

VOW MAGAZINE

ALL YOU NEED TO KNOW

SO, WHERE CAN PEOPLE GET VOW?

Vow has a highly targeted distribution. It's available free to pick up at all the region's best wedding venues, bridal boutiques, fashion stores, florists, jewellers, hotels, restaurants, beauty salons, spas, hairdressers and more. In fact, we're adding new outlets all the time. Why not get in touch if you're interested in becoming one of our stockists?

AND HOW MANY COPIES DO YOU DISTRIBUTE?

6,000 copies of Vow go out to the best wedding businesses in Bath and Bristol, and key venues and suppliers across the South West.

WHY SHOULD I ADVERTISE?

BECAUSE Vow is amazing news for the entire wedding industry in the South West. **BECAUSE** there's no better way to reach affluent, stylish,

motivated brides and grooms planning their wedding. **BECAUSE** Vow is fast becoming the no.1 place the region goes for wedding planning and inspiration.

TO ADVERTISE IN VOW, CONTACT US ON

01225 475800

richard.sawyer@mediaclash.co.uk

GENERAL ADVERTISING RATES 2015

AD TYPE	RATE	SIZE (mm)
Double page spread (DPS)	Single issue £1,700	Bleed 446mm x 291mm Trim 440mm x 285mm Type 390mm x 265mm
Full page	Single issue £900	Bleed 226mm x 291mm Trim 220mm x 285mm Type 195mm x 265mm
Half page (vertical or horizontal)	Single issue £500	Vertical Type area 95mm x 265mm Horizontal Type area 195mm x 128mm
Quarter page	Single issue £300	Type area 95mm x 128mm
Eighth page	Single issue £150	Type area 95mm x 60mm

Notes All rates are per issue. Credit terms 14 days. Cancellations are only accepted in writing two weeks before the copy deadline. For a full version of our terms and conditions, please ask.

Advertorials

Production charges available at applicable depending on brief. media space +20%

Cover positions +25%

Early right hand page +20%

Early left hand page +15%

Any other **guaranteed position** +10%

Loose inserts from £75 per thousand

Creative solutions

e.g as gatefolds, bound inserts and belly bands available on request

Banner advertisements

on editorial pages quarter page rate +25% on application premium.

DON'T FORGET!

MediaClash can help with many of your marketing needs. As a leading digital design and content agency, we've worked with numerous local businesses. We build websites, design and manage email and social media marketing campaigns, plan organise and execute events and even create bespoke customer magazines. To find out more, just give us a call on 01225 475800

Check out the VOW MAGAZINE app!



MediaClash.

We publish a portfolio of premium lifestyle magazines which celebrate their towns and cities. Stylish and targeted, our magazines engage with the most affluent and influential audiences in their regions.

MEDIA KIT

NOW QUARTERLY

VOW



MAGAZINE

The South West's new wedding bible

MediaClash.



Welcome to Vow!

Introducing *Vow*, the West Country's stylish, inspirational and – though we say it ourselves – stunning new wedding magazine. Printed on the best quality paper, and packed with top-notch editorial and stunning photography, it's a bridal magazine like no other – gorgeous, elegant yet edgy, full of fun, but packed with useful information too.

Delivering expert local advice, fresh ideas and visually inspiring fashion, beauty and lifestyle features four times a year, *Vow* is the magazine for chic couples planning a really unique wedding.

From first kiss to that 'Just Married' drive into the sunset, we cover every aspect of the big day. We explore Bristol, Bath and the South West's most amazing, versatile and spectacular wedding venues. We showcase the local bridal shops and wedding experts who are there to make each couple's big day go without a hitch. And we uncover brilliant fresh ideas for cakes, invitations, jewellery and entertainment.



Carina Bayerstock

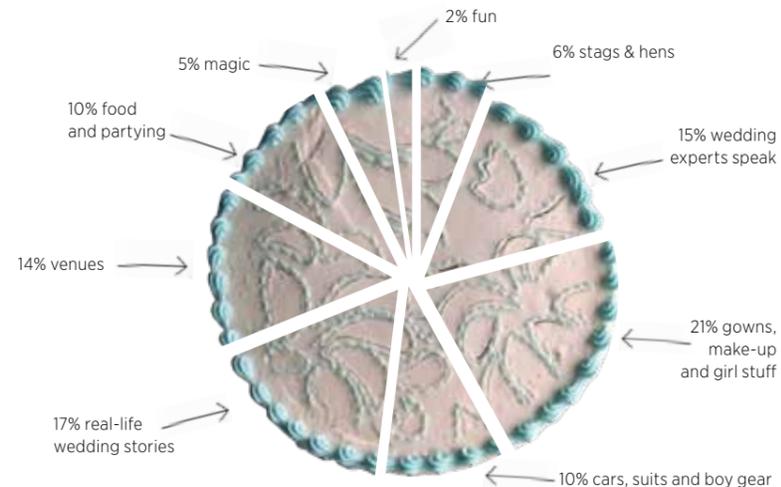
And that's not all! Real life weddings from some of our best local photographers, plus great ideas for stag and hen dos with a difference, are all part of the unique *Vow* experience.

