



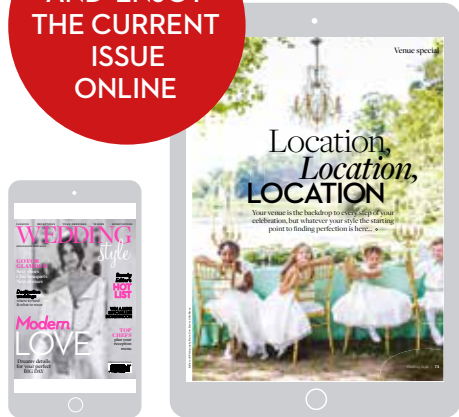
WEDDING *style*

MEDIA KIT 2020/21

# From the Publisher



CLICK HERE  
AND ENJOY  
THE CURRENT  
ISSUE  
ONLINE



Our magazine is, quite simply, a testament to my love of the bridal industry. For over 23 years I have lived and breathed the wonderful world of weddings, watching a myriad of trends come and go; the dresses, the rise of the celebrity bride and more recently, the way that social media affects the style choices of a million couples. For the new decade, I am delighted to introduce our new-look magazine, **Wedding Style**; every issue packed with ideas to inspire the style-obsessed bride planning her perfect big day.

The wedding venue is still at the heart of what we do and research has proved that where the bride and groom choose to celebrate is the first and the most important decision they will make, which is why we will continue to put the venue at the centre of everything we do.

Our beautiful magazine and our new-look website offer a powerful combination just waiting to connect our high spending audience to your business. So let us help you to talk to newly-engaged couples about your brand as they begin their search for everything that will make their dream wedding a reality.



Abigail

**Abigail Sullivan, Publisher**  
abigail@weddingstyle.co.uk

## THE LUXURY WEDDING MAGAZINE & WEBSITE FOR THE MODERN BRIDE



FOR ADVERTISING ENQUIRIES PLEASE EMAIL THE SALES TEAM ON [INFO@WEDDINGVENUES.CO.UK](mailto:INFO@WEDDINGVENUES.CO.UK) | [WEDDINGVENUES.CO.UK](http://WEDDINGVENUES.CO.UK) | [WEDDINGSTYLE.CO.UK](http://WEDDINGSTYLE.CO.UK)



# Reader profile and audience reach

## OUR READERS ARE YOUR CUSTOMERS

Wedding Style readers are at the start of their wedding journey which is the perfect time to tell them more about what your brand has to offer. Our audience is highly engaged, looking for inspiration with time to explore their investments for their dream day. Picking a venue is a big decision and it's one that's done together as a couple. We believe that the venue is at the heart of the wedding day and with an average budget of up to £32k, our readers have the money to create a very special and memorable occasion.

QUARTERLY  
READERSHIP

86,000

40%

AVERAGE AMOUNT  
OF WEDDING  
BUDGET THAT'S  
SPENT ON THE  
VENUE

90%

OF OUR ONLINE  
VISITORS ARE  
ACTIVELY LOOKING  
FOR A WEDDING  
VENUE

CHOOSING A  
VENUE IS THE  
FIRST & MOST  
IMPORTANT  
DECISION  
WHEN PLANNING  
A WEDDING

## READER PROFILE

AVERAGE  
AGE **30**

ABC1 **65%**

**84% FEMALE**  
**16% MALE**

AVERAGE  
WEDDING  
BUDGET **£32K**

LENGTH OF  
ENGAGEMENT

**19 MONTHS**



# Our heritage

## WHY TRUST US?

- Our depth of market knowledge gained from over 20 years of experience within the bridal industry
- Our loyal readership who trust our heritage and believe in our expertise
- **THE POWER OF PRINT:** Having a physical copy as a reference is still important and research\* proves that **READERS TRUST PRINT MORE THAN ANY OTHER MEDIUM**
- We communicate with our audience through print, the website and buzzing social channels.

