

2025

MEDIA KIT

wanted

PRINT & ONLINE

WWW.WANTEDONLINE.CO.ZA

ASPASIA KARRAS

I **Wanted** has always felt like drinking a very dry martini with the most well-connected member of the most exclusive members club. Stepping into this world of rarified pleasures and unique experiences is a delight to the senses and a refinement of one's sensibility. The tone is witty, in the know, a little naughty, and the perfect complement to the visual feast in these huge glossy pages.

What a privilege to have worked in this delicious space, paying tribute to the luxury of creative innovation with the special Watches, Jewellery, and Luxury annual edition, and now to be appointed to bring this vision to life on a monthly basis. I look forward to 2025, celebrating our heritage brand as we partner with you, our partners in telling wonderful stories in the distinctive and inimitable style that engages and charms our loyal subscribers.

aspasia.karras@gmail.com

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WWW.WANTEDONLINE.CO.ZA

ANTED 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 21st 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

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

BRANDMISSION

PRINT READERSHIP

PROVINCE:	TOTAL:
GAUTENG	44.87%
WESTERN CAPE	32.86%
KWAZULU-NATAL	18.01%
MPUMALANGA	1.49%
LIMPOPO	0.77%

SOURCES: ABCs Buisness Day Jan 2025

NO. OF ISSUES: 11

Every first Friday from February through to December

OUR

AUDIENCE

PRINT RUN:
33 261*

FOLLOWER COUNT:
140 311

ESTIMATED READERSHIP:
627 000

AVERAGE MONTHLY INCOME:
R35 652.00

BLACK READERSHIP:
84%

INSTAGRAM:
14 756

NATIONAL REACH:
59%

35 - 64
AVERAGE AGE

66%
MALE

34%
FEMALE

*15 500 physical copies inserted into Business Day and Financial Mail.
17 761 e-edition subscriptions with Business Day and Financial Mail.

SOURCES: ABCs Buisness Day Jan 2025, Meta Studio as of Januray 2025 Fusion 2022, BrandMapp 2022



FASHION



JEWELS



FOOD



DESIGN & DÉCOR



PILLARS



TRAVEL



ART



WATCHES

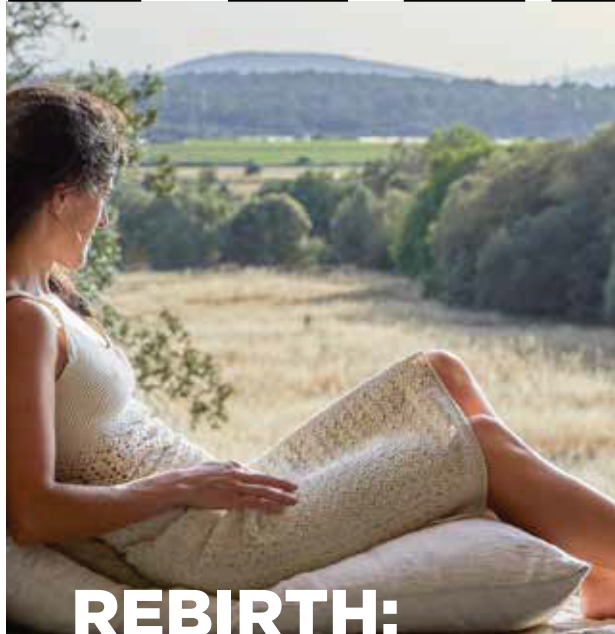


MOTORING

wanted

BRAND

THEMES



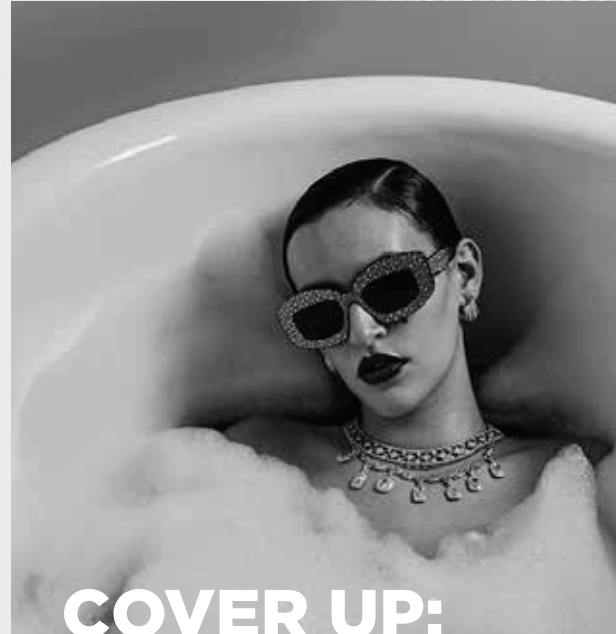
REBIRTH:

