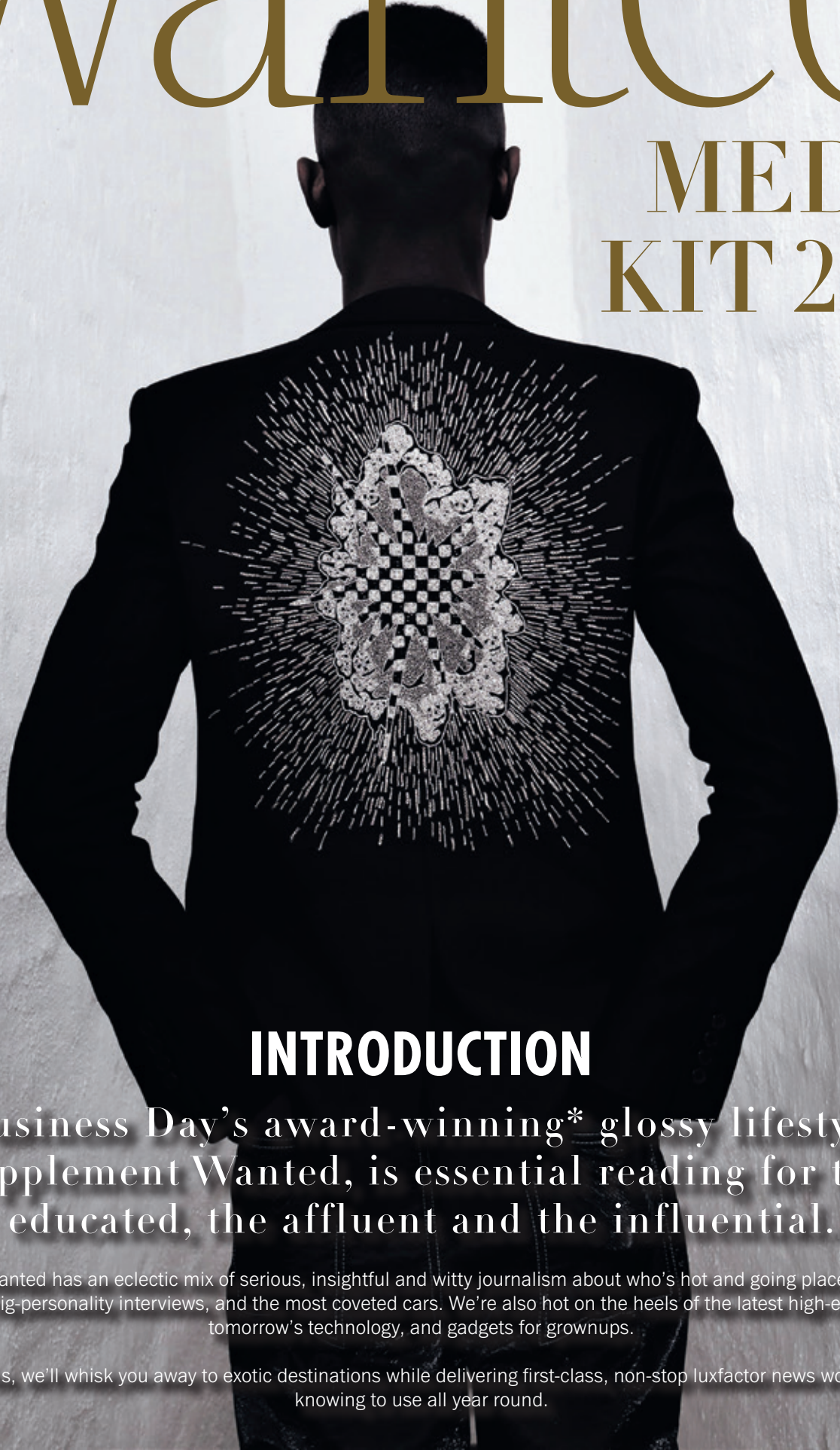


BusinessDay

wanted

**MEDIA
KIT 2017**



INTRODUCTION

Business Day's award-winning* glossy lifestyle supplement **Wanted**, is essential reading for the educated, the affluent and the influential.

Wanted has an eclectic mix of serious, insightful and witty journalism about who's hot and going places, exclusive big-personality interviews, and the most coveted cars. We're also hot on the heels of the latest high-end fashion, tomorrow's technology, and gadgets for grownups.

Plus, we'll whisk you away to exotic destinations while delivering first-class, non-stop luxfactor news worth knowing to use all year round.

