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ANTED magazine is the ultimate guide to living a luxurious, smart, and engaged life. No other magazine in South Africa covers the latest trends in local and international fashion, cars, tech, watches, jewellery, décor, design, travel, food, and wine with as much style and nous as WANTED. This is where you will read South Africa's best journalists and thought leaders, engaging with the things that count, that are cool, that you need to know about first.





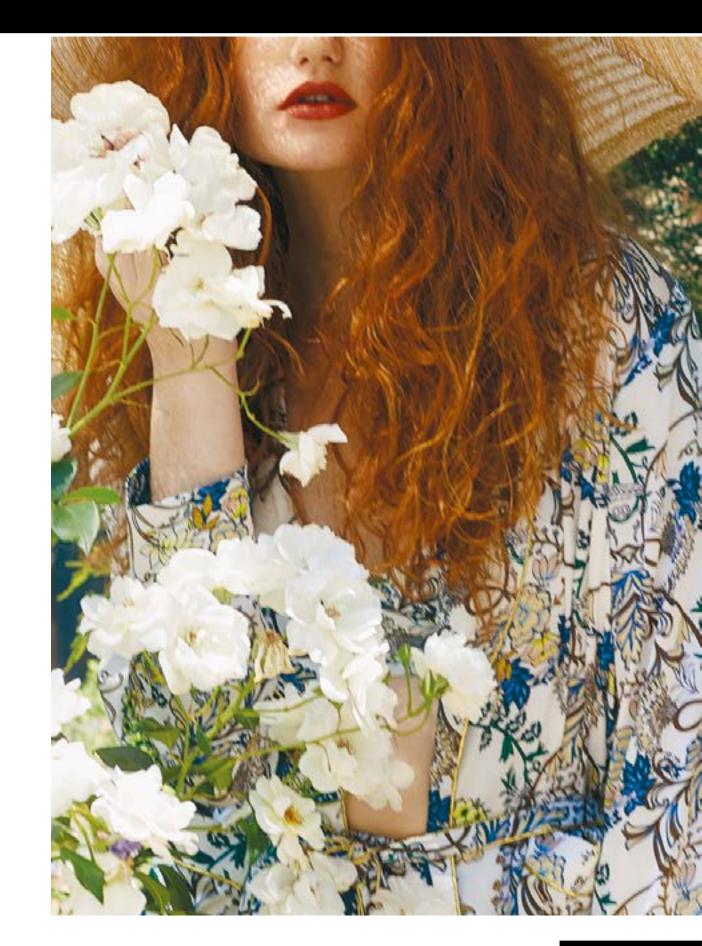
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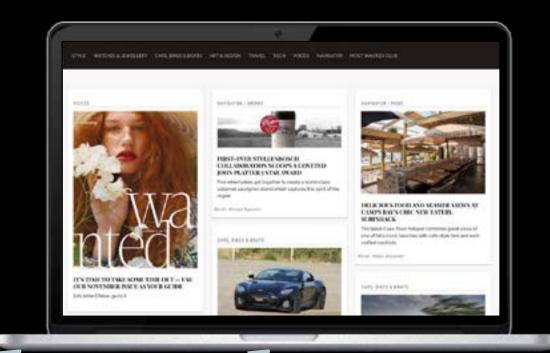
usiness Day WANTED is widely acknowledged to be the most influential, inspiring, and luxurious lifestyle magazine in South Africa. Eleven monthly editions of the magazine are inserted into the full run of *Business Day* and delivered to the desks and homes of the country's leading businessmen and women on the first Friday of every month, and its pages are a feast of smart stuff that turns 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. The Wanted team also produces several extra bespoke editions throughout the year, and our website, WANTED Online, serves up exceptional daily lifestyle content.

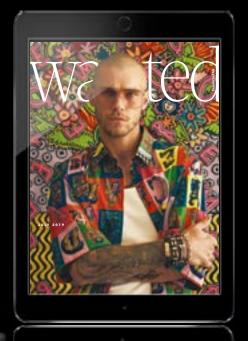
SARAH BUITENDACH WANTED EDITOR

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1911 attorn

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.

