

Your CHESHIRE & MERSEYSIDE
WEDDING
Magazine

Media pack



Image courtesy of Evoke Photo

www.yourcheshiremerseyside.wedding

Your CHESHIRE & MERSEYSIDE WEDDING Magazine

Magazine profile

Would you like to reach up to 10,000 brides in your area?

Brought to you by the *County Wedding Magazines* team and packed with advice and information on everything a bride needs on her big day, **Your Cheshire & Merseyside Wedding** is the only magazine in the market that champions local suppliers.

Our readers are excited about their special day and are prepared to invest considerable time, effort and money to make sure every detail is just right.

With inspirational features on the best venues and services in the area as well as recommendations and advice from real-life brides, **Your Cheshire & Merseyside Wedding** is the first port of call for couples looking for the very best goods and services on offer in the region.

Book now! Contact **Michael Richards** on **01376 538481**

How will my business benefit?

- Reach up to 10,000 brides in your area, all actively planning their big day
- Advertisers receive a free two-month listing in our definitive online directory
- Opportunity to feature in our monthly eNewsletters, sent to a database of more than 5,000 email addresses
- We offer a professional design service to make your advertisement stand out

Your Cheshire & Merseyside Wedding at a glance:

- **Frequency:** bi-monthly (six issues per year)
- **Targeted audience:** exclusive access to an estimated 10,000 brides and grooms in your area
- **Distribution:** available at all good newsagents, supermarkets, at regional and national wedding shows and as an eMagazine
- **Online:** the magazine is supported by a dedicated website, featuring regular news updates and an online directory, as well as monthly eNewsletters

Please note that this schedule is subject to change. For the latest version please visit www.yourcheshiremerseyside.wedding

Feature schedule

JULY/AUGUST 2016

Venues: Liverpool, Sefton & Knowsley
Venues: Glorious gardens
Feature: Catering
Feature: Dressing the bridal party
Fashion: Contemporary chic
Accessories: Veils & headpieces
Advertising deadline: 3rd June, 2016
On sale: 24th June, 2016

SEPTEMBER/OCTOBER 2016

Venues: West Cheshire
Venues: Spa venues
Feature: Looking your best
Feature: Transport
Fashion: Dramatic dresses
Accessories: Mother-of-the-bride
Advertising deadline: 12th August, 2016
On sale: 2nd September, 2016

NOVEMBER/DECEMBER 2016

Venues: Warrington, St. Helens & Halton
Venues: Winter wonderland
Feature: Photography & videography
Feature: Venue styling
Fashion: 2017 trends forecast
Accessories: Wintry accessories
Advertising deadline: 14th October, 2016
On sale: 4th November, 2016

JANUARY/FEBRUARY 2017

Venues: East Cheshire
Venues: Hotels
Feature: Bridal boutiques
Feature: Music & entertainment
Fashion: UK designers
Accessories: Vintage vision
Advertising deadline: 9th December, 2016
On sale: 30th December, 2016

MARCH/APRIL 2017

Venues: Wirral
Venues: Historic venues
Feature: Cakes
Feature: Jewellery & accessories
Fashion: A touch of colour
Accessories: Lingerie
Advertising deadline: 10th February, 2017
On sale: 3rd March, 2017

MAY/JUNE 2017

Venues: Liverpool, Sefton & Knowsley
Venues: Waterside venues
Feature: Photography
Feature: Flowers
Fashion: Boho-chic
Accessories: Bridesmaids
Advertising deadline: 6th April, 2017
On sale: 28th April, 2017

JULY/AUGUST 2017

Venues: Towns & cities
Venues: Glorious gardens
Feature: Catering
Feature: Dressing the bridal party
Fashion: Modern minimalism
Accessories: Mother-of-the-bride
Advertising deadline: 9th June, 2017
On sale: 30th June, 2017

SEPTEMBER/OCTOBER 2017

Venues: West Cheshire
Venues: Unusual venues
Feature: Hen & stag
Feature: Transport
Fashion: Up & coming designers
Accessories: Veils & hair accessories
Advertising deadline: 11th August, 2017
On sale: 1st September, 2017

NOVEMBER/DECEMBER 2017

Venues: Warrington, St. Helens & Halton
Venues: Winter wonderland
Feature: Photography & videography
Feature: Venue styling
Fashion: Dramatic dresses
Accessories: White, silver & gold
Advertising deadline: 13th October, 2017
On sale: 3rd November, 2017



Your CHESHIRE & MERSEYSIDE WEDDING Magazine

Advertising rates

Magazine				Premium Positions			
Advert size	Number of issues			Premium Positions	Number of issues		
	1	3	6		1	3	6
Full Page	£900	£775	£600	Inside Front	£1200	£1050	£900
Half Page	£475	£400	£325	Inside Back	£1100	£975	£850
Quarter Page	£250	£225	£175	Outside Back	£1300	£1100	£950

Inserts

Loose leaf (per 1000) £125
 Minimum order: 2000
 Maximum weight: 40 grams per item
 Bound in inserts: POA

All prices are per insertion and exclude VAT.
 For information on other promotional opportunities, including sponsorship, advertorial and online bookings, call sales on 01376 535 601.





1. Website & Newsletter Banner
2. Website & Newsletter MPU
3. Newsletter Leaderboard
4. Website & Newsletter Skyscraper
5. Solus Email
6. Earpiece

Newsletter

Advert size

Number of issues

	1	6	12
PREMIUM			
Leaderboard (620 x 150 pixels)	£600	£500	£400
Top Banner (620 x 150 pixels)	£600	£500	£400
Earpiece (320 x 160 pixels)	£600	£500	£400
STANDARD			
Banner (620 x 150 pixels)	£500	£400	£300
MPU (300 x 250 pixels)	£400	£300	£200

Website

Advert size

Number of issues

	1	3	6
Skyscraper (300 x 750 pixels)	£600	£500	£400
Banner (620 x 150 pixels)	£500	£400	£300
MPU (300 x 250 pixels)	£400	£300	£200
Video Link	£600		
Solus Email (entire database)	£600		
Solus Email (targeted)	50p per contact	Minimum spend of £100 applies	

All prices are per insertion and exclude VAT.

For information on other promotional opportunities, including sponsorship, advertorial and online bookings, call sales on 01376 535 601.

WHSmith

Nisa
making a difference locally

Londis

Budgens

Martin McColl



Clockwise from top: Seahorse Stationery, Glenda Clwyd

Your CHESHIRE & MERSEYSIDE WEDDING Magazine

Mechanical details

Printed Advert Sizes

	Width	Height
♥ Double Page Spread (with bleed)	426mm	303mm
Double Page Spread (trim)	420mm	297mm
♥ Full Page (with bleed)	216mm	303mm
Full Page (trim)	210mm	297mm
Half Page - Vertical	95mm	287mm
Half Page - Horizontal	195mm	141mm
Quarter Page	95mm	141mm

Design Service

We can design your advert from images and text supplied.
Please call the design department on 01376 535 616 to discuss your requirements.

Getting Your Advert To Us

Ideally adverts will arrive as high-resolution print-ready PDFs / TIFFs / JPEGs. All artwork must be NO LESS than 300dpi in CMYK.

- ♥ Please leave sufficient space between the text and the edge of the advert, preferably 5mm. This is to reduce the risk of losing any text when the page is printed.

For suitability of all other formats please call the design department on 01376 535 616.

Please email artwork to artwork@countyweddingmagazines.com

We reserve the right to levy a £25 charge for any artwork not provided to specification.
When emailing artwork, please compress files using ZIP or STUFFIT.