

theweddingring.ca

WHERE FABULOUS
LOCAL WEDDINGS
begin

WEB + MAGAZINE + EXPO + SOCIAL + LOVE

Media Kit
2020

a la carte

web

REVIEW IN THEWEDDINGRING.CA FOR 12 MONTHS

Advertorial feature on your business: *who you are, why brides & grooms love you, what your specialties & prices are*

5 Million Page Views & 315,000 Unique Visitors in 2019

Inbox marketing via Wedding eNews to target city

TheWeddingRing.ca is marketed on social media, by email, on radio, and in print
\$1400/year per city for Review + up to 3 online content features

mag

THE WEDDING RING MAGAZINE SEPTEMBER RELEASE

8,000 print copies, also available as a free download.

Put directly in the hands of brides & grooms at top wedding shows

Sold in Chapter stores across Ontario

FULL-PAGE CONTENT FEATURES, \$850 PER PAGE

Style Shoot | Expert Tip | Design Palette | Real Wedding Story | Destination Weddings |
Favourite Things | Feature Galleries | Wedding Worthy Venue

LISTED

Wedding Worthy Venue Listing (1/4th of page) \$500

Enhanced Listings \$150

Bridal Show Calendar Listing (see show marketing package)

DISPLAY ADS*

Quarter Page \$650, Half Page \$850

Full Page \$1450, Inside or Outside Cover Full Page \$2500

*Ad design, additional cost \$75 per hour

expo

THE RING'S WEDDING EXPO

2 seasons x 12+ Ontario geos to choose from

Kitchener-Waterloo, London, Brantford, Hamilton, Barrie, Stratford, Guelph, Cambridge,

Milton, Newmarket, Woodstock, Orillia, Sarnia

Exhibitor spaces range from feature tables to 8x8 booths to 10x8 booths.

Double booths and other sizes available.

Booths come pipe & draped and has access to: tables, chairs, linens, hydro, wifi, exhibitor lounge.

Promotion of your company online and in the exhibitor handout is also included

(subject to print and publication deadlines).

\$450-600/single exhibitor space in a one-day show

\$750+/single exhibitor space in a two-day show

Limited sponsorships available

social

SHARING THE LOVE = INCLUDED

Sharing, tagging, liking, gramming, tweeting, emailing your story included with all of the above & below.

Campaigns

all the love

WEB + MAG + SOCIAL + LOVE = \$2150

Everything but events!

WEB: 12 month review in TheWeddingRing.ca. Choose your target city

MAG: 2 Pages in the September release of The Wedding Ring Magazine

SOCIAL: Social media tagging, liking, re-gramming, email blasts of features & brand

LOVE: Up to 3 online content features, shared + love throughout the year. Real weddings, design palettes, feature galleries, expert tips and more.

in the neighbourhood

[ALL THE LOVE + \$1100]

Includes everything from the All the Love Campaign

PLUS

Triple your reach by

adding a combination of three nearby cities. ie. KW + Guelph + Cambridge

\$4950 Value

ontario wide

[ALL THE LOVE + \$2000]

Includes everything from the All the Love Campaign

PLUS

Placement & marketing within all cities of The Wedding Ring + any new cities added within the campaign term

\$8800+ Value

on display premium page

[ALL THE LOVE + \$2300]

Includes everything from the All the Love Campaign

PLUS

Add the option of branding your business with one full page premium page (back cover, inside back cover, inside front cover, beside inside front cover, beside table of contents and beside legal) in the September release of The Wedding Ring Magazine.

\$5200+ Value