

BusinessDay
wanted

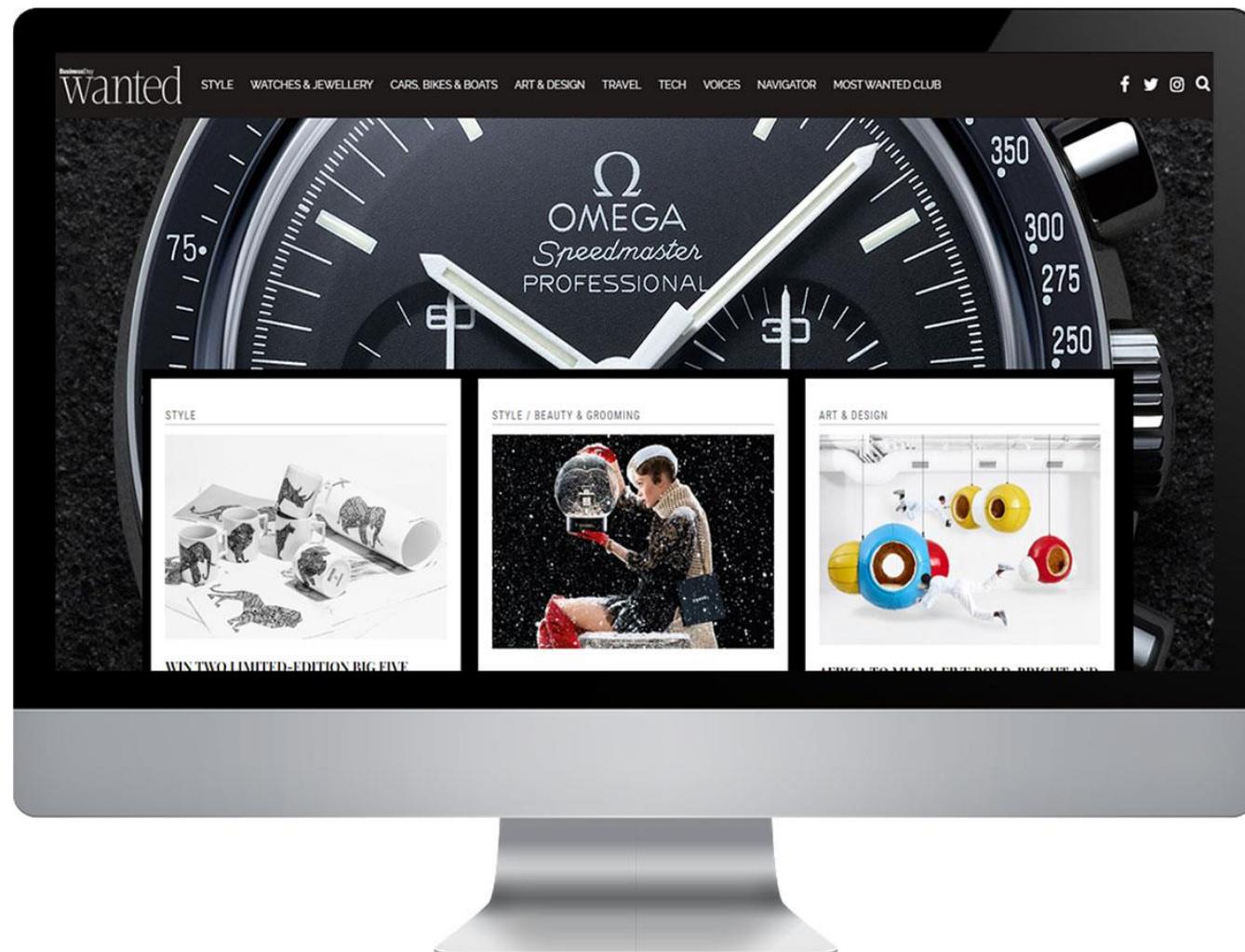
online

LIVE A LIFE OF LUXURY

wantedonline.co.za

WELCOME

A digital world of **luxury and style** awaits the discerning reader, with top-tier writing, editing, and design driven by cutting-edge digital publishing technology and presented in an attractive, Pinterest-style layout.



