



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 includes 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 editor Martina Said, along with 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.com.mt. Over the past years, OurWedding.com.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 includes hundreds of suppliers, providing further help and guidance to couples preparing for their big day.

7 THINGS THAT MAKE 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 weddings media-related sector. Content House owns Bliss, the leading weddings and homes magazine distributed with Times of Malta, and OurWedding.com.mt, Malta's most popular online weddings portal. Quality and credibility matters – 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.com.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 select list of wedding-related shops throughout the whole year. If that's not enough, Our Wedding Guide is also sold at all leading newsagents for 12 months across Malta and Gozo!

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 the 2018 issue of this publication, which delivered on all of our promises. A lot of investment and research went 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'LL 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 among the 10,000+ strong audience on OurWedding.com.mt's Facebook page, and invest in a marketing campaign on digital and social media too. The Guide is advertised on OurWedding.com.mt, timesofmalta.com, Bliss Magazine, The Sunday Times and much more. 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.com.mt, and an advert in each and every edition of Bliss Magazine to guarantee exposure with over 50,000 readers. This will give you a lot of 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.

RATES

INSIDE FRONT COVER SPREAD

€2500

(420mm w by 260mm h
+ 5mm bleed all around)

INSIDE BACK COVER

€1250

(210mm w by 260mm h
+ 5mm bleed all around)

BACK COVER

€1850

(210mm w by 260mm h
+ 5mm bleed all around)

PREMIUM DOUBLE PAGE SPREAD

€1950

(420mm w by 260mm h
+ 5mm bleed all around)

DOUBLE PAGE SPREAD

€1500

(420mm w by 260mm h
+ 5mm bleed all around)

FULL PAGE

€900

(210mm w by 260mm h
+ 5mm bleed all around)

HALF PAGE

€550

(180mm w by 115mm h
+ no bleed)



our
wedding
guide/2019

YOUR COMPLETE WEDDING PLANNER

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

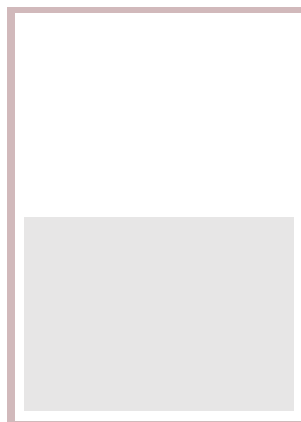
IMPORTANT:

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

BLINDING: Perfect bound

FORMAT: PDF / JPG

RESOLUTION: Minimum 300DPI

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



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YOUR COMPLETE WEDDING PLANNER

NATIVE ADVERTISING - EDITORIAL

2 page article with an agreed pitch to provide practical tips, educational information on specific product and/or service. The fees covers the assignment of a leading wedding expert writer and a photoshoot.

€1200

BOOKING INFORMATION

- Priced quoted are exclusive of VAT
- Artwork has to be supplied in high resolution and in the correct size with a 5 mm bleed all around
- There is a €150 cost for creation of artwork and €75 for amendment of existing artwork (both ex VAT)
- Shelf Life – 12 months - January to December
- Distribution - All couples attending Ta' Cana Courses throughout 2019 (January - April & October 2019); Sold at Leading Stationers; and also found at leading Wedding Vendors (Beauticians / Hair Salons / Bridal Shops / Jewellers / & Much More)

