



BusinessDay

wanted

Media kit

2018

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Media kit 2018



intro



DUO.

Wanted magazine is the **ULTIMATE GLOSSY GUIDE** to living a **LUXURIOUS LIFE**. It's as simple as that. No other magazine in South Africa covers the latest trends in **INTERNATIONAL** fashion and accessories, cars, tech, watches, jewellery, décor, design, travel, food, and wine with as much lavish style as **WANTED**. Our readers shop and travel; they are an informed and discerning audience with a keen interest in design and quality — and pursuing the good things in life. **WANTED** consists of 11 **MONTHLY EDITIONS** distributed to Business Day subscribers, several extra bespoke editions throughout the year, and our luxury website, **Wanted Online**, which serves up daily doses of **HIGH-END LIFESTYLE INSPIRATION**.

ed's letter



BUSINESS DAY WANTED is widely acknowledged to be the most influential, inspiring, and luxurious lifestyle magazine in South Africa. The magazine is delivered to the desks and homes of the country's leading businessmen and women on the first Friday of every month, and its pages are a glossy feast of fashion, travel, art, cars, watches, wine, and whisky — and so many more of the good things in life. Business Day Wanted, together with its new sibling, Wanted Online, is one of a kind in the South African publishing landscape: a unique media platform for affluent and sophisticated South Africans who need to know what's happening — and where to get relevant information.

JACQUIE MYBURGH CHEMALY

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LSM
9-10
66%

58%
MALE

42%
FEMALE

PRINT ORDER: 25 000, including to top subscribers and private lounges

ESTIMATED READERSHIP: 135 000

HOUSEHOLD INCOME: R62 577

Our readers

87% have a tertiary education

79% are employed

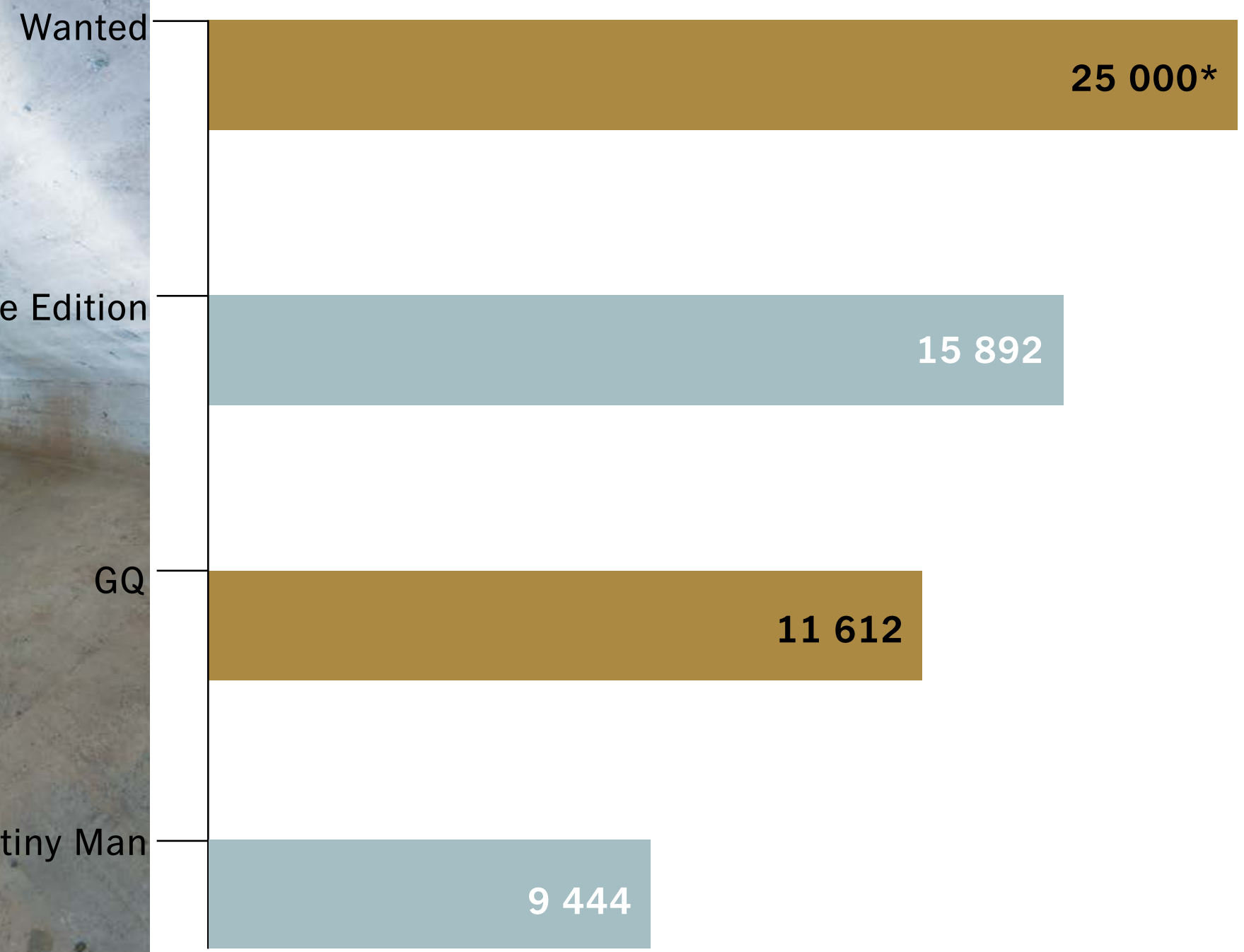
90% are decision makers for financial/investment products

