

# weddingday

the *best* guide for the midwest bride



Photography: Nicole Jansma Photography

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## A *personalized* planning tool for the *midwest* bride

As the best guide for the the Midwest bride, we are an all-encompassing resource for brides looking to plan their weddings all from one place.

### THE WEDDINGDAY BRIDE

She's sweet. She's genuine. She's uncomplicated. And she knows what she wants. The Midwest bride is like no other bride, and once she has her wedding day vision, she's not afraid to break the rules to make it a reality.

When it comes to wedding vendors, the WeddingDay bride is heavily influenced by recommendations and reviews. She will often seek input over social media or from friends. She is looking for someone who will take the lead, but will respect her authority and make her feel that she is the boss. She wants to feel that her wedding is the one that her vendors are really excited about, even if hers is just one of hundreds.

#### Whether it's:

Having WeddingDay Magazine delivered directly to her mailbox 

Staying in touch with the latest in local wedding planning 

Connecting with vendors through The Vendor Guide 

Creating her own planning page 

Being automatically entered to win great giveaways 

And much more! 



#### AGE

- 25 to 40 years old



#### LOCATION

- Any of the great, Midwestern states (Hence her Midwestern, down-to-earth appeal!)



#### CAREER

- Comfortable career-wise
- Ready to take the next step in her life: Get married!



#### TRAITS

- Deeply values the opinions, advice, recommendations & habits of her peers
- Respects family & tradition but is looking to incorporate originality
- Struggles with having way too many options & needs a more targeted approach to planning
- Biggest pain point in planning is a lack of time & money.



#### TIME SPENT

- Majority of online time spent interacting with peers through social media, finding inspiration from Pinterest and planning her wedding.
- Spends a considerable amount of time shopping online for vendors, her dress, decor, etc. The more places she sees you, the better!

### WHAT SHE NEEDS

Resources like the Knot and WeddingWire are valuable, but to really hit the mark with this bride, the inspiration and resources available to her must be exclusive to her. The national resources are too broad and speak to all brides. The WeddingDay bride is looking for advice for HER problems. She is looking for décor for HER reception. She wants a solution to HER tight budget.

The Midwest bride needs to have all of her planning resources in one place where she can easily narrow down and pinpoint exactly what her tastes are, Where she can be impressed and inspired. Where she can receive advice on how to accomplish that same vision with less time and less money. And that's just what WeddingDay delivers.

**"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

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## PRINT

- 5,000-7,000 copies/issue
- Distributed at hundreds of locations and over 25 bridal shows all over IN & MI
- Direct mailed to all brides signed up on the website



## ONLINE

- 2,802 brides signed up
- 154,759 visits in the past year
- 125,230 users in the past year
- 329,878 page views in the past year



## SOCIAL MEDIA

- 23,452 followers on Facebook, Instagram, Twitter & Pinterest
- 1,518,567 total Facebook reach in the past year
- 525,336 total Facebook engagement in the past year



## E-MARKETING

- 5,000+ brides receiving our e-blast campaigns
- E-blast content includes weekly vendor introductions, monthly newsletters, giveaways, vendor promotions & contests

**WeddingDay, through its 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.**

“ I first started following WeddingDay Magazine on Instagram when my photographer posted about the magazine on her own Instagram account. I used your account as inspiration for my own wedding! I love that you feature brides and weddings from my area (Michigan) and the Midwest.”

- Ashley Baumann, Bride

“ I would scroll through the real weddings and blogs on the website for hours for ideas. I loved the fact that you feature local vendors, so it was easy to have it as a reference guide. It made the beautiful weddings you publish realistic for those planning in this area.”

- Christina Anderson, Bride

“ We used WeddingDay Magazine to help find skilled and reliable vendors in the Indianapolis area. We also looked through the ‘Inspiration’ pages to find ideas and themes that spoke to us. It was great to have a local resource for researching vendors. So many people have horror stories about a vendor they used for their wedding. It was great to have a local resource to be able to hear others’ experiences. Luckily, everyone we used was absolutely wonderful, and I have only wonderful stories from my wedding!”

- Morgan McCormick, Bride



\*Map shows website traffic, by location, over the past year

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