

BusinessDay

wanted

Media kit

2021

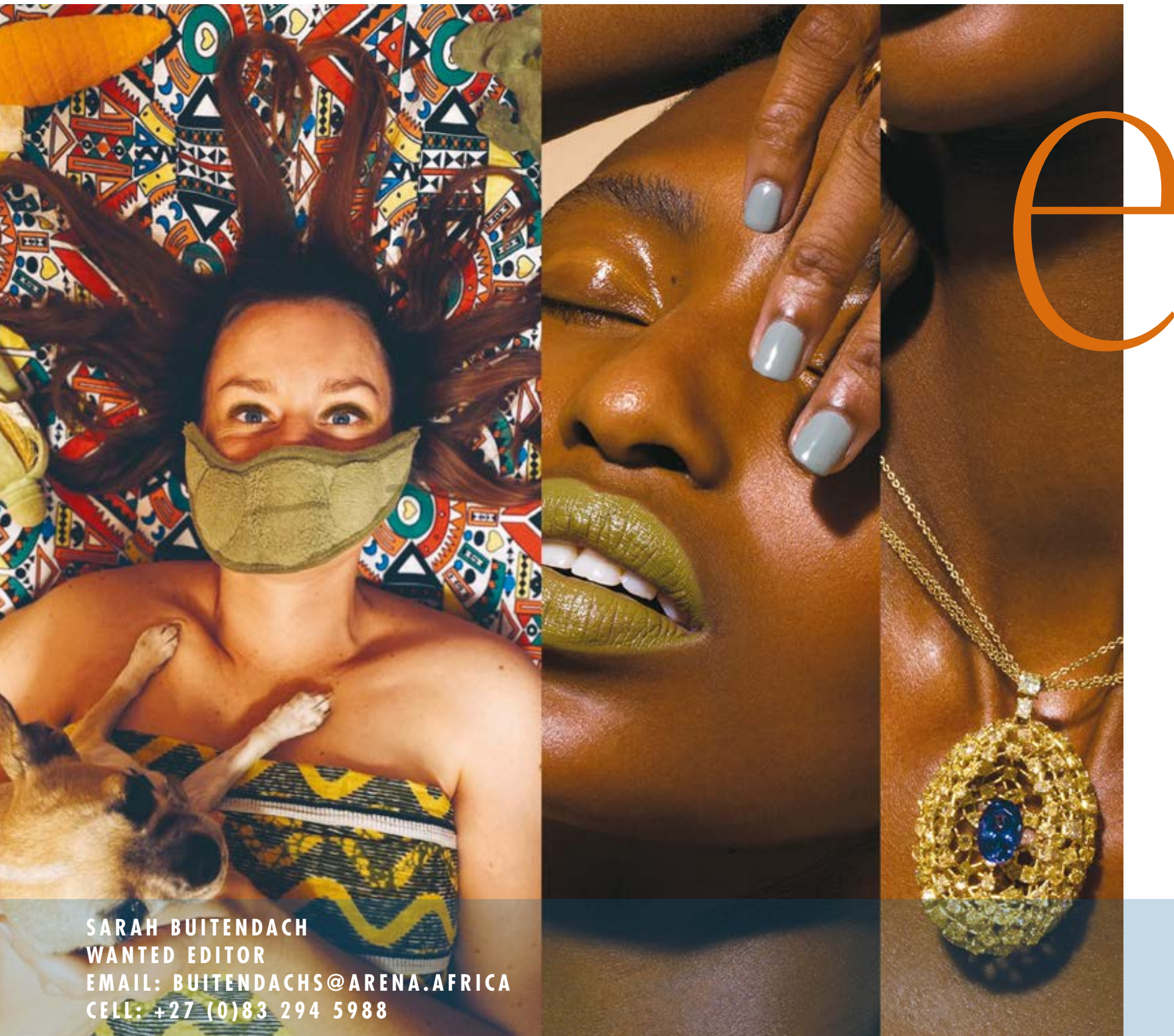
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intro

WANTED is the ultimate guide to living a luxurious, smart, and engaged life — with a lot of heart. It offers South Africa's definitive, feel-good take on fashion, cars, travel, grooming, property, art, watches, jewellery, design, investment, food, and drink. It is also the home of South Africa's best journalists and thought leaders. It is where they engage with the ideas that count, that inspire, that'll make you think. WANTED always has its finger on the zeitgeist and sets the trends.



SARAH BUITENDACH
WANTED EDITOR
EMAIL: BUITENDACHS@ARENA.AFRICA
CELL: +27 (0)83 294 5988

ed's letter

Business Day WANTED is acclaimed for being 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 to the top subscribers of *Financial Mail* and delivered to the desks and homes of the country's leading businesspeople every month. Its pages are a feast of smart, feel-good stuff that turns our loyal readers on and keeps them coming back for more.

