



BusinessDay

Wanted²⁰²²

Media kit



Contents

1	Introduction	8	Themes and publications: <i>February to April 2022</i>	13	Calendar and deadlines: <i>February to July 2022</i>	18	Delivery details
2	Editor's letter	9	Themes and publications: <i>May to August 2022</i>	14	Calendar and deadlines: <i>August to December 2022</i>	19	Special advertising <i>opportunities and Events</i>
3	Digital platform	10	Themes and publications: <i>September to December 2022</i>	15	Advertising rates	25	Special advertising <i>digitised event marketing</i>
4	Print audience and demographics	11	WANTED Special Editions	16	Advertising specifications	26	Advertising contacts
5	Target market	12	Watches, Jewellery & Luxury <i>November 2022</i>	17	Insert rates	27	Covers
6	Brand pillars						





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.



ed's letter

Business Day WANTED is 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 luxury, lifestyle and culture writing, paired with bold imagery from some of the world's best photographers.

A favourite read of decision-makers and sophisticates, WANTED leads the sector with foresight and relevance, in print and online, through our top daily website (www.wantedonline.co.za). Our Most WANTED events are sought-after gatherings that bring together those shaping our country, in business and culture. The WANTED team also produces several bespoke editions throughout the year, including the much-lauded annual WANTED Watches, Jewellery and Luxury edition.

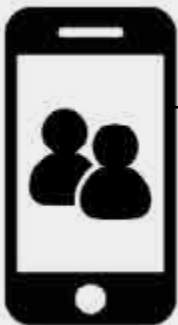
SIPHIWE MPYE
WANTED EDITOR
MPYES@ARENA.AFRICA



DIGITALplatforms

wantedonline.co.za

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 and grooming, fragrances, shopping, technology, watches, jewellery, cars, restaurants, wine, whisky, and travel.



AVERAGE UNIQUE
GLOBAL BROWSERS P/M
73 840



AVERAGE GLOBAL
PAGE VIEWS P/M
123 732



11 400



139 000

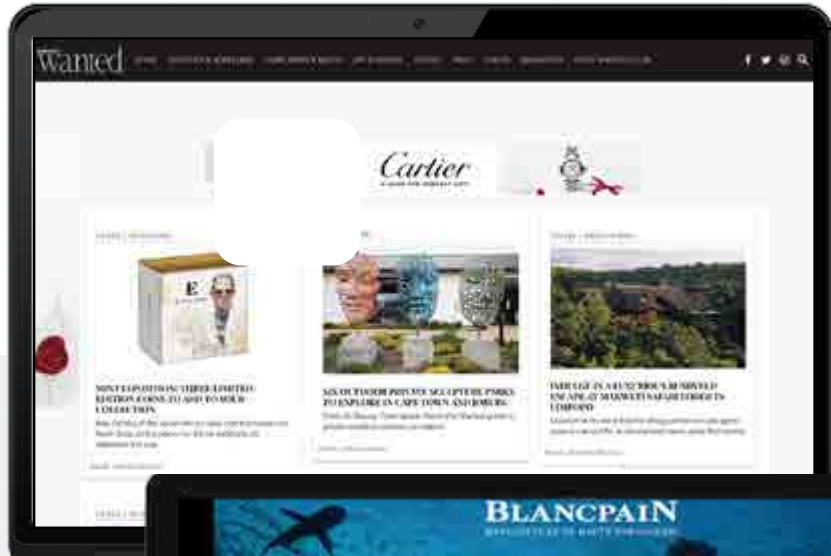


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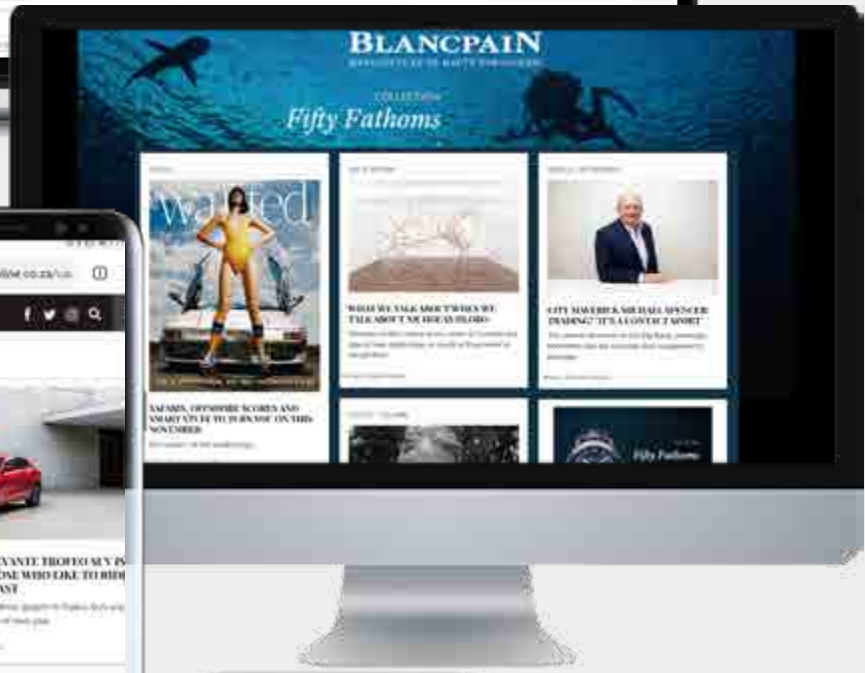
TABLET
3.4%



