

### ABOUT US

Mahala is a free South African music, culture and reality magazine that strives to report and represent what's really happening along the fault line and in the trenches of South African culture. Mahala is home to challenging and incisive political and social commentary and strong, fearless opinions. We promote freedom of thought and expression. We're available online, on your mobile and in print. We'll always be free, gratis and Mahala. Because you deserve quality information, opinion and entertainment for free! Mahala currently has 3 channels: online, print and video.

**THOUGHT IS FREE!**

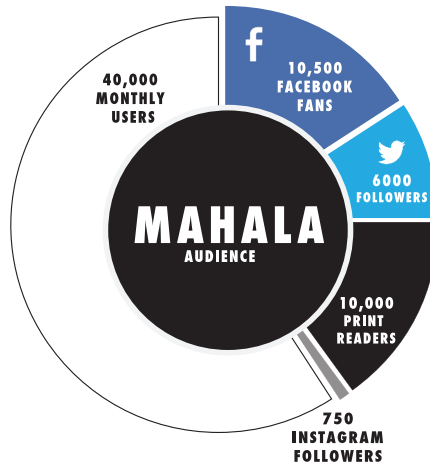
### EDITORIAL OVERVIEW

Our aim at MAHALA is to produce the most relevant African youth-culture magazine that interrogates, reflects and represents Southern Africa culture, music and reality

### POSITION

MAHALA talks credibly with an influential, discerning, creative and racially-integrated segment of young South Africans.

“ YOU CANT FIND A MAGAZINE DELIVERING A SWEETER NICHE AND A MORE RELEVANT AUDIENCE THAN MAHALA ”



### AUDIENCE

- > 40,000 Monthly Unique Users
- > 100,000 Page Impressions
- > 55,000 Users
- > 10,500 Facebook Fans
- > 6000 Twitter Followers
- > 750 Instagram Followers

### CORE TARGET GROUP

- MAHALA speaks to a core audience of racially diverse, creative and discerning, male and female South Africans between the ages of 18 - 35 years.
- > 50/50 male to female
  - > Urban (JHB / CPT / DBN)
  - > LSM 7-10



### CONTACT

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### WEB ADVERTISING

Topline banners  
**R400 (CPM)**

HTML Mail Insertion  
**R5000**

Homepage Takeover  
**R2500 / DAY**

Full Site Takeover  
**R3500 / DAY**

\*all prices exclude VAT and agency commission

“ PUBLISHING 3 TO 4 ORIGINAL STORIES DAILY MAHALA ONLINE IS THE PRIMARY TOUCHSTONE FOR OUR AUDIENCE ”

### VIDEO & PRINT

Full Page  
**R12 000**

Double Page Spread  
**R22 000**

### CONTENT PRODUCTION SERVICES

Mahala specialises in producing bespoke, original content for clients. Please contact us to discuss your project and goals.

