

wanted

BusinessDay

Media kit/2023





CONTENTS

INTRODUCTION	3	DELIVERY DETAILS	19
DIGITAL PLATFORM	4	SPECIAL ADVERTISING OPPORTUNITIES & EVENTS	20
AUDIENCE	5	CONTACTS	23
TARGET MARKET	6	COVERS	24
BRAND PILLARS	7		
THEMES FOR 2023	9		
SPECIAL EDITIONS	12		
WATCHES, JEWELLERY & LUXURY SPECIAL EDITION	13		
2023 CALENDAR	14		
2023 RATES	16		
SPECS	17		
INSERT RATES	18		

SIPHIWE MPYE
WANTED EDITOR
MPYES@ARENA.AFRICA

The award-winning Business Day WANTED is the most influential and inspiring luxury, lifestyle, and culture magazine in South Africa. Eleven monthly editions are inserted into the full run of Business Day, sent 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 luxury and escapism, alongside smart, well-written lifestyle and culture coverage for a loyal readership.

We cover the most pertinent topics discussed around dinner and boardroom tables — from the stylish and topical to the thought-provoking and inspirational. Business Day WANTED — along with our daily website WANTED Online (www.wantedonline.co.za) and our Most WANTED events — is the one-of-a-kind South African publishing platform for affluent and sophisticated South Africans. The WANTED team also produces the much-lauded annual WANTED Watches, Jewellery & Luxury edition.



digital platform

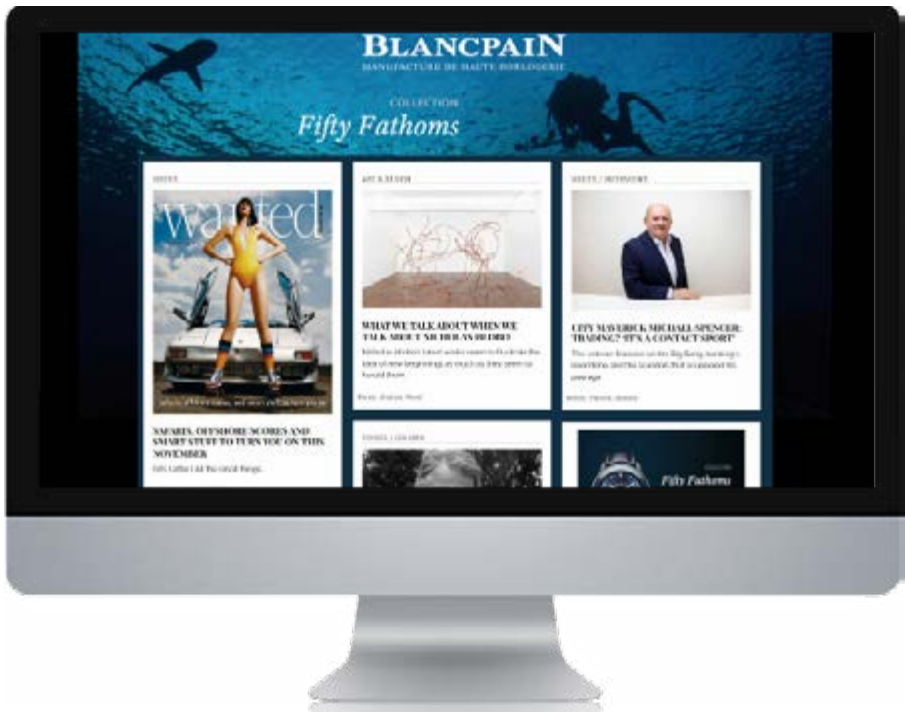
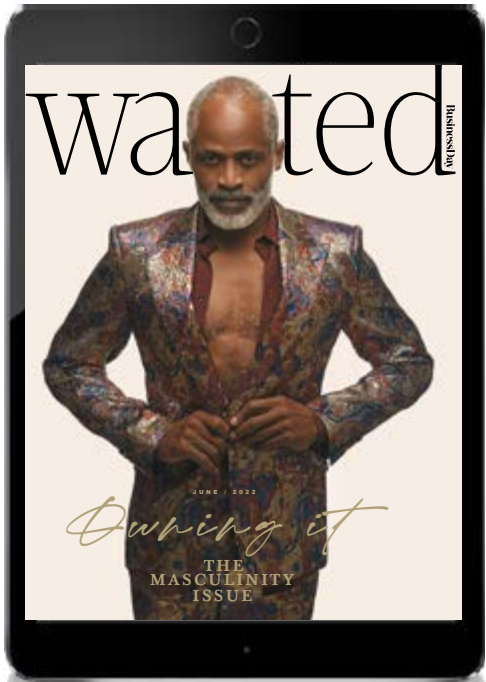
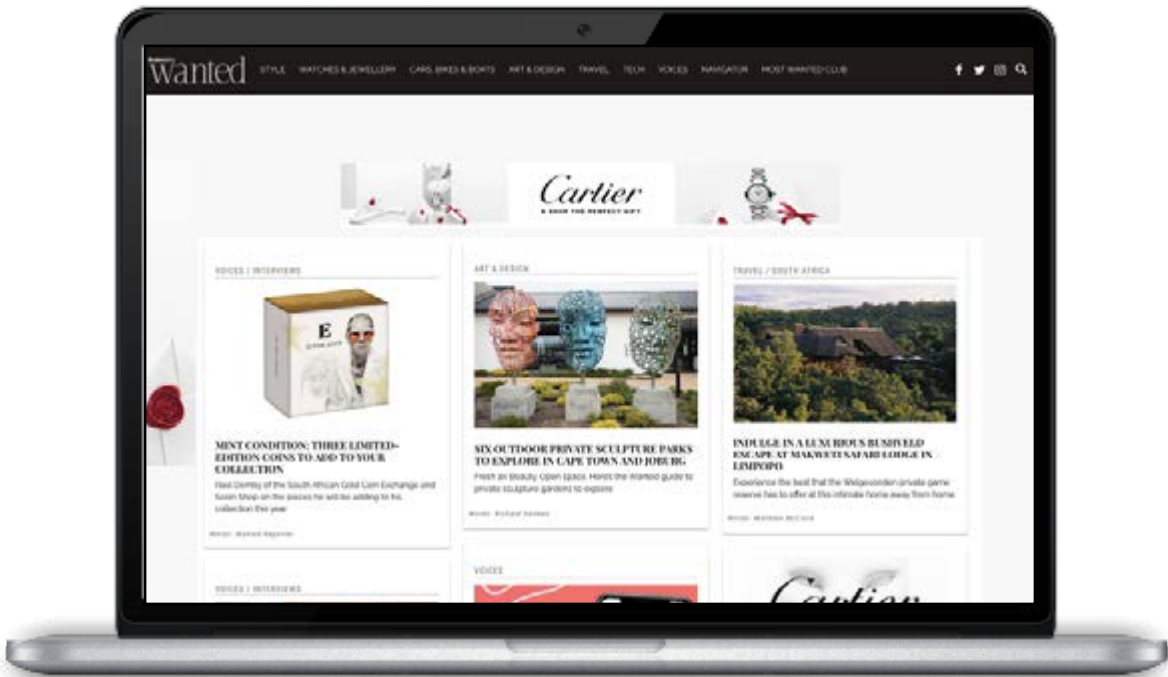