We cover everything that those in-the-know are talking about around dinner and boardroom tables — from the stylish and trendy to the thought-provoking and aspirational. Business Day WANTED, together with our daily website WANTED Online (and our Most WANTED events) is the one-of-a-kind South African publishing 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, including the much-lauded annual WANTED Watches, Jewellery and Luxury edition.

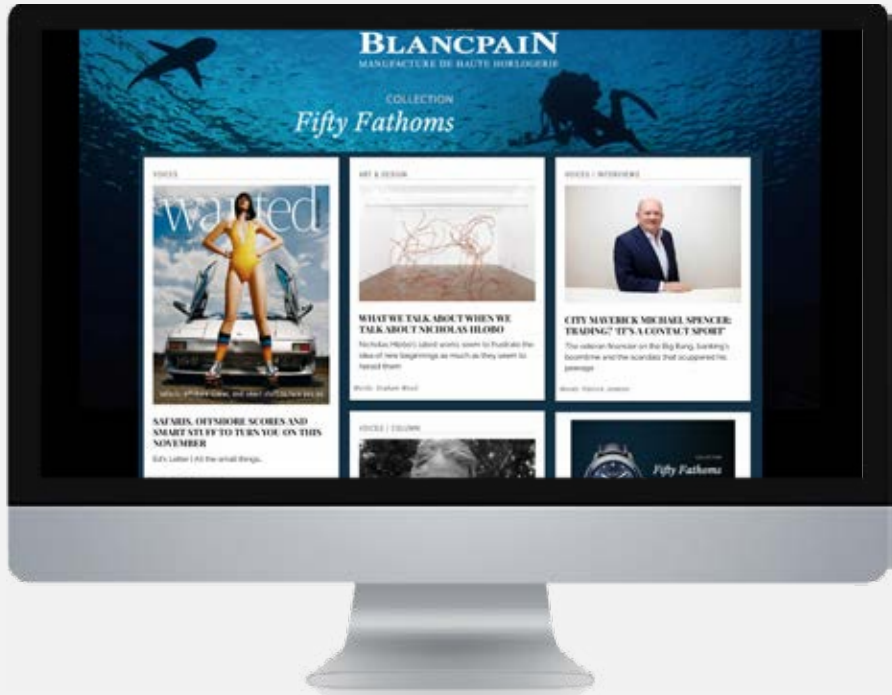
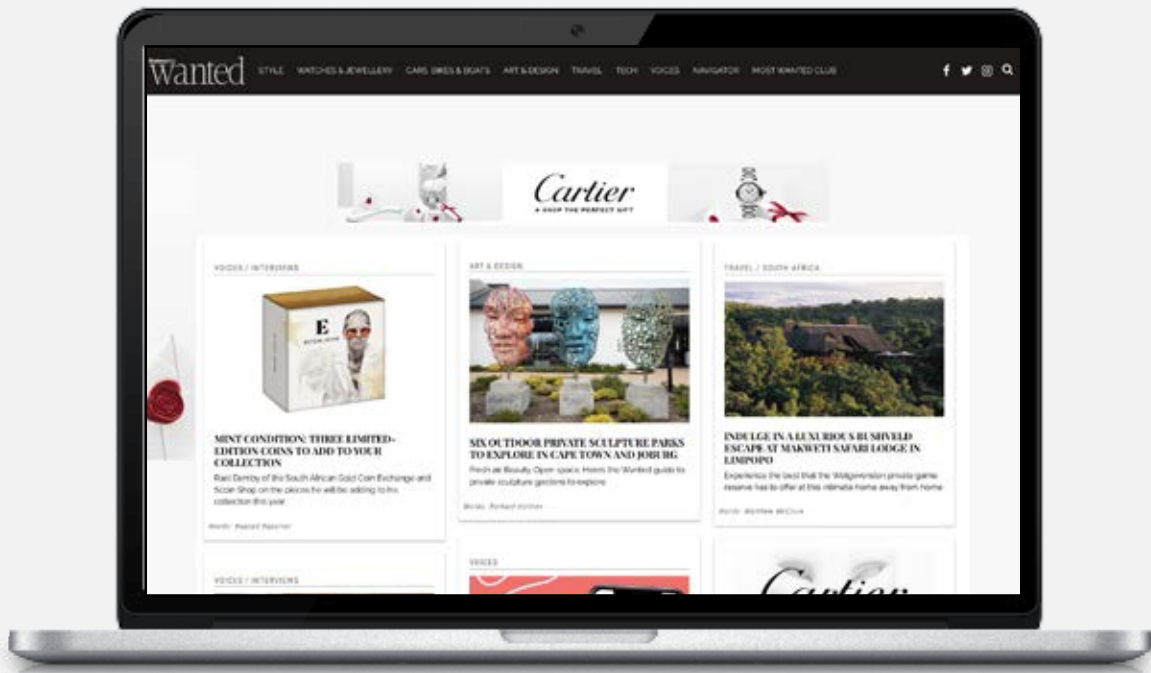


AVERAGE UNIQUE BROWSERS P/M: 65 726
AVERAGE PAGEVIEWS P/M: 100 856

WANTED ONLINE SOURCE:
Narratiive (Sept – Nov 2020)

digital platform

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.



