



## FREE ADVERTISING FOR ALL WEDDING BUSINESSES

FULL ONLINE CAMPAIGN

(FOR THE FORESEEABLE FUTURE\*)



\*This special offer is for all independent local wedding businesses, it is completely free of charge for the foreseeable future.

For venues we offer free advertising for 6 months only.  
One free campaign per business.



## Why is the advertising free – what's the catch?

The website works incredibly well for venues, but of course our members (brides-to-be) want to use the site (and our new App) to plan their whole wedding. Many local wedding businesses can't afford to advertise, so our members tend to see plenty of options when choosing their venues but not necessarily as many across some of the other wedding planning categories.

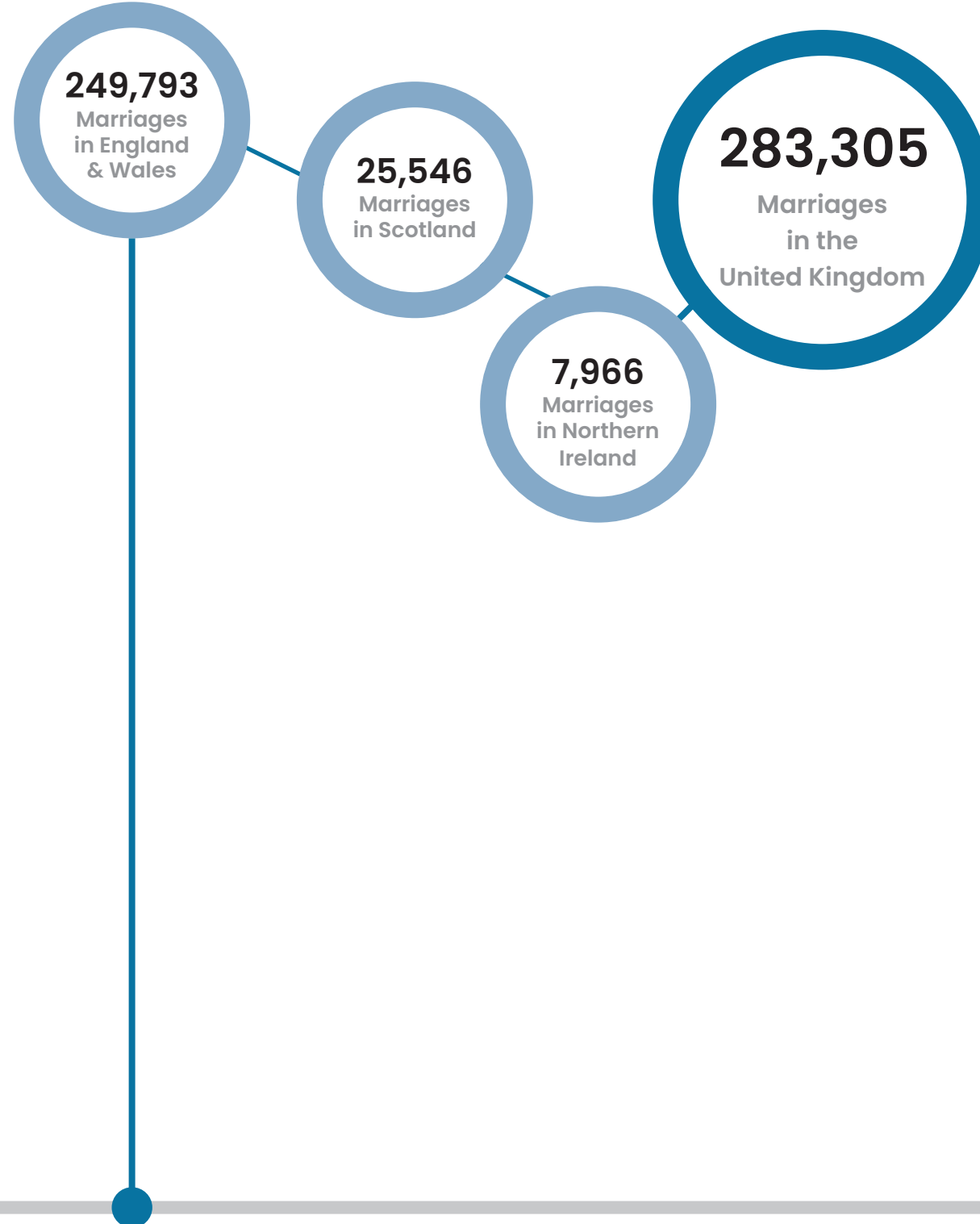
UKbride is now so big – and so successful – that we can let ALL smaller wedding businesses advertise with us for free – completely free – for the foreseeable future. For venues we offer free advertising for 6 months only.

**There are no catches, no payments, no 30 day trials to expire, no credit card details required, no catches at all... nil, zero, nada, nowt, nothing!**

In the future, we may consider introducing a small nominal fee as we anticipate tens of thousands of small businesses will take up our offer. At some point we may get in touch to let you know your options. At that point there would be no obligation to continue to advertise if you feel the charge is unfair.

