



BusinessDay

wanted online

LIVE A LIFE OF LUXURY

ARENA
HOLDINGS

YAMKELA MDAKA

Editor Wanted Online

MdakaY@arena.africa

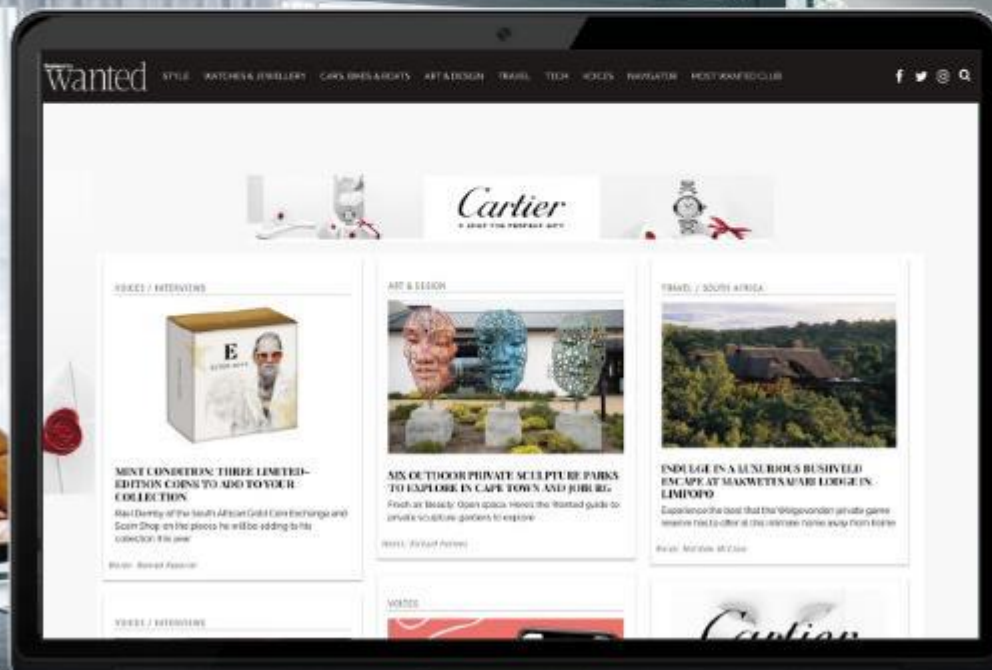
YVONNE SHAFF

GM Luxury

ShaffY@arena.africa

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.