	20-24	25-29	30-34	35-39	40-44	50-54	55-59	60+
	18.7%	15.9%	21%	9.1%	8.2%	1.7%	7.9%	4%



M

49%



F

51%

SA Audience: 100%

GAUTENG:	58.9%
KWAZULU-NATAL:	19%
WESTERN CAPE:	8.5%
MPUMALANGA:	4.4%
EASTERN CAPE:	3.5%

WANTED ONLINE
SOURCE:
South Africa only
Demographics
Source-GA 360
(November 2020)

audience

OUR READERS

87% have a tertiary education*

93% are employed*

88% are banked

85% live in a house/cluster/townhouse

34

AVERAGE
AGE*

52%
MALE

48%
FEMALE

*Source: WANTED Online Survey 2016 (currently being updated)

PRINT ORDER:

22 000, including Private Lounges nationally and 5 500 copies to the top FM subscribers.

ESTIMATED READERSHIP:

162 000

HOUSEHOLD INCOME*:

R62 577

BLACK READERSHIP

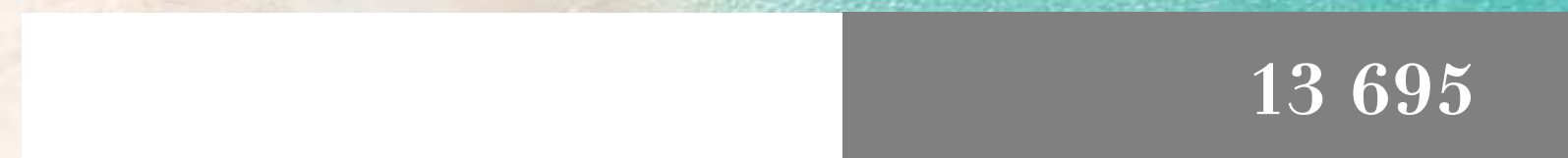
71%

Source: PAMS Fusion 2020

market target



WANTED



PRIVATE EDITION
(total free circulation)

Source : ABC's July-Sept 2019. No current ABC reporting / update



GQ

Source: ABC's: Jan-March 2020. No current submission first two quarters last year



STELLENBOSCH VISIO

Source : ABC's July-Sept 2019. No current ABC reporting / update

*Print order
** Paid Sales

brand. pillars



FASHION



WATCHES



JEWELS



FOOD

DRINKS

DESIGN AND DÉCOR

OPINION

**BEAUTY &
GROOMING**



ART



PROPERTY



MONEY



TRAVEL



MOTORING

themes for 2021



FEBRUARY 2021

A BRIGHT START

This issue kicks off the year with a much-needed punch of positivity. It offers luxe local living and design, feel-good travel, top local food, great stores and loads of fresh ideas. Plus, it'll help you engage your mind and body in preparation for the months ahead. It's the total package.



MARCH 2021

ON THE MONEY

So what do you do with your money once you've made it? Spend it on lovely things and enriching experiences (our specialty at WANTED HQ) for sure. But what about growing it and shoring it up too? This issue will take a look at everything from the markets to alternative investments and smart money moves. From overseas property to going for gold, we'll have you making like the Motsepes in no time.



APRIL 2021

WINTER FASHION

Temperatures might be dropping but we'll continue to bring the heat. Our April issue will offer a peek into the most coveted new season kit from the finest local and international designers. Plus, we'll give you much more to cosy up with, including the smart reads and pure indulgence and escapism that WANTED does best.



MAY 2021



JUNE 2021



JULY 2021



AUGUST 2021

WISHFUL THINKING

Oh, to be on the Colorado ski slopes, in that felucca down the Nile, or tucked into a tiny Parisian brasserie. The WANTED team and our readers are devout travel enthusiasts and this issue will indulge in that shared passion — highlighting the hottest, newest and most inspiring escapes. In a pandemic-marked world, much of these voyages might be shelved for now but that doesn't stop us from dreaming and planning big.

MEN ABOUT TOWN

This issue of WANTED will offer gents a definitive, discerning guide to the good things they've got to have in their lives. What to wear, drive, drink, eat, read, and know about; this is where you'll find all the essential info to catapult you into another level of cool.

