



digital media kit

Image: Lisa Nardella Photography

lg bride and groom

about brideandgroom.com.au

Image: OastlerIMAGES

brideandgroom.com.au is a wedding website to provide inspiration for intending brides and grooms and assist in the planning of their wedding.

Fully integrated with major social media platforms Facebook, Pinterest, YouTube and Instagram, brideandgroom.com.au provides trends, news and advice for everything when planning a wedding.

Responsive on all devices, brides and grooms will be inspired by real weddings whenever and however they want.

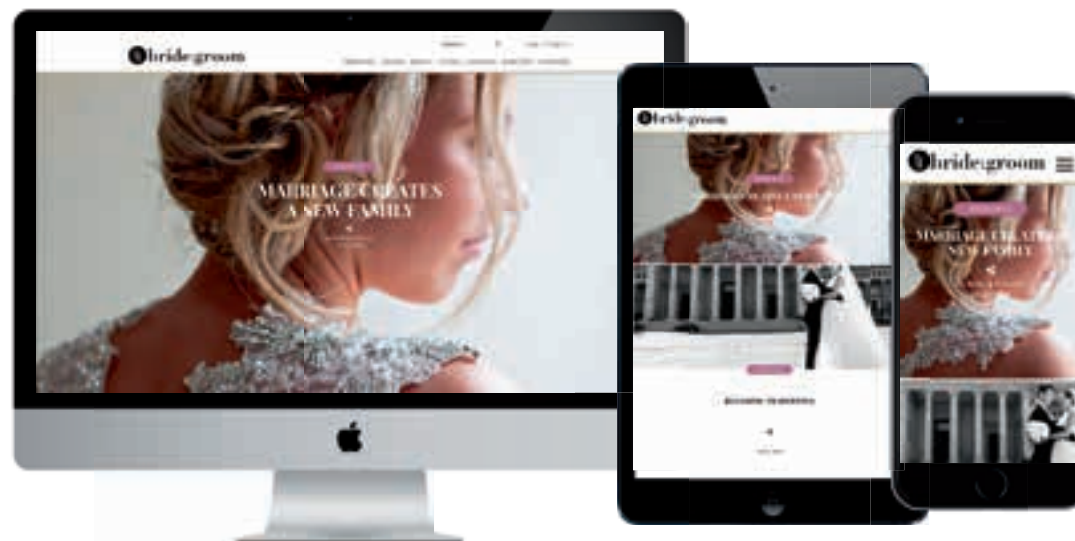




Image: Lisa Nardella Photography

OTHER MAJOR FEATURES INCLUDE

- Weekly inspiration alerts to what is trending on the site.
- Personalised content for registered members.
- Interactive Directory.

MARKETING AND PROMOTION



brideandgroom.com.au will be extensively promoted in print throughout the region and via social media. The site will be represented on Facebook, Instagram, You Tube and Pinterest. These social media platforms will continually bring new and returning visitors to the site. All registered members receive a weekly inspiration email that will give them great reasons to visit again.

PROMOTIONAL AUDIENCE 379,532*



195,902
visitors every month



116,100
readers every week



67,530 likes

*Combined weekly readership of 13 newspapers (one edition of each) within the McPherson Media Group. Online Audience per Google Analytics Jan to Jun 2016 (Six Month Average). Facebook likes per Facebook, July 4 2016. Print audience per EMMA™ Jan 2016.