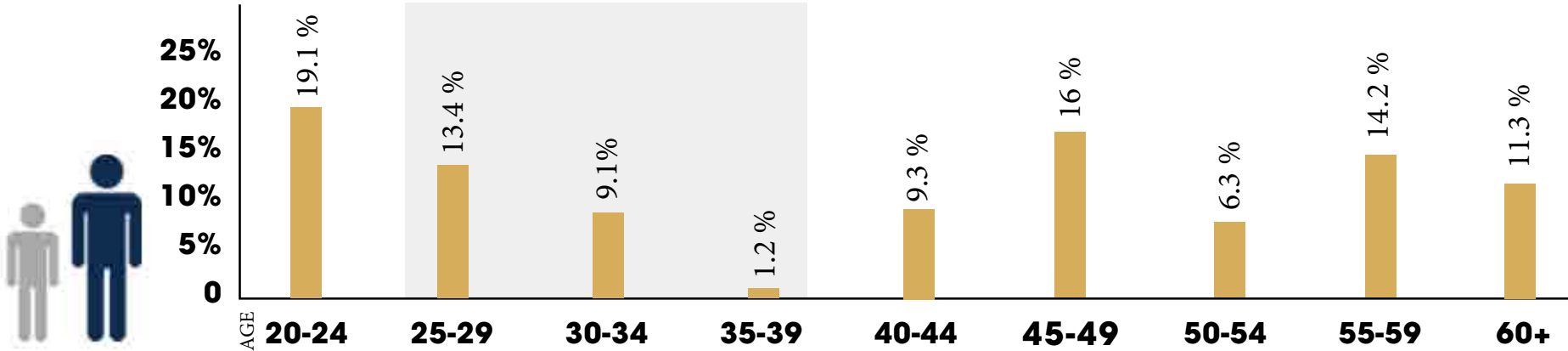
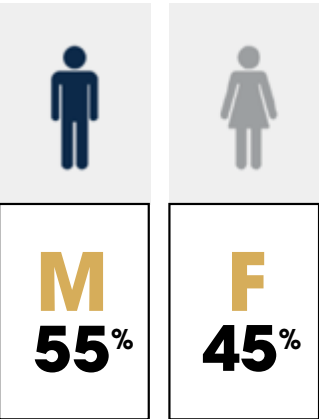
WANTED ONLINE SOURCE:
Narrative & Google Analytics
(Jan – Dec 2021)



DESKTOP/
LAPTOP
16.2%



MOBILE 80.4%



GAUTENG	56.5%
WESTERN CAPE	26%
KWAZULU-NATAL	10%
EASTERN CAPE	2.7%
MPUMALANGA	1%

SA AUDIENCE 100%



audience

36
AVERAGE AGE*

48%
MALE

52%
FEMALE



PRINT ORDER:
19 100
(Including 3760 copies to FM subscribers)

READERSHIP:
153 000

HOUSEHOLD INCOME*:
R62 577

BLACK READERSHIP
65%

OUR READERS

87%

have a tertiary education*

93%

are employed*

90%

are banked

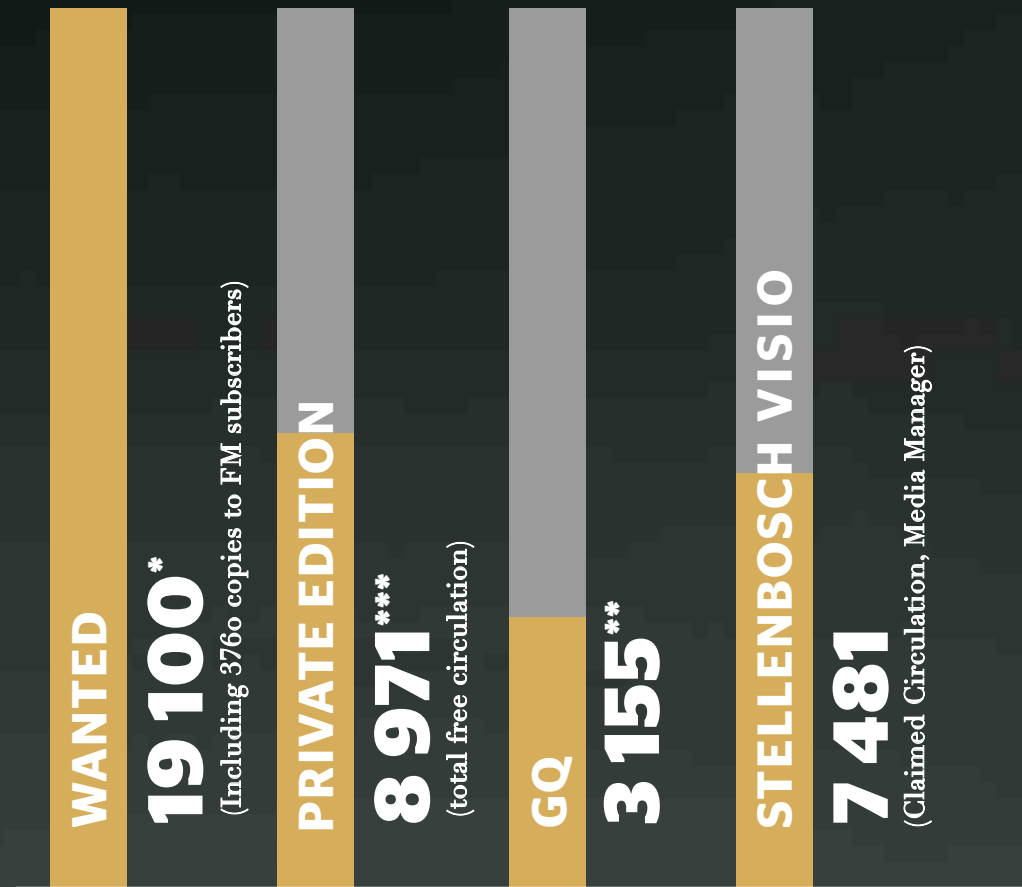
91%

live in a house/cluster
/townhouse

*Source: WANTED Online Survey 2016 (currently being updated)
Source: PAMS Fusion 2021



TARGET market



*Print order
** Paid Sales

Source :
*** ABC's July-Sept 2021.