76% shop for pleasure

Four out of five readers feel advertising in magazines is a useful source of information on where products can be bought.

audience

Source: AMPS 2016 and Wanted Online Survey.
Sold copy sales : ABC circulation July to September 2017



target market

***Print Order**

Sold copy sales: ABC circulation, July to September 2017



brand

STYLE AND TASTE

Showcases the style and taste of Wanted personalities: Powerdresser, Traveller, Motoring, and Gifted.

OPINION PIECES

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, style, and trends, to 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.

pillars

Themes for 2018



FEBRUARY 2018

THE THINGS WE LOVE

WANTED'S first issue of 2018 offers our readers mountains of ideas for an inspired start to the new year: from inspirational artists to out-there travel; off-road bikes to African fashion.

Special advertising feature: **WANTED ULTIMATE** There's luxury and then there's **LUXURY**. **Wanted ULTIMATE** takes our readers into the exclusive world of private jets, bespoke holidays, private islands, yachting, and concierge services. This is your guide to the rarest lifestyle that money can buy.



MARCH 2018

DRIVE TIME

This edition of **WANTED** will be an informed guide to the very latest from the world of luxury **MOTORING**. Of course, road tripping requires a stylish look, as well as top-of-the-range time-keeping. Expect a seriously high-end round-up of **CARS, WATCHES, AND THE CHICEST CASUAL FASHION**.



APRIL 2018

WINTER STYLE GUIDE

It's time to prep your wardrobe for the new season, and **WANTED'S** fashion team will guide you through the best of the designer winter essentials for him and her. With some of the most luxurious labels in the world now available in South Africa, we showcase all the latest international looks to keep our readers on top of their **FASHION** game.

It's also time to rethink your fragrance choices for sensual, fireside evenings, so we'll be rounding up all the latest warm winter **FRAGRANCE** trends.



MAY 2018

DÉCOR AND DESIGN ISSUE

Wanted readers are passionate about the way they live, and have a discerning eye for quality and style. We'll take you into some of the most beautiful homes in the world, and bring you the very latest in **DÉCOR AND DESIGN TRENDS** from design capitals around the globe.

No luxury lifestyle is complete without the **LATEST TECHNOLOGY**, and this month we'll ensure our readers get a taste of the best tech on the market.

JUNE 2018

THE INSIDER EDITION

Everyone has their best-kept **LUXURY** secrets. From spas to shops, restaurants to bars, tailors to hairdressers, we're going to gather some of the best-kept luxury secrets out there and put together the **WANTED** "little black book" style guide to the ultimate luxury lifestyle.

The world of **WHISKY** has never been more exciting. With a tumbler-rattling array of options from which to choose, Wanted will enlist the services of some of the cleverest whisky experts out there to curate a list of the whiskies you need to add to your collection.

JULY 2018

MADE TO MEASURE

There's a new buzzword in the world of luxury and it's "customisation". Once you've worn a tailor-made suit or experienced the luxury of **HANDMADE** shoes made to order, you'll never look back. Wanted brings you the A-Z of enjoying the best the luxury world has to offer, made to measure according to your personal taste.

This issue of Wanted will include an essential guide to the world of **COGNAC**. We'll also go beyond the usual suspects and ask the experts to tell us about some of their best-kept **COGNAC SECRETS**.

