



Editor
ASPASIA
KARRAS

The joy of working on Wanted is the stuff of dreams. Mine were forged early. By which I mean my childhood games with my best friends involved an actual glossy magazine that I edited while they ran the modelling and design agencies respectively. We also had a helicopter with a lovely pilot — the hapless boy who was roped into our elaborate fantasies. Bathrooms were converted into hotel suites — presidential, obviously. We had it all going on. Every afternoon after school.

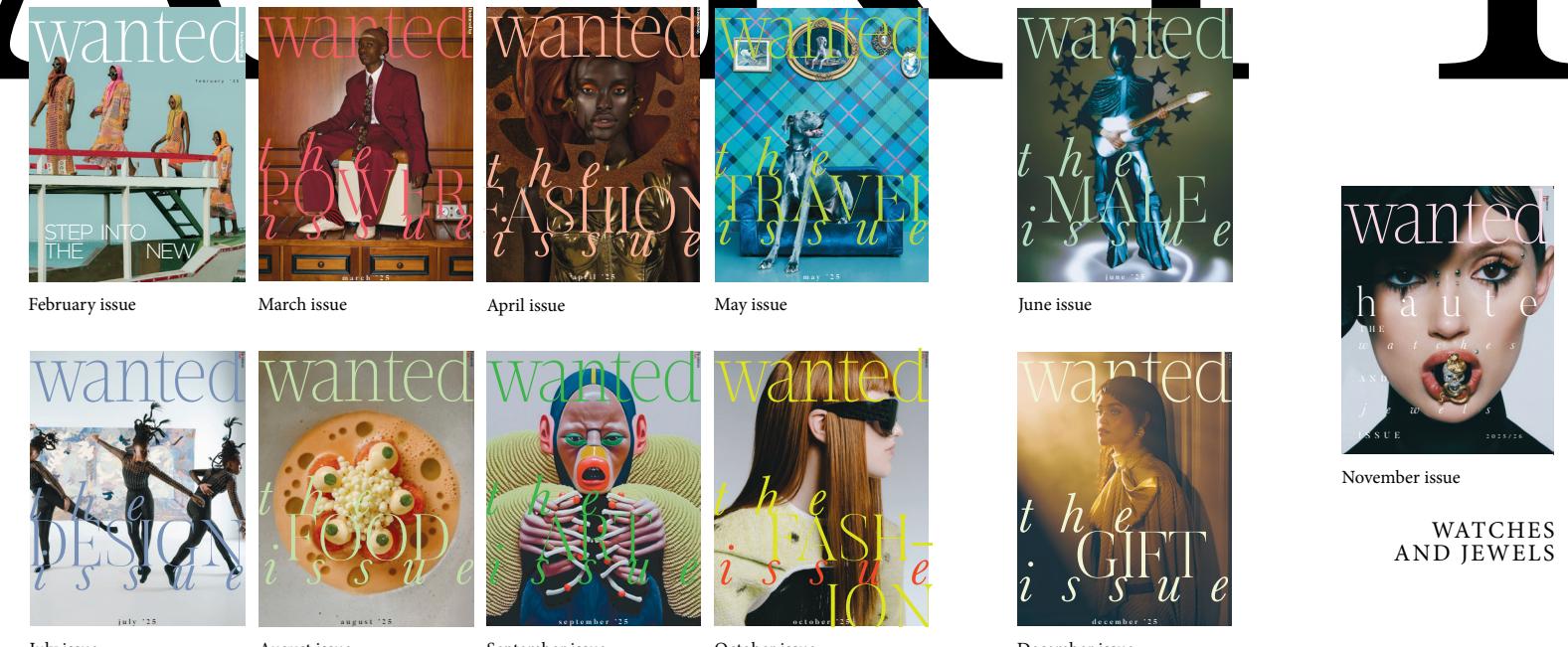
Perhaps this story is a perfect example of the power of a minutely conceived vision board. And while I have yet to see the helicopter situation unfold, I am confident the rest of the game is playing out exactly as I pictured it. I pinch myself in wonder on the daily. I am lucky enough to still be playing with the most creative and visionary team in town. I am so grateful for you, our wondrous partners, who make it all possible. We can't wait to welcome you into the fun, games, and delights 2026 has in store for us here at Wanted. Let's collaborate, celebrate, and imagine this glorious magazine into another chapter of its existence.



x
Aspasia

PRINT AND ONLINE

PRINT AND ONLINE



WATCHES
AND JEWELS



BRAND

PILLARS:

FASHION

WATCHES

JEWELS

DESIGN & DÉCOR

TRAVEL

FOOD

MOTORING



02.