AUDIENCE & CONTENT

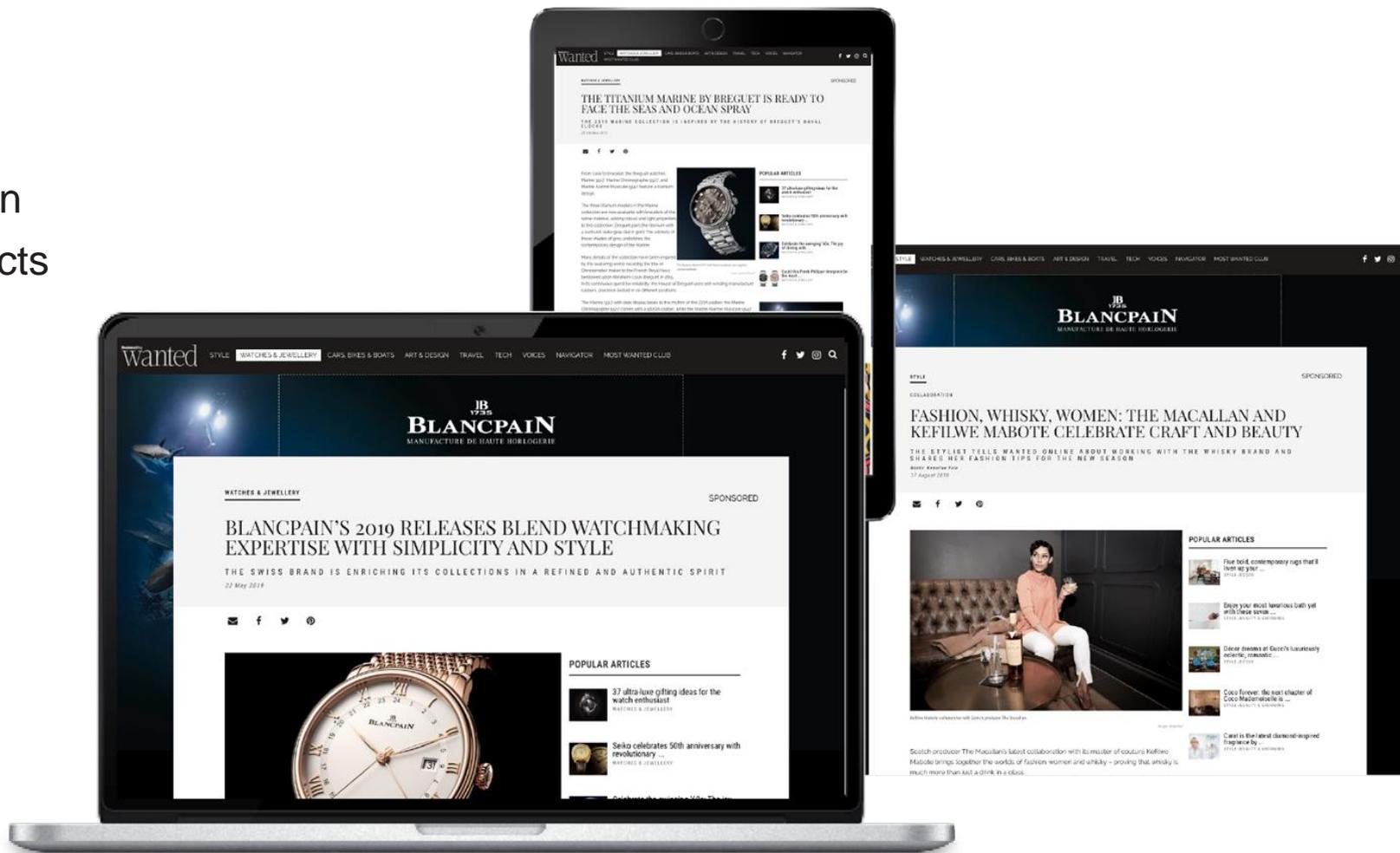


WANTED Online is a **digital luxury online destination** aimed at the affluent and aspirational reader.

It contains thoughtful and serious journalism but is also an essential lifestyle guide covering the latest in art and design, style, travel, motoring, watches and jewellery, technology, and fine dining, all of which is illustrated with beautiful visuals.