AUGUST 2018

THE TRAVEL ISSUE

Of course, **WANTED** readers love to travel, and we'll bring you the most up-to-date information on and inspiration from five-star hotels, island escapes, city guides, skiing holidays, and bespoke tour offerings from the most beautiful holiday spots in the world.

LUXURY CRUISING is fast becoming one of the most exciting high-end holiday options: the perfect stress-free, luxurious, and inspiring form of travel. We'll find the best of the best, and provide a guide to all the finest international cruises.



SEPTEMBER 2018

THE ART ISSUE

As **ART** continues to grow as one of the most popular investment options for the **WANTED** reader, we'll be growing our coverage of the burgeoning art scene. It's Joburg Art Fair month, so we'll be asking the experts to share advice and inspiration for your own art collection.

It's also spring time, so what better month to compile an essential **COCKTAIL GUIDE** for the Wanted readers planning the start of the summer-party season.



OCTOBER 2018

SUMMER STYLE GUIDE

This year's October issue is going to be the go-to book for the latest in high-end and designer **SUMMER FASHION**. From apparel to shoes, bags to accessories, we will leave no luxury stone unturned in keep our readers up to date with the very latest luxury brand launches.

Spring always sees the launch of a fresh new bouquet of **SUMMER FRAGRANCES**. Wanted will decode all the launches and bring you our choice of the top summer scents.



NOVEMBER 2018

RESORTWEAR AND ACCESSORIES

Summer holidays are around the corner and **WANTED** readers are starting to pack for the beach. Our November issue will be a **SUMMER STYLE** statement, including swimwear and sunglasses, as well as a beach beauty guide.

Our local **LUXURY TRAVEL GUIDE** will round up the finest game lodges and five-star hotels in South Africa and what they have to offer.



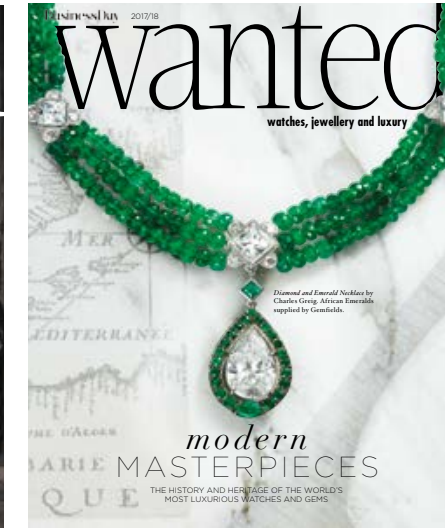
DECEMBER 2018

PARTY FASHION AND GIFT GUIDE

Let's **CELEBRATE** the end of the year in style with designer party dressing for him and her. It's also the season for giving, so **WANTED** brings you a five-star **GIFT GUIDE** for the person who has it all.



special editions



BUSINESS DAY WANTED publishes 11 regular editions a year, PLUS several Special Editions that are tailor-made in partnership with some of the most prestigious brands in the world.

Some of our high-end partners have included BMW and Pernod Ricard, home of the most sought-after global alcohol brands.

The annual WANTED WATCHES, JEWELS, AND LUXURY Special Edition is a unique, high-gloss showcase of the world's most beautiful watches and jewellery. It's published at the end of October — just in time for the end-of-the-year gifting season.