THE
RENEW
ISSUE

“Every day is a renewal, every morning the daily miracle. This joy you feel is life”

Gertrude Stein

Our annual invitation to begin again. The Renew issue explores recalibration and ideas that nourish both body and mind. Clear the slate and choose what truly deserves a place on it.

**FEBRUARY
ISSUE**

BRAND MATERIAL:
28/01/2026
ADVERTORIAL: 26/01/2026
INSERT: 06/02/2026

03.

THE
POWER
ISSUE

“Mastering others is strength. Mastering yourself is true power”

Lao Tzu

Nuanced power and the power of influence. We explore modern icons, strategic dressing, quiet confidence, and the art of simply standing in your power.

**MARCH
ISSUE**

BRAND MATERIAL:
25/02/2026
ADVERTORIAL: 23/02/2026
INSERT: 06/03/2026



04.

THE
FASHION
ISSUE

“I don't do fashion. I am fashion”

Coco Chanel

Full-frontal fashion. We capture the season's most compelling collections, ideas, and silhouettes, but always through a Wanted lens: intelligent, wearable, culturally attuned.

**APRIL
ISSUE**

BRAND MATERIAL:
01/04/2026
ADVERTORIAL: 30/03/2026
INSERT: 10/04/2026

05.

THE TRAVEL ISSUE

“FOR MY PART, I TRAVEL NOT TO GO ANYWHERE. I TRAVEL FOR TRAVEL’S SAKE. THE GREAT AFFAIR IS TO MOVE”

Robert Louis Stevenson



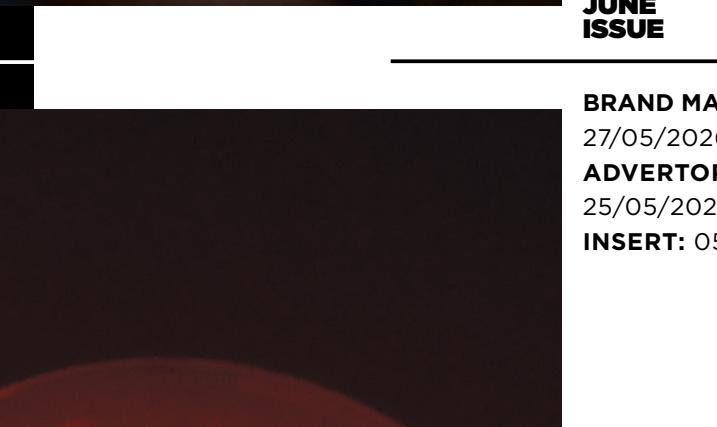
Journey with us beyond postcard destinations to uncover a world that rewards curiosity, sensory escapes, and the power of experience.

MAY ISSUE

BRAND MATERIAL:
29/04/2026

ADVERTORIAL:
27/04/2026

INSERT: 08/05/2026



07.
THE DESIGN ISSUE

“BUY LESS. CHOOSE WELL. MAKE IT LAST”

Vivienne Westwood



We turn our attention to the objects, spaces, and systems that define contemporary life, from architecture and interiors to product and graphic design. We celebrate form and function, timeless trends, and the designers who understand luxury and restraint.

JULY ISSUE

BRAND MATERIAL:

24/06/2026

ADVERTORIAL: 22/06/2026

INSERT: 03/07/2026



08.
THE MODE ISSUE

“I will tell you the secret to getting rich on Wall Street. You try to be greedy when others are fearful. And you try to be fearful when others are greedy”

Warren Buffett

Rethink accumulation and understand your agency. Wealth is being redefined from conscious investing to financial fluency as a form of self-care. We are all about “happy money”.