\* Survey conducted by MarketingSherpa 2017

RESEARCH  
PROVES THAT  
READERS TRUST  
PRINT MORE  
THAN ANY OTHER  
MEDIUM\*

## WHAT MAKES US DIFFERENT?

- When other magazines are online only, we have a premium print magazine published quarterly, reaching a national, high-end audience
- An innovative new website focussed on making searching for a wedding venue in the UK quick and easy
- A nationwide venue directory featuring hundreds of stunning venues in print and online
- An editorial team with over 85 years of wedding industry experience between them. Journalists passionate about delivering the best quality inspiration to our readers.

“

I enjoy working with Abigael and the team at Wedding Style – they provide opportunities to add value to our commercial relationship which is a real benefit to us. We’ve delivered thousands of weddings for over 20 years, so we’re delighted to be working with one of the best national wedding titles on the market.”

Julia Gosling, Head of Marketing & PR,  
Hand Picked Hotels

## HOW WE REACH BRITAIN'S BRIDES

We publish four times a year with nationwide distribution to newsagents, WHSmiths and supermarkets to include Marks & Spencer, Waitrose and Sainsburys, as well as copy placement at Corporate Offices in London, Birmingham and Manchester such as Estée Lauder HQ, John Lewis HQ, Credit Suisse, Arcadia, MediaCom plus 5-star hotels and spas, exclusive wedding planners, bridal boutiques and jewellers. The magazine is also distributed at regional wedding shows and venue open days around the UK getting thousands of copies straight into the hands of brides-to-be every year.

“

Country House Weddings have been working with the magazine and website for many years. Abigael and the team are attentive, professional and the campaigns we’ve built with them have proved nothing but successful. We look forward to continuing to work with them in the future.”

Laura Styles, Sales Director,  
Country House Weddings

## OUR EVOLUTION



CELEBRATING  
OVER 22 YEARS  
INSPIRING  
BRITAIN'S BRIDES  
ON PLANNING  
THEIR  
BIG DAY



# Multi-channel

## START THE CONVERSATION

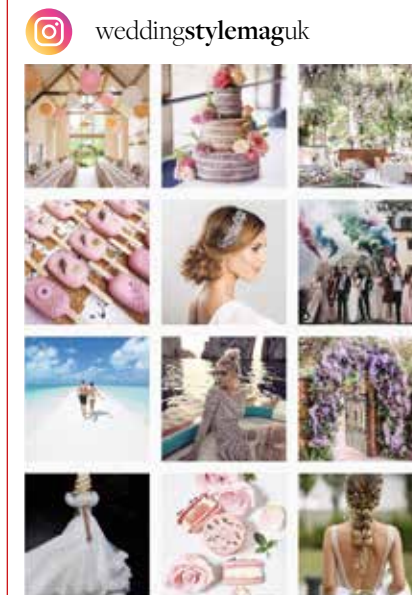
The most successful brands talk to their customers across many different media and we do the same. We engage with our high-spending audience through our print magazine, website, Instagram, Pinterest, Twitter and Facebook.

Modern consumers want to view content whenever and wherever they are so our inspirational content is shared across multiple platforms and mobile devices with opportunities to interact through comments, likes, links, entering competitions and subscribing to our newsletters.



“Thank you so much for the beautiful real-life wedding feature which looks fantastic! Both the couple and I are thrilled and I have already had two wedding enquiries from the same venue as a result of the feature.”

Chloe Browne, Caught The Light Photography

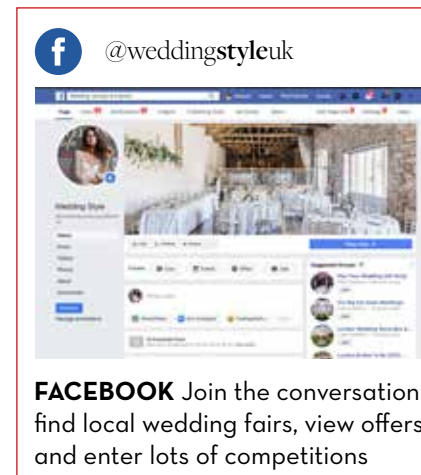


**INSTAGRAM** The place where our brides come to check out the latest trends in fashion, beauty, reception and honeymoon inspiration

MULTI-CHANNEL  
OPPORTUNITIES  
TO CONNECT  
WITH OUR  
HIGH-SPENDING  
AUDIENCE



**PINTEREST** A visual treat, from fashion to favours, show-off shoes to centrepieces and much more



**FACEBOOK** Join the conversation, find local wedding fairs, view offers and enter lots of competitions



**TWITTER** Talking to businesses and brides through regular posts, reposts, offers and competitions

# Our USPs

## OUR FOCUS IS VENUES

Research proves that couples view the venue as their first and most important decision as they start their wedding journey. This is why we put the venue at the heart of our content, setting the style for the day from which all other details then follow.



