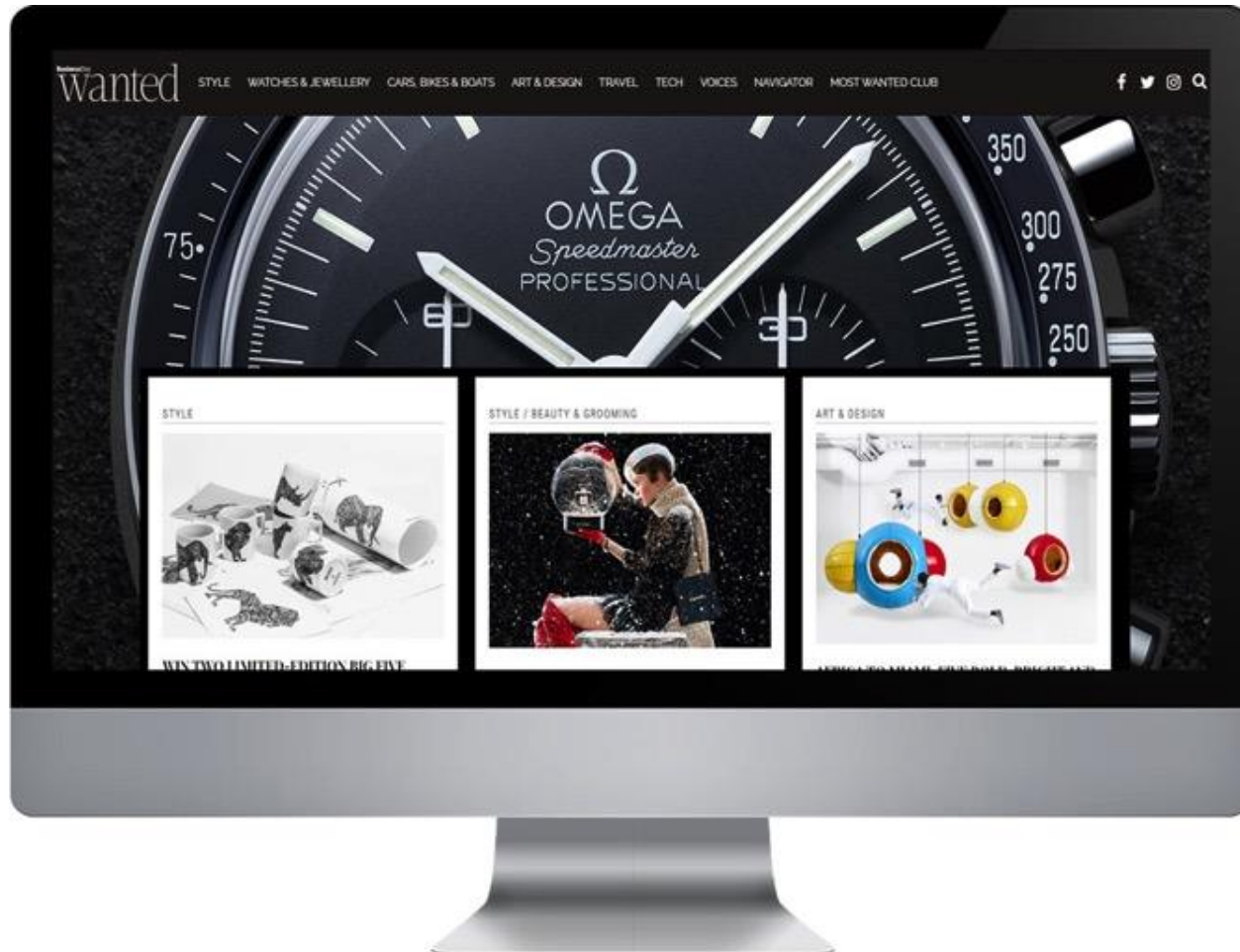


BusinessDay  
wanted  
online

LIVE A LIFE OF LUXURY



## 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.



