



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

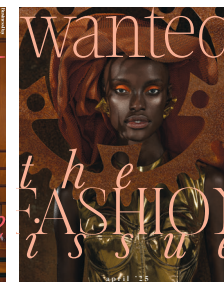
A K I T



February issue



March issue



April issue



May issue



June issue



July issue



August issue



September issue



October issue



December issue



November issue

WATCHES
AND JEWELS

PILLARS:

MOTORING

04.

THE FASHION ISSUE

“I don’t do fashion. I am fashion”

Lao Tzu

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

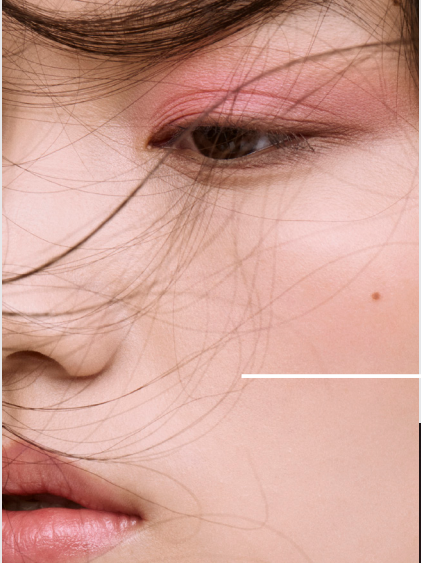
“FOR MY PART, I TRAVEL NOT TO GO ANYWHERE. I TRAVEL FOR TRAVEL’S SAKE. THE GREAT AFFAIR IS TO MOVE”
Robert Louis Stevenson



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



06.

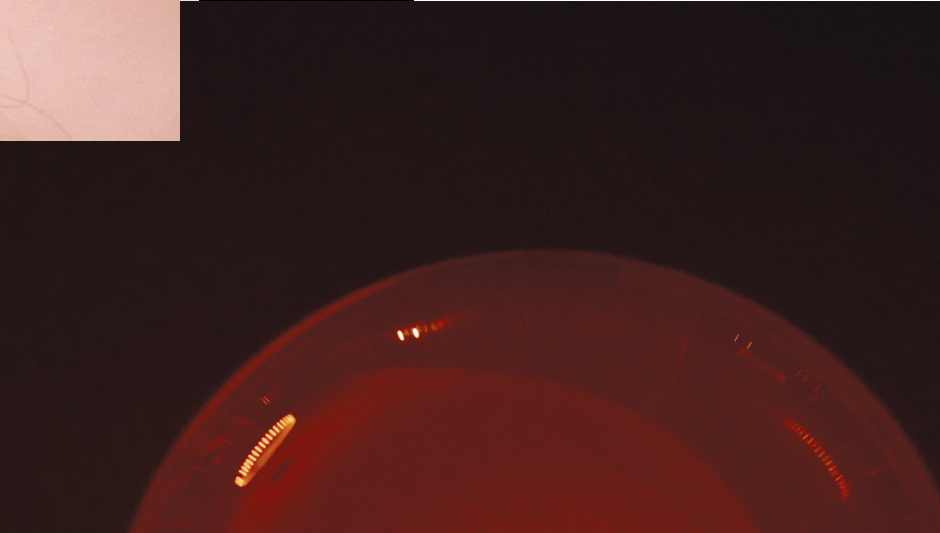
THE
MALE
ISSUE

“Waste no more time arguing about what a good man should be. Be one”
Marcus Aurelius

Rethink modern masculinity through an intelligent lens with a focus on craftsmanship, wellness, evolving style codes, and emotional literacy for the new generation of elevated men.

JUNE
ISSUE

BRAND MATERIAL:
27/05/2026
ADVERTORIAL:
25/05/2026
INSERT: 05/06/2026



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
MONEY
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



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.

WATCHES & JEWELS
HAUTE ISSUE

BRAND MATERIAL:
04/11/2026
ADVERTORIAL: 02/11/2026
INSERT: 20/11/2026



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

35 - 64	71%	29%
AVERAGE AGE	MALE	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