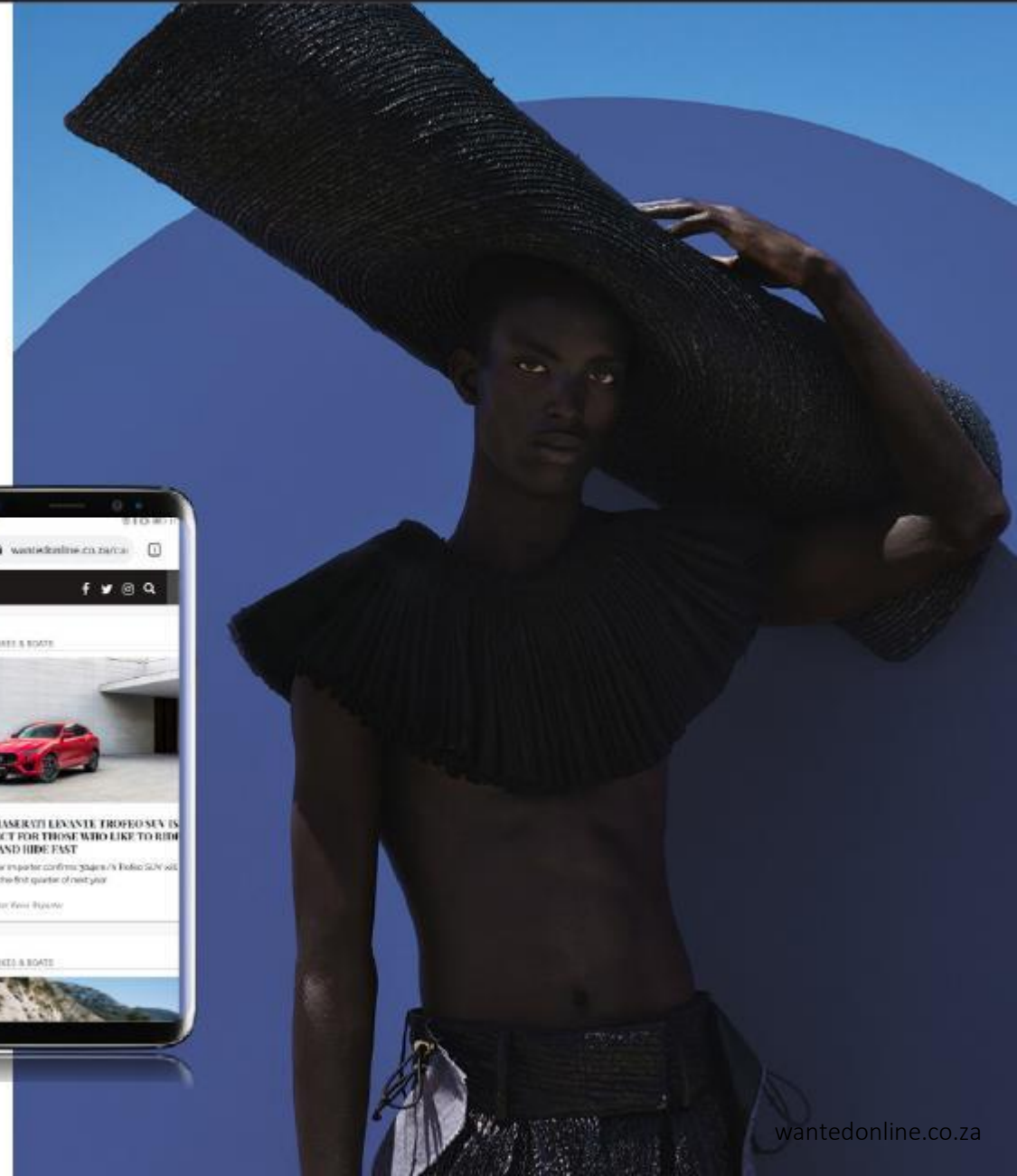
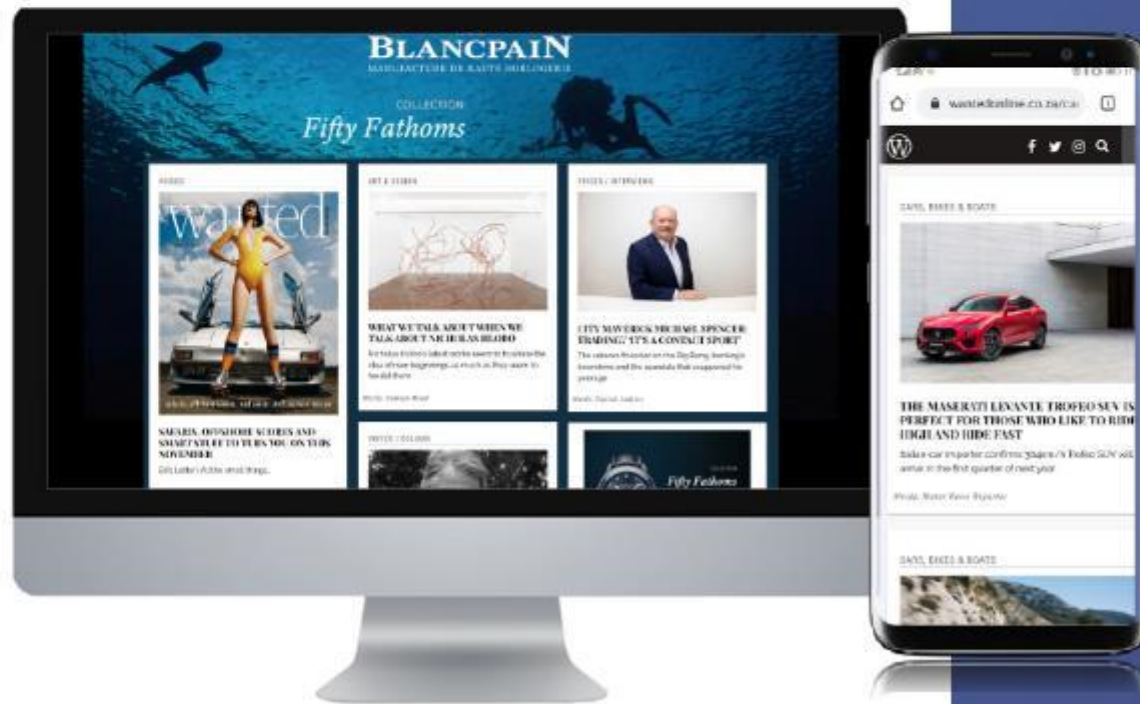


EASY ON THE EYE

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.



