

Overview

San Diego Style Weddings Magazine & Websites

WE DO ONE THING, AND WE DO IT BETTER THAN ANYONE ELSE.

As San Diego and Temecula's largest bridal magazine publisher, *San Diego Style Weddings* does one thing better than any other regional bridal magazine, we give you year-round exposure to the greatest number of discriminating brides. For nearly 20 years, we have provided brides with intelligent, comprehensive, local information and advertisers with the ability to reach these brides effectively and cost efficiently. By an overwhelming margin, *San Diego Style Weddings* exposes your advertising message better and more often than any other wedding-related program.

READER PROFILE

Age:	Bride 27, Groom 29
Education:	90% or more of San Diego Style Weddings brides and grooms have attended or graduated from college
Income:	\$77,500 average combined household income
Leisure time activities:	San Diego Style readers are health and fitness minded; they join health clubs, travel extensively and dine out frequently
Credit:	95% of our readers have at least one major credit card; 48% have at least two major credit cards

SAN DIEGO STYLE WEDDINGS EQUALS MAXIMUM RESPONSE

- 90%** of San Diego Style Weddings couples will participate in a bridal registry program.
- 81%** of San Diego Style readers have a catered reception with an average of 188 guests.
- 86%** of San Diego Style Weddings will hire entertainment for their ceremony and reception.
- 95%** intend to take a honeymoon spending an average of \$3,800 over 8 days.
- 60%** will hope to buy a new home or condo between their engagement and first year of marriage
- 100%** will review their insurance policies and financial planning goals.

*San Diego Style Weddings surveyed brides in 2005 and **86%** chose San Diego Style Weddings as their first choice in finding their wedding professionals—Breakthrough Marketing, Inc.

FAQ's

DO YOU SUPPLY BRIDAL LEADS?

Yes, our Instant access list program provides our advertisers with an access code and easy-to-use system that is web-based and available 24 hours a day seven days a week. You can print lists, labels or email directly to the brides. These lists are updated daily as more brides log on and use the tools on the www.SanDiegoStyleWeddings.com site.

CAN I REACH ALL THE BRIDES I NEED AT SHOWS?

San Diego Style Weddings works very closely with all the top shows in San Diego and Temecula to provide complimentary magazine to those brides attending. Our magazine always has a very busy booth at all the shows we participate in. However, more than 60% of all brides do not attend shows. Without the year-round magazine exposure, you miss a large portion of brides. *San Diego Style Weddings* participates in over 20 shows annually and basically acts as a public relations arm for our advertisers. Brides are more likely to hang on to a well-organized, fabulous magazine or digest book than just a single flier or brochure passed out at a show. Shows are wonderful in that you can meet people face to face and definitely work nicely in conjunction with your print or internet marketing. We encourage our clients to participate in at least one bridal show annually.

CAN I ADVERTISE ONLY ON YOUR WEBSITES?

Yes and no. You must have a print ad to be on the www.sandiegostyleweddings.com site. We do offer Internet only advertising on our sister site, www.sandiegoweddings.com, which gets enormous amounts of traffic and has a very affordable rates for those that just aren't ready to make a full commitment in their wedding business.

CAN YOU DRIVE MORE TRAFFIC TO OUR WEBSITE?

Absolutely. With 61,000 printed pieces circulating annually to your target market with your website listings you bet your traffic should increase. Your print ad is the best tool to drive people to your website. A stylish print ad with a look appealing to the brides and grooms will generate enormous interest and, in turn, a large increase of traffic to your website. This is why we encourage you to have an ad done professionally and thoughtfully. Many give all the credit to their website since many couples gather valuable information off websites, but it is ultimately important to brand yourself in print and have them dig to get more information about your company on your website. Pre-qualified couples are 80% more likely to buy once they meet with you.

WHO WILL CREATE OUR AD?

If you do not have existing artwork that is to our standards and specifications we offer recommended freelance graphic designers. These designers offer special rates to our advertisers. They are familiar with our specifications, publication and the wedding industry and can help you not only with the ads, but media pieces and branding materials as well. They will be able to directly submit your artwork and know our deadlines.