AUGUST ISSUE

BRAND MATERIAL:

29/07/2026

ADVERTORIAL: 27/07/2026

INSERT: 07/08/2026



09.
THE ART ISSUE

“ART WASHES AWAY FROM THE SOUL THE DUST OF EVERYDAY LIFE”

Picasso

Our glorious annual roundup of the ideas, markets, and movements shaping the contemporary art world, honouring the artists, collectors, and institutions driving the cultural conversation.

SEPTEMBER ISSUE

BRAND MATERIAL:

26/08/2026

ADVERTORIAL:

24/08/2026

INSERT: 04/09/2026



10. **THE FASHION ISSUE**

"I'M A VERY DOWN-TO-EARTH PERSON, BUT IT IS MY JOB TO MAKE THAT EARTH MORE PLEASANT"

Karl Lagerfeld



The new-season roundup — sharp, bold, and directional. October focuses on statement pieces, season-defining trends, and the business of fashion.

OCTOBER ISSUE

BRAND MATERIAL:

23/09/2026

ADVERTORIAL: 21/09/2026

INSERT: 02/10/2026



WATCHES & JEWELS HAUTE ISSUE

BRAND MATERIAL:

04/11/2026

ADVERTORIAL: 02/11/2026

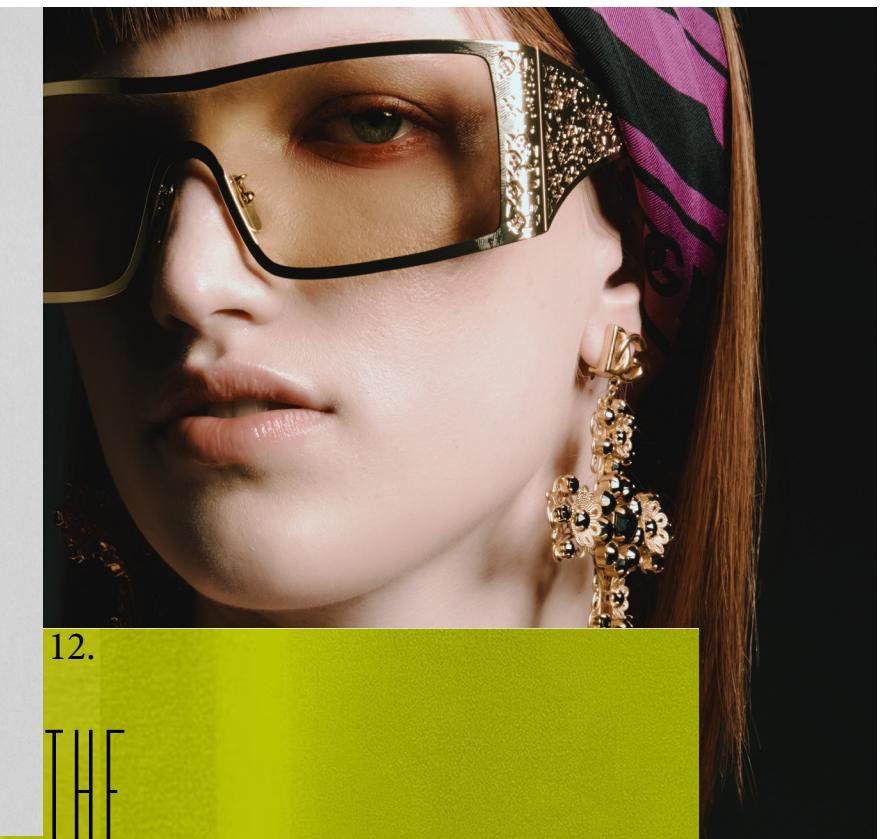
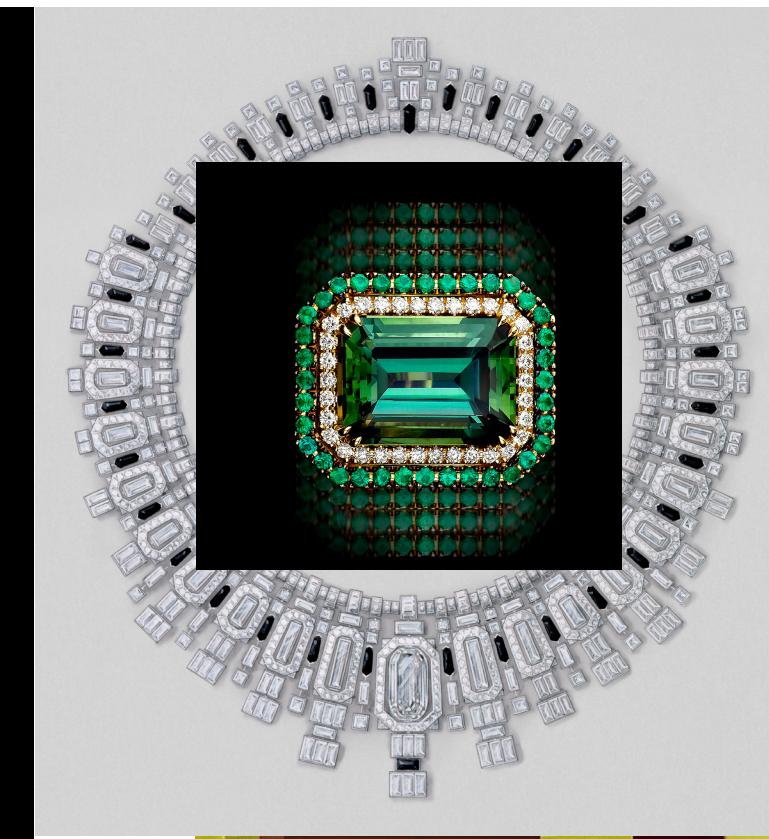
INSERT: 20/11/2026