DESIGN TIME

Good looks colliding with great functionality – that's what the world of exceptional design is all about. And that's exactly what the July issue of WANTED will focus on. Be it the sexy lines of a new sports car, the perfectly proportioned couch, a starchitect-designed building or bespoke trench coat, we'll measure up the world of top design and present its finest examples and creators here.

CELEBRATION

There's a lot to be proud of in these southern parts of the world and in August WANTED will put them in the spotlight. From the fine craftspeople making impeccable luxury goods locally to stellar exports that include wine, fashion, and people in so many different fields, this will be a moment to celebrate South Africa's myriad creative talents, innate beauty, and world-class local destinations.



SEPTEMBER 2021



OCTOBER 2021



NOVEMBER 2021



DECEMBER 2021

THE ART ISSUE

A WANTED icon, this issue offers the ultimate crash course in everything you need to know about our art scene. It'll cover everything from SA's top artists to the hot new names to watch, the exhibitions to clock, the curators and galleries to put on your radar, the auctions to get in on and, of course, works of creativity you'll absolutely love. If you read one thing on art this year, make it this.

SUMMER DAZE

In this issue we'll blaze into summer with the fiercest fashion, accessories, luxe goods, eats, drinks, reads, and trends. Getting yourself geared up for warm weather and good times? Look no further.

HOLIDAYS! CELEBRATE!

The November issue of WANTED is dedicated to getting you prepped for downtime. From uncovering where to head for a totally indulgent time out, to ways to really relax, we do the dirty work for you. And we never forget that the party season is approaching too. Let the countdown to happy days begin.

THE GIFT ISSUE

In WANTED's bumper December book we curate the best gift ideas in the business, holiday reads to savour, and general fabulousness to inspire and excite. Plus, as always, our knockout Navigator section will provide all you need to know about chic summer travel, eating out, entertaining and letting your hair down with panache.

special editions

BUSINESS 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.



These 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.

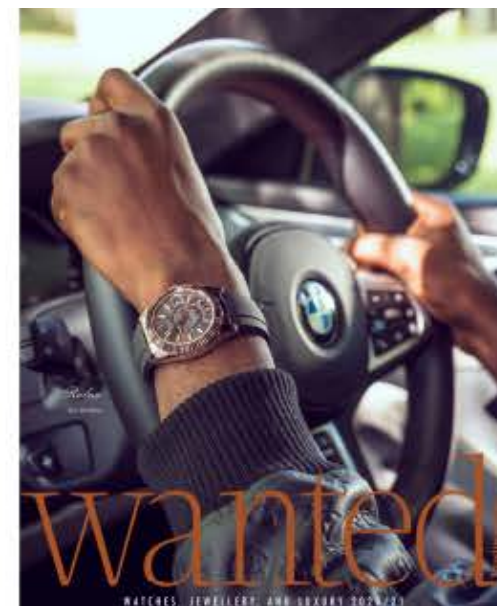
Price fully inclusive on request from R700 000. For enquiries please contact your Account Manager and the Business Manager, Yvonne Shaff.

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

Watches, Jewellery & Luxury Special edition

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. Now published at the end of November each year and edited by Jacquie Myburgh Chemaly, it is considered THE definitive magazine in its category — quite unlike anything in the SA market.

We look forward to working with our clients again this year in a world where we will once again have the luxury of appreciating craftsmanship, beauty, and style.



calendar

2021

	BELOW THE LINE	ABOVE THE LINE	MATERIAL	INSERT
FEBRUARY	15 January 2021	20 January 2021	22 January 2021	05 February 2021
MARCH	12 February 2021	17 February 2021	19 February 2021	05 March 2021
APRIL	19 March 2021	24 March 2021	26 March 2021	09 April 2021
MAY	16 April 2021	21 April 2021	23 April 2021	07 May 2021
JUNE	14 May 2021	19 May 2021	21 May 2021	04 June 2021
JULY	11 June 2021	16 June 2021	18 June 2021	02 July 2021

calendar

2021

	BELOW THE LINE	ABOVE THE LINE	MATERIAL	INSERT
AUGUST	16 July 2021	21 July 2021	23 July 2021	06 August 2021
SEPTEMBER	13 August 2021	18 August 2021	20 August 2021	03 September 2021
OCTOBER	10 September 2021	15 September 2021	17 September 2021	08 October 2021
WWJ&L NOV:	30 June 2021	30 June 2021	15 September 2021	26 November 2021
NOVEMBER	15 October 2021	20 October 2021	22 October 2021	05 November 2021
DECEMBER	12 November 2021	17 November 2021	19 November 2021	03 December 2021