display advertising

Image: Photography With Prue



LARGE BANNER

Ad Size: 970px (w) x 90px (h)
Pricing: Per 1000 views
Devices: Desktop



BILLBOARD

Ad Size: 970px (w) x 250px (h)
Pricing: Per 1000 views
Devices: Desktop



LEADERBOARD

Ad Size: 728px (w) x 90px (h)
Pricing: Per 1000 views
Devices: Desktop, tablet



mobile advertising

Image: Leticia Lopes Photography



STANDARD BANNER

Ad Size: 320px (w) x 50px (h)
Pricing: Per 1000 views
Devices: Mobile



ADHESION BANNER

Ad Size: 320px (w) x 50px (h)
Pricing: Per 1000 views
Devices: Mobile



MEDIUM RECTANGLE

Ad Size: 300px (w) x 250px (h)
Pricing: Per 1000 views
Devices: Mobile

video advertising

Image: Liz Arcus Photography



IN ARTICLE

Video Length: 90sec maximum

Pricing: Per 1000 views

Placement: All article pages

Devices: Desktop, tablet, mobile



directory listing

STANDARD

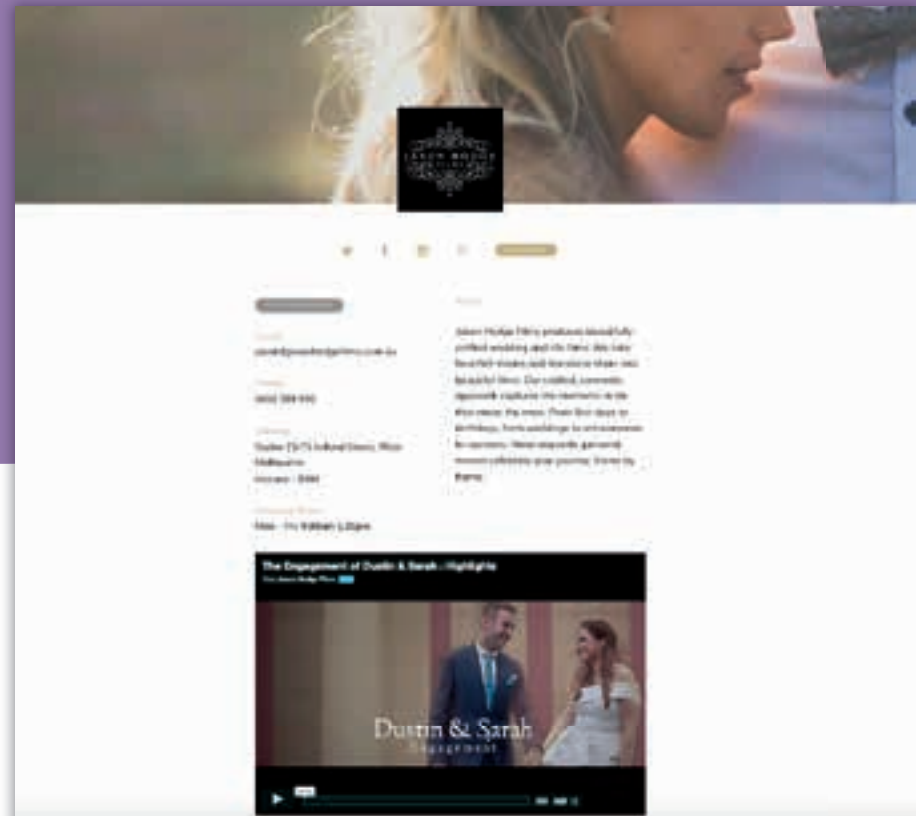
Features: Feature photo, business description (recommended 100 words), website link, social media links, contact details, trading hours, introductory Facebook post

Pricing: Per month

Device: Desktop, tablet, mobile



directory listing



ENHANCED

Features: Feature photo, business description (recommended 100 words), website link, social media links, contact details, trading hours, introductory Facebook post, **six additional photos**, **video**

