

media kit

mywedding[®]



welcome to mywedding.com



Quick Facts

In 2011, mywedding will reach 200 local market sites across the United States.

mywedding.com represents over 91% of total wedding spend and 87% of the total weddings.

We receive over 1.2 million unique visitors and over 16 million page views each month and continue to grow at an astounding rate each year.

Our clients love us! Over the last 7 years, our renewal rate has been one of the highest in the industry and continues to grow each year!

Brides love our site because it's free, easy to use, and we offer valuable tools like free wedding websites.

We invest heavily into promoting our sites across various advertising channels including: online, print, and wedding shows.

Couples are delighted with the elegance and simplicity of our online wedding guides, as well as the comprehensive selection of our advertising partners, from super chic photographers to the most exclusive reception facilities.

You will be delighted with the value of our advertising packages, the amount of traffic we generate, and ultimately, the caliber of clients you will receive.

There are over 3.2 million bridal couples at any one time engaged in their wedding planning process and the average engagement period is 16 months.

We strategically market our brand to reach all of the engaged couples through a vast network of print, online and viral campaigns. These include excellent organic and paid search engine placement, partnerships with local industry magazines across the country, extensive PR campaigns, and a strong presence at the most elegant wedding shows nationwide.

Over 100,000 people are using mywedding daily to customize and visit free wedding websites and planning tools. With hundreds of personalized templates, mywedding offers the most popular and essential free wedding websites, and has already helped over half a million bridal couples plan their wedding with 20,000 new free wedding websites created each month. Our free wedding websites offer a completely customizable space where couples can create gift registries, rsvp lists, photo albums, and share their personal stories.

Our brides and grooms use the words elegant, fun and effortless to describe our sites. If you take a few minutes to explore mywedding.com, we know you will agree.

We invite you to join our online business community and we look forward to building a successful partnership.



photography by: kuperberg.com

who is the mywedding.com couple?

modern, busy, chic, smart and ready to plan!

mywedding.com:

- Captures our bridal couples from the moment they get engaged through their big day and beyond
- Provides a targeted, exclusive channel to reach bridal couples along with their friends and family
- Represents over 91% of total wedding spend and 87% of the total weddings

Quick Facts

median age: 27.5
education level: bachelor's degree
registered user: 96% female
employed: yes
avg engagement period: 16 months
number of wedding guests: 145
average time on site per visit: 12 minutes



photography by: jatecson.com

advertising packages

As a member of mywedding.com, you have creative freedom to showcase the unique benefits of your business in a chic, bride-friendly layout with an innovative photo gallery and the ability to make real-time changes.

We offer a variety of advertising packages for our clients based on your professional category and needs. Rates for individual products and markets may vary based on location. Please call your sales representative for specific details at 866-469-9333.

listing benefits	showcase profile listing	featured profile listing
Guaranteed Top Page Placement: Limited Inventory Only! Be the first placement a bride will see at the top of every page of your category	✓	
Limit of 5 rotating placements for optimal and exclusive premium exposure	✓	
Upload and highlight unlimited images in your profile photo galleries	✓	✓
Guaranteed, category first page placement	✓	✓
Unlimited business text	✓	✓
Live profile access to make account edits in real-time	✓	✓
Wedding Spotlight rotation onto local guide homepage	✓	✓
5 minute video or slideshow	✓	✓
Searchable deals and special offers	✓	✓
Audio feature	✓	✓
Map	✓	✓
Partner Affiliation logo upload allows you to share your credentials	✓	✓
Option for couples to save you as a favorite	✓	✓
Social media links within your profile	✓	✓
Custom designed listing graphic links to client's website	✓	✓
Contact form for brides to reach you directly	✓	✓
Business contact information with address and telephone number	✓	✓
Live access to account management, performance stats, and ongoing information	✓	✓

\$1800*
per year

\$900
per year

*The purchase of a featured profile listing is required for a showcase profile listing.

premium advertising packages

banner

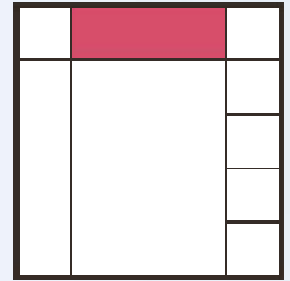
acquire the most visible position in a category with a custom designed banner to reflect your company and brand

display in one category, or multiple categories

the banner links to your website or brochure

banners are very limited (2 per category) so we ask that you please call one of our sales consultants for availability and pricing

banners rotate to the homepage and give you top billing in your category



\$3600 per year

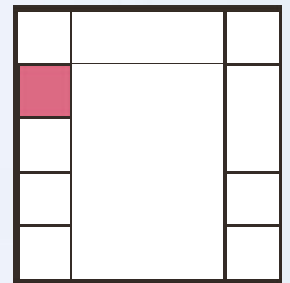
home page advertising tiles

gain homepage exposure with an advertising tile placed on your city's homepage

the tile links directly to your website or brochure

custom designed with your logo and image

homepage tiles are sold by available position



\$2400 per year

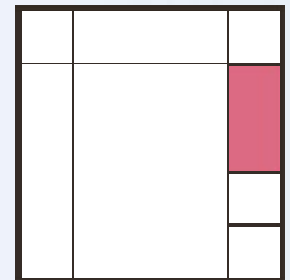
category tower ad

stand out with the tower tile, in the category of your choice

display in one category, or multiple categories

tower tile links directly to your website or brochure

only one tower tile per category is available so call one of our sales consultants for availability and pricing



