



wanted

MEDIA KIT / 2023

Online

Wanted Online is the digital luxury destination for the affluent and aspirational reader. Our platform has its finger on the zeitgeist and sets trends on living an affluent, informed, curated and engaged luxury lifestyle with a lot of heart – especially in this digital era. We offer our audience a definitive, feel-good perspective through thoughtful journalism and captivating visual content by providing the latest and most exclusive news about luxury and premium brands, trends and reports.

INTRODUCTION

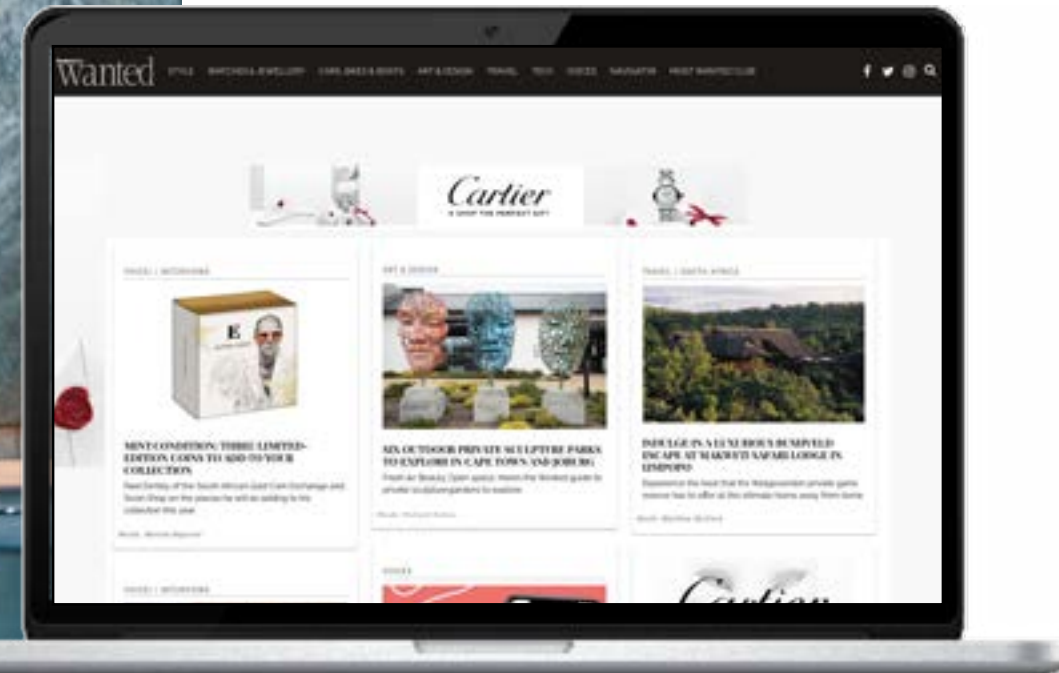
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EASY ON THE EYE

Articles are presented with stunning, large images in a clean layout that brings to life all aspects of the world of LUXURY LIVING.



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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. Two weekly email newsletters highlight the week's best content.

Your brand will have the opportunity to showcase your products and services in an elegant and sophisticated manner. Through SEO articles, banners or pop-ups, as an advertiser you will have the opportunity to reach our highly engaged and affluent audience that is actively seeking out a brand like yours.

VALUE PROPOSITION

We have a great reach of a local and global audience, interactive content that continues to allure readers and encourages them to spend time on the site or click through to yours. We generate real-time analytics providing data and insights to see how your content is performing and flexibility in terms of design, layout and content which allows us to create authentic and engaging experiences for our readers.

**LEVERAGE OPPORTUNITIES INCLUDE:
PROGRAMMATIC CAMPAIGNS,
HIGH IMPACT MEDIA,
BRANDED CONTENT,
EDITORIAL SPONSORSHIP.**



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WANTED MEMBERS



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89 272



WANTED Online average unique browsers per month (Nov - Jan 2023)

130 782



average **page views** a month (Nov - Jan 2023)

1.21



WANTED Online website **pages** per visit (Nov - Jan 2023)

76%



WANTED Online readers who visit the site on their **mobile devices** (Feb - Jan 2023)

15 530



Number of active **newsletter subscribers** (Newsletter sent out every Tuesday and Friday)

WANTED Online maintains a regular social media presence, with great success on Facebook in particular and a growing audience on Instagram.

141 257



Total followers on **Facebook**

60 504



Average daily reach on **Facebook**

1 815 145



Average **28**-day reach on **Facebook**

13 162



Followers on **Instagram** (As of February 2023)

Find WANTED Online at @WantedOnlineSA on Twitter, WantedOnlineSA on Facebook and @WantedOnline on Instagram.

DEMO- GRAPHICS

HIGH IMPACT MEDIA

Allows you to connect with contextually relevant audiences through a combination of bespoke ad formats and programmatic technology to efficiently target audiences, track stats and to run all programmatic campaigns.

REGULAR READER ACTIVITIES INCLUDE

- Eating out ●
- Reading ●
- Holidays ●
- Entertaining ●
- Holidaying abroad ●
- Movies and theatre ●
- Spa days ●
- Attending exhibitions & fashion shows ●

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— FASHION & GROOMING



— INTERVIEWS & COLUMNS



— ART & DESIGN



— CARS, BOATS & PLANES

READERS INTERESTS



— FOOD & DRINK



— TECH & GADGETS



— TRAVEL



— WATCHES & JEWELLERY

PACKAGE OPTIONS

NATIVE CONTENT AND HOSTING

Branded Content—Gives you the opportunity to work with **Wanted Magazine's** team to create content that drives brand engagement and consideration.

PACKAGE OFFER:	Content is promoted on home page (1 day) and in section (1 week) as a main article feature. Article promoted for one week thereafter remains in our digital archive and can be used by clients for their own promotions.
1 x article: <i>R25 000</i>	
2 x articles: <i>R40 000</i>	● 1 week promotion for client approved content.
4 x articles: <i>R74 000</i>	● Embedded video options available (YouTube links or video file).
6 x articles <i>R105 000</i>	● 1 Facebook boosted post.
8 x articles <i>R132 000</i>	● 2 Tweets.
Rich media options available and custom quoted.	● Instagram post and/or boosting options available.
	● Value per article: <i>R45 000</i>

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PACKAGE OPTIONS

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.

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.

One Facebook post for the week, linking back to the wantedonline.co.za native article.

Two tweets for the week, linking back to the wantedonline.co.za native article.

A free Instagram post for the week to WANTED Online followers.

TWO WEEKS

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.

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.

One Facebook post per week, linking back to the wantedonline.co.za native article.

Two tweets per week, linking back to the wantedonline.co.za native article.

A free Instagram post each week to WANTED Online followers.

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Option 1

TOTAL VALUE
R66 000

TOTAL PACKAGE OFFER
R30 250

Option 2

TOTAL VALUE
R132 000

TOTAL PACKAGE OFFER
R60 500

SALES CONTACTS

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