

Your NORTH WEST WEDDING *Magazine*

Media pack



Image courtesy of Evoke Photo

www.yournorthwest.wedding

Your **NORTH WEST** WEDDING Magazine

Magazine profile

Would you like to reach up to 10,000 brides in your area?

Brought to you by the *County Wedding Magazines* team and packed with advice and information on everything a bride needs on her big day, **Your North West Wedding** is the only magazine in the market that champions local suppliers.

Our readers are excited about their special day and are prepared to invest considerable time, effort and money to make sure every detail is just right.

With inspirational features on the best venues and services in the area as well as recommendations and advice from real-life brides, **Your North West Wedding** is the first port of call for couples looking for the very best goods and services on offer in the region.

Book now! Contact **Tania Steel** on **01376 538481**

How will my business benefit?

- Reach up to 10,000 brides in your area, all actively planning their big day
- Advertisers receive a free two-month listing in our definitive online directory
- Opportunity to feature in our monthly eNewsletters, sent to a database of more than 5,000 email addresses
- We offer a professional design service to make your advertisement stand out

Your North West Wedding at a glance:

- **Frequency:** bi-monthly (six issues per year)
- **Targeted audience:** exclusive access to an estimated 10,000 brides and grooms in your area
- **Distribution:** available at all good newsagents, supermarkets, at regional and national wedding shows and as an eMagazine
- **Online:** the magazine is supported by a dedicated website, featuring regular news updates and an online directory, as well as monthly eNewsletters

Feature schedule

AUGUST/SEPTEMBER 2016

Venues: City of Manchester
Venues: The Lakes
Venues: Hotels
Feature: Cakes
Feature: Music & entertainment
Fashion: Contemporary chic
Accessories: Veils & headpieces
Advertising deadline: 7th July, 2016
On sale: 28th July, 2016

OCTOBER/NOVEMBER 2016

Venues: Ribble Valley
Venues: Coastal Cumbria
Venues: Historic venues
Feature: Photography
Feature: Looking your best
Fashion: Dramatic dresses
Accessories: Mother-of-the-bride
Advertising deadline: 8th September, 2016
On sale: 29th September, 2016

DECEMBER 2016/JANUARY 2017

Venues: The Fylde
Venues: Greater Manchester
Venues: Tents, tipis & the great outdoors
Feature: Bridal boutiques
Feature: Jewellery & accessories
Fashion: 2017 trends forecast
Accessories: Wintry accessories
Advertising deadline: 11th November, 2016
On sale: 2nd December, 2016

FEBRUARY/MARCH 2017

Venues: South Lancashire
Venues: Carlisle & around
Venues: Spa venues
Feature: Venue styling
Feature: Stationery
Fashion: UK designers
Accessories: Vintage vision
Advertising deadline: 13th January, 2017
On sale: 3rd February, 2017

APRIL/MAY 2017

Venues: North Lancashire
Venues: Towns & cities
Venues: Waterside venues
Feature: Photography & videography
Feature: Hen & stag
Fashion: A touch of colour
Accessories: Lingerie
Advertising deadline: 10th March, 2017
On sale: 31st March, 2017

JUNE/JULY 2017

Venues: City of Manchester
Venues: The Lakes
Venues: Glorious gardens
Feature: Dressing the bridal party
Feature: Flowers
Fashion: Boho-chic
Accessories: Bridesmaids
Advertising deadline: 12th May, 2017
On sale: 2nd June, 2017

AUGUST/SEPTEMBER 2017

Venues: Ribble Valley
Venues: Coastal Cumbria
Venues: Hotels
Feature: Cakes
Feature: Transport
Fashion: Modern minimalism
Accessories: Mother-of-the-bride
Advertising deadline: 7th July, 2017
On sale: 28th July, 2017

OCTOBER/NOVEMBER 2017

Venues: The Fylde
Venues: Greater Manchester
Venues: Tents, tipis & the great outdoors
Feature: Photography
Feature: Music & entertainment
Fashion: Up & coming designers
Accessories: Veils & headpieces
Advertising deadline: 8th September, 2017
On sale: 29th September, 2017