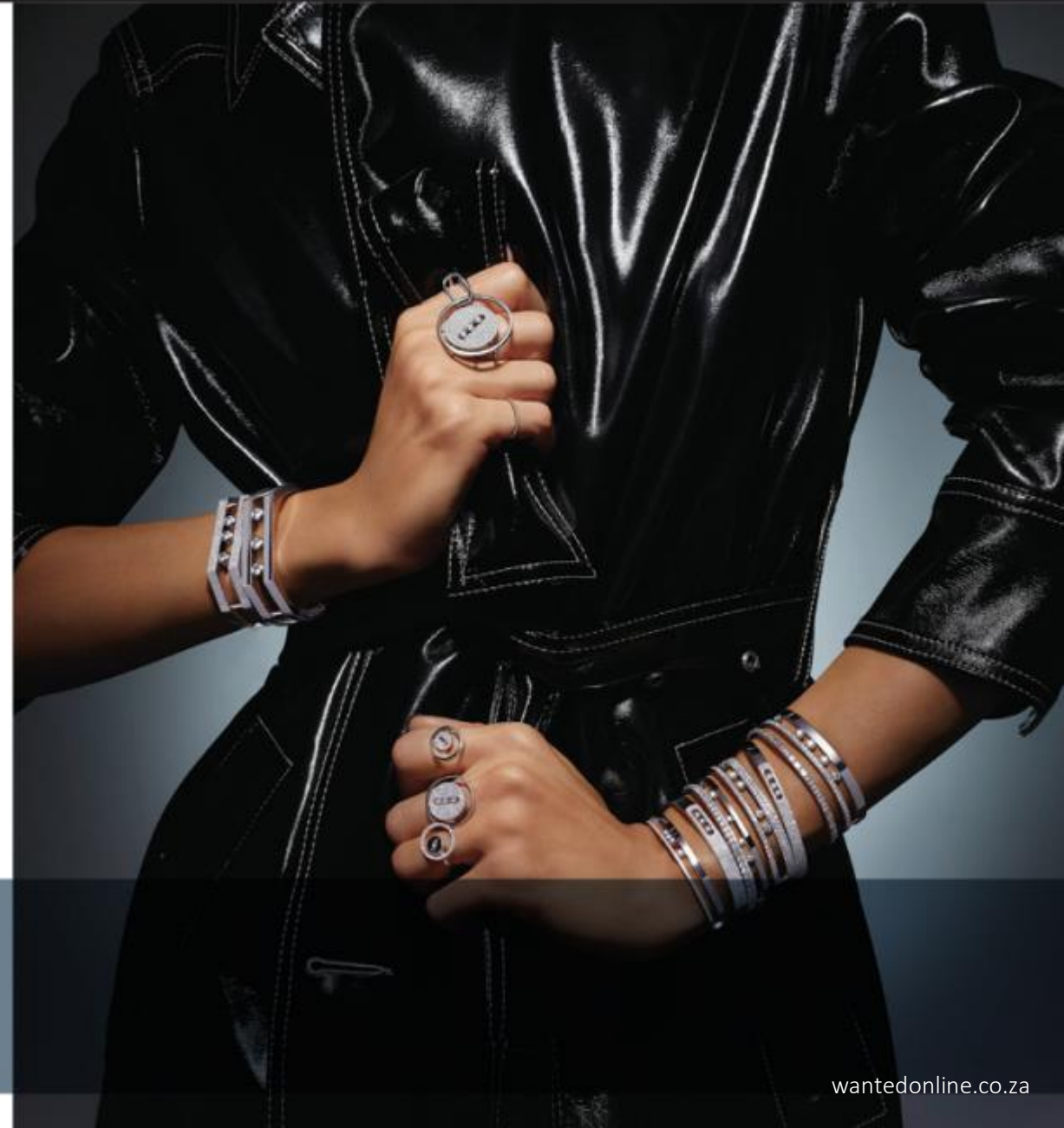


MARKET POSITION

- 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 a total of 169 337 unique browsers globally and 105 581 page views per month (average Feb – Apr 2022) – a niche but highly valuable audience invested in the world of luxury.
- A WANTED Online reader consumes an average of about 1.51 website pages per visit (Feb-Apr 2022), in line with the category average of 1.51 website pages.
- 76% of WANTED Online readers visit the website on their mobile devices (Feb-Apr 2022).

