



BusinessDay
wanted

Media kit
2019

tiso blackstar
group.

contents

Media Kit 2019





intro

OF THE CULTURE. DIA

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 lavish a style as **WANTED**. And it's smart too. This is where you will read South Africa's best writers, journalists and thought leaders engaging with the things that count, that are cool, that you need to know about first.

Our readers are decision makers and industry leaders. They're an informed and discerning audience. They shop and travel and have a keen interest in design, quality — and pursuing the good things in life. **WANTED** consists of 11 **MONTHLY EDITIONS** distributed primarily 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**.



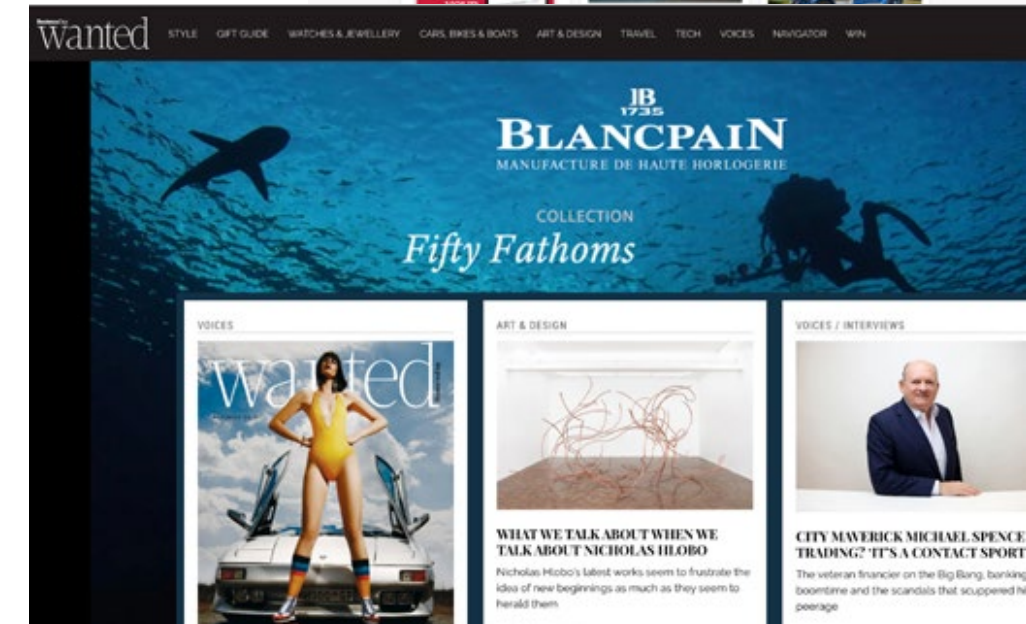
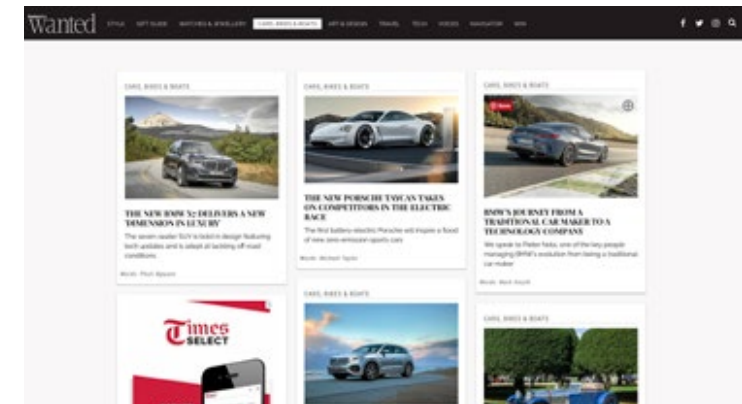
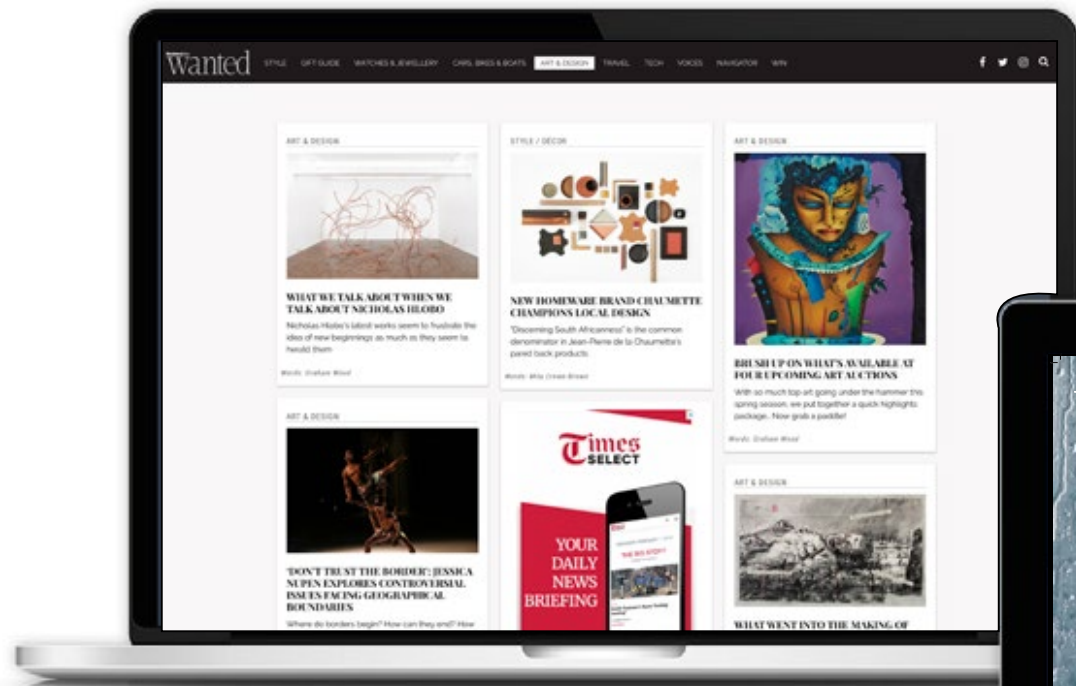
ed's letter



