

Scottish Wedding DIRECTORY

MORE
WEDDING
INSPIRATION

REAL BRIDES COMPETITIONS INSPIRATIONAL FASHION PHOTOGRAPHY TRANSPORT
VENUES FLOWERS STATIONERY GIFT LISTS



NOW PUTTING BRIDES IN THE PICTURE



TIMES A YEAR!

Scottish Wedding
DIRECTORY

MORE THAN JUST A MAGAZINE

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ONLINE MAGAZINE
ENHANCED WEBLINK
EXCLUSIVE EVENTS
OPPORTUNITIES
E-NEWSLETTER
BUSINESS SEMINARS
FORUM INTERACTION

media
information
12/13

WWW.SCOTTISHWEDDINGDIRECTORY.CO.UK

SCOTTISH WEDDING DIRECTORY - THE BRIDAL BIBLE

SCOTTISH WEDDING DIRECTORY IS THE PLACE TO REACH THE SCOTTISH WEDDING MARKET

OUR MAGAZINE

As Scotland's leading wedding magazine, the Scottish Wedding Directory is an essential information-packed bridal 'bible' which is published four times/year: January, April, July and October. Our trademarks include colour-coded sections, easy-to-use fact boxes, and our must-have directory and venues listings. We spend time talking to brides, grooms and mums to ensure our editorial content is topical, interesting and inspirational. Our house style encourages our readers to respect, absorb and trust our brand. This, in turn, benefits advertisers associated with us.



READERSHIP & DISTRIBUTION

Target Audience: Our target audience is key people involved in planning a wedding in Scotland. There were 29,135 weddings in Scotland in 2011*. Our research shows that, on average, each magazine is read by at least three people involved in the planning process.

THERE WERE 29,135 WEDDINGS IN SCOTLAND IN 2011. WE PRINT 80,000 ISSUES/YEAR AND PUBLISH OUR MAGAZINE ONLINE TO MAXIMISE EXPOSURE TO THIS MARKET

Distribution: We print four times/year (20,000 copies/issue or 80,000 copies/annum) and target our distribution nationally, internationally and locally.

Nationally, we are available in all major Scottish newsagents (eg WH Smiths, McCalls), independents and supermarkets (eg Tesco, Asda and Sainsburys).

Internationally, our magazines are available digitally for instant access to extend our readership worldwide.

Locally, we attend major wedding exhibitions where we sell the title with proceeds going to Children's Hospice Association Scotland (CHAS). Also, we offer complimentary copies to advertisers for specific in-store events.



We've raised £62,984.78 at 05 October 11

*Source: www.gro-scotland.gov.uk

THE BRAND

Scottish Wedding Directory maintains its success due to constant expansion and development of our brand. You may know that an advert in our magazine is supported by our award-winning website, in which every advertiser has an interactive listing. But did you know that apart from brides, only SWD advertisers can post on our popular online forum? Or that we can promote any offer/event to our e-newsletter subscribers (over 8000 brides). We also hold industry-specific seminars for SWD advertisers and run events targeting our social network audience (over 4200 Facebook fans and 2,100 followers on Twitter), in which you can be involved. In short, an advert in the Scottish Wedding Directory is so much more – it's promoting your business across all platforms of the brand.

7 BENEFITS TO BEING AN SWD ADVERTISER

FOUR ISSUES PER YEAR: Increased visibility and awareness of SWD will lead to increased availability and improve brand loyalty from readers

YOUR ADVERT SEEN WORLDWIDE: New for 2012, our magazines will be available as online mini-mags. Now anyone in the world will be able to read our magazine, and click through to your website

ENHANCED WEB LISTING: Launch of our new search facility with enhanced web listings; including options to link to your social networks, upload file attachments (brochures, audio, video) and add images

BE PART OF THE SWD FORUM: Create a company profile and have posting rights on our popular SWD Forum (5453 members at 10 Apr 12)

NEWSLETTER PROMOTION: Submit your news, offers and in-store events for consideration in our monthly e-newsletter (8088 subscribers at 10 Apr 12)

