

MEDIA KIT

- MARKET RESEARCH -

2009 WEDDING BUDGET SURVEY RESULTS -

<u>Category</u>	<u>Average Spend 2009</u>
Reception Venue	\$12,838
Reception Band	\$3,288
Reception DJ	\$892
Photographer	\$2,444
Videographer	\$1,481
Wedding Planner	\$1,728
Wedding Gown	\$1,134
Florist/Decor	\$2,093
Invitations	\$509
Wedding Cake	\$559
Ceremony Musicians	\$451
Catering (cost per head)	\$63
Wedding Day Transportation	\$692
Favors	\$292
Rehearsal Dinner	\$1,163
Engagement Ring	\$5,847

AVERAGE WEDDING STATISTICS:

- **Number of guests:** 149 (nearly the same as 2008)
- **Number of bridesmaids:** 5
- **Number of groomsmen:** 5
- **Length of engagement:** 14 months
- **Most popular month to get engaged:** December (16%)
- **Most popular month to have a wedding:** April (17%)
- **Number of SoCal weddings per year:** 121,513+

MISSION STATEMENT:

TO PROVIDE THE TOOLS NECESSARY TO PRODUCE A WEDDING EVERYONE WILL ENVY WITH OUR PRINTED, 8.5 X 11, FULL COLOR WEDDING PLANNING WORKBOOK, AS WELL AS AN EFFECTIVE CHANNEL OF COMMUNICATION FOR WEDDING PROFESSIONALS AND BRIDES.



- BRIDAL WORKBOOK STATISTICS -



STATS:

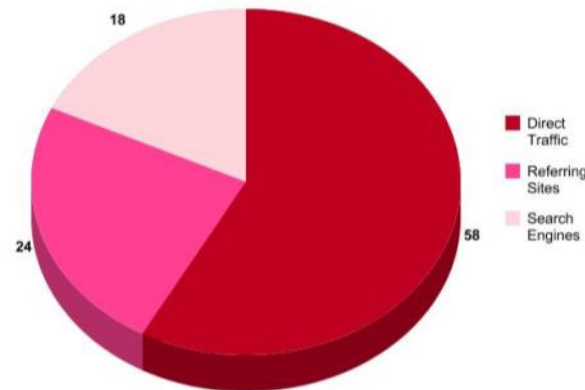
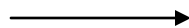
- **Estimated number of books distributed:** 10,000+ annually
- **Average Website Hits:** Over 100,000 a month
- **Average Time Brides Spend on our Website Before Clicking over to our Featured Vendors Websites:** 1.5 minutes

DISTRIBUTION:

- **Through major bookstores including Barnes & Noble, Amazon.com, Abe Books, Alibris, etc..**
- **Bridal Shows & Events**
- **Online**



WHERE DOES OUR EXPOSURE COME FROM?



- BRIDAL WORKBOOK ADS -



FULL PAGE, FULL COLOR PRINT AD

WORKSHEET ON OPPOSITE SIDE



M CATERING
BY MICHAEL'S

Your Trusted Solution
for a Perfect Event

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Exceptional. Just how you imagined.

Weddings | Receptions | Bridal Showers
Rehearsal Dinners | Engagement Parties

ORDERING YOUR WEDDING INVITATIONS

Gather all guest lists and calculate how many wedding invitations you will need to order.

Order's list
Groom's list
Bride's parents' list
Groom's parents' list

REMEMBER - only order 1 invitation per married couple.

Tip - order a few extra to allow for last minute guests and for keeping in your wedding memory album.

Quantity of invitations to be ordered is _____

Gather all the details that will be printed on your invitations such as:

- Date and time of ceremony
- Name and address of ceremony location
- Guest name card(s) for everyone to be listed
- Title of reception or dinner
- Name and address of reception or dinner location
- Time of dinner, if applicable
- Reception hours, if applicable
- Select your invitation style

BRIDE'S PARENTS or GROOM'S PARENTS

MR. _____
MRS. _____
MISS _____

BRIDE and GROOM
please refer you to address
the setting of our lives and love
on DAY
YEAR
at TIME
LOCATION
CITY, STATE
We invite you
to rejoice with us and witness their
vows
if you are unable to attend
we ask your presence in thought and
prayer.

BRIDE'S PARENTS or GROOM'S PARENTS

MR. _____
MRS. _____
MISS _____

BRIDE and GROOM
please refer you to address
the setting of our lives and love
on DAY
YEAR
at TIME
LOCATION
CITY, STATE
Your presence will be a blessing
to us and our parents
BRIDE'S PARENTS
GROOM'S PARENTS

NOTES:

Select your ink color, verse and typography.

HAVE YOU THOROUGHLY CHECKED ALL SPELLING, DATES, TIMES AND ADDRESSES ON ALL YOUR INVITATIONS?

Make any necessary corrections and PROOF AGAIN.

ADDRESSING, ASSEMBLING AND MAILING YOUR INVITATIONS.

carefully check over your entire order as soon as you receive it to make sure all the items you ordered are included and are printed correctly.

Workbook size: 8.5x11
Ad size 7.5x10.

ONLINE AD -



The screenshot shows the homepage of the Bridal Workbook website. At the top, there's a navigation menu with categories like 'HOME PAGE', 'BLOG', 'ABOUT US', 'CONTACT US', 'FAQ', 'SUPPORT', 'PRICING', 'TESTIMONIALS', and 'GALLERY'. Below the navigation, there are several featured sections:

- Planning ideas as well as top Phoenix wedding vendors.** - A section with a grid of vendor profiles and planning tips.
- Phoenix Wedding Reception Sites** - A list of recommended venues with photos and contact information.
- Audio-Commercial** - A section for audio ads, featuring a 60-second commercial for 'Aldea'.
- Designer Gown Gallery** - A collection of wedding dress images.
- Planning Resources** - A list of downloadable guides and checklists.

At the bottom, there are social media icons for Facebook, Twitter, and YouTube, along with a footer containing contact information and a copyright notice.

- 2x2 photo.
- 20 word description of why a bride should buy from you.
- Audio-Commercial(60 second audio commercial listed under your name.)
- Direct link to your website
- Video of your services or product presented in the upper left hand corner of the webpage. This rotates with 4 other ads in your category.

Where do we sell our wedding workbook?

- 25,000+ different locations online
- Major bookstores including Amazon.com and Barnes & Noble
- Bridal events throughout the year

**How popular are we? Google "wedding workbooks" to see!
www.bridalworkbook.com is in the top 10!**

- COMPARISON CHART -



Advertising Components Included in your Package	THE KNOT	BRIDE MAGAZINE	PREMIER BRIDE		SOUTHERN CALIFORNIA WEDDING WORKBOOK
FULL PAGE, COLOR PRINT AD					
ONLINE BANNER AD LINKING TO YOUR SITE					
BRIDE LEADS					
- E-NEWSLETTER - WE BROADCAST YOU TO BRIDES VIA EMAIL					
BLOG POSTS, FACEBOOK & TWITTER MENTIONS					
BRIDAL SHOW BOOTH					
VIDEO INCLUSION					
AUDIO-COMMERCIAL (:60 second ad attached to your online ad which humanizes an otherwise static ad)					
PRICES	\$6,500.00	\$5,500.00	\$6,300.00		\$1,495.00 INCLUDES AD DESIGN

- Prices are for 12-months of advertising.

- TESTIMONIALS -



WHAT DO WEDDING VENDORS THINK?

- "I love the workbook and my experience with you. I bring the workbook to all of my meetings with brides and they love it too." **Radiant Touch Weddings**



- "Working with you has been a wonderful experience. I'm truly looking forward to working with you again." **World Trade Center**



- "I'm so nervous to hear myself on the podcast radio show but I love the exposure I'm getting from being a part of the workbook." **Pink Blossom Events**



- "We'd love to partner with you for another year. We've been very happy with the services we have received from your company & looking forward to utilizing your services next year as well." **Space Needle**



- "Yes, we're renewing our advertising since we had a successful return on our investment." **Rafatis Catering**



WHAT DO BRIDES THINK?

- "I'm such a fan of the bridal workbooks."
Manal Faras



- "This is a great book and very useful."
Delores Franks



- "In the planning of my first wedding, I used outlines/guidelines in magazines, but find that the majority no longer offer these guidelines. Hence I purchased this book and found it very helpful." **Anita Nowocin**

....we have many more very happy clients and would like to add you to that list. Please let us help you succeed in marketing to brides.

- PACKAGES -



SILVER PACKAGE:

- **7.5x10 full color print ad** in the annual Southern California Wedding Workbook. The workbook is distributed for 12 months.
- **2x2 banner ad** linking directly back to your website. 12 months on the website.
- **Audio-Commercial:** .60 second audio commercial of tips and ideas for brides while telling them why you're the expert and why they should buy from you; what sets you apart from your competition? This humanizes an otherwise static ad

TOTAL: \$995.00 annually

GOLD PACKAGE:

....everything in the Silver Package PLUS:

- **Twitter Blast** - We recommend you to brides on Twitter as a vendor worth buying from
- **Email Newsletter Inclusion** - Inclusion in two of our wedding planning newsletters sent to thousands of brides.
- **Facebook Blast** - We recommend you on Facebook to brides
- **Blog Inclusion** - Banner ad on our blog and two shout outs about your company in the body of the blog

TOTAL: #1,295.00 annually

DIAMOND PACKAGE:

....everything in the Silver and Gold Packages PLUS:

- **One ADDITIONAL newsletter blast**
- **Full exhibitor booth at your choice of Southern California Bridal Showplace Bridal Shows** (up to a \$650 value) - Showcase your wedding services at one of the best bridal shows in the area.
- **Bride Leads** - Reach brides through direct mail, email and calling them directly after the wedding show is over.

TOTAL: \$1,495.00 annually

We only allow up to 4 vendors per category to market in the wedding workbook. This is excellent for you since you're not competing with several other vendors in your category!



- READY TO JOIN US? -

CONTACT US:

(213) 674-4188

ann@bridalworkbook.com

sophia@bridalworkbook.com

OR GO ONLINE AND APPLY:

www.socalweddingworkbook.com/vendors.htm

www.socalweddingworkbook.com