

# wed<sup>TM</sup>

CORNWALL AND DEVON'S  
FABULOUS WEDDING MAGAZINES

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MEDIA PACK

UPDATED: OCTOBER 2023  
[wedmagazine.co.uk](http://wedmagazine.co.uk)

## What makes *wed* stand out?

The combination of high ranking digital advertising and top quality print advertising makes *Wed* special, while the dedicated content to the counties of Devon and Cornwall offers readers a superior wedding planning platform.

Run by a small but passionate team, we pride ourselves in creating a publication filled with beautiful love stories, inspirational features and the most talented wedding creatives across the south-west.



## CORNWALL AND DEVON'S ONLY DEDICATED WEDDING MAGAZINES

**131,000**  
UNIQUE VISITORS  
**YEAR**

**10,916**  
UNIQUE VISITORS  
**MONTH**

**2,729**  
UNIQUE VISITORS  
**WEEK**

**65%**  
MOBILE

**31%**  
DESKTOP

**4%**  
TABLET



**wedmagazine.co.uk**

appears on **Google**  
page one of most  
major wedding search  
terms for Cornwall  
and Devon

**1500**  
COPIES PRINTED  
PER ISSUE

### EXTENSIVE DISTRIBUTION

via our website,  
WH Smith, selected Sainsbury's,  
McColl's, newssagents, Etsy,  
wedding facing businesses and  
wedding shows across the region



**2000**

**NEWSLETTER  
SUBSCRIBERS**



**33,000 SOCIAL  
MEDIA FOLLOWERS**

### DIGITAL PUBLICATION

*wed* is available to read  
online as an e-zine,  
averaging 2,000 reads  
per issue

### WEBSITE ORDERS

Copies of *wed* are sent across  
the UK to couples planning their  
weddings in Cornwall and Devon.  
We give away a free copy to newly  
engaged couples.

### PRINT & DIGITAL PUBLICITY

Advertisers have regular access to our print, digital and social media  
platforms to share news, special offers, events or inspiration with  
our community

**“Wed’s vision is unparalleled in any other wedding publication in the UK in its attention to detail and quality. Every Wed edition is a treasure here in Trevenna’s archives.”**

Jonathan Rowe, **Trevenna**

**“Ever since Wed Magazine landed, I’ve been hooked! Thank you for giving the bridal industry in the south-west the showcase we’ve all been waiting for – no one else comes close!”**

Linda Duriez, founder of **Pirouette** & owner/designer of **Days of Grace Vintage**

**“Thank you for being my go-to place when I was planning my wedding. I love your magazines! I found so many of my suppliers, as well as my dress, in your pages.”**

Reader

**“We have a huge amount of referrals from our advert and most brides seem to have bought a copy and refer to it for ideas.”**

Caroline Williams, **Scorrier House**

**“We only host eight weekend weddings each year, we find that a large proportion of these come through our advert with Wed.”**

Sarah Marsh, **Coombe Trenchard**

**“It truly is a wonderful magazine. I’ve been buying it since I got engaged and we’ve found so many suppliers. It’s been my wedding bible.”**

Reader

**“We have been advertising with Wed Magazine for many years and we couldn’t be happier with the continued results and the professional service.”**

Manager, **Polhawn Fort**

## Testimonials

We are proud to showcase the finest venues and wedding suppliers across Cornwall and Devon



# wedmagazine.co.uk

Our website receives an average of **10,916 unique visitors each month**

*Source: Google Analytics*

## The *wed* website

**A one-stop platform for couples planning a wedding in Cornwall or Devon.**

Reflecting the contemporary style of the magazine, the website is a stylish, user-friendly and comprehensive planning resource.

As well as an extensive directory of the finest wedding venues and suppliers across the counties, the website features engaging content, from styled shoots, information-packed features and exclusive competitions to event listings, real weddings, wedding dress galleries and hot off the press news.

The website appears on page one of Google for all major search terms for weddings in Cornwall and Devon and receives an average of 10,916 unique visitors every month.

