

# weddingday

the *best* guide for the midwest bride

“ I wanted to say thank you for such a great magazine. It helped me out so much during my wedding planning. You offer so many ideas and feature great local places. I really don't think our wedding would have turned out so perfectly had I not habitually grabbed your magazine.

Emily B., Bride

2016 MEDIA KIT

NORTHERN INDIANA/SOUTHWEST MICHIGAN & CENTRAL INDIANA

WEDDINGDAY-ONLINE.COM

# WEDDING PLANNING TIMELINE // A bride's planning process from start to finish



## SHE DREAMS OF HER WEDDING

The bride-to-be habitually picks up each issue of WeddingDay, using it as her dream book to plan her "someday." She sees the same vendors time and time again and begins to picture her wedding with these advertisers. She's creating her planning book of inspiration from the pages of WeddingDay Magazine and inspiration photos from WeddingDay Online.

**A bride needs to see your name/brand 7 times to consider your business credible and employ your services.**



## GIRL MEETS BOY. GIRL FALLS IN LOVE.

She begins dating that special somebody and it's not long before she knows he's "the one." They talk often about their future as a couple and eventually go ring browsing. The future bride has ear-marked her dream ring after seeing it in a WeddingDay ad last spring. The couple visits that same store and she tries it on.



## HE FINALLY POPS THE QUESTION!

The soon-to-be groom returns to the jewelry store to buy his future wife's ring. He has thought long and hard about a special way to ask his future bride to spend forever with him. He finally works up the courage, and she says yes!

The bride-to-be is eager to begin the process and creates her profile on WeddingDay's website.



## LET THE WEDDING PLANNING BEGIN!

Eager to get the planning started, the future bride looks to WeddingDay for a bridal show to attend. She attends a show she saw advertised in the magazine and on the website. She knows this will be the perfect time to visit vendors and get an idea of what she wants.



## SHE SEARCHES FOR THE PERFECT VENUE

The bride looks to the Vendor Guide as she begins to narrow down her top venues. She plans to set a date based on the availability of her top vendors. The bride-to-be contacts vendors she is familiar with from the magazine and that are marked as Featured Vendors in the Vendor Guide. She reads past bride's reviews in order to narrow down her choices. She sends emails to her top choices and visits the venues, ultimately booking her favorite.



## THEY CELEBRATE WITH THEIR LOVED ONES

The soon-to-be bride remembers seeing an engagement party featured in the magazine a few issues ago. Loving the way it turned out, she books the same venue and entertainment.

**29% of brides say that "real weddings" really matter to them in their own wedding planning**



## SHE BECOMES INSPIRED



She begins gathering inspiration for her day using WeddingDay's online inspiration gallery where she saves countless images and helpful blogs to her personal profile. She sees several images posted by vendors in the gallery and in turn, visits their vendor profiles to see more work and save additional inspiration.

# Bringing Midwest *brides & vendors* together through a fully integrated marketing program



## IT'S ALL IN THE DETAILS

It's time for the bride to shop for the specialty items that need to be ordered for her big day such as paperie, rentals and decor.

She remembers a featured wedding she saw online that had beautiful invitations, menus and place cards. She looks up the story and contacts the vendor to place an order.



## PUTTING ON THE FINISHING TOUCHES

The bride-to-be searches social media, the magazine and the Inspiration Gallery to find the remaining vendors on her to-do list such as a caterer, bakery and florist.

Once these services are booked, she adds the vendors to her profile for other brides planning to see.



## THEY TIE THE KNOT!

The big day is finally here! The bride & groom get married and see all of the planning and hard work they put in come to life. It is everything they imagined and more.

The bride wants to share her experience and help other brides-to-be by leaving reviews of her vendors on the website Thanks to her positive reviews, other brides contact and book the same vendors.



## SHE POSTS, TWEETS, LIKES, AND FAVORITES

Like most her age, she frequents her Facebook, Instagram, Twitter and Pinterest daily. Because she follows WeddingDay, the bride-to-be is presented with the newest and most inspirational wedding content in the area.