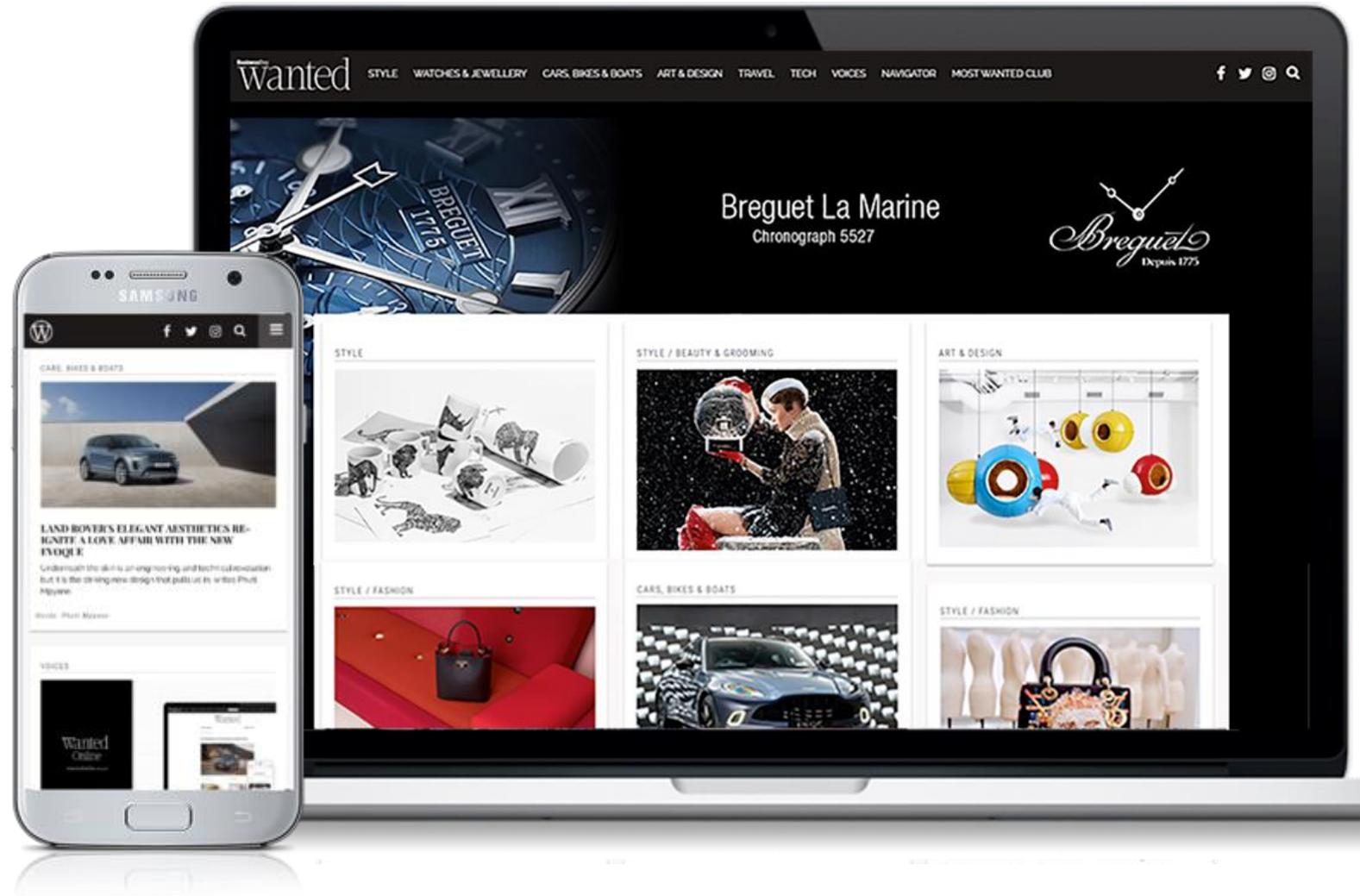
EASY ON THE EYE

Articles are presented with stunning, large images in a clean layout that brings to life all aspects of the world of **luxury living**.



ANY DEVICE

Beautiful on desktop and mobile: WANTED Online is tailored for **mobile, tablet, or desktop platforms**. It is optimised for speed while preserving the website's rich visual aesthetic. A weekly email newsletter highlights the week's best content.



TECHNOLOGY



WANTED Online is powered by a custom-built content management system geared towards the modern age of digital publishing.

It's an effortless way for our editors to create rich and visually appealing media content.