AVERAGE UNIQUE BROWSERS P/M: 83 978
AVERAGE PAGEVIEWS P/M: 126 624



WANTED ONLINE SOURCE:
Narrative (Oct – Dec 2022)

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



	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
	10.9%	19.9%	20.1%	21.1%	15.2%	12.8%

	
M	F
45.3%	54.7%

SA Audience:	84.6%	WANTED ONLINE SOURCE: Demographics Source-GA 360 (2022)
GAUTENG:	52.4%	
WESTERN CAPE:	27.9%	
KWAZULU-NATAL:	11.3%	
EASTERN CAPE:	2.6%	
FREE STATE:	1.0%	

audience



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

ESTIMATED READERSHIP:
162 000

HOUSEHOLD INCOME*:
R100 000+

BLACK READERSHIP
82%

OUR READERS

35-64
AVERAGE
AGE

66%
MALE*

34%
FEMALE*

88%

have a tertiary education*

33%

are CEOs, MDs, or business owners*

88%

are banked

Source: PAMS Fusion 2020

85%

live in a house/cluster/townhouse

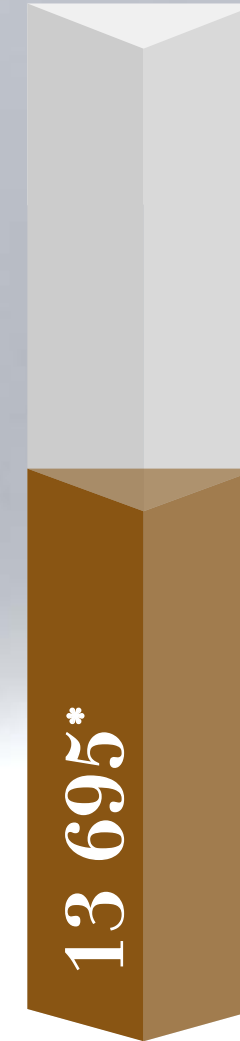
**Source: WANTED Survey September 2022*



target market

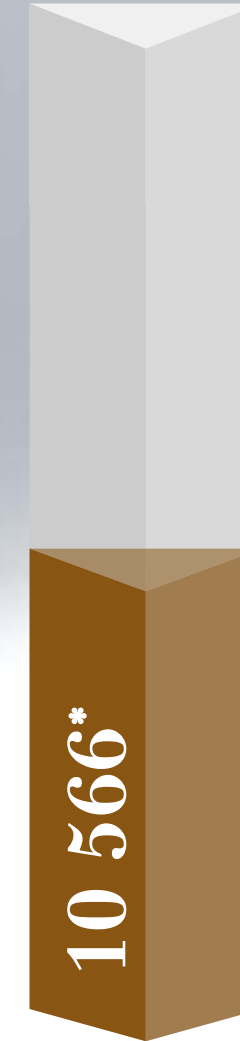


WANTED



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

PRIVATE EDITION



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

GQ



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

STELLENBOSCH

brand pillars



— FASHION



— WATCHES



— JEWELS



— FOOD



— DRINKS



— DESIGN AND DÉCOR



— OPINION



— BEAUTY & GROOMING



— ART



— PROPERTY



— MONEY



— TRAVEL



— MOTORING

themes for 2023

FEBRUARY 2023

RENEWAL

A fresh look at the year, with clearer eyes, through a healing, relaxing lens that centres luxury with holistic sustainability at its heart. Products, places, people, and activities designed to keep you calmer, sharper, and more in tune with yourself and all that surrounds you.

