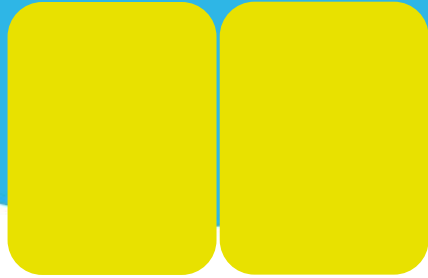


- 44%  
Female
- 56%  
Male



- 40%  
University
- 45%  
High school
- 15%  
Other

ONBOARD MAGAZINE FOR PASSENGERS ON SMARTWINGS GROUP FLIGHTS



Double page spread 390 x 260 mm (bleed 3 mm)

**3 830 EUR**



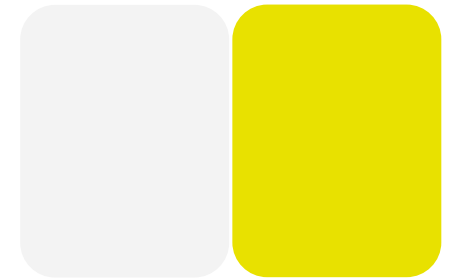
Fullpage 195 x 260 mm (bleed 3 mm)

**2 770 EUR**



1/2 page 158 x 107 mm

**1 950 EUR**



Back cover 195 x 260 mm (+ bleed 3 mm)

**4 050 EUR**

**ADDITIONAL SERVICES PRICELIST**

Text services and proofreading - 1 standart page **16 EUR**

Translation – 1 standart page **20 EUR**

Graphical desgin (image advertising) **26 EUR / hour**

**RELEASE SCHEDULE**

Issue	Closure	Publication
<input checked="" type="checkbox"/> 01 / 2023	07. 03. 2023	15 .05. 2023
<input checked="" type="checkbox"/> 02 / 2023	05. 09. 2023	13. 11. 2023
<input checked="" type="checkbox"/> 01 / 2024	07. 03. 2024	15. 05. 2024

**The cover of the magazine is treated with antibacterial varnish.**

The publisher has 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 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.