

# WHNetwork

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

*(receives over 3-million hits annually)*

*"where couples are shopping 24/7"*

**2009/2010 National Rates  
webMagazines online**

**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 webMagazine advertising
  - Banner web advertising on [www.WeddingsHoneymoons.com](http://www.WeddingsHoneymoons.com)
- Shopping Directory • Local Shopping Directory
- Consumer Shows • Gift Draws • CDs

**WHNetwork** is an exhibitor in



September 12 & 13, 2009

January 23 & 24, 2010

**WHNetwork Group**

**FREE webMagazines**

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

**WHNETWORK MEDIA GROUP**

- webMagazines
- 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.*

**webMAGAZINES online**

**WEDDINGS & HONEYMOONS** magazine for brides-to-be helps them with ideas, tips, trends and how-tos as they start to plan and budget their wedding and honeymoon. Feature Sections include: wedding ceremonies, styles, themes, colors and receptions, wedding gowns and bridal fashions, beauty, gifts, menus and wedding cakes, contests and more.

**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!

**ROMANCE TRAVEL** featuring Spa getaways magazine is for couples who are looking for romantic places to get engaged, or shopping for destination wedding locations and the documentation required, honeymoon spots and spas. The editorial features travel tips, trends, ideas, and how-tos, accessories, fashion, beauty, grooming, health and wellness products and services for her and him.

**WINES FOR WEDDINGS** magazine is for engaged couples who are looking for ideas, tips, trends and how-tos when shopping for wines, spirits and beverages, speciality foods, signature drinks, menus, wedding cakes, desserts, and decor for their wedding celebrations.

**WEDDING GIFTS**, Canada's only wedding gift magazine for engaged couples features ideas, tips, trends and how-tos for gift and honeymoon registrations, and shopping for items to give to their bridesmaids, groomsmen, and wedding guests.

**THE NEWLYWEDS** magazine for recently married couples helps them pick up where the wedding celebrations left off including thank-you notes for their wedding gifts, and lifestyle ideas, tips, trends and how-tos for the real life activities that include finances, family, entertaining, food & beverages, relationships and products and services for their new home.

#### **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** webMagazines. 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 webMagazines are also on CDs in PDF format that are given away free at consumer shows.

## **WEDDING MARKETPLACE**

In 2008 there were 150,423 weddings in Canada, of which 64,959 were in Ontario followed by Quebec, with 22,400, and British Columbia, with 20,770. 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 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 webMagazines: *Weddings & Honeymoons* (in print 1992-2008), **GROOM** (launched online 2006), *Romance Travel*, *Wines for Weddings*, *Wedding Gifts*, and *The Newlyweds* online, 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 1992** - *Weddings & Honeymoons* (W&H) magazine was founded in 1992, printed and distributed on newsstands and at consumer shows until 2008 when the magazine went eco-friendly and available online 24/7 at **WeddingsHoneymoons.com**, to download free, read and print, and on CDs that are given away free at shows.

**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** webMagazines that are downloaded free, read and printed 24/7.

## **ONE YEAR BUY & BONUSES**

### **WEDDING SHOWS & ONLINE**

#### **Spring & Fall issues**

#### **DISPLAY ADS INCLUDE BONUSES**

- **Shopping Directory** • **Local Shopping Directory**
- **Consumer Shows** • **Gift Draws** • **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.)

**webMAGAZINE DISPLAY RATES:**

**Cover:** Back Bleed: \$3,500 (7.75" wide x 10.75" high)

**Covers:** \$2,750 (Inside f/b Bleed: 7.75" wide x 10.75" high)

**Full Page:** \$2,400 (7.5" w x 10.5" h; Bleed: check covers)

**1/2 Page:** \$1,200

**1/3 Page:** \$800

**1/4 Page:** \$700

**1/6 Page:** \$600

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

**Advertorial:** Use above sizes and rates

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

**Gift Draws:** Available with full page ad placement only. Otherwise \$500 per item. Gift item and description shown at wedding shows and online.

**FORMAT:**

- **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:** Mail/Delivery CD or USB at address below.
- **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 made payable to **Weddings & Honeymoons Publishing, Inc.** or by the **PayPal** link online at **www.WeddingsHoneymoons.com**.
- **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
FALL/Show 2009	July 15	September 12
SPRING/Show 2010	November 15	January 23, 2010

## **DISTRIBUTION:**

- **www.WeddingsHoneymoons.com**. A website for the wedding marketplace based in Toronto, Canada, that between January 1st to December 31, 2008 received\*:

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\* **Sources:** Webalizer January-October 2008, awstats November 2008 and continuing;

and on CDs that are given away FREE from the **WHNetwork** booth at:

- **Canada's Wedding Expo**

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

Toronto Congress Centre.

## **CONTACT:**

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