

# WHNETWORK

[www.WeddingsHoneymoons.com](http://www.WeddingsHoneymoons.com)

" where couples are *shopping* 24 / 7"

## GROOM MAGAZINE

2009 Online Magazine Rates

### for the Billion-\$ Wedding Marketplace

*helping advertisers brand their products and services when couples are starting to establish their buying patterns.*



### Our multi-media buys include:

- Display online magazine advertising
  - Canada's #1 Wedding Website  
[www.WeddingsHoneymoons.com](http://www.WeddingsHoneymoons.com)  
(receives over 3-million hits annually)
- Shopping Directory • Local Shopping Directory
- Banner web advertising • Consumer Shows • CDs

WHNetwork is an exhibitor in



September 12 & 13, 2009  
January 23 & 24, 2010

WHNetwork Group

**FREE online magazines**

- Weddings & Honeymoons • **GROOM**
- Romance Travel • Wines for Weddings
- Wedding Gifts • The Newlyweds

**WHNETWORK MEDIA GROUP**

- online magazines
- shopping website
- an exhibitor in

**Canada's Wedding Expo, Toronto**  
[www.WeddingsHoneymoons.com](http://www.WeddingsHoneymoons.com)

*We talk to couples who are getting married  
all year and not only at bridal shows.*

### **GROOM MAGAZINE**

**GROOM**, Canada's only wedding magazine for men, helps them with ideas, tips, trends and how-tos from the proposal to the planning, budgeting and implementing their upcoming wedding.

Editorial also includes men's fashions, grooming, gifts for his bride-to-be and groomsmen, responsibilities and duties and the items that are on the bride's list for him to do!

## **WWW.WEDDINGSHONEYMOONS.COM**

(English) Launched 1999, traffic: January 1st to December 31, 2008 received 3,140,162 hits. The official web site and major distribution for Weddings & Honeymoons, GROOM, Romance Travel, Wines for Weddings, Wedding Gifts and The Newlyweds online magazines. The Main Menu includes the Shopping Directory and Local Shopping Directory that features advertisers on their individual pages by categories and locations. Viewers can read articles online or download the magazines in PDF format that feature ideas, tips, trends and how-tos in magazine layouts.

The Main Menu on the Home page of the website includes wedding-related section pages with linked article pages, and editorial reporting including fashion runway shows, new book reviews and celebrity weddings that are linked to articles and image layouts. The online magazines are also on CDs given away free at consumer shows.

## **WEDDING MARKETPLACE**

In 2007 there were 151,695 weddings in Canada, of which 65,483 were in Ontario followed by Quebec, with 22,650, and British Columbia, with 20,697. The average age of the bride was 31.7, and the groom, 34.3. Source: [www.statscan.gc.ca](http://www.statscan.gc.ca).

Most couples are engaged over a 16-month time period. During this time, they decide how to spend on their wedding and honeymoon as they start setting purchasing patterns and brand loyalties for their married life. Guests: 50-250 | Budget: \$10,000-80,000. Average Wedding Cost: \$20,000+ (Destination Weddings not included).



### **WeddingsHoneymoons.com Traffic over 3-million hits annually**

A website for the wedding marketplace based in Toronto, Canada, that between Jan. 1-Dec. 31, 2008 received 3,140,162 hits; pageviews: 790,826; unique/number visits 160,563 (sources: Webalizer Jan-Oct 2008; awstats November 2008 and continuing).

For monthly statistics please visit the ADVERTISE WITH US section at the bottom of the Home page at [www.WeddingsHoneymoons.com](http://www.WeddingsHoneymoons.com).

**ABOUT US:** WHNetwork multi-media programs include online magazines: *Weddings & Honeymoons* (in print 1992-2008), **GROOM** (launched online 2006), *Romance Travel*, *Wines for Weddings*, *Wedding Gifts*, and *The Newlyweds*, and **WeddingsHoneymoons.com** (launched in 1999) who are serving the billion-\$ marketplace and helping advertisers brand their products and services when couples are starting to establish their buying patterns.

**SINCE 1999 - WeddingsHoneymoons.com** website was established and receives over 3-million hits annually. The site's Home page features wedding and travel-related news, tips, trends, how-tos, Celebrity Weddings, and links to article pages. Couples go shopping in the **Shopping Directory** and **Local Shopping Directory** on the Main Menu. The website is the distribution headquarters for **Weddings & Honeymoons**, **GROOM**, **Romance Travel**, **Wines for Weddings**, **Wedding Gifts** and **The Newlyweds** online magazines that are downloaded free, read and printed 24/7.