FEBRUARY



THE
POWER ISSUE:

MARCH



COVER UP:

APRIL

FOR 2025

wanted



MAY

THE CHIC WANDERER:

A **luxury Travel** issue with destinations, trends, tips, accessories, and the people shaping high-end travel.



JUNE

FASHIONABLY FOCUSED:

A **fashion** special, unlocking all things elegant and masculine.



JULY

DESIGNED FOR LIFE:

Interiors, exteriors, furniture, and accessories: an exploration of the role design plays in our lives and the things that surround us. We unpack the many ways design shapes our lives



AUGUST

FOOD, GLORIOUS FOOD:

A **culinary celebration** with the dishes, drinks, and people that feed our souls.



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SEPTEMBER

THE ART ISSUE:

Our annual Art issue, with the latest intelligence from the art world's foremost thinkers and packed with creative inspiration from our annual Young & Vital Artists list and the masters alike.



OCTOBER

ENDLESS SUMMER:

The Summer issue, with fashion, travel, beauty, music, and automobiles. An issue with a nod to a dreamy, endless summer.



NOVEMBER

A RETURN TO GIFTING:

After a year's hiatus, our popular Gifting issue is back, a month earlier than usual, to give you a bit more time to plan. We present an array of exquisite products that celebrate our favourite love language.



DECEMBER

EXHALE:

Rounding off the year, celebrating and blowing off steam in the most Wanted way possible, that is, mindful, chic, and with a whole lot of fun. With all the best destinations, restaurants, festivals, and bars. A must-have companion for the holidays.



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RATE CARD

2025

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 EXCLUDES 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)
4 to 8 pages
12 to 24 pages
25 and above

R775 PER 1000
R890 PER 1000
R1 068 PER 1000
PRICE QUOTED ON REQUEST

LOOSE INSERTS

Single item (2 pages)
4 to 12 pages
12 to 24 pages
25 and above

R672 PER 1000
R968 PER 1000
R1 162 PER 1000
PRICE QUOTED ON REQUEST DEPENDING ON INSERT

SPOT GLUE

Cover Mount (Supplied)
Cover Mount (Printing)
Items spot-glued onto a specific page

R842 PER 1000
PRICE ON REQUEST
R1 098 PER 1000

BELLY BAND

Around section inside the magazine (vertical or horizontal)
Around outside of magazine

R2 268 PER 1000
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)

BAGGING

Insert of magazines into bag and seal

R1 644 PER 1000

INSERTS:

All inserts excl. Agency Commission. Exclude VAT
Note: All inserts are subject to approval by the media owner before insertionut

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**

3D POP-UP



FEBRUARY ISSUE BRAND MATERIAL: 24/01/2025 ADVERTORIAL: 16/01/2025 INSERT: 07/02/2025	JUNE ISSUE BRAND MATERIAL: 23/05/2025 ADVERTORIAL: 09/05/2025 INSERT: 06/06/2025	OCTOBER ISSUE BRAND MATERIAL: 19/09/2025 ADVERTORIAL: 08/09/2025 INSERT: 03/10/2025
MARCH ISSUE BRAND MATERIAL: : 21/02/2025 ADVERTORIAL: 10/02/2025 INSERT: 07/03/2025	JULY ISSUE BRAND MATERIAL: 20/06/2025 ADVERTORIAL: 09/06/2025 INSERT: 04/07/2025	NOVEMBER ISSUE BRAND MATERIAL: 24/01/2025 ADVERTORIAL: 16/01/2025 INSERT: 07/02/2025
APRIL ISSUE BRAND MATERIAL: 20/03/2025 ADVERTORIAL: 10/03/2025 INSERT: 04/04/2025	AUGUST ISSUE BRAND MATERIAL: 18/07/2025 ADVERTORIAL: 07/07/2025 INSERT: 01/08/2025	WATCHES, JEWELLERY & LUXURY ISSUE BRAND MATERIAL: 04/11/2025 ADVERTORIAL: 28/10/2025 INSERT: TBC
MAY ISSUE BRAND MATERIAL: 17/04/2025 ADVERTORIAL: 07/04/2025 INSERT: 02/05/2025	SEPTEMBER ISSUE BRAND MATERIAL: 22/08/2025 ADVERTORIAL: 08/08/2025 INSERT: 05/09/2025	DECEMBER ISSUE BRAND MATERIAL: 14/11/2025 ADVERTORIAL: 10/11/2025 INSERT: 5/12/2025