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 smart stuff to turn our readers on. We cover everything our readers are talking about around dinner and boardroom tables; including fashion, travel, art, cars, watches, wine, and whisky — and so many more of the good things in life. Business Day WANTED, together with its 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 now.

SARAH BUITENDACH
WANTED EDITOR
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CELL: +27 (0)83 294 5988

digital platform



AVERAGE UNIQUE BROWSERS PER MONTH: 21 774

AVERAGE PAGE VIEWS PER MONTH: 34 352

Wanted Online is a dynamic 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.



15-19	20-24	25-34	35-44	45-49	50-54	55-64	65+
1.9%	3.3%	18.6%	21.2%	12.3%	7.5%	19.2%	16%



MALE	FEMALE
42.9%	57.1%

GAUTENG:



44.7%

INDEX

112

WESTERN CAPE:

29.7%

220

KWAZULU-NATAL:

8.5%

51

EASTERN CAPE:

8%

106

MPUMALANGA:

3.1%

48

Source:
Effective Measure,
Jan–Sept 2018



audience

39
AVERAGE
AGE*

54%
MALE

46%
FEMALE

PRINT ORDER: 26 510, including to subscribers and private lounges nationally

ESTIMATED READERSHIP: 177 000

HOUSEHOLD INCOME*: R62 577

OUR READERS

87% have a tertiary education*

93% are employed*

88% are banked

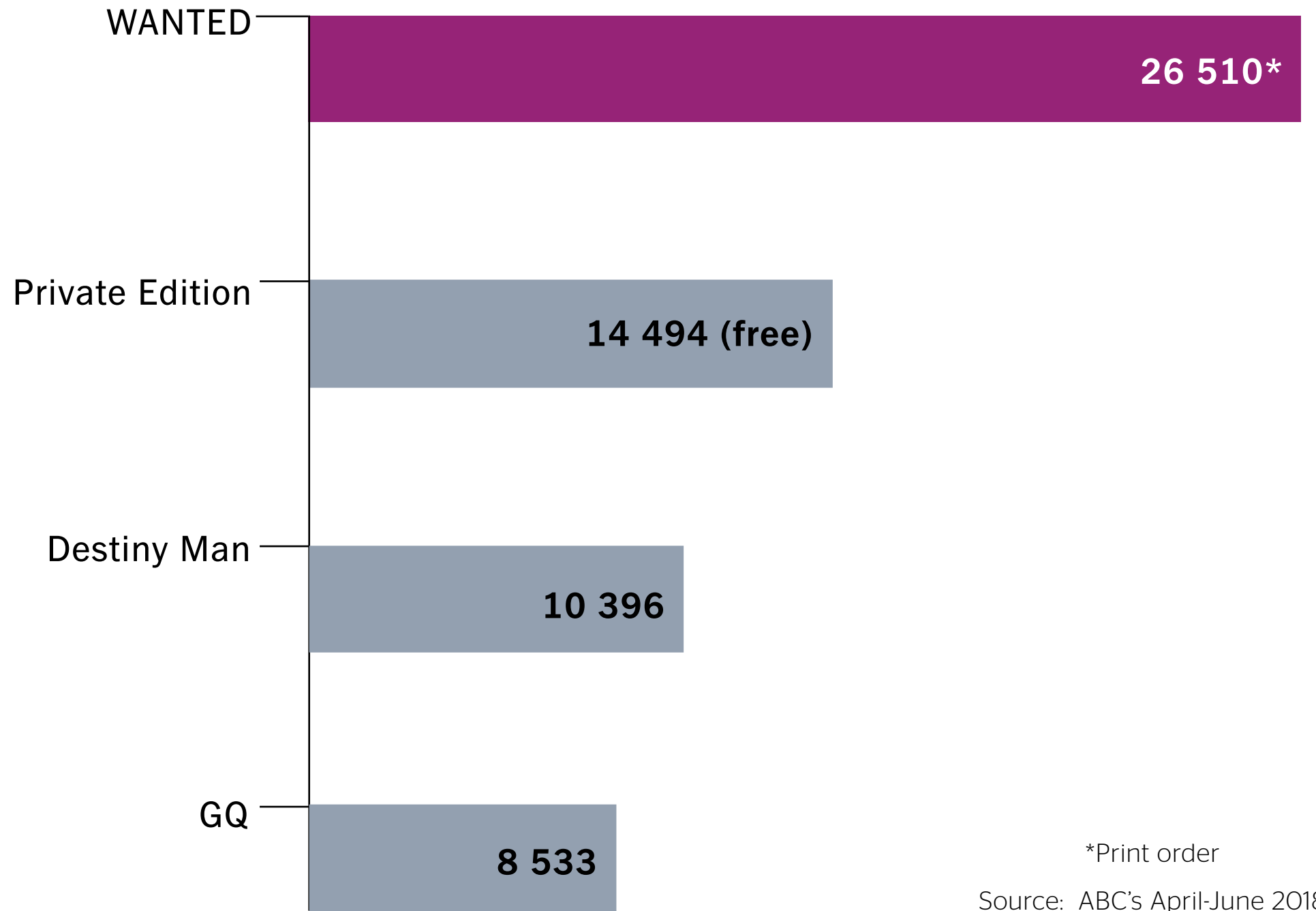
85% live in a house/cluster/townhouse

56% black readership*

Source: PAMS 2017 Print and *Wanted Online Survey 2016



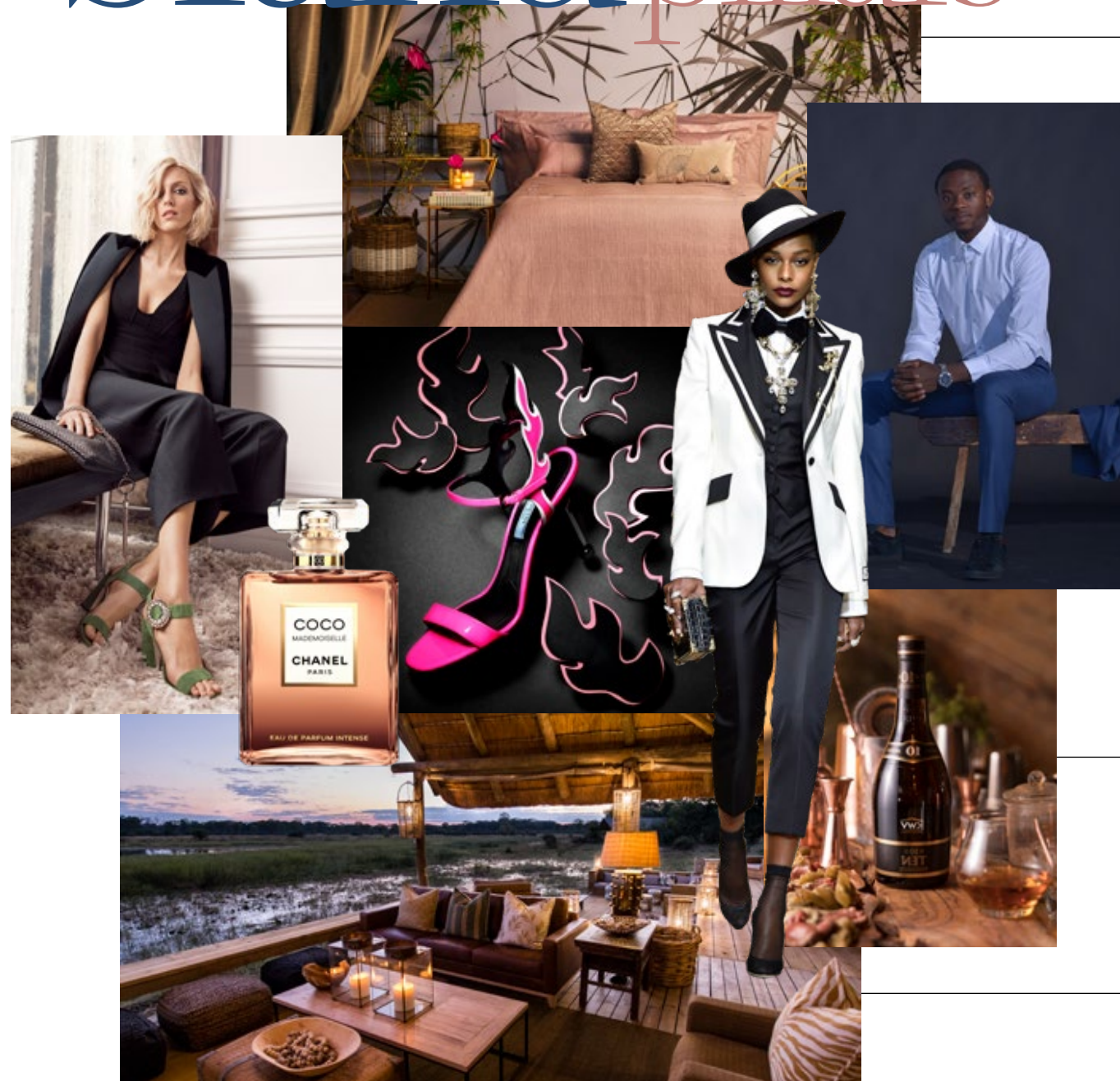
target market



*Print order

Source: ABC's April-June 2018

brand pillars



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: columns, interviews and by the best thinkers and writers.

