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print media kit

wanted

Business Day

print media kit

wanted



# SIPHIWE MPYE

**mpyes@arena.africa**

The award-winning Business Day WANTED — celebrating 20 years in November 2024 — is the most influential and enduring luxury, lifestyle, and culture magazine in South Africa. Eleven 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. Additionally, we send copies to select airport lounges and high-end hotels.

Our 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](http://www.wantedonline.co.za)) and our Most WANTED events that bring our pages directly to our readers and partners — is the pioneering South African luxury media platform.

This year, in line with prevailing trends and the feedback we receive from our readers, we have refreshed many of our themes and added an exciting innovation to our annual Watches & Jewels edition. We trust you will enjoy.

Siphwe Mpye, Editor-in-Chief



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# BRANDMISSION

**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.

Celebrated for journalistic excellence, WANTED is marking its 20th year this year. We drive cultural influence and innovation, partnering with craft solutions that centre our clients' brands by elevating advertisers' engagement with a distinguished audience through our award-winning storytelling.

## OUR AUDIENCE

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

**No. of issues: 11**

Every first Friday from February through to December.

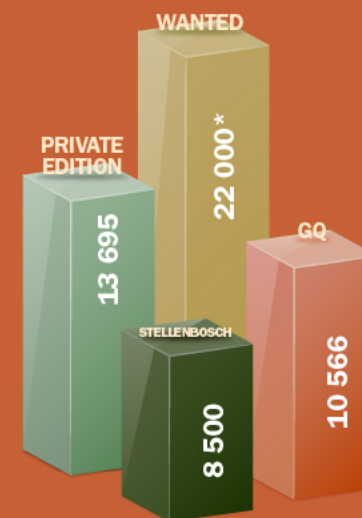
**SA AUDIENCE:** 84.6%  
● **GAUTENG:** 52.4%  
● **WESTERN CAPE:** 27.9%  
● **KWAZULU-NATAL:** 11.3%  
● **EASTERN CAPE:** 2.6%  
● **FREE STATE:** 1.0%



**PRINT ORDER:**  
22 000  
**FOLLOWER COUNT:**  
140 000  
**ESTIMATED READERSHIP:**  
627 000  
**AVERAGE MONTHLY INCOME:**  
R35 652.00  
**BLACK READERSHIP:**  
84%  
**INSTAGRAM:**  
13 500  
**NATIONAL REACH:**  
59%

**35 - 64** | **66%** | **34%**  
AVERAGE AGE | MALE | FEMALE

## TARGET MARKET



SOURCES: FUSION 2022, Google Analytics July 2023, \*BrandMapp 2022

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# BRANDPILLARS



Fashion



Watches & Jewelry



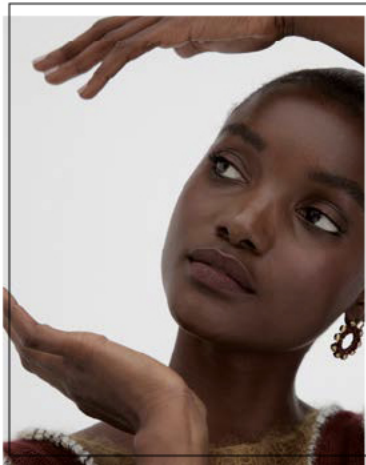
Food & Drinks



Design & Décor



Opinion



Beauty & Grooming



Property & Cars



Money



Travel



Art



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# THEMES FOR 2024



## FEBRUARY 2024

### 'A CLEAN SLATE'. THE RENEWAL ISSUE

Refresh, rejuvenate, recharge, while thinking anew about your relationship with your body, mind, and environment.



## MARCH 2024

### 'ALL THAT GLITTERS'. THE MONEY/WEALTH ISSUE

We tackle money: revered, worshipped, feared, reviled, and universally wanted. We reveal how you can save it, spend it, and share it.



## APRIL 2024

### 'THE RUN-THROUGH'. WINTER FASHION ISSUE

In the year's first fashion issue, we give you the first look at the upcoming women's winter fashions. Freshest news, hottest trends, must-have looks, and unrivalled fashion editorials.



## MAY 2024

### 'WANDERLUST'. THE TRAVEL ISSUE

We travel at home, on the continent, and across the rest of the world, giving you unique luxury experiences.



