



**our
wedding
guide/2022**
YOUR COMPLETE WEDDING PLANNER

**MALTA'S LEADING
ANNUAL WEDDING GUIDE**

OUR WEDDING GUIDE IS MALTA'S LARGEST ANNUAL WEDDINGS PUBLICATION THAT OFFERS COUPLES AND THEIR FAMILIES A UNIQUE PLATFORM, GUIDING THEM THROUGH THE INTRICACIES OF PLANNING A WEDDING IN THE RUN UP TO THEIR BIG DAY.

Our Wedding Guide magazine provides extensive, professional and practical help to local and foreign couples getting married in Malta through visual content covering a wealth of wedding trends and industry forecasts each year, a step-by-step guide, a broad timeline and checklist, a handy budgeting sheet, an extensive directory of suppliers and so much more. What distinguishes Our Wedding Guide magazine is its high-quality content, entrusted to an expert team of journalists who leave no stone unturned to provide our readers with all they could possibly need to plan an unforgettable day.

Our Wedding Guide is the sister brand of OurWedding.mt. Over the past years, OurWedding.mt has become, by far, the most popular weddings portal in Malta, and is consistently ranked by Alexa (Amazon's global ranking platform) as the number 1 weddings portal in Malta. Our Wedding Guide magazine also includes an extensive directory, which features hundreds of suppliers, providing further help and guidance to couples preparing for their big day.

Owned and operated by Content House, Malta's largest and leading publishing house in the online and print sectors, Our Wedding Guide is backed by a specialised team of editors and journalists, as well as a large dedicated team of creative and art directors, marketing strategists, social media experts and a strong arm of sales and business development.



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WHAT MAKES OUR WEDDING GUIDE STAND OUT

1. EXPERT INSIGHT

The publication is published by Content House, Malta's leading publishing house and the company with the strongest expertise in the media-related weddings sector. Content House owns Bliss, the leading weddings and homes magazine, and OurWedding.mt, Malta's most popular online weddings portal. Quality and credibility matter – and that's why Our Wedding Guide stands out as a reliable, quality and useful high-end publication.

2. PRACTICAL & USEFUL

This handy magazine truly is an extensive and comprehensive guide that provides recommendations, timelines, tips and checklists, as well as a good practical read with lots of lovely visuals on the latest local and international trends and forecasts for the coming year.

3. EXTENSIVE LIST OF SUPPLIERS

Our Wedding Guide has teamed up with Malta's most popular weddings site, OurWedding.mt, to provide you with the largest weddings directory spread over multiple pages, making it practical, easy-to-use and literally a one-stop-shop for couples.

4. UNIQUE DISTRIBUTION CHANNEL

Our unique agreement with Ta' Cana means that Our Wedding Guide is distributed to each and every couple attending the Cana Courses throughout the entire year of publication. Our Wedding Guide magazine is also distributed to a broad list of wedding-related shops throughout the year. If that's not enough, Our Wedding Guide is also sold at all leading newsagents for 12 months across Malta and Gozo!



10 STUNNING VENUES for the PERFECT WEDDING CELEBRATION

From historic sites etched in bastion walls to intimate eateries serving up exquisite fare, the Maltese islands boast myriad – and unique – wedding venues of unparalleled charm. Here are our top picks for the celebration of your dreams.

BY REBECCA ANASTASI



1. The Sheer Bastion, Hammett's Macina, Senglea

Wedding venues rarely get more glamorous than this one. Perched on top of Senglea's historic fortifications, The Sheer Bastion offers dazzling panoramic views, which will look spectacular in your wedding snaps. Part of the five-star boutique hotel, Cugo Gran Macina Grand Harbour, The Sheer Bastion also enjoys unique, architectural features – such as the remnants of the island's famous Macina, which was used to hoist masts onto ships – so you can really feel as if you've stepped back in time. The space is large and can accommodate 350 seated guests or 800 for a stand-up reception, meaning there is no need to worry about your guest lists.

5. QUALITY

At Content House, we are proud of our work, and slightly obsessed with quality and perfection. You can expect only the best from us, and a testament to this is every issue of this publication, which delivers on all of our promises. A lot of investment and research go into this project – it is a glossy, high-quality bumper publication with a perfect-bound laminated cover. Your brand is as good as the showcase you use to promote it!