calendar 2018

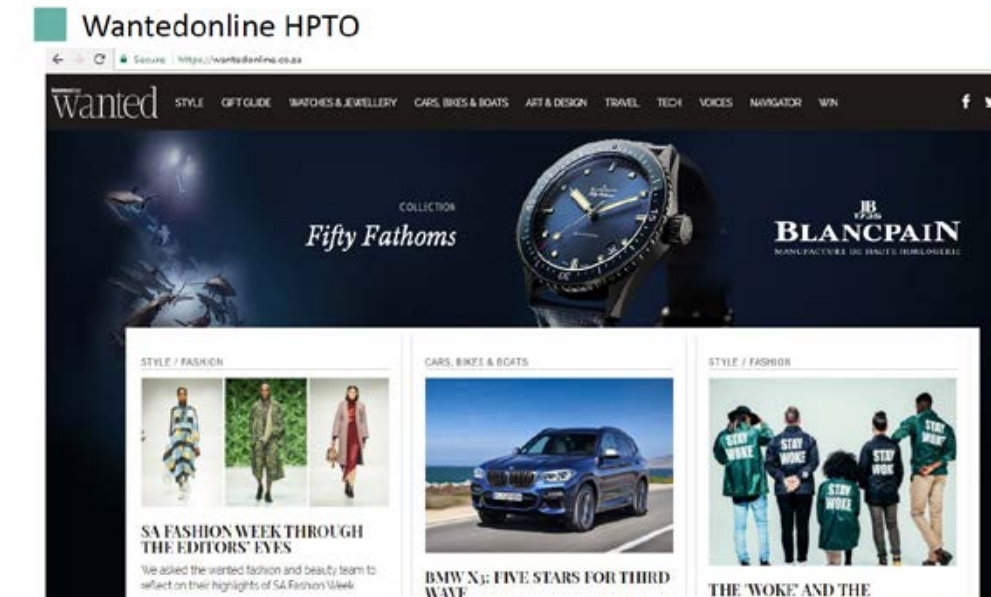
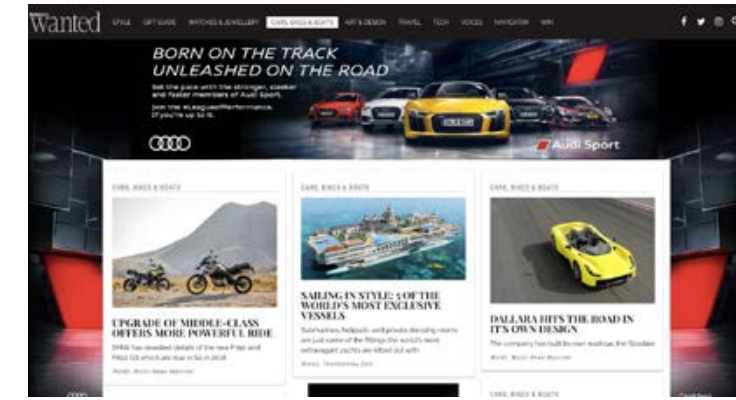
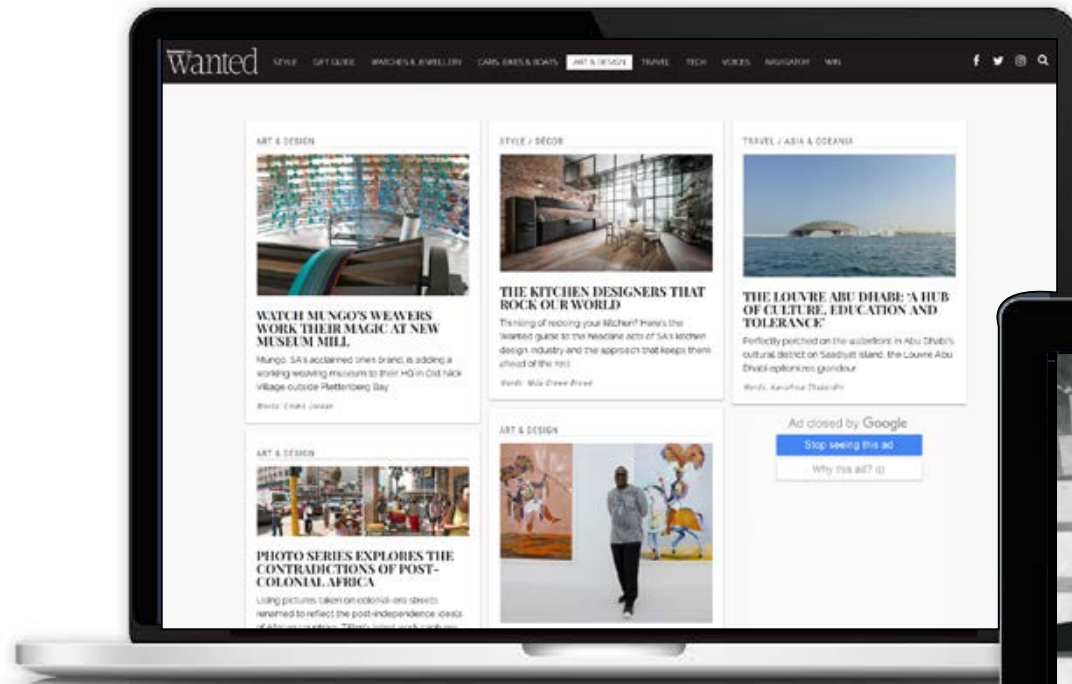
2 FEBRUARY 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	8 January 2018	12 January 2018	19 January 2018
2 MARCH 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	31 January 2018	7 February 2018	14 February 2018
6 APRIL 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	7 March 2018	14 March 2018	21 March 2018
4 MAY 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	4 April 2018	11 April 2018	18 April 2018
1 JUNE 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	2 May 2018	9 May 2018	16 May 2018
6 JULY 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	6 June 2018	13 June 2018	20 June 2016