BRAND pillars



WATCHES



FASHION



JEWELS



TRAVEL



FOOD





ART



PROPERTY



WEALTH



MOTORING



DRINKS



DESIGN AND DÉCOR



OPINION



BEAUTY & GROOMING



themes 2022

FEBRUARY 2022

RENEWAL

A new year presents an opportunity at renewal. While a lot might still be uncertain, we take control of what we can and look inward: our connection with ourselves, living spaces and the environment. We also explore progressive trends - from automotive and design to beauty and fashion – refreshing destinations and luxury that is kind to the earth.

MARCH 2022

WEALTH

Your portfolio has continued to grow and your banker still smiles when you call. But are there other lucrative avenues to park your hard-earned cash and where do you turn when you choose to reward yourself?

In this issue, we look at investment choices, from the traditional to the unconventional. We share some gorgeous luxury acquisitions -from cars, watches and jewellery, to art, wine and whisky, and breath-taking destinations and experiences - while we muse about the meaning of wealth in an evolving society, where philanthropy and other forms of giving back have become an imperative.

APRIL 2022

WINTER FASHION

As the nights become longer and the temperatures drop, we turn up the heat and dial up the colour with the season's hottest designs from home and abroad. We dive into the latest fashion, accessories and beauty trends - choosing only the most Wanted picks – while we serve your staple diet of covetable luxury and lifestyle.



MAY 2022

TRAVEL

Our bodies have been craving it, our minds have had it on loop, and our passports itching to document it. Just in time for the Northern Hemisphere summer, we share the most sought-after destinations beyond our shores. Post-lunch cobblestoned strolls; evening lagoon swims and 48 hours lost with the locals beckon for the vaxxed and boosted traveller keen on catching up with the world, and we have the inside track. As usual, our Navigator section has all other matters luxury lifestyle covered.



JUNE 2022

MASCULINITY

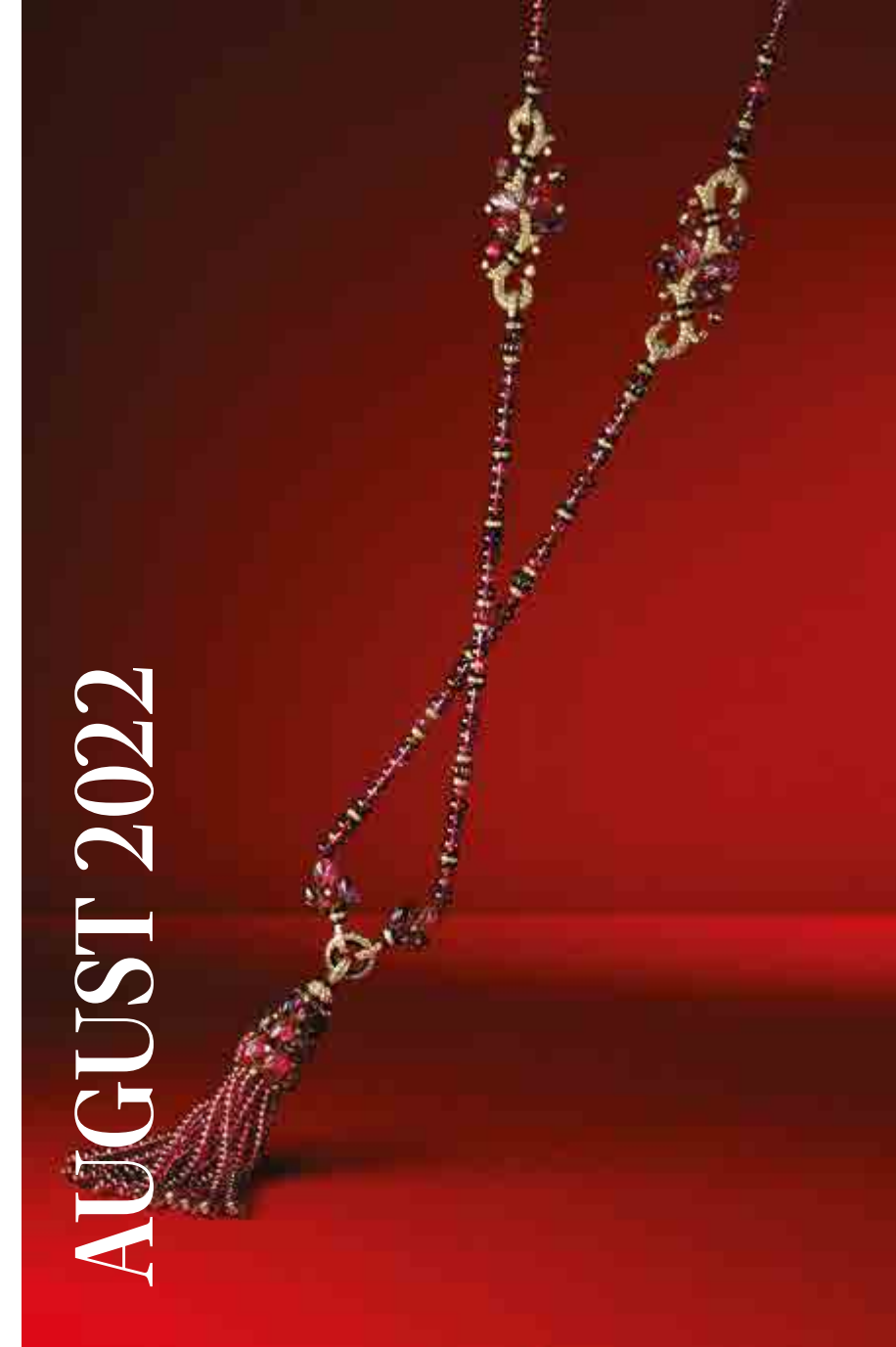
Masculinity is an ever-evolving and dynamic, full of tradition and surprises. We explore it in our June issue. We focus largely on men – putting on display their thoughts, toys, culture, food, drinks and style items - but also explore what masculinity, beyond gender or any other signifiers, means in 2022.