11. **THE FASHION ISSUE / WATCHES AND JEWELS**

"No pressure, no diamonds"

Thomas Carlyle

Indulgence elevated — this, our most opulent edition of the year, celebrates the highest expressions of artistry, rarity, and desire. With a focus on watches and jewellery, we explore maisons, master makers, and heirloom pieces.



12. **THE GIFT ISSUE**

"Every gift which is given, even though it be small, is in reality great, if it is given with affection" **Pindar**

Tap into your generous spirit. The Gift issue curates the season's most thoughtful presents, from the exquisitely made to the quietly meaningful. Beyond wish lists, we explore the art of giving well: objects with stories, experiences that linger, and gifts that feel personal and timeless. Let's close the year with intention and grace.

DECEMBER ISSUE

BRAND MATERIAL:

25/11/2026

ADVERTORIAL: 23/11/2026

INSERT: 04/12/2026



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 21st anniversary 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.

BRAND MISSION

PRINT READERSHIP

PROVINCE:	TOTAL:
GAUTENG	37%
WESTERN CAPE	13%
KWAZULU-NATAL	21%
MPUMALANGA	5%
LIMPOPO	13%

SOURCES: ABCs Business Day Jan 2025

NO. OF ISSUES: 11
EVERY FIRST FRIDAY FROM FEBRUARY THROUGH TO DECEMBER

PRINT RUN:
33 261*

ESTIMATED READERSHIP:
627 000

BLACK READERSHIP:
90%

FACEBOOK:
139 000

FOLLOWER COUNT: 140 311 **AVERAGE MONTHLY INCOME:** R42 277

INSTAGRAM: 14 756

NATIONAL REACH:
59%

OUR AUDIENCE

35 - 64
AVERAGE AGE **71%**
MALE **29%**
FEMALE

***15 500 PHYSICAL COPIES INSERTED INTO BUSINESS DAY AND FINANCIAL MAIL.
17 761 E-EDITION SUBSCRIPTIONS WITH BUSINESS DAY AND FINANCIAL MAIL.**

