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WEDDING ETC



WE HAVE A NEW NAME!
WATCH OUT FOR THE NEW
WEDDING ETC
LOOK AND FEEL. COMING SOON!



SOUTH AFRICA'S
BEST-SELLING
BRIDAL
MAGAZINE

PRINT MEDIA

WEDDING ETC is a practical, contemporary and celebratory guide to creating a memorable wedding. Local and international dress designers are showcased in original and cutting-edge fashion shoots, and every page is packed with inspiration, ideas and useful information for the bride-to-be and her retinue. It's no surprise *Wedding Etc* is South Africa's bestselling bridal magazine.

DIGITAL & SOCIAL MEDIA

WEDDINGETC.CO.ZA is an online hub of gorgeous inspiration for couples tying the knot. With local and international style trends, heart-stopping real weddings, original stationery and decor ideas, a venue directory and expert advice from industry professionals, you'll find it all. Let us help promote your product or service so you can tap into our fast-growing online community, fully supported by an active social media presence on Facebook, Twitter, Instagram and Pinterest.



FORMAT

Wedding Etc is published twice a year, in June and November. An A4, perfectly bound magazine containing 244 pages, *Wedding Etc* has a print run of 20 000 and an ABC figure of 16 408.

DEMOGRAPHIC

Women in LSM 6–10 of all ages about to get married, including the retinue and mother-of-the-bride.

DISTRIBUTION

Leading stationers (including Exclusive Books and BS Books), popular retail outlets (such as Pick n Pay, Spar and OK), petrol stations (Engen and Sasol) and Netcare in South Africa and Namibia. These publications also receive exposure at major South African bridal shows.

MATERIAL DEADLINES

FOR PRINT

Issue 2/2019

Material deadline – 27 October 2019

Print date – 8 November 2019

Issue 1/2020

Material deadline – 26 April 2020

Print date – 10 May 2020

FOR DIGITAL

To be confirmed by traffic controller.

PLEASE NOTE: A 50% CANCELLATION FEE WILL BECOME EFFECTIVE IF AN ADVERTISEMENT IS CANCELLED AFTER THE STIPULATED BOOKING DEADLINE.

PRINT ADVERTISING RATES

INSIDE FRONT DPS	R39 950
OUTSIDE BACK COVER	R39 950
INSIDE BACK COVER	R33 950
DPS	R33 950
REAL WEDDING DPS	R33 950
A4	R24 950
HALF PAGE MAIN BODY	R15 950
HALF PAGE CLASSIFIED	R12 950
QUARTER PAGE	R7 950
CLASSIFIEDS	R2 950

DIGITAL ADVERTISING RATES

6-MONTH ONLINE BANNER	R5 000
6-MONTH DIGITAL & SOCIAL MEDIA ADD-ON	R10 500
Banner ad on weddingetc.co.za	
6 Facebook posts	
6 Twitter posts	
Instagram at editorial discretion	
12-MONTH DIGITAL & SOCIAL MEDIA ADD-ON	R19 500
Banner ad on weddingetc.co.za	
12 Facebook posts	
12 Twitter posts	
Instagram at editorial discretion	
CUSTOM CONTENT PACKAGES	PRICE ON REQUEST

ALL PRICES EXCLUDE VAT

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