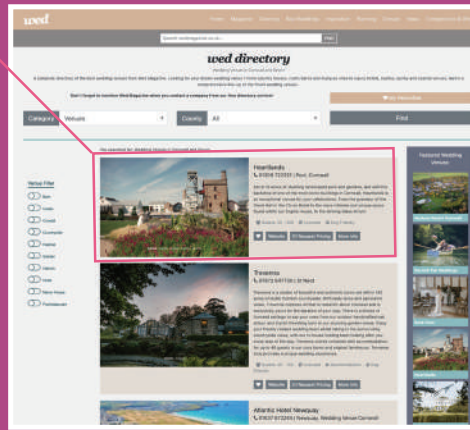
Each visitor looks at an average of five pages and stays with us for over four minutes.

# Online advertising rate card

Wedding directory featured listing:  
**£300 per year**

**This includes:**

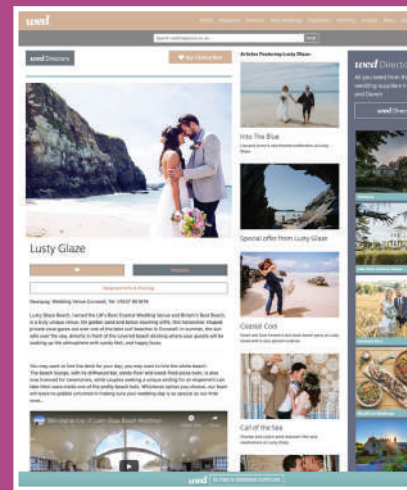
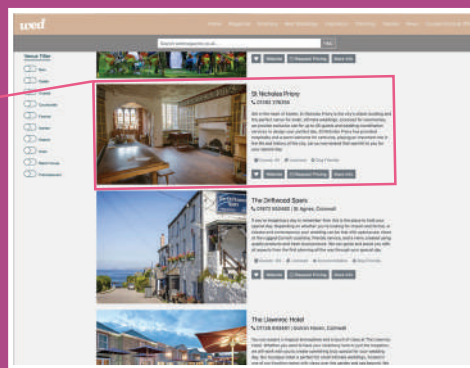
- A selection of images, text, web link and contact number
- A mini site featuring links to your coverage on wedmagazine.co.uk
- Priority ranking within your category - you can boost your ranking with a joint magazine advert
- Coverage across all editorial pages, including the homepage
- A large advert as part of a rotation on the directory homepage



Wedding directory standard listing:  
**£200 per year**

**This includes:**

- A selection of images, text, web link and contact number
- A mini site featuring links to your coverage on wedmagazine.co.uk
- Ranking below the featured listings - you can boost your ranking with a joint magazine advert



Mini site featuring links to your coverage on wedmagazine.co.uk

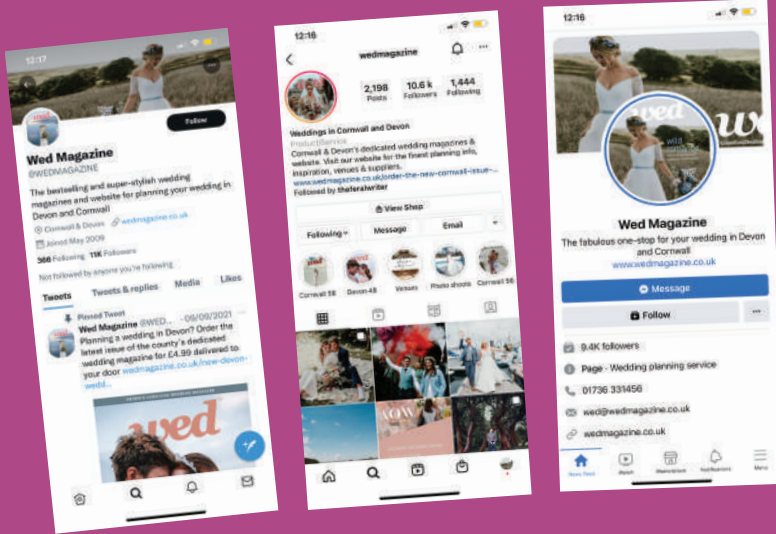
Homepage sponsorship:  
**£100 per month**

This unique opportunity gives your business maximum coverage by stylishly being integrated into the homepage of wedmagazine.co.uk. We offer statistics for impressions and click-throughs for the duration of your campaign. Your advert can either link to a piece of editorial (this can be produced in-house at an additional cost) or direct to your chosen URL. Your advert will be shown in sequential rotation along with other adverts. Exclusivity packages are available.

