

The ultimate guide for every bride in KwaZulu-Natal • www.yourweddingplannerguide.co.za

WEDDING PLANNER

Media Pack

2018/19



WHY CHOOSE YWP GUIDE?

Your Wedding Planner Guide is set to inspire and guide our readers through every important wedding planning decision. From the dress to the honeymoon and everything in between, we aim to connect brides-to-be with professionals in the wedding industry in KZN. Your Wedding Planner Guide is dedicated to making every step of wedding planning inspirational, enjoyable and simple.

The combination of a printed and digital magazine, coverage on social media and an inspiring website, makes Your Wedding Planner the perfect user-friendly tool to plan that special day and the ideal marketing platform for wedding service providers.

Published annually, the guide is distributed at numerous bridal fairs throughout KZN, including The Wedding Expo and the NWJ Bridal & Beauty Experience.



YOUR WEDDING PLANNER GUIDE

in Numbers

12 000 copies distributed annually throughout KwaZulu - Natal.

Annual readership: 36 000.

Over 5000 Facebook Likes.

Instagram platform Recently launched.

Total annual Digital Viewers - 42 098.

Total annual Impressions - 1,2 Million.

82% Female Audience.

42% of our Audience is aged 25 - 34.

70% of Traffic comes from South Africa.

15% of Traffic comes from the USA.

12% of Traffic comes from the UK.

3% of Traffic comes from the rest of the world.

*stats correct as of May 2018



YOUR ONLINE LISTING

When you advertise in **Your Wedding Planner Guide**, you get the full package. In addition to your advertising space in our printed publication, you will also receive a listing on our website, www.yourweddingplannerguide.co.za. This listing will remain live for as long as you are an active advertiser with us. It will include text and photographs, your company name, address, phone number, email address, links to website and video footage plus your social media links.

Be seen by a huge online audience who can enquire about your business at the click of a button.

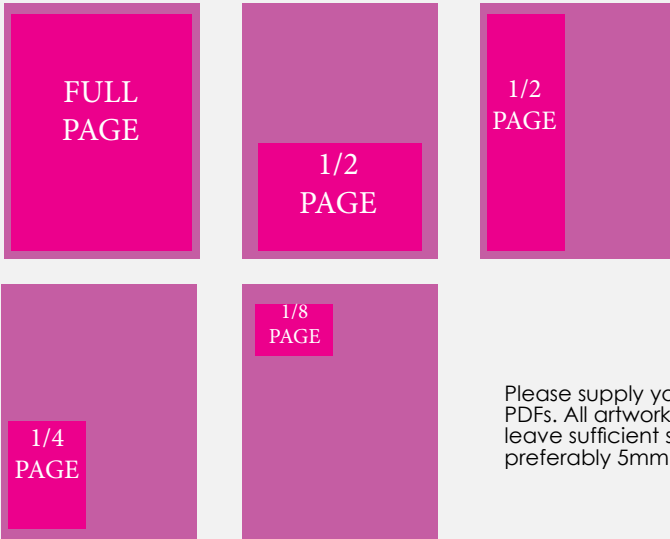
MONTHLY NEWSLETTER

We are introducing our monthly e-newsletter, which will contain fresh news items, details about upcoming wedding functions, snippets of magazine content such as real weddings.

Each month, we will select a suppliers category to feature those listings in our e-newsletters, sent out to our mass growing database.



DIMENSIONS AND TECHNICAL INFORMATION



SPECIFICATIONS

Size: 275mm x 210mm; Stock: Cover, 300gms / Text, 115gsm
Quantity: 12 000 printed copies plus additional digital exposure on Electronic Brochure.

Covers & Prime Spots:	275mm (h) x 210mm (w)	5mm bleed
Full page:	275mm (h) x 210mm (w)	5mm bleed
Half page - Landscape:	125mm (h) x 190mm (w)	
Half page - Portrait:	190mm (h) x 90mm (w)	
Quarter page:	125mm (h) x 90mm (w)	
Eighth page:	60mm (h) x 90mm (w)	

DID YOU KNOW?

Did you know that we can create your advert for you at no additional cost? All we need is the wording you want in your advert, your company logo and contact details, including phone numbers, website and social media links and email address.

Email that information to us as well as any additional information we may need to know about layout requests to lyn@azalea.co.za. Once received, you will receive a proof, which you will need to approve before it's time to go to print.

Please supply your print advert as high-resolution print-ready PDFs. All artwork must be NO LESS than 300dpi in CMYK. Please leave sufficient space between text and the edge of the advert, preferably 5mm. All full page adverts must have 5mm bleed.

