



**LUSH** is a glossy quarterly luxurious magazine, distributed in **40 premier and business airport lounges**, across South Africa.

THE AIRPORT LOUNGE MAGAZINE

Content Pillars

- 01** **Luxury Goods & Services**  
Explore the finest in high-end products and exclusive services that define opulence.
- 02** **Luxury Living**  
Discover the epitome of high-end living with features on luxurious homes, elite interior designs, and premium lifestyle trends.
- 03** **Executive Travel Destinations**  
Uncover the ultimate in travel experiences tailored for executives and discerning travelers.
- 04** **Personality Achiever Glitz & Glamour**  
Celebrate the stories of remarkable individuals who exemplify success and glamour.
- 05** **Investment Trends**  
Stay informed about the latest trends and insights in the world of high-end investments.
- 06** **Top Inspirational Properties**  
Be inspired by the world's most stunning and unique properties.





## Consumer Profile

Travellers, using airport lounges, are affluent, employed mostly in managerial positions. Most are at, or near the upper end of the income scale, as the use of an airport lounge is either an additional cost to the traveller, or are a perk associated with premium banking and other related products used by these travellers.

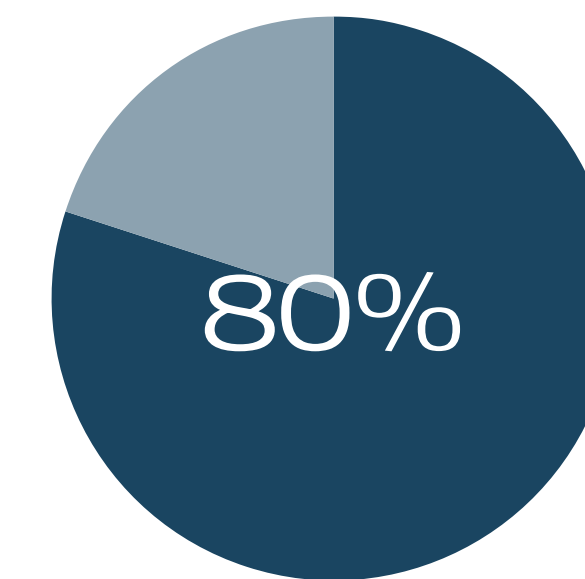
From a psychographic perspective, these people are aspirational and extrinsically focused. They will therefore be luxury-conscious and more likely to follow trends. This makes them useful people for advertisers to target, as they are 'influence-able' and will be interested in the purchase of goods and services, advertised in LUSH.

## Readership Statistics

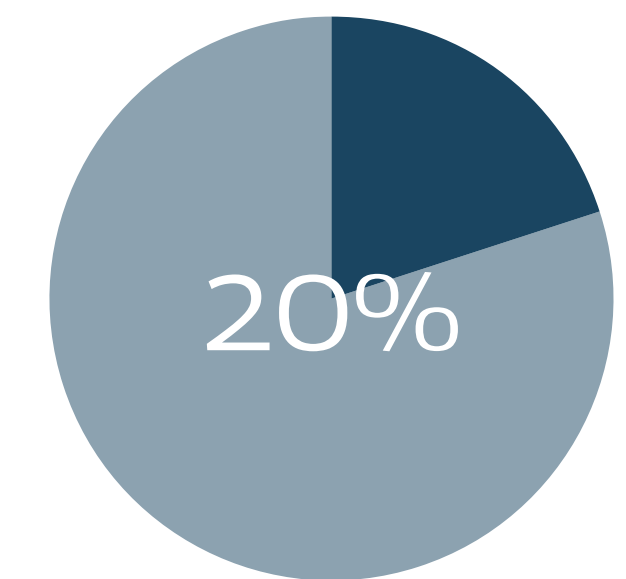
**40** Airport lounges  
in South Africa

**500K** Monthly  
Travellers  
in Lounges

### Readership Age\*

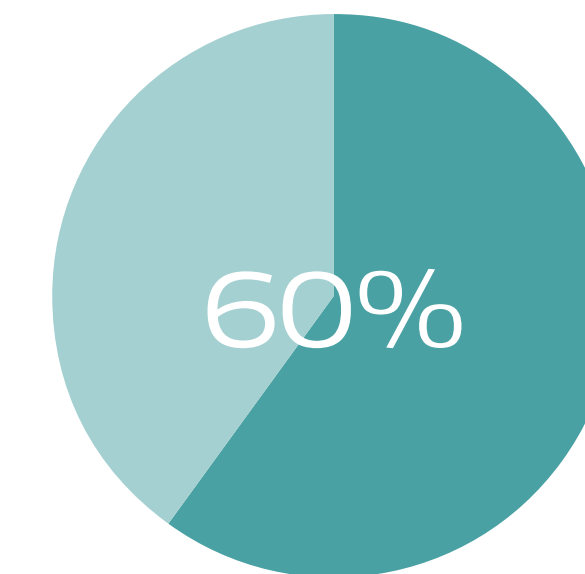


Age 36 - 65

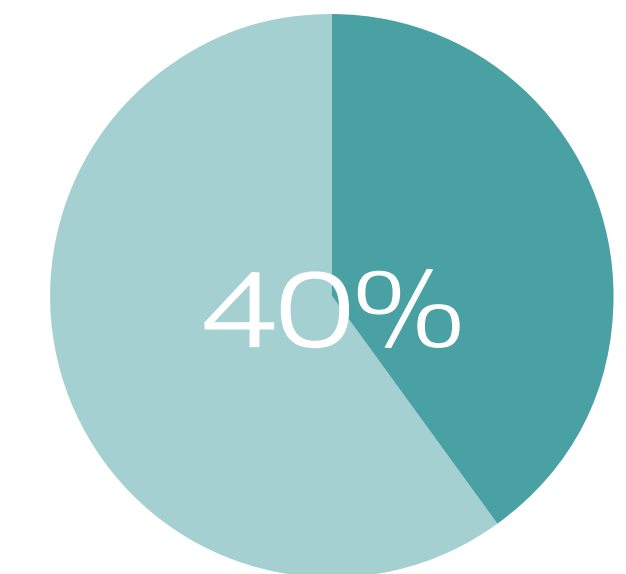


Age 65+

### Readership Gender\*



Male



Female

*\*Estimated*



# Advertising Rates

## SPECIAL AD POSITIONS

01	Inside Front Cover <i>IFC DPS</i>	R 65 000
02	Inside Front Cover <i>IFC</i>	R 37 000
03	Inside Front Cover <i>IBC</i>	R 35 000
04	Back Cover <i>BC</i>	R 45 000

*\*All rates exclude vat*

## OTHER POSITIONS

01	Double Page Spread <i>DPS</i>	R 55 000
02	Full Page <i>IFC</i>	R 30 000
03	1/2 Page	R 19 000
04	1/3 Page	R 13 500

*\*All rates exclude vat*