calendar 2018



3 AUGUST 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	4 July 2018	11 July 2018	18 July 2018
7 SEPTEMBER 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	8 August 2018	15 August 2018	22 August 2018
5 OCTOBER 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	5 September 2018	12 September 2018	19 September 2018
26 OCTOBER 2018			
	N/A	N/A	5 October 2018
2 NOVEMBER 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	3 October 2018	10 October 2018	17 October 2018
7 DECEMBER 2018	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	7 November 2018	14 November 2018	21 November 2018

digital platform



Wanted Online is a dynamic new digital platform providing the latest news about luxury brands and trends to the South African online audience. Subjects covered include fashion, beauty, fragrances, shopping, technology, watches, jewellery, cars, restaurants, wine, whisky, and travel.

AVERAGE UNIQUE BROWSERS PER MONTH: 20 139

AVERAGE PAGE VIEWS PER MONTH: 36 793

Source: Google Analytics



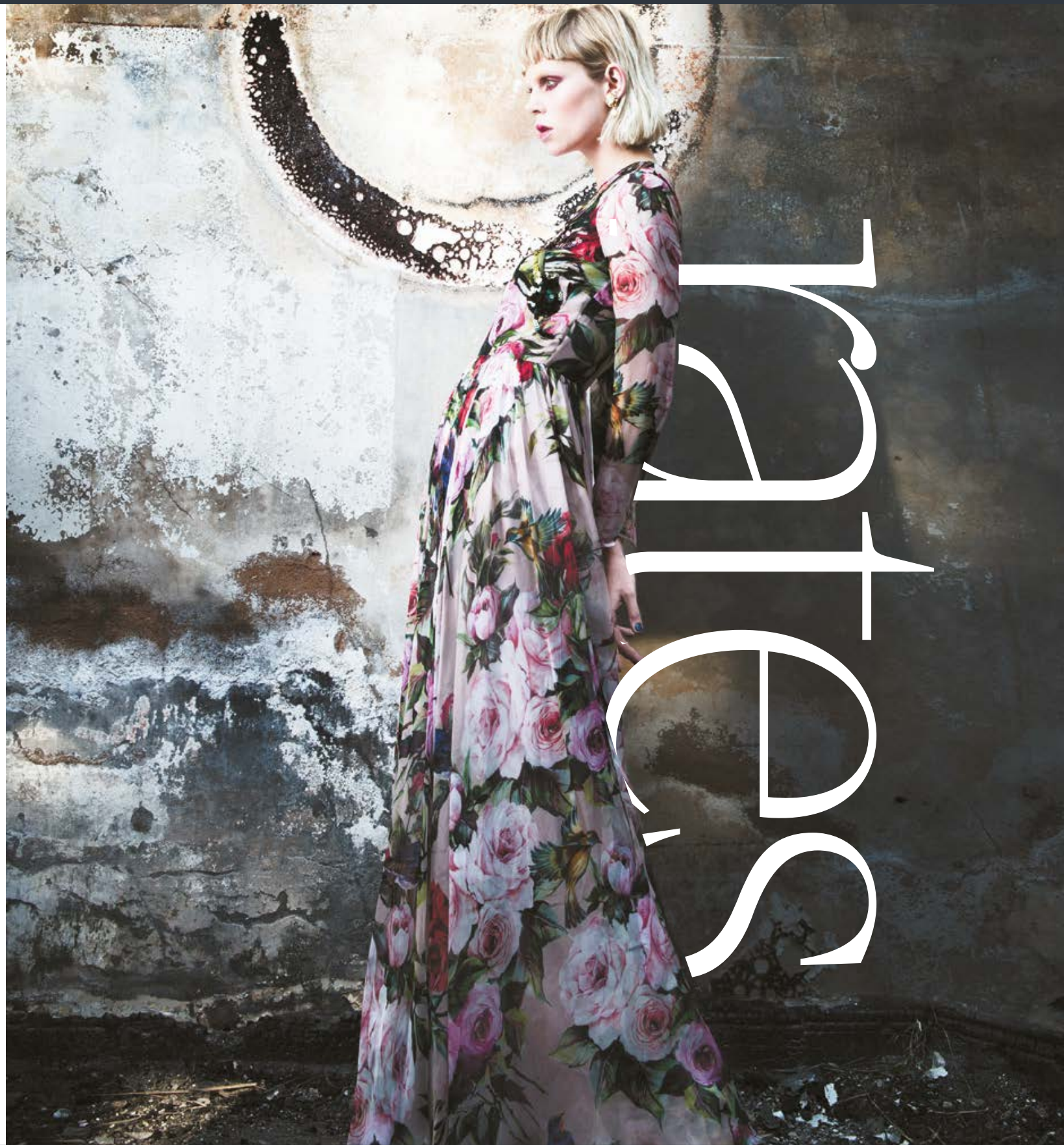
	15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
	6.9%	19%	32.2%	20%	7.6%	4%	6.2%	4%

