



khuluma ONLINE

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.

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%)



Online rates (exclude VAT)

Side bar banner	Contract period	Rate per month
	1-3 months	R2 500
	4-6 months	R2 000
	7-9 months	R1 500
	10-12 months	R1 000
Main bar banner	1-3 months	R5 000
	4-6 months	R4 500
	7-9 months	R4 000
	10-12 months	R3 500

khuluma banner advertising specs

- 1. Side bar banner**
200(w) x 250(h) pixels (png or jpg files only)
- 2. Main bar banner**
600(w) x 150(h) pixels (png or jpg files only)

Contact

To advertise, contact **Stephen Crawford**
Tel: +27(0) 21 469 2400 | +27(0) 21 469 2558 (direct)
Email: stephenc@picasso.co.za