EVERY FIRST FRIDAY FROM FEBRUARY
THROUGH TO DECEMBER.

CALENDER

SPECIAL

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 crafts-manship, beauty, and style.

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EDITION

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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.**

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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.

WWW.WANTEDONLINE.CO.ZA

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

wanted

AD SPECS

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.

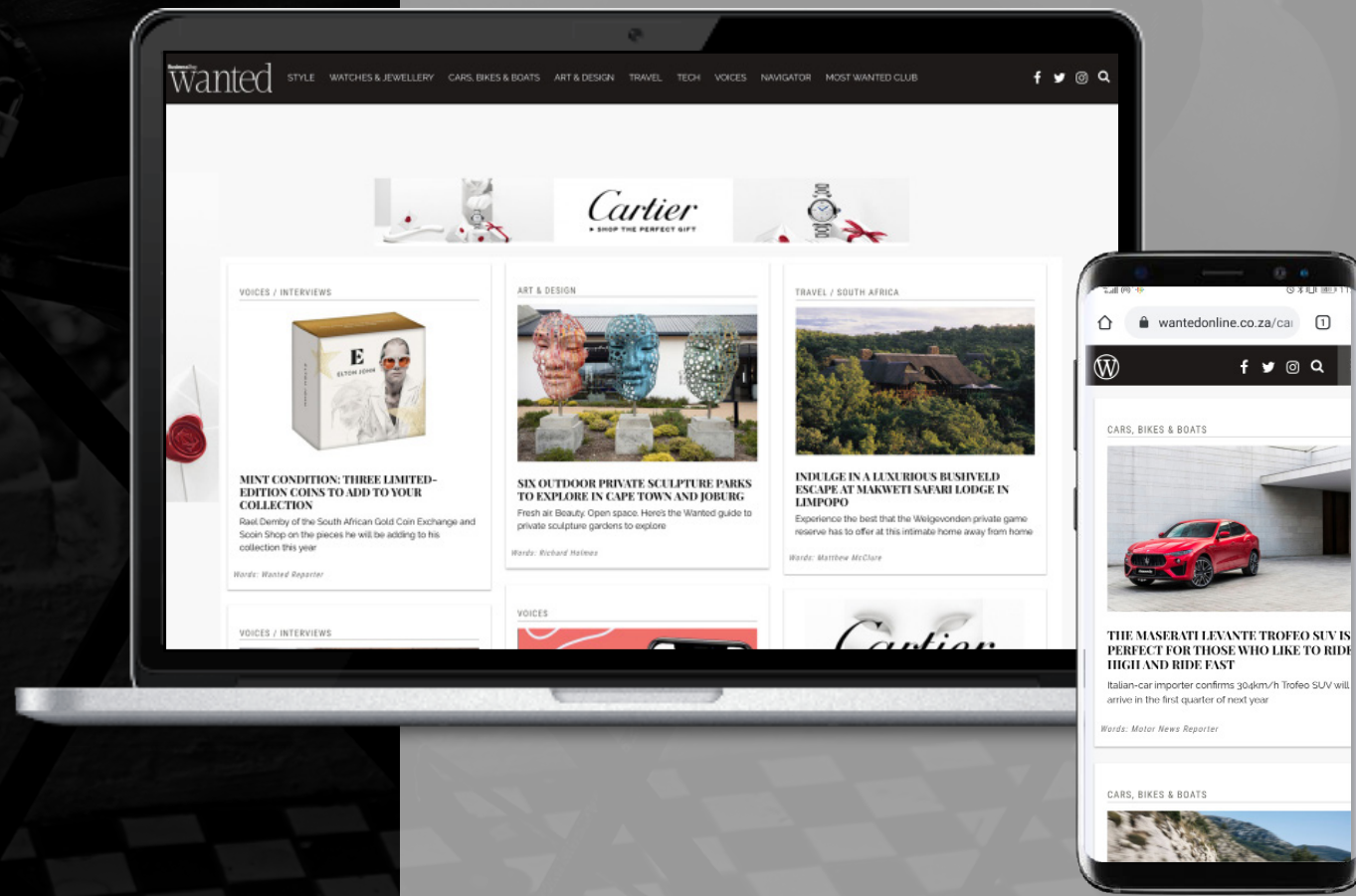
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WANTED ONLINE RATE CARD

