



Wings of China

The Wings of China is the primary inflight magazine on Air China and is available to passengers travelling in all classes. It is a leisure magazine flying around the world with rich content, it brings easiness, fashion, and humanistic care to audiences.

- **Language:** Chinese & English
- **Frequency:** Monthly (1st day of each month)
- **Readership:** Estimate 6.9 million passengers/month
- **Distribution:** All classes
- **Airlines Covered:** 262 domestic lines, 14 regional lines, 10 international lines
- **Flights Covered:** 8100 airlines/week

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China Charm

High-end Chinese consumers are one of the **world's biggest spending groups in terms of luxury goods and brands**. The China Charm inflight magazine is a perfect way to target this market specifically, as it is distributed on all domestic and international flights, only to **First and Business class passengers, the VIP lounge of each base airport**. Uncharacteristically for an inflight magazine targeted at First and Business classes, it is published **monthly** (adding greater flexibility for advertisers).

China Charm is a **high ended charming magazine** with rich content regarding traditional Chinese culture, archeology, collections and the soul of human civilization. China Charm comprises ten columns, including Charm Edition, Charm Family, Charm Collection, Charm Trace, Charm Bourn, and Charm Art. To read through the words, China Charm is well-received by readers.

- **Language:** Chinese & English
- **Publication Period:** Monthly (1st day of each month)
- **Readership:** Estimate 1.1 million passengers/month
- **Circulation:** 80,000
- **Distribution:** First and Business Class & VIP lounge
- **Airlines Covered:** 262 domestic lines, 14 regional lines, 102 international lines
- **Flights Covered:** 8100 airlines/week

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