2021 rates

ADVERTISING RATES

FULL PAGE

DOUBLE PAGE SPREAD

HALF PAGE

HALF PAGE DPS

THIRD PAGE STRIP

FIRST DOUBLE PAGE SPREAD

SECOND DOUBLE PAGE SPREAD

FULL PAGE NEXT TO CONTENTS

FULL PAGE NEXT TO ED'S LETTER

INSIDE BACK COVER

OUTSIDE BACK COVER

2021

R56 316

R112 632

R33 790

R67 580

R22 528

R146 420

R123 898

R67 584

R67 584

R67 584

R101 360

PARTNERSHIPS/ADVERTORIAL RATES

Rates, as above, but EXCLUDE agency commission and EXCLUDE VAT

Extended photo usage will be quoted as requested

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

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

details

(Width x Height)

FULL PAGE:

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

DOUBLE PAGE SPREAD:

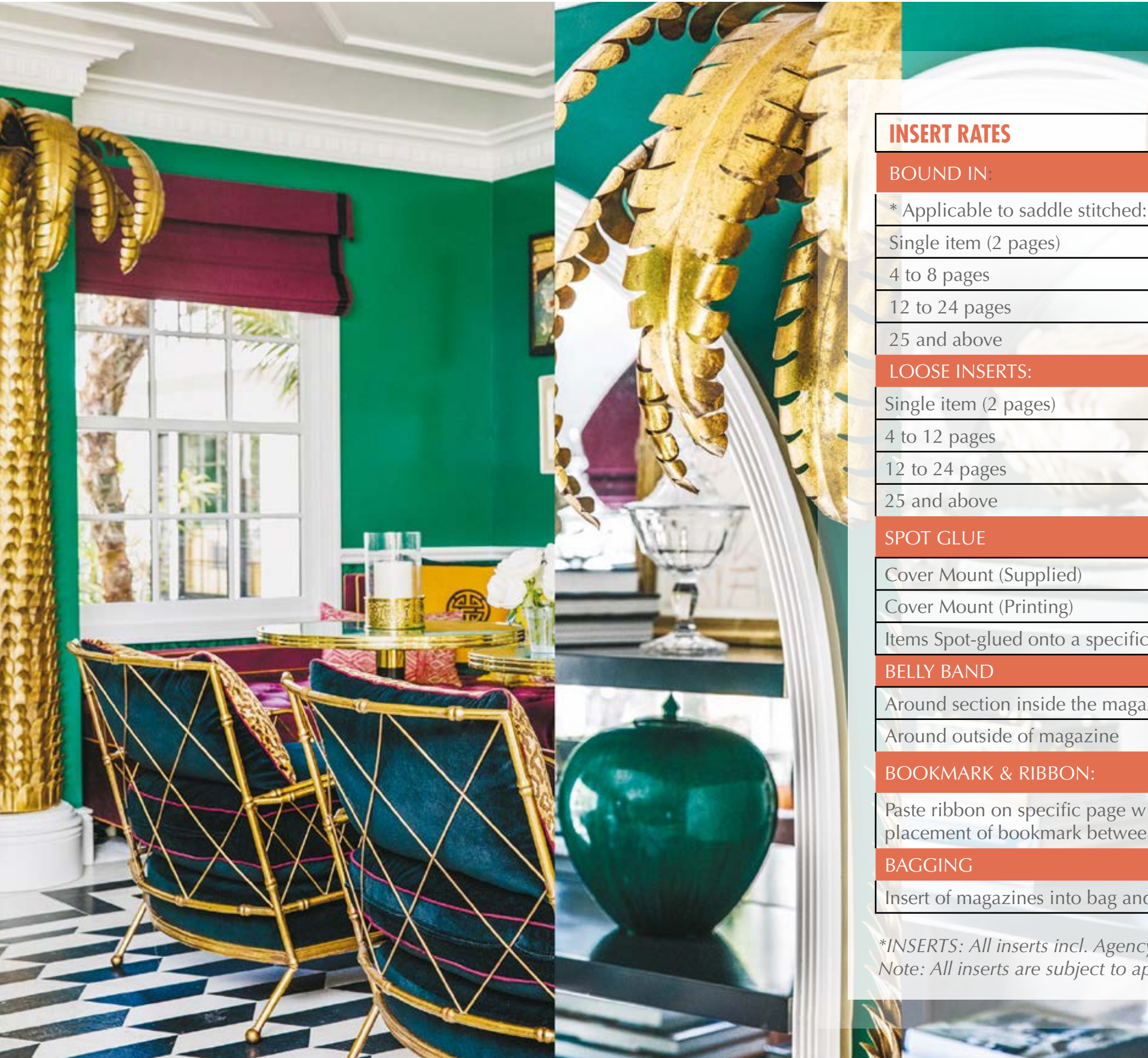
Type: 516mm x 316mm
Trim: 550mm x 350mm
Bleed: 560mm x 360mm