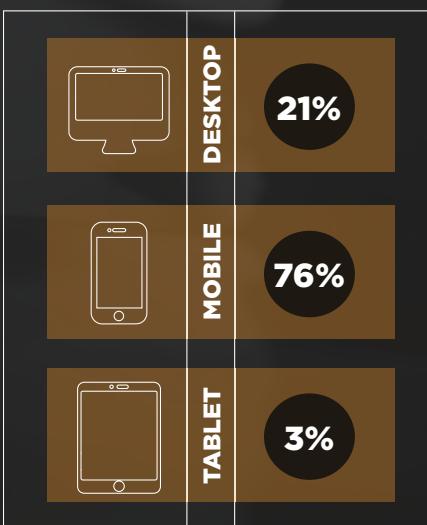
Sources: ABCs Business Day Jan 2025, Meta Studio as of January 2025
Fusion 2022, BrandMapp 2022

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

COUNTRY	USER %
SOUTH AFRICA	76%

Source: Google Analytics (Jan-Dec 2024)

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



DEMOGRAPHICS AND REACH

WANTED Online unique browsers
(Jan - Dec 2024)



835 466

Total page views
(Jan - Dec 2024)



1 191 809

WANTED Online website pages per users
(Jan - Dec 2024)



1. 61

WANTED Online readers who visit the site
on their **mobile devices** (Jan - Dec 2024)



76%

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



29 221

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.

Total followers on **Facebook**



140 311

Average daily reach on **Facebook**



21 515

Average 28-day reach on **Facebook**



602 432

Followers on **Instagram**
(As of January 2024)



14 756

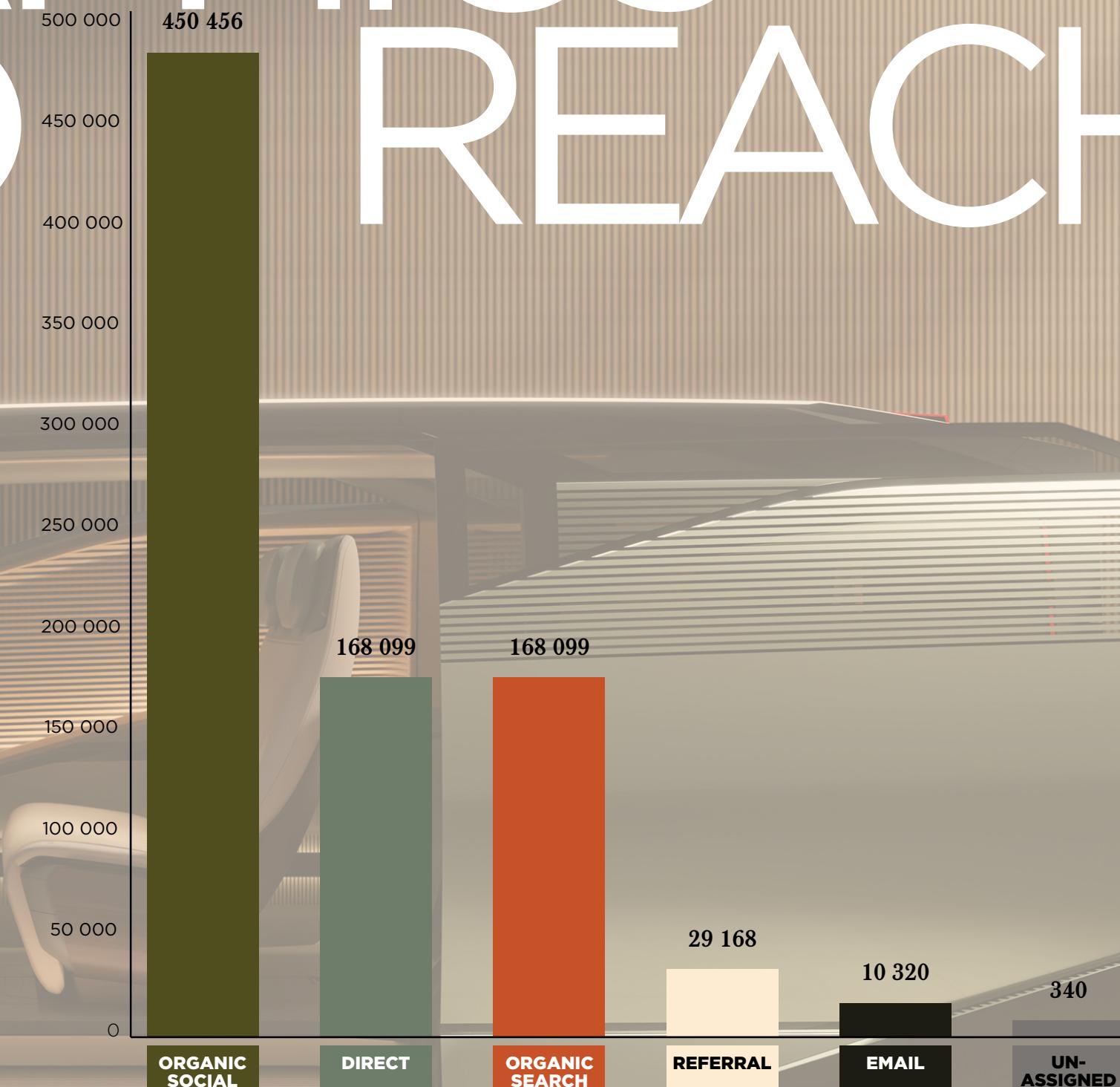
Source: Meta Studio (As of Jan 2025)