MATT BIELBY, Editor
Matt.Bielby@mediaclash.co.uk

What's this? A *man* editing a wedding mag? It's just one of the ways *Vow* is different....

The Wedding Planner *What goes into each issue of Vow?*

Vow is beautifully designed, and packed with stunning original wedding photography – it always gets pride of place wherever it's stocked!



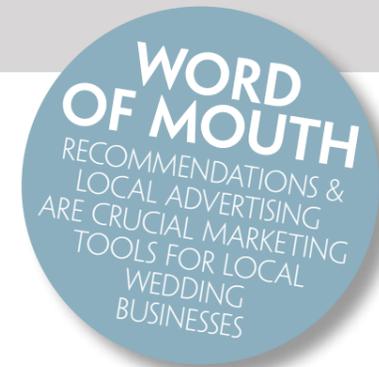
ABOUT US

Vow comes from MediaClash. We also publish a portfolio of premium lifestyle magazines which celebrate their towns and cities. Stylish and highly targeted, our magazines engage with the most affluent and influential audiences in their regions.

MediaClash.



Passion Flowers / Albert Palmer



- The average wedding has 79 guests for the day, and 40 more for the evening
- 32% of people in the UK will attend a wedding this year
- The West Country is one of the most popular places to hold an up-market hen or stag weekend
- Spend on stag/hen weekends has grown by 50% in the last five years – the average amount now invested is £277
- On average, couples spend 13 months planning their wedding, giving plenty of opportunity for *you* to influence key decisions...

Don't forget to follow us on Twitter @VowMag

OUR AFFLUENT READERS

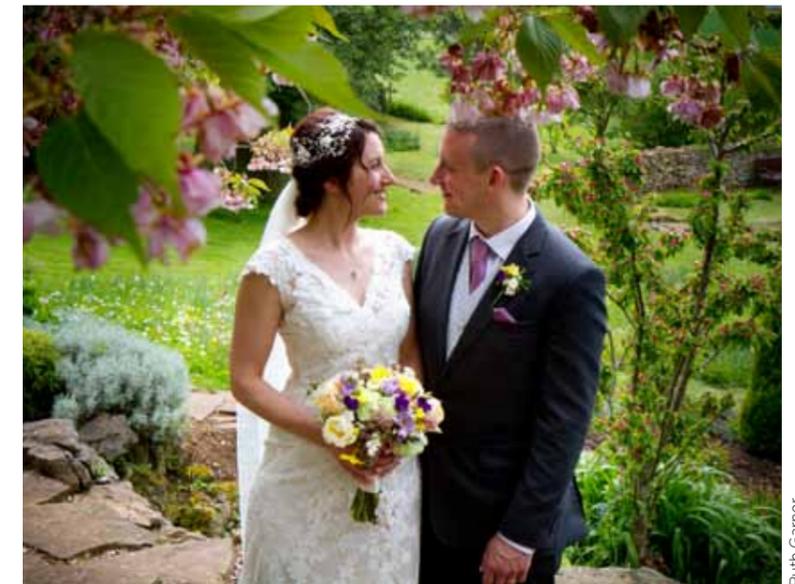
Vow reaches a motivated, affluent audience of stylish couples who get excited by smart new ideas, and are prepared to spend *way* more than the UK average on their dream wedding.

Having a memorable venue, a show-stopping designer wedding dress, breath-taking floral arrangements and the best photographer they can find are vital to the *Vow* couple.

They are keen to experiment in terms of what they eat, where they go, and how they dress too. Our couples know this is a day worth investing in, and demand the very highest quality in all they see, hear, wear and eat.

WEDDINGS ARE GREAT NEWS FOR LOCAL BUSINESSES

The wedding industry is a lucrative and growing market, one that's currently worth £10 billion a year in the UK. And the great thing is, it's not dominated by just a handful of really big players. Instead, it's made up of lots of exciting, hard-working local businesses – just like yours.



Ruth Garner