

THE BRIDESMAID IN YOUR HANDBAG

# WEDDING

INSPIRATIONS

MAGAZINE

*Fabulous*  
advertising opportunities

## Don't miss out!

Every issue features the latest wedding trends and inspiring ideas and advice on topics such as fashion, beauty, party themes and honeymoons

## How to...

- Make your brand known
- Reach your target audience
- Be seen in SA's best bridal magazine

2012 RATE CARD



## The bridesmaid in your handbag!

*Wedding Inspirations is more than just a magazine. It's a comprehensive wedding guide filled with fresh ideas, expert tips and advice, and useful contacts to help South African brides plan their dream wedding.*

## Magazine Information

**Frequency:** March/Autumn, June/Winter, September/Spring, December/Summer

**Circulation:** 8 500

**Readers:** 42 500

**Distribution channels:** Major retailers nationwide & bridal shows nationally including The Wedding Expo® at the Coca-Cola dome (April and September)

**Demographics:** Brides and grooms, LSM 6-10

**Format:** A4, perfect bound, glossy, +/- 150 pages

## Magazine Sales Per Region

**Eastern Cape:** 79%

**Limpopo:** 84%

**Foreign Countries:** 84%

**Mpumalanga:** 86%

**Free State:** 61%

**Northern Cape:** 69%

**Gauteng:** 74%

**North West:** 72%

**KwaZulu Natal:** 73%

**Western Cape:** 76%

## Advertising Rates

### Fashion

Book a full page advert, receive 2 additional full page photographs

Book a half page advert, receive 1 additional full page photograph

### Flowers and cakes

Book a half page advert, receive 2 additional full page photographs

Book a quarter page advert, receive 1 additional full page photograph



## Advertising Rates

Page Size	Dimensions	Rate 1 Edition	Rate 2 Editions	Rate 3 Editions	Rate 4 Editions
Inside Front Cover DPS	276mm x 420mm Add 5mm bleed all around	R 28 800	R 27 400	R 26 000	R 24 500
Inside Back Cover	276mm x 210mm Add 5mm bleed all around	R 19 200	R 18 250	R 17 300	R 16 500
Outside Back Cover	276mm x 210mm Add 5mm bleed all around	R 24 000	R 22 800	R 21 600	R 20 400
Double Page Spread	276mm x 420mm Add 5mm bleed all around	R 22 000	R 20 900	R 19 800	R 18 700
Full Page	276mm x 210mm Add 5mm bleed all around	R 15 000	R 14 250	R 13 500	R 12 750
Half Page (Vertical)	93,5mm x 256mm Add 5mm bleed all around	R 8 500	R 8 075	R 7 650	R 7 225
Half Page (Horizontal)	190mm x 126,5mm Add 5mm bleed all around	R 8 500	R 8 075	R 7 650	R 7 225
Quarter Page	93,5mm x 126,5mm Add 5mm bleed all around	R 5 000	R 4 750	R 4 500	R 4 250
Business Card	93,5mm x 62mm Please add 5mm bleed all around	R 3 000	R 2 850	R 2 700	R 2 550

Issue	Booking	Material	Street Date
March / Autumn 2012	14 February 2012	21 February 2012	19 March 2012
June / Winter 2012	30 April 2012	8 May 2012	4 June 2012
September / Spring 2012	24 July 2012	31 July 2012	27 August 2012
December / Summer 2012	30 October 2012	6 November 2012	3 December 2012

## Website Advertising Rates

Position	Price (excl VAT)	Specifications
Home page (runs throughout site)	R 1500.00 per month	180 pixels x 100 pixels
Exhibitors listing banner	R 500.00 per month	565 pixels x 80 pixels

**Hits:** 1 million per month • **Page Impressions:** 30 000 per month • **Visits:** 3 000 per month

**ALL ADVERTISERS RECEIVE A FREE LISTING ON THE WEDDING INSPIRATIONS WEBSITE**

Advertising rates exclude VAT, agency commission and material make-up and are subject to *Wedding Inspirations* terms and conditions.

**FOR FURTHER ENQUIRIES CONTACT:**

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