

wed



The fabulous wedding magazine
MEDIA PACK

a wedding glossy with a difference

wed is a super stylish wedding magazine with a lifestyle edge. Fresh, fun and utterly frivolous, *wed* showcases all that is new and exciting in Cornwall and Devon's wedding industry, combining engaging editorial with eye-catching style. A separate edition of *wed* is published for each county, offering readers focused editorial and providing businesses with highly targeted advertising.



ABOUT *wed*...

Big and bold. Dwarfing its rival publications, *wed* is printed in the stand out size of 13 x 9.5 inches/335 x 245 mm.

Smooth and bright. In full colour ink, *wed* captures Cornwall and Devon's vibrancy with a velvet touch.

Pocket-friendly. The competitive cover price offers the reader unrivalled value for money.

Lightly seasoned. Issued quarterly, *wed* delivers insider knowledge on each season's upcoming trends.

INSIDE *wed*...

Fashion. Bridal wear, menswear, wedding night underwear, embracing traditional styles and contemporary chic.

Grooming. Hair care, skin care, cosmetics and spas to ensure both bride and groom are face fabulous and body beautiful.

Jewellery. Rings and things that sparkle and shine.

Venues. Places to wed, bed and get well fed. Covering ceremonies, receptions and party hotspots.

Advice. Hints, tips and tricks of the trade, industry experts solve wedding dilemmas.

Homes. Infuse life after the wedding with style - contemporary furnishings and interior ideas for your home.

Features. Inspiring and informative articles on relationships, hen and stag parties and exciting opportunities for a wedding in Cornwall or Devon

THE *wed* READER

...is dreaming of a wedding which reflects a strong sense of personality. Resisting a conventional wedding formula, she is seeking inspiration for a beautifully bespoke wedding, from gorgeous gowns and unique wedding venues to delectable cuisine. She revels in fabulous styling ideas and likes to engage with articles which inspire and inform. She identifies with *wed* because she loves to have fun and sometimes break the mould.

THE *wed* READER PROFILE

80% Female
20% Male

Core age range: 18-40 years
Median age: 28

wed is primarily targeted at ABC1. However, the content is tailored so that lower income brackets will find suppliers and information that can be tailored to their budget.

wed GEOGRAPHICAL PENETRATION

Print: Across Cornwall and Devon
Online: Couples getting married in Cornwall and Devon across the UK

Our website www.wedmagazine.co.uk is designed to target couples based in Cornwall, Devon and beyond, who are planning a wedding in the area. Our online readership is growing rapidly, and currently has a large concentration in southeast and southwest England.

wed DISTRIBUTION

wed is sold at WH Smith, Marks and Spencer, Tesco, Co-op, House of Fraser and newsagents across Cornwall and Devon.

wed is also available from selected wedding fayres, bridal boutiques, wedding venues and beauty salons across Cornwall and Devon.

wed PROMOTIONS

wed is building an extensive database of couples who are planning weddings in Cornwall and Devon. The online community regularly receives e-mail newsletters outlining promotions, news and special offers from our advertisers.

wed has a presence at selected wedding fayres in Cornwall and Devon.

wed RATE CARD

Advertising rates
-per issue on a single issue basis

Full page £500

Half page £300

Quarter page £205

Classified £120
+ VAT

-per issue on committing to four issues

Full page £425

Half page £250

Quarter page £175

Classified £95
+ VAT

wed PRINT RUN

4,000 copies of the Cornwall edition on a quarterly basis

4,000 copies of the Devon edition on a quarterly basis

wed COVER PRICE

£3.50

www.wedmagazine.co.uk

