

WHNETWORK

www.WeddingsHoneymoons.com

Canada's #1 Wedding Website

"where couples are shopping 24/7"

2009 National Rates

for Website Banners

for the Billion-\$ Wedding Marketplace

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



Banner & Display Web Advertising on

- **www.WeddingsHoneymoons**
(receives over 3-million hits annually)
- **Shopping Directory** • **Local Shopping Directory**
- **Consumer Show** • **CDs**

www.WeddingsHoneymoons.com
is an exhibitor in



September 12 & 13, 2009

January 23 & 24, 2010

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

The **www.WeddingsHoneymoons.com** website was established in 1999 and receives over 3-million hits annually. The site's Home page features weddings, travel and newlyweds-related news, tips, trends, how-tos, Celebrity Weddings and links from the Home Sections to Article pages.

Couples go shopping in the **Shopping Directory** (by categories) and **Local Shopping Directory** (by locations) from the **Main Menu** of the **Home** page.

The website is also the distribution for *Weddings & Honeymoons* (established in print 1992), **GROOM** (Canada's only magazine for men), *Romance Travel*, *Wines for Weddings*, *Wedding Gifts* and *The Newlyweds* free online magazines that are read online or downloaded, and printed from home or work computers.



WeddingsHoneymoons.com traffic over 3-million hits annually

A website for the wedding marketplace based in Toronto, Canada, that between January 1st to December 31, 2008 received 3,140,162 hits; pageviews: 790,826; unique/number visits 160,563 (sources: Webalizer January-October 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.

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.statcan.gc.ca.

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

NATIONAL BANNER WEBSITE RATES

HOME PAGE RATES PER MONTH

Leaderboard: \$750 (500 w x 60 h pixels)
Vertical left side: \$500 (190 w x 290 h pixels)
Vertical right side: \$400 (140 w x 240 h pixels)
Button left side: \$325 (190 w x 190 h pixels)
Button right side: \$225 (140 w x 140 h pixels)
Audio, Video online: Call or e-mail for quotes

SECTION PAGE RATES FOR TWO MONTHS

Half-page: \$600 (300 w x 600 h pixels)
Leaderboard: \$450 (500 w x 60 h pixels)
Tower: \$300 (160 w x 600 h pixels)
Box Unit Ad: \$250 (300 w x 250 h pixels)
Section Sponsorship Button: \$200 (120 w x 60 h pixels)
Audio, Video online: Call or e-mail for quotes

ARTICLE PAGE RATES FOR TWO MONTHS

Half-page: \$400 (300 w x 600 h pixels)
Leaderboard: \$350 (500 w x 60 h pixels)
Tower: \$250 (160 w x 600 h pixels)
Box Unit Ad: \$225 (300 w x 250 h pixels)
Section Sponsorship Button: \$150 (120 w x 60 h pixels)
Audio, Video online: Call or e-mail for quotes

TWO DIRECTORIES FOR-THE-PRICE-OF-ONE!

MAIN MENU: Shopping Directory
MAIN MENU: Local Shopping Directory
\$1,000 for one year
Linked Photo Icon: 130 w x 175 h pixels; up to 20 text words

PROMOTIONS: WEDDING SHOWS & GIFT DRAWS

WHNetwork has a booth in **Canada's Wedding Expo**, Toronto Congress Centre that features a Gift Draw ballot box and where our magazine CDs are handed out free. See the National Online Magazine Rates for more information. Cash value @ \$2,000 (doesn't include staff, display, etc.)

FORMAT:

- **Material Submissions:** Electronic; Platform(s): MAC
- **Electronic File Formats Accepted:** PDF, JPEG, EPS, TIFF, QXD, CDR, PSD 300 dpi
- **Transfer Media:** Zip, CD; Communications Protocols
- **Delivery e-mail:** barwed@rogers.com
- **Artwork** to be supplied.
- **Banner sizes** in **ADVERTISE WITH US** section at the bottom of the HOME page at www.WeddingsHoneymoons.com.
- **Contracts** available upon request or downloaded from the Home page **ADVERTISE WITH US** section WeddingsHoneymoons.com
- **Payment:** Cheques or **PayPal** link is available from the Home page of www.WeddingsHoneymoons.com.
- **Commission** applies to recognized advertising agencies.

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