

ABSOLUTELY
WEDDINGS

The international leading luxury bridal magazine brand



MEDIA PACK





- Absolutely Weddings -

WELCOME

TO

*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 Castiglione, 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

Editorial Ratio

60+%

Absolutely Weddings engages its readers through quality content and opulent 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

<i>Female</i>	<i>Budget from</i>	<i>Age</i>
91%	30k	26+

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 audience, 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 Absolutely Weddings
Advertising on 0203 397 6623



PINTEREST

ABSOLUTELY-WEDDINGS.CO.UK

APP



TWITTER

FACEBOOK

INSTAGRAM

- 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

6.9%
click-through rate

APP

Absolutely Weddings is also available to download as an app



SOCIAL MEDIA



Total combined social media following of 2,500+ followers

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

Frequency

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.

Editorial Ratio

60+%

Absolutely 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.



LAUNCHED
JANUARY
2017





- 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 Absolutely Weddings Emirates
Advertising on 0207 704 0588





LAUNCHING
MARCH
2017



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

North West

Cheshire

Cumbria

Manchester

Lancashire

Merseyside

Absolutely Weddings

South West

Gloucestershire

Bristol

Wiltshire

Somerset

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
NORTH WEST AW17
On Sale
 October 2017

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Issue
SOUTH WEST SS17
On Sale
 April 2017

◆
Issue
SOUTH WEST AW17
On Sale
 November 2017



CONTACT US

Please call Absolutely Weddings Regional
 Advertising on 0207 704 0588

OUR ADVERTISERS

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Sandals		THE LANGHAM LONDON		DE BEERS GROUP OF COMPANIES	AMANDA WAKELEY
	SASSI HOLFORD		THE WEDDING CLUB		le spose di Giò®



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ROMANTIC
LUXURIOUS
CHIC
BEAUTIFUL
CLASSY