



Bride

CANADA

MEDIA KIT
2015

www.bride.ca
+1.604.737.7755

photo: Matthew Addington, Foster & Asher, Lynchburg

Bride.Canada

THE ULTIMATE DESTINATION FOR BRIDES IN CANADA

Brides who live in Canada – your best customers – love our mix of magazine-style content and practical tools for wedding planning.

Advertisers love our effective and tech-savvy marketing solutions.

Combined with our regional directories, more than 500,000 people discover ideas and source wedding solutions on our websites.

That's **the largest wedding audience in Canada.**

- **398,973** : Unique Site Visitors Per Year (Bride.ca, 2013)
- **102,286** : Unique Site Visitors Per Year (Bridal Network Directories, 2013)
- **13,000** : Facebook Followers
- **10,000** : Pinterest Audience (monthly)
- **10,000,000** : Max Geo-Local Ad Campaign Size (annual impressions, per-city)

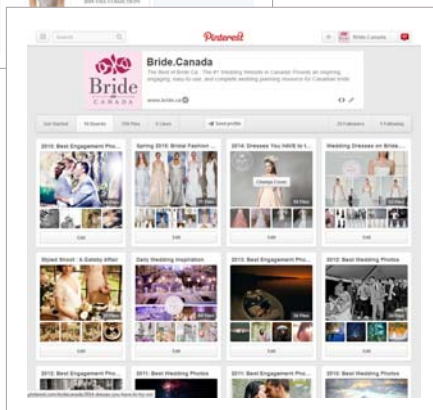
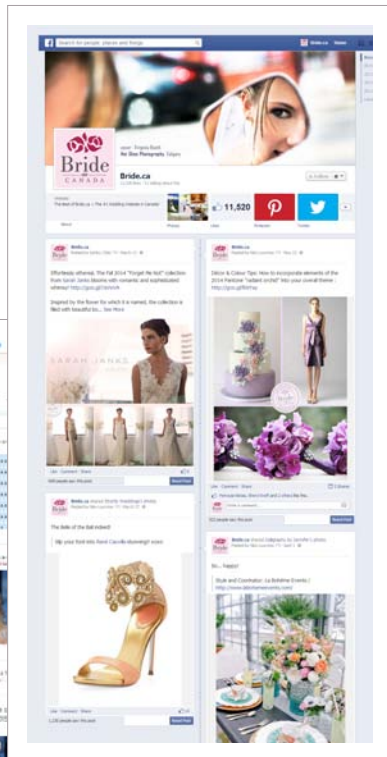
Bride.Canada's most popular signature service, our *Wedding Dress Finder* is the only service that lets brides browse through every single wedding dress that's available for sale in Canada.

Bride.Canada inspires, assists and engages today's bride and by doing so helps to create a strong emotional connection between these valuable consumers and your brand.

- Our online magazine content is totally free to readers
- **1,280** Canadian advertisers currently subscribe to our services
- **92%** of advertisers who run an annual campaign repeat it the following year

"Our sales are up 120% this year for the same time period! I am a happy Bridal network customer!"

~ Linda Moore, Nuptial Celebrations, St. Catharines





THE DRESS FINDER GALLERY

Our searchable “Dress Finder” gallery and tool **the only service of its type in Canada**, allows brides to view every single wedding dress that’s available for sale, anywhere in Canada.

Brides adore it. More than **42,000** grateful brides, **in the early stages of wedding planning** - an extremely valuable audience - actively use the *Dress Finder* every year in Canada, to search through 3,000+ gowns in 100+ fashion collections.

It’s easy to use and remarkably useful: a bride can browse, choose her favourite dresses and then easily find out pricing and the nearest retailer, using our **complete, cross-indexed, searchable “Store Locator”** tool, listing of 500+ bridal shops across Canada. - a real plus for boutiques and store owners.

In addition to Bride.ca, the Dress Finder gallery is included within our busiest regional directories and is also available on syndication.