PRINT READERSHIP

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

	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
	9%	45%	23%	13%	8%	2%

SOURCES: ABCs Business Day Jan 2025

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

OUR
AUDIENCE

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%

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

	DESKTOP	21%
	MOBILE	76%
	TABLET	3%

STATISTICS

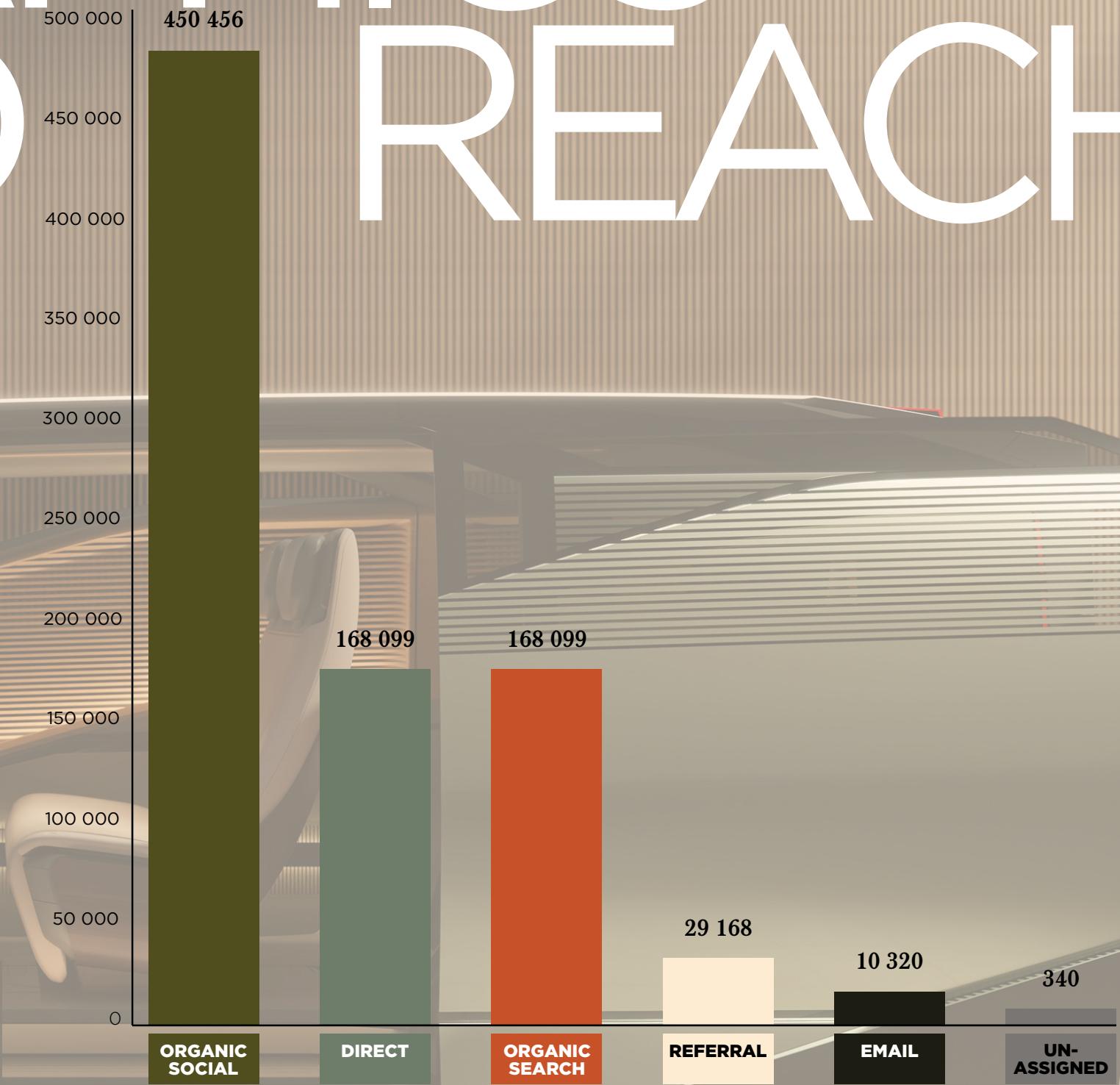
DEMOGRAPHICS AND REACH

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
Fallowers on Instagram (As of January 2024)		14 756

Source: Meta Studio (As of Jan 2025)

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.

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**

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.

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.

INSERT RATES

BOUND IN

Applicable to saddle stitched: price custom quoted on request depending on insert	
Single item (2 pages)	R25 000
4 to 8 pages	R35 000
12 to 24 pages	R45 000
25 and above	PRICE ON REQUEST

LOOSE INSERTS

Single item (2 pages)	R25 000
4 to 12 pages	R35 000
12 to 24 pages	R45 000
25 and above	PRICE QUOTED ON REQUEST DEPENDING ON INSERT

BELLY BAND

Around section inside the magazine (vertical)	R40 000
Around outside of magazine (horizontal or vertical)	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)
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BAGGING

Insert of magazines into bag and seal	R30 000
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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 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) on Wanted's account: @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: R35 000	TOTAL PACKAGE OFFER excl VAT and agency commission
R66 000 TOTAL PACKAGE VALUE	

WANTED

THE FORMAT:

FULL PAGE:	DOUBLE PAGE SPREAD:	HALF PAGE VERTICAL:	HALF PAGE HORIZONTAL:
TYPE: 241 MM X 316 MM	TYPE: 516 MM X 316 MM	TYPE: 1205 MM X 316 MM	TYPE: 241 MM X 158 MM
TRIM: 275 MM X 350 MM	TRIM: 550 MM X 350 MM	TRIM: 1375 MM X 350 MM	TRIM: 275 MM X 175 MM
BLEED: 285MM X 360MM	BLEED: 560 MM X 360 MM	BLEED: 142.5MM X 360MM	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
GOOL
PEREIRA

CELL :
082 701 1912
PereiraN@arena.africa

Account
Manager,
Jhb

ANNE
ATKINSON

CELL :
083 680 444

AtkinsonA@arena.africa

Advertising
Co-Ordinator

JAMIE
KINNEAR

TEL :
011 280 3183

KinnearJ@bdfm.co.za