She reads several blogs a week when she sees them shared to social media. Here, she hears advice and input from vendors contributing to the blogs. She shares the articles so her friends that are wedding planning can benefit, too.

**90% of brides rely on reviews from other brides when choosing their wedding vendors**



## SHE SHARES HER DAY



## SHE SOLICITS THE HELP OF OTHER BRIDES

A bit overwhelmed from all of the planning, the future bride looks to the Vendor Guide for help. She reads past brides' reviews to help her make some decisions.

She books her main vendors such as a photographer and DJ and adds them to her profile.

Having dreamed of her own wedding being featured for many years, the bride submits her wedding to WeddingDay. With much anticipation, she opens her email to find out that her wedding will be featured in the next issue!

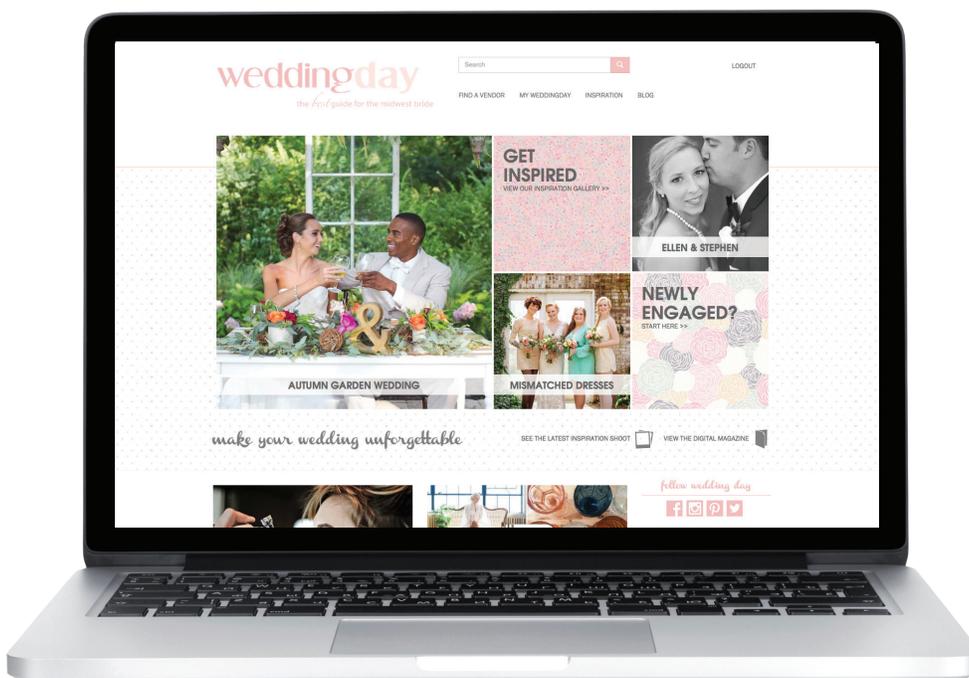
The cycle continues as other future brides see her story and reach out to the vendors that played a role in making her wedding what she had dreamed about her whole life.

## How brides interact with WeddingDay online...

-  Brides can request WeddingDay Magazine be delivered directly to their mailbox
-  Brides stay in touch with the latest in local wedding planning
-  Brides create their own wedding planning page
-  Brides connect with their wedding vendors through the Vendor Guide
-  Brides share their wedding progress with friends and family
-  Brides are automatically entered to win great prizes including our “honeymoon in paradise” giveaway!