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.

themes for 2019



FEBRUARY 2019

REINVENTION

Being the best you. It's hard work. And it's big business. From genetic medicine to lasering centuries off your looks, this issue kicks the year off with a bang (and perhaps a little banting and botox too). Beyond the best fix-all **BEAUTY** finds, we've done the dirty work and unearthed the wellness trends, the cosmetic interventions, the clean-living kicks that'll have you feeling as smug as Gwyneth Paltrow and looking like a million bucks... in Berkshire Hathaway shares.



MARCH 2019

THE FUTURIST

We've gazed into the **WANTED** crystal ball (it's Baccarat, darling) and gathered up the finest, the flummoxing, and most fascinating the future has to offer. Will we all live to 200? What is 2019's answer to the Apple Watch? Never mind cryptocurrencies — what about crypto-countries? And, since election time's on the horizon, we're got the country's smartest minds predicting results, drawing conclusions, and, just in case, hypothesising about the best offshore investments.



APRIL 2019

WINTER STYLE

Wrap yourself up in this issue of visual and literary **INDULGENCE**. As temperatures start to plummet, **WANTED** gifts you this compendium of creature comforts. The hottest in new season fashion — coats, boots, tweed, and jackets. The luxury of reads from the smartest pens. The ultimate beauty and grooming products in which to envelop yourself. The best restaurants to cosy up in. The hotel beds to languish in for days. It's a fiery feast for the soul.



MAY 2019

DÉCOR AND DESIGN

If your home is your castle, then this positively palatial issue is the one to know about. **WANTED** has long been a purveyor of pages of the finest things to bedeck your world in, and this issue takes that to a new level. It is at once a celebration of both the best of local creativity — fabric, furniture, designers, and everything in-between — and a periscope casting its gaze upon the design capitals of the world. This issue gives our readers the inside track on **INTERNATIONAL DESIGN TRENDS**, before they even hit our shores.

JUNE 2019

BIG BLACK BOOK

Whether you move in the circles or aspire to, this is an edition that you need to keep on hand at all times. Think of it as your little helper and concierge, in black and white. We've got the details on who does the sharpest straight-razor shave, the best 20-minute blow dry, and the ultimate bespoke shirt. Add to this our pick of finds that range from the most discreet private dining rooms and important charities to support to the finest niche travel agents and even the spots to get the perfect martini in Joburg. This is the proof that we're not called **WANTED** for nothing.

JULY 2019

OH MAN!

You may be the man about town, the gent who has it all — but we can still teach you a thing or two. In fact, this issue of **WANTED** will offer the quintessential guide to everything the discerning and engaged fellow shouldn't go a day without. We speak to the men who lead South Africa and get their tips on everything from the finest, understatedly chic suits to what to do with your wealth in this economic climate. Plus, we'll throw in the lowdown on things like single malts to scramble over, and the cycle tracks and fly-fishing spots that'll turn on your body and turn off your mind. Not bad, right?

AUGUST 2019

NAVIGATOR

Which limited-edition red vintage do you have to have in the cellar? Which restaurants do you need to hustle a table at before anyone else does? Where are the beautiful and interested people summering this year?

WANTED takes our acclaimed **NAVIGATOR** section to a whole new level, with an entire issue dedicated to it — and the best things in life. If you're planning on eating, drinking, or travelling seriously in the next year, this will be your bible.



SEPTEMBER 2019

THE ART ISSUE

What shows personal success and an interest in the world around you better than art? That Kentridge original you brag to your friends about, the Sibande piece you hanker after — they say so much about your life and what you've done with it. In this spirit and to mark the yearly visual extravaganza that is the FNB Joburg Art Fair, **WANTED** presents the art issue. We talk to the creators and curators, the new kids on the colour block, and the old guard. We cover investment, collecting, trends, auctions, and everything else you might need to know about the African art scene.