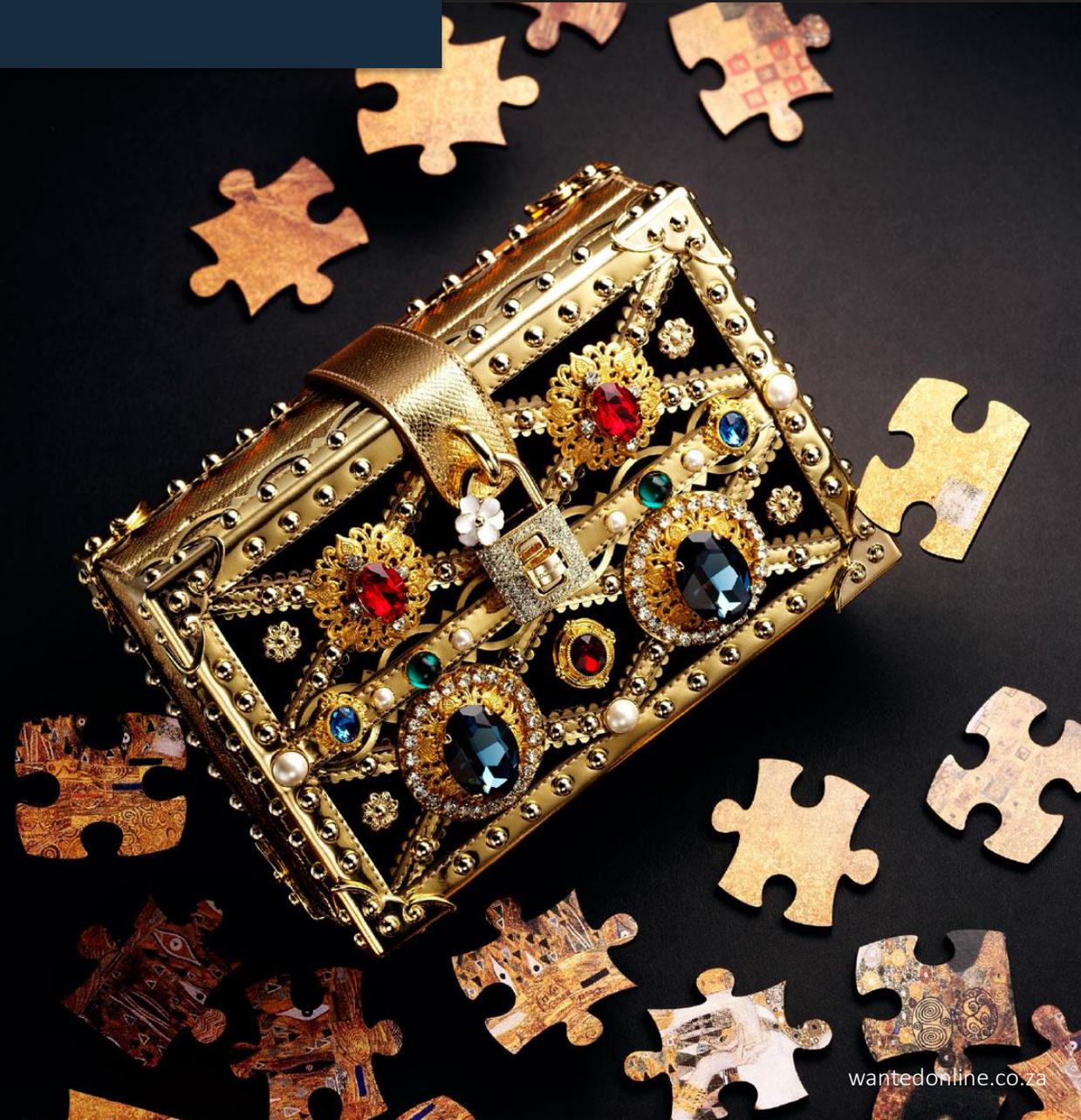
MARKET POSITION



- Building on the reputation of the monthly print magazine, WANTED Online is positioned as a **prime luxury advertising** portal in the South African digital market.
- It is a **high-end digital option** for advertisers, through print partnerships or as standalone campaigns, with customisable ad positions and a focus on native content.

MARKET POSITION

- WANTED Online has an established social-media presence on Facebook in particular, with a **loyal audience** that can be tied into native content campaigns.
- The social-media community elevates the website through engagement and sharing.
- **Inspiring visuals are an essential part of WANTED Online**, as are live events and activations – all with the intention of creating a truly engaging experience.



IN NUMBERS

- WANTED Online attracts on average up to 33 000 unique readers and 42 000 page views per month – a niche but highly valuable audience invested in the world of luxury.
- A WANTED Online reader consumes on average about 1.3 website pages per visit (Nov 2019), compared with the category average of 1.8 website pages.
- 78% of WANTED Online readers visit the website on their mobile devices (Nov 2019).

Source: Narrative

IN NUMBERS



- The weekly WANTED Online email newsletter is sent to more than 5 100 readers every Friday.
- WANTED Online maintains a regular social-media presence, with great success on Facebook in particular and a growing audience on Instagram.
- Find WANTED Online at @WantedOnlineSA on Twitter, WantedOnlineSA on Facebook and @WantedOnline on Instagram.
- On Facebook, WANTED Online has more than 120 000 followers, daily organic reach of 29 248 people and 28-day reach of 441 645 (Oct 2019).
- On Instagram, WANTED Online already has more than 4 800 followers.

Source: Twitter/Facebook/Instagram

DEMOGRAPHICS



- WANTED Online falls squarely in the ambit of a multiracial, affluent, upper-class demographic.
- Almost equal split between male and female.
- 35% of readers live in households with a monthly income of R50 000 or more.
- 46% of readers have a university degree.
- Readers are techno-savvy and spend about five hours per day accessing the internet.
- Regular reader activities include eating out, reading, holidays, entertaining, holidaying abroad, going to movies and theatre, spa days, and attending exhibitions and fashion shows.