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READER DEMOGRAPHICS



ABOUT WANTED

Business Day's glossy lifestyle supplement, Wanted, is unashamedly glamorous, holding real appeal for discerning, cultured consumers who work hard and play even harder

Print Order: 25 000 to the Top BD subscribers nationally

Readership: 135 000

PROFILE OF READERS

Average age: 40

Average household income: R62 577

LSM: 8-10

4 in 5 have post matric qualification

4 in 5 readers feel advertising in magazines is a useful source of information on where products can be bought

Male: 64%

Female: 36%

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EDITORIAL PROFILE

Wanted magazine is a glossy colour lifestyle supplement inserted into Business Day newspaper on the first Thursday of every month. It is an elegant showcase of everything you need to know to enjoy a truly luxurious life – targeted especially at the Business Day reader at leisure. Content includes the following:



REGULAR FEATURES SHOWCASING THE STYLE AND TASTE OF WANTED PERSONALITIES: Powerdresser, Traveller, Motoring and Gifted.

OPINION PIECES THAT TO KEEP OUR READERS INFORMED, CHALLENGED AND AMUSED: The Wanted column, interview and books page.

SHOPPING AND FASHION: Wanted readers dress well and love looking good. Our fashion and beauty pages provide up to the minute trends and inspiration.

FEATURES: Each edition of Wanted carries at least three editorial features to entertain and inform. Subjects range from culture to style trends, lifestyle and travel.

EATING, DRINKING AND SOCIALISING: The Wanted Navigator is a pacy round-up of new shops, restaurants and other beautiful places and spaces.

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THEMES AND PUBLICATION DATES:



FEB

FINDING YOU 3 FEB

From inspirational artists to out-there travel, off-road bikes and mountain bikes to African fashion - Wanted's first issue of 2017 offers our readers mountains of ideas for an inspired start to a new year.

Advertorial: 4 Jan 2017 | Above the line: 11 Jan 2017 | Material: 18 Jan 2017

MAR

WANTED BOTANICALS 3 MAR

Wanted explores the trend for all things botanical including festival forest fashion

WANTED MOTORING LIFE (DEMAND)

Wanted's guide to the latest luxury vehicle releases and all the must-have accessories that go with driving away in style.

BACK TO SCHOOL

Wanted does the homework and gives our readers a guide to designer kids' fashion.

Advertorial: 1 Feb 2017 | Above the line: 8 Feb 2017 | Material: 15 Feb 2017

APR

WANTED'S WINTER STYLE GUIDE 7 APR

Wanted rounds up the trends and go-to look for men this winter, bespoke suits PLUS our annual beauty and grooming focus

Advertorial: 8 Mar 2017 | Above the line: 15 Mar 2017 | Material: 22 Mar 2017

MAY

THE EPICUREAN ISSUE 5 MAY

Wanted is all about appreciating the good things in life. Our focus on food and drinks here and internationally is guaranteed to be mouthwatering.

Advertorial: 5 Apr 2017 | Above the line: 12 Apr 2017 | Material: 19 Apr 2017

JUNE

THE GLOBAL TRAVELLER ISSUE 2 JUN

It's time to finalise plans for your August holidays and this Issue of Wanted is choc full of great ideas, destinations and the airlines that will get you there.

Advertorial: 10 May 2017 | Above the line: 17 May 2017 | Material: 24 May 2017

JULY

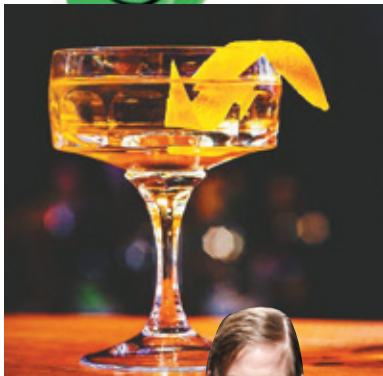
THE ACCESSORIES EDIT 7 JUL

Wanted's annual round up of the best bags, shoes, sunglasses and more.

Advertorial: 7 Jun 2017 | Above the line: 14 Jun 2017 | Material: 21 Jun 2017

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THEMES AND PUBLICATION DATES:



AUG

CELEBRATING CRAFTSMANSHIP 4 AUG

The world of luxury is populated with people who take immeasurable pride in their creations. Wanted showcases those who use their hands to create glamour and beauty.

Advertorial: 5 Jul 2017 | Above the line: 12 Jul 2017 | Material: 19 Jul 2017

SEP

SUMMER STYLE GUIDE AND JOBURG ART FAIR SHOWCASE 1 SEP

September is the January of fashion so it's time to inspire our readers with the latest fashion trends for summer. We're also be partnering with the Joburg Art Fair to showcase the hottest new art talent in SA.

Advertorial: 2 Aug 2017 | Above the line: 10 Aug 2017 | Material: 16 Aug 2017

OCT

THE DESIGN ISSUE 6 OCT

Wanted showcases a visual feast of the latest décor, design and architecture trends.

