



MEDIA KIT

- MARKET RESEARCH -

2010 WEDDING BUDGET SURVEY RESULTS -

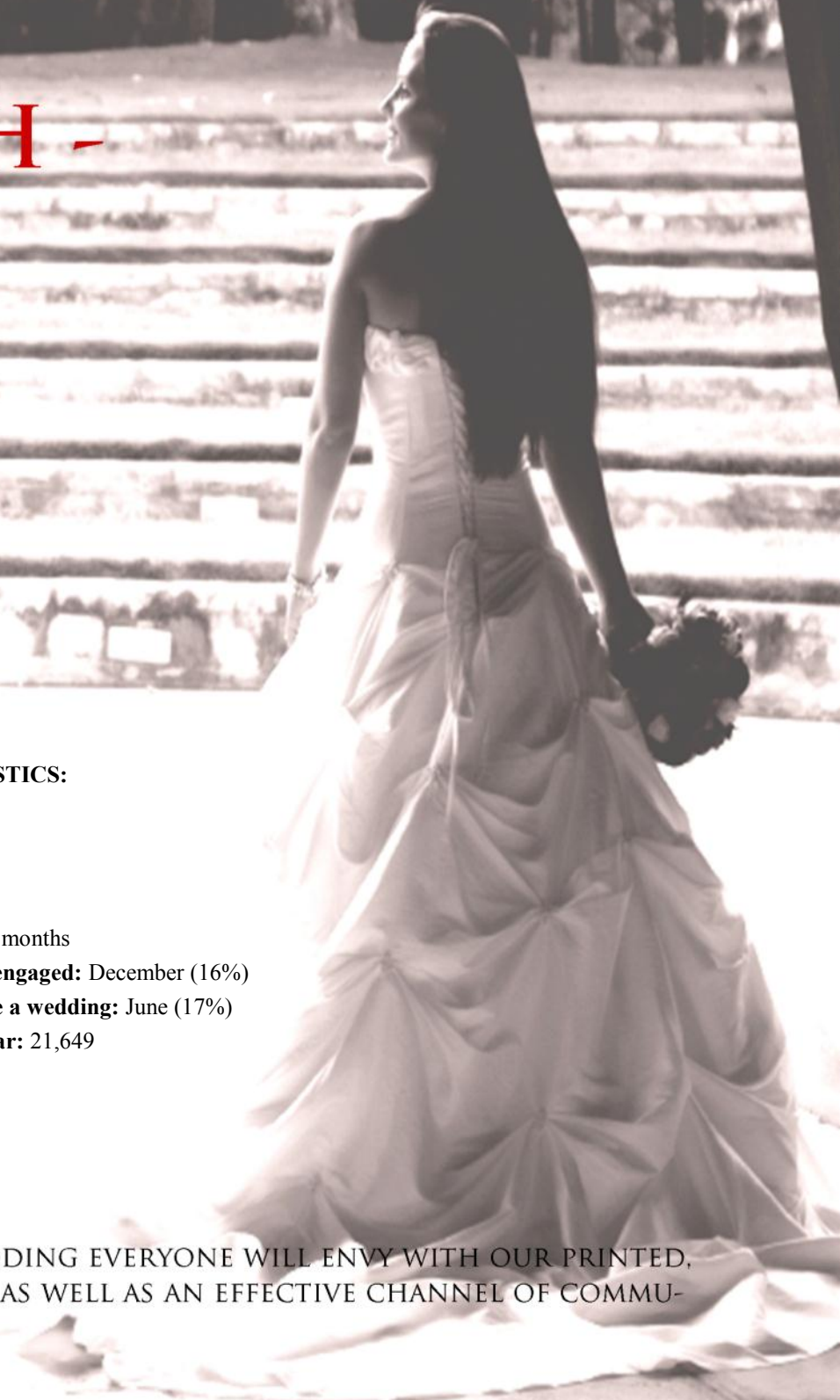
<u>Category</u>	<u>Average Spend 2010</u>
Reception Venue	\$2,832
Reception Band	\$1,890
Reception DJ	\$795
Photographer	\$1,959
Videographer	\$1,270
Wedding Planner	\$843 - \$2,485
Wedding Gown	\$1,169
Florist/Decor	\$2,306
Invitations & Stationery	\$894
Wedding Cake	\$409
Ceremony	\$1,211
Catering (cost per head)	\$63
Wedding Day Transportation	\$509
Favors	\$284
Rehearsal Dinner	\$917
Engagement Ring	\$5,847

AVERAGE WEDDING STATISTICS:

- **Number of guests:** 129
- **Number of bridesmaids:** 5
- **Number of groomsmen:** 5
- **Length of engagement:** 13.4 months
- **Most popular month to get engaged:** December (16%)
- **Most popular month to have a wedding:** June (17%)
- **Number of weddings per year:** 21,649

MISSION STATEMENT:

TO PROVIDE THE TOOLS NECESSARY TO PRODUCE A WEDDING EVERYONE WILL ENVY WITH OUR PRINTED, 8.5 X 11, FULL COLOR WEDDING PLANNING WORKBOOK, AS WELL AS AN EFFECTIVE CHANNEL OF COMMUNICATION FOR WEDDING PROFESSIONALS AND BRIDES.