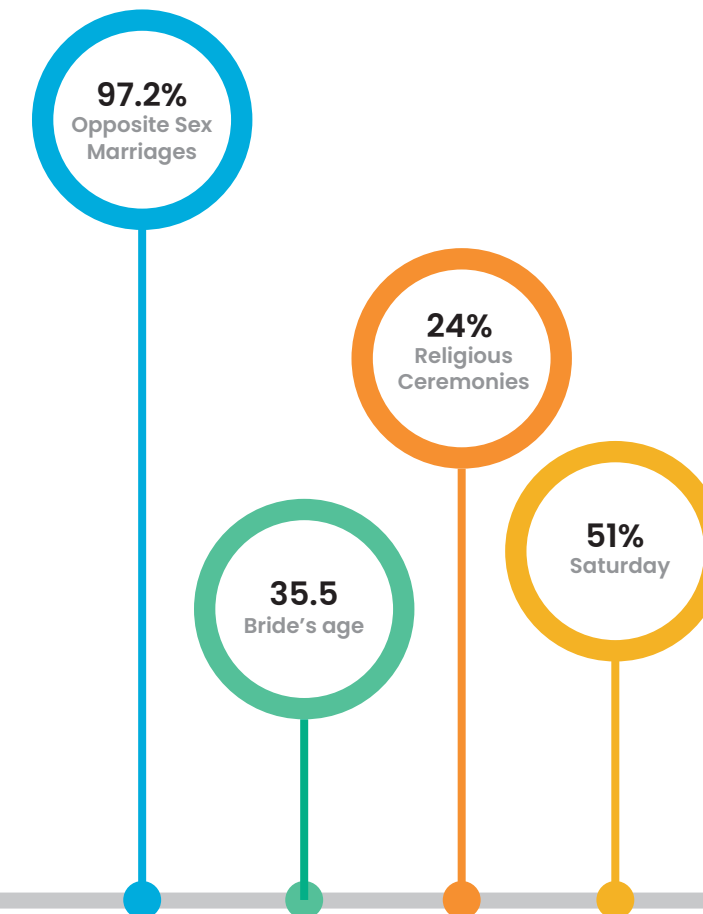
UKbride, of course, anticipates that you will be so happy with the number of bookings you receive each year that you will be more than happy to pay a small monthly fee to stay on the site (and on the new App).





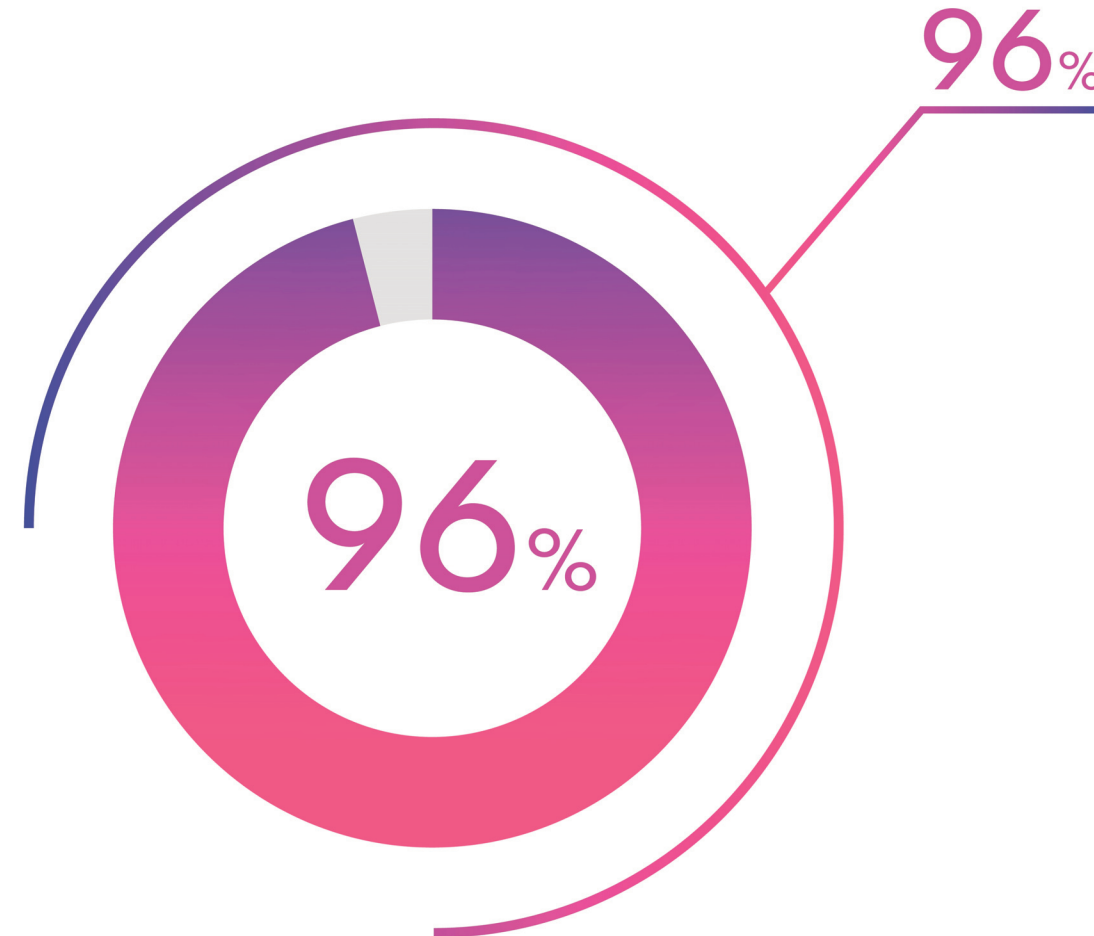
## OFFICIAL WEDDING STATISTICS

There are **283,305** marriages in the UK.





96% of brides-to-be use UKbride to plan their wedding

