

# khuluma

**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 will be transported into a world of hot gossip, the latest shopping trends and information on the most up-to-date leisure spots, interviews with comedians, cool ideas on what to do and where to go.

In-depth articles on gadgets, food and tipples, business and motoring are included in this eclectic magazine, 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 on 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%)



## specifications

<b>1. Double-page Spread</b>	420mm (w) x 240mm (h) 430mm (w) x 250mm (h) incl. 5mm bleed
<b>2. Full Page</b>	210mm (w) x 240mm (h) 220mm (w) x 250mm (h) incl. 5mm bleed
<b>3. Half Horizontal</b>	200mm (w) x 111mm (h)
<b>4. Half Vertical</b>	95mm (w) x 230mm (h)
<b>5. Quarter Page</b>	95mm (w) x 110mm (h)

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