Source: Narrative

VALUE PROPOSITION



- WANTED Online is a visually appealing **luxury lifestyle** website, with customisable ad opportunities, rich media inserts and large and lovely visuals.
- There is a focus on slick native-advertising executions.
- The website is light on data and fast to load, despite using large images, and it is highly optimised for mobile and fully responsive for multiple devices.
- It is an online directory and review of all things luxurious, and an introduction to those who move in this world.
- It is a daily complement to the monthly print magazine, edited by Sarah Buitendach.

PACKAGE OPTIONS

Native content hosting and promotion:

- One week of promotion for client-provided content.
- We require a main header image for each article and any additional in-article images.
- We can embed videos where available (YouTube links or video file).
- Content is hosted in the most relevant website section (Style, Watches and Jewellery, etc).
- Content is promoted on home page (1 day) and in section (1 week) as a main article feature.
- 1 Facebook boosted post – targeting the most relevant audience.
- 2 tweets – leading readers back to the article page.
- Instagram can also be included where necessary.
- Promotion is for one week only, but the article page remains in our digital archive and can be used by clients in their own promotions.
- Note that we can consult regarding best content, or be briefed to create content for clients.

*Rich media options available and custom quoted.



Value per article: R45 000

**Package offer for 1 x article:
R25 000**

Native content packages

- 2 x articles for R40 000
- 4 x articles for R74 000
- 6 x articles for R105 000
- 8 x articles for R132 000