MARCH 2023

WEALTH

In this issue, we show you how you should spend your hard-earned and -grown money – on the most covetable luxury goods available and the worthiest causes. We also take a broader look at wealth as something beyond earthly tangibles and present incalculable lifetime experiences from all over the world.

APRIL 2023

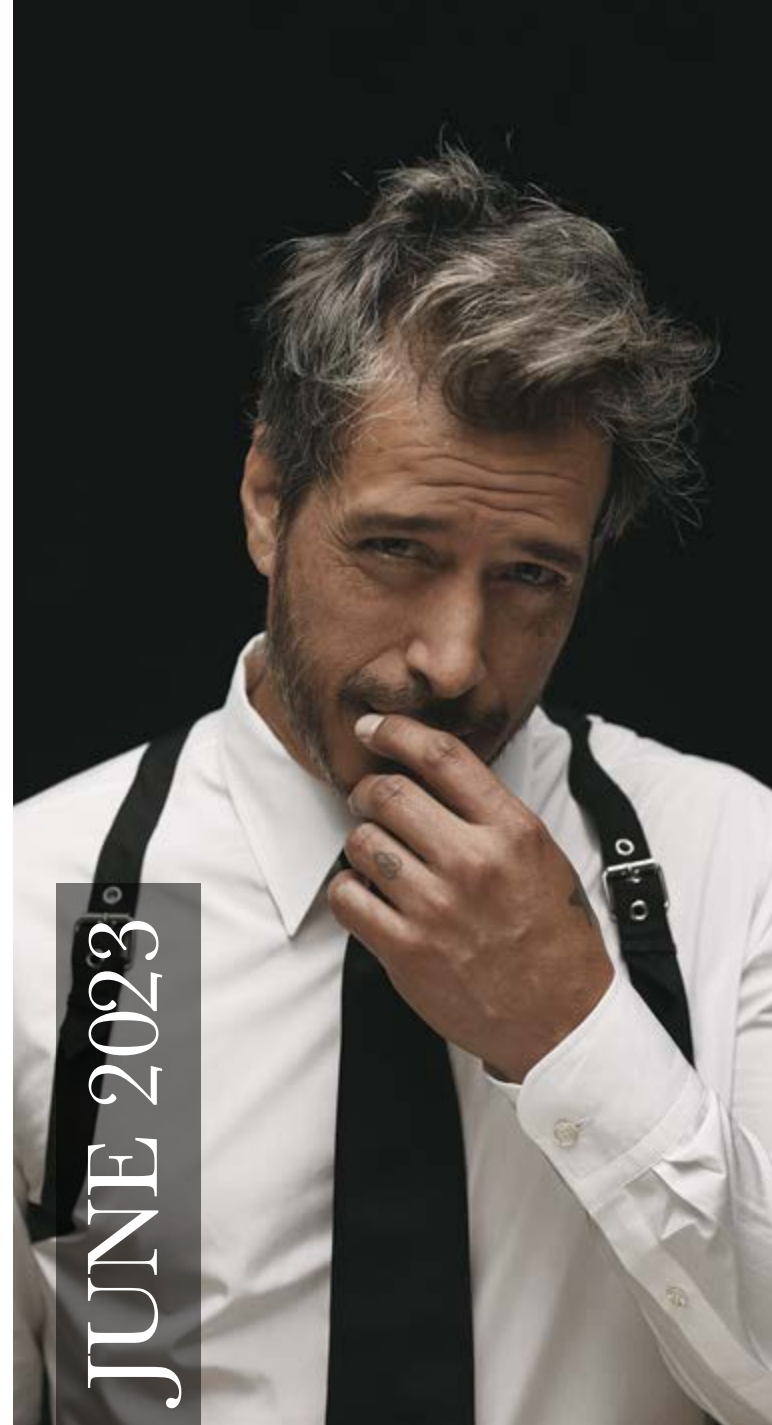
WINTER FASHION

Our first fashion issue of the year will warm those creeping wintry woes with a peak at the hottest new season kit from the finest local and international designers. Our command of the latest news and trends is perfected and complemented by a lavish fashion spread showcasing all the major looks for the season in a sophisticated, alluring, WANTED way.



TRAVEL

On the beach, on the slopes, in the desert, and in the bush, there are no limits to where we will go to take full advantage of an open world and an Africa teeming with opportunities for discovery. Our intrepid travel tribe will be heading out to see how the world has shifted and report back to you from varied exotic locales.



