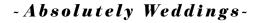




MEDIA PACK





# WELCOME

*T0* 

ABSOLUTELY WEDDINGS ABSOLUTELY WEDDINGS EMIRATES ABSOLUTELY WEDDINGS NORTH WEST ABSOLUTELY WEDDINGS SOUTH WEST

A RANGE OF LUXURY WEDDING MAGAZINES CREATED FOR DISCERNING, SOPHISTICATED BRIDES AND GROOMS TO BE.

Created by an expert editorial team, and with leading contributors from the weddings industry, our titles focus on luxury bridal fashion and trends – from gowns and groomswear to exceptional jewels, venues and honeymoons. Absolutely Weddings, Absolutely Weddings Emirates and Absolutely Weddings Regional offer unique content from top designers, influencers and brands, including Caroline Castigliano, Amanda Wakeley, Sassi Holford, Zaeem Jamal, De Beers, The Savoy and The Langham.







# ~Absolutely Weddings~

**Absolutely Weddings** is the UK's leading luxury wedding magazine. Targeting sophisticated modern brides in affluent urban areas nationwide, while retaining a strong London focus.

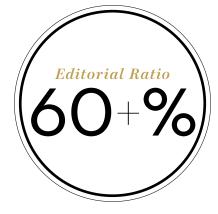
Readership

80,000

Frequency
BI-ANNUAL

Cover Price £4.99

Absolutely Weddings *engages its readers* through quality content and oppulent design.



The magazine engages brides through the highest quality content, ranging from designer fashion and jewellery to beauty and lifestyle tips for brides, grooms, mother-of-the-bride and bridesmaids. Absolutely Weddings also offers inspiration on the hottest wedding trends, designers and venues for pampering, celebration and honeymoon.



# -Absolutely Weddings-

# READERS & DISTRIBUTION

**OUR READERS** 

AB1 Demographic

### NATIONWIDE

Absolutely Weddings is sold in **WH Smith Travel branches** nationwide – including **Selfridges**, all **major UK airports** and **Eurostar**. It is also stocked within selected **Waitrose** stores in central London.

### **EVENT & READERSHIP PARTNERSHIPS**

We work with industry-leading events throughout the year to ensure Absolutely Weddings is read by our target adience, while also reaching new audiences. We are exclusive media Partners of Quintessentially Weddings Ateliers.

We also partner with

- The National Wedding Show in London, Birmingham and Manchester
  - •The Wedding Fairs
  - Brides The Show Islington
  - The Luxury Wedding Show
  - The Curious Wedding Show

and other carefully chosen wedding shows, exhibitions and events.



# -Absolutely Weddings-

# ADVERTISING RATES

POSITION	PRICE
Inside Front Double Page Spread	£4,425
Double Page Spread	£3,495
Outside Back Cover	£3,995
Inside Back Cover	£2,295
Full Page	£1,995
Half Page	£995
Quarter Page	£595
Directory Listing	£295

# **SCHEDULE**

Issue

# SPRING/SUMMER

On Sale 11th Feb

Issue

# AUTUMN/WINTER

On Sale 23rd Sep

# WHITE BOOK

A Luxury Directory of the Finest Leading Suppliers On Sale 14th July

### **CONTACT US**

Please call Absolutelty Weddings Advertising on 0203 397 6623



# ABSOLUTELY-WEDDINGS.CO.UK



# ~Absolutely Weddings~

# DIGITAL

At Absolutely Weddings we understand how crucial digital offering is for a savvy and informed readership. We use our online platforms - website, app & social media - to engage our readers with inspiring content that is instant, engaging and relevant.

### **NEWSLETTER**

Absolutely Weddings' bi-weekly newsletter has

> 21.9% open rate

APP

Absolutely Weddings is also available to download as an app

6.9% click-through rate







SOCIAL MEDIA









Total combined social media following of **2,500**+ followers

APP



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# ABSOLUTELY WEDDINGS EMIRATES

Absolutely Weddings Emirates is a multi-faceted bridal magazine catering for a full spectrum of Emirati and expat brides to be. We inspire our audience with the latest London and international wedding trends, designers, venues, products and services for luxury weddings.

Readership

80,000

BI-ANNUAL

Cover Price DHS 30

Readers with Budgets from

DHS 300,000

Absolutely Weddings
Emirates is a luxurious
treat for anyone planning
the most important day
of their life.

60+%

Absolutey Weddings Emirates offers unique editorial, beautifully designed and curated by our expert team. Articles range from designer interviews, and exclusive fashion shoots to the very best in flowers, jewels, venues and luxury travelling.



- Absolutely Weddings Emirates-

# **DISTRIBUTION**

### REACHING THE RIGHT MARKET

We are experts in ensuring our magazines reach the most relevant readership. Using a unique combination of industry events, residential distribution, paid-for editions and gifted copies, we ensure that our magazines are read by a carefully targeted audience.

### **OUR STOCKISTS**

Absolutely Weddings Emirates is available as a gift at selected designer boutiques, such as Temperley London, plus wedding venues and hotels, such as St Regis Hotel, Dubai.

### SHOW DISTRIBUTION

A copy of the magazine will be gifted to all attendees of selected wedding shows and events such as

Quintessentially Weddings Atelier, Dubai Nov 2017

The Bride Show, Dubai Feb 2017

The Bride Show, Abu Dhabi April~2017



- Absolutely Weddings Emirates-

# ADVERTISING RATES

POSITION	PRICE
Inside Front Double Page Spread	\$13,500
Double Page Spread	\$7,000
Outside Back Cover	\$8,250
Inside Back Cover	\$6,350
Full Page	\$3,750
Half Page	\$2,750
Quarter Page	\$1,750

# **SCHEDULE**

Issue

**AUTUMN/WINTER 2016** 

On Sale Jan 2017

Issue

SPRING/SUMMER 2017

On Sale Aug 2017



**CONTACT US** 

Please call Absolutelty Weddings Emirates Advertising on 0207 704 0588





# **ABSOLUTELY** WEDDINGS REGIONAL

Drawing on the success of our luxury national title and new international edition for the Middle East, Absolutely Weddings are adding two sister magazines - Absolutely Weddings North West and Absolutely Weddings South West. These showcase luxury and bespoke local stars, alongside leading national and international names, tapping into the rich seam of brilliant wedding suppliers in these regions.

Readership

80,000

Frequency

BI-ANNUAL

Editorial Ratio

60+%

Absolutely Weddings Regional titles are for smart brides seeking luxury, local and bespoke.

Sharing the same high production values and inspirational content as the mother brand, their tailored local and luxury content offers a unique opportunity to target affluent and informed brides in your area.



-Absolutely Weddings Regional-

# **DISTRIBUTION**

### AREAS OF DISTRIBUTION

Absolutely Weddings	Absolutely Weddings
North West	South West
Cheshire	${\it Gloucestershire}$
Cumbria	Bristol
Manchester	Whilt shire
Lancashire	Somerset
Mersey side	Dorset
	Devon

# REACHING THE RIGHT MARKET

Distributed at the National Wedding Shows in Birmingham and Manchester, these new bi-annual titles also work with wedding fairs and events across the relevant counties, distributed as gifts to couples planning their wedding.

On top of the fashion, venues, travel and beauty stories featured in the national title, the magazines also feature specific editorial content that enables couples to find the very best local and regional wedding suppliers of everything from bespoke gowns and sumptuous hotels and manor houses to flowers and favours.

Building on the success of the Absolutely Weddings national title, the focus of these two new titles is to deliver intelligent and inspiring ideas to a readership looking to plan their dream day.



-Absolutely Weddings Regional-

# **ADVERTISING RATES**

POSITION	PRICE
Inside Front Double Page Spread	£2,200
Double Page Spread	£2,000
Outside Back Cover	£1,900
Inside Back Cover	£1,500
Full Page	£1,200
Half Page	£700
Quarter Page	£500
Directory Listing	£150
Featured Listing	£225

# **SCHEDULE**

Issue

**NORTH WEST SS17** 

 $On\ Sale$ 

March 2017

Issue

**SOUTH WEST SS17** 

On Sale April 2017 Issue

**NORTH WEST AW17** 

On Sale October 2017

Issue

**SOUTH WEST AW17** 

On Sale

November 2017



CONTACT US

Absolutelty Weddings Re

Please call Absolutelty Weddings Regional Advertising on 0207 704 0588

# **OUR ADVERTISERS**

ZAEEM JAMAL SAVOYCaroline Castigliano THE LANGHAM DE BEERS AMANDA\WAKELEY LONDON GROUP OF COMPANIES SASSI THE WEDDING CLUB le spose di Giō° HOLFORD



# **CONTACT US**

# **ADVERTISING**

### **HEAD OF SPECIALIST TITLES**

# VICTORIA HUGHES

victoria.hughes@zest-media.com

### JUNIOR SALES EXECUTIVE

# ANJNI THAKAR

anjni@zest-media.com

### MARKETING MANAGER

### NEFELI KRITIKOU

nefeli@zest-media.com

# **EDITORIAL**

**EDITOR** 

### LIBBY NORMAN

 $libby@zest{-}media.com$ 

# SENIOR DESIGNER

# PAWEL KUBA

pawel@zest-media.com

# zest

### www.zest-media.com

First Floor, 197 City Road, London, EC1V 1JN

T: +44 (0)20 7704 0588 • F: +44 (0)20 7900 3020 E: info@zest-media.com www.ab solutely-weddings.com