JULY 2022

DESIGN

Design is the artful, it is the mundane, and it is all around us. In our this issue, we explore our lives through the prism of exceptional design - from breath taking homes, beautiful furniture and inspiring public spaces; to high design gadgetry, vehicles and insightful conversations with the creators of inventive items capturing the world's imagination and making our world a more beautiful place.



AUGUST 2022

FEMININITY

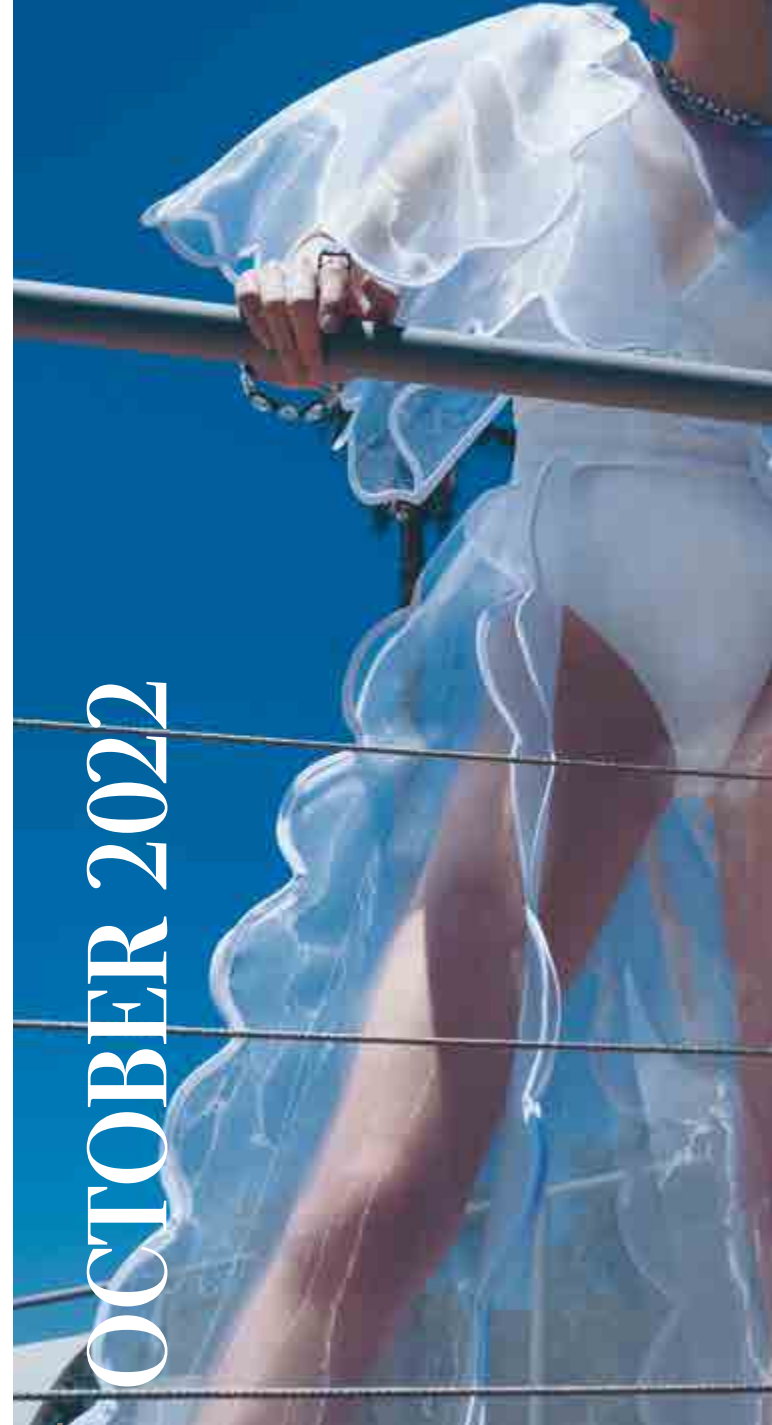
An issue about all things feminine, dreamy and heart stopping - from designer bags, rich fragrances and romantic adornment to dreamy destinations and sublime reads. Our radar is also on more inward-looking topics like calmness, empathy, strength and celebration.