## JUNE 2024

### 'WHAT MOVES YOU'. THE IDENTITY ISSUE

A conversation with men about their inner selves through style, culture, and stuff. Lots of stuff. Interviews, opinion, fashion editorials, and all the toys and gadgets we can fit in.



## JULY 2024

### 'GASTRONOMIC FEATS'. THE FOOD ISSUE

A celebration of culinary delights through restaurants, personalities, recipes, and the stories that connect us to food. Like a great meal, the food will be presented alongside the finest wine, richest spirits, and variously-bodied cigars.



## AUGUST 2024

### 'DESIGNING THE FUTURE'. THE DESIGN ISSUE

A focus on fairs, trends, furniture, cars, fashion, architecture, and many other things design. Our design issue is now published in August to better align with the design calendar and to better support an underserved sector.



## SEPTEMBER 2024

### 'A CULTURE OF ART'. THE ART (AND CULTURE) ISSUE

Our annual Art Issue. While we will have all the art content you have come to expect, including conversations with artists and industry leaders, as well our annual Young and Vital Artists list, this issue will be packed with all the other culture exploding in the month of September.



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**OCTOBER 2024**

**'HEY, BEAUTIFUL'. FASHION  
AND BEAUTY ISSUE**

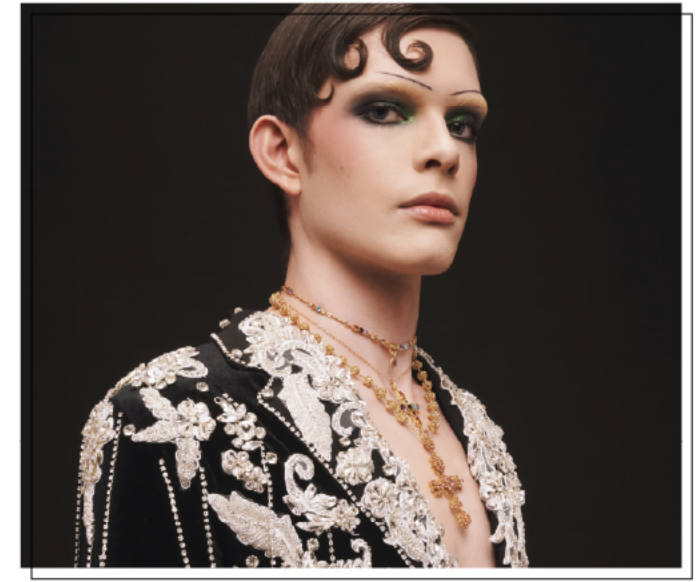
We combine our Summer Fashion and Beauty issues into one book, bursting with the latest trends, topics, looks, and most beautiful luxury products, and our industry-leading team presents a stunning fashion editorial interpreting the new season.



**NOVEMBER 2024**

**'CELEBRATE!' 20<sup>TH</sup>  
ANNIVERSARY ISSUE**

An anniversary like no other: 20 years of Wanted. We celebrate 20 years of leading the conversation on luxury lifestyle. In this issue we will give you the new, with a whole lot of nostalgia, taking you back to your favourite shoots, stories, covers, and eras. We will hear from voices of the past and make bold statements about the future.



**DECEMBER 2024**

**'LUXURIATE'. A WATCHES, JEWELS  
AND LUXURY SPECIAL EDITION**

A reimagination of our annual Watches and Jewels special edition, with a longer shelf-life and more content, including our popular end-of-year Gifting spread. Timepieces, high jewellery, exclusive interviews, luxury gifts, and so much more. This edition will be distributed in additional copies of Financial Mail and selected copies of the Sunday Times.

