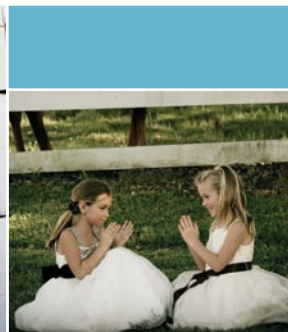


San Diego Style Weddings



MEDIA KIT



PHOTOGRAPHY CREDITS: THE IMAGE IS FOUND • BOYD HARRIS PHOTOGRAPHS • MINDY SONSHINE PHOTOGRAPH Y • EYERISWORKS

San Diego Style Weddings

San Diego's biggest and best wedding magazine and website.

MAXIMUM EXPOSURE

Increase both your wedding and corporate business in one powerful program.

San Diego Style Weddings has been the premier resource for couples selecting wedding professionals and services for two decades. Our readers want to make their weddings as sophisticated and unique as they are.

With a combined annual magazine circulation of 61,000, and 45,000+ visitors per month on our websites, *San Diego Style Weddings* provides your business with maximum exposure among discriminating brides in San Diego and Temecula. Successful businesses understand the importance of a broad media approach to reach the maximum number of customers.

It has been researched and proven that brides look for products and services in several different places. Therefore, a blend of media—magazines, internet, and direct marketing—is necessary for a successful marketing campaign. Only *San Diego Style Weddings Magazine* offers you a complete program that targets brides in more than six different ways and drives more business to you, using our innovative cross-marketing approach that combines print, internet, direct mail, and email.

Our media synergy approach offers our advertisers maximum exposure in the wedding industry with our exclusive “Complete 6-for-1 Plus Bridal Marketing Program”. We present your message with perfect timing to the greatest number of brides and corporate event planners by using the most comprehensive marketing program in San Diego.

You’re about to see how *San Diego Style Weddings* “Complete 6-for-1 Plus Bridal Marketing Program” is head and shoulders above our competition. Think of our program as a road map to success – and make your dreams a reality.

1

San Diego Style Weddings MAGAZINE

From the day a woman becomes engaged until the day she walks down the aisle, brides-to-be use magazines as a planning resource. Just how important are these print publications? A recent survey found that 84% of brides buy a local wedding magazine as soon as they become engaged.* *San Diego Style Weddings Magazine* is not only the most visible of our six marketing components, it is the #1 selling local bridal magazine in the county.

Advertising in *San Diego Style Weddings Magazine* insures your company's information will be in the hands of 80% of brides in San Diego and Temecula from the moment they start the wedding planning process.*

That gives you year-round maximum exposure among a quality and targeted bridal audience.



"The wedding market program you offer is so much more complete than other company's programs, and the quality of your products are A+. We have been advertisers for more than ten years; the program really works. Keep up the good work!"

Staci -Catering Sales Manager

San Diego Style Wedding QUICK GUIDE 2

Our *Quick Guide* is yet another way that helps brides learn more about your business. It is San Diego's #1 distributed free bridal publication, and is prominently placed at the finest bridal salons, bridal registries, hotel and resort catering offices, and bridal shows. This additional print exposure spotlighting your web address can improve your online traffic and, ultimately, your bottom line. In fact, a substantial 88% of brides say that, in addition to the internet, they use publications to locate wedding professionals' websites.*



"These days, there are so many different magazines to advertise in. Still, the couples we meet with always mention seeing our ad in San Diego Style Weddings."

Jared - Bauman Photography

3 Instant Access BRIDAL LEADS

Using state of the art technology, we allow each print advertiser to have access to our continuously growing database of leads. By a "username" and "assigned password" coded system, we allow you to gather brides and grooms at your leisure. These names are collected from registering on our website or by brides/grooms completing a complimentary subscription at bridal events where we participate. This gives all advertisers a great opportunity to promote wedding-related services and products as they are planning their wedding. Our "Anytime Access Lead System" is protected by a "seed program," allowing us to protect the system for all advertisers involved. The system allows access to the database 24 hours a day, 7 days a week so that it is convenient. The system can be accessed by four very easy and highly compatible formats, Microsoft Word, Excel, ASCII database or a label making program, which makes it quick and easy to follow up. All of these programs are at no extra charge.