HIGH-IMPACT MEDIA

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.

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



TRAFFIC BREAKDOWN

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**

RATE

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.

PARTNER-SHIPS/ ADVERTORIAL RATES

Rates as stated, but EXCLUDE agency commission and EXCLUDE VAT. Extended photo usage will be quoted as requested. A 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

R25 000

R35 000

R45 000

PRICE ON REQUEST

R25 000

R35 000

R45 000

PRICE QUOTED ON REQUEST DEPENDING ON INSERT

R40 000

R25 000 EXCL PRINTING COSTS

BOOKMARK & RIBBON

Paste ribbon on specific page with round sticker and placement of bookmark between specified pages

R25 000

(BOOKMARK PRINTING ON REQUEST)

R30 000

BAGGING

Insert of magazines into bag and seal

CARD

INSERTS: All inserts excl. Agency Commission. Exclude VAT

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

All costs Exclude Printing

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 DIALLING 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 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.

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	1 x boosted Facebook post on Wanted's account: @WantedOnlineSA 2 x organic X posts (aka tweets) on Wanted's account: @WantedOnlineSA
Email Newsletter Insertion	1 x insertion into a Wanted email newsletter (placement at editorial's discretion)
In-Article Companion Banners	Optional at no extra cost
Homepage and/or Section Page Takeover	Optional at no extra cost
Rate: R35 000	Total Package Offer excl VAT and agency commission
R66 000 Total Package Value	

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

GATEFOLD

3D POP-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

SPECIAL EDITION

WATCHES & JEWELS HAUTE

SPECIAL EDITION: This annual edition is a unique, high-gloss showcase of the world's most beautiful watches, jewellery, and luxury goods. Now published in November each year, it is considered the definitive magazine in its category — quite unlike anything else in the SA market. We look forward to working with our clients again this year in a world where we will have the luxury of appreciating craftsmanship, beauty, and style.

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.

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.

PRICE FULLY INCLUSIVE ON REQUEST FROM R700 000.
FOR ENQUIRIES PLEASE CONTACT YOUR ACCOUNT MANAGER.

COVERS



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 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 R120 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

BUSINESS
DAY
WANTED
PODCAST
& VIDEOS

CONTACTS

INFO / BOOKINGS:

Account
Manager,
CT

NADIA
COOL
PEREIRA

CELL :
082 701 1912
PereiraN@arena.africa

Account
Manager,
Jhb

EMILY
MALGAS

CELL :
083 960 6430

TEL :
011 280 5172

MalgasE@arena.africa

Account
Manager,
Jhb

ANNE
ATKINSON

CELL :
083 680 444

AtkinsonA@arena.africa

Lux Hub
Sales
Officer

PIERRETTE
SPADONI

CELL :
083 2976 501

SpadoniP@arena.africa

Advertising
Co-Ordinator

JAMIE
KINNEAR

TEL :
011 280 3183

KinnearJ@bdfm.co.za