

Wings of Oman April 2014: Showcase of the World

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After recently being re-designed and re-launched, Oman Air's Wings of Oman magazine continues to showcase and celebrate the best of what the Sultanate of Oman - and the world - has to offer the traveller.

Humans seem to have an instinctive urge to climb to the top of mountains. The first of the April 2014 edition's two headline features takes a look at the culture of climbing Mount Everest - the highest and greatest mountain in the world.

The second feature looks at the Sultanate of Oman's current four UNESCO World Heritage Sites - as well as its official 'tentative list' of very important (and fascinating) sites that could soon be added to these.

Then, Wings of Oman's 'Must See: Oman' page profiles Oman's spectacular and enchanting Musandam Peninsula, which is located at the northern tip of the Arabian Peninsula.

Other editorial offerings include the 'Body & Mind' feature, which looks at the importance of having a good posture; and the 'Business & Tech' feature, which looks at how Social Media Marketing can help business owners market their products and services on a global scale.

Wings of Oman also includes a three-page diary of the latest festivals, events and sports currently taking place around the world. It also features an 'Omani Souvenirs' page, 'Fashion & Trends' section, 'World View' page (showcasing some remarkable photography from around the globe), and a very special 'Oman View' page, which profiles the work of talented Omani artists and photographers.

There is also a 'Travel Guide' page, 'Your Well-being' page, 'Like' social media page, and a section containing all the latest news from the Sultanate of Oman's national carrier, Oman Air.

The new design of Wings of Oman is the result of a collaborative effort between the editorial and design team of one of Oman's leading publishing houses, National Publishing and Advertising (NPA), and the Corporate Communications and Media Department of Oman Air. Readers can look forward to navigating their way through a magazine that is truly entertaining, up-to-date, and relevant to their modern-day lifestyle.

Wings of Oman, the in-flight publication of the Sultanate of Oman's national carrier, is produced and presented every month in both Arabic and English by the Corporate Communications and Media Department of Oman Air, in association with National Publishing and Advertising (NPA). Every month 21 000 copies of Wings of Oman are circulated.

The magazine's readership includes an eclectic mix of on-board business and leisure travellers. Wings of Oman also gets distributed on the ground to all the Oman Air offices at the international destinations it flies to - as well as offline agents across the Middle East, Africa and Europe; government officials and embassies throughout Oman; the Oman Tourism offices; leading local and international hotels; and important travel shows around the world.

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