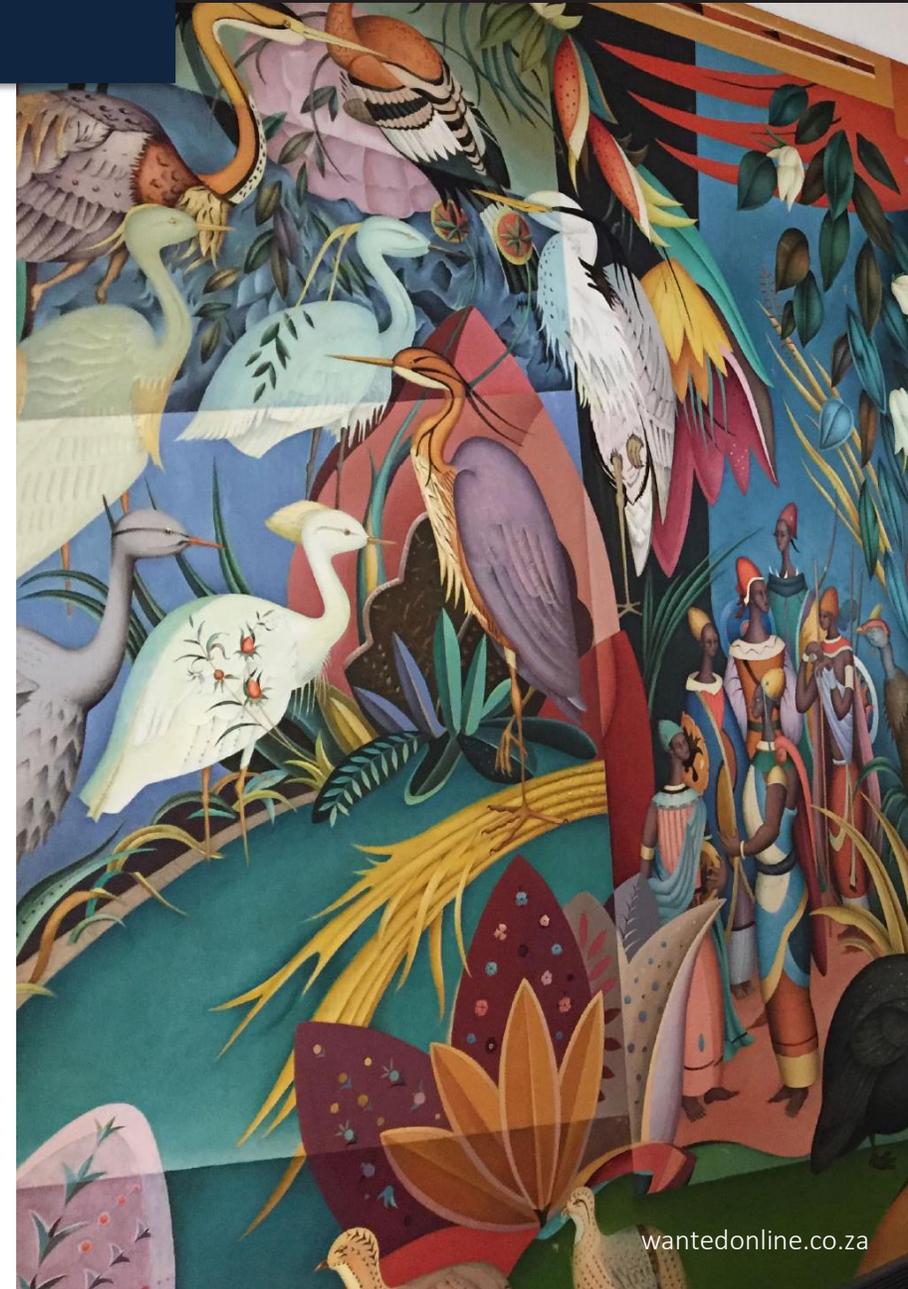
PACKAGE OPTIONS

Section sponsorship/takeovers:

100% ownership of all ad space, including wallpaper:

- 1 week on home page: R8 500
- 1 week on Style OR Watches & Jewellery: R7 500
- 1 week on Cars, Bikes & Boats: R7 500
- 1 week on Art & Design: R4 500
- 1 week on Travel OR Tech OR Voices: R4 000
- 1 week on Navigator: R6 500
- 2 weeks on home page: R15 000
(1 month: R25 000)
- 2 weeks on Style OR Watches & Jewellery:
R12,000 (1 month: R20 000)
- 2 weeks on Cars, Bikes & Boats: R12 000 (1 month: R20 000)
- 2 weeks on Art & Design: R7 500 (1 month: R14 000)
- 2 weeks on Travel OR Tech OR Voices: R7 500 (1 month: R14 000)
- 2 weeks on Navigator: R10 000 (1 month: R18 000)

*Rich Media options available and custom quoted.



PACKAGE 1

ONE WEEK

One week's hosting of a client-provided native content article with accompanying image or up to four images. Can include up to two embedded videos, hosted in most relevant website section.

VALUE: R17 500. **PACKAGE OFFER:** R10 000.

One week of 100% sponsorship/ownership of selected wantedonline.co.za section with all ad space including background skin.

VALUE: R25 000. **PACKAGE OFFER:** R12 500.

One Facebook post for the week, linking back to the wantedonline.co.za native article.

VALUE: R6 000. **PACKAGE OFFER:** R3 000.

Two tweets for the week, linking back to the wantedonline.co.za native article.

VALUE: R5 000. **PACKAGE OFFER:** R2 000.

A free Instagram post for the week to WANTED Online followers.

TOTAL VALUE: R53 500

TOTAL PACKAGE OFFER: R27 500

PACKAGE 2

TWO WEEKS



TOTAL VALUE: R89 500

TOTAL PACKAGE OFFER: R45 000

Two weeks' hosting of a client-provided native content article with accompanying image or up to four images. Can include up to two embedded videos, to be hosted in most relevant web section.

VALUE: R17 500. PACKAGE OFFER: R10 000.

Two weeks of 100% sponsorship/ownership of selected wantedonline.co.za section with all ad space including background skin.

VALUE: R50 000. PACKAGE OFFER: R25 000.

One Facebook post per week, linking back to the wantedonline.co.za native article.

VALUE: R12 000. PACKAGE OFFER: R6 000.

Two tweets per week, linking back to the wantedonline.co.za native article.

VALUE: R10 000. PACKAGE OFFER: R4 000.

A free Instagram post each week to WANTED Online followers.

PACKAGE 3

TWO WEEKS & HOME PAGE

Two weeks' hosting of client-provided native content article with accompanying image or up to four images. Can include up to two embedded videos; hosted in most relevant web section.

VALUE: R17 500. **PACKAGE OFFER:** R10 000.

Two weeks' sponsorship/ownership of website section with all ad space including background skin.

VALUE: R50 000. **PACKAGE OFFER:** R25 000.

Two-week home page sponsorship/ownership with all ad space including background skin.

VALUE: R100 000. **PACKAGE OFFER:** R50 000.

One Facebook post per week, linking back to the wantedonline.co.za native article.

VALUE: R12 000. **PACKAGE OFFER:** R6 000.

Two tweets per week, linking back to the wantedonline.co.za native article.

VALUE: R10 000. **PACKAGE OFFER:** R4 000.

A free Instagram post per week to WANTED Online followers.

TOTAL VALUE: R189 500

TOTAL PACKAGE OFFER: R95 000

PACKAGE 4

ONE MONTH,
HOME PAGE FOR TWO WEEKS



TOTAL VALUE: R279 000

TOTAL PACKAGE OFFER: R140 000

One month's hosting of client-provided native content article x 2 (one article per two weeks) with accompanying image or up to four images. Can include up to four embedded videos, hosted in most relevant website section.

