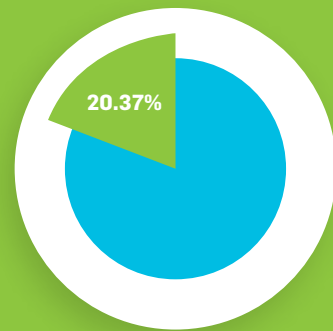


## 2022 Rate Card

**Khuluma** is the official in-flight and online magazine for kulula.com. Published monthly, this contemporary publication transports kulula.com fans into a world of exciting experiences. Khuluma highlights the nooks and crannies of small town life, shares the unfamiliar laughter, looks and nuances of local and global cultural experiences and creates its own adventures.

There's shopping and food trends, the best leisure spots, hilarious interviews, unusual travel experiences and behind-the-scenes peeks at South African culture. Khuluma excites, entertains and above all else, shares how travel transforms the way we live.

## Kulula.com website stats



Total visits Dec. 2021  
**- 713,934K**

- Avg. Visit Duration - 00:02:43
- Pages per visit - 2.80
- Bounce rate - 56.57%

## khuluma readership

- 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%)



## Social Media stats

- Facebook 213,166 followers
- Instagram 10 600 followers
- Twitter 109,932 followers

## Material specifications

double page spread	420mm x 240mm
full page	210mm x 240mm
half page	200mm x 111mm
quarter page	95mm x 110mm

## Where can I find my mag?



## Advertising rates (All rates are exclusive of VAT)

full page	R12 500
half page	R6 500
quarter page	R4 500
double page spread	R24 000
inside front cover	R15 500
inside back cover	R15 500
inside front cover DPS	R26 000
outside back cover	R23 000

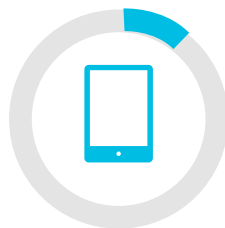
khuluma magazine will be available at kulula check-in counters at OR Tambo, Cape Town International and King Shaka airports.

**Khuluma digimag is available on:**  
[khulumaonline.co.za](http://khulumaonline.co.za), [kulula.com](http://kulula.com)  
 and [businessmediamags.co.za](http://businessmediamags.co.za)

## Audience Interests



Travel and Tourism  
 > Air Travel



Computers Electronics  
 & Technology



Travel And Tourism



Programming &  
 Developer Software



Search Engines

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 Hill on Empire, 16 Empire Road (cnr Hillside Road),  
 Parktown, Johannesburg, 2193  
 Postal Address: PO Box 12500, Mill Street, Cape Town, 8010

## Advertising contact details

Sales project manager: Merryl Klein  
 t: +27(0) 21 469 2446  
 c: +27 82 895 7260  
 e: [merrylk@picasso.co.za](mailto:merrylk@picasso.co.za)