

wedTM

CORNWALL AND DEVON'S FABULOUS WEDDING MAGAZINES

MEDIAPACK

UPDATED: AUGUST 2020



A WEDDING GLOSSY WITH A DIFFERENCE

wed is the go-to guide for couples planning weddings in Cornwall and Devon. Combining the stylish, inspiring and beautifully produced print and digital platforms, our luxurious magazine is complemented by a comprehensive website and engaging social media platforms. Described as a 'wedding planning bible' by many readers, **wed** is the finest wedding planning resource for quality suppliers and creative ideas in Cornwall and Devon.

A separate edition of *wed* is published for each county, offering readers focused editorial and providing businesses with a highly targeted advertising platform.

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

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

Pocket-friendly. The competitive cover price of £3.50 offers the reader unrivalled value for money.

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

what's inside *wed*?

Features. Informative articles on all things wedding related, from party planning tips to relationship issues.

Real weddings. Swoonsome love stories and gorgeous weddings to inspire a so-you celebration.

Fashion. Bridal editorials and style showcases for brides, bridesmaids, the grooms party and guests, embracing classic style to contemporary chic.

Styling. Styled shoots created by the region's top creatives to inspire a personal party.

Venues. The top places to wed across Cornwall and Devon. Covering licensed civil venues, party hotspots and elopement specialists.

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

CORNWALL AND DEVON'S ONLY DEDICATED WEDDING MAGAZINES

178,068
UNIQUE VISITORS
YEAR

14,839
UNIQUE VISITORS
MONTH

3,709
UNIQUE VISITORS
WEEK

 **52.7%**
MOBILE

 **35.1%**
DESKTOP

 **12.2%**
TABLET



wedmagazine.co.uk
Appears on **Google**
page one of most
major wedding search
terms for Cornwall
and Devon

2000
COPIES PRINTED
PER ISSUE

EXTENSIVE DISTRIBUTION
VIA OUR WEBSITE,
WH SMITH, SAINSBURY'S,
TESCO, NEWSSAGENTS,
WEDDING FACING BUSINESSES
& WEDDING FAIRS ACROSS
CORNWALL & DEVON



2000

**NEWSLETTER
SUBSCRIBERS**



**27,000 SOCIAL MEDIA
FOLLOWERS**

DIGITAL PUBLICATION
WED IS AVAILABLE TO
READ ONLINE AS AN
E-ZINE, AVERAGING 6,000
IMPRESSIONS PER ISSUE

WEBSITE ORDERS
COPIES OF WED ARE SENT
ACROSS THE UK AND
INTERNATIONALLY TO COUPLES
PLANNING THEIR WEDDINGS IN
CORNWALL & DEVON

PRINT & DIGITAL PUBLICITY

ADVERTISERS HAVE REGULAR ACCESS TO OUR PRINT, DIGITAL
AND SOCIAL MEDIA PLATFORMS TO SHARE NEWS, SPECIAL
OFFERS, EVENTS OR INSPIRATION WITH OUR COMMUNITY



"Wed's vision is unparalleled in any other wedding publication in the UK in its attention to detail and quality. The thrill of flicking through the glossy pages to see if any Trevenna images have been included in the latest Wed edition is addictive – so much so that every Wed edition is a treasure here in Trevenna's archives."

Jonathan Rowe, **Trevenna**

"Ever since Wed Magazine landed, I've been hooked! At last, imagination with creativity – each edition an heirloom to treasure. Thank you for giving the bridal industry in the south-west the showcase we've all been waiting for – no one else comes close!"

Linda Duriez, founder of **Pirouette** & owner/designer of **Days of Grace Vintage**

"The past few years that we have been advertising in Wed Devon have been great and, although we only host eight weekend weddings each year, we find that a large proportion of these come through our advert with Wed."

Sarah Marsh, **Coombe Trenchard**

"We always ask where brides have found us and Wed Magazine is always mentioned. Often a bride is clutching her copy with a picture of a dress that has been featured, which is advertising working at its best for us. The team are so supportive and I would recommend anyone in the bridal industry to advertise."

Elaine Rawlings, **Elaine Rawlings Bridal Boutique**

"We have a huge amount of referrals from our advert and most brides seem to have bought a copy and refer to it for ideas."

Caroline Williams, **Scorrier House**

"We have been advertising with Wed Magazine for many years and we couldn't be happier with the continued results and the professional service. When you advertise with Wed, the team do their best to ensure maximum exposure for your business and are always thinking of innovative marketing opportunities."

Polhawn Fort

What makes *wed* stand out?

The combination of high ranking digital advertising and top quality print advertising makes Wed special, while the dedicated content to the counties of Devon and Cornwall offers readers a superior wedding planning platform.

Run by a small but passionate team, we pride ourselves in creating a publication filled with beautiful love stories, inspirational features and the most talented wedding creatives across the south-west.

TESTIMONIALS

Here at Wed Magazine, we are proud to showcase the finest venues and wedding suppliers across Cornwall and Devon.



wedmagazine.co.uk

Our comprehensive website receives an average of 14,839 unique visits each month

THE *wed* WEBSITE

A one-stop platform for couples planning a wedding in Cornwall or Devon.