AVERAGE UNIQUE BROWSERS PER MONTH: $32\ 730$ AVERAGE PAGE VIEWS PER MONTH: $54\ 170$







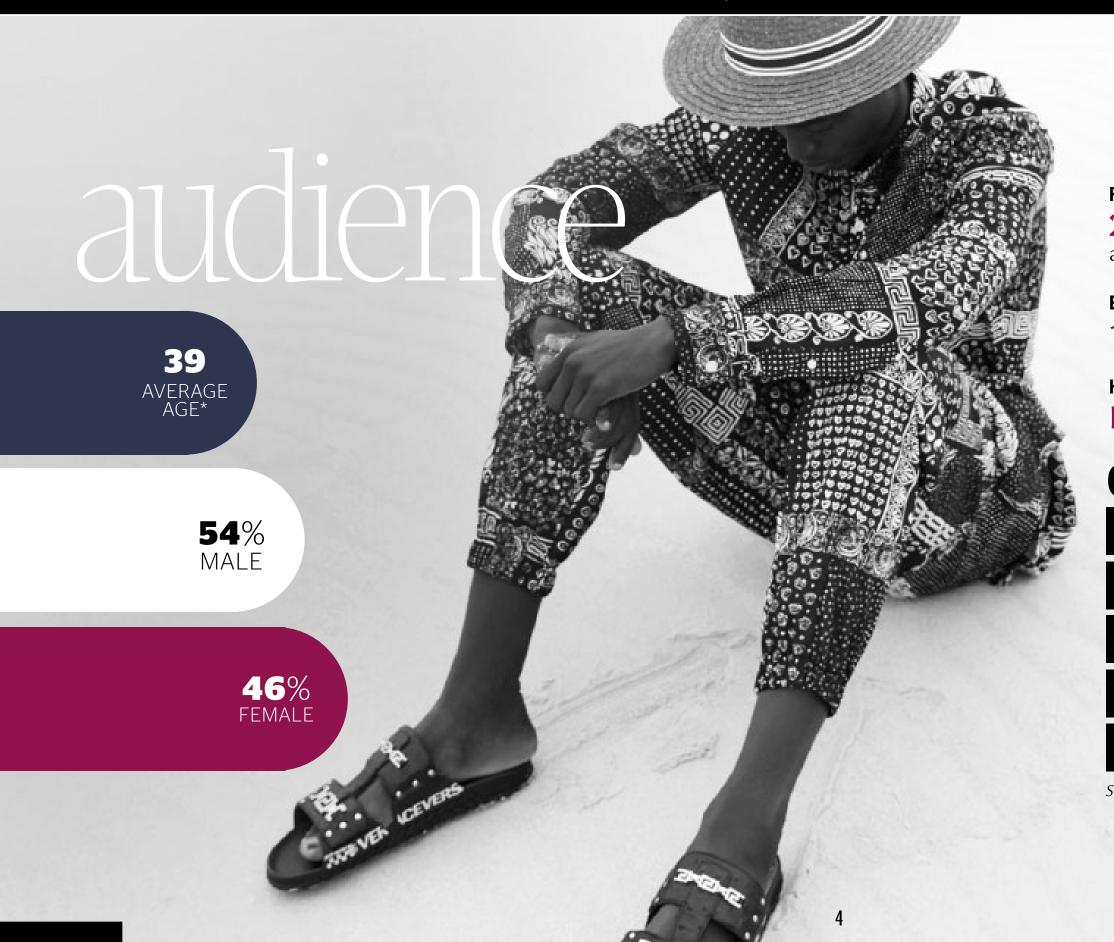


20-24	25-29	30-34	35-39	40-44	50-54	55-59	60+
18.3%	14.3%	15.5%	10.8%	8.2%	4.6%	4.8%	5.8%

İ	*
M	F
56%	44%

SA AUDIE	A AUDIENCE: 71%		
GAUTENG:	41%		
KWAZULU-NATAL:	16%		
WESTERN CAPE:	15%		
EASTERN CAPE:	7%		
LIMPOPO:	6%		

Source: Narratiive Date Range: May – Oct 2019



PRINT ORDER:

23 000, 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 Brands 2018 Print and *WANTED Online Survey 2016



argetmarket

23 000*

13 695

8 500

7 072

*Print order

Source: ABC's July-Sep 2019 Paid Sales



STYLE AND TASTE

From the best dressed to the finest

crafted, we cover the best in motoring, alcohol, and design.