<http://www.bride.ca/wedding-dresses/>

“I’d like to thank you and your team for the outstanding year we’ve had with Bride.ca.

The experience and knowledge you bring, combined with your efforts to understand our direction and the needs of the consumer in the bridal market, have enabled us to keep our brand in the forefront.

You provide valuable feedback and are consistently working on bigger and better ideas.

We look forward to what’s next”

~ Jane Howley for *Stevara Distribution* (Maggie Sottero)



Best Summer Engagement of 2011
~ Brian Van Wyk Photography

EDITORIAL & PHOTO FEATURES

Our practical, advice-rich content on Bride.Canada is delivered in easily shareable blog articles, featuring gorgeous imagery and curated content.

We know that brides-to-be are looking for visual ideas to collect & share and we deliver the goods, on the websites and through coordinated social media, ensuring a wide yet targeted audience.

349,263 : Readers-to-date, of our Most-Popular Article, *(Classic Bridal Hairstyles, 2009)*

2,562,653 : Total Readers of our Top-10 Blog Stories (since 2008)

17,044,545 : Total Bride.Canada Blog Readership (articles x views, worldwide, since 2008)

Our most popular content includes inspiration and how-to information for new brides, on locations, style & décor, fashion & beauty, offering opportunities for related vendors to contextually advertise (through text & banner ads) or create relevant custom “advertorial” content.

But we also love regular “**real weddings**” features, peer-endorsing our clients’ locations & services as well as on-location **editorial & fashion shoots** showcasing facilities, fashion & styles.

STUNNING PHOTOGRAPHY

Our most popular editorial activity is probably our annual national wedding & engagement photography contest.

Since 2009, the contest has been attracting thousands of **newly-engaged couples**, tens of thousands of their friends & family (on our website as well as on social media) and showcasing Canada’s most-talented wedding photographers.

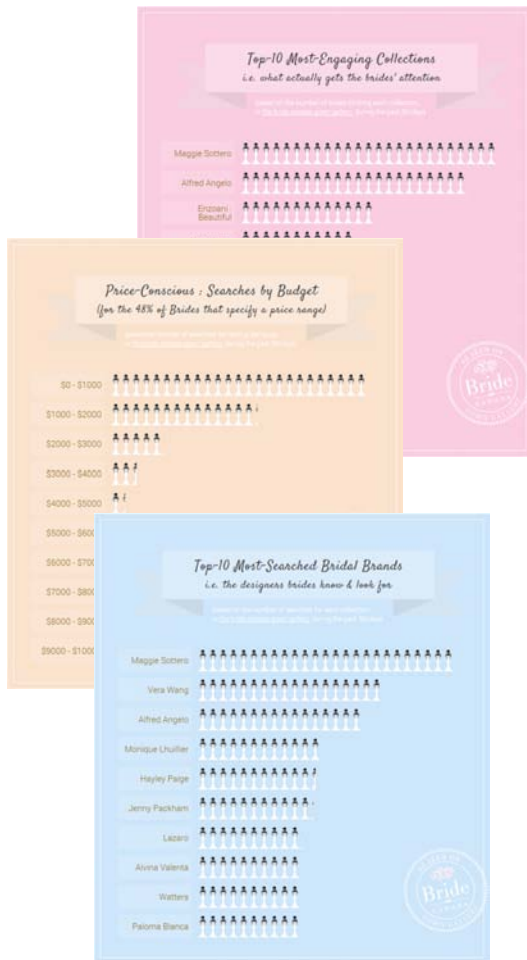
LIVE MARKET REASEARCH

What are Canadian couples searching for, this year, in different cities?

What are the brides planning to spend on their weddings? On their gowns?

Which products appeal most to them?

Which is the most popular fashion brand in suburban Toronto? Edmonton? Victoria?



We have the answers to these questions & more.

We have the brides; the traffic; and the data.

- and the only thing we enjoy more than data is extracting useful, geo-targeted information from it and discussing it with our partners.