## WE LIKE TO KEEP IT REAL

Our content strikes the perfect balance between head-in-the-clouds moments and the challenges of organising the biggest, and probably most expensive, celebration of a lifetime. Expert, informed and practical with a sprinkling of that all-important wedding magic.



## OUR BRIDAL HERITAGE

It's tough running a business and we are very proud to have been around for over 22 years, advising and inspiring Britain's brides. The wedding market is facing a challenging time but what we offer is a loyal audience who trust us, looking to our experts to guide them through their buying options in the build-up to the big day.



## OUR MULTI-CHANNEL APPEAL

Our beautiful print magazine is at the core of our business, supported by a brand new website offering all the functionality that couples need as they search for inspiration. We also connect to our high-spending audience through buzzing social channels on a daily basis.



## CONTENT IS EVERYTHING

Great content is key to inspiring any discerning audience, whether in print, online or on a tablet or a Smart Phone. We have a team of expert journalists with over 85 years of wedding experience between them, who love our industry.



# Editorial Calendar 2020/21



**APR/MAY/JUN 2020**

## EXPERT HAIR & BEAUTY

Our beauty editor shares the secrets of big day make-up and skincare including her top 20 products.

Including some of the best bridal hairdressers, tried and tested products and heavenly treatments.

ON SALE **26/03/20**  
COPY DEADLINE **28/02/20**



**JUL/AUG/SEP 2020**

## RECEPTION SPECIAL

25 pages devoted to everything that goes into creating a stunning wedding reception.

From the food to table decorations, cakes to cocktails, the expert way to plan the perfect party.

ON SALE **25/06/20**  
COPY DEADLINE **29/05/20**



**OCT/NOV/DEC 2020**

## REAL-LIFE WEDDINGS

A celebration of some of the UK's most beautiful real weddings, with over 40 pages of new ideas.

All those gorgeous details created by other couples, this is the ultimate place for steal-their-style inspiration.

ON SALE **24/09/20**  
COPY DEADLINE **28/08/20**



**JAN/FEB/MAR 2021**

## THE 2021 DRESS GALLERY

A must-buy issue for every bride featuring 100 of the very best new wedding dresses for 2021.

Plus expert fashion tips on choosing styles, shapes and fabrics to suit every budget.

ON SALE **26/12/20**  
COPY DEADLINE **27/11/20**

“We’ve been working with Wedding Style (previously Wedding Venues & Fashion) for many years. They are one of a few publications we work with to reach new brides. Always fashion forward, the magazine is perfect for communicating with potential brides who are looking for something exclusive for their big day. The team are knowledgeable, experienced and a dream to work with! Always delivering on any brief we set and going above and beyond. We look forward to working with them for many years to come.”

Russell Blackburn, Blackburn Bridal Couture



# Advertising Opportunities

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WE HAVE **OVER 22 YEARS OF EXPERIENCE**  
IN THE BRIDAL MARKET AND CAN  
OFFER A LOYAL AUDIENCE EAGER TO  
CONNECT TO YOUR BRAND



# Advertising Opportunities

We offer a wide range of advertising opportunities: The venue profile, in print and online, are two key resources that thousands of companies already use successfully to talk to newly-engaged couples.