## How your business will benefit from WeddingDay online...

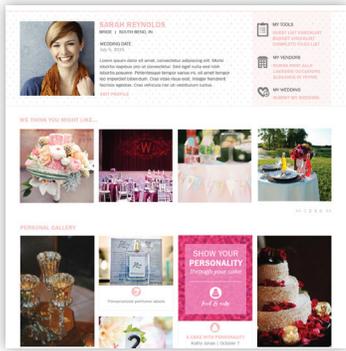
- Have personal and direct contact with newly engaged brides
- Establish a full profile on our website with a description, images, and contact information
- Access a lead list with segmented information of registered brides on the site
- Be a guest blogger and establish your expertise in your industry
- Be very visible and relevant to brides and the local wedding industry
- Have access to our tips and tools for best practices on how to market your business in the wedding industry



◀ Back linking your website with other respected sites significantly boosts your Google ranking

◀ WeddingDay home page content is regularly updated with the latest and most popular blogs, giving you a chance to be in the spotlight.

## How the WeddingDay website will bring brides to you...



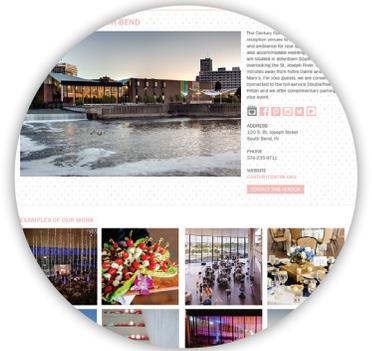
### YOUR BUSINESS WILL APPEAR ON BRIDES' PROFILES

By creating a personal wedding profile, brides will select colors and themes for their wedding and will populate their page with tagged images from you, the vendor. This places your product and services front and center from the very moment she signs up on the website. This also will increase your visibility to other brides looking for ideas and inspiration.

As an advertiser, you will have the ability to access a lead list of all brides registered on the site.

### YOU CAN CREATE YOUR OWN VENDOR PROFILE

Brides will immediately have access to your address, phone number and website address through your vendor profile. Advanced features are available to those who participate at a higher level. Just a few of the advanced features available include a detailed description of your business, social media links, photos, the ability for brides to contact you directly through your profile and appearing at the top of your vendor category listing by being designated a "featured vendor."



Brides have the ability to review and rate your business directly on your profile. Positive reviews=more business!

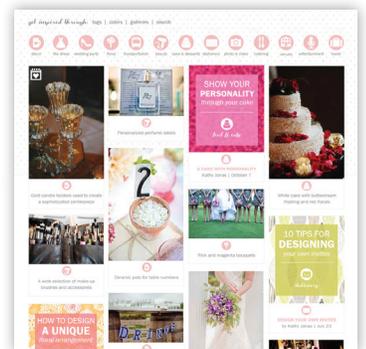
### YOU WILL BENEFIT FROM ORIGINAL BLOGS

Fresh, original blog posts will boost SEO rankings, drive traffic to our site and to your vendor profile as well as serve to keep brides up to date on the latest trends. You're an expert in your field, so let the brides know what you think by contributing as a guest blogger. Blog sponsorships will be another vehicle to drive traffic to your business and will link back to your vendor profile.



### YOU CAN SPARK BRIDES' INTEREST THROUGH THE INSPIRATION GALLERY

All photos posted will appear in the Inspiration Gallery and will link back to your vendor profile, increasing your relevancy and visibility to the bride. You will have the opportunity to select tags, categories and colors to ensure brides that are interested in your work and services will find you! You are in control of the photos that appear in the gallery, ensuring that your best work is highlighted.



Each time a bride thinks about her upcoming wedding (and that is all the time), planners and vendors literally will be at her fingertips. Along with direct access to your business through her phone and tablet on the mobile responsive WeddingDay website, she will interact with all of WeddingDay's social media accounts—at home and on the go.



*If we're being seen,  
you're being seen...*

- As our blogs are shared on our Facebook page, your name is shared on our Facebook page when you weigh in on a themed topic.
- There's rarely a time when there isn't a Facebook giveaway going on. When our advertisers contribute to these, their link and name are shared to our followers, too.
- Our Instagrams of the Week blog is posted each Friday and features the most beautiful Instagram posts from wedding vendors in the area.
- Photos and blog content from the WeddingDay website are continuously posted to our corresponding Pinterest boards, reaching even more planning brides.
- Brides use and search for specific hashtags. When we tag our Twitter and Instagram posts with these, our posts (and yours— we like to share!) are visible to brides that may not even be following WeddingDay yet.

