

MEDIA KIT

- MARKET RESEARCH -

WEDDING BUDGET SURVEY RESULTS -

<u>Category</u>	<u>Average Spend 2009</u>
Reception Venue	\$8,006
Engagement Ring	\$3,524
Reception Music	\$956
Photographer	\$1,447
Videographer	\$1,481
Wedding Planner	\$543
Wedding Gown	\$1,250
Florist/Decor	\$1,296
Invitations	\$461
Wedding Cake	\$559
Ceremony Musicians	\$451
Catering (cost per head)	\$63
Wedding Day Transportation	\$457
Favors	\$526
Rehearsal Dinner	\$1,163

AVERAGE WEDDING STATISTICS:

- **Number of guests:** 148
- **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 area weddings per year:** 36,296

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 -

What do we do?

We are wedding planners in way of our wedding planning workbook. We help couples getting married in Philadelphia keep their wedding planning organized while connecting her with screened wedding professionals via our wedding referral program.

GET RECOMMENDED!

Where do you get most of your leads — advertising or recommendations? 89% of brides say they ask for recommendations and look to referral lists for wedding professionals compared to calling them from an ad or doing a Google search. That's why our program works. Our referral program allows you the opportunity to be referred to brides as a trusted resource, Our brides know that we stand behind our vendors 100%. If you are looking for an effective way to be referred to brides getting married in Philadelphia then this is the referral program for you.

STATS:

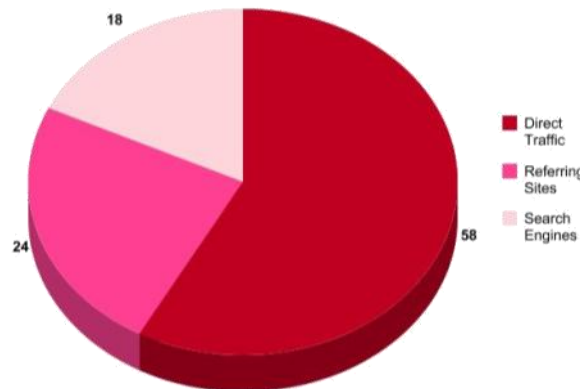
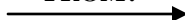
- Number of books distributed: 8,000-10,000 annually
- Website hits: over 12,000 a month

DISTRIBUTION:

- Worldwide distribution through major bookstores including Barnes & Noble, Amazon.com, etc.
- Bridal shows & vents
- Online
- Affiliate Program



WHERE DOES OUR EXPOSURE COME FROM?



- BRIDAL WORKBOOK ADS -

FULL PAGE, FULL COLOR PRINT AD

WORKSHEET ON OPPOSITE SIDE

Workbook size: 8.5x11

Ad size 5.5x8.5. Graphic design is included at no additional cost.

Where do we sell our wedding workbook?



















- 25,000+ different locations online
- Major bookstores including Amazon.com and Barnes & Nobles
- Affiliate program with over 200 affiliates
- Bridal events throughout the year

ONLINE AD -

- 2x2 photo.
- 20 word description of why a bride should buy from you.
- Audio-Bite (1-5 minute 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.

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

- WHY PARTNER WITH US? -

Advertising Components Included in your Package	THE KNOT	VIP WEDDING MAGAZINE	PHILADELPHIA BRIDE MAGAZINE		PHILADELPHIA WEDDING WORKBOOK
FULL PAGE, COLOR PRINT AD					
ONLINE BANNER AD LINKING TO YOUR SITE					
BRIDE LEADS					
- E-NEWSLETTER - BROADCAST YOU TO BRIDES VIA EMAIL					
BLOG POSTS, FACEBOOK & TWITTER MENTIONS					
10 MINUTE INTERVIEW ON THE PODCAST SHOW					
VIDEO INCLUSION					
AUDIO-BITE (:90 second audio attached to your online ad which humanizes an otherwise static ad)					
PRICES	\$6,500.00	\$5,000.00	\$6,200.00		\$1,099.00 INCLUDES AD DESIGN

- Prices are for 12-months of advertising.

“Why are we so much less expensive? Because we make our profit from the sale of the workbook itself, not advertisers!”

- 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 and I'm happy to recommend you to any vendor."
Steve Tinetti Photography



- "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've been very happy with our services we have received from your company & looking forward in utilizing your services next year & the years to come."
Moore Music



WHAT DO BRIDES THINK?

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



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

- "In 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 for my own use and am finding 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.

- PLEASE CHOOSE A PACKAGE -

SILVER PACKAGE:

- **7.5x10 full color print ad** in the Philadelphia Wedding Workbook. Workbook is distributed for 12 months.
- **2x2 banner ad** linking directly back to your website. 12 months on the website
- **Audio-bite:** 5 minute audio 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
- **Monthly Bride Leads** with brides name, email address and phone number
- **Complimentary Ad Design** is INCLUDED at no additional charge. Yes, you get the final approval say on your ad design.

TOTAL: \$799.00 ANNUALLY

GOLD PACKAGE:

....EVERYTHING IN THE SILVER PACKAGE PLUS 3RD PARTY RECOMMENDATIONS AT THEIR BEST!

- **SOCIAL MEDIA NETWORKING** - You tell us your specials and events and we turn around and blog, post to Facebook and Tweet about them creating the buzz you need. This is an excellent component if you're unfamiliar with social media or don't have time to do it yourself.
- **DIRECT EMAIL** - We send out a newsletter to opt-in brides once a month and include your specials and information about you. We do this by recommending you as someone worth paying attention to.
- **VIDEO INCLUSION** - We include a video of your services on our website under the category you're featured in. This helps reflect your services and..again, sets you up as an expert.

TOTAL: \$1,099.00 ANNUALLY
(Payment plan \$105.00 a month for 12 months.)

We *ONLY* allow 4 vendors in each category in our workbook, on our website, in our blog and e-newsletters. This ensures that you won't get lost & BRIDES WILL SEE YOU!



**- READY TO JOIN US? -
Get listed within 24 hours**

**CONTACT:
Peggy Richardson
(610) 572-1721
peggy@bridalworkbook.com**

Buy Now



www.philadelphiaweddingworkbook.com