



## South Africa's leading bridal magazine

Wedding Album offers the bride-to-be a sumptuous, practical, joyful, modern and celebratory guide to creating a magnificent wedding. We put the best in the creative industries to work for our readers. The magazine is a gorgeous mix of practical and fantastical and features wedding service providers including co-ordinators, stationers, photographers, caterers, dress designers, florists, make-up artists, venues, hairdressers, retail outlets and more. There is no better way to showcase what you have to offer than this splendid biannual magazine, now incorporating a comprehensive honeymoon section.





## THE FORMAT

Wedding Album is printed in June and December and takes the form of an A4, perfectly bound glossy publication, with ± 200 pages, a 20 000 print run, an LSM of 6-10 and an ABC figure of 15 559.

## DEMOGRAPHICS

Women aged 16 to 50 · First and second-time brides · Mother of the bride · The entourage

## DEADLINES

### June Issue 2011

Booking deadline – 15 April 2011

Material deadline – 29 April 2011

Print date – 19 May 2011

**A 50% CANCELLATION FEE WILL BECOME EFFECTIVE IF AN ADVERT IS CANCELLED AFTER BOOKING DEADLINE**

### December Issue 2011

Booking deadline – 28 October 2011

Material deadline – 28 October 2011

Print date – 18 November 2011

**50% DEPOSIT TO BE PAID ON BOOKING FOR CLASSIFIED AND QUARTER PAGES**

Distributed to all leading stationers (including CNA, Exclusive Books) and popular retail outlets (such as Woolworths, Spar). These publications also receive exposure at major South African bridal shows as well as internationally at The National Wedding Show in London.

## ADVERTISING RATES

FULL PAGE FULL: R19 965  
Including Agency Commission: R23 260

HALF PAGE: R11 375  
Including Agency Commission: R13252

QUARTER: R7 475  
Including Agency Commission: R8 708

51 x 77 (CLASSIFIED): R2950

INSIDE FRONT DPS: R34 100  
Including Agency Commission: R39 767

DPS: R31 575  
Including Agency Commission: R36 715

OUTSIDE BACK: R34 100  
Including Agency Commission: R39 767

IBC: R28 545  
Including Agency Commission: R33 255

**All prices excl. VAT**

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