6. WE INVEST IN MARKETING ON SOCIAL MEDIA AND TRADITIONAL MEDIA OUTLETS AS WELL

Our Wedding Guide benefits from an extensive marketing campaign on different media outlets. So yes, we promote Our Wedding Guide magazine on OurWedding.mt's popular Facebook page, and invest in a marketing campaign on digital and social media too. The Guide is advertised on OurWedding.mt, Bliss Magazine, and other media outlets too. So the stakes are as high as the visibility we have, and you can't not be seen in it!

7. LONG SHELF LIFE

If you are targeting weddings in Malta, our advice is to have a strong presence on Facebook, book an extensive package on OurWedding.mt, and an advert in each and every edition of Bliss Magazine to guarantee exposure with over 60,000 readers. This will give you extensive exposure and an excellent return on investment. The only missing link is a strong presence within a practical guide that has a long shelf life – and advertising in Our Wedding Guide is that missing link, giving you exposure over 12 months.

Estimated Reach: 30,000 annually

This figure is based on long-term assessments of various distribution models, both single and multiplier distribution points, where Our Wedding Guide can be accessed or seen by potential readers.

ADVERTISING

Inside Front Cover Spread	€2,500
Premium Double Page Spread	€1,950
Back Cover	€1,850
Double Page Spread	€1,500
Inside Back Cover	€1,250
Full Page	€900
Half Page	€550

NATIVE ADVERTISING – EDITORIAL

2 page article with an agreed pitch to provide practical tips and/or information on a specific product and/or service. The fee covers the assignment of a leading wedding expert writer and a photoshoot.	€1,200
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TERMS & CONDITIONS

- Advertising and Production Rates are exclusive of VAT
- Advertising Rates exclude artwork production
- Artwork Creation: €150 - Artwork Resizing: €50
- A fee of 40% will be charged on cancellation of an advert. A one-month notice must be given in writing for a pre-booked campaign to be cancelled.
- Invoices will be issued upon publication of magazine. Terms of payment – 30 days from date of invoice.



PRINTING SPECIFICATIONS

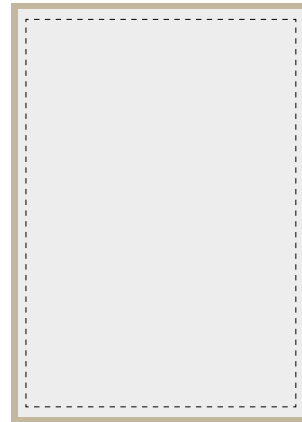


***DOUBLE PAGE SPREAD ADVERT/
INSIDE FRONT COVER DOUBLE PAGE
SPREAD ADVERT***

Trim Size: 420mm W x 260mm H
Text Safe Area: 406mm W x 246mm H
Gutter Allowance: 7mm
Bleed Size: 430mm W x 270mm H
Bleed: 5mm bleed all round

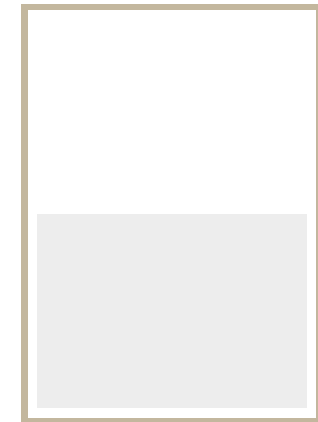
IMPORTANT:

No text or logo in the centre of the artwork.
Minimum of 14mm Gutter Allowance in the centre.



***FULL PAGE ADVERT/
INSIDE BACK COVER ADVERT/
BACK COVER ADVERT***

Trim Size:
210mm W x 260mm H
Text Safe Area:
196mm W x 246mm H
Gutter Allowance: 7mm
Bleed Size:
220mm W x 270mm H
Bleed: 5mm bleed all round



HALF PAGE ADVERT
180mm W x 115mm H
No bleed

GENERIC SPECIFICATIONS

CROP MARKS: Not required

BINDING: Perfect bound

FORMAT: PDF / JPG

RESOLUTION: Minimum 300DPI

CONVERT TO CMYK: ISO Coated (ECI) FOGRA39 (ISO 12647-2:2004)

For more information contact:

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