\$2400 per year

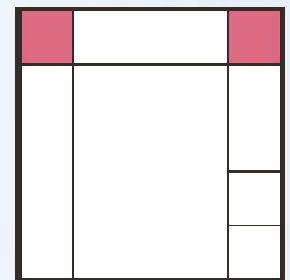
category super tiles

achieve great visibility with the first tile on the page in the category of your choice

custom designed with your logo and image

linked to your website or brochure

dominate your category by placing a tile at the top left or right in addition to the category of your choice



\$1800 per year

Rates for individual products and markets may vary based on location. Please call your sales representative for specific details at 866-469-9333.



faq's

how do couples find your site?

Brides and grooms find our sites through our extensive ad campaigns and word of mouth. Many of our sites have the top placement on Google, MSN and Yahoo. We also have secured hundreds of key partnerships with local wedding shows and industry bloggers and experts.

how many visitors can I expect, and can I track where they came from?

Depending on the category and city, our average current advertiser will experience between 100 and 150 visitors a month to their ad. We provide tools on the site to keep track of your visitors, an email database, and features that allow you to change your listing information and update your ad.

how does the payment and renewal for my ad work?

All of our billing is done on an annual basis. This payment structure keeps our overhead costs low and allows us to provide you with competitive rates. For renewals, we email and call our advertisers to confirm their ad renewal. We do not save any credit card information, so the ad will expire after a year if we do not make contact with our clients.

can I make changes to my ad?

Upload and display your photos, videos, and audio files at your own convenience and see the changes immediately. With our new platform, you can always keep your profile up-to-date without waiting on someone else to make changes for you.

how long have you been in business and where are you located?

Our corporate offices are on Bainbridge Island, Washington, Portland, Oregon and Castle Rock, Colorado. Our first site, www.mySeattlewedding.com, was started in 2001.



how we promote your business

we are constantly promoting our online wedding directory, mywedding.com, with the goal of driving as much traffic as possible to you.

press

we are constantly promoting mywedding.com in the press through fun and informative articles related to wedding planning.



search engines

Our SEO team is constantly striving for top placement in Google, Yahoo, and MSN, as well as managing all of our paid listings. These three search engines account for the majority of all searches conducted on the Web.



local wedding shows & magazines

We have partnered up with many of the top local wedding shows and local wedding magazines in the country. This has given us additional exposure and new traffic to mywedding.com.



awards

We strive to be the very best in everything that we do.



photos by www.jeffnewsom.com

blog and inspirational partners

Weddings should be as individual as the couples themselves, and this starts with their Free Wedding Website. So, we have partnered with some of the industry's top trend-setters to offer couples a variety of stylized themes, including non-traditional, religion-based, Green, Fusion, Indian and Modern.



The definitive resource for planning a Green wedding, the Green Bride Guide has tips for everyone, from brides looking to go paper-free to couples planning a completely carbon-free day. Kate's site is fully loaded with shopping directories, eco-friendly registry guides and planning tools..

www.greenbrideguide.com



Featuring intercultural and multi-ethnic weddings that absolutely pop with personality, Wedding Nouveau is the go-to guide for Fusion weddings. Fri has built a loyal following through her unique real weddings and colorful inspiration boards while giving cultural weddings a true home.

www.weddingnouveau.com



For brides planning an Indian wedding, Maharani Weddings is typically their first stop. With her eye candy weddings, insight into the Indian wedding market and flair for all things colorful, Shawna provides some of the best daily inspiration around the web for South Asian brides.

www.maharaniweddings.com



New York Times best-selling author Karen Kingsbury is considered America's #1 inspirational novelist. With over 15 million copies of her award-winning books in print, she is known for her daily connections with her readers through her Twitter and Facebook accounts.

www.karenkingsbury.com



Known for her truly one-of-a-kind weddings, Offbeat Bride has cornered the market on alternative weddings. Highlighting everything from Nerd chic to Renaissance wear, Ariel has built up a very active community through her forums, online store, and photo galleries.

www.offbeatbride.com



As the first wedding blog to focus exclusively on Modern weddings, Brooklyn Bride has found her niche among lovers of great design. With a focus on up-and-comers in the wedding world as well as one-of-a-kind ideas, Vané provides an inspiration alternative to "pink flowers and poofy dresses."

www.bklynbrideonline.com



Seeing a void in the wedding market, Nicky and Alison started the Wedding Yentas, creating a space where current ideas and trends meet up with Jewish traditions. With their real weddings, tips from the pros and understanding of the Jewish market, they've become the definitive Jewish wedding guide.

www.theweddingyentas.com



photo by www.cameroningalls.com

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4700 Castleton Way, Suite 210
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