VALUE: R35 000. **PACKAGE OFFER:** R20 000.

One month's sponsorship/ownership of section with all ad space including background skin.

VALUE: R100 000. **PACKAGE OFFER:** R50 000.

Two-week home page sponsorship/ownership with all ad space including background skin.

VALUE: R100 000. **PACKAGE OFFER:** R50 000.

One Facebook post per week, linking back to wantedonline.co.za native article.

VALUE: R24 000. **PACKAGE OFFER:** R12 000.

Two tweets per week, linking back to wantedonline.co.za native article.

VALUE: R20 000. **PACKAGE OFFER:** R8 000.

A free Instagram post each week to WANTED Online followers. wantedonline.co.za

PACKAGE 5

ONE MONTH AND HOME PAGE



TOTAL VALUE: R379 000

TOTAL PACKAGE OFFER: R190 000

One month's hosting of client-provided native content articles x 2 (one article per two weeks) with accompanying image or up to four images. Can include up to four embedded videos; hosted in most relevant website section.

VALUE: R35 000. PACKAGE OFFER: R20 000.

One month's sponsorship/ownership of website section with all ad space including background skin.

VALUE: R100 000. PACKAGE OFFER: R50 000.

One month's home page sponsorship/ownership with all ad space including background skin.

VALUE: R200 000. PACKAGE OFFER: R100 000.

One Facebook post per week, linking back to wantedonline.co.za native article.

VALUE: R24 000. PACKAGE OFFER: R12 000.

Two tweets per week, linking back to wantedonline.co.za native article.

VALUE: R20 000. PACKAGE OFFER: R8 000.

A free Instagram post each week to WANTED Online followers. wantedonline.co.za

SITE TAKEOVER SPECIFICATIONS

TOP BANNER

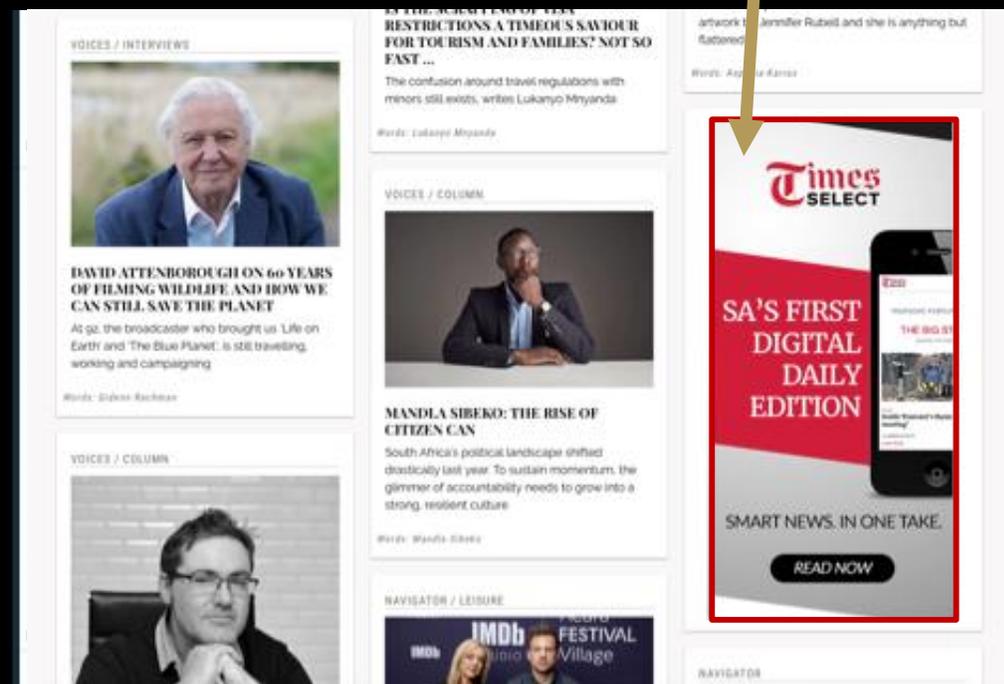
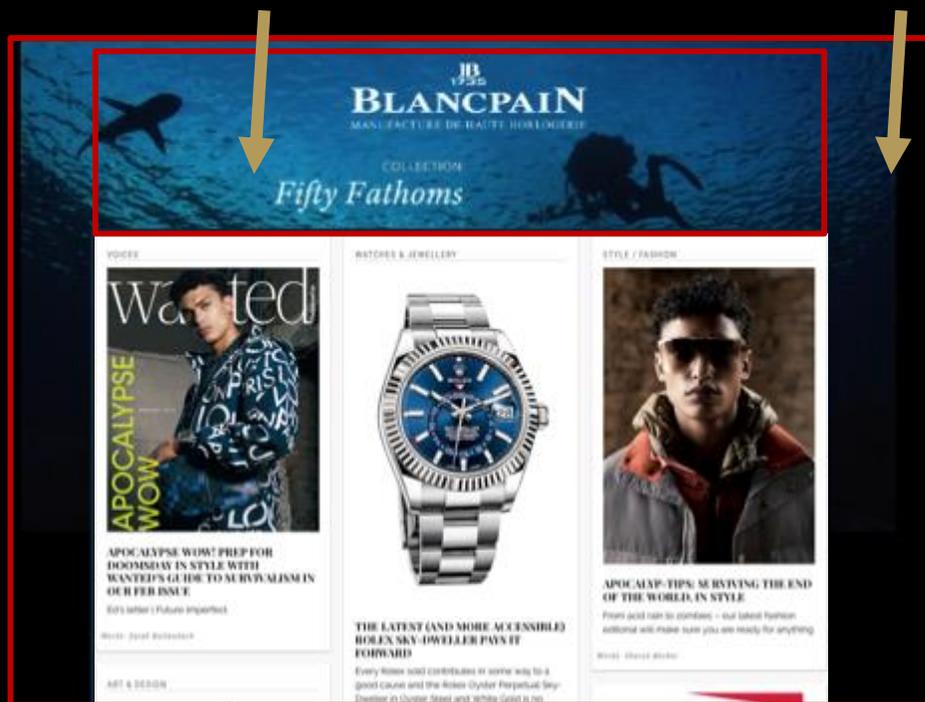
728x90 or 1000x250

