



Let's Make Weddings Better, Together

Media Kit



Meghan Faith Photography



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Who Is the WedBrilliant Audience?

We are proud to represent both engaged brides and grooms and the wedding vendors who can make their big days perfect. WedBrilliant is uniquely positioned to reach both audiences!

Visitors include engaged couples in the beginning stages of planning their weddings, or perhaps a little farther along in the process but still needing some last-minute help from talented wedding professionals. We have more women than men planning their weddings on WedBrilliant. They are looking to gain insight about the wedding planning process, browse vendors and ultimately request proposals from vendors in order to cross items off their "to do" lists.

Couples' average ages are between 25 and 35 and are more likely to be married in the next six to twelve months. They plan to spend \$15,000 - \$45,000 on their big days.

Our wedding professionals represent states across the nation, including Alaska and Hawaii. They are DJs, photographers, makeup artists, caterers, wedding planners, floral designers, limousine companies and everything in between.



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Digital Advertising

Unit	Audience	Appears On	Size	Monthly
Sidebar ad	Couples & Vendors	Desktop	200x200 80kb	\$30
Slider Sidebar Ad	Couples & Vendors	Desktop	200x200 80kb	\$50

Sidebar and slider sidebar ads are featured on every page except the home page. At this time, we only offer these ads for visitors to our desktop site so as not to clutter mobile viewing.

Monthly Pageviews: 13,000

Monthly Users: 2,000



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Social Media Partnerships

Instagram

WedBrilliant's **unique access to both engaged couples and wedding professionals** allows us to share a variety of messages and content via social media. We invite you to join us in an Instagram takeover to directly reach our active audience.

Design your own Insta takeover campaign, **posting as frequently as desired.**

We give you the opportunity to **update our profile link to the link of your choice** for the duration of the takeover and encourage you to post a mix of appealing wedding inspiration as well as content explicitly promoting your products and services.

\$20/day

Followers: 3,400



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Sponsored Content

E-Newsletters and Blog Articles

Supply **your own copy and photography to reach our wedding professionals or engaged couples** through a WedBrilliant e-newsletter. Or draft content for a blog article on WedBrilliant.com. We'll edit your copy to ensure consistency with the WedBrilliant voice and give you final approval of the customized content!

E-newsletters: You select the audience and the date and time and we'll send it out. Have a new promotion you want brides to be aware of? Share that! Want to offer referral credits to vendors? Let them know!

150 - 400 words, up to 3 images

Blog Articles: Target a date and time to publish and we'll get it out there. Again, make the content as evergreen or timely as you like.

150 - 400 words, up to 6 images

Maximum of 6 branded stories per year

WedBrilliant will share content through our social networks, adding to the reach and longevity of the content.

\$200/e-newsletter or blog article