DO YOU OFFER PAYMENT PLANS?

Yes. We make it so easy you literally can't afford not to be in *San Diego Style Weddings* if accepted. You may pay by monthly auto e-z pay checks or credit cards (Visa/MC/Amex or Discover) if necessary which amortizes your marketing dollars. Some require a small additional fee to your contract due to rates. Also required is a 25% deposit to start our bridal list access program. You may also be invoiced if you are part of a large corporation and have completed a credit application.

HOW LONG HAVE YOU BEEN IN BUSINESS?

Nearly 20 years as San Diego's most successful bridal publishing and marketing program. A portion of time was with a franchised wedding publication—we have been fully independent for more than five years and are now offering a more sophisticated and complete program.

CAN I REACH CORPORATE BUSINESS THROUGH MY ADVERTISING IN SAN DIEGO STYLE WEDDINGS?

Yes. A new element for *San Diego Style Weddings* and we know will be a big success. There is no additional cost to you but we print an additional 1,000 copies and will distribute them to corporate meeting planners, corporations, media and sporting team event coordinators. The cover will be SD Style Weddings & Events /Corporate Resource Directory; the inside ads will be the same as the wedding publications. We realize many of you want to market to both corporate and brides. Here is an easy way how to.

WHAT DISTINGUISHES YOU FROM OTHER MAGAZINES?

Only *San Diego Style Weddings* provides you with the "Best of Everything" in one complete integrated marketing program. These six-plus powerful components will ensure you reach the highest number of brides and corporate clients in several different ways, with perfect timing.

1. San Diego #1 selling local bridal magazine.
2. San Diego #1 distributed FREE small profile and digest wedding book.
3. We manage, sell and facilitate 2 of San Diego's TOP Wedding Websites
4. San Diego's #1 Instant Access Leads Program.
5. San Diego's ONLY packaged direct mail program for brides.
6. FREE additional promotion to the corporate event industry.

WILL MY AD REACH THE AFFLUENT BRIDES?

Yes. In fact, we sell out in the affluent market areas time and time again and are one of the only ones to be asked to be part of the high-end events and shows throughout the county.

THE BOOK IS SO THICK, WILL MY AD GET LOST?

On the contrary! Due to it's size it is packed with quality content and information which the brides want and need to plan their big day. We make it easy to navigate and use so it is referred back to time and time again throughout the planning stages. If you aren't in here, you aren't a real wedding player in the local marketplace.

I WORK FROM MY HOUSE? DO YOU OFFER ANYTHING ELSE TO KEEP MY NAME OUT THERE FOR WEDDING COUPLES?

Yes. *San Diego Style Weddings* Publisher, Dena Malasek, also is the sole owner of a very unique and upscale planning boutique known as The Event Gallery at TruSo. This planning resource center, is located in a friendly environment and centrally located retail mall where brides can come in at their leisure and look through dozens of portfolios presented by top wedding services. These businesses have teamed up with *The Event Gallery at TruSo* to have a place where their ideas and samples can be seen year-round. Vendors also use the comfortable and stylish boutique to meet with their clients instead of the homes or coffee houses. Small, intimate, evening bridal soirées are held four times annually in which member participate with table top displays. *San Diego Style Weddings* is the only wedding publication that also offers a warm atmosphere to do business. There is an additional fee to be a part of *The Event Gallery* and industry referrals are required to be included in this program.

I AM GETTING OFFERED ALL KINDS OF DISCOUNTS FROM THE OTHER WEDDING PUBLICATIONS, WHY SHOULD I ADVERTISE WITH SAN DIEGO STYLE WEDDINGS?

We are not a discounter and we don't look to work with companies who make a practice of being a bargain vendor. We are an upscale, high quality publication and offer first rate services. We choose to deal with others who consider themselves to be the real leaders in the wedding industry that have extremely high standards and ethics. We have seen too many wedding publications and companies come and go throughout the past 20 years; most that are giving their ads away most don't make it past year two and some don't even make it to the printer. *San Diego Style Weddings* cares about your business and is here for the long run and we hope you are too!