**Multi-ad booking deal**

A four-issue magazine booking comes with a free standard directory listing on wedmagazine.co.uk as well as further promotional opportunities (editorial, blog posts, reader newsletter and social media coverage).





## Social media

33,000 followers across our channels

Our active and engaging social media channels offer readers the opportunity to enjoy their Wed fix morning, noon and night thanks to our regular updates with inspiring content. We invite news, offers, events and gorgeous wedding content from our advertisers to share via these platforms.

**Sponsored content opportunities from £40 a post**

View this email in your browser



### Wedding dress sale at St Ives Bridal Boutique

For those on the hunt for their perfect wedding dress, look no further than St Ives Bridal Boutique's sale from 1st to 6th November. With many gorgeous gowns offering a half price discount or even more, it's the perfect time to snap up The One. The bridal boutique, based in the beautiful Cornish seaside town of St Ives, offers stunning gowns from some of the world's hottest designers.

[Click here to find out more](#)



### Late availability for early 2022 intimate weddings at Boconnoc

Picture a soul-stirring secret country setting that's home to a venue that is exclusively yours for the duration of your celebrations, because Boconnoc's intimate weddings present couples with all of this and more. Set amongst picturesque parkland in a hidden estate in Lostwithiel, Boconnoc is a haven away from the bustle of every day life. With late availability dates remaining for January and February 2022, anyone dreaming of a winter wedding as cosy as it is stylish could see their vision become beautiful reality.

[Click here to find out more](#)



## The wed e-newsletter

Wed's online community receive a weekly e-newsletter featuring the latest news from Cornwall and Devon's wedding industry, as well as competitions, special offers and features.

This provides an opportunity to reach a captive and highly targeted online audience. Inclusion on the Wed newsletter is available exclusively to regular magazine advertisers.