Online WEBSITES

4

SanDiegoStyleWeddings.com

San Diego Style Weddings launched our website www.sandiegostyleweddings.com along with the release of our newly designed magazine some four years ago. With over 25,000 unique visitors per month, the coverage and traffic continues to grow rapidly as we expand exposure in all of our local publications. We offer web linking capabilities to print contracted advertisers only, not the general public, as we feel this adds exclusive rights to those we work with and promote. We are always exploring new opportunities to spotlight our vendors and to create as many growth opportunities as possible. With our new site set to launch in late Spring 2007 there will be editorial opportunities for advertisers who want the added exposure online a sure way to improve your web statistics.

5 SanDiegoWeddings.com

One of San Diego's top wedding portal websites, www.sandiegoweddings.com, with over 24 million page accesses monthly with top placement on all the major search engines. We offer special rates for our magazine advertisers. A very affordable choice to increase your web traffic



Brides Planning

PACKET MAILER

new

Our new marketing component offers you the opportunity to reach hundreds of new brides on a monthly basis via our direct mail marketing piece. "The Bride's Planning Packet" mailer allows you to send information directly to hundreds of new brides monthly. You can tell them about special offers or send useful information. Just provide us with your brochure or flyer and we'll do the rest—it's that easy. This is our way of keeping in touch with our brides requirements



new

CORPORATE DIRECTORY

Here's an extra for our valued advertisers: with "Complete 6-for-1 Plus Bridal Marketing Program," your business is also included in our newest publication Annual Weddings & CorporateEventsDirectoryatnoextracharge. This publication is sent directly to nearly 1,000 corporate and event planners, destination management companies, local media, professional sports teams, as well as some of the largest associations and businesses in San Diego and some larger national companies. The corporate directory exposes your business to the corporations who choose San Diego for large meetings and conventions. No other wedding publication offers you this valuable tool to the corporate market.



THE EVENT GALLERY at TruSo

Become a member of *The Event Gallery at TruSo*. Each year, the charming wedding and invitation boutique draws hundreds of brides looking for all the right vendors. Making brides-to-be feel at ease while they begin their planning process is what *The Event Gallery* offers soon-to-be brides. The *TruSo* girls are not wedding coordinators but offer a unique and friendly wedding environment, while working with some of San Diego's finest professionals. The model is set to be a referral service and a place where brides come to get information. Vendors pay an annual fee to be affiliated with *The Event Gallery*.

The Event Gallery is an ancillary marketing program and is also owned by our *San Diego Style Weddings* publisher.

As an *Event Gallery* vendor, you receive:

- A custom portfolio that you design to be kept in the gallery as brides come in daily gathering information.
- Quarterly soirées for the brides to meet the vendors. These small events serving wine and hors d'oeuvres are a great place to network with others in the industry. These events are promoted to and attended by brides wanting a more intimate and upscale experience.
- A great place to meet your bridal appointments in a professional setting, open seven days a week.
- Plenty of business cards and information passed out to interested brides all year long.



Cozy Environment



Portfolio Wall

Maximum Exposure Means

MAXIMUM RESULTS

You've determined your goals and evaluated your possibilities; you'll see that everything you need to build your business is here **IN ONE PROGRAM, ALL AT REASONABLE PRICES**. Give us just one year and you'll see why more wedding professionals choose *San Diego Style Weddings* over all of our competitors.



Photography by The Image is Found

Let's begin your successful marketing journey today
Call us at **760.727.9979** and let *San Diego Style Weddings*
Marketing Programs work for you.