HALF PAGE VERTICAL:

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

HALF PAGE HORIZONTAL:

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



rates

INSERT RATES	2021
BOUND IN:	
* Applicable to saddle stitched: price custom quoted on request depending on insert	
Single item (2 pages)	R775 per 1000
4 to 8 pages	R890 per 1000
12 to 24 pages	R1 068 per 1000
25 and above	Price quoted on request
LOOSE INSERTS:	
Single item (2 pages)	R672 per 1000
4 to 12 pages	R968 per 1000
12 to 24 pages	R1 162 per 1000
25 and above	Price quoted on request depending on insert
SPOT GLUE	
Cover Mount (Supplied)	R842 per 1000
Cover Mount (Printing)	Price on request
Items Spot-glued onto a specific page	R1 098 per 1000
BELLY BAND	
Around section inside the magazine (vertical or horizontal)	R2 268 per 1000
Around outside of magazine	R1 424 per 1000
BOOKMARK & RIBBON:	
Paste ribbon on specific page with round sticker and placement of bookmark between specified pages	R1 685 per 1000 (bookmark printing costs on request)
BAGGING	
Insert of magazines into bag and seal	R1 644 per 1000

**INSERTS: All inserts incl. Agency Commision
Note: All inserts are subject to approval by the media owner before insertion*

delivery details

INSERT DELIVERY DETAILS

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.

2021

special advertising opportunities & events

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 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, curated by Chef Wandile Mabaso, in the Pagani room, as well as a bespoke dinner for PGI and American Dream curated by Michelin-starred chef Jan Hendrik van der Westhuizen.

We acknowledge that it will be some time before we return to eventing as we did before Covid-19 (and we will get back to in-person experiences in the not too distant future), thus we have launched a hugely successful online Digital Eventing Division where our curated audiences engage with panels of experts relative to our clients' specific topic of choice. The marketing plan behind these Digital Events includes pre-event PR across our platforms including social media, the reader/guest invite list management, all the client/media co-ordination, the technical event execution and post-event report back for a truly 360° execution!

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, watches, or whisky and private clubs, 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° bespoke basis inclusive of our print, digital, and event platforms.

Speak to your Account Manager or the Business Manager Yvonne Shaff for further information.



YOUR PERSONAL INVITE FROM THE EDITOR OF WANTED SARAH BUITENDACH AND WOOLWORTHS

WELLNESS
WITH
wanted

IN
PARTNERSHIP
WITH



INVITATION



I T'S NOT SELFISH to love yourself, take care of yourself, and to make your happiness a priority. Self-care is vitally important for a healthy body and mind.

In this **WELLNESS WITH WANTED** discussion, we are taking a look at how you can (and should) be taking care of yourself.

