

Wanted by the business community

Business Day's arts and leisure magazine Wanted, launched at the end of November last year, looks set to stay. Gary Cotterell, the magazine's editor, says while it obviously adds value for its existing readers, the core of whom are in the 30-50 age group, Wanted was also created as a fresh, new face that would attract younger readers and more female readers.

"There is a huge opportunity for us to net the glossy consumer advertising. Cotterell. Brands that have already advertised with us include, Tag Heuer, Busby, Shimansky, Timberland and Chivas Regal. These are the kinds of glossy brands we think a magazine such as ours might interest."

Cotterell also says already, there have been some positive spin-offs in that some of these brands have actually taken space in Business Day as well. So far, Wanted has managed a 60:40 editorial and advertising space split.

Cotterell describes the content - most of which is generated by experienced writers such as Josef Talotta Lin Sampson, David Bullard, and John Matshikiza - as being "about the experience of luxurious lifestyles, with a realistic edge, which means it is not necessarily about owning the latest Lamborghini or a huge chateau on the south of France".

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