San Diego Style Weddings Magazine

MEDIA KIT

Increase
your wedding business with one
Powerful Program.

San Diego Style Weddings
has been the premier resource for couples
selecting wedding services and professionals
for over 30 years!

Our media synergy approach offers our advertisers
maximum exposure
in the wedding industry with our exclusive
"Complete Marketing Program"
Your marketing message can be shared with the greatest number of couples by using the most comprehensive program in San Diego and Temecula.

3142 Tiger Run Ct, Suite 116 Carlsbad, CA 92010 | 760.727.9979
SANDIEGOSTYLEWEDDINGS.COM

Magazine

From the day someone becomes engaged until the day they walk down the aisle, they use wedding magazines as a planning resource. Just how important are these print publications? A survey found that 87% of couples buy a local wedding magazine as soon as they become engaged.*

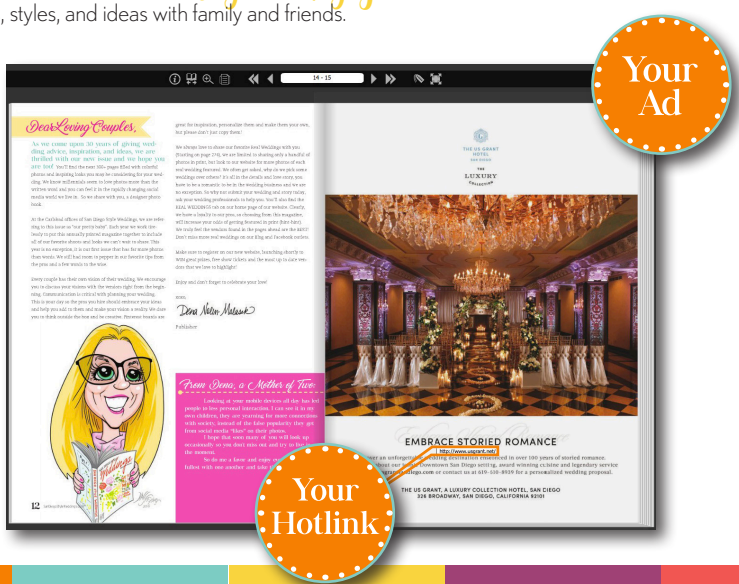
San Diego Style Weddings Magazine in print is the most visible of our marketing components. It is also the #1 selling local wedding magazine in the SoCal.

Advertising in San Diego Style Weddings Magazine ensures your company and brand will be in the hands of 76% of couples in San Diego and Temecula from the moment they start the wedding planning process.* This gives your business year-round maximum exposure with targeted couples.

*Breakthrough Marketing, Inc.

Digital Magazine

Your ad in the Digital Magazine is embeded with hotlinks that allow couples to reach your website directly from your ad with a simple click of the mouse. The direct links increase your site's web traffic and are pivotal in boosting your Search Engine Optimization (SEO) ensuring a high ranking on sites such as Google or Bing. Our Digital Magazine also makes it easy for couples to share favorite looks, styles, and ideas with family and friends.



Anytime Lead Access

Using state of the art technology, we allow each print advertiser to have access to our continuously growing database of leads. By a "username" and "assigned password" coded system, we allow you to gather couples' information at your leisure. These names are collected from registering on our website or by couples completing a complimentary form at more than 20 bridal events we participate in annually. This gives all participating advertisers a great opportunity to promote wedding-related services and products, to the couples, as they are planning their wedding.

Our "Anytime Access Lead System" is protected by a "seed program," allowing us to protect the system for all advertisers involved. The system conveniently allows access to the database 24 hours a day, 7 days a week. The system can be accessed by four easy and highly compatible formats: Excel, PDF, CSV or a Label Making Program. All of these leads are available at no additional fee to qualified participating advertisers.

PR Partner

Couples absolutely love San Diego Style Weddings and the various tools it provides. By partnering with San Diego Style Weddings, businesses benifit from the promotions and programs where our magazines are distributed such as shows, events, online, and much more! San Diego Style Weddings gives your business ways to promote to couples as well as other wedding industry experts. Our goal is to help you build stronger and more lucrative relationships faster.

