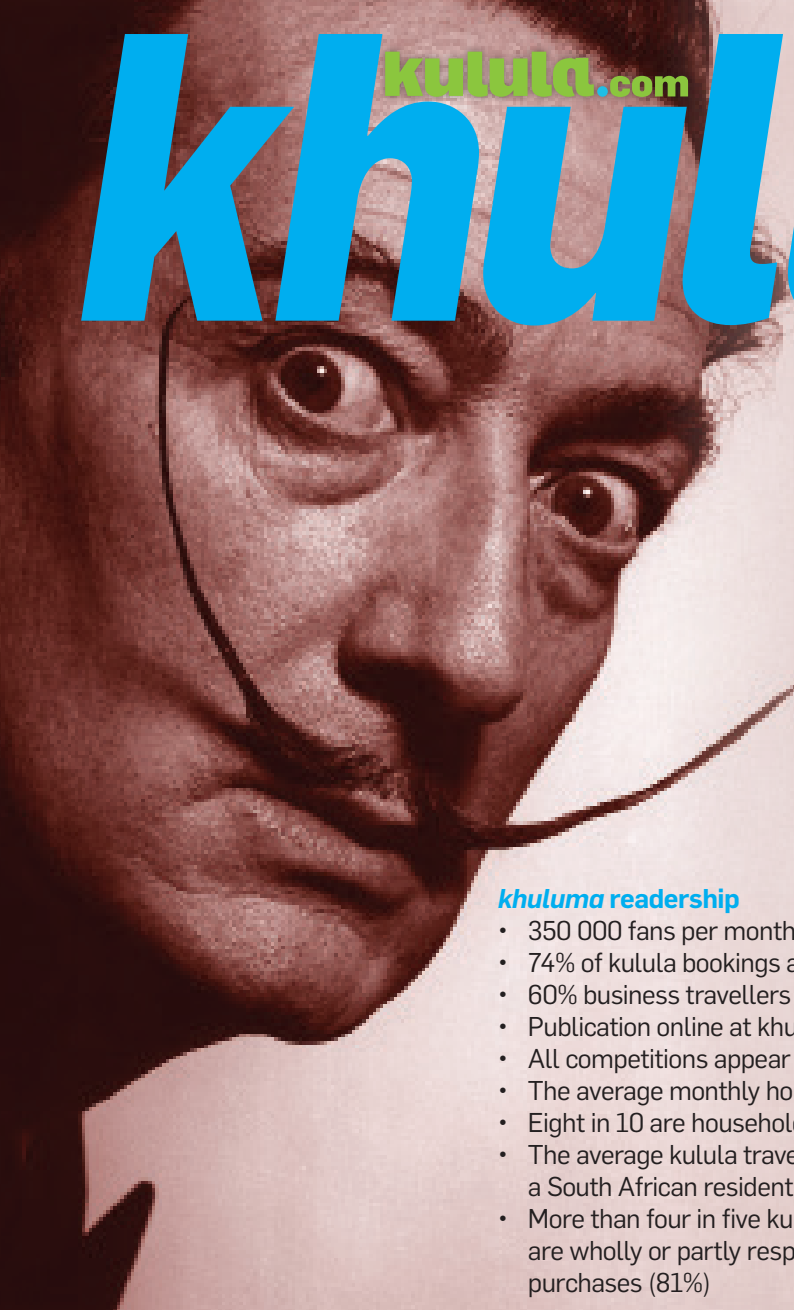


khuluma

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 | Rate |
|-----------------|-------------|--------|
| | 1-3 months | R2 500 |
| | 2-3 months | R2 000 |
| | 3-6 months | R1 500 |
| | 6-12 months | R1 000 |
| Main Bar Banner | 1-3 months | R5 000 |
| | 2-3 months | R4 500 |
| | 3-6 months | R4 000 |
| | 6-12 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

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