DECEMBER/JANUARY 2017/2018

Venues: South Lancashire
Venues: Carlisle & around
Venues: Spa venues
Feature: Bridal boutiques
Feature: Stationery
Fashion: Dramatic dresses
Accessories: White, silver & gold
Advertising deadline: 11th November, 2017
On sale: 2nd December, 2017

Please note that this schedule is subject to change.
For the latest version please visit
www.yournorthwest.wedding



Your **NORTH WEST** WEDDING Magazine

Advertising rates

Magazine

Advert size

Number of issues

| | 1 | 3 | 6 |
|--------------|------|------|------|
| Full Page | £900 | £775 | £600 |
| Half Page | £475 | £400 | £325 |
| Quarter Page | £250 | £225 | £175 |

Premium Positions

Number of issues

| | 1 | 3 | 6 |
|--------------|-------|-------|------|
| Inside Front | £1200 | £1050 | £900 |
| Inside Back | £1100 | £975 | £850 |
| Outside Back | £1300 | £1100 | £950 |

Inserts

Loose leaf (per 1000) £125

Minimum order: 2000

Maximum weight: 40 grams per item

Bound in inserts: POA

All prices are per insertion and exclude VAT.
For information on other promotional opportunities, including sponsorship, advertorial and online bookings, call sales on 01376 535 601.

TESCO

ASDA

Sainsbury's Waitrose



1. Website & Newsletter Banner
2. Website & Newsletter MPU
3. Newsletter Leaderboard
4. Website & Newsletter Skyscraper
5. Solus Email
6. Earpiece

Newsletter

Advert size

Number of issues

| | 1 | 6 | 12 |
|--|------|------|------|
| PREMIUM | | | |
| Leaderboard (620 x 150 pixels) | £600 | £500 | £400 |
| Top Banner (620 x 150 pixels) | £600 | £500 | £400 |
| Earpiece (320 x 160 pixels) | £600 | £500 | £400 |
| STANDARD | | | |
| Banner (620 x 150 pixels) | £500 | £400 | £300 |
| MPU (300 x 250 pixels) | £400 | £300 | £200 |

Website

Advert size

Number of issues

| | 1 | 3 | 6 |
|---|--|------|------|
| Skyscraper (300 x 750 pixels) | £600 | £500 | £400 |
| Banner (620 x 150 pixels) | £500 | £400 | £300 |
| MPU (300 x 250 pixels) | £400 | £300 | £200 |
| Video Link | £600 | | |
| Solus Email (targeted) | 50p per contact Minimum spend of £100 applies | | |

All prices are per insertion and exclude VAT.

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WHSmith

Nisa
making a difference locally

Londis

Budgens

Martin McColl



Clockwise from top: Seahorse Stationery, Glenda Clwyd

Your **NORTH WEST** WEDDING Magazine

Mechanical details

Printed Advert Sizes

| | Width | Height |
|-----------------------------------|-------|--------|
| ♥ Double Page Spread (with bleed) | 426mm | 303mm |
| Double Page Spread (trim) | 420mm | 297mm |
| ♥ Full Page (with bleed) | 216mm | 303mm |
| Full Page (trim) | 210mm | 297mm |
| Half Page - Vertical | 95mm | 287mm |
| Half Page - Horizontal | 195mm | 141mm |
| Quarter Page | 95mm | 141mm |

Design Service

We can design your advert from images and text supplied.
Please call the design department on 01376 535 616 to discuss your requirements.

Getting Your Advert To Us

Ideally adverts will arrive as high-resolution print-ready PDFs / TIFFs / JPEGs. All artwork must be NO LESS than 300dpi in CMYK.

- ♥ Please leave sufficient space between the text and the edge of the advert, preferably 5mm. This is to reduce the risk of losing any text when the page is printed.

For suitability of all other formats please call the design department on 01376 535 616.

Please email artwork to artwork@countyweddingmagazines.com

We reserve the right to levy a £25 charge for any artwork not provided to specification.
When emailing artwork, please compress files using ZIP or STUFFIT.