SIEGEL THURSTON PHOTOGRAPHY

Website

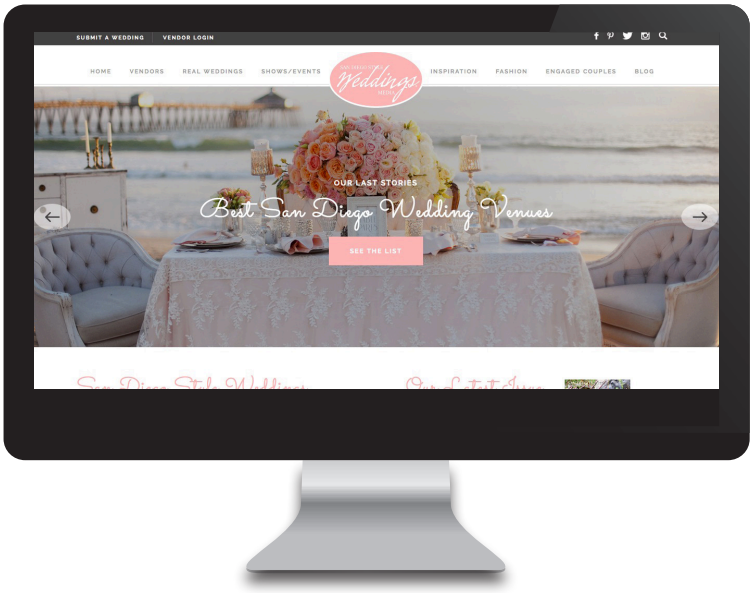
CREATIVE PHOTOGRPAHY

PAUL BARNETT PHOTOGRPAHY

PAUL BARNETT PHOTOGRPAHY

SanDiegoStyleWeddings.com, which has recently merged with the popular SanDiegoWeddings.com, has 100,000+ unique visitors monthly and has become one of the most dominant local wedding websites for planning a San Diego or Temecula wedding. Our site was built to be a planning tool to offer couples more information and coverage on the advertisers we represent. The website features screened and qualified wedding professionals. The site does have registration of its page views, which allows us to capture more information about our couples. Traffic on San Diego Style Weddings' website continues to increase yearly. We attribute this growth to the continued exposure of the publication at various events throughout the year.

*Spotlights, Banners, Blog tags, and premium position links are available but sold only in set quantities, ask for more information



Social Media

San Diego Style Weddings keeps local couples up-to-date with the latest wedding trends through the use of some of the most popular social media platforms, including our Blog, Facebook, Instagram, Pinterest, and Twitter. Our dynamic social media feeds are updated daily with the inside scoop on popular wedding themes as well as news about local vendors, venues, special offers, and ideas for weddings and honeymoons. It's popularity gives local vendors the opportunity to submit work from their latest weddings and have it featured online, which is followed and liked by a steady stream of regular fans and readers. As useful supplements to the magazine, these active social media platforms are the ideal way for advertisers to reach an even greater audience.

SanDiegoStyleWeddingsMagazine

sdstyleweddings

SDSWCreative

SDStyleWeddings

Know Your Sources!

San Diego Style Weddings prides itself on it's organicaly grown social media following and wants you to be an educated social surfer. Make sure to go to the our page below to find out if your online advertising dollars are going toward bought likes, follows and retweats!

SanDiegoStyleWeddings.com/knowyoursocialmedia.html

Blog

Our daily inspirational blog posts are viewed by more than 10,000 readers monthly. This is yet another great platform to promote our advertisers.

Multi-Platform Branding

Research has proven that couples look for wedding products and services in a variety of different ways. Using our innovative cross-marketing approach, we combine print, web, direct mail, social media, and eblasts all into one great program! Only San Diego Style Weddings offers you a complete program that targets couples in more than ten different ways to drive more business to you.

Maximum Exposure = Maximum Results

You've determined your goals and evaluated your possibilities; you'll see that everything you need to build your business is here with San Diego Style Weddings *In One Program*, ALL AT REASONABLE RATES. Give us one year and you'll see why more wedding professionals choose San Diego Style Weddings over our competitors!

- Print
- Digital Magazine
- Leads
- Public Relations & Promotions
- Website with Trackability
- Social Media Connections

LET'S BEGIN YOUR SUCCESSFUL MARKETING JOURNEY TODAY

CALL US AT 760.727.9979 AND LET

SAN DIEGO STYLE WEDDINGS

MARKETING PROGRAM WORK FOR YOU.

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