**Sponsored content opportunities from £40 a story**





# A WEDDING GLOSSY WITH A DIFFERENCE

**wed** is the go-to guide for couples planning weddings in Cornwall and Devon.

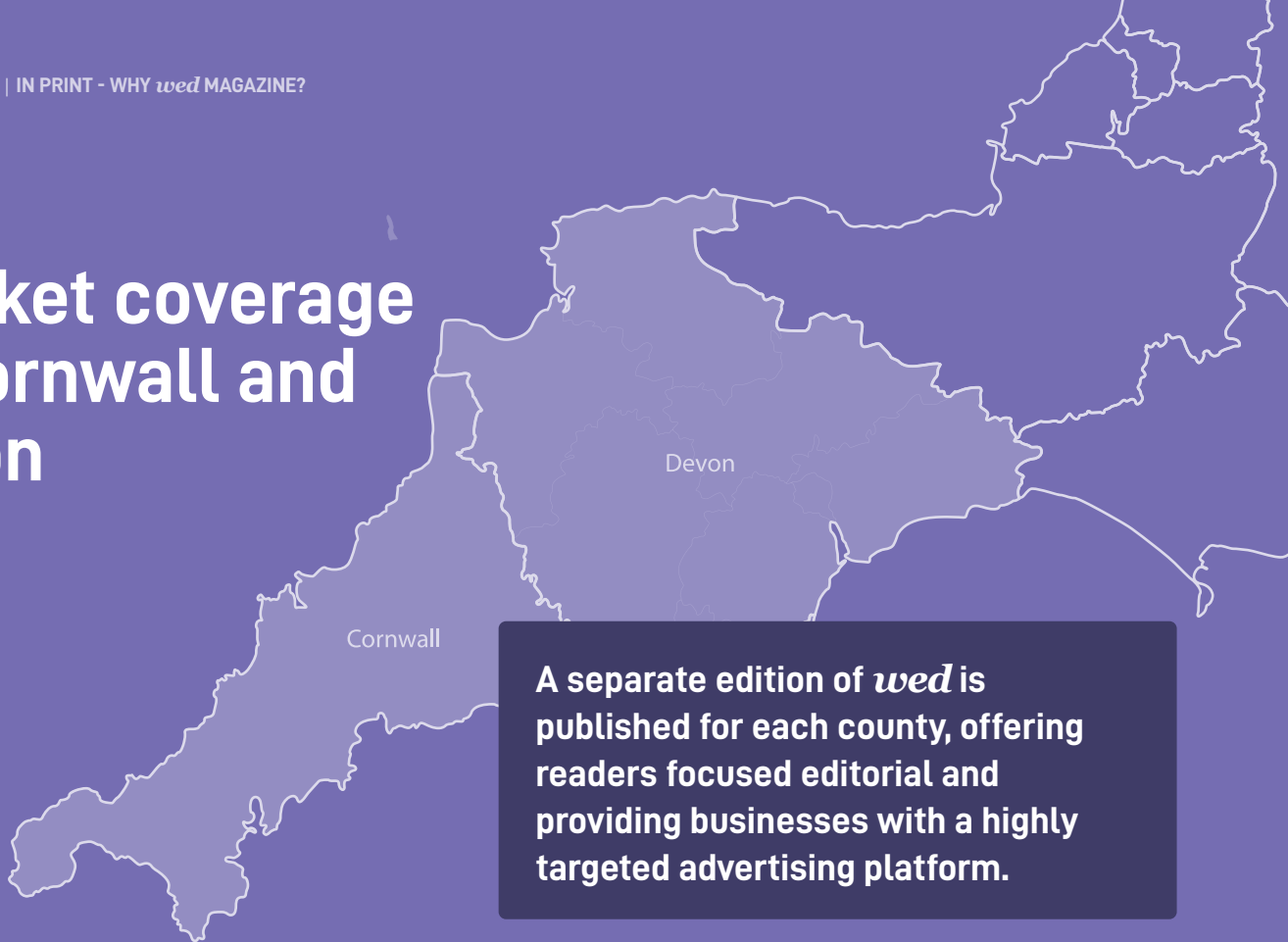
Offering the best in print and digital, our luxurious magazine is complemented by a comprehensive website and engaging social media platforms.

Described as a 'wedding planning bible' by many readers, **wed** is the finest wedding planning resource for venues, suppliers and creative ideas in Cornwall and Devon.





# Blanket coverage of Cornwall and Devon



A separate edition of *wed* is published for each county, offering readers focused editorial and providing businesses with a highly targeted advertising platform.

**Big and bold.** Dwarfing its rival publications, *wed* is printed in the stand-out size of 335mm x 245mm.

**Smooth and bright.** In full colour silk with a luxurious finish, *wed* captures Cornwall and Devon's vibrancy with a velvet touch.

**Pocket-friendly.** The competitive cover price offers the reader unrivalled value for money.

**Lightly seasoned.** Issued quarterly, *wed* delivers insider knowledge on each season's upcoming news and trends.

## what's inside *wed*?

### Features.

Informative articles on all things wedding related, from party planning tips to relationship issues.

### Real weddings.

Swoonsome love stories and gorgeous weddings to inspire a so-you celebration.

### Fashion.

Bridal editorials and style showcases for brides, bridesmaids, the grooms party and guests, embracing classic style to contemporary chic.

### Styling.

Styled shoots created by the region's top creatives to inspire a personal party.

### Venues.

The top places to wed across Cornwall and Devon. Covering licensed civil venues, party hotspots and elopement specialists.

### Advice.

Hints, tips and tricks of the trade, industry experts solve wedding dilemmas.



