

WEDDING DAY

— MEDIA PACK 2019 —

WEDDING DAY magazine is published by KM Media Group. This is a publication that couples have trusted for over twenty years 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 publication is complemented by an associated website, kentweddingday.co.uk. The website features interesting and topical wedding editorial, as well as functionality such as mood boards, a table planning tool, and so much more. A digital page turning edition of the latest magazine is also available.

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.

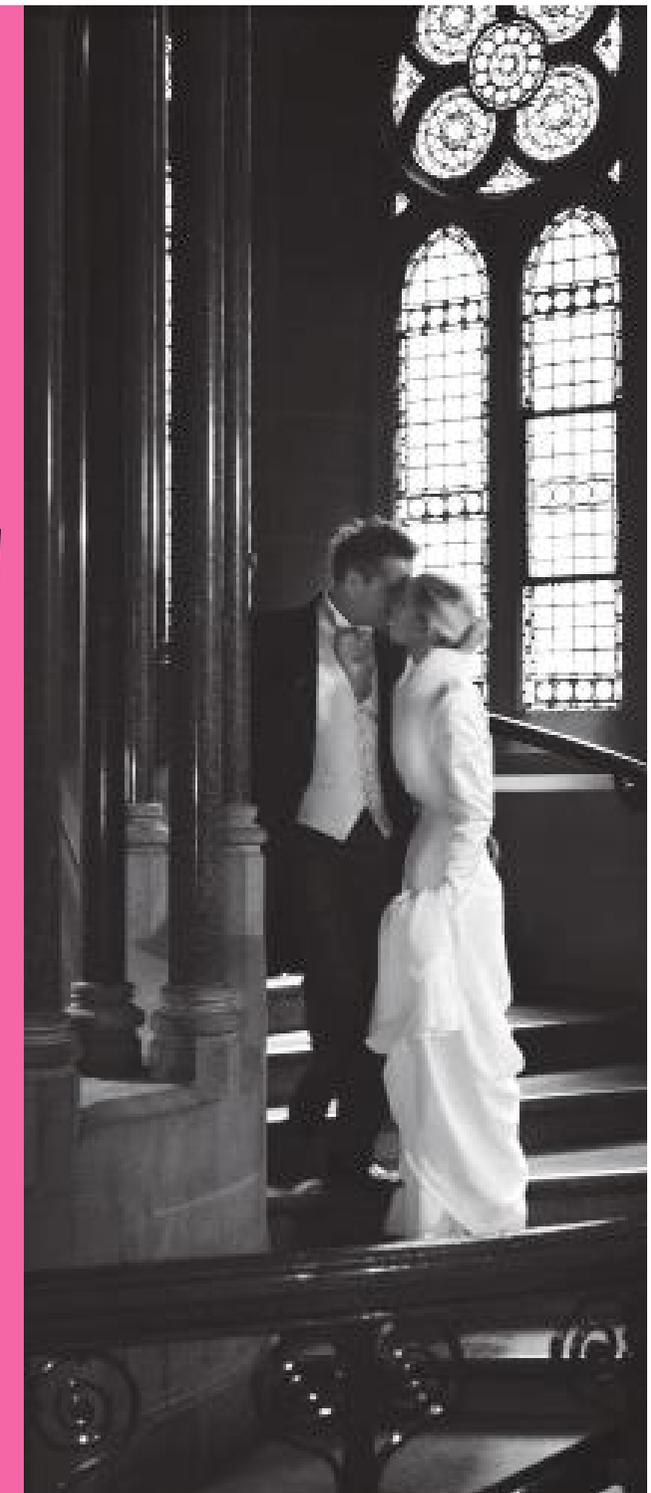
- Profiles of 'Real Life' weddings full of ideas with supplier contact details
- News bulletins on the latest new products available in the local area
- Hair and beauty hints and tips
- Honeymoon essentials

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 organiser, The Wedding Experience. There are 15 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, Tonbridge, Tunbridge Wells and Whitstable.

