

WEDDING *Day*

— MEDIA PACK 2015 —

WEDDING *Day* magazine is published by KM Media Group. Now in its eighteenth year, this is a publication that couples trust when planning to get married in Kent and Medway. It covers every detail of creating a wedding day to remember with a host of ideas and a wealth of advice.

The publication has a highly targeted local distribution which offers businesses promoting wedding related products and services an unrivalled opportunity to reach potential customers.

The magazine is complemented by a dedicated website www.kentonline.co.uk/weddingday with a digital edition of the latest publication.

Each edition of Wedding Day is supported by pre & post release advertising across KM Media Group's key media platforms of press, radio and online to maximise awareness.



EDITORIAL Content



Each edition offers readers inspiring and relevant articles with information on local suppliers.

- Profiles of 'Real Life' weddings full of ideas with supplier contact details
- News bulletins on the latest new products available in the local area.
- Hair and beauty hints and tips
- Honeymoon essentials

Photographic led features covering all the elements that create a memorable day:

- Wedding dresses
- Floral designs and table displays
- Lingerie
- Cakes
- Groom attire
- Accessories – from shoes to tiaras
- Fashion for mothers and attendants
- Cars and transport
- Catering and entertainment

PRODUCTION & *Design*

Wedding Day is published to a very high production specification. It is an A4 perfect-bound magazine using high quality gloss paper throughout. The captivating cover is laminated and the page design is colourful and eye-catching throughout.



DISTRIBUTION & Promotion



Wedding Day is distributed countywide through wedding events, local venues and retailers, selected supermarkets and KM Media Group Offices.

KM Media Group has exclusive distribution arrangements with Kent's key wedding show organisers, The Wedding Experience and A Kentish Wedding. There are over 35 shows across the county and each visitor receives a complimentary copy of Wedding Day.

Wedding Day is also distributed at wedding venues, retailers, KM Media Group offices and various supermarkets across Kent: Broadstairs, Canterbury, Deal, Dartford, Dover, Folkestone, Faversham, Gillingham, Margate, Ramsgate, Sittingbourne, Sevenoaks, Tenterden and Whitstable.

DISTRIBUTION POINTS (Feb 15 - Jan 16)

- 6,000 visitors to “Wedding Experience” shows
- 3,000 visitors to “A Kentish Wedding” shows
- 2,000 selected supermarkets
- 500 visitors to selected venue based wedding events
- 300 selected wedding venues and retailers
- 200 KM Media Group offices

Total print run: 12,000



RATES & *Data*



Double page spread*	£2,310	280mm x 394mm	28cm x 8 columns
Full page*	£1,320	280mm x 184mm	28cm x 4 columns
Half page (horizontal)*	£690	140mm x 184mm	14cms x 4 columns
Half page (vertical)*	£690	280mm x 90mm	28cm x 2 columns
Quarter page*	£360	140mm x 90mm	14cm x 2 columns
Classified (eighth page)	£125	70mm x 90mm	7cm x 2 columns

*Complementary online package available

Publication Date: 23 Jan 2015

Copy/Payment Deadline: 16 Jan 2015

SOLUS SPONSORSHIP PACKAGE

- Sponsor logo placed on front cover and on all promotional advertising pre and post release
- Double page spread advertisement or advertorial
- Reader competition (if relevant)

Investment: **£3,750 + VAT**

Prices are per insertion excl.VAT



VENUE *Finder*

A guide to Kent and Medway venues available for wedding ceremonies and receptions.

