Ng'aali
MAGAZINE

Uganda Airlines
Fly the Crane to the Pearl of Africa

WINNER YOUNGEST AIRCRAFT FLEET

MEDIA KIT 2022

Ng'aali is the inflight magazine for Uganda Airlines



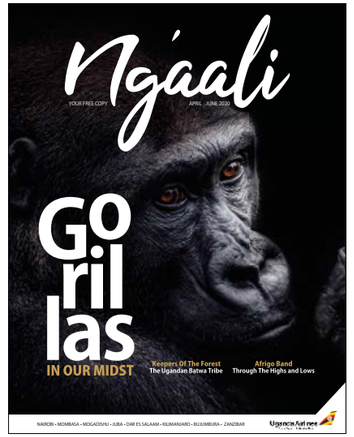
ABOUT US

Ng'aali, which means Crested Crane, is the inflight magazine for Uganda Airlines. Its mission is to showcase to the world outstanding tourism destinations.

Ng'aali has continued to partner with key stakeholders in the African tourism sector, thus giving the magazine longevity and credibility in the industry. This collaboration has also kept the magazine at the forefront of tourism with up -to-date information about tourism, tourist destinations in the region and current value-for-money promotions for the traveller.

Ng'aali is a quarterly inflight magazine (with a vibrant online presence). Brace yourself for sights and sounds that effortlessly intrigue business travellers, honeymooners, family travellers and sports enthusiasts.