Venue Directory

## WEDDING *style* DREAM VENUE GUIDE

Stately home, castle, rural barn or country house hotel... Whatever kind of location you've got in mind for your big day, you'll find it here. Start your research for *the* place with our round-up of venues all around the UK

weddingvenues.co.uk

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A nationwide venue directory, coloured-coded by county to make finding your dream venue easy

## VENUE PROFILE

A stunning way to show off your venue, a full colour page listing in your region:

## WHAT'S INCLUDED?

- Venue description text (260 words)
- Up to 6 images
- Need to know information box
- Venue listed by colour coded counties and regions

HELP  
NEWLY-ENGAGED  
COUPLES  
DISCOVER THE  
HIGHLIGHTS OF  
YOUR VENUE, BOTH  
IN PRINT AND  
ONLINE

Venue Directory  
SOUTH WEST

WILTSHIRE

### LONGLEAT

Longleat, Wiltshire, BA12 7NW  
CONTACT 01985 844330 | longleat.co.uk/weddings | weddings@longleat.co.uk

*Celebrate your bespoke wedding within the historic grounds and beautiful, formal gardens of the 900-acre Longleat estate in Wiltshire*

Located in Wiltshire, within 900 acres of picturesque grounds, you'll find the luxurious Longleat Estate suitable for venue hire for weddings from 12 to 280 guests. The Estate has been occupied by 16 generations of the Tynin(c) family for nearly 440 years. Currently, Longleat House is home to Lord and Lady Bath, The Viscount and Viscountess Weymouth, Caelefin and Emma Tynin as well as their two sons, John and Henry. In June 2013, the Estate was the venue of choice for Caelefin and Emma's wedding and now you can follow in their footsteps. There's a wealth of venue options, from the magnificent Great Hall, intimate Green Library and eccentric Lord Bath's Banqueting Suite to the romantic Orangery, stunning Lakeside perfect for a marquee and the contemporary Longhouse.

Capture the beauty of your big day with photos in the Formal Gardens like the Love Labyrinth or Secret Garden and then gather your guests on the steps at the front of Longleat House for a spectacular shot. Further delight your guests with added extras such as a Safari Park Bus Tour where you can get up close to giraffe, zebra, Rhinoceros, lions, tigers and wolves or take a voyage on the Jungle Cruise Boat Trip, observing the gorillas, spotting the hippos and feeding the sea lions.

The dedicated Wedding Team will be on hand to help with everything from the initial planning through to on-the-day delivery including coordinating set up and despatch timings. They have also handpicked two external caterers with lots of experience who will ensure the food and drink is delivered to a high standard, and the beautiful, country inn located at the end of the drive from Longleat House has 17 cosy rooms for your guests.

Let the team at Longleat help reduce the stress of what will be one of the best days of your life and make it a truly bespoke wedding.

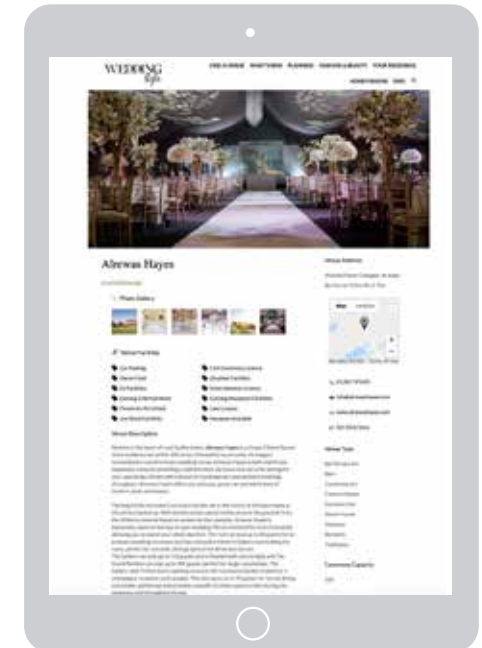
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weddingvenues.co.uk

Need to know...

Civil ceremony licence	Yes
Ceremony capacity	280
Set-down reception capacity	280
Dressing party capacity	280
Outdoor facilities	Yes
Option of outdoor ceremony	Yes
Marquee available	No
Option of exclusive use	Yes
Wedding coordinator	Yes
Outside caterers allowed	Yes
Bridal suite available	No
Guest accommodation	No
Parking available	Yes
Option for DJ/band	Yes
Disabled facilities	Yes
Fireworks permitted	No

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## ONLINE VENUE LISTING

Our website offers an extensive searchable online directory of venues, designed to channel high quality traffic to your site and deliver email enquiries from couples as they begin their search for the dream venue:

## WHAT'S INCLUDED?

- 1 header image
- 20-image slideshow gallery
- Venue description text (500 words)
- Google maps location listing
- URL link to venue's website
- Direct link to email venue
- Social sharing buttons
- Responsive navigation for desktop, mobile and tablet devices

# Ad Rates & Production Specs

## DISPLAY

### SPECIAL POSITIONS

Outside back cover	£4,100
Inside front dps	£5,400
Inside back cover	£3,280
1st right facing editorial	£2,760

### RUN OF MAGAZINE

Double page spread	£4,500
Full page	£2,300
Half page	£1,265
Quarter page	£690
Inserts per 1000	£35

### VENUE DIRECTORY

Full page	£1,800
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### ONLINE

Venue entry	£295 for 12 months
Banner (1000 x 250 pixels)	£POA
MPU (300 x 250 pixels)	£POA

**TECHNICAL SPECIFICATIONS:** Sizes quoted in millimetres (mm). **The trim size of the magazine is 220mm wide x 285mm high (and not A4).** Please add a minimum of 3mm on all sides for bleed. All fonts must be embedded or converted to curves. Documents must be CMYK as all pantones will be converted during the printing process. All images or logos should be 300 dpi. When supplying digital files please include colour proofs or a PDF for reference. All fonts must be supplied. Wedding Style Limited cannot be held responsible for artwork NOT produced to these guidelines. **Artwork should be emailed to [info@weddingvenues.co.uk](mailto:info@weddingvenues.co.uk)**

**PLEASE NOTE:** Advertising rates subject to VAT at 20%. Prices quoted are for both colour and mono adverts. The Publishers cannot accept advertisements containing coupons or vouchers without prior approval. The Publishers cannot guarantee the position of advertisements - any preferred positions will be noted and whilst every effort will be made to satisfy such requirements, they shall not constitute a condition of contract. Schedule updated 6.11.2019 and subject to change.

## AD SPECIFICATIONS

### TRIM SIZE (mm wide x mm high)

Double page spread	440 x 285
Full page	220 x 285
Half page portrait	97.5 x 265
Half page landscape	200 x 130
Quarter page	97.5 x 130

### WITH BLEED (mm wide x mm high)

Double page spread	446 x 291
Full page	226 x 291

### TYPE AREA (mm wide x mm high)

Double page spread	410 x 265
Full page	195 x 265

### ADVERTORIALS

Rates on request for advertorials written and designed by the editorial team to your brief

**Double page spread:** 440mm x 285mm



**Venue profile**

**Full page:** 220mm x 285mm

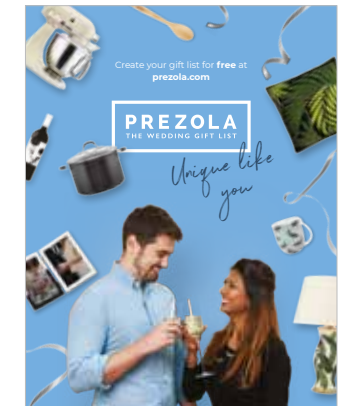


**Venue creative**

**Full page:** 220mm x 285mm



**Full page:** 220mm x 285mm



**Half page:** 200mm x 130mm

**Quarter page:** 97.5mm x 130mm



**Website banner:** 1000 pixels x 250 pixels





# Terms & Conditions

These terms and conditions apply once an advertisement has been booked with **Wedding Style Limited** (hereinafter called the 'Company'). A booking confirmation will be sent to each Advertiser once the booking is received. For the purpose of these conditions, the Advertiser means the person or entity booking the space whether an advertising agency or client. An advertisement is accepted on the understanding that the relationship between the Advertiser and the Company is governed by the following terms and conditions:

## ORDERS

**1.** Advertisements are accepted subject to the Publisher's approval and to the space being available. **2.** A booking confirmation will be sent to each Advertiser once the booking is received. If the Advertiser does not respond to the booking confirmation form within 72 hours, the terms and conditions remain valid. **3.** The Company reserves the right to withhold, withdraw or refuse any advertisement before final publication. Should any withdrawal, omission or suspension be due to the act or default of the Advertiser then the space reserved for the advertisement shall be paid in full, notwithstanding the advertisement does not appear.