UNIQUE BROWSERS	3,411,354
PAGEVIEWS	19,541,433

MALE	55.8%	FEMALE	44.2%
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1,215,859
 904,632
 Source: Effective Measure, Google Analytics

	INDEX
GAUTENG:	110
KWAZULU-NATAL:	85
WESTERN CAPE:	88
LIMPOPO:	106
EASTERN CAPE:	104



ADVERTISING RATES

Rates **INCLUDE** agency commission and **EXCLUDE** VAT

FULL PAGE	R52 572 (excl. VAT)
DOUBLE PAGE SPREAD	R105 144 (excl. VAT)
HALF PAGE DPS	R63 090(excl. VAT)
THIRD PAGE STRIP	R21 025 (excl. VAT)
FIRST DOUBLE PAGE SPREAD	R136 686 (excl. VAT)
SECOND DOUBLE PAGE SPREAD	R115 662 (excl. VAT)
FULL PAGE NEXT TO CONTENTS	R63 090 (excl. VAT)
FULL PAGE NEXT TO ED'S LETTER	R63 090 (excl. VAT)
INSIDE BACK COVER	R63 100 (excl. VAT)
OUTSIDE BACK COVER	R94 623 (excl. VAT)

ADVERTORIAL RATES

Rates **EXCLUDE** agency commission and **EXCLUDE** VAT

Extended usage will be quoted as requested.

100% cancellation fee applies should any cancellation be made after booking deadline.

ADVERTISING SPECIFICATIONS

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 dialing code:

+ 27 (11) 799 7846

Mediasend support@mediasend.co.za

(011) 712 5700

Jamie Kinnear Advertising Co-ordinator kinnearj@bdfm.co.za

These files should be in PDF format only.

Please include details in the SUBJECT field.

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 reproduce only 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 advert files are archived for one month only. After this time period, the files are deleted.

Material delivery

3rd Floor, Hill on Empire, 16 Empire Road, Parktown, 2193

Statistics

Width x Height

Full Page:

Type: 246 mm x 316 mm

Trim: 280 mm x 350 mm

Bleed: 290 mm x 360 mm

Double Page Spread:

Type: 526 mm x 316 mm

Trim: 560 mm x 350 mm

Bleed: 570 mm x 360 mm

Half Page Vertical:

Type: 123 mm x 316 mm

Trim: 140 mm x 350 mm

Bleed: 145 mm x 360 mm

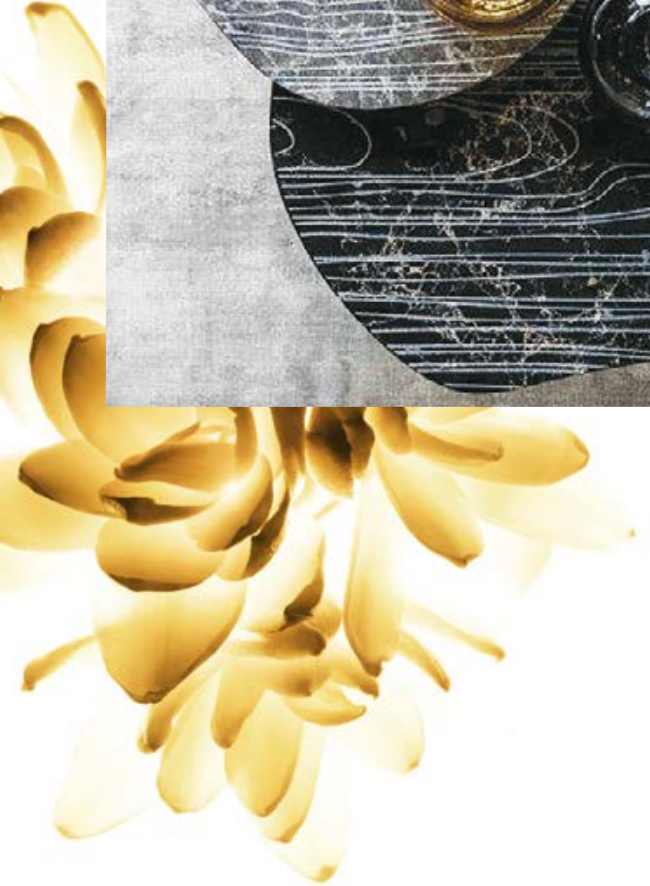
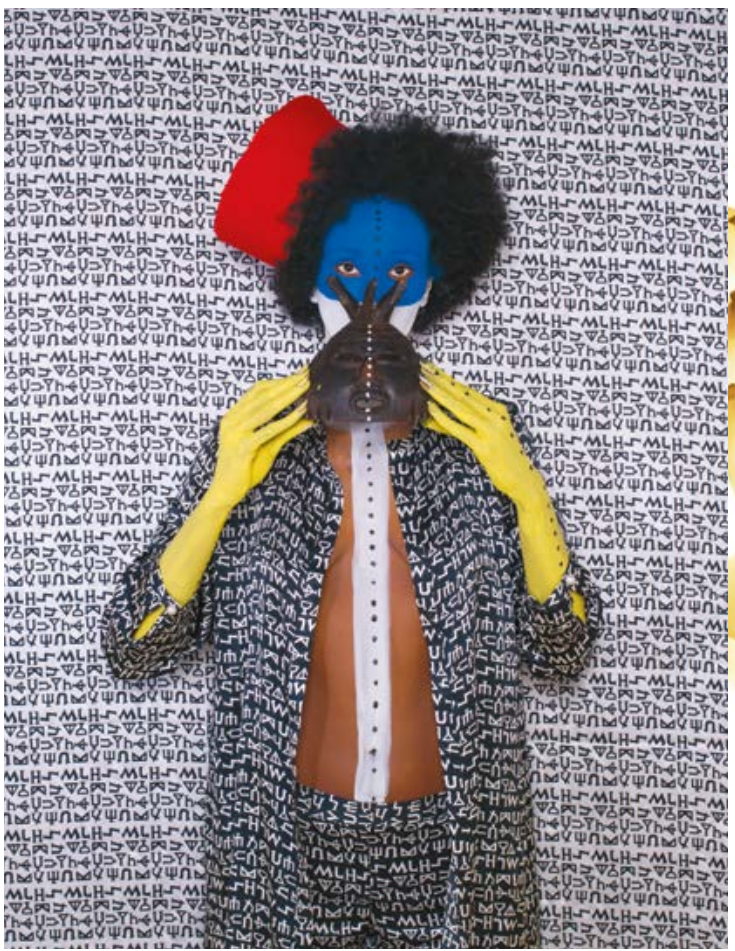
Half Page Horizontal:

Type: 246 mm x 158 mm

Trim: 280 mm x 175 mm

Bleed: 290 mm x 180 mm

special advertising opportunities and events



COMING IN 2018

VOICES: Wanted Online will invite some of the leading writers in the country to contribute to our mix of witty, informative, and informed content.

REVIEWS: The Wanted team does the groundwork for you, trying out new, innovative products and experiences to share our views, experiences, and opinions.

SPEAK TO US ABOUT SPECIAL ADVERTISING OPPORTUNITIES

WANTED'S GOOD SCHOOL GUIDE: A comprehensive guide to the top schools in South Africa, how to get in, and what you can expect.

THE WANTED LUXURY PROPERTY PORTFOLIO: From islands to game farms, suburban sanctuaries to seaside developments, Wanted explores the finest property options at the top end of the market.

WE'LL WORK WITH YOU TO CREATE SIGNATURE EVENTS

Join Wanted in customising a high-end event to showcase your product to our readers with a taste for the finer things in life. From cars, fragrances, and fashion; to champagne, art, and watches; or whisky, private clubs, and tailors — we look forward to tailoring opportunities for engagement with Wanted readers in search of one-of-a-kind, bespoke experiences.