Source: Narratiive Feb-Apr 2022





IN NUMBERS

- The weekly WANTED Online email newsletter is sent to more than 12 076 readers every Tuesday (Feb-Apr 2022). There is also an additional newsletter going out 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 141 174 followers, a daily organic reach of 56 761 people and 28-day organic reach of 3 609 359 (Feb-Apr 2022).
- On Instagram, WANTED Online already has more than 12 000 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 (53/47%).
- 50% work full time.
- 63.5% of readers have a university degree or post graduate education.
- Readers are techno-savvy and 39% 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: Narratiive



SOME OF OUR READERS INTERESTS

Pop Culture

24.54%

Hobbies & Interests

22.56%

Events and Attractions

21.62%

Fine Art

17.46%

Style & Fashion

15.80%

Food & Drink

15.21%

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.



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 (Watches and Jewellery, Food and Drink 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 Fashion & Grooming: R7 500
- 1 week on Cars, Boats & Planes: R7 500
- 1 week on Art & Design: R4 500
- 1 week on Travel OR Tech & Gadgets
OR Voices: R4 000
- 1 week on Food & Drink: R6 500
- 2 weeks on home page: R15 000
(1 month: R25 000)
- 2 weeks on Fashion & Grooming: R12,000
(1 month: R20 000)
- 2 weeks on Cars, Boats & Planes: R12 000
(1 month: R20 000)
- 2 weeks on Art & Design: R7 500
(1 month: R14 000)
- 2 weeks on Travel OR Tech & Gadgets
OR Voices: R7 500 (1 month: R14 000)
- 2 weeks on Food & Drink: 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, plus one day hosting on the BD online home page, if available.

VALUE: R37 500. **PACKAGE OFFER:** R15 250.

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: R66 000

TOTAL PACKAGE OFFER: R30 250

PACKAGE 2

TWO WEEKS



TOTAL VALUE: R114 500

TOTAL PACKAGE OFFER: R50 500

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, plus one day hosting per article on the BD online home page, if available.

VALUE: R75 000. PACKAGE OFFER: R30 500.

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: R214 500

TOTAL PACKAGE OFFER: R100 500

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, plus one day hosting per article on the BD online home page, if available.

VALUE: R75 000. **PACKAGE OFFER:** R30 500.

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 4

ONE MONTH,
HOME PAGE
FOR TWO WEEKS

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, plus one day hosting per article on the BD online home page, if available.

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.

TOTAL VALUE: R279 000

TOTAL PACKAGE OFFER: R140 000

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, plus one day hosting per article on the BD online home page, if available.

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.

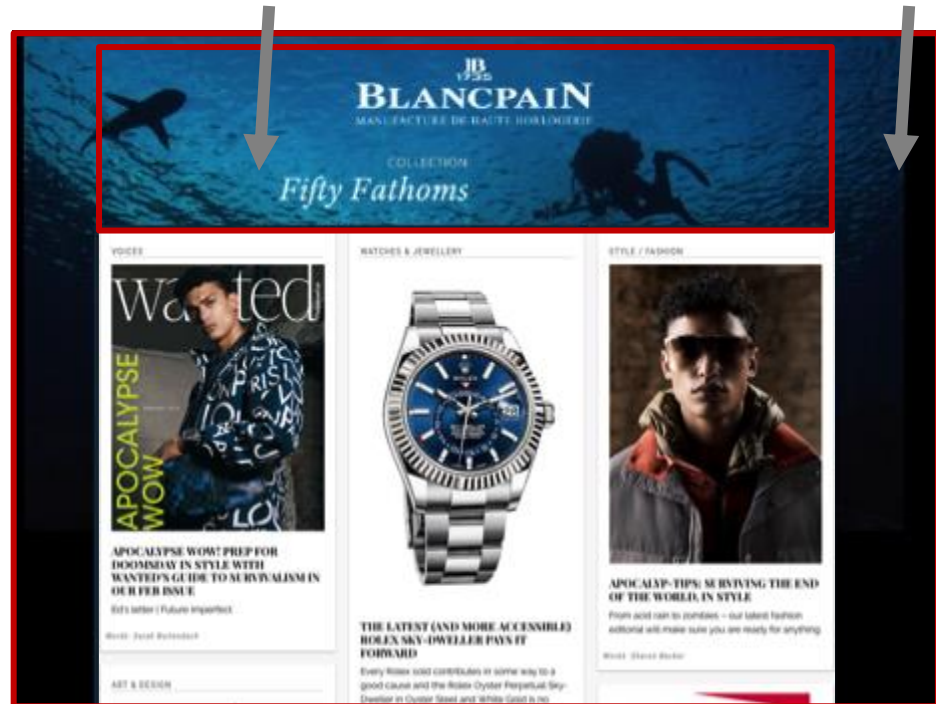
A free Instagram post each week to WANTED Online followers.

