

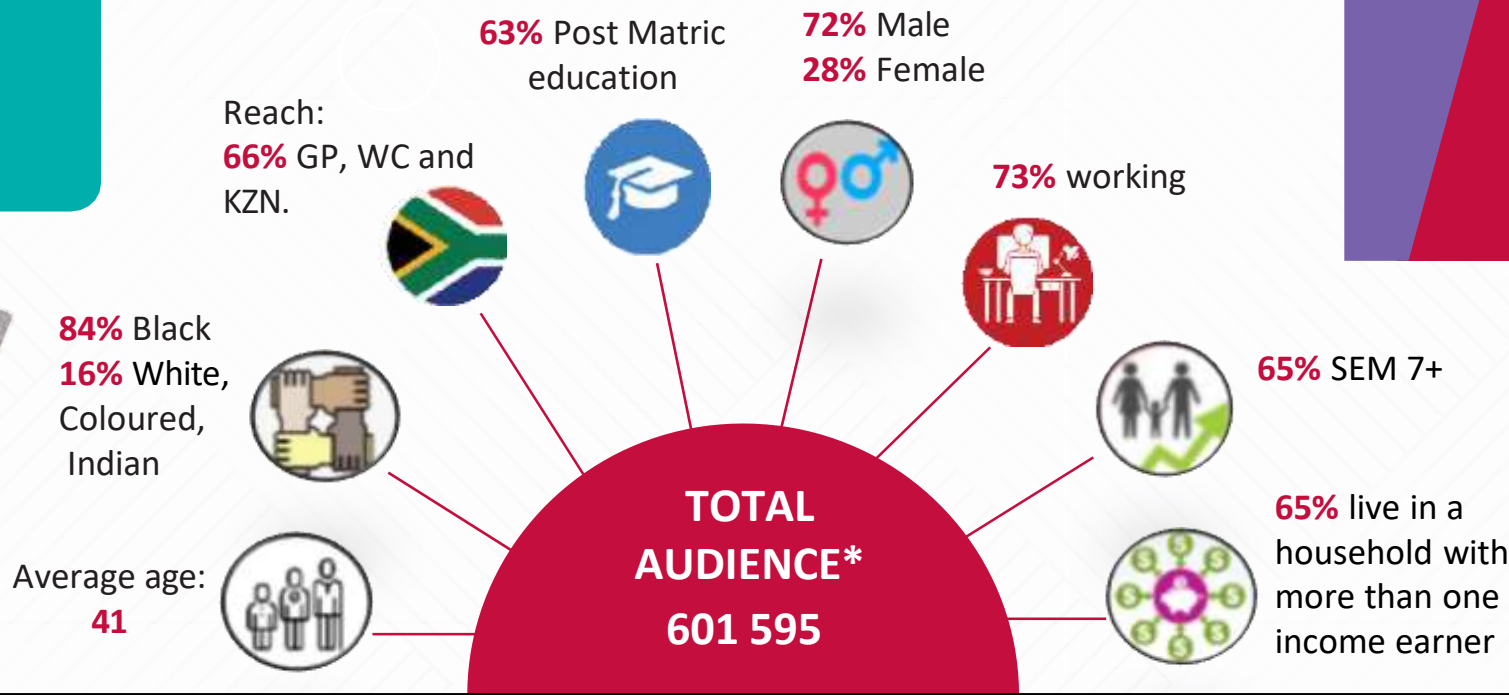
Business Day wanted

Wanted Magazine is the ULTIMATE GLOSSY GUIDE to living a LUXURIOUS LIFE. It's as simple as that. No other magazine in South Africa covers the latest trends in INTERNATIONAL fashion and accessories, cars, tech, watches, jewellery, décor, design, travel, food, and wine with as much lavish style as WANTED.



CPT: R135

FPFC rate: R56 316



PSYCHOGRAPHICS

The Business Day Wanted audience lives in upper income households, are financially independent and can enjoy life's luxuries and invest in premium brands. They love being original and different, they also enjoy music, travel and movies. They feel it is important to dress well and look good. These individuals prefer spending money on experiences rather than things and to them quality is more important than convenience.

Average monthly income

| | |
|-----------|---------|
| Household | R41 812 |
| Personal | R30 222 |



*Total audience = Readership + Web Users + Social Media followers.

Sources: BrandMapp 2025, ABC Oct – Dec 2025, Google Analytics Jan 2026, Social media Jan 2026