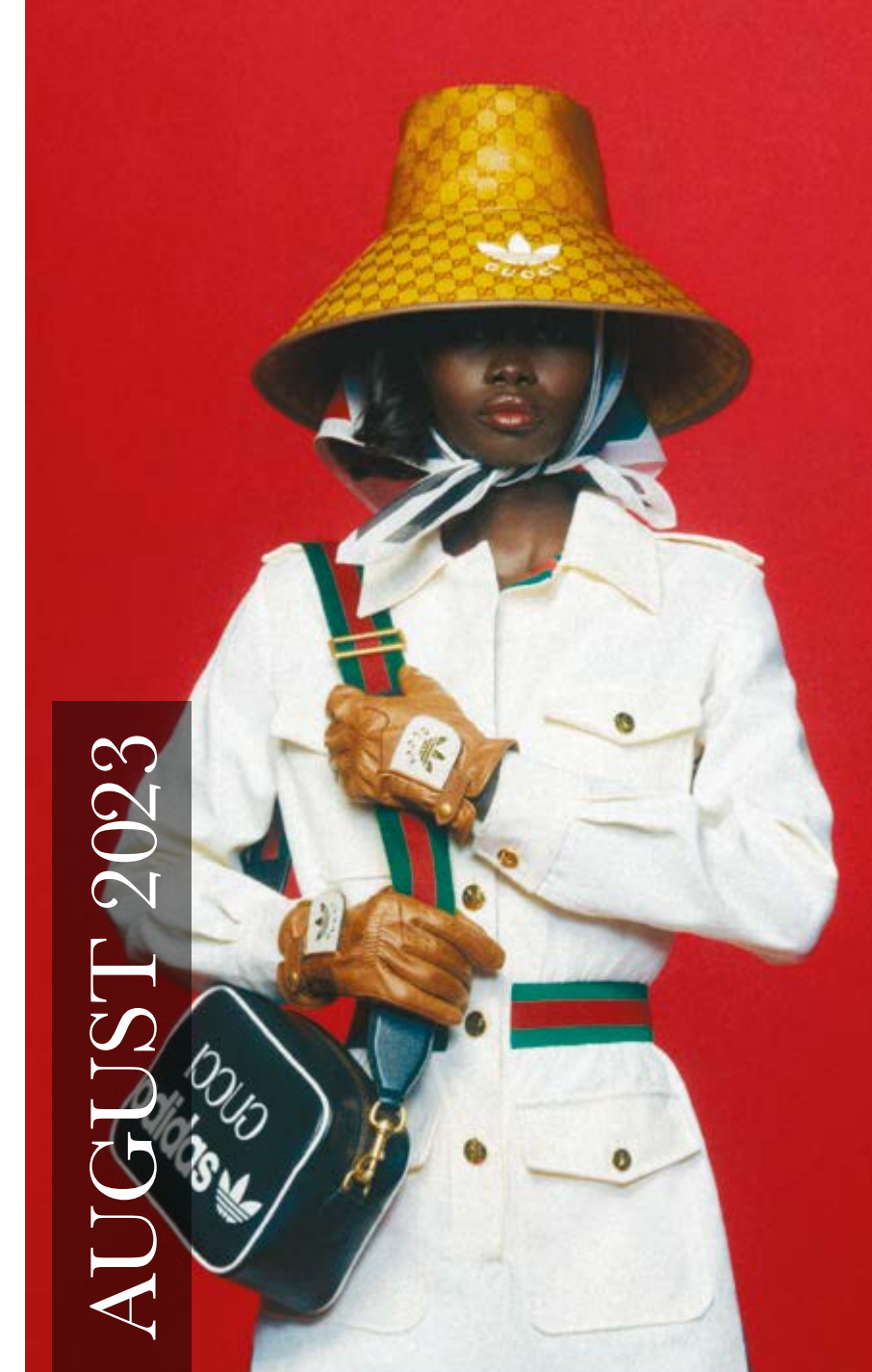
MEN, MEN, MEN

A look into the exciting, complex, and discerning world of WANTED men. What to wear, drive, drink, eat, read, and know; this is where you'll find all the essential info to catapult you to another level of refinement and cool.



DESIGN

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 a bespoke trench coat, we'll measure up the world of top design and present its finest examples and creators here.



BEAUTY

We consume a diet rich in far too much ugly — it doesn't bear repeating, the news is full of it — so in this issue we turn the spotlight on all that is light, bright, and beautiful. From big, beautiful ideas and the people driving them, to handmade craft, dreamy fragrances and gorgeous adornment, we will tap into every crevice to unearth beauty in all its guises.



