

## In-flight magazine changes direction

In order to reflect its growing numbers of business and leisure travellers, low cost airline Mango announced yesterday, Tuesday, 16 September 2008, that it is relaunching its in flight magazine *Juice*, as a fresh new lifestyle publication



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“There has been a marked trend of business and leisure travellers opting for low cost travel as the economic climate makes them increasingly cost conscious,” said *Juice* executive editor Sarah Kuttel.

The magazine's print run has been increased by 25% from 15 000 to 20 000 each month, following the airline's consistently high load factors and increased take home of the magazine. A digital version of the magazine is also now published on Mango's website every month. Mango reports a market share that currently totals 11% of the total domestic market and 35% of the low cost market.

Changes include a sleek new *Juice* masthead, cleaner design, a refined colour palette and the inclusion of wine, property, shopping, and design pages. Celebrity foodie Justine Drake has been secured for the magazine's food page each month. The magazine has also increased in height to ensure optimal visibility in aircraft seat pockets.

The digital version - in leafing PDF format - features a linked content page, search function, download and print functions, and hyperlinks to advertisers' websites.

*Juice* is published by New Media.