



**BRIDAL**

[www.bridalbuyer.com](http://www.bridalbuyer.com) **BUYER**

**Media Pack**

# The Mission

Bridal Buyer is an industry constant; our reputation as the industry-leading bridal trade publication has been cultivated over the past 30 years. Our reputation is hard to beat, and our expertise is second to none.

We listen to our reader's questions and we shape our content around them, to ensure that we're covering the issues that truly matter. We provide true value through every article, with the primary objective of giving our community the tools they need to make their businesses more successful.





# The Reader

Bridal Buyer has been supporting the bridal community for over 30 years and because of this, our reach is unparalleled.

In print we distribute to a highly targeted demographic of approximately 2000 addresses - virtually 100% of the high street bridal retailers in the UK and Ireland. One copy is sent per shop, to a named individual.

We reach the international bridal community through our digital platform, [bridalbuyer.com](http://bridalbuyer.com) – in the last 12 months we've welcomed 145,000 visitors from over 180 countries to the site. We are the only bridal trade publication to regularly produce original online content, making us the go-to online platform for latest news, collection launches and business advice. Digital editions and newsletters are sent regularly to our database of 15,000 UK & International bridal retailers.



#### PRINT CIRCULATION

2,000 verified bridal retailers in the UK & Ireland



#### DIGITAL REACH

Digital edition & weekly newsletters sent to over 15,000 international bridal retailers



#### SOCIAL

Over 14,000 followers on Instagram, Facebook & Twitter



#### ONLINE

12,000 visitors to the website every month



#### PAGE VIEWS

550,000 page views a year

# Editorial Pillars

## News



Over the past 30 years we've established an extensive network of contacts, meaning we're often the first trade publication to break exclusive news. We're proud of the relationships that we have, and of our reputation as a trusted and respected industry voice.

## Business

We provide current, informative and relevant business advice to support our readers, and empower them to achieve success in their business. We listen to their questions, and we shape our content around them, to ensure that we're covering the issues that truly matter.

## Collections



At Bridal Buyer, we celebrate the beautiful, artisan products that our industry creates. We cover everything from the latest collection launches, to in-depth interviews with the people behind the brand. It's our mission to show our readers the very best of what the bridal fashion industry has to offer.

## Events



Bridal Buyer is the official publication of London Bridal Fashion Week, White Gallery and The Harrogate Bridal Show – the leading buying events in Europe. Not only do we have the inside scoop on participating brands, fashion show announcements and ticket releases, but we're also the only trade magazine distributed at our events. This gives us a unique distribution point that extends our reach well beyond print and online.



# Print Opportunities



## FULL PAGE

1 INSERTION £2,300  
3 INSERTIONS £1,530  
6 INSERTIONS £1,250

## IFC/IBC FULL PAGE

1 INSERTION £2,800  
3 INSERTIONS £2,030  
6 INSERTIONS £1,750

## IFC/IBC DPS

1 INSERTION £4,900  
3 INSERTIONS £3,400  
6 INSERTIONS £2,800

## OBC FULL PAGE

1 INSERTION £4,000  
3 INSERTIONS £3,500  
6 INSERTIONS £3,000



## HALF PAGE

1 INSERTION £1,330  
3 INSERTIONS £770  
6 INSERTIONS £660



## DPS

1 INSERTION £4,600  
3 INSERTIONS £3,100  
6 INSERTIONS £2,500



## ADVERTORIALS

Full Page £2,600  
DPS £4,900



## CLASSIFIED

1 4X1 - 1 INSERTION £84  
2 8 X 2 - 1 INSERTION £336  
3 12 X 2 - 1 INSERTION £504



**PREMIUM OPPORTUNITIES** • GATEFOLD • BELLYBAND • INSERT • BOOKMARK • (POA)

# Digital Opportunities

## ONLINE ADVERTISING

## EMAIL ADVERTISING



- 6 MONTH SUBSCRIPTIONS
- 1 HEADLINE BANNER  
**£1,800**
  - 2 INTEGRATED CONTENT SKYSCRAPER  
**£1,900**
  - 3 MIDDLE BANNER  
**£1,600**



- 1 HEADLINE BANNER  
**£400**
  - 2 BUTTON  
**£350**
  - 3 FOOTER BANNER  
**£300**
- DEDICATED SOLUS EMAIL  
**£2,000**



ONLINE ADVERTORIAL  
**£1450**



PRODUCT ALERT  
**£350**  
NEWS ALERT AND ADVERTORIAL



VIDEO SLOT  
**£600**  
PER MONTH



DIRECTORY LISTING  
**£350**  
FOR 12 MONTHS  
(\$25 PER ADDITIONAL BRAND)

## SOCIAL MEDIA



INSTAGRAM TAKEOVER  
**£2,000**

SPONSORED POST  
**£950**  
INSTAGRAM AND FACEBOOK

# Why BRIDAL is #1

www.bridalbuyer.com BUYER

## EMMA HARTLEY BRIDALWEAR

*"Bridal Buyer possesses the rare quality of speaking to retailers in their language, managing to be both informative and supportive in equal measure. You always feel that Bridal Buyer is on your side, a trusted business guru without the expense!"*

**EMMA HARTLEY**

## ENZOANI

*"On day one of the advert going live we had applications pouring in, and more importantly, of the industry calibre we were looking for"*

**MARK STEVENS**

## JUSTIN ALEXANDER

*"Bridal Buyer is the #1 resource for UK bridal shops to get the latest industry news, and we have supported the magazine for as long as I can remember. We appreciate having Bridal Buyer to get our message out to UK/Irish stockists"*

**JUSTIN WARSHAW**

## Ladybird<sup>®</sup>

*"Bridal Buyer's penetration of the market is second to none making them my first and preferred choice, to not only create continual brand awareness but stimulate strategic growth"*

**RICHARD LIL**



# Contact Us

## CHARLOTTE SPEER

Sales Manager  
charlotte.speer@oceanmedia.co.uk  
+44 (0)207 772 8324

## LYNN JAMES

Ad Sales Manager  
lynn.james@oceanmedia.co.uk  
+44 (0)207 772 8596

## ANNA-MARIE DESOUZA

Editor (print)  
annamarie.desouza@oceanmedia.co.uk  
+44 (0)795 265 6129

## CAOIMHE MCGONAGLE

Content Writer (online)  
caoimhe.mcgonagle@oceanmedia.co.uk  
+44 (0)207 772 8322

## HARRIOTTE HODSON

Content & Production Executive  
harriotte.hodson@oceanmedia.co.uk  
+44 (0)207 772 8373

## CASSANDRA DENMAN

Head of Bridal (London)  
cassandra.denman@oceanmedia.co.uk  
+44 (0)207 772 8405

# The Portfolio

Ocean Media Group create market-leading products in the bridal sector.

Our portfolio includes:

**LBFW** LONDON  
BRIDAL  
FASHION  
WEEK.2020

**WHITE GALLERY**



**BRIDAL**  
BUYER

THE  
**HARROGATE BRIDAL**  
SHOW



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