SEPTEMBER 2022

ART

As has become customary in September, the Art season officially opens with the release of this issue. And we have the scoop on all you need to know and see. From curators, auctioneers and gallerists, to icons, provocateurs and the future - like the "Wanted 22, Young and Vital Artists", our list of the 22 hottest and most relevant young artists working and living in South Africa. This is not the one to miss.



OCTOBER 2022

SUMMER FASHION

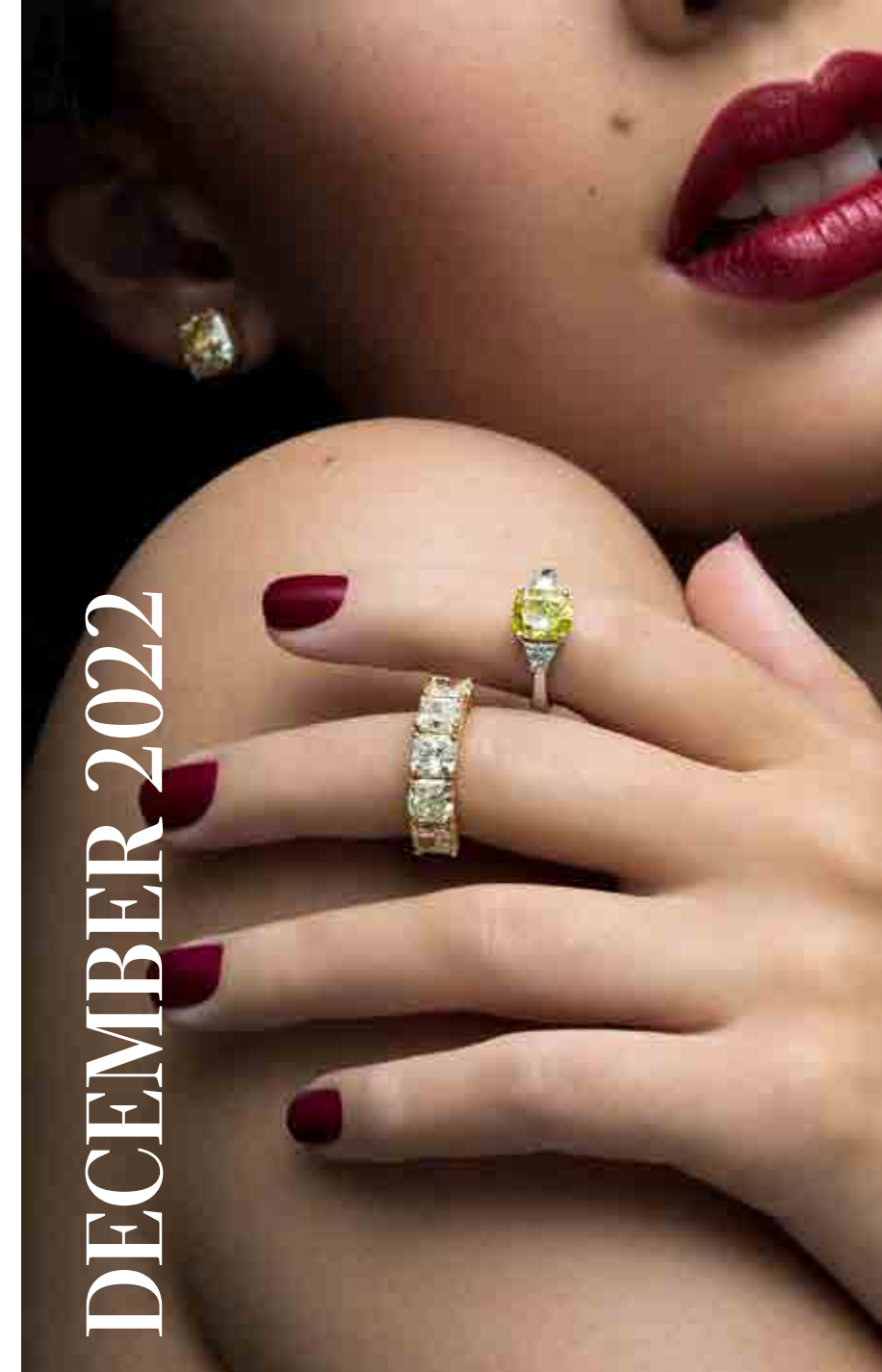
We may be dressing less, but it is in the hottest summer fashion, swimwear and accessories to be found in our Summer Fashion issue. When not by the water, you can find us on the pavements, taking advantage of the warmer weather at the newest bars, hotels and restaurants.



NOVEMBER 2022

SUMMER HOLIDAY

Holidays are for travel, eating, drinking, adventure, dancing, hotel life, lounging and most importantly, some 'doing nothing-at-all' time. We will show you how to bring the year to a spectacular close - on our shores and in far flung places - and take it back poolside with a great read and drink, straight from our pages.



