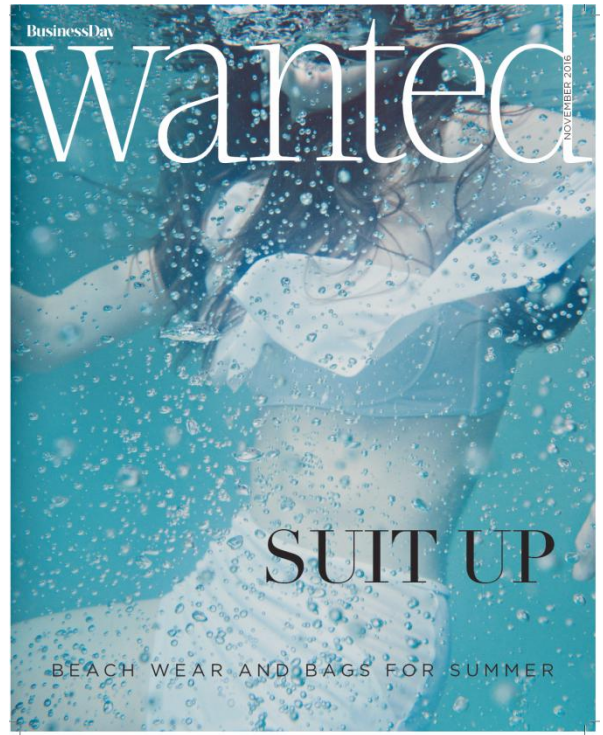


wanted



Product Overview

- **Readership: 135,000** (AMPS)
- **Circulation: 23,614** (Based on Business Day Subscribers)
- **Advertising rate: R 51,040.00** (FPFC) - - CPT of R378.00
- **Online Traffic: 1,004,056 unique browsers and 4,485,308 page impressions**
<http://www.businesslive.co.za/>

Demographics:

- **Average HH income - R62,577** (Reader Survey)
- **Four in five have a post matric qualification** (Reader Survey)
- **Average Age - 40** (AMPS)
- **Seven in ten are in LSM 8-10** (AMPS)

Business Day's award's winning glossy lifestyle supplement Wanted is essential reading for the educated, the affluent and the influential.

Unashamedly glamorous, it holds real appeal for discerning, cultured consumers who like to stay ahead of the game outside of the boardroom. Wanted is for those who work hard and play even harder. Whether sipping champagne up front in an A380 or jetting down a ski slope at 100km/h, these professionals live on the edge and insist on life's finer things.

Wanted has an eclectic mix of serious, insightful and witty journalism about who's hot and going places, exclusive big personality interviews, and the most coveted cars. We're also hot on the heels of the latest high-street fashion, tomorrow's technology, and gadgets for grown ups. Plus, we'll whisk you away to exotic destinations, while delivering first-class, non-stop lux-factor news worth knowing to use all year round.

Source: Reader Survey, AMPS 2015AB, ABC Jul-Sep 2016, Effective Measure Stats October 2016