

FREE

BRIDE

Style
of
WIGHT

Your Guide to Weddings on The Isle of Wight

2017

PLAN YOUR
PERFECT
WEDDING

VENUES | PHOTOGRAPHERS | DRESSES | JEWELLERY | FLOWERS

Style *of* WIGHT



BRIDE MAGAZINE

A brand new and exciting wedding publication for brides and grooms to comprehensively plan their perfect day will be available in 2017.

From the team that brings you the Island's inspirational lifestyle magazine, Style of Wight, this dedicated wedding guide will be inserted into the January 2017 issue of the magazine and will also be printed as a standalone publication available at wedding fairs and events. For advertisers it will provide the ideal platform and marketing solution to promote wedding related business large or small.

There will be editorial features on planning a day to remember and with advertisers including venues, florists, jewellers, bridal gowns, catering and everything in between, this will be the Island's definitive wedding guide for Island residents and those who see the Isle of Wight as a possible wedding destination - with our mainland distribution points, your advertisement and the publication will be reaching far beyond the Island.

READERSHIP PROFILE ABC1 FEMALE

The rise in the ABC1 social grade, and the subsequent increase in spending power, has had a strong impact across markets in the UK. Historically, the ABC1 consumers have been ready to pay more for their services and have strongly influenced many of the trends within the retail and leisure markets. This is the primary target audience for Style of Wight Magazine and our independent surveys show that this group accounts for 85% of our readership profile.



- **48 pages of wedding editorial and advertising**
- **Presented as a stylish magazine**
- **Comprehensive online wedding directory**
- **Advertisers reflecting every aspect of the industry**
- **Inspirational ideas**
- **Inserted into Style of Wight and printed as a standalone publication**
- **Available at wedding fairs**

ADVERTISING OPTIONS

Display Advertising

- Full Page **£645**
- Quarter Page **£265**
- Half Page **£425**

Premium Sites

- Back Page **£900**
- Inside Covers **£745**
- Right Hand **+10%**

The image shows two pages from a magazine, likely a wedding or lifestyle publication, featuring venue listings. Each page has a 'VENUE DIRECTORY' header and a 'VENUE NAME HERE' placeholder. The listings include a 'Venue Name', 'Address', 'Phone Number', and 'Website'. The text is in a serif font, and there are several small photographs of venues and wedding scenes interspersed throughout the pages.

VENUES

The ideal way to showcase your venue. With editorial, photography and a detailed description of what you have available at a glance, it's an easy way for a couple to budget for their big day.

ADVERT SAMPLES

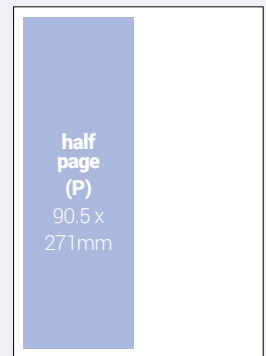
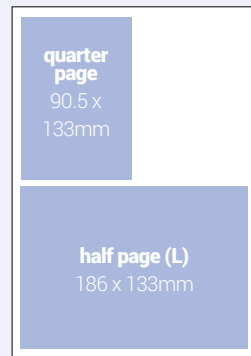
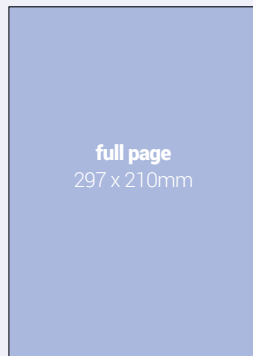


Supply of Artwork

Artwork should be supplied as a high resolution PDF, EPS or TIFF file.

Advert Design

If you do not have artwork, our dedicated in-house design team can create your advert to ensure maximum impact and ROI for as little as £25 per advert. We also offer a photographic service with our professional photographer at competitive rates.



TERMS AND CONDITIONS

Production: Artwork to be supplied as per specification.

Rate protection: Rates for advertisers are protected for the duration of the contract period or for a maximum of 60 days. The publisher reserves the right to change the rates and terms at any time without notice. Production charges are separate from advertising rates and will be advised prior to press.

Invoice terms: A deposit is required for new clients, charged at 50% of the first advert price at the time of booking. Invoices for full payment of advert cost will be issued once the magazine has gone to print and will be subject to payment within 30 days. Invoices not paid in full by this time will incur an interest charge of 2% of the outstanding balance, per day. Payment can be made by cheque, bacs or standing order. Bank details are given on the invoice and a standing order form can be provided on request.

Cancellations charges: Within one month of copy deadline = 25% of the full fee. Within two weeks of copy deadline 50% of the full fee. If cancelling adverts from multiple bookings the surcharge will be the multiple booking discount. The publisher reserves the right to repeat a previous advertisement if material is not provided by the due date.

Advertiser responsibility: Advertisers and agencies assume liability for all content of advertisements printed, as well as responsibility for any claims arising for them against the publisher. The publisher reserves the right to reject any advertising not considered suitable for publication.

Style
of WIGHT

BRIDE MAGAZINE

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