SHOPPING AND FASHION WANTED readers dress well love looking good. Our Fast and Beauty pages provide up the minute trends and inspire



FEATURE AND OPINION

Each edition of WANTED carries features to entertain and inform. Subjects range from culture, style, and trends, to lifestyle and thoughts by leading minds.









FRESH START

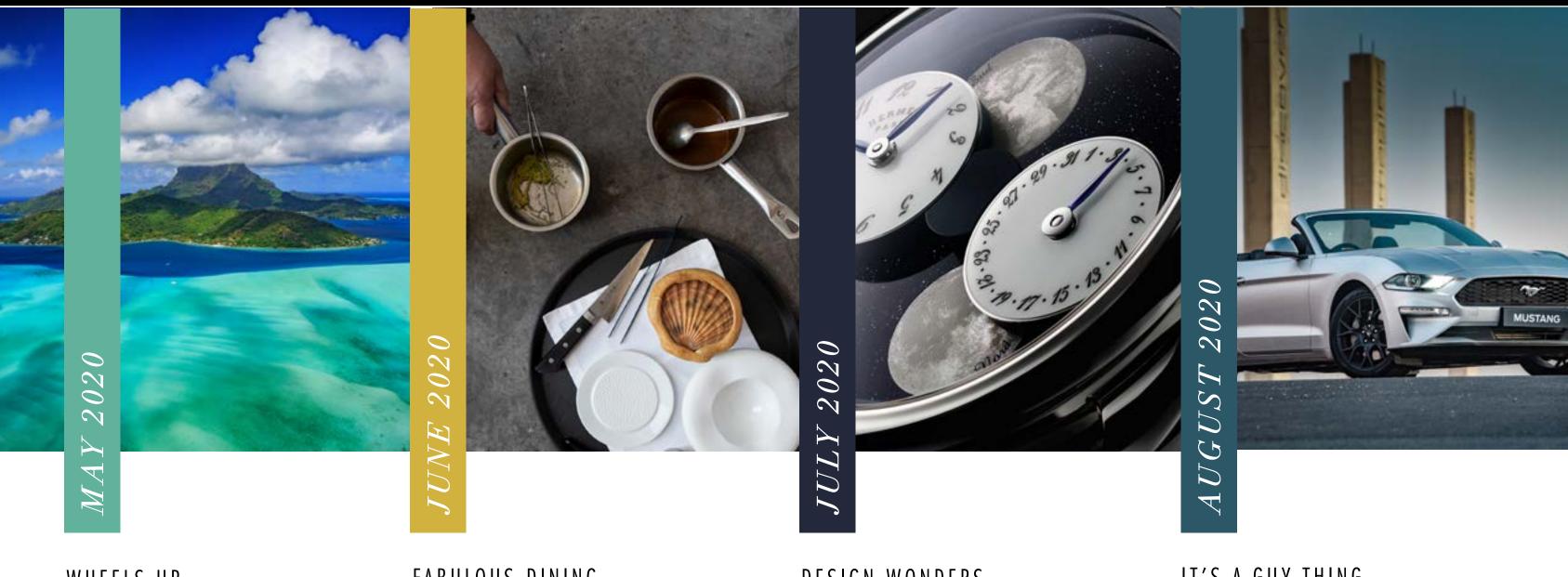
Embrace the new year with chutzpah! In our February issue we focus on health and beauty, and the collision of and future of both. How do we use new science and tech to look and feel better and stay young? What can we expect from 2020? What does our luxe crystal ball forecast for retail, the climate crisis, and politics? Who are the names in fashion, beauty, and style to note? Wanted knows all.

SMART MONEY

Our money is on this issue being one you'll file under "more than NB". In it, we submerge ourselves in the world of wealth. Offshore investments — we got ya. International properties (with passports) — that too. Want to know where the high rollers are blowing and tucking away their cash? Read on. And we'll talk investing in art, jewellery, wine, cars, and a load of other surprising categories too.