SEPTEMBER 2023

ART

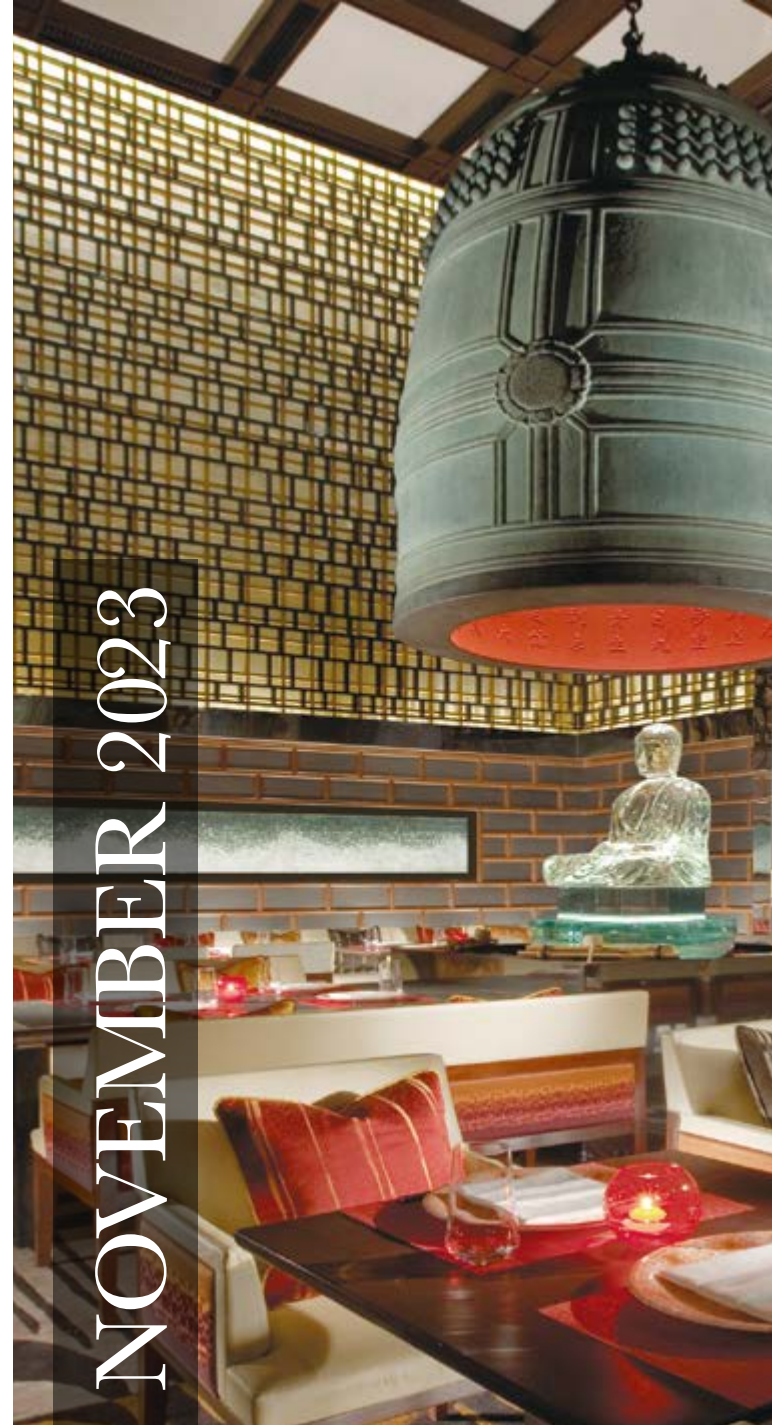
Whether you are a novice, for whom this is a new curiosity, or a seasoned art lover or collector, this issue is always on the pulse of the art moment, with voices from across the spectrum. We highlight the young and vital artists to buy now, before they are out of reach, and poll pivotal figures and institutions for a sniff at the next great talent or movement.



OCTOBER 2023

SUMMER FASHION

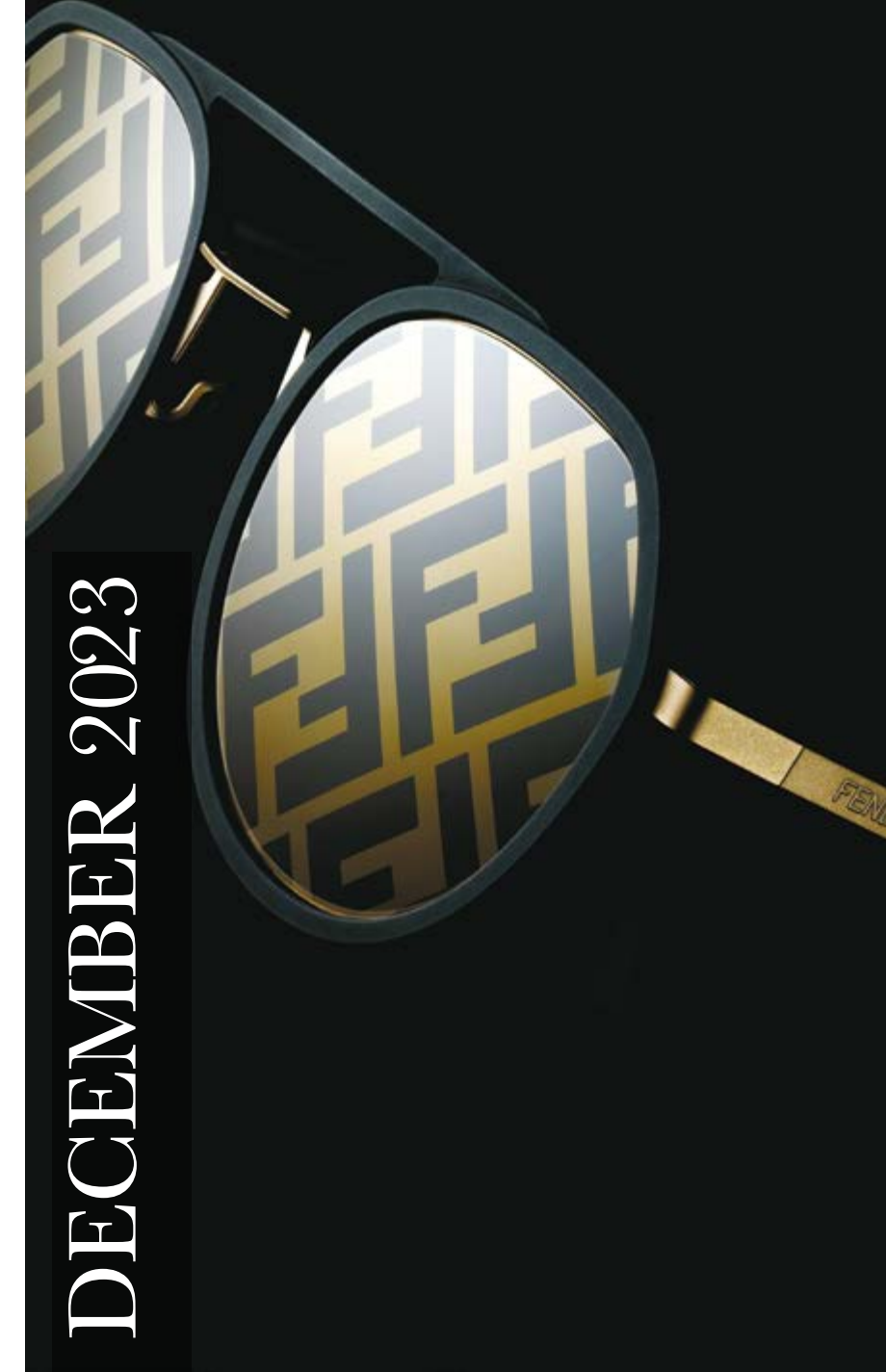
In this issue we'll blaze into summer with the fiercest fashion, accessories, luxe goods, eats, drinks, reads, and trends. Getting yourself geared up for warm weather and good times? Look no further than the last word on luxury fashion.