## COPY, ARTWORK & MATERIALS

**4.** The Advertiser agrees, unless herein endorsed by the Publisher, to produce copy by the date as indicated above, otherwise the Publisher reserves the right to produce the advertisement in the manner and form it considers suitable. **5.** If copy instructions are not received by the agreed copy deadline no guarantee can be given that proofs will be supplied nor corrections made and the Publisher reserves the right to repeat the most appropriate copy. **6.** Advertisers' property, originals, artwork, type, mechanicals, positives, are held at the owner's risk and should be insured by them against loss or damage from whatever cause. The Company reserves the right to destroy/wipe film, artwork or disks which has been in its possession for more than six months from the date of publication and no liability shall be attached to the Publisher in respect of such destruction.

## PAYMENT

**7.** All accounts are to be settled by thirty days from date of invoice. The Company may charge the Advertiser interest at five per cent (5%) above Bank of England Base Rate on the amount of any delayed

payment for the period of delay. A fixed charge of £75.00 will be made to cover collection of any overdue amount. Agency commission on accounts outstanding after 60 days will be reduced to 5% and after 90 days 0%. **8.** Any queries arising from invoices must be reported by the Advertiser to the Company within 10 working days of the date of invoice. The Company will not deal with queries that are brought to its attention after that time period.

## GENERAL

**9.** Any specific requirements concerning an advertisement must be included clearly in written instructions to be approved by the Publishers. Special positions cannot be guaranteed, covers excepted. The Publisher is not bound to honour any conditions printed or otherwise that may appear on a contract or confirmation order in violation of the Publisher's own policies. **10.** Every care is taken to avoid mistakes but the Publisher cannot accept liability for any errors due to third parties, sub-contractors or inaccurate copy instructions. Where an error occurs due to an act or default by the Publisher, the Publisher will either re-insert the advertisement or make a refund except where the error, misprint or omission does not materially detract from the advertisement. In any event the liability of the Publisher shall be limited to a full refund of any price paid by the Advertiser to the Publisher. **11.** The Advertiser shall indemnify the Company against all liability claims, demands, damages and costs in respect of defamation, obscenity, misrepresentation or any other matters whatsoever arising from the advertisement. All advertisements must comply with the British Code of Advertising Practice. **12.** In no circumstances does the placing of an order confer the right to renew on similar terms.

## CANCELLATION

**13.** Cancellation requests must be put in writing and the Company reserves the right to decline acceptance of any cancellation of advertising space if it is received less than six weeks prior to publication date. **14.** A cancellation fee will apply to any series booking cancelled prior to the end of the series and will be equal to the difference between the rate card and actual rate received for each issue published. **15.** The Company is not responsible for any loss occasioned as a result of a delay to publish or distribute the issue and the Advertiser must pay the contracted rate for all advertisements.

**Photographs courtesy of the following:** Mille & Belle Photography, Burley Manor, Photography by Ashlee Taylor, Silversands Grenada, Divine Day Photography, Renee Bowen Photography, Kalm Kitchen, Dalarna, Eddie Judd Photography, Anna Kara, Fawsley Hall Hotel, Carbis Bay, Aire Atelier, Turquoise Holidays, Pronovias, The Tia Fox, Romantica of Devon, Rime Arodaky, Mapperton, Marylise & Rembo Styling at Valmont Barcelona Bridal Fashion Week, Pronovias, Luton Hoo Hotel, Golf & Spa, Pink Daisy Weddings, Rosalind Miller Cakes.



PLANNING  
THE DREAM  
STARTS HERE AND  
CONNECTING  
WITH OUR  
AUDIENCE HAS  
NEVER BEEN  
EASIER

# WEDDING *style*

MEDIA KIT **2021/22**



weddingvenues.co.uk | weddingstyle.co.uk



FOR ADVERTISING ENQUIRIES PLEASE EMAIL THE SALES TEAM ON [INFO@WEDDINGVENUES.CO.UK](mailto:info@weddingvenues.co.uk) | [WEDDINGVENUES.CO.UK](http://weddingvenues.co.uk) | [WEDDINGSTYLE.CO.UK](http://weddingstyle.co.uk)