20
AUGUST
2020

18h30

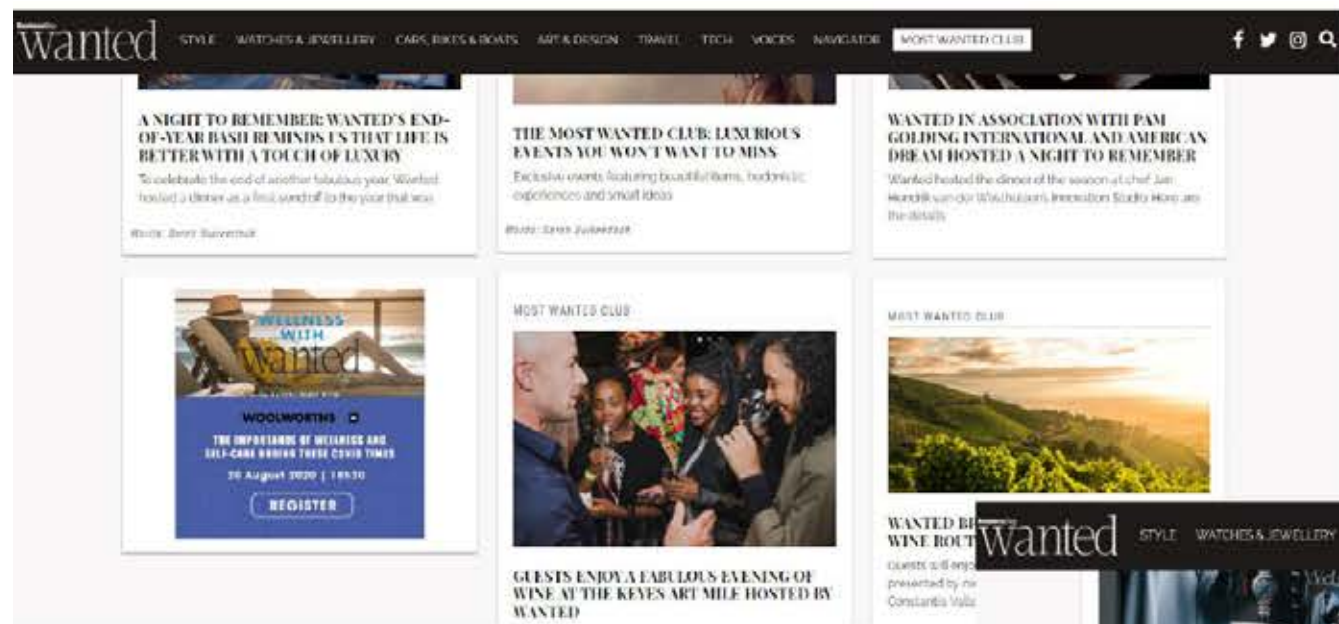
SAVE
THE
DATE



We'll look at all things from pampering, skincare, eating for immunity and even homeware to create the perfect zen.

Join Wanted editor **Sarah Buitendach** in a fascinating conversation with **Amanda Dambuza** (CEO of Uyandiswa), **Joy Phala** (Landscape Designer & Founder of Organic Kitchen Gardens), **Catherine Bothner** (Head of Product: Trends, Insights & Strategy, Woolworths Foods), **Hina Rahman Reynolds** (Trend Consultant at Woolworths) and **Scott Parker** (Product Development Manager: Culinary Innovation, Research & Development at Woolworths Food).