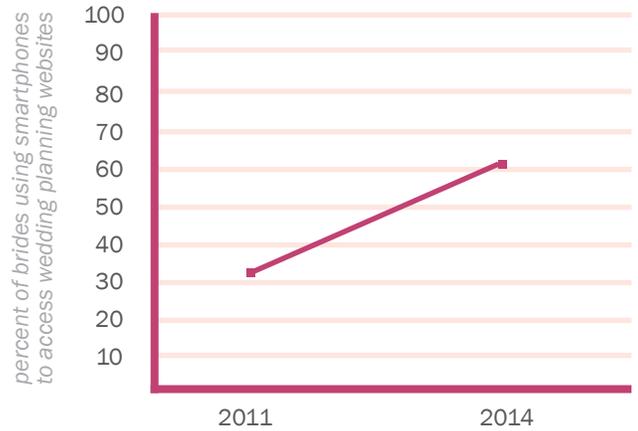


Be available,  
visible and relevant to  
brides wherever,  
whenever...

Couples are researching everything from gowns to vendors on mobile applications. In 2014, the use of smartphones to access wedding planning websites has nearly doubled from 2011 (33%) to 2014 (61%). About 6 out of 10 brides are actively planning their weddings through their mobile device: researching gowns on smartphones (61%), up from 27% in 2011; researching wedding vendors on mobile (57%), up from 22% in 2011.

The Knot 2014 Real Weddings Study

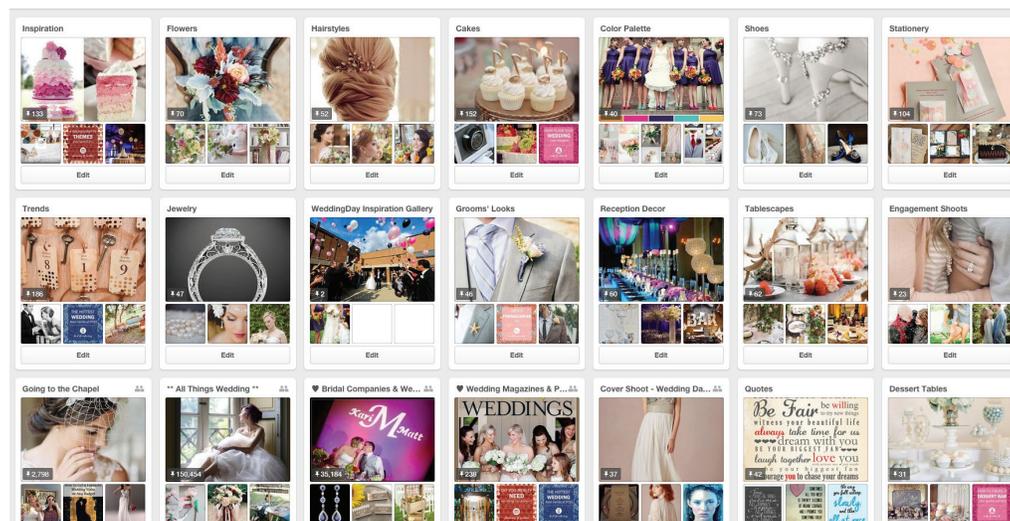
SMARTPHONE USAGE IN WEDDING PLANNING



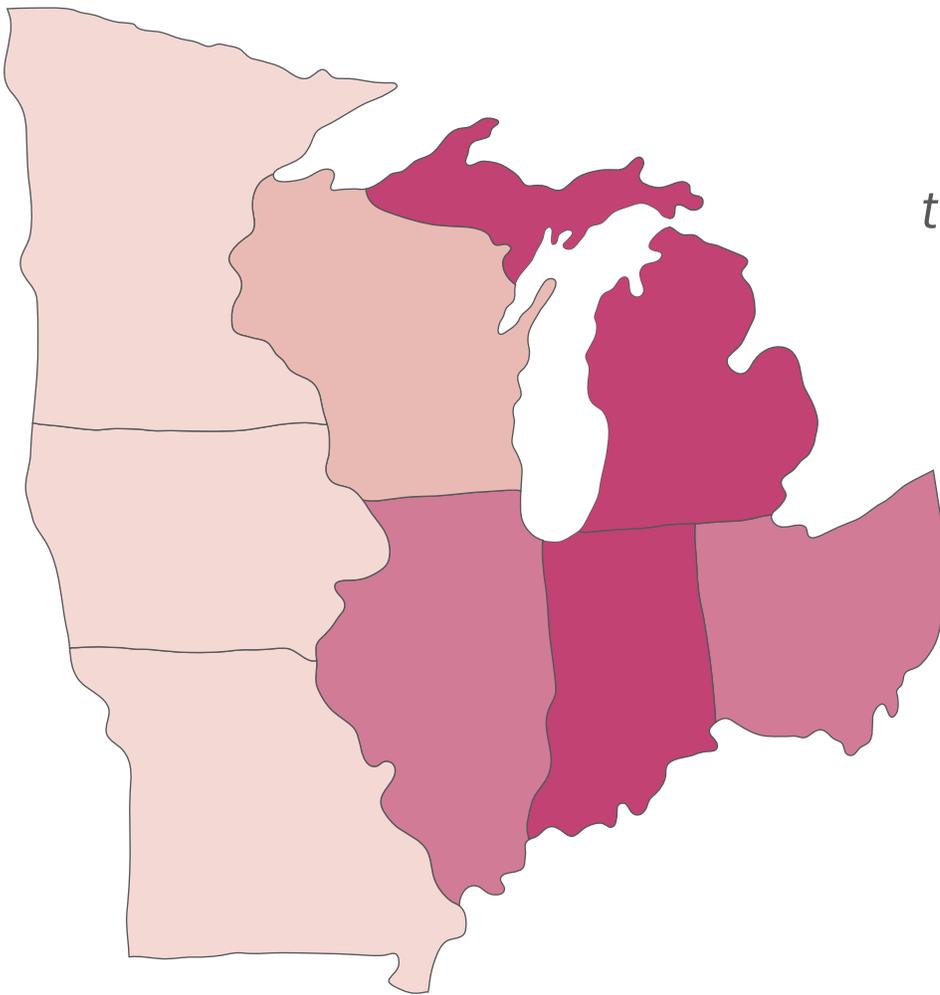
46% say that they judge a wedding vendor by their social presence

An incredible 70% of Pinterest users admit to having wedding boards before they are even engaged. When we share your photos, brides that like your content are linked back to your vendor profile.

The Knot & Mashable Social Wedding Survey 2014



From the moment the ring is on, WeddingDay becomes the bridge from newly engaged brides to you. Through our Facebook, Twitter, Pinterest and WeddingDay Online, we maintain multiple media contact as soon as brides begin the wedding process.



## The *best* guide, for the *midwest* bride

WeddingDay, through it's multiple distribution channels of print, web, and social media, targets brides planning a wedding in the Midwest by providing relevant content to this audience, wherever and however they want it. All of our products support and promote each other for greater market penetration of the WeddingDay brand.



### PRINT

Copies of WeddingDay magazine can be found at targeted powerhouse distribution points such as Macy's, Williams-Sonoma, Crate & Barrel, as well as many area bridal shows. Midwest brides can also request direct mail distribution of WeddingDay print to their home.



### ONLINE

Find relevant blog articles, beautiful inspiration gallery, and robust vendor guide. Link your business to our audience for increased traffic and Google rankings. Digital version of the print magazine is also available.



### SOCIAL MEDIA

Utilizing the power of Facebook, Twitter, Pinterest and Instagram, WeddingDay social media specialists are always on the lookout for interesting vendor posts on these platforms to re-post and share to our audience.