The best part? You can access the answers in real-time. We feature the most popular, frequently-requested reports live on our website, always.

Answers like these help you understand your customers; make informed decisions about the products you buy, sell and advertise. And in the end, that will save you both time and money!

THE PERFECT DEMOGRAPHIC

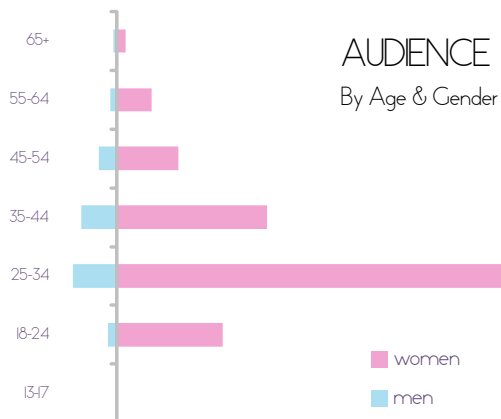
95% of our users are of course ..brides-to-be!
i.e. young women, age 18-44.

We help a few grooms also, mostly researching photography, DJs, venues & honeymoons.

Beyond Weddings

Together, our users represent one of the most sought-after demographics: **New Households**.

Every one of our couples is a new Canadian family, moving into a new home, establishing their joint finances, planning their holidays, major purchases etc.





Cecil Green Park House

Like 39



6251 Cecil Green Park Rd, University of British Columbia, Vancouver [map]
tel: 604-822-6289 fax: 604-822-8928

email website blog
facebook

Banquet Rooms (Capacity)

- Seated Reception : 40 - 150 ppl
- Cocktail Reception : 40 - 200 ppl

The perfect setting for weddings. The house is a large Tudor style mansion with an elegant, historic décor; surrounded by expansive and beautifully manicured grounds. When renting the Cecil Green, you will receive exclusive access to the main floor of the house, covered terrace & grounds. P ...

[Sun June 29, 2014]

- [Modern Wedding Cakes](#)
[Thu June 26, 2014]
- [50 Years of Marriage – The Von Dehns](#)
[Sun June 22, 2014]

Cecil Green Park House



Christianne Brunelle Couture Nuptiale

Like 44



4200 Boulevard Saint-Laurent #330, Montreal [map]
tel: 514-285-2002 fax: 514-285-2002 800: 877-994-1090

email website blog
twitter facebook

Collections in Store

- | | |
|--|--|
| Alyne | Blush by Hayley Paige |
| Caroline Castiglano | Christianne Brunelle Couture |
| Lis Simon | Monique Lhuillier |
| | Bridesmaids |
| Noir by Lazaro | Tara Keely |
| Theia : White Collection | |

Haute Couture, award-winning design and exceptional service all meet in Montreal's most innovative bridal boutique. Christianne Brunelle Couture represents the best of both worlds: a locally designed and fully customizable collection alongside hand-picked internationally renowned labels.

The Christianne Brunelle Couture Nuptiale Blog :: News & Events

- [The 2013 Christianne Brunelle Collection at l'Auberge Saint-Gabriel](#)
[Wed January 30, 2013]
- [Don't miss our incredible SAMPLE SALE!](#)
[Fri January 11, 2013]



Christianne Brunelle Couture

Like 2,672

After finding a beautiful new collection at Barcelona Bridal week, we are being extra radical in choosing gowns for our sample sale starting today. Minimum 30% off, by appointment. A few appointments are still available.

More info: <http://www.christiannebrunelle.com/English/Sample-Sale/>



Facebook social plugin

MARKETING & PROMOTIONS A Complete Menu of Options

Wow! I am impressed...this is the only website that I am linked to that takes the time to aid its vendors like this! I would like to thank you very much for following up on this ...keep up the good work!

~ Nicole Moore, The Ottawa Cake Lady

DIRECTORY ADVERTISING in our "Wedding Blue Pages"

If you are offering an essential wedding service that a bride is likely to search for, during her wedding planning (eg, boutiques, venues, planners) this is the place to be listed.