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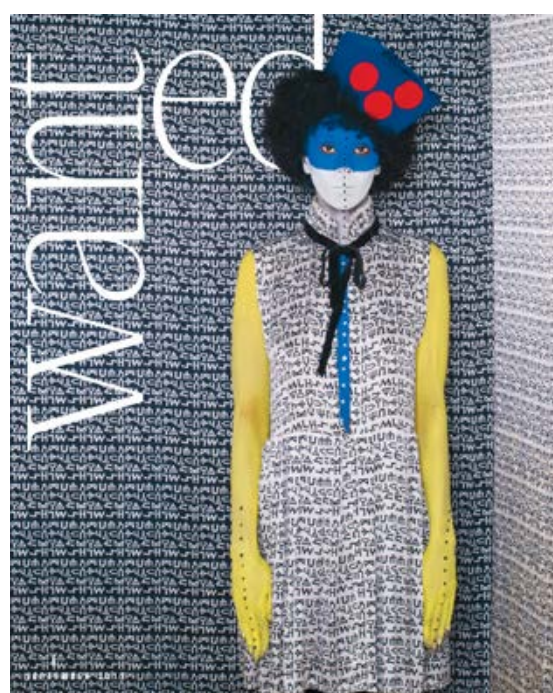
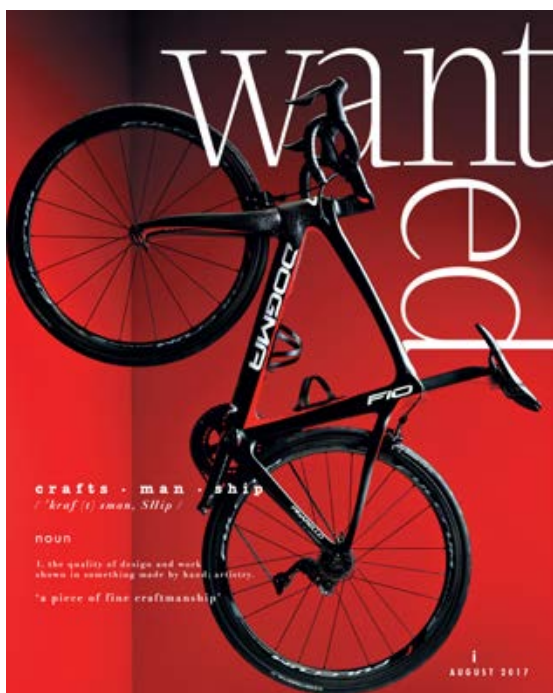
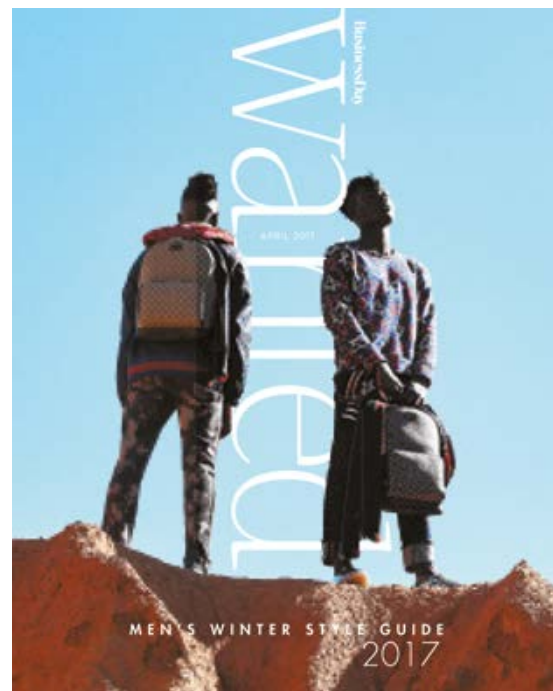
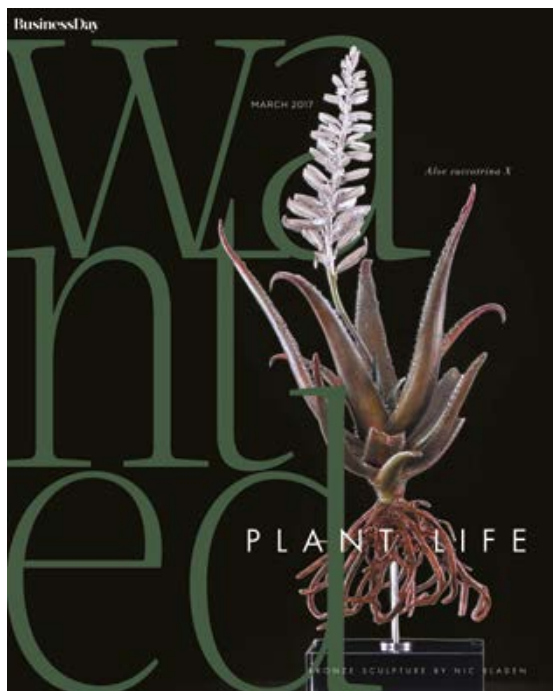
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BusinessDay
wanted



COVERS