WINTER FLAIR

Time to wrap up in style. Our April issue is a sneak peek into winter's best new kit — coats, watches, boots, and jackets included. Plus, we'll give you much more to cozy up to, including luxurious comfort food, reads, and drinks.



WHEELS UP

Get ready to settle in for some first-class travel. This issue is dedicated to high-end vacations — experiences, adventures, and real indulgence. The most interesting destinations. The boutique hotels. The concierge services. The hand luggage. The speed boats. The sundowers in the Serengeti. We've got them covered... and then some!

FABULOUS DINING

The tables to nab, the chefs to namecheck, the food trends and the wines you've got to pair them with. Yes, it's Wanted's annual deep-dive into all things epicurean. Expect glossy pages groaning with our experts' takes on everything from the finest restaurants to the dinner-table gossip and the most en-vogue tipples to add to your drinks cabinet.

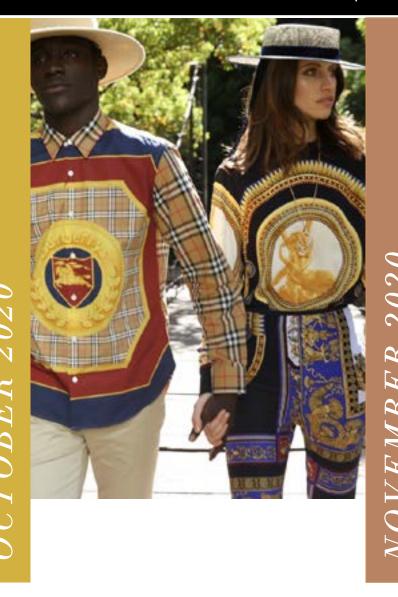
DESIGN WONDERS

From interiors to cars, products to fashion — we know a well-crafted item when we see one. This issue of Wanted is an homage to that. We talk to the makers, the crafters, the creators, and the engineers for the essential round-up of very good design, both locally and abroad.

IT'S A GUY THING

You may be the man who has it all — but we can still teach you a thing or two. In fact, this issue offers our gentlemen readers a definitive guide to the good things you've got to add to your respective realms. The cars, the clothing, the drinks, the books, the watches, the conversation starters — fellas, start your engines — this is going to be one stylish ride.









ALL-OUT ART

Your ultimate update on the art scene. No seriously, you needn't read another thing. We're always totally in the loop with SA's top artists, gallerists, curators, collectors, and auctioneers — and, here, we use the excuse of Joburg art week to tell all...

SUMMER HIGHS

We go full summer over at Wanted HQ come 1 October. So naturally, in this issue, we blaze into the new season with the absolute coolest fashion and lifestyle goods, reads, and trends — making sure our readers are hot to trot as temperatures climb.

THE COUNTDOWN

The end (of the year) is nigh, and our November issue will prep you for it. From swimwear to cool escapes, loads of features, and shopping to remind you that parties and time off are just around the corner, this is a total feel-great issue.

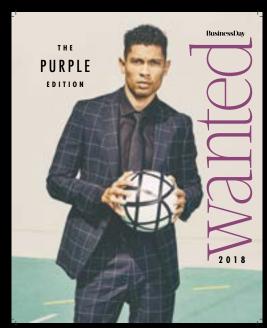
IT'S A WRAP

Ah, the effervescent elixir that is Wanted's bumper December book. We've curated the best gift ideas in the business, holiday reads to savour, and a razzle of general fabulousness. Plus, as always, our knockout Navigator section provides all you need to know about chic summer travel, eating out, entertaining, and letting your hair down with panache.









USINESS DAY WANTED publishes eleven 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.

Theses Special Editions are conceptualised, curated and produced for our clients on a bespoke basis; from beginning to end the WANTED team manages the process to ensure a magnificent, custom-made edition is produced and published. These Special Editions are distributed to the full print run of BD, and can include distribution to FM subscribers and run-ons for our clients for their use.

Price fully inclusive on request from **R700 000**.

For enquiries please contact your Account Manager and the Business Manager, Yvonne Shaff.