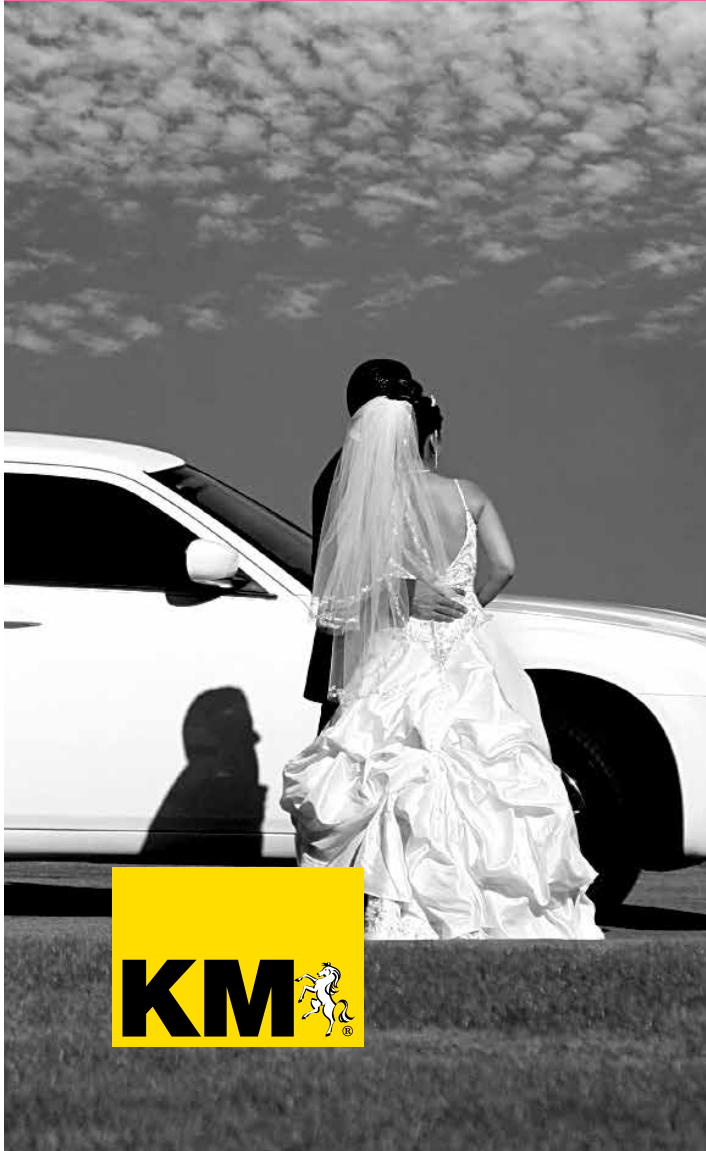
Entries include:

- Venue name and town
- One image
- 100 words description (max)
- Contact name, address, telephone, email, web address
- Summary of services and capacities
- Rate: £110 + VAT per slot

- Book a double page spread or full page and receive a complimentary 'Venue Finder' entry
- Book a half page or quarter page receive a 50% discount on a 'Venue Finder' entry



ONLINE Advertising Package



Wedding Day is complemented by a dedicated website kentonline.co.uk/weddingday. This has up to date information and a wide selection of ideas to help visitors plan their special day and offers the opportunity to promote your products or services to a very targeted audience. The site also carries a link to a digital edition of Wedding Day magazine which extends your advertising message to a wider audience.

To coincide with the release of Wedding Day magazine 2015 the website is being re-launched with improved functionality, more relevant content and Wedding Day 365 - a comprehensive directory of Kent based wedding suppliers.

ONLINE PACKAGE FOR ADVERTISERS

All full, half and quarter page advertisers receive 5,000 complimentary online advertising impressions to appear on kentonline.co.uk/weddingday and your local site in times of high demand.

Additional impressions can be purchased for just £7 per 1,000 impressions (CPM) - more than 50% discount from ratecard.

Advertisers taking less than a quarter page can also purchase online advertising impressions at this discounted rate.

An 'impression' is defined as being each time your online advert is presented to a website visitor. Adverts are displayed in multiple formats (leaderboard, skyscraper, MPU & half page) including tablet & mobile banners. A free Digital Magic design service is also available.

All advertisers also receive a complimentary basic entry in the Wedding Day 365 directory which includes:

- Company name, address & phone number
- Activity category details
- Weblink

ONLINE Upgrade Package



ONLINE UPGRADE PACKAGE

Enhance your directory and online presence by taking up our special online upgrade package, which includes:-

Online advertising

- 30,000 multi-format page impressions per month on kentonline.co.uk/weddingday and a local website of your choice

Wedding Day 365 Directory Upgrade

- A full profile of your business on a fully optimised dedicated webpage which can be used to support your own website or act as your website
- Embedded video / logo / 3 images / social media identity
- Google map illustration & adwords campaign
- Full reporting provided on a monthly basis

Cost

- Wedding Day advertisers: £49.75 per week*
- Non Wedding Day advertisers: £55 per week*

Directory search results will be displayed randomly (ie not in alphabetical order) however you can guarantee that your company is displayed in the first 10 results by purchasing our 'Guaranteed Position Package'. (Prices on request)

Prices exclude VAT and will be invoiced monthly