## ONE YEAR AD BUY & BONUSES

- Shopping Directory • Local Shopping Directory
- Consumer Shows • CDs

1. **SHOPPING DIRECTORY** on the MAIN MENU of **WEDDINGSHONEYMOONS.COM** includes advertiser's listing by category and their individual ad page that is linked to their website or email address. Cash value @ \$100 per month Total \$1,200.

2. **LOCAL SHOPPING DIRECTORY** on the Main Menu of **WEDDINGSHONEYMOONS.COM** that includes advertiser's listing by location (city/town) and their individual ad page that is linked to their website or email address. Cash value @ \$100 per month Total \$1,200.

3. **WHNetwork** is an exhibitor in **Canada's Wedding Expo**, September 12 & 13, 2009 and January 23 & 24, 2010, Toronto Congress Centre, where our magazine **CDs**, in PDF formats, are given away free. The booth also features a Gift Draws from advertisers. List is available with permission only. Cash value @ \$2,000 (doesn't include staff, display, etc.)

### 2009 ONLINE MAGAZINE DISPLAY AD RATES: FOR ONE YEAR

**Cover:** Back Bleed: 7.75" wide x 10.75" high \$2,500

**Covers:** Inside f/b Bleed: 7.75" wide x 10.75" high \$2,000

**Full Page:** 7.5" w x 10.5" h; Bleed: ck. covers \$1,500

**1/2 Page:** \$1,000

**1/3 Page:** \$750

**1/4 Page:** \$600

**1/6:** Page: \$500

**Business Card:** 3.5" x 2" vertical or horizontal \$300

**Advertorial:** Use above sizes and rates

**Radio, Video online:** Quotes upon request

**Gift Draws:** Available with full page ad placement only. No ad fee: \$250.

Gifts and description shown at wedding shows and online.

### FORMAT ONLINE MAGAZINES

- **Full page** Live Area: 7" x 9-1/2"; Trim size: 7-1/2" x 10-1/2"
- **Full page** Bleed: 7-3/4" x 10-3/4";
- **Column width:** 1-3/4"; Number of columns: 3
- **Electronic magazine:** 300 dpi.
- **Material Submissions:** Electronic; Platform(s): MAC
- **Electronic File Formats Accepted:** PDF, JPEG, EPS, TIFF, QXD, CDR, PSD
- **Transfer Media:** Zip, CD; Communications Protocols: Email: barwed@rogers.com
- **Artwork** to be supplied.
- **Layout sizes:** online in the **ADVERTISE WITH US** at **WeddingsHoneymoons.com**.
- **Contracts:** available online, by email or fax.
- **Payment:** Cheques in the mail or **PayPal** link online.
- **Commission** applies to recognized advertising agencies.

Ad size	Width	Depth	Ad size	Width	Depth
Full Page (see above)					
1/2 h.	7	4-1/2	1/2 v.	5	9-1/2
1/3 h.	7	3	1/3 v.	3	9-1/2
1/4 v.	3-1/2	4-3/4	1/6 p.	2-1/4	4-3/4
Card	2-1/4	3-1/2			

**PROMOTIONS:**

Consumer shows, contests, gift draws, lists available with permission only

ISSUES & THEMES	2009 DEADLINE	2009/2010 ONLINE MARKETPLACE
<b>SPRING/Show 2009</b>	January 15	February 21
<b>SUMMER/Weddings</b>	March 15	April 15
<b>FALL/Show 2009</b>	July 15	September 12
<b>SPRING/Show 2010</b>	November 15	January 23, 2010

**DISTRIBUTION:**

• [www.WeddingsHoneymoons.com](http://www.WeddingsHoneymoons.com) and on CDs that are given away FREE from the WHNetwork booth at **Canada's Wedding Expo**, September 12 & 13, 2009 and January 23 & 24, 2010, at the Toronto Congress Centre.

**CONTACT:**

**Anthony Verombeck**, V.P. Sales & Marketing

**Home Office:**

416.696.2269 • cell: 416.843.0029 • e: [anthonyverombeck@rogers.com](mailto:anthonyverombeck@rogers.com)

**WHNetwork**

65 Helena Avenue, Toronto, ON M6G 2H3 CANADA

416.653.4986 • fax: 416.653.2291

email: [barwed@rogers.com](mailto:barwed@rogers.com) • email: [averombeck@rogers.com](mailto:averombeck@rogers.com)

[www.WeddingsHoneymoons.com](http://www.WeddingsHoneymoons.com)



April 2, 2009