WALLPAPER

As example

HALF PAGE AD

300x600



MEDIUM REC FOR MOBILE

300x250

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MCLAREN'S ELVA IS THE BRAND'S FIRST OPEN-COCKPIT SUPERCAR

Created as a purist driver's car, the new Elva has 800kW, but no roof or windscreen

Words: Denis Drappa



FIVE COOKBOOKS SERVING UP FESTIVE FOOD INSPIRATION

At a loss for what to cook during the festive season? We've rounded up some cookbooks for inspiration

Words: Candice Batha

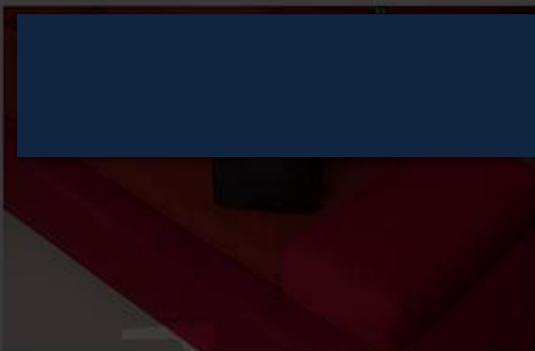


OFFSHORE SCORES: FIVE INTERNATIONAL SPOTS TO GO WILD SWIMMING

Expat wild swimmer Lexi East on where to take a dip overseas

Words: Lexi East

STYLE / FASHION



THIS HOLIDAY SEASON TRAVEL IN STYLE WITH PRADA

Interminable waiting between flights could kill a gal. However, a dash of premeditated Prada will soften the blow

Words: Sharon Becker

CARS, BIKES & BOATS

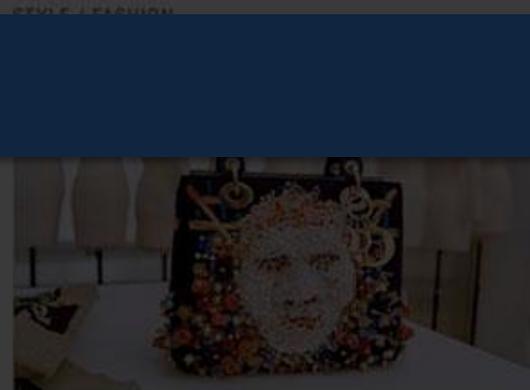


ASTON MARTIN LAUNCHES ITS FIRST EVER SUV — THE DBX

Aston Martin's first sport utility vehicle features a number of Aston design elements, including the largest DB grille to date

Words: Mark Smyth

STYLE / FASHION



SA ARTIST ATHI-PATRA RUGA COLLABORATES WITH DIOR TO CUSTOMISE THE ICONIC LADY DIOR BAG

His contributions to the collection are two bags that highlight the artist's unique universe and technical brilliance

Words: Nekubanga Thuzi and Gary Cotterell

THANK YOU