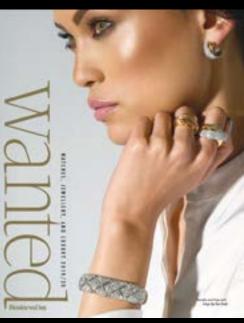
Watches, Jewellery & LUXUIY Special edition

ur 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.











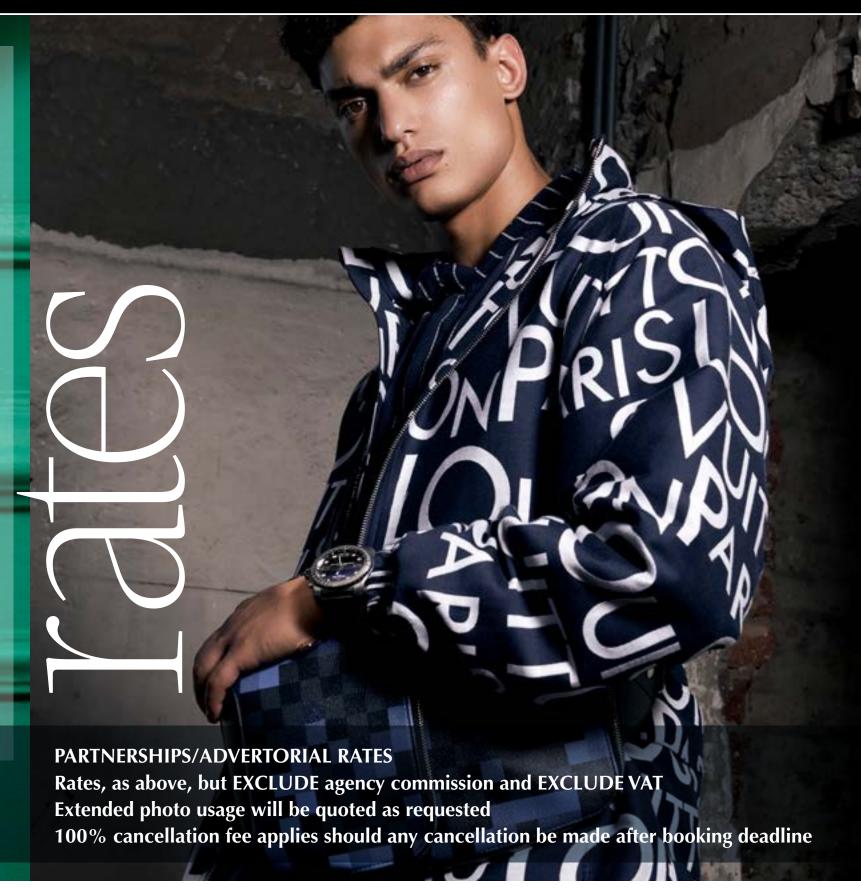


For enquiries for this Annual Luxury Edition please contact Yvonne Shaff: 082 903 5641





2020 ADVERTISING RATES R56 316 FULL PAGE R112 632 DOUBLE PAGE SPREAD R33 790 HALF PAGE R67 580 HALF PAGE DPS THIRD PAGE STRIP R22 528 FIRST DOUBLE PAGE SPREAD R146 420 SECOND DOUBLE PAGE SPREAD R123 898 FULL PAGE NEXT TO CONTENTS R67 584 FULL PAGE NEXT TO ED'S LETTER R67 584 R67 584 INSIDE BACK COVER OUTSIDE BACK COVER R101 360





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

SIEBAIS

(Width x Height)

FULL PAGE:

Type: 241mm x 316mm Trim: 275mm x 350mm Bleed: 285mm x 360mm

DOUBLE PAGE SPREAD:

Type: 516mm x 316mm Trim: 550mm x 350mm Bleed: 560mm x 360mm

HALF PAGE VERTICAL:

Type: 120.5mm x 316mm Trim: 137.5mm x 350mm Bleed: 142.5mm x 360mm

HALF PAGE HORIZONTAL:

Type: 241 mm x 158 mm
Trim: 275 mm x 175 mm
Bleed: 285 mm x 180 mm



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Details

DELIVERY DETAILS FOR INSERTS/SAMPLING

ATTENTION: RICHARD MALULEKE PAARL MEDIA LINBRO PARK, GAUTENG (011) 201-3400

48 Milky Way Linbro Park Gauteng

Delivery Times: Monday - Friday 08h00 - 16h00 Please ensure consignments are properly marked with the below:

- Magazine, Issue with 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 publication
- Client contact details for queries to be supplied. NOTE: Inserts cannot be physically counted on delivery; client to ensure quantities supplied.