Pricing: Per month

Device: Desktop, tablet, mobile



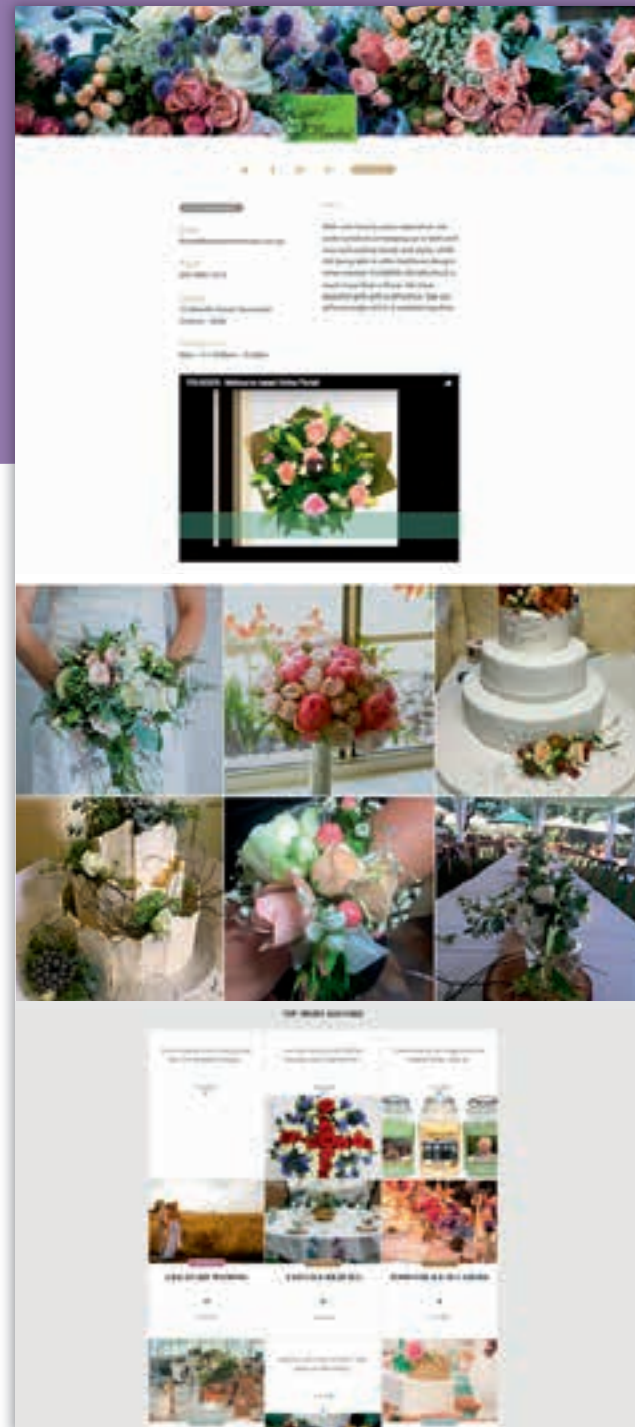
directory listing

PREMIUM

Features: Feature photo, business description (recommended 100 words), website link, social media links, contact details, trading hours, introductory Facebook post, six additional photos, video, **unlimited social media feeds and articles**

Pricing: Per month

Device: Desktop, tablet, mobile



digital advertising rates

Image: Liz Arcus Photography

Advertisement	Size (pixels)	Rate	Pricing
DISPLAY ADVERTISING			
Leaderboard	728 x 90	\$22	Per 1000 views
Standard Banner (Mobile)	300 x 50		
Medium Rectangle (Mobile)	300 x 250		
Large Banner	970 x 90	\$33	Per 1000 views
Large Banner (Mobile)	320 x 100		
Medium Rectangle (Mobile)	300 x 250		
Billboard	970 x 250	\$44	Per 1000 views

All rates include 10% GST. Directory listing is a minimum 12 month commitment. Any second listing purchased is the equivalent level of the first listing.

Advertisement	Size (pixels)	Rate	Pricing
MOBILE ADVERTISING			
Standard Adhesion Banner	320 x 50	\$33	Per 1000 views
VIDEO ADVERTISING			
Video — In article	NA	\$44	Per 1000 views
DIRECTORY LISTING			
Basic Directory Listing	NA	\$29	Monthly
Enhanced Directory Listing	NA	\$49	Monthly
Premium Directory Listing	NA	\$99	Monthly
Any second listing	NA	\$29	Monthly





contact us

Image: The Art of Zowie Photography

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