SITE TAKEOVER SPECIFICATIONS

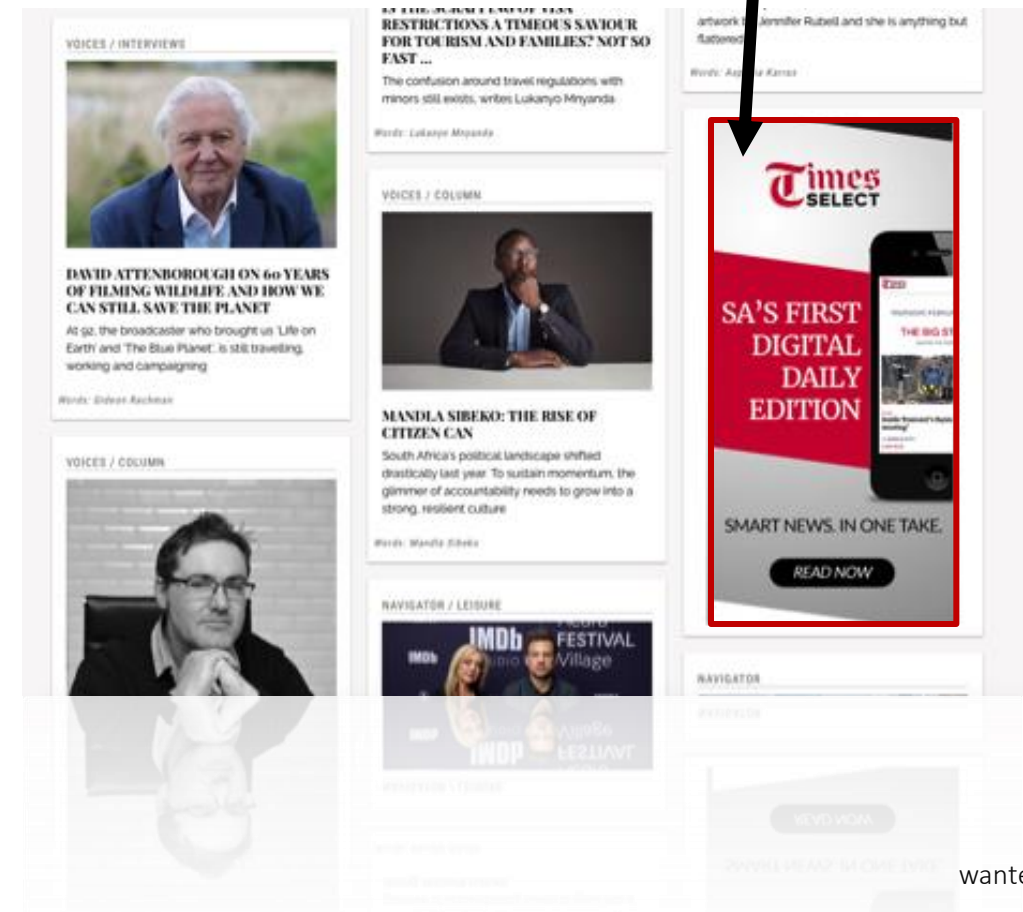
TOP BANNER
728x90 or 1000x250

WALLPAPER
As example

HALF PAGE AD
300x600



MEDIUM REC FOR MOBILE
300x250





sales contacts

YVONNE SHAFF

GM Luxury:

+27 82 903 5641

ShaffY@arena.africa

YAMKELA MDAKA

Editor Wanted Online:

+27 81 442 8787

MdakaY@arena.africa

TAMARA NICHOLSON

Account Manager:

Gauteng

+27 83 604 0949

NicholsonT@arena.africa

SAMANTHA PIENAAR

Account Manager:

Cape Town

+27 82 889 0366

PienaarS@arena.africa

GINA VAN DE WALL

Account Manager:

KwaZulu-Natal

+27 83 500 5325

VdewallG@arena.africa



THANK YOU

ARENA
HOLDINGS

wantedonline.co.za

BusinessDay
wanted