SPEAK TO US ABOUT SPECIAL ADVERTISING OPPORTUNITIES

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

In June 2019 we launched 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.

These have included a fabulous activation for the L'Oreal Luxury Division at Daytona culminating in a bespoke dinner for 18 high-profile guests in the Pagani room curated by Chef Wandile Mabaso and a bespoke dinner for PGI and American Dream curated by Michelin star chef Jan Hendrik van der Westhuizen.

So 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.

Packages are customised on a 360-degree bespoke basis inclusive of our print, digital, and event platforms.





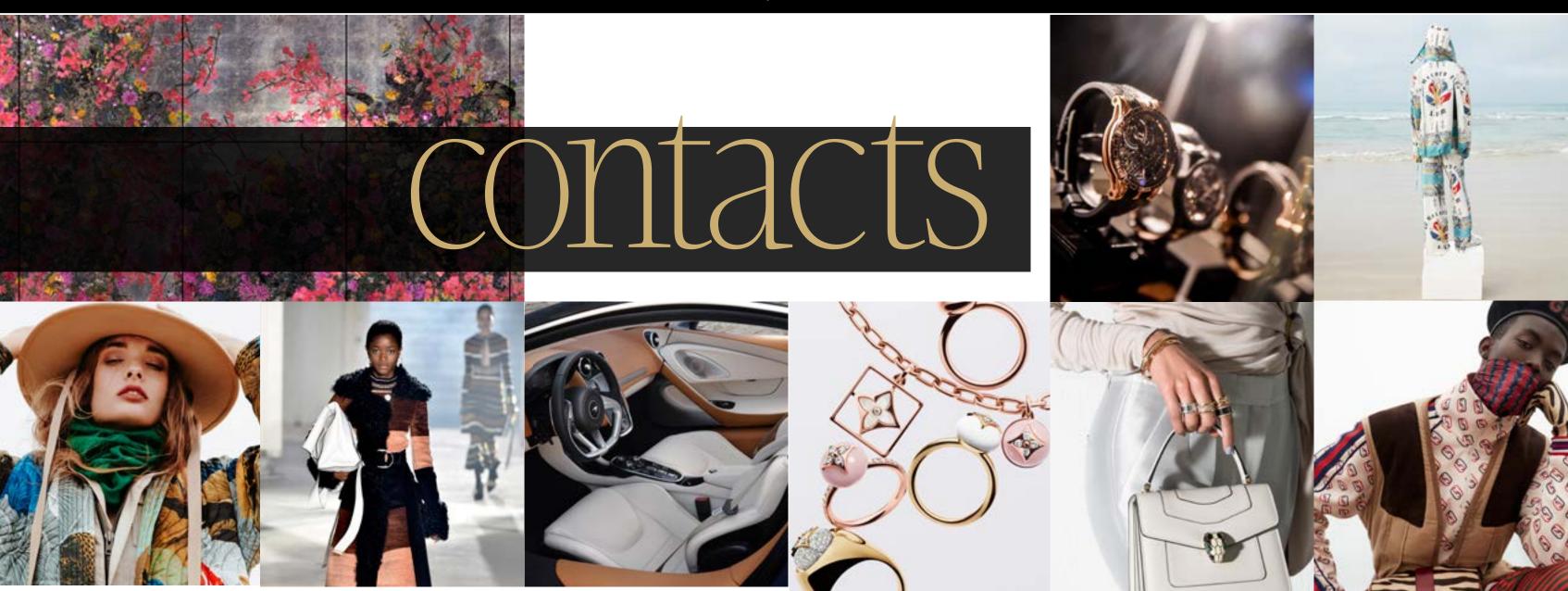






Media kit 2020 | SPECIAL ADVERTISING OPPERTUNITIES & EVENTS





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