

Weddings.co.nz

What We Are

Weddings.co.nz is an on-line wedding magazine and directory devoted to helping couples prepare for their special day. We have been operating for the last 10 years.

Weddings.co.nz is split into three main sections:

Nationwide Product and Service Directory: The product and service directory is a nationwide directory covering all aspects of a wedding.

Articles: This section contains hundreds of articles relating to every aspect of a wedding.

Ongoing Features: We also have a number of ongoing features such as Real Weddings, Discussion Forum and Bride Diary.

We also offer a 54 point **Wedding Planner** for viewers to download free of charge, together with the option to subscribe to our monthly e-mail newsletter. This newsletter is currently being sent to over 6,000 opt-in subscribers.

TYPE OF ADVERTISING AVAILABLE

Product & Service Directory Listings

The Product and Service Directory is a nationwide directory of wedding-related products and services. It is divided into the following 19 different categories of products and services and each category is divided into 15 regions around the country. You can have listings in any number of categories and locations

Skyscraper Advertisements

We have the option for banner and skyscraper advertisements throughout Weddings.co.nz. We would be happy to provide you for a quote for any specific advertising campaign.

Newsletter

Every month, we send an email newsletter to our opt-in subscribers (currently over 6,000). Spots can be purchased in the newsletter for \$250+GST per month.

Why Weddings.co.nz?

Targeted Marketing

You will be promoting your product or service directly to a targeted audience – engaged couples. Every month, we have approximately 10,000 – 20,000 individual visitors to our website and you know that the people looking at your advertising are interested in weddings and wedding-related products and services. This also means that you can focus your advertising for the specific market.

Fantastic Exposure

If you advertise on Weddings.co.nz, you know that you will be getting great exposure. To give you an idea of our popularity, in 2007 we had over 2 million page hits!

Easy Conversion

Due to the inherent nature of the Internet, it is easy for people who view your advertisement to act on it quickly and easily. By having links to your business' website or e-mail contact, readers can find out more information (or take advantage of a special offer) straight away.

Expecting to Spend

In a survey that we conducted of our reader in December 2004, we found that couples were anticipating spending an average of \$25,000 on their wedding.

Cost-Effective

The price of listing on Weddings.co.nz is only a fraction of the price of advertising in a comparable hard-copy magazine.

Product & Service Directory

The product and service directory is a nationwide directory covering all aspects of a wedding. This is the most common way for businesses to advertise on Weddings.co.nz

It is split into the following categories:

- Beauty, Grooming, Health & Fitness
- Bridal & Women's Fashion & Accessories
- Cakes
- Celebrants
- Co-ordinators & Planning
- Entertainment
- Favours & Novelties
- Flowers
- Gifts & Setting Up Home
- Hen & Stag Parties
- Wedding & Honeymoon Travel
- Invitations & Stationery
- Jewellery
- Budgeting, Legal & Financial
- Marquees, Decorations & Hire
- Men's Fashion
- Photography & Videography
- Transport
- Venues, Catering & Beverages

Each of these categories is split into the following locations:

- Northland
- North Shore City & Rodney
- Auckland City
- Waitakere City
- Manukau City & Counties
- Waikato & Coromandel
- Bay of Plenty & King Country
- Hawkes Bay & Gisborne
- Manawatu & Wanganui
- Taranaki
- Wellington & Wairarapa
- Nelson, Tasman & Marlborough
- Canterbury & West Coast
- Otago
- Southland

Businesses can advertise on any number of categories or locations (prices are set out on the next page).

How Much?

Product & Service Directory Listings

These prices are for listing in one category (e.g. jewellery) - they are for 12 months and exclude GST.

Premium Listing: This includes a photo, your logo, a 50 word advertising blurb and all of your contact details (including website and email link).

Standard Listing: This includes a photo, a 25 word advertising blurb and all of your contact details (including website and email link).

	Premium	Standard
One location page	\$195	\$165
Extra location page	\$65	\$45
All Auckland (4 location pages)*	\$255	\$195
All North Island (11 location pages)	\$395	\$255
All South Island (4 location pages)	\$255	\$195
National (15 location pages)	\$495	\$395

* Due to the close proximity of the four Auckland regions (North Shore City & Rodney, Auckland City, Waitakere City and Manukau City & Counties), we offer a special rate to place your advertisement on all four of these location pages

Newsletter Spot - \$250+GST

Your advertisement can be either:

- 1) 1 image (400px x 150px); or
- 2) 1 image (150px x 150px) plus up to 150 words.

We are relatively flexible with the layout of the newsletter spots so can adapt it to suit your particular campaign.

Banners/Skyscrapers

We have three main banners/skyscrapers that are shown throughout Weddings.co.nz:

1) Top Banner - 760px x 120px

This banner runs across the top of the site, above the Weddings.co.nz header and menubar.

2) Right-hand Skyscraper - 160px x 600 px

This skyscraper is at the very right-hand side of the page and is site-wide.

3) Island Spot - 300px x 250 px

This island is site-wide and is located throughout articles.

To view pricing and to book these spots, please visit Adhub (www.adhub.co.nz).

Contact Us

HOW DO I ADVERTISE ON WEDDINGS.CO.NZ?

Advertising on Weddings.co.nz is easy – just let us know that you are interested in advertising and we will sort out the rest.

You can contact us in any of the following ways:

E-mail: inquiries@weddings.co.nz

Post: Weddings.co.nz
C/- Hamilton Media Limited
PO Box 137 101
Parnell
Auckland

Phone: 09 845 5925 or 021 44 88 17

Once you contact us, we will send you all of the information that we need to get your advertisement up and running.

Your advertisement will normally be up and running within 2 working days hours of receiving all of the necessary information from you.

Weddings.co.nz is owned and operated by Hamilton Media Limited.