Advertorial: 13 Sept 2017 | Above the line: 20 Sept 2017 | Material: 27 Sept 2017

WANTED JEWELS OCT

Wanted's annual guide to the best Watches and Jewellery and luxury accessories released this year.

NOV

THE SUMMER HOLIDAY ISSUE 3 NOV

It's almost holiday time so Wanted's on top of the latest swimwear on offer plus great beach destinations.

Advertorial: 4 Oct 2017 | Above the line: 11 Oct 2017 | Material: 18 Oct 2017

WANTED MOTORING LIFE 17 NOV

Wanted's guide to the latest luxury vehicle releases and all the must-have accessories that go with driving away in style.

NAVIGATOR 24 NOV

The Navigator section of Wanted tells you where and what to eat around South Africa. November is the month we turn the concept into a booklet that goes out free with Wanted.

DEC

THE PARTY ISSUE AND GIFT GUIDE 8 DEC

It's time to celebrate so we'll be offering our readers great ideas for party dressing, the best bubbly and other drinks to enjoy during the festive season plus, of course, the ultimate Gift Guide for the Wanted reader.

Advertorial: 18 Nov 2017 | Above the line: 15 Nov 2017 | Material: 22 Nov 2017

RATES 2017

WITH EFFECT FROM 1 JANUARY 2017

BusinessDay wanted

Rates include agency commission and exclude VAT

FULL PAGE
Full Colour R52 572.00

HALF PAGE
Full Colour Horizontal/
Vertical R31 545.00

THIRD PAGE STRIP
Full Colour R21 025.00

DOUBLE PAGE SPREAD
Full Colour R105 144.00

HALF PAGE DPS
Full Colour R63 090.00

FIRST DOUBLE PAGE SPREAD
Full Colour R136 686.00

SECOND DOUBLE PAGE SPREAD
Full Colour R115 662.00

INSIDE BACK COVER
Full Colour R63 100.00

OUTSIDE BACK COVER
Full Colour R94 623.00

CENTRESPREAD
Full Colour R126 106.00

FULL PAGE NEXT TO CONTENTS
Full Colour R63 090.00

MATERIAL SPECS

FULL PAGE

TYPE: 310 MM X 245 MM
TRIM: 350 MM X 280 MM
BLEED: 356 MM X 286 MM

DOUBLE PAGE SPREAD

TYPE: 310 MM X 520 MM
TRIM: 350 MM X 560 MM
BLEED: 356 MM X 566 MM

*Other sizes available on request

BESPOKE PACKAGES

Pricing on request

Innovative wraps
Bespoke copies
Gatefolds
Tailormade placements
Bound-in inserts
Inserts Vertical bellybands
Sampling
Bagging

VALIDATION SPECIFICATIONS FOR DIGITAL RECEIVING

PRINTING SPECIFICATIONS

Adverts must be supplied to the exact specifications as indicated on the rate card. Any dimensions that are outside these areas will not be processed, and client will have to supply new material.

Digital file delivery

Digital adverts can be supplied using one of the following methods:

Quickcut ads.za@adstream.co.za or traffic.za@adstream.co.za
(011) 799-7846
International dialling code:
+27 (11) 799-7846

Adsend support@adsend.co.za
(011) 712-5700
E-mail address: ads@timesmedia.co.za
These files should be in PDF or EPS formats only.
Please include details in the 'SUBJECT' field.

FTP link launch site and drag and drop advert into the folder
User name - validation;
Password - validation
ftp://validation.validation@196.44.1.11/
Validation ADS

Removable media CD-ROM
ALL FILES MUST BE SENT AS PDF X1A FILES (ISO 15930-1)

GENERAL SPECIFICATIONS

Images

All images must be scanned and imported as 300dpi. Any enlargements on page will result in a decrease in resolution.

Text

All black text must be set to overprint and must only reproduce on the black (K) plate i.e. Black text must not be made up of any other process colours. Minimum of 8pt can be reversed out of a colour background with a non-serif typeface.

Colour compensation

Total ink coverage: 300%
Grey component replacement (GCR)
Dot gain: 23%

MATERIAL MUST BE MADE UP USING CMYK PROCESS COLOURS. All material must be prepared for offset lithographic processes as per international printing standard (ISO 12647-2).

Colour proofs

Offset lithographics colour-corrected proofs should be supplied as a guide. If not supplied, accurate colour matching cannot be guaranteed.

Repeat adverts

Please note that printed adverts' files are only archived for one month. After this time period the files are deleted.

Material delivery

4th Floor, 4 Biermann Avenue, Rosebank, 2196.

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