OUR READERS

Average Issue Readership
138,840

Potential Readership
165,000

Online Readers
3000

44% FEMALE

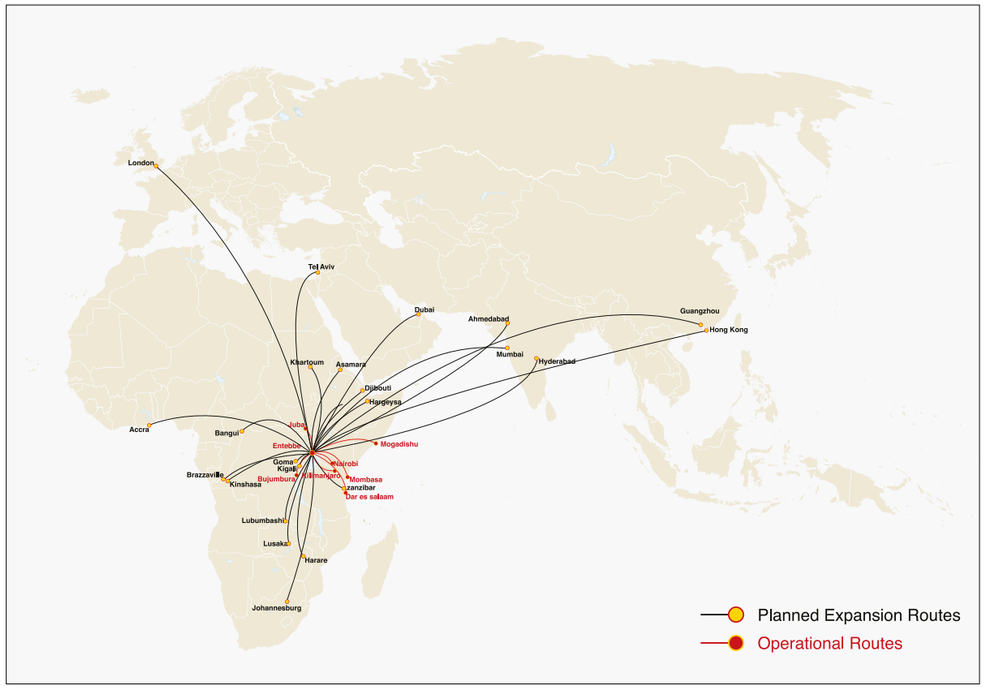
56% MALE

Business Readers
57,000

PASSENGERS **PM AVERAGE**

43% DOMESTIC TRAVELLERS
49% REGIONAL TRAVELLERS
8% INTERNATIONAL TRAVELLERS
45,250 PASSENGERS PM

OUR ROUTES



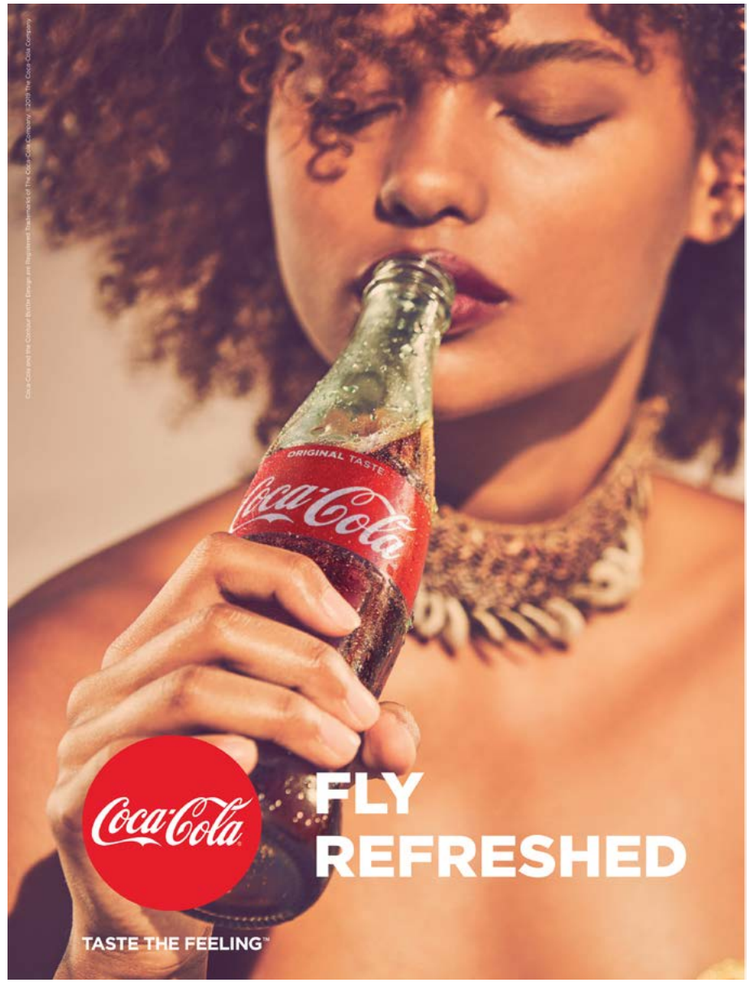
AFRICA
142 FLIGHTS WEEKLY
Nairobi, Mombasa, Dar es Salaam, Kilimanjaro, Juba, Bujumbura, Mogadishu, Kinshasa, Zanzibar and Johannesburg

INTERNATIONAL
Direct flights to Dubai four times weekly

COMING SOON
London, Guangzhou and Mumbai

ADVERTISE WITH US

Advertising with us is a unique opportunity to reach a targeted international audience in a creative and compelling way. Capturing and maintaining attention whilst relaxing onboard a flight delivers the platform for advertisers to achieve excellent engagement. We can help you to create your advertisement if that is required. We will present your brand's message in a bold and beautiful way to our global audience from all around the world. We offer competitive rates that mean you will always have a cost - effective route to reach your customers.