OCTOBER 2019

SUMMER STYLE GUIDE

Sticky skin, sweltering evenings, and sexy clothes to swoon over. We go full summer over at **WANTED** HQ as soon as it hits 1 October. So, of course, we blaze into the new season with the absolutely coolest fashion and fragrances to match — making sure that our readers are the most utterly stylish members of the board, the pilates studio, and the country club.



NOVEMBER 2019

MOST WANTED ESCAPE

Get the hell outta here! To Gstaad for après-ski Aperol Spritzes. To the Klaserie for lazy luxury safaris. To Marrakech for YSL blue. To Vic Falls on an extravagant train trip. To Flushing Meadows to see Serena. This issue is dedicated to the ultimate in travel. The boutique hotels. The concierge services. The hand luggage. The first-class fripperies. The speed boats. The sundowners on the Seine. 'Nough said.



DECEMBER 2019

IT'S A WRAP

What better way to celebrate the holidays and end of a year than with the effervescent elixir that is **WANTED's** bumper December book? You want the ultimate guide to ultimate gifts (worthy of elder statesman, captains of industry and your mum)? We've got it. You want the kit to razzle and dazzle in? There's that too. Plus, we give you the essential rundown of where to chill and bubble, whether you're staying in Prince's Grant, Plett, or simply poolside at home.



EXPERIENCE AUTHENTIC
CONVIVIALITY

BusinessDay
NOVEMBER 2017

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, Pernod Ricard, home of the most sought-after global alcohol brands and Vergelegen, one of South Africa's iconic wine estates.



special editions

Our annual WANTED WATCHES, JEWELLERY, AND LUXURY Special Edition is a unique, high-gloss showcase of the world's most beautiful watches, jewellery & luxury goods. Published at the end of October each year and edited by Jacquie Myburgh Chemaly, it is now considered THE definitive magazine in its category quite unlike anything in the SA market.

For more information and rates for this special edition, please contact
Yvonne Shaff
Cell : 082 903 5641
Landline : 021 439 4907

calendar 2019



1 FEBRUARY 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	9 January 2019	16 January 2019	18 January 2019
1 MARCH 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	30 January 2019	6 February 2019	15 February 2019
5 APRIL 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	6 March 2019	13 March 2019	22 March 2019
3 MAY 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	3 April 2019	10 April 2019	19 April 2019
7 JUNE 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	8 May 2019	15 May 2019	24 May 2019
5 JULY 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	5 June 2019	12 June 2019	21 June 2019

calendar 2019

2 AUGUST 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	3 July 2019	10 July 2019	19 July 2019
6 SEPTEMBER 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	7 August 2019	14 August 2019	23 August 2019
4 OCTOBER 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	4 September 2019	11 September 2019	20 September 2019
25 OCTOBER 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	N/A	N/A	9 October 2019
1 NOVEMBER 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	2 October 2019	9 October 2019	18 October 2019
6 DECEMBER 2019	ADVERTORIAL	ABOVE THE LINE	MATERIAL
	6 November 2019	13 November 2019	22 November 2019



rates

ADVERTISING RATES

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

FULL PAGE	R54 150 (excl. VAT)
DOUBLE PAGE SPREAD	R108 300 (excl. VAT)
HALF PAGE DPS	R64 984 (excl. VAT)
THIRD PAGE STRIP	R21 656 (excl. VAT)
FIRST DOUBLE PAGE SPREAD	R140 788 (excl. VAT)
SECOND DOUBLE PAGE SPREAD	R119 132 (excl. VAT)
FULL PAGE NEXT TO CONTENTS	R64 984 (excl. VAT)
FULL PAGE NEXT TO ED'S LETTER	R64 984 (excl. VAT)
INSIDE BACK COVER	R64 994 (excl. VAT)
OUTSIDE BACK COVER	R97 462 (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