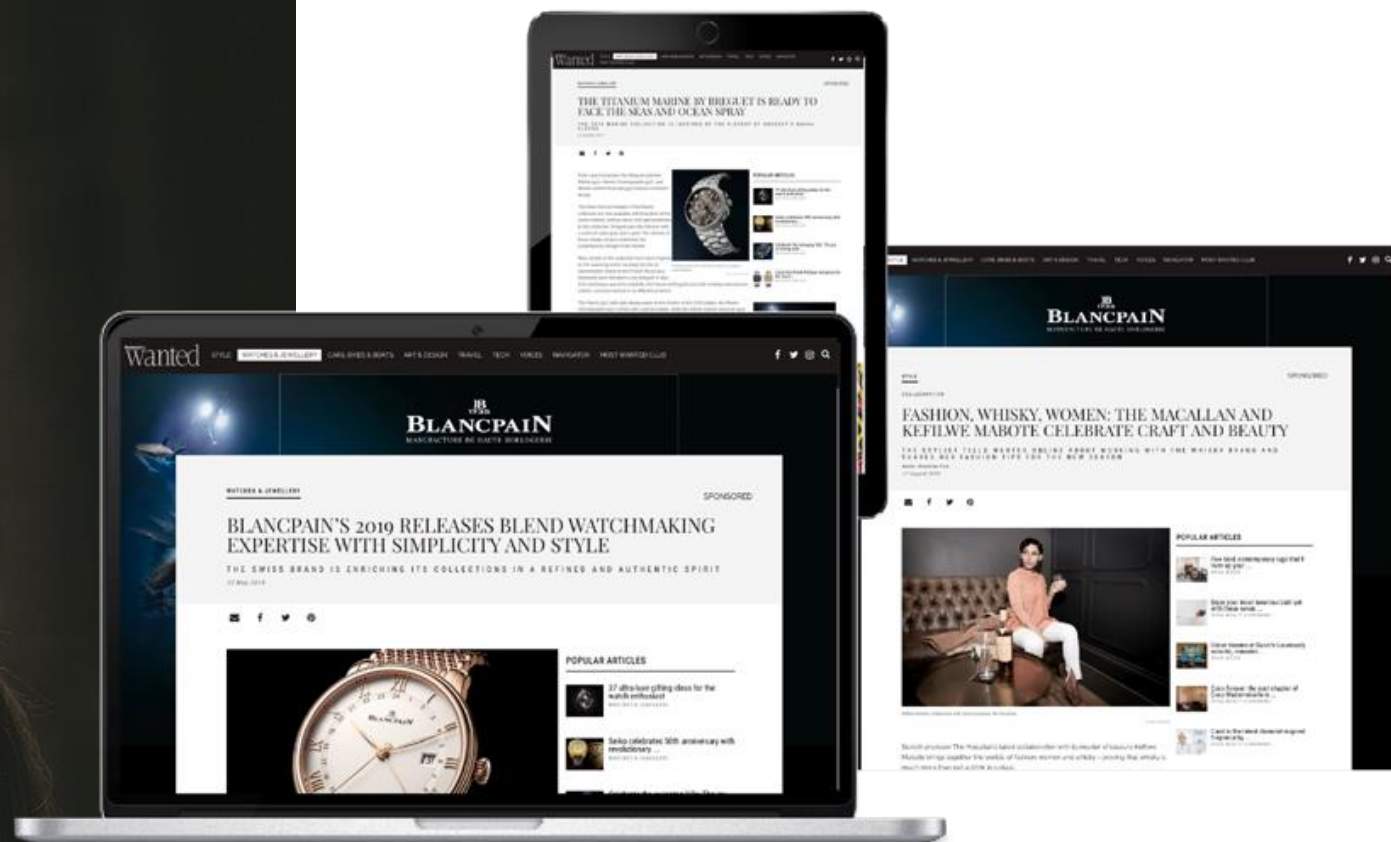
## AUDIENCE & CONTENT

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.