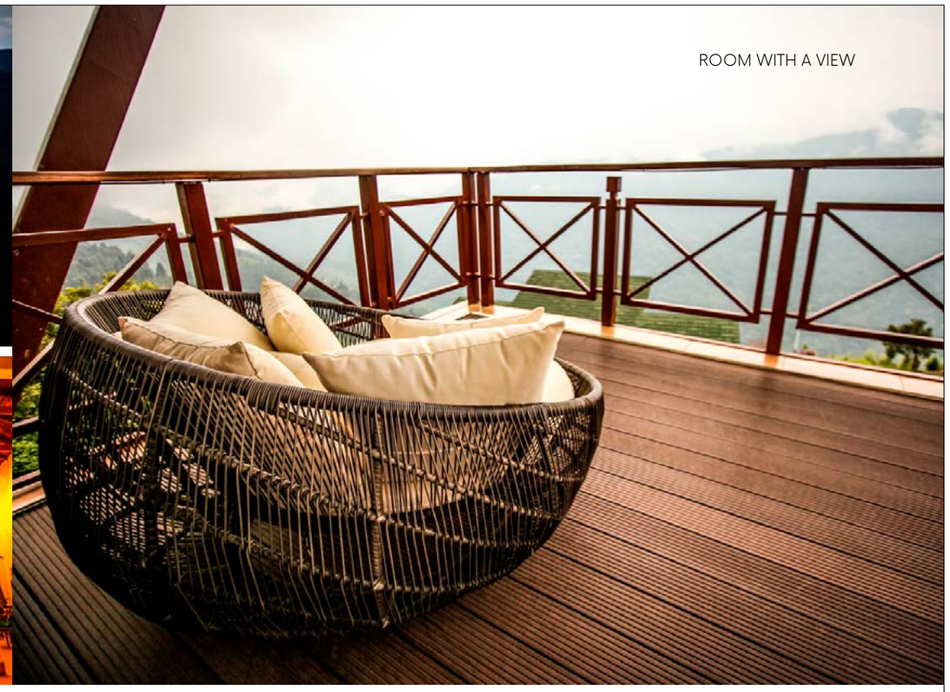




AD FOCUS

Ad Focus is a regular quarterly feature in *Ng'aali* Magazine which gives the advertiser a perfect opportunity to showcase their company, alongside highly relevant content. The advertiser will enjoy a 200 - word editorial inclusion, written in the style of the magazine by a professional writer in line with the advertiser's brief – plus a full spread in the magazine.





If you are looking for a star hospitality experience in the wilderness of Bwindi Impenetrable National Park, this newly built eco-friendly lodge won't offer you anything less.

Gorilla Heights Lodge sits on the axis of Nkuringo hill, offering lavish blends of the breathtaking sights of a rolling forest canopy and jagged mountain ranges. It is conveniently located 10 minutes away from the starting point of gorilla tracking.

The 15 luxurious cottages at the lodge derive their names from the attractions surrounding the lodge. The one family cottage is named Silverback, after the alpha male and head of a gorilla family.

Regardless of whether you settle for the family, deluxe or standard cottages, you are assured of the most breathtaking sights of the park, thanks to the floor-to-ceiling windows of the rooms. The horizon, as seen from the lodge, hovers over the park's forest canopy, creating a surprising blend of blue and green hued skyline. The cherry on the cake is the jagged mountainous backdrop of the Virunga Ranges at Uganda's borders with Congo and Rwanda.

The cottages are spacious and have private balconies where you can have a quiet outdoor lunch, or simply sit back and relax in the evening as you behold sunsets over the horizon.

Each cottage has its own private shower, WiFi system, warmer, fridge, indoor living space and a kitchen setup with a dedicated tea unit. If you love cozy, warm bubble baths after a long day, the deluxe cottage tubs have views of a breathtaking wild setting, with nature as your soundtrack.

Pamper yourself in the luxurious spa and massage after a busy day in Kisoro. The Spa is designed with comfortable amenities and attentive service to create an oasis of relaxation as you enjoy your massage. Alternatively, you can go to the fully-fledged health club's steam bath or sauna.