BOUND IN:	
* Applicable to saddle stitched: price custom quoted on request depending on insert	
Single item (2 pages)	R745 per 1000
4-8 pages	R855 per 1000
12-24 pages	R1 026 per 1000
25 and above	Price quoted on request
LOOSE INSERTS:	
Single item (2 pages)	R645 per 1000
4-12 pages	R930 per 1000
12 – 24 pages	R1 116 per 1000
25 and above	Price custom quoted on request depending on insert
SPOT GLUE:	
Cover Mount	R 810 per 1000 (cover mount supplied) Printing: Price on request
Item spot glued onto a specific page	R1 055 per 1000
BELLY BAND:	
Around section inside the magazine (vertical or horizontal)	R2 180 per 1000
Around outside of magazine	R1 368 per 1000
BOOKMARK & RIBBON:	
Paste ribbon on specific page with round sticker and placement of bookmark between specified pages	R1 620 per 1000 (bookmark printing costs on request)
BAGGING:	
Insert of magazines into bag and seal	R1 580 per 1000

INSERTS: *All rates incl agency commission.

Note: All inserts are subject to approval by the media owner before insertion

DELIVERY DETAILS

DELIVERY DETAILS FOR INSERTS/SAMPLING:

**ATTENTION: RICHARD MALULEKE
PAARLMEDIA GAUTENG
(011) 201-3400**

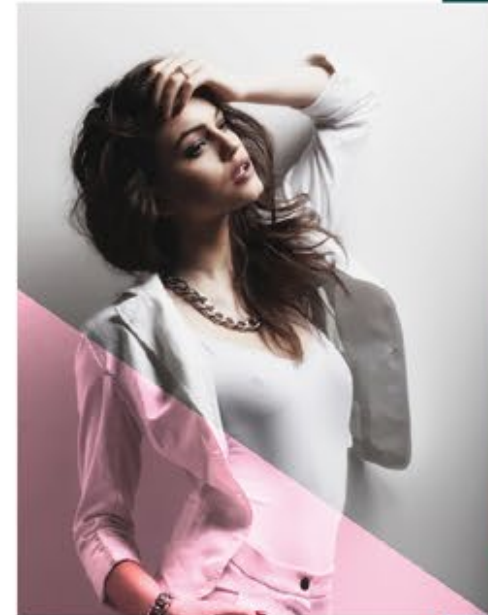
**48 Milky way
Linbro park
Gauteng**

**Delivery Times:
Delivery Monday – Friday: 08h00 - 16h00**

Please ensure consignments are properly marked: Magazine, Issue, Number of inserts / samples. Distribution: Full Print Run or specific number / area / retailer
Inserts to be delivered in boxes on pallets, securely packed and clearly marked with the name of insert, number per box, weight per box, number of boxes, name and issue of the publication.

Client contact details for queries to be supplied.

Inserts cannot be physically counted on delivery, client to ensure correct quantities supplied.



special advertising opportunities and events



2019

SPEAK TO US ABOUT SPECIAL ADVERTISING OPPORTUNITIES

WANTED'S GOOD SCHOOL AND UNIVERSITY GUIDE:

A comprehensive guide to the top schools in South Africa and best universities abroad; how to get in, and what you can expect.

THE WANTED LUXURY PROPERTY PORTFOLIO:

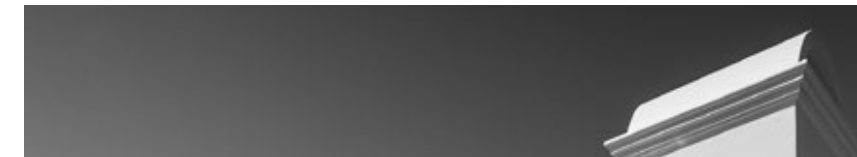
From islands to game farms, suburban sanctuaries to seaside developments, Wanted explores the finest property options at the top end of the market.

WE'LL WORK WITH YOU TO CREATE SIGNATURE EVENTS

Join Wanted in customising a high-end event to showcase your product to 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.