Digitised Event Marketing

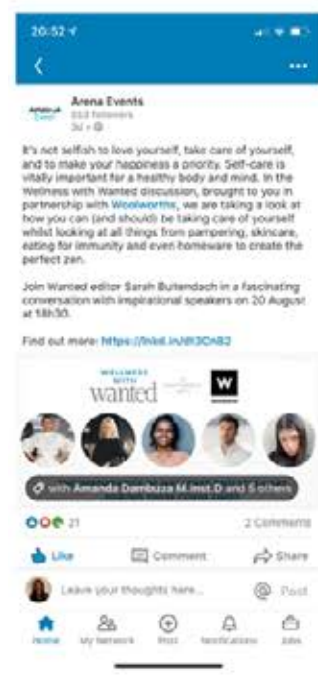


DIGITAL BANNERS USED TO MARKET THE EVENT ON WANTED ONLINE



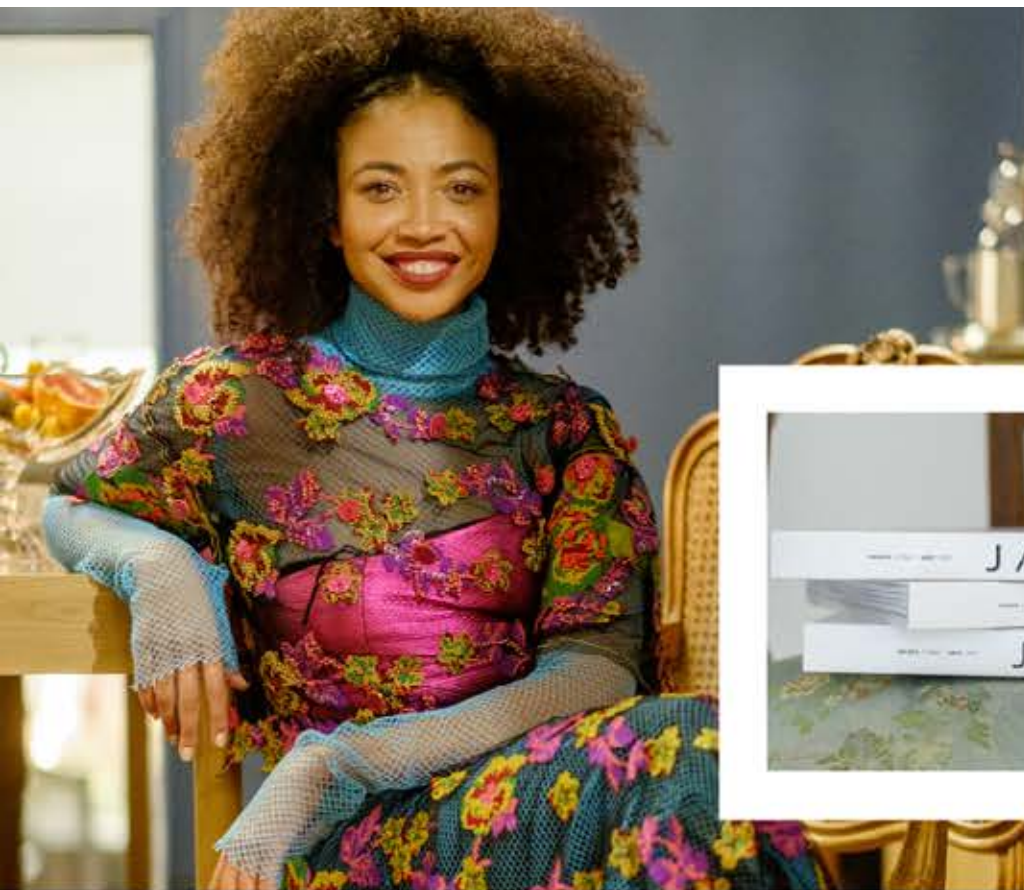
PRE-EVENT ARTICLE ON WANTED ONLINE AND ARENA EVENTS WEBSITE

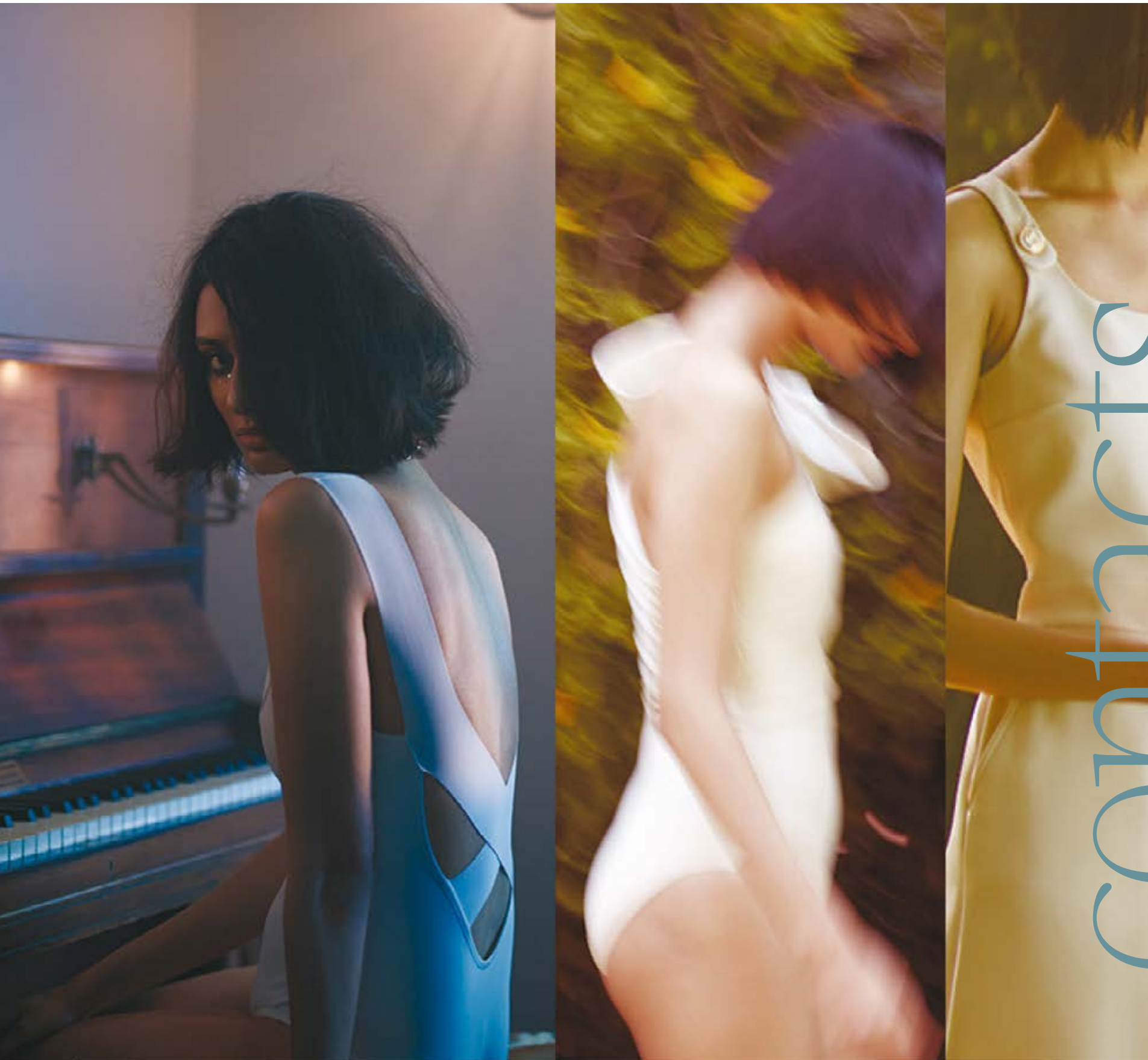
This was included in the WANTED weekly newsletter and across the relevant social media platforms











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Covers