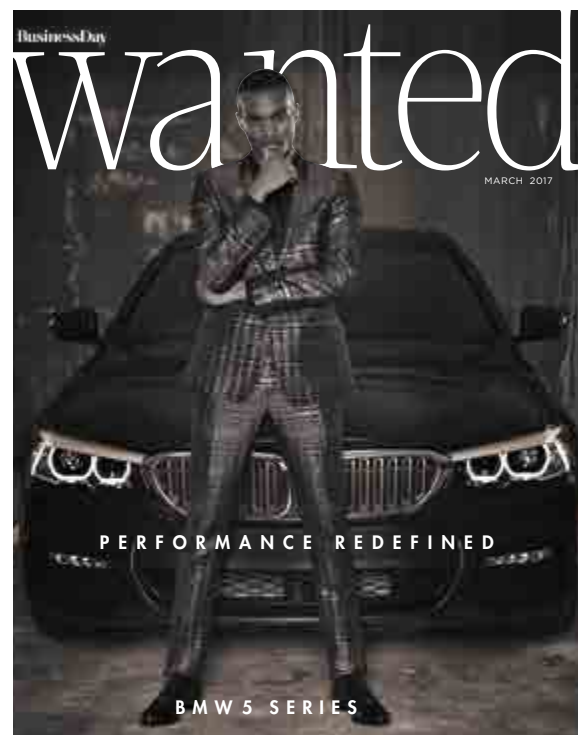
DECEMBER 2022

THE GIFT ISSUE

The annual Gift Issue is the gift that keeps on giving, with the best in jewellery, watches, tech, homeware, and every luxury category imaginable. Our team curates the most desirable goods for your significant others - and we are sure you will find one or two rewards for yourself thrown in there. We will also share the varied and fabulous ways to enjoy the festive season in true Wanted style.



SPECIAL editions



BUSINESS DAY WANTED publishes eleven regular editions a year, PLUS several Special Editions, on request, 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 GM Luxury, Yvonne Shaff.



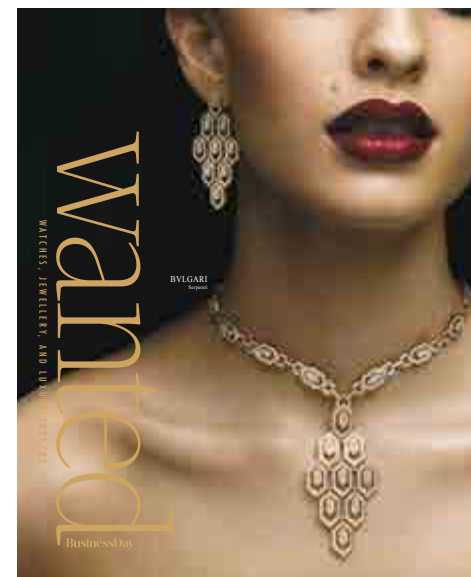
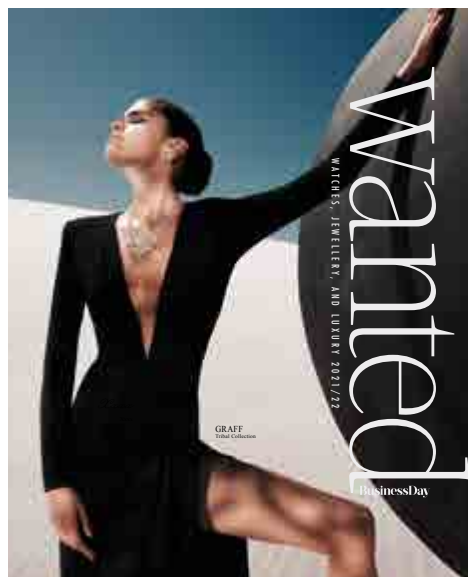
Watches, Jewellery & Luxury **SPECIAL EDITION**

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 Ingrid Wood, 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.

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

WANTED WATCHES, JEWELLERY & LUXURY
FULL PAGE R104 308





2022 calendar

	BELOW THE LINE	ABOVE THE LINE	MATERIAL	INSERT
FEBRUARY	14 January 2022	19 January 2022	21 January 2022	04 February 2022
MARCH	11 February 2022	16 February 2022	18 February 2022	04 March 2022
APRIL	18 March 2022	23 March 2022	25 March 2022	08 April 2022
MAY	15 April 2022	20 April 2022	22 April 2022	06 May 2022
JUNE	13 May 2022	18 May 2022	20 May 2022	03 June 2022
JULY	10 June 2022	15 June 2022	17 June 2022	01 July 2022





2022 calendar

	BELOW THE LINE	ABOVE THE LINE	MATERIAL	INSERT
AUGUST	15 July 2022	20 July 2022	22 July 2022	05 August 2022
SEPTEMBER	12 August 2022	17 August 2022	19 August 2022	02 September 2022
OCTOBER	16 September 2022	21 September 2022	23 September 2022	07 October 2022
WWJ&L NOV:	17 June 2022	24 June 2022	01 September 2022	25 November 2022
NOVEMBER	14 October 2022	19 October 2022	21 October 2022	04 November 2022
DECEMBER	11 November 2022	16 November 2022	18 November 2022	02 December 2022



ADVERTISING RATES	2022
FULL PAGE	R56 316
DOUBLE PAGE SPREAD	R112 632
HALF PAGE	R33 790
HALF PAGE DPS	R67 580
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
INSIDE BACK COVER	R67 584
OUTSIDE BACK COVER	R101 360

2022 rates

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 the booking deadline



ARTWORK specs

VALIDATION SPECIFICATION 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



INSERT RATES

2022

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)
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BAGGING

Insert of magazines into bag and seal	R1 644 per 1000
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**INSERTS: All inserts incl. Agency Commission*

Note: All inserts are subject to approval by the media owner before insertion

insert rates





DELIVERY details

INSERT DELIVERY DETAILS

ATTENTION: RICHARD MALULEKE
NOVUS PRINT
PRODUCTION PARK
83 HEIDELBERG ROAD
CITY DEEP
JOHANNESBURG SOUTH

(011)201-3400

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.



