

WEDDING COLLECTION

South Africa's Exclusive Quarterly Bridal Magazine



Profile

The highly sought after Wedding Collection Magazine, trade marked for the last 12 years, is one of the longest-running South African bridal magazines, and is the only quarterly bridal magazine available. It can be found on shelves in major Woolworths stores; C N A's; selected Exclusive Books stores; P N A 's and other retail outlets. Wedding Collection is also available at all major Bridal Expos and bridal fairs nationally. Wedding Collection is ABC Certified and the 34 000 copies printed per annum (8 500 copies per issue) are distributed by RNA.



The magazine is up-market, sophisticated, and presented as a perfectly bound glossy A4. It is thoroughly South African, and offers brides-to-be a magnificent selection of service providers including: venues, honeymoons, bridal gown designers and importers, décor, coordinators, photographers, cakes, stationers, hair, makeup artists and so much more! Wedding Collection is also a great source of information, insights, interesting ideas and tips to make a wedding day and honeymoon most memorable and exclusive.

Additional space is offered to all advertisers, at no extra cost, including real live weddings; news articles and honeymoon destinations and competitions, such as the annual "Win a dream Wedding and Honeymoon" competition. Wedding Collection also offers a free hyperlink from its website, exclusively to advertisers only, including logo and text.



Reader demographics:

- Brides and grooms to be, of all nationalities, aged 18 years upwards
- Parents of the couple, bridesmaids etc.
- Wedding Industry
- Travel & Tourism
- LSM 8/9
- A/B Income Group
- 4:1
- Approximately 35 000 website hits per month (400 000 per annum)



With each edition of Wedding Collection focusing on a particular season, and featuring all things wedding related specific to that season, by the time brides have collected a year's worth of editions (all 4) what they will have will supersede any bi-annual and annual bridal magazine; more than 450 pages of information and over 100 pages of bridal gowns to choose from! Who else can offer her this to celebrate her once-in-a-lifetime experience of joy! You need not look any further to showcase what you have to offer than this competitive bridal publication; Wedding Collection.