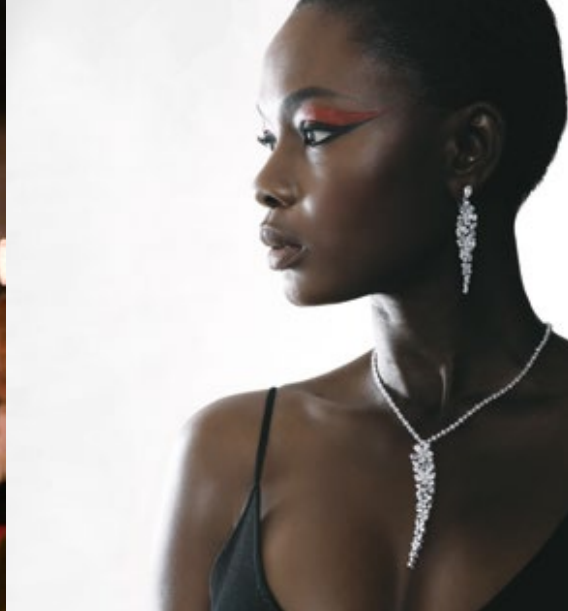
MOST WANTED Club

And in 2019 we bring you the **MOST WANTED Club**: a new platform for our advertisers to engage with our discerning readers and SA's thought leaders at beautifully curated, hugely personal events throughout the year.





contacts



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cell 083 500 5325

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kinnearj@bdfm.co.za

tel 011 280 3183

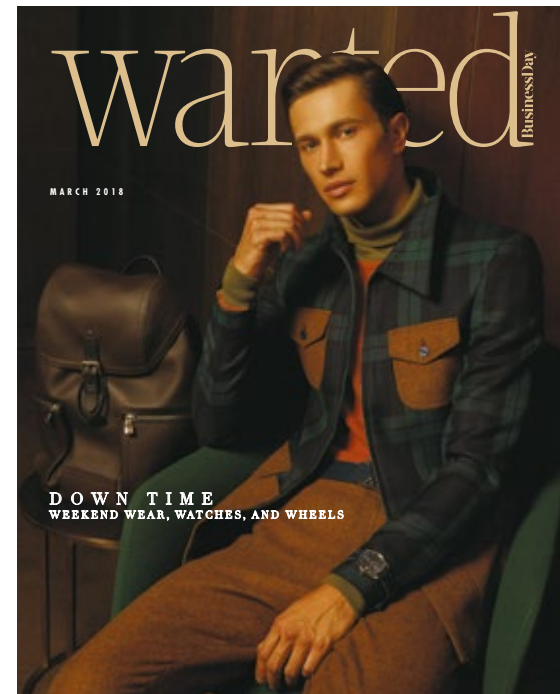
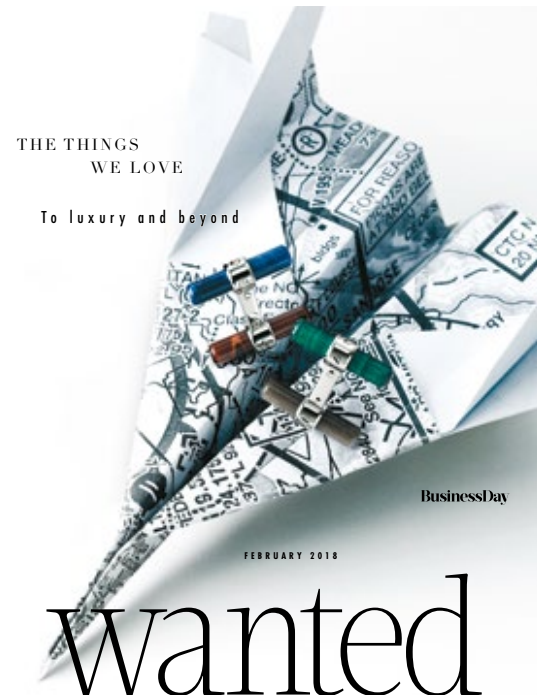
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aspasiak@tisoblackstar.co.za

cell 082 556 9070

wanted



COVERS