- BRIDAL WORKBOOK STATISTICS -



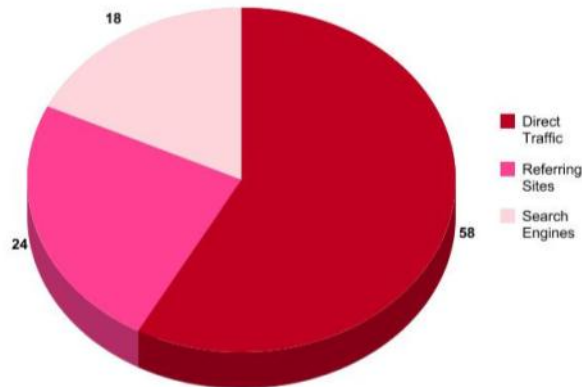
STATS:

- Average number of workbooks distributed: 10,000 a year
- Average Time Brides Spend on our Websites Before Clicking over to our Featured Vendors Websites: 1.5 minutes

DISTRIBUTION:

- Major bookstores including Barnes & Noble, Amazon.com, Abe Books, Alibris, etc..
- Bridal Shows & Events
- Online
- Affiliate Program

WHERE DOES OUR EXPOSURE COME FROM?



- BRIDAL WORKBOOK ADS -



FULL PAGE, FULL COLOR PRINT AD

WORKSHEET ON OPPOSITE SIDE



M CATERING
BY MICHAEL'S

Your Trusted Solution
for a Perfect Event

P 602.200.5757
www.mculinary.com





Exceptional. Just how you imagined.

Weddings | Receptions | Bridal Showers
Rehearsal Dinners | Engagement Parties

Workbook size: 8.5x11

Ad size 7.5x10. Graphic design is included at no additional cost.

Where do we sell our wedding workbook?

- 25,000+ different locations online
- Major bookstores including Amazon.com and Barnes & Nobles
- Affiliate program with over 200 affiliates
- Bridal events throughout the year
- Facebook and Twitter
- Direct mail and email

**How popular are we? Google “wedding workbook” to see!
www.bridalworkbook.com is in the top 10 and proud of it!**

ONLINE AD -

The screenshot shows the homepage of BRIDAL WORKBOOKS. At the top, there's a navigation menu with links like HOME PAGE, BRIDAL WORKBOOKS, WEDDING RECEPTIONS, and more. The main content area features several sections: 'Planning ideas as well as top Phoenix wedding vendors...', 'PHOENIX WEDDING RECEPTION SITES', 'PHOENIX WEDDING VENUES', and 'DESIGNER GOWN GALLERY'. Each section includes a small image and a brief description of the service or vendor. The website is designed with a clean, professional layout and includes social media icons at the bottom.

- 2x2 photo.
- 20 word description of why a bride should buy from you.
- Audio-Commercial (:60 second audio commercial listed under your name.)
- Direct link to your website
- Video of your services or product presented in the upper left hand corner of the webpage. This rotates with 4 other ads in your category.

- TESTIMONIALS -



WHAT DO WEDDING VENDORS THINK?

- "I love the workbook and my experience with you. I bring the workbook to all of my meetings with brides and they love it too." **Radiant Touch Weddings**



- "Working with you has been a wonderful experience. I'm truly looking forward to working with you again." **World Trade Center**



- "I'm so nervous to hear myself on the podcast radio show but I love the exposure I'm getting from being a part of the workbook." **Pink Blossom Events**



- "We'd love to partner with you for another year. We've been very happy with the connections we have received from your company & looking forward to utilizing your services next year as well." **Space Needle**



- "Yes, we're renewing our partnership with you since you work hard to connect us with brides, thanks." **Rafatis Catering**

WHAT DO BRIDES THINK?



- "I'm such a fan of the bridal workbooks. It really helped me plan my wedding and I'd recommend it to anyone." **Manal Faras**



- "This is a great book and very useful." **De-lores Franks**



- "In the planning of my first wedding, I used outlines/guidelines in magazines, but find that the majority no longer offer these guidelines. Hence I purchased this book and found it very helpful." **Anita Nowocin**

...we have many more very happy vendors and brides and would like to add you to that list.

- PACKAGES -



ADD-ON DIRECTORY LISTING :

- **Company Name, Website Address, Physical Address and Phone Number** listed in additional categories of the Resource Directory in the back of the Chicago Wedding Workbook.

TOTAL: \$199.00 annually

(You must purchase the Premium Membership Package in order to be listed in other categories.)

BASIC MEMBERSHIP PACKAGE:

- **7.5x10 full color print ad** in the annual Chicago Wedding Workbook.
- **2x2 banner ad** linking directly back to your website. 12 months on the website.
- **Audio-Commercial:** :60 second audio commercial of tips and ideas for brides while telling them why you're the expert and why they should buy from you; what sets you apart from your competition? This humanizes an otherwise static ad

TOTAL: \$799.00 annually

(You must pass our initial approval process to book this package.)

PREMIUM MEMBERSHIP PACKAGE:

....everything in Basic PLUS:

- **6x6 exhibitor booth at our wedding planning class** along with a 5 minute speaking opportunity in front of the class.
- **Twitter Blasts** - We recommend you to brides on Twitter as a vendor worth buying from
- **Email Newsletter Inclusion** - Inclusion in three of our wedding planning newsletters sent to thousands of brides annually.
- **Facebook Blasts** - We recommend you on Facebook to brides once every two months.
- **Blog Inclusion** - Banner ad on our blog and a shout out about your company in the body of the blog once every two months.
- **Bride Leads**
- **One on One Phone connection with brides** - We call brides directly to tell them about our wedding workbook as well as recommend you to them as a vendor worth using.

TOTAL: \$1099.00 annually

(You must pass our initial approval process to book this package.)

We ONLY allow A LIMITED NUMBER of vendors in each category. This ensures that you won't get lost & BRIDES WILL find YOU!



- READY TO JOIN US? -

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