NOVEMBER 2023

HOLIDAY, 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.



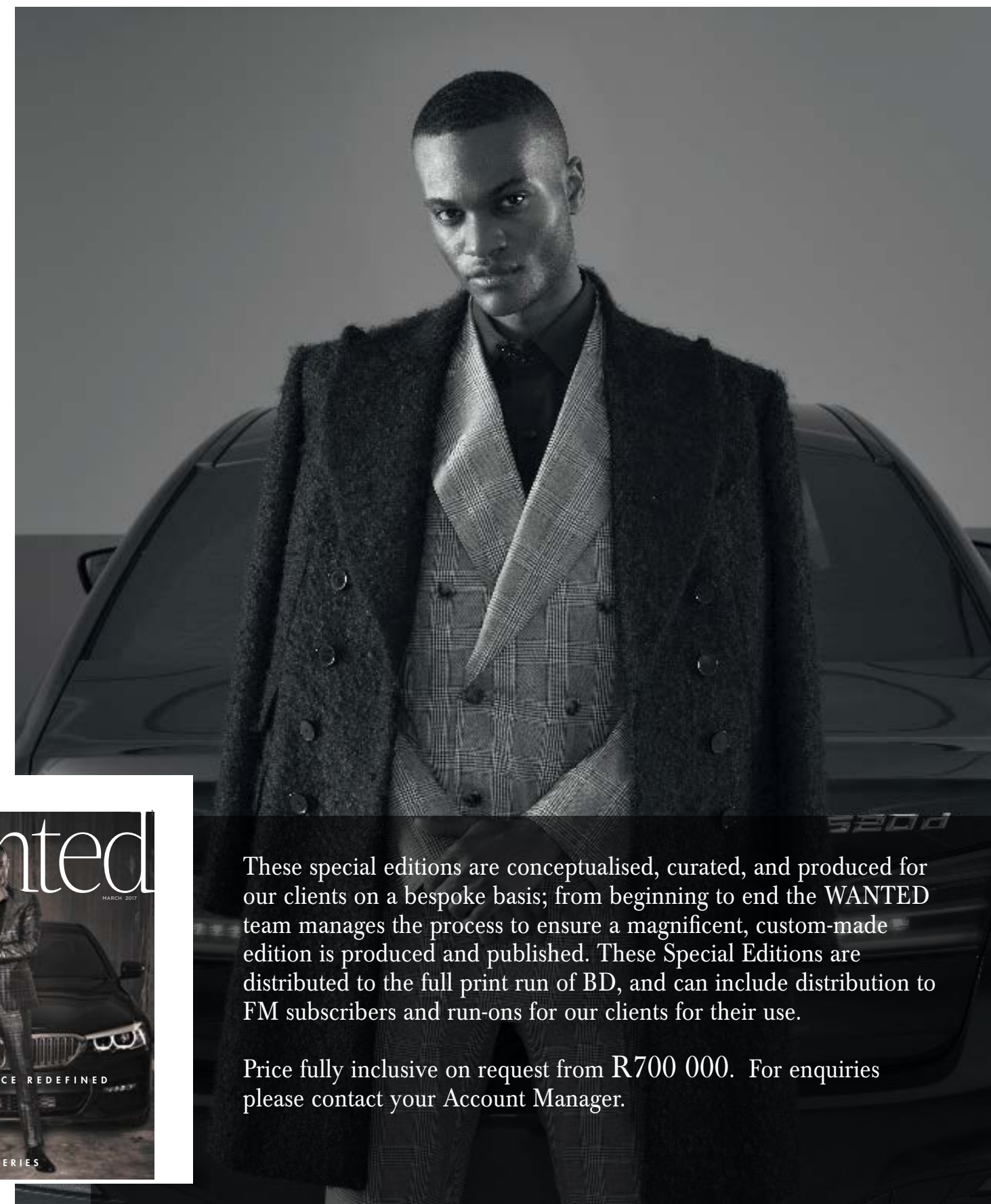
DECEMBER 2023

THE GIFTING 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.



BUSINESS DAY WANTED publishes 11 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.



