

# khuluma

## khclassifieds

**khuluma** is a full-colour, glossy, in-flight magazine published monthly for kulula.com. This contemporary publication encourages kulula fans to take **khuluma** home, extending the exposure and eyeball time beyond the flight experience.

Fans are transported into a world of exciting events, the latest shopping and food trends, the best leisure spots, hilarious interviews, unusual travel experiences and behind-the-scenes peeks at South African culture.

In-depth articles on green trends, local heroes, personal finance and motoring are included in this eclectic content, ensuring that a cross-section of society and ages is kept entertained throughout the flight.

The **khuluma** khclassifieds offer fans a wealth of shopping, accommodation, discounts and more, and advertisers a dedicated section for showcasing their products.

This section will be bound into the back of the publication for ease of access. Let's go shopping!

### khuluma readership

- 350 000 fans per month and 500 000 in December
- 74% of kulula bookings are done online
- 60% business travellers and 40% leisure travellers
- Publication online at khulumaonline.co.za
- All competitions appear online
- The average monthly household income is R32 821
- Eight in 10 are household decision makers (79%)
- The average kulula traveller is LSM 9-10, educated, a South African resident, 41 years old, and employed
- More than four in five kulula travellers/readers are wholly or partly responsible for household purchases (81%)



### khclassified rates (exclude VAT)

Size	One insertion	2-5 insertions 5% off	6-12 insertions 10% off
Quarter	R4 960	R4 725	R4 464
Half	R9 370	R8 925	R8 433
Full	R18 740	R17 850	R16 866
DPS	R27 300	R26 000	R24 570

### khclassifieds advertising specs

Size	Horizontal	Vertical
Quarter	110mm (h) x 95mm (w)	
Half	195mm (w) x 110mm (h)	95mm (w) x 225mm (h)
Full	210mm (w) x 240mm (h) (Includes 5mm bleed all round)	
DPS	420mm (w) x 240mm (h) 430mm (w) x 250mm (h) (Includes 5mm bleed all around)	

To advertise, contact **Steve Norval**

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