- Used by **136,449** people last year, to source their wedding services (Sep 2013 - Aug 2014)
- Our smart, proprietary **pay-per-click** engine guarantees that we deliver every single customer referral promised and that you can plan and budget your campaign exactly.
- The enhanced **Listings+** format intergrates & maximises your social media, YouTube or Vimeo, your blog stories and even your 360 video tours.
- Your listings appear not only on Bride.Canada but also on our Bridal Network **regional directories** including weddings.ca, completeweddings.com, bridalguide.ca, weddingrequest.com etc
- Pricing starts at \$95 for a single basic listing in one location and can be custom-scaled to fit your needs eg. A GTA Venue Listing, guarranteeing 2,000 brides referred in one year: \$695

Bridal Network is just the BEST! From the very start when I chose to put my company on your web, I had more interest than any other 'advertising' I'd done in the past... I've paid a modest sum and I can not believe the action. You are always thinking of us out there and it really shows!

~ Blissful Hearts Wedding Flowers, Maple Ridge

Jewel Ballroom & Catering

Like 35

CONTEXTUAL, TARGETED AD CAMPAIGNS

Onsite & Offsite

Whether you're marketing a wedding product, or you need to reach every new household in your region, our platform represents the most versatile, affordable and highly focused channel for your campaign.

You can advertise on Bride.Canada and the Bridal Network regional directories, with high-resolution **geo-targeting** or **contextual-targeting** by wedding category. ex. *Calgary brides who haven't booked their venue yet*

Re-target our demographic anywhere online

Another exciting opportunity we can offer is to **'follow that bride'**: using *re-targeting* technology, you can "pixel" our site(s) and engage our uses not only on our own properties & network, but even after their visit, while they're surfing the internet "at large". Virtually unlimited campaign sizes, on the most focused demographic!

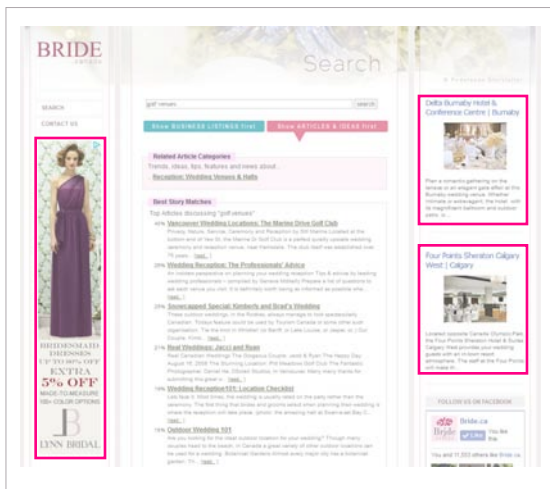
FLEXIBLE & AFFORDABLE RATE CARD

Our smart ad-engine simply lets you **set your own ad rate** as a mixture of CPM (pay-per-view) and CPC (pay-per-click). The higher the rate, the higher the campaign exposure, depending on the level or geo- and contextual targeting.

In practice, ad rates in the \$5-\$15 CPM range are usually optimal. Contact us for a custom quote.

Live Campaign Management

One of the key advantages that advertising with Bride.Canada offers your business is the ability to **monitor and edit your campaigns at any time**. This means you can maximize your advertising investment, by changing or updating messaging, branding information, or deals and seasonal specials, at any time.



SOCIAL MEDIA & PROMOTIONS

Our social media platforms of choice are Facebook & Pinterest for engaging consumers (brides!) and Twitter for staying connected within our industry.



We follow all our advertising subscribers on social media and engage with you regularly.

This significant and highly engaged new audience is ideally suited to seasonal **sales, shows, events, contests & announcements** - time-sensitive messages in general - when reaching a large number of brides quickly is important, or when you wish to leverage their own social circle to “spread the word”.