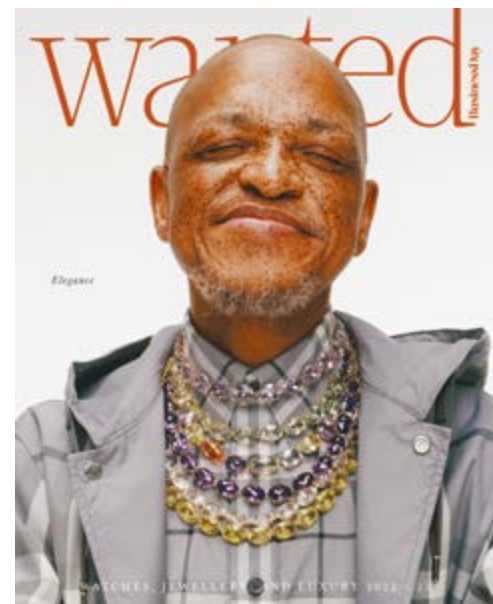
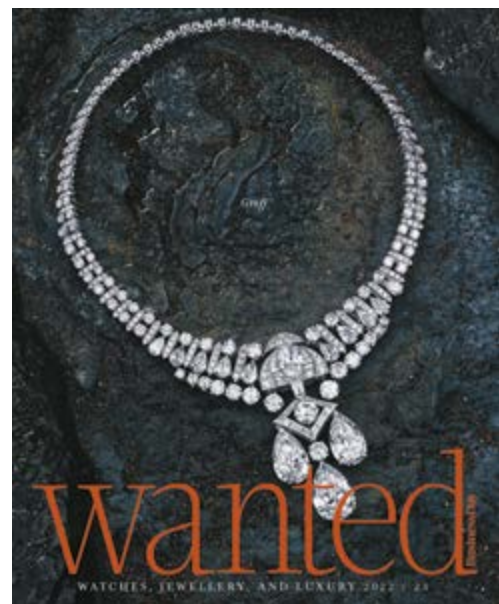
These special editions are conceptualised, curated, and produced for our clients on a bespoke basis; from beginning to end the WANTED team manages the process to ensure a magnificent, custom-made edition is produced and published. These Special Editions are distributed to the full print run of BD, and 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.



Watches, Jewellery & Luxury Special edition

Our annual WANTED WATCHES, JEWELLERY & LUXURY Special Edition is a unique, high-gloss showcase of the world's most beautiful watches, jewellery, and luxury goods. Now published at the end of November each year and edited by Aspasia Karras, 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.



2023

calendar

	BELOW THE LINE	ABOVE THE LINE	MATERIAL	INSERT
FEBRUARY	13 January 2023	18 January 2023	20 January 2023	03 February 2023
MARCH	10 February 2023	15 February 2023	17 February 2023	03 March 2023
APRIL	17 March 2023	22 March 2023	24 March 2023	07 April 2023
MAY	14 April 2023	19 April 2023	21 April 2023	05 May 2023
JUNE	12 May 2023	17 May 2023	19 May 2023	02 June 2023
JULY	16 June 2023	21 June 2023	23 June 2023	07 July 2023



2023

calendar

	BELOW THE LINE	ABOVE THE LINE	MATERIAL	INSERT
AUGUST	14 July 2023	19 July 2023	21 July 2023	04 August 2023
SEPTEMBER	11 August 2023	16 August 2023	18 August 2023	01 September 2023
OCTOBER	15 September 2023	20 September 2023	22 September 2023	06 October 2023
WWJ&L NOV	30 June 2023	30 June 2023	15 September 2023	26 November 2023
NOVEMBER	13 October 2023	18 October 2023	20 October 2023	03 November 2023
DECEMBER	10 November 2023	15 November 2023	17 November 2023	01 December 2023

2023 rates

ADVERTISING RATES

2023

FULL PAGE	R56 316
DOUBLE PAGE SPREAD	R112 632
HALF PAGE	R33 790
HALF PAGE DPS	R67 580
THIRD PAGE STRIP	R22 528
FIRSTDOUBLEPAGESPREAD	R146 420
SECOND DOUBLE PAGE SPREAD	R123 898
FULLPAGENEXTTOCONTENTS	R67 584
FULLPAGENEXTTOED'S LETTER	R67 584
INSIDE BACK COVER	R67 584
OUTSIDE BACK COVER	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

format

(Width x Height)

FULL PAGE:

TYPE: 241 mm x 316 mm
TRIM: 275 mm x 350 mm
BLEED: 285mm x 360mm

DOUBLE PAGE SPREAD:

TYPE: 516 mm x 316 mm
TRIM: 550 mm x 350 mm
BLEED: 560 mm x 360 mm

HALF PAGE VERTICAL:

TYPE: 1205 mm x 316 mm
TRIM: 1375 mm x 350 mm
BLEED: 142.5mm x 360mm

HALF PAGE HORIZONTAL:

TYPE: 241 mm x 158 mm
TRIM: 275 mm x 175 mm
BLEED: 285mm x 180mm



INSERT RATES		2023
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

rates



INSERT DELIVERY DETAILS

ATTENTION:

gabriel.magebo@novusprint.co.za
xolani.williams@novusprint.co.za
011 201 3460 (ask for mailroom)

NOVUS PRINT GAUTENG:

Production Park, 83 Heidelberg RD,
City Deep, Johannesburg South, 2136
(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.

delivery details

2023

wanted

BusinessDay

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 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.

In addition, 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.