## ADVERTISING RATES

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

### \* 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

## INSERT RATES

### 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 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

# 2024 RATE CARD



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# GATEFOLD & 3DPOP-UP

*The  
WANTED 3D  
pop-up is a  
die-cut glossy  
double page  
placed in the  
centre of the  
magazine.*

THIS IS A NEW AND INNOVATIVE WAY TO GET  
YOUR BRAND TO STAND OUT ABOVE THE  
PAGES OF THE MAGAZINE

**THE WANTED GATEFOLD IS A REVERSE  
BACK COVER GATEFOLD.**

- Cost R280 000
- Gatefold is 3x pages
- Includes a DPS inside the magazine (making up 5x full pages in total)
- Gatefold opens up onto the inside DPS
- Includes a mention in the Wanted Newsletter

## **THE 3D POP-UP:**

- Cost R250 000
- This consists of 4 pages
- Includes a full page advertorial inside the magazine
- Includes a mention in the Wanted Newsletter



# 2024CALENDAR

*Every first Friday from February through to December.*

## FEBRUARY ISSUE

**Before the line:** 13/01/2024

**After the line:** 17/01/2024

**Material:** 19/01/2024

**Print:** 24/01/2024

**Insert:** 02/02/2024

## MARCH ISSUE

**Before the line:** 09/02/2024

**After the line:** 14/02/2024

**Material:** 16/02/2024

**Print:** 23/02/2024

**Insert:** 01/03/2024

## APRIL ISSUE

**Before the line:** 15/03/2024

**After the line:** 20/03/2024

**Material:** 22/03/2024

**Print:** 27/03/2024

**Insert:** 05/04/2024

## MAY ISSUE

**Before the line:** 12/04/2024

**After the line:** 17/04/2024

**Material:** 19/04/2024

**Print:** 24/04/2024

**Insert:** 03/05/2024

## JUNE ISSUE

**Before the line:** 10/05/2024

**After the line:** 15/05/2024

**Material:** 17/05/2024

**Print:** 29/05/2024

**Insert:** 07/06/2024

## JULY ISSUE

**Before the line:** 11/06/2024

**After the line:** 19/06/2024

**Material:** 21/06/2024

**Print:** 26/06/2024

**Insert:** 05/07/2024

## AUGUST ISSUE

**Before the line:** 10/07/2024

**After the line:** 17/07/2024

**Material:** 19/07/2024

**Print:** 24/07/2024

**Insert:** 02/08/2024

## SEPTEMBER ISSUE

**Before the line:** 08/08/2024

**After the line:** 14/08/2024

**Material:** 16/08/2024

**Print:** 28/08/2024

**Insert:** 05/09/2024

## OCTOBER ISSUE

**Before the line:** 11/09/2024

**After the line:** 18/09/2024

**Material:** 20/09/2024

**Print:** 25/09/2024

**Insert:** 04/10/2024

## NOVEMBER ISSUE

**Before the line:** 11/10/2024

**After the line:** 16/10/2024

**Material:** 18/10/2024

**Print:** 23/10/2024

**Insert:** 01/11/2024

## DECEMBER ISSUE

**Before the line:** 12/11/2024

**After the line:** 20/11/2024

**Material:** 22/11/2024

**Print:** 27/11/2024

**Insert:** 06/12/2024






# SPECIAL EDITION

## 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 December each year, 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.





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.***

***BUSINESS DAY WANTED*** publishes  
11 regular editions a year, and can  
publish 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.



# ADSPECS

## MATERIAL DELIVERY

3rd Floor, Hill on Empire, 16 Empire Road,  
Parktown, 2193

## THE FORMAT

### 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

## 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

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 colourcorrected 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.

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Online Rate Card

No. of Issues: 11

Media Kit

Media Kit





digital media kit

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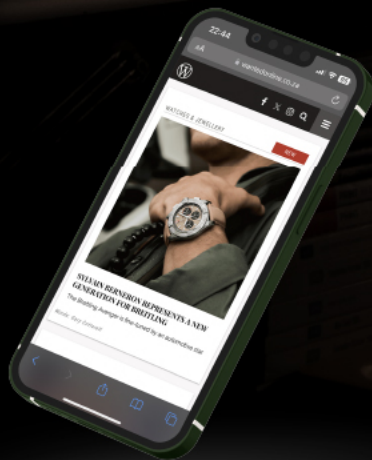
# THE INTRODUCTION

**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.

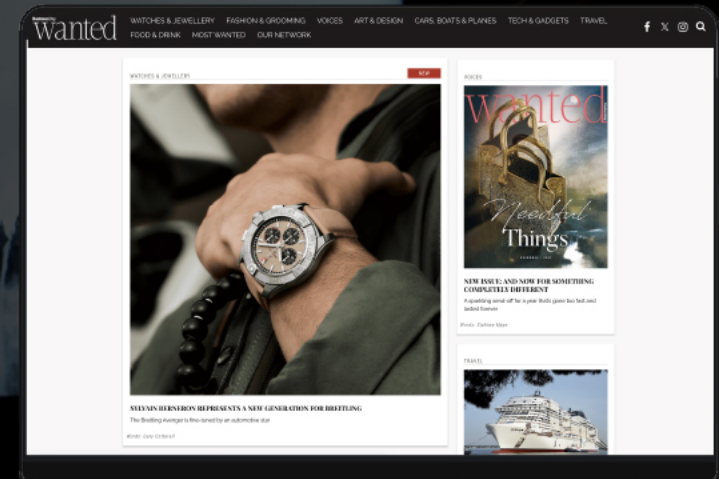
**ANY DEVICE** beautiful on desktop and mobile: WANTED Online is tailored for mobile, tablet, or desktop platforms. It is optimised for speed while preserving the website's rich visual aesthetic. Two weekly email newsletters highlight the week's best content.

**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**.

**LEVERAGE OPPORTUNITIES INCLUDE:**  
Programmatic Campaigns, High Impact Media, Branded Content, Editorial Sponsorship



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. We have a great reach of a **LOCAL** and **GLOBAL** audience with 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.





# digital media kit

## 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 run all programmatic campaigns

wanted

112 160



**WANTED Online** average unique browsers per month (Oct - Dec 2023)

168 978



average **page views** a month (Oct - Dec 2023)

1.21



**WANTED Online** website **pages** per visit (Oct - Dec 2023)

64.9%



**WANTED Online** readers who visit the site on their **mobile device** (Oct - Dec 2023)

17 000



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

140 700



Total followers on **Facebook**

60 504



Average daily reach on **Facebook**

1 815 145



average 28-day reach on **Facebook**

13 800



followers on **Instagram**

### REGULAR READER ACTIVITIES INCLUDE :

Eating out, reading, entertaining, holidaying abroad, movies & theatre, spa days, exhibitions & fashion shows

# DEMOGRAPHICS & REACH



# PACKAGE OPTIONS

<b>HOMEPAGE EXPOSURE</b>	1 day guaranteed placement in among the top editorial stories on the Wanted homepage: <b>wantedonline.co.za</b>
<b>SECTION PAGE EXPOSURE</b>	7 days guaranteed placement in single relevant section of the Wanted website e.g. <i>Watches &amp; Jewellery, Most Wanted, Tech &amp; Gadgets etc.</i>
<b>SOCIAL MEDIA PROMOTION</b> All posts are linked to and drive traffic back to the native article on the brand's website.	1 x boosted Facebook post on Wanted's account: <b>@WantedOnlineSA</b> 2 x organic X posts (aka tweets) on Wanted's account: <b>@WantedOnlineSA</b> 1 x boosted single image post on Wanted's Instagram: <b>@wantedonlinesa</b>
<b>EMAIL NEWSLETTER INSERTION</b> Native article included as one of the articles in brand's weekly email newsletter.	1 x insertion into a Wanted email newsletter (placement at editorial's discretion).
<b>IN-ARTICLE COMPANION BANNERS</b> Banners and background skin on native article page.	<i>Optional at no extra cost.</i>
<b>HOMEPAGE AND/OR SECTION PAGE TAKEOVER</b> Including banners and background skin.	<i>Optional at no extra cost.</i>

**RATE**

**TOTAL PACKAGE OFFER**

**R30 250**

excl VAT and agency commission.

**TOTAL VALUE**

**R66 000**



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***DIGITAL COVERS*** are custom-created according to a brand's specific requirements. Utilising our fashion team, we shoot and conduct interviews with ***KOLs*** and ambassadors, creating content that is published on Wanted Online, and social media platforms. The digital covers are ***INTERACTIVE, INCORPORATING VIDEO CLIPS*** and ***ANIMATED 3D EFFECTS***, bringing the covers to life and capturing the audience of a normally static environment.

***RATE R100 000 EXCL VAT (INCLUDES PRODUCTION FEE AND 1 WEEK NATIVE ARTICLE PACKAGE)***

For Podcasting and Video Series please contact your account manager for more information.

# COVERSPODCASTS&VIDEOS

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



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