2022 special advertising opportunities & events

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

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

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. At the end of 2021, we hosted two magnificent, Italian themed, La Dolce Vita evenings for the premiere of the much acclaimed House of Gucci movie.

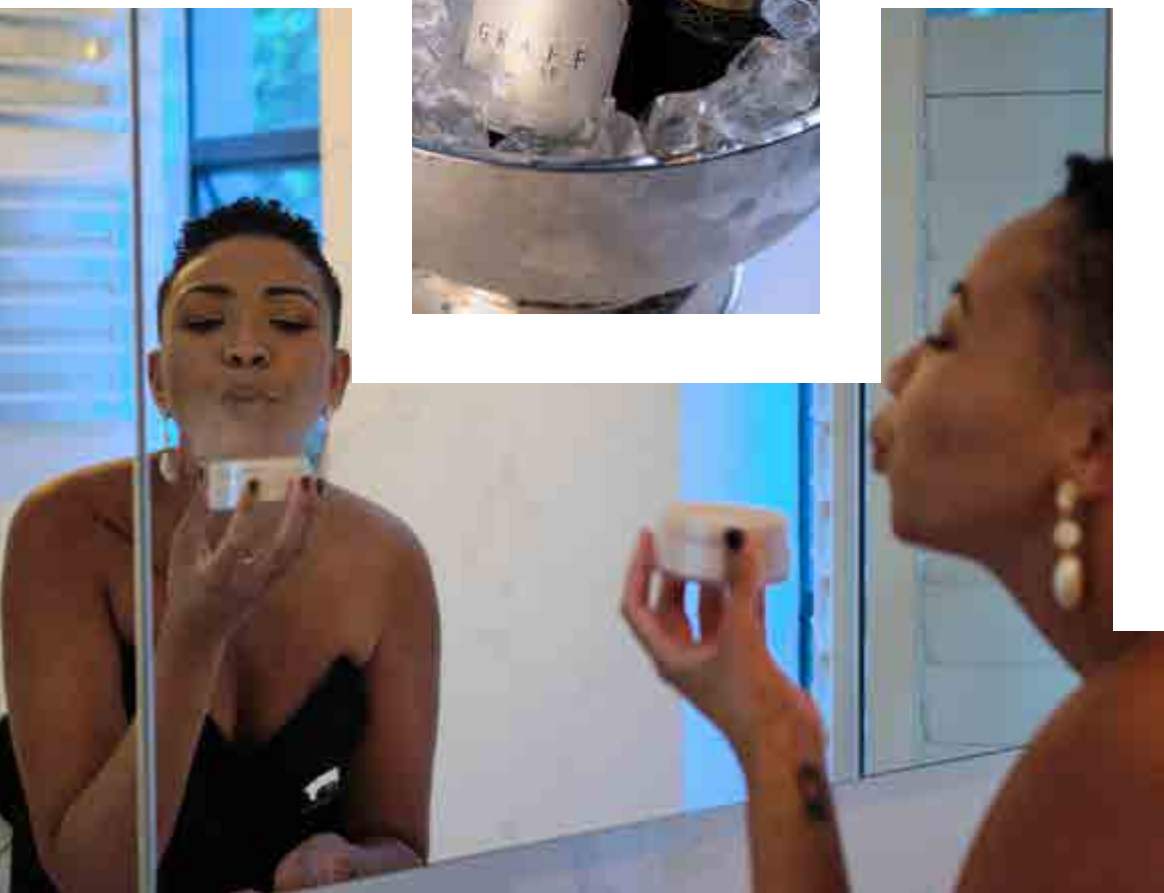
[CLICK HERE TO VIEW EVENT VIDEO](#)

Due to the pandemic of the last two years and to keep the engagement with our audience going, we 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!

We are returning to bespoke Most Wanted events, 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.