Social Engagement Highlights

77,692 : Average Weekly FB Reach (Unique Users)

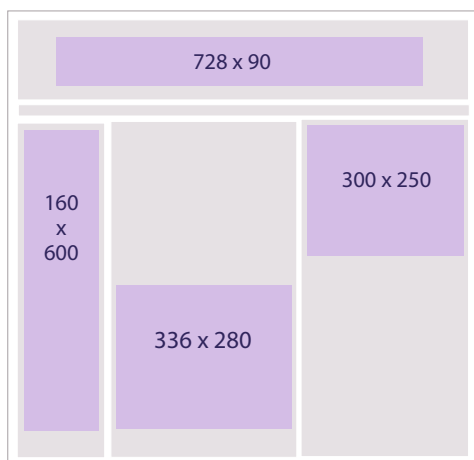
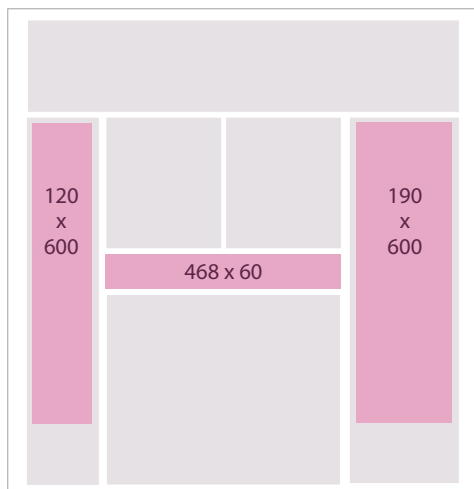
250,739 : Average Weekly FB Impressions
(i.e. each user views ~4 posts weekly)

9,571 : Average Weekly FB Engagement
(# of Users liking/sharing/commenting)

20,859 : Average Monthly Pinterest Reach
(Unique Viewers from Canada on Pinterest.com)

28,692 : Average Monthly Pinterest Site Reach
(Unique Viewers to pins from Bride.ca)





SPECS : Ad Creatives

On Bride.Canada & Bridal Network

468 x 60 : "Classic Inline Banner", max 64kB

120 x 60 : "Skyscraper", max 128kB

190 x 600 : "Extra-Wide Skyscraper", max 196kB

On the Google Content Network through Retargeting

728 x 90 : "Leaderboard", max 150kB

160 x 600 : "Wide Skyscraper", max 150kB

300 x 250 : "Inline Rectangle", max 150kB

336 x 280 : "Large Rectangle", max 150kB

We readily accept files in .GIF, .PNG & .JPG format.

Flash / HTML & other rich media formats are also possible, on a custom, case-by-case basis.

Creatives may be submitted as .PDF or in a .ZIP.

All ad creatives are subject to editorial review & approval and, if retargeting, also subject to our partners' own guidelines and requirements.

RATE CARD : Standard Campaign Examples

Our proprietary ad serving software allows you to set your own budget and CPM / CPC rates and control your advertising costs & delivery (very similar to how Google *AdWords* or Facebook Ads work).

In practice the optimum campaigns are fairly consistent, depending largely on geo- and contextual-targeting. The following are representative "**standard**" campaigns, for some of our most common/ popular segments.

- **Wedding Venue in Vancouver, network-only**, Listings + Ads + Editorial : **\$985**
- **Wedding Venue in Toronto, with retargeting**, Listings + Ads + Retargeting + Editorial : **\$1,995**
- **Bridal Boutique**, Listings + Gallery + Ads + Social Media : **\$795**
- **Fashion Distributors (national)**, Feature + Gallery + Ads + Social Media : **\$3,950**
- **Regional Retargeting Ad Campaign**, 10,000 households / 6 months : **\$4,000**
- **National Ad Campaign, network + retargeting**, 100,000 households / annual: **\$20,000**

Contact us to design your campaign, based on region, category, type & number of ads and time frame.