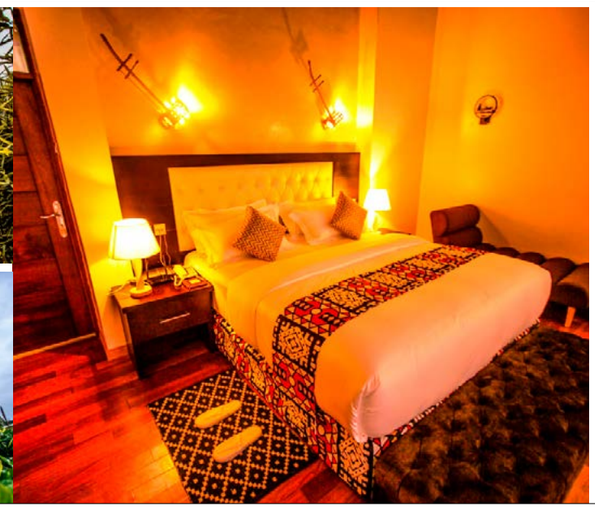
At the heart of the lodge is a heated swimming pool that provides a heavenly soak to crown your day. There's nothing more soothing than slipping into this pool when your body is worn out after tracking gorillas.

In the main lounge, the fireplace will bathe you in warmth, because Bwindi is a chilly place in the evenings. Many visitors cherish it as a family spot to spend quality time with loved ones.

Having worked in high-end safari lodges for over 5 years, David, the chef, is a culinary expert. He is great at beating expectations with decadent 3-course meals that are original each time. The lodge has special themed tea evenings where guests get to sample local teas and beverages.

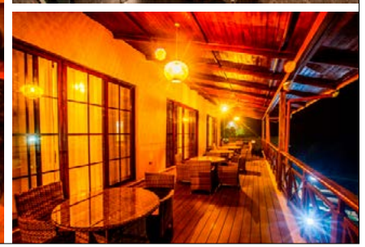
The lodge offers free airport pick-ups and drop-offs to and from Kisoro airstrip.











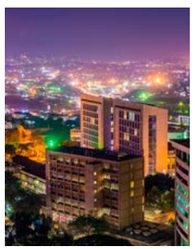
ADVERTISING RATES (USD)

All rates are exclusive of VAT

ARTWORK SIZE	ONE ISSUE	TWO ISSUES	THREE ISSUES	FOUR ISSUES
Full page	3,600	6,200	8,555	11,670
Double Page Spread	6,750	12,150	16,200	20,250
Ad Focus Special	4,785	9,570	14,355	19,140
Inside Front Cover	4,445	7,445	10,725	13,890
Inside back Cover	4,030	6,695	9,500	11,670
Outside Back Cover	4,305	7,125	9,945	12,640
Opposite CEO Letter	4,030	6,695	9,500	11,670
Opposite Contents	3,650	6,570	8,760	10,950
Full Page Advertorial (Content Supplied)	3,600	6,200	8,555	11,670
Half Page	2,250	4,055	6,100	7,790
Quarter Page (Market place)	1,250	2,250	3,555	4,305

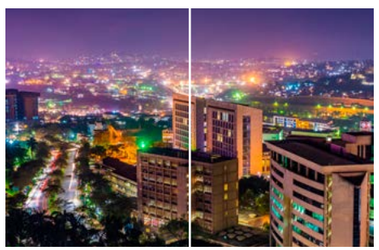
MATERIAL SPECIFICATIONS

Artwork to be saved in PDF/X-1a or tiff format in high res of 300 dpi.



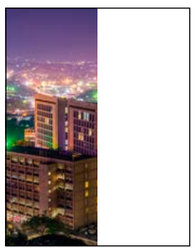
FULL PAGE

	W x H(mm)
Trim	210 x 270
Bleed	220 X 280



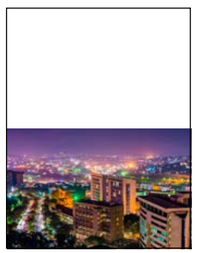
DOUBLE PAGE SPREAD

	W x H(mm)
Trim	420 x 270
Bleed	430 X 280



HALF PAGE VERTICAL

	W x H(mm)
Trim	105 x 270
Bleed	115 X 280



HALF PAGE HORIZONTAL

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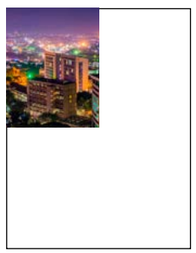
Trim	210 x 135
Bleed	220 X 145



QUARTER PAGE

	W x H(mm)
Trim	105 x 135
Bleed	115 X 145



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