ATTEND SWD SEMINARS: Invites to business seminars only available to SWD advertisers

PARTICIPATE WITH SWD EVENTS: Interact with brides at ticketed SWD events which target wedding audiences in your area
Contact liz@scottishweddingdirectory.co.uk for more details

RATES

SWD COPY DEADLINES

July 2012 issue	October 2012 issue	January 2013 issue	April 2013 issue	July 2013 issue	October 2013 issue
Copy required 11 May Sale date 1 Jul	Copy required 10 Aug Sale date 1 Oct	Copy required 9 Nov Sale date 1 Jan	Copy required 15 Feb Sale date 1 Apr	Copy required 10 May Sale date 1 Jul	Copy required 9 Aug Sale date 1 Oct

ADVERT SIZE	ONE ISSUE	TWO ISSUES	THREE ISSUES	FOUR ISSUES
Magazine Directory Listing*		£115	£145	£165
Health & Beauty Listing		£120	£145	£165
Gazetteer Listing	£145	£205	£245	£275
1/8 Page Landscape	£225	£350	£460	£560
1/4 Page Portrait/Landscape	£395	£645	£820	£945
1/2 Page Portrait/Landscape	£590	£895	£1,190	£1,345
Full Page	£950	£1,450	£1,845	£2,200
Double Page Spread	£1,450	£2,300	£2,950	£3,400
OBC, IFC, IBC	£1,500	£2,300	£2,900	£3,200

Additional Information

- Prices are run of page; specified position (full pages only) available at an additional 15% surcharge.
- Inserts up to 10gm and smaller than 280 x 190mm - £35 per 1,000. Prices available on request for other sizes.
- Prices for multiple page spreads, promotions and sponsorship opportunities are available on request.
- Commission of 10% to recognised agencies only.

Payment Terms

All prices quoted are subject to VAT at 20%. A £50 deposit is payable with placement of order, balance on invoice within 30 days following the date of publication. Any account can be settled within 30 days of invoice by Visa, Mastercard, Switch or Delta. As an alternative, the Scottish Wedding Directory is pleased to offer clients the opportunity to pay by direct debit; splitting the balance over three monthly payments following publication date.

Right to refuse policy

The Scottish Wedding Directory reserves the right to refuse inclusion of adverts or editorial matter for any reason.

*FREE directory listing with display advertisement. All magazine advertisers will be listed on www.scottishweddingdirectory.co.uk complimentary

CONTACT : CRAIG, JOYCE, LESLEY OR DAWN ON 0141 445 5545

SCOTTISH WEDDING DIRECTORY - ONLINE

EVERY MONTH,
90,000 UNIQUE VISITORS, VIEWING 1.5MILLION PAGES

Our website launched in 1998 and has developed into the online portal for brides marrying in Scotland, with more than 90,000 unique visitors viewing 1.5million pages every month!

Our online focus for 2012 is clear: to increase traffic, encourage magazine sales and maximise benefits for our advertisers. With this in mind, we are launching an improved user-friendly search facility and all directory listings will have enhanced features to increase traffic to your business.

In addition, our digital magazines will ensure your advert is available worldwide for those who don't live in Scotland, but are/would like to get married here.

Opportunities

All advertisers receive an online directory listing with links to their web platforms.

If you'd like to enhance your online presence or promote a time-sensitive special offer/event or promotion, our online adverts and SWD Forum expert slot are great ways to boost your business and garner a speedy response.



SWD WEBSITE ADVERTISING

Home page banner **£195/month**
Internal page banner **£40/month**



SWD FORUM EXPERT

£150/week

SWD FORUM EVENT ADVERT

£75/week

OVER 8,000 BRIDES SUBSCRIBE TO OUR MONTHLY E-NEWSLETTER AND WE HAVE OVER 5,400 MEMBERS CHATTING ON OUR FORUM



@swdbridalmag



facebook.com/scotweddirectory



scottishweddingdirectory.co.uk/forum

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WWW.SCOTTISHWEDDINGDIRECTORY.CO.UK