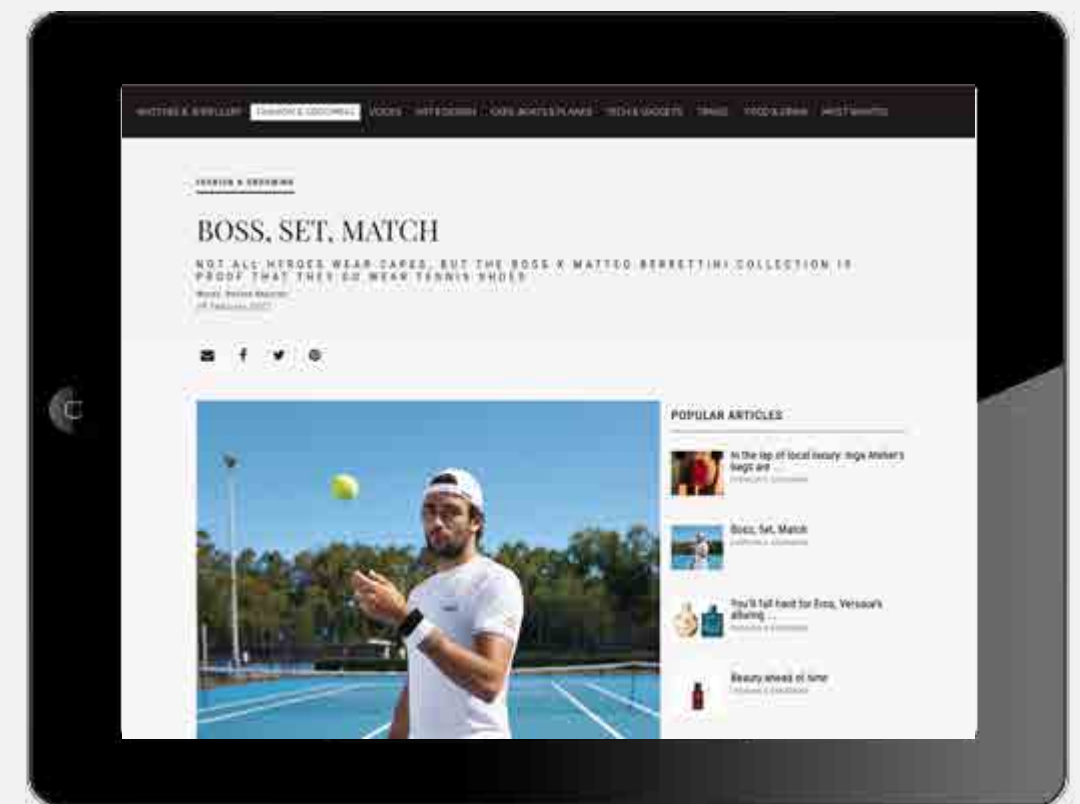
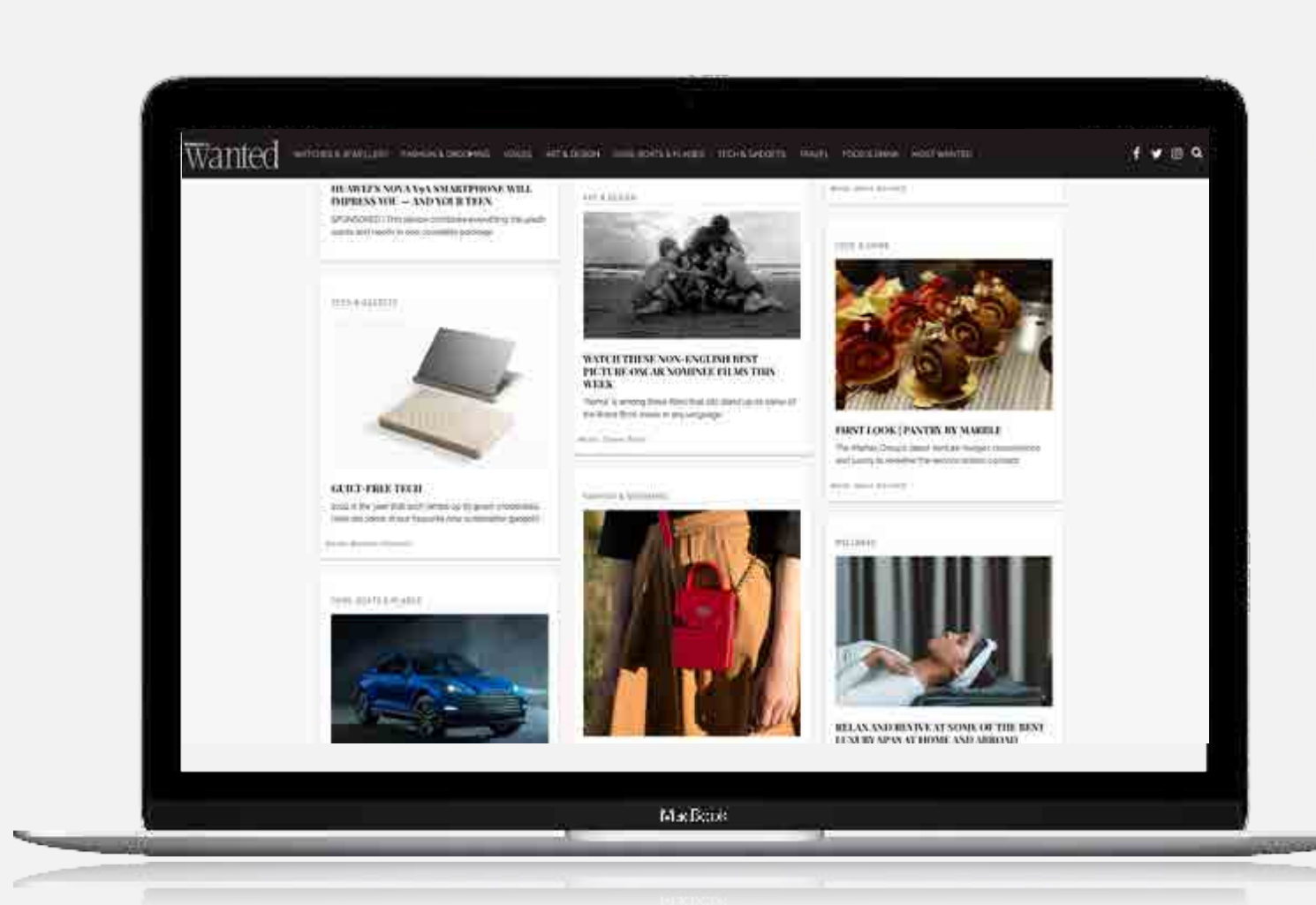






DIGITISED

event marketing



PRE-EVENT ARTICLE ON WANTED ONLINE
AND ARENA EVENTS WEBSITE

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





contacts

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ACCOUNT MANAGER, DBN

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covers