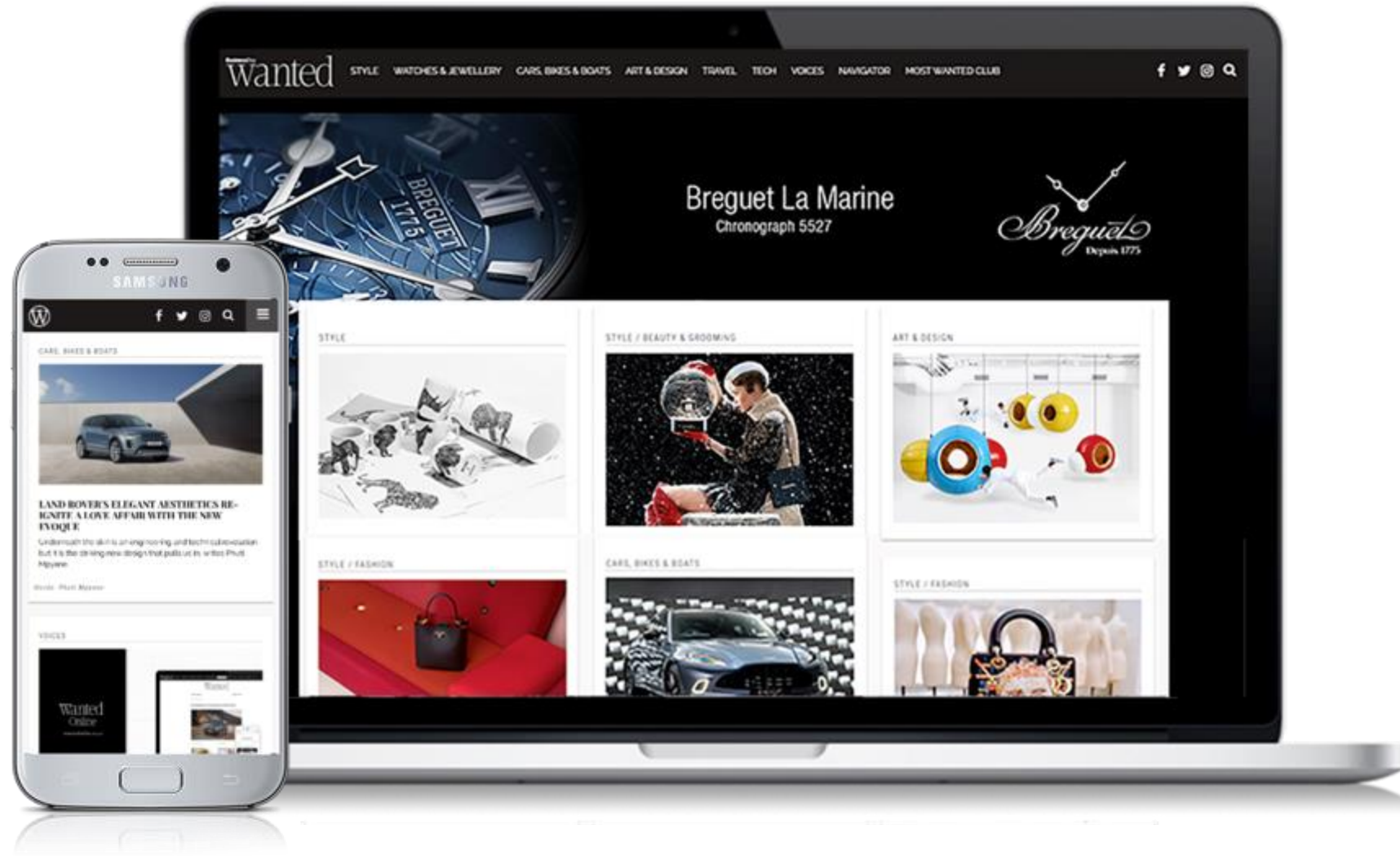
# EASY ON THE EYE

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 of 80 098 unique browsers globally and over 124 009 page views per month (ave May-July)— a niche but highly valuable audience invested in the world of luxury.
- A WANTED Online reader consumes on average of about 1.35 website pages per visit (May-July), in line with the category average of 1.35 website pages.
- 80,4% of WANTED Online readers visit the website on their mobile devices (May-July).

Source: Narratiive May-July 2021

# IN NUMBERS

- The weekly WANTED Online email newsletter is sent to more than 14 626 readers every Friday. (July 2021)
- 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 141 651 followers, daily organic reach of 36 523 people and 28-day reach off 936 567 (July 2021).
- On Instagram, WANTED Online already has more than 9 573 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 (51/49%).
- 52,43% work full time
- 77,4% of readers have a university degree.
- Readers are techno-savvy and 43% 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.



## OUR READERS INTERESTS



Events and Attractions	27.48%
Automotive	21.61%
Careers	20.26%
Style & Fashion	19.71%
Pop Culture	19.68%
Hobbies & Interests	23.45%
Fine Art	19.01%
Food & Drink	16.23%
Real Estate	15.32%
Travel	10.80%
Sports	8.89%





## 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



TOTAL VALUE: R189 500

TOTAL PACKAGE OFFER: R95 000

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.



## PACKAGE 3

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](http://wantedonline.co.za) native article.

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

Two tweets per week, linking back to [wantedonline.co.za](http://wantedonline.co.za) native article.

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

A free Instagram post each week to WANTED Online followers.

# PACKAGE 5

ONE MONTH AND HOME PAGE

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](http://wantedonline.co.za)