Reflecting the contemporary style of the magazine, the website is a stylish, user-friendly and comprehensive planning resource.

As well as an extensive directory of the finest wedding suppliers across the counties, the constantly updated website features unique and engaging content, from styled shoots, information-packed features and exclusive competitions to event listings, real weddings and hot off the press news.

The website appears on page one of Google for all major search terms for weddings in Cornwall and Devon.

WHO VISITS wedmagazine.co.uk?

The Wed website receives an average of 14,839 unique visitors every month. Each visitor looks at an average of five pages and stays with us for over four minutes. The busiest areas of wedmagazine.co.uk are the homepage, the real weddings section and the wedding directory.

Source: Google Analytics

THE *wed* NEWSLETTER

Wed's online community receive a weekly e-newsletter featuring the latest news from Cornwall and Devon's wedding industry, as well as competitions, special offers and features. This provides a unique opportunity to reach a captive and highly targeted online audience. Inclusion on the Wed newsletter is available exclusively to Wed Magazine advertisers.

ONLINE ADVERTISING RATE CARD

Wedding directory featured listing:
£300 per year

This includes:

- Priority ranking within your category
- Coverage across all editorial pages, inc. the homepage
- A large advert (part of a rotation) on the directory homepage

Wedding directory standard listing:
£200 per year

Homepage sponsorship:
£100 per month

This unique opportunity gives you maximum coverage for your business by stylishly being integrated into the home page of wedmagazine.co.uk. We offer statistics for impressions and click throughs for the duration of your campaign. Your advert can either link to an engaging piece of editorial (this can be produced in-house at an additional cost) or direct to your chosen URL. Your advert will be shown in sequential rotation along with other adverts. Exclusivity packages are available.

MULTI-AD BOOKING DEAL

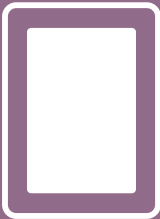
A four-issue magazine booking comes with a free standard directory listing on wedmagazine.co.uk as well as further promotional opportunities (editorial, blog posts, reader newsletter and social media coverage).

All prices are subject to VAT.



wedTM
PUBLISHING SCHEDULE 2020/21

ISSUE	ON SALE	DEADLINE
DEVON #45	6/11/20 - 5/2/21	16/10/20
DEVON #46	5/2/21 - 5/5/21	15/1/21
DEVON #47	5/5/21 - 6/8/21	16/4/21
DEVON #48	6/8/21 - 5/11/21	16/7/21
CORNWALL #55	7/12/20 - 5/3/21	16/11/20
CORNWALL #56	5/3/21 - 7/6/21	16/2/21
CORNWALL #57	7/6/21 - 6/9/21	17/5/21
CORNWALL #58	6/9/21 - 6/12/21	16/8/21



FULL PAGE

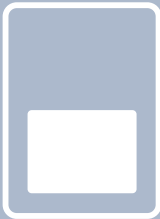
£525 per issue - on a four-issue basis
£585 per issue - on a single issue basis

A four-issue booking comes with:

- a free featured directory listing on www.wedmagazine.co.uk
- editorial opportunities in print
- free promotional opportunities via www.wedmagazine.co.uk on a regular basis (blog posts, reader newsletter stories, social media)
- free blog post and listing on our online wedding fairs page for wedding events

TECHNICAL SPECIFICATIONS:

335mm high x 245mm wide
(plus 3mm bleed on all edges)



HALF PAGE

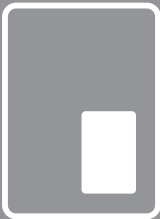
£285 per issue - on a four-issue basis
£325 per issue - on a single issue basis

A four-issue booking comes with:

- a free standard directory listing on www.wedmagazine.co.uk
- editorial opportunities in print
- free promotional opportunities via www.wedmagazine.co.uk (blog posts, reader newsletter stories, social media)

TECHNICAL SPECIFICATIONS:

154mm high x 225mm wide
(no bleed)



QUARTER PAGE

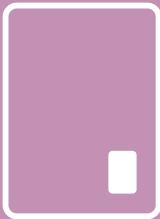
£175 per issue - on a four-issue basis
£225 per issue - on a single issue basis

A four-issue booking comes with:

- a free standard directory listing on www.wedmagazine.co.uk
- editorial opportunities in print
- free promotional opportunities via www.wedmagazine.co.uk (blog posts, reader newsletter stories)

TECHNICAL SPECIFICATIONS:

154mm high x 110mm wide
(no bleed)



CLASSIFIED

£99 per issue - on a four-issue basis
£125 per issue - on a single issue basis

A four-issue booking comes with:

- a free standard directory listing on www.wedmagazine.co.uk

TECHNICAL SPECIFICATIONS:

100mm high x 75mm wide
(no bleed)

All prices are subject to VAT.
Prices don't include advert design.

Photography: Barry Jeffery, Enchanted Brides, Kirstin Prisk, Clare Kinchin, Salt & Sea Photography Co.



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