

Czech/English in-flight magazine for Travel Service passengers



travel

service magazine

The Travel Service Magazine is an in-flight lifestyle magazine for charter flights of the company Travel Service and regular Smartwings' flights. It offers insight on several attractive corners of the world and presents destinations, where passengers can visit with the help of this company. It contains interviews with interesting persons and articles from the field of lifestyle, such as design, fashion, sports or gastronomy. Moreover, it includes information on what's new, services or in-flight sales within the scope of the company Travel Service. Thanks to its unique distribution and time, which readers spend flying, it is an effective way of affecting passengers, who are not influenced by standard perceptions of daily life (telephone, e-mail, radio, television) and their attention is thus fully devoted to the magazine, which is always available to each passenger in the pocket of the seat in front of them. The number of readers exceeds the circulation of magazines manifold.

About Travel Service

Apart from regular air transport under the SmartWings brand, the airline Travel Service is primarily focussed on operating charter flights. It is the largest player on the charter air transport market in the Czech Republic, Slovakia (entered in spring 2010), Hungary and it also takes up a significant share of the market in Poland. Travel Service not only transports the clients of Czech and foreign travel agencies, but its flight services are also ordered by renowned international companies or sports teams from both the Czech Republic and abroad.

It transports over 3.2 million passengers per year.

Target groups

- > passengers of charter flights going on holiday
- > passengers of SmartWings' flights
- > foreigners heading to/from the Czech Republic

Distribution

- > in-flight aircrafts of the company Travel Service and SmartWings' flights



We prepare for



Schedule for 2012

Month	Closing date	Date of issue
Summer	5. 3. 2012	30. 4. 2012
Winter	17. 8. 2012	2. 10. 2012



Pricelist for basic surfaces

Surface	Price
2/1	225 000 CZK
1/1	140 000 CZK
1/2	80 000 CZK
1/3	58 000 CZK
1/4	46 000 CZK

Service page (8 x 1/8) 9 500 CZK
(price for 1/8)

Special surfaces according to agreement 280 CZK
(price per cm²)

Basic data

Circulation: 50 000 copies
Periodicity: 2x per year (Summer, Winter)

Language versions

Czech/English

Additional fee of 10% for placement on a specific position.
Additional 20% fee for placement in the first third of the magazine.

Pricelist for special surfaces

Back side of the cover	288 500 CZK
2nd page of the cover	258 000 CZK
3rd page of the cover	230 000 CZK

Processing graphics	350 CZK/Hour
Processing texts	350 CZK/Standard page
Translations	200 - 360 CZK/Standard page (according to language version)



1/1
230x305
(+3 mm border)



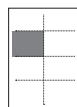
1/2
194x130



1/3
194x85



1/4
194x63



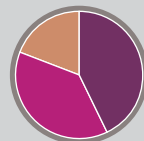
Service page
1/8
95x63

OTHER TITLES OF THE EDITORSHIP:



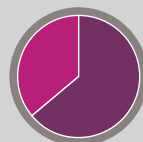
C.O.T. media editorship reserves the right to changes.

Structure of readers according to income groups (in CZK)



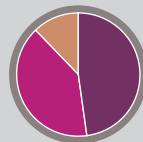
20 000 - 50 000 43%
50 000 - 100 000 38%
more than 100 000 19%

Structure of readers according to nationality



locals 64%
foreigners 36%

Structure of readers according to education



University students 48%
Secondary students 40%
others 12%