TOTAL VALUE: R379 000

TOTAL PACKAGE OFFER: R190 000

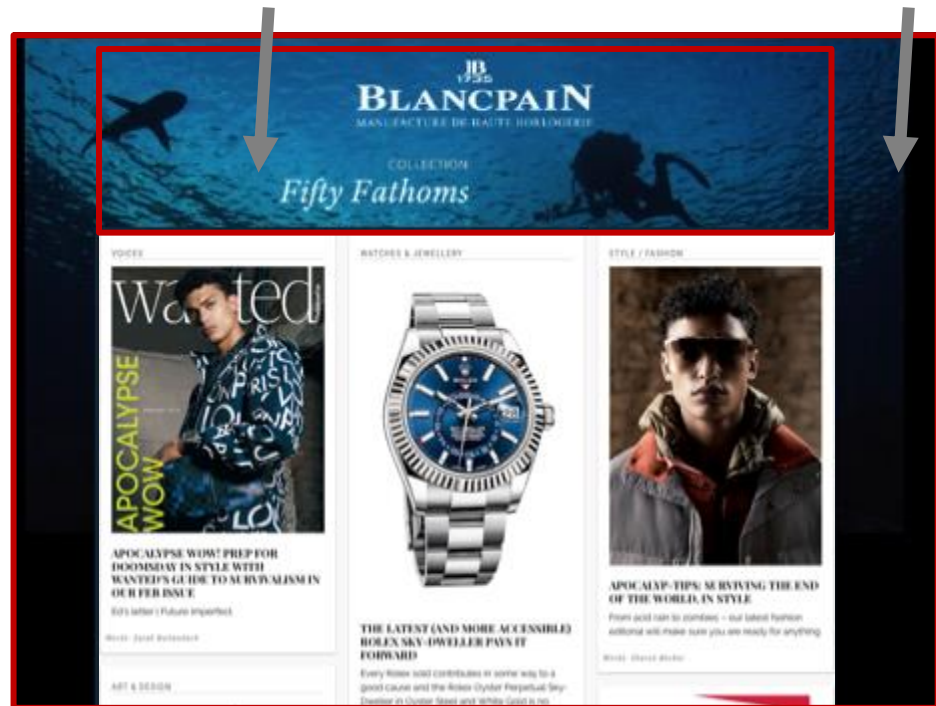


# SITE TAKEOVER SPECIFICATIONS

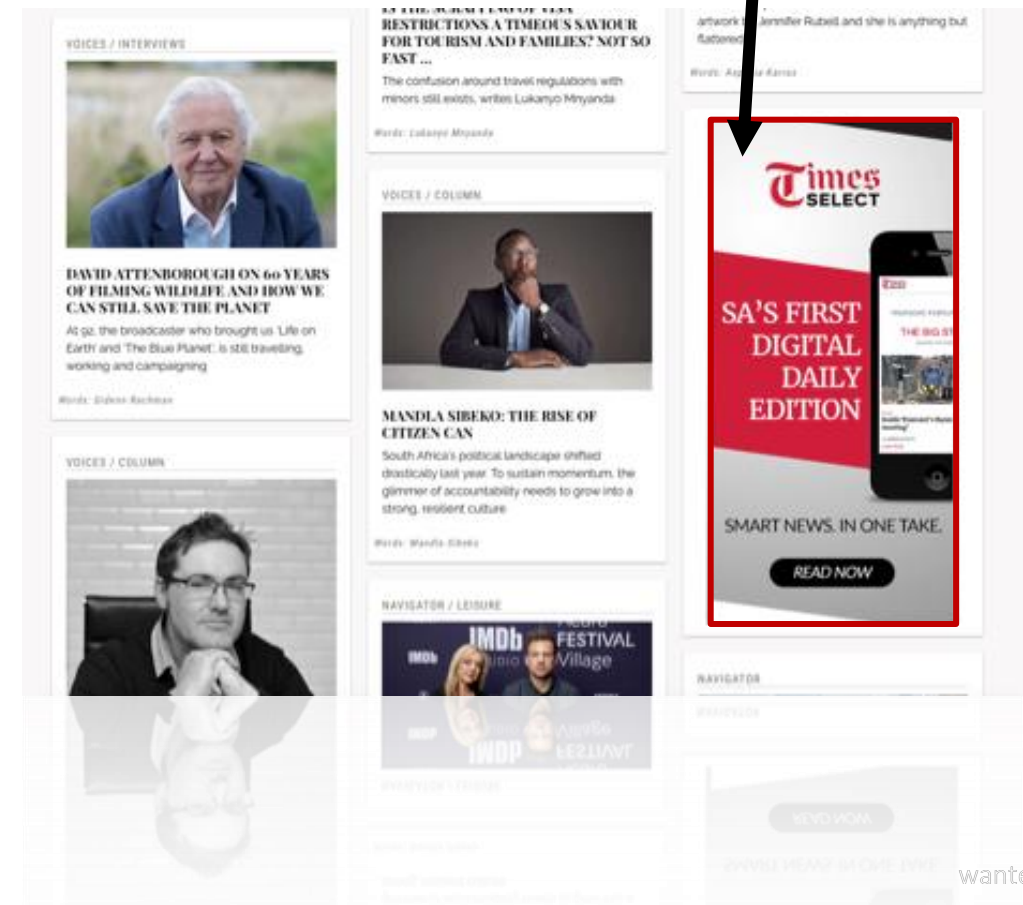
**TOP BANNER**  
728x90 or 1000x250

**WALLPAPER**  
As example

**HALF PAGE AD**  
300x600



**MEDIUM REC FOR MOBILE**  
300x250



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THANK YOU

BusinessDay  
wanted

ARENA  
HOLDINGS