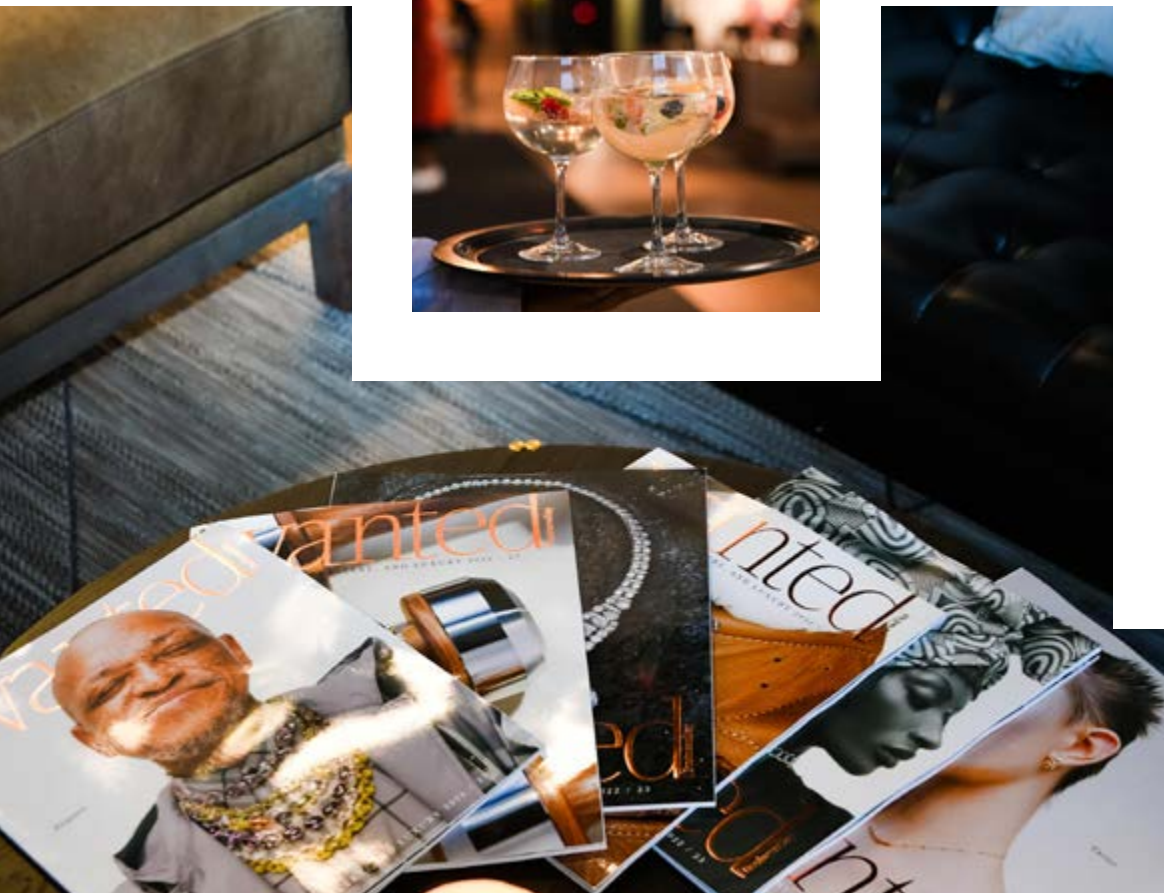
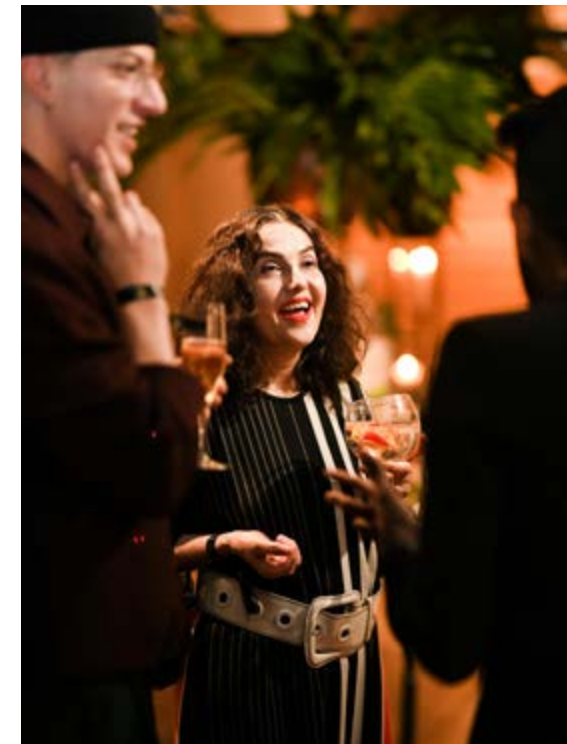
From cars, fragrances, and fashion to champagne, art, and watches, or whisky, private clubs, watches, or whisky and private clubs, we look forward to tailoring opportunities for engagement with WANTED readers in search of one-of-a-kind, bespoke experiences.

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

Speak to your Account Manager for further information.









contacts

LUXURY BRAND PARTNERSHIPS

Celeste Khumalo

KhumaloC@arena.africa

cell 072 793 6753

ACCOUNT MANAGER, JHB

Anne Atkinson

AtkinsonA@arena.africa

cell 083 680 4440

ACCOUNT MANAGER, DBN

Gina van de Wall

VdewallG@arena.africa

cell 083 500 5325

ACCOUNT MANAGER, CT

Samantha Pienaar

PienaarS@arena.africa

cell 082 889 0366

ADVERTISING CO-ORDINATOR

Jamie Kinnear

KinnearJ@bdfm.co.za

tel 011 280 3183

covers