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.



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835 466		WANTED Online unique browsers (Jan - Dec 2024)
1 191 809		Total page views (Jan - Dec 2024)
1. 61		WANTED Online website pages per users (Jan - Dec 2024)
76 %		WANTED Online readers who visit the site on their mobile devices (Jan - Dec 2024)
29 221		Total Number of active newsletter subscribers (Newsletter sent out every Tuesday and Friday)
Source: Google analytics (Jan - Dec 2024) WANTED Online maintains a regular social media presence, with great success on Facebook in particular and a growing audience on Instagram.		
140 311		Total followers on Facebook
21 515		Average daily reach on Facebook
602 432		Average 28 -day reach on Facebook
14 756		Followers on Instagram (As of January 2024)

Source: Meta Studio (As of Jan 2025)

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REGULAR READER ACTIVITIES INCLUDE : 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

DEMOGRAPHICS & REACH

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.



PACKAGE OPTIONS

HOMEPAGE EXPOSURE	1 day guaranteed placement in among the top editorial stories on the Wanted homepage: wantedonline.co.za	
SECTION PAGE EXPOSURE	7 days' guaranteed placement in single relevant section of the Wanted website e.g. Watches & Jewellery, Most Wanted, Tech & Gadgets etc.	
SOCIAL MEDIA PROMOTION 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: @WantedOnlineSA 2 x organic X posts (aka tweets) onWanted's account: @WantedOnlineSA 1 x boosted single image post on Wanted's Instagram: @wantedonlinesa	
EMAIL NEWSLETTER INSERTION 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).	
IN-ARTICLE COMPANION BANNERS Banners and background skin on native article page.	 Optional at no extra cost	
HOMEPAGE AND/OR SECTION PAGE TAKEOVER Including banners and background skin.	 Optional at no extra cost	
RATE	R30 250 TOTAL PACKAGE OFFER excl VAT and agency commission	R66 000 TOTAL PACKAGE VALUE

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PODCASTS

& VIDEOS

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 the Wanted website, The Edit section, 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.

COVERS

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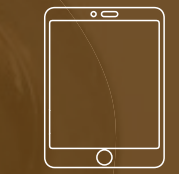
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VOICES	20.74%
FOOD-AND-DRINK	18.59%
WATCHES-AND-JEWELLERY	9.21%
TRAVEL	9.07%
ART-DESIGN	5.84%
CARS-BOATS-PLANES	5.33%
TECH-AND-GADGETS	3.34%
FASHION-AND-GROOMING	5.81%

COUNTRY	USER %
SOUTH AFRICA	76%

Sources: Google Anlytics (Jan-Dec 2024)