## FULL PAGE

**£525** per issue - on a four-issue basis  
**£550** per issue - on a single issue basis

**A four-issue booking comes with:**

- a free featured directory listing on [www.wedmagazine.co.uk](http://www.wedmagazine.co.uk)
- editorial opportunities in print
- free promotional opportunities via [www.wedmagazine.co.uk](http://www.wedmagazine.co.uk) on a regular basis (blog posts, reader newsletter stories, social media)
- free blog post and listing on our online wedding fairs page for wedding events

**TECHNICAL SPECIFICATIONS:**

335mm high x 245mm wide  
(plus 3mm bleed on all edges)



## HALF PAGE

**£285** per issue - on a four-issue basis  
**£315** per issue - on a single issue basis

**A four-issue booking comes with:**

- a free standard directory listing on [www.wedmagazine.co.uk](http://www.wedmagazine.co.uk)
- editorial opportunities in print
- free promotional opportunities via [www.wedmagazine.co.uk](http://www.wedmagazine.co.uk) (blog posts, reader newsletter stories, social media)

**TECHNICAL SPECIFICATIONS:**

154mm high x 225mm wide  
(no bleed)



## QUARTER PAGE

**£175** per issue - on a four-issue basis  
**£195** per issue - on a single issue basis

**A four-issue booking comes with:**

- a free standard directory listing on [www.wedmagazine.co.uk](http://www.wedmagazine.co.uk)
- editorial opportunities in print
- free promotional opportunities via [www.wedmagazine.co.uk](http://www.wedmagazine.co.uk) (blog posts, reader newsletter stories)

**TECHNICAL SPECIFICATIONS:**

154mm high x 110mm wide  
(no bleed)



## CLASSIFIED

**£99** per issue - on a four-issue basis  
**£115** per issue - on a single issue basis

**A four-issue booking comes with:**

- a free standard directory listing on [www.wedmagazine.co.uk](http://www.wedmagazine.co.uk)

**TECHNICAL SPECIFICATIONS:**

100mm high x 75mm wide  
(no bleed)

All prices are subject to VAT.  
Prices don't include advert design.

wed<sup>TM</sup>

## MAGAZINE PUBLISHING SCHEDULE 2022/23

Issue	On Sale	Deadline
<b>DEVON #53</b>	<b>30/11/22 - 28/2/23</b>	<b>4/11/22</b>
<b>DEVON #54</b>	<b>28/2/23 - 30/5/23</b>	<b>3/2/23</b>
<b>DEVON #55</b>	<b>30/5/23 - 30/8/23</b>	<b>5/5/23</b>
<b>DEVON #56</b>	<b>30/8/23 - 30/11/23</b>	<b>4/8/23</b>
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<b>CORNWALL #63</b>	<b>23/12/22 - 30/3/23</b>	<b>25/11/22</b>
<b>CORNWALL #64</b>	<b>30/3/23 - 30/6/23</b>	<b>3/3/23</b>
<b>CORNWALL #65</b>	<b>30/6/23 - 29/9/23</b>	<b>2/6/23</b>
<b>CORNWALL #66</b>	<b>29/9/23 - 22/12/23</b>	<b>4/9/23</b>



# wed's VENUES GUIDE

Each year we publish a user-friendly Venues Guide for each county which offers regular editorial and digital coverage for all wedding venues on our four-issue advertising agreement.

Separated into categories such as 'beach & waterside', 'rustic & countryside', 'manor houses & castles' and 'intimate & unique', the venues are showcased in Wed's signature style, featuring images, engaging editorial and key statistics such as capacity, licensed areas and accommodation.

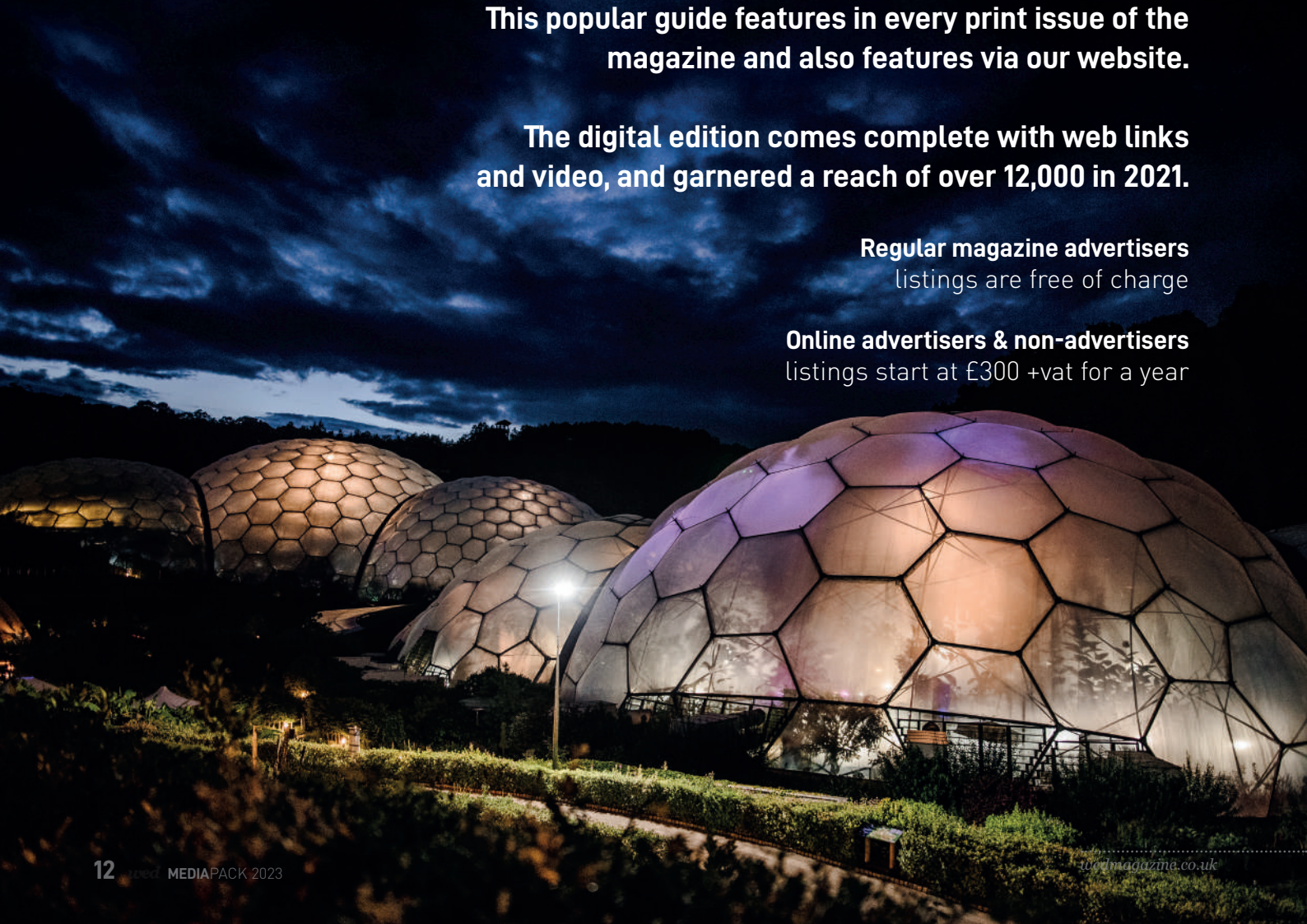


This popular guide features in every print issue of the magazine and also features via our website.

The digital edition comes complete with web links and video, and garnered a reach of over 12,000 in 2021.

**Regular magazine advertisers**  
listings are free of charge

**Online advertisers & non-advertisers**  
listings start at £300 +vat for a year



Photography: Barry Jeffery, Enchanted Brides, Kirstin Prisk, Clare Kinchin, Nick Walker



*wed*<sup>TM</sup>

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