DISTRIBUTION POINTS (Feb 18 - Jan 19)

- 7,000 visitors to "Wedding Experience" shows
- 4,000 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*	£2,410	280mm x 394mm	28cm x 8 columns
Full page*	£1,420	280mm x 184mm	28cm x 4 columns
Half page (horizontal)*	£790	140mm x 184mm	14cms x 4 columns
Half page (vertical)*	£790	280mm x 90mm	28cm x 2 columns
Quarter page*	£460	140mm x 90mm	14cm x 2 columns
Classified (eighth page)	£225	70mm x 90mm	7cm x 2 columns

PACKAGEDETAILS

- 18,000 page impressions on kentweddingday.co.uk and a local website of your choice
- 2,000 Billboard formats to appear on a local website of your choice

Publication Date: 25 Jan 2019

Copy/Payment Deadline: 11 Jan 2019

Prices are per insertion excl.VAT

Additional page impressions can be purchased for £9 CPM (Cost per thousand)



VENUE *Finder*

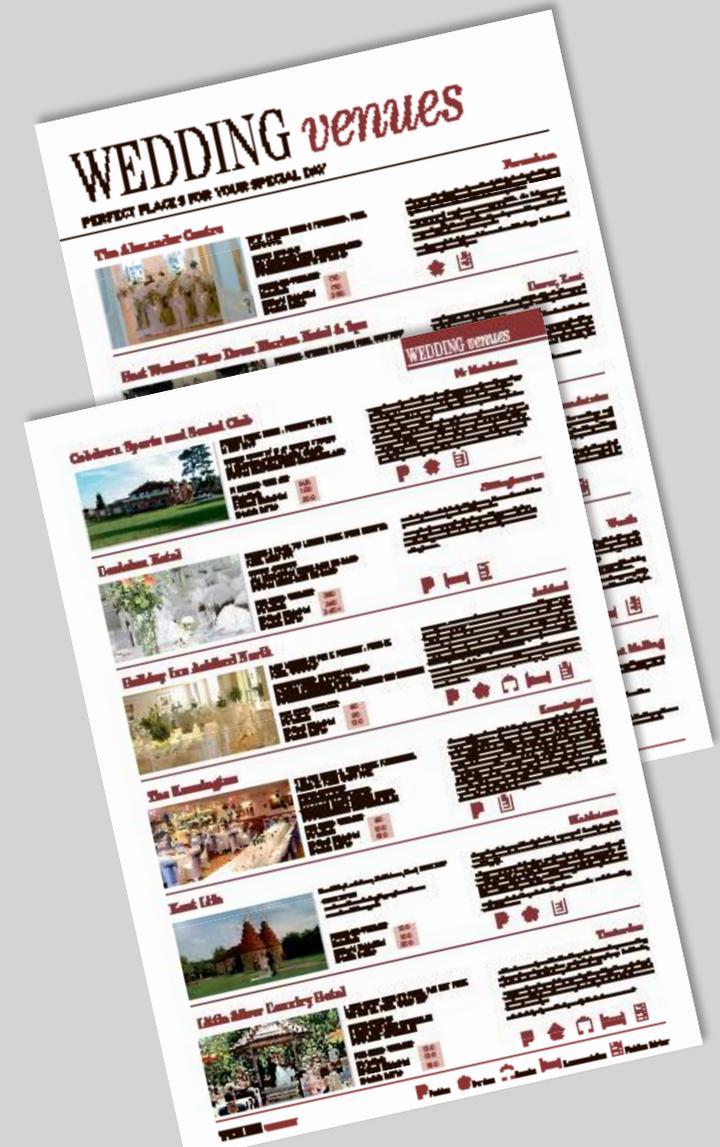


A guide to Kent and Medway venues available for wedding ceremonies and receptions.

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*



The associated website kentweddingday.co.uk features interesting and topical wedding editorial, as well as functionality such as mood boards, a table planning tool, and so much more. A digital page turning edition of the latest magazine will also be available.

ONLINE PACKAGE FOR ADVERTISERS

All businesses who advertise in our edition will receive their respective print advertising, and as part of the package, 18,000 standard impressions, and 2,000 Billboard impressions. These impressions will appear on a local KentOnline website of your choice, and on kentweddingday.co.uk in February 2018. Additional standard impressions can be purchased for just £9 CPM (cost per thousand impressions).



ONLINE Upgrade Package

ANNUAL DIRECTORY LISTING

Basic Wedding Listing presented on the Wedding Directory platform for one year. The listing includes:

- 1 image
- A paragraph of information
- A link to your website
- A telephone number and address

The annual cost is £150 + VAT

WEDDING DAY 365

Our directory platform provides significant benefits to your business. A dedicated environment to the wedding industry, our packages offers cost effective opportunities to engage with, and build brand awareness, with the people of Kent & Medway.

The packages start from £49.75 + VAT per week (£55 per week for non Wedding Day Advertisers) and include:

- A fully search engine optimised profile page which can be used to support your own website or act as your company landing page.
- Present your company video
- Present your company Facebook profile
- Google Maps
- Your logo and a link to your website
- Telephone number
- 40,000 standard format page impressions each month
- A monthly Google Adwords campaign, targeting people who are searching for your services on Google

*prices exclude VAT and will be invoiced monthly