USER %	CITY
21.59%	CAPE TOWN
15.21%	PRETORIA
9.45%	JOHANNESBURG
3.4%	SOWETO
3.47%	DURBAN

	DESKTOP	21%
	MOBILE	76%
	TABLET	3%

wanted

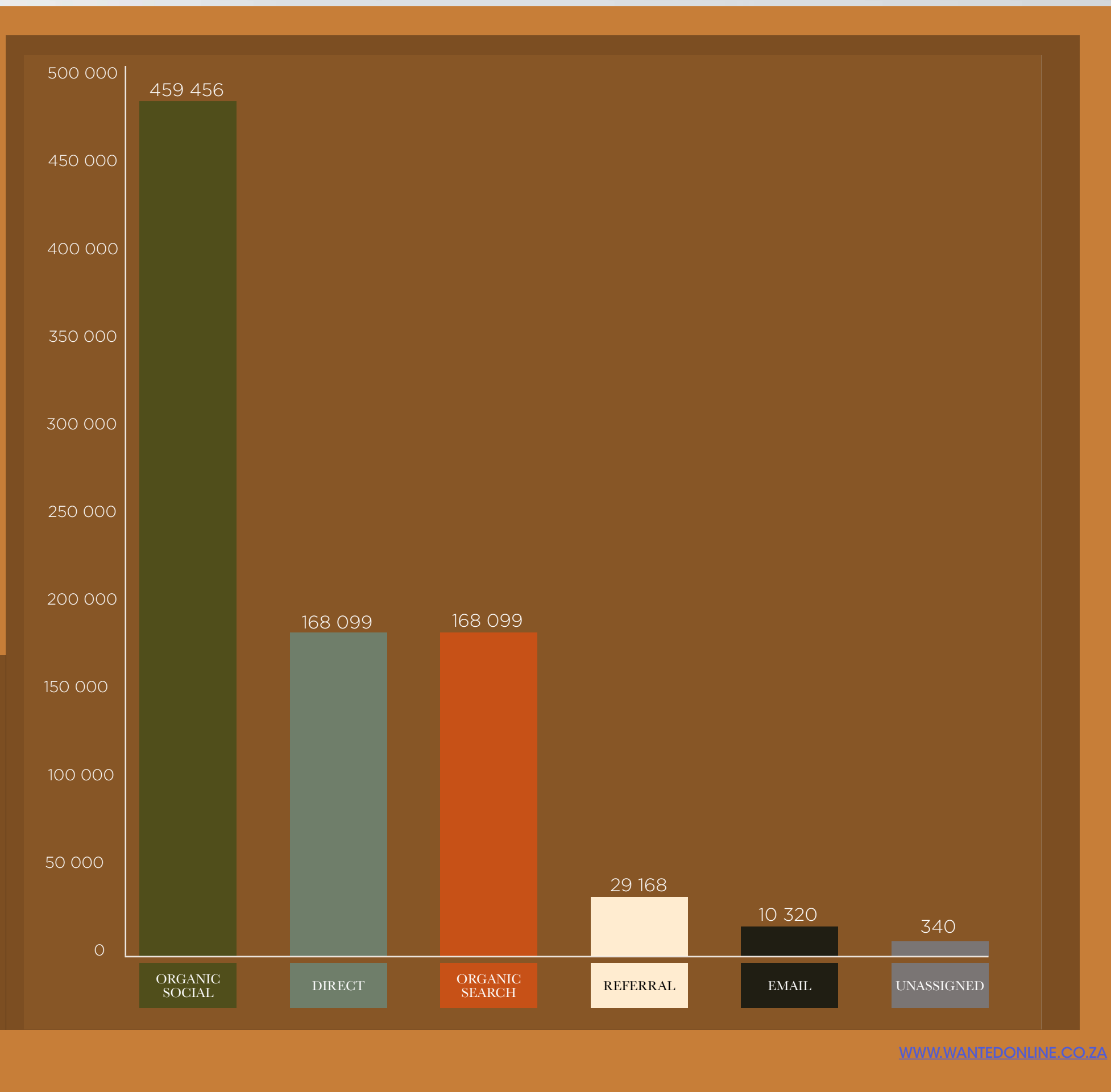
WANTED

STATISTICS

TRAFFIC

BREAKDOWN

wanted





CONTACT US

ACCOUNT MANAGER, CT

ANNE ATKINSON
ATKINSONA@ARENA.AFRICA
CELL: 082 889 0366

ACCOUNT MANAGER

EMILY MAGLAS
MAGLASE@ARENA.AFRICA
TELL: 011 280 5172
CELL: 083 960 6430

DEPUTY CHIEF SALES OFFICER

PIERRETTE SPADONI
SPADONIP@ARENA.AFRICA
CELL: 083 2976 501

ADVERTISING CO-ORDINATOR

JAMIE KINNEAR
KINNEARJ@BDFM.CO.ZA
CELL: 011 280 3183

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