

Brides *etc*

The indispensable local bridal magazine covering the South-East



OUR CONCEPT...

Brides Etc is the first bi monthly glossy magazine that is completely free to brides in the South-East.

Informative, stylish and creative, Brides Etc highlights the very best that the industry has to offer and captures the attention of the brides with informative content and suggestions in key stages of their planning.

Brides Etc Magazine provides couples with everything they need to ensure a truly memorable day. Regular features include real weddings, bridal wear, grooms wear, beauty, venues, travel, competitions, news from real brides and local companies plus much more.

2012 | MEDIA PACK



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HOW WILL YOU BENEFIT?...

As an advertiser there is no better way to promote your business, no wasted copies on newsagents shelves – every copy is delivered straight into the hands of brides every issue. Our distribution is perfectly targeted and well researched, we know the distribution channels that work and we use them to ensure that you gain maximum exposure.

CIRCULATION AND DISTRIBUTION...

- 9,000 printed copies per issue.
- Mailed out free of charge to our rolling database of over 6,000 active brides. All will receive the digital edition but only those getting married within the next year and a half will receive a hard copy approx. 2,500. This keeps the distribution targeted to “active” brides only.
- Free distribution at our wedding shows across the South-East as well as privately run shows and venue open days.
- Commuters can also pick up their free copy at mainline train stations across the South-East.
- Couples registering their wedding gift list at Debenhams stores in Lakeside, Southend, Basildon, Romford, Chelmsford, Colchester, Folkestone, Bromley, Harrow and Hemel Hempsted can also pick up their free copy.
- Brides Etc is also available through selected venues across the South-East. As well as via Bridal shops, suit hire shops. Photography studio’s, cake shops, florists etc.
- Advertisers are also welcome to request copies for their shops or to hand out at wedding consultations.

USEFUL CONTACTS...

Editorial Kathleen Tucker kathleen@bridesetc.co.uk	Wedding Show Sales & Organisers Louise Warren louise@weddingshows.uk.com
Magazine Sales & Advertising Holly Croot holly@bridesetc.co.uk	Amy Wright amy@weddingshows.uk.com
Account Manager Stacey O’Meara stacey@bridesetc.co.uk	Andrea Dunning andrea@weddingshows.uk.com
Graphic Design & Contributing Photographer Grant Poole-Adams grant@gpa-dc.com www.gpa-dc.com	



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YOUR ADVERTISING CAMPAIGN...

For information on rates and advertising opportunities within Brides Etc Magazine please contact:

Holly Croot
Tel: 01245 850949
Email: holly@bridesetc.co.uk

FREQUENCY...

Brides Etc is a bi-monthly publication and covers the following months:-

- August/September
- October/November
- December/January
- February/March
- April/May
- June/July

ADDITIONAL MARKETING...

Brides Etc is a local business, we want to work with local companies to deliver a complete marketing package. Not only can we put you in front of brides in print format, you can also meet brides in person at our wedding shows.

Our events are well marketed and planned. The shows are a proven, effective way to help you promote your business and put you face to face with your target audience. An exhibition stand at one of our prestigious events is not to be missed.

Please contact the wedding show team on:
info@weddingshows.uk.com

WS
WEDDING
SHOWS



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DESIGN SERVICE...

We can design your artwork free of charge for you, to enable us to create your artwork you will need to supply us with images, text, company logo and a brief on how you would like your advert to be designed. Please send files directly to: Kathleen@bridesetc.co.uk

SENDING YOUR ARTWORK TO US...

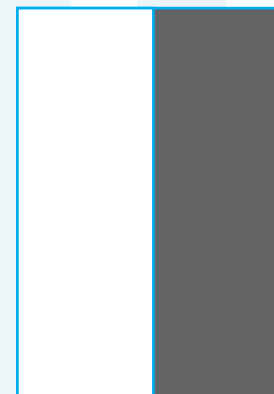
Adverts must arrive as high-resolution print-ready PDF's or in TIFF or JPEG format. All Artwork must be prepared to 300dpi in CMYK. For suitability of all other formats please call the design department on 01245 850949.

Please email artwork to Kathleen@bridesetc.co.uk, alternatively please send a CD-Rom including a colour print out by first class post to:
5 Bolding Hatch Business Centre, Bishop Stortford Road, Roxwell, Essex, CM1 4LF.

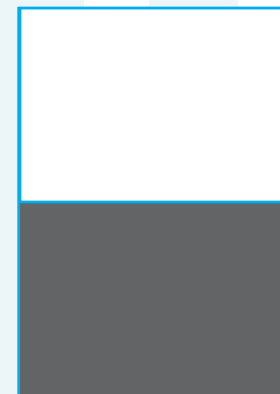
FULL PAGE
W216mm x H303mm
Includes 3mm



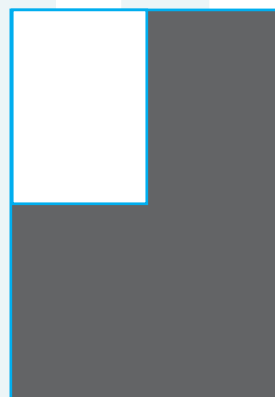
½ PAGE PORTRAIT
W95mm x H287mm



½ PAGE LANDSCAPE
W195mm x H141mm



¼ PAGE PORTRAIT
W95mm x H141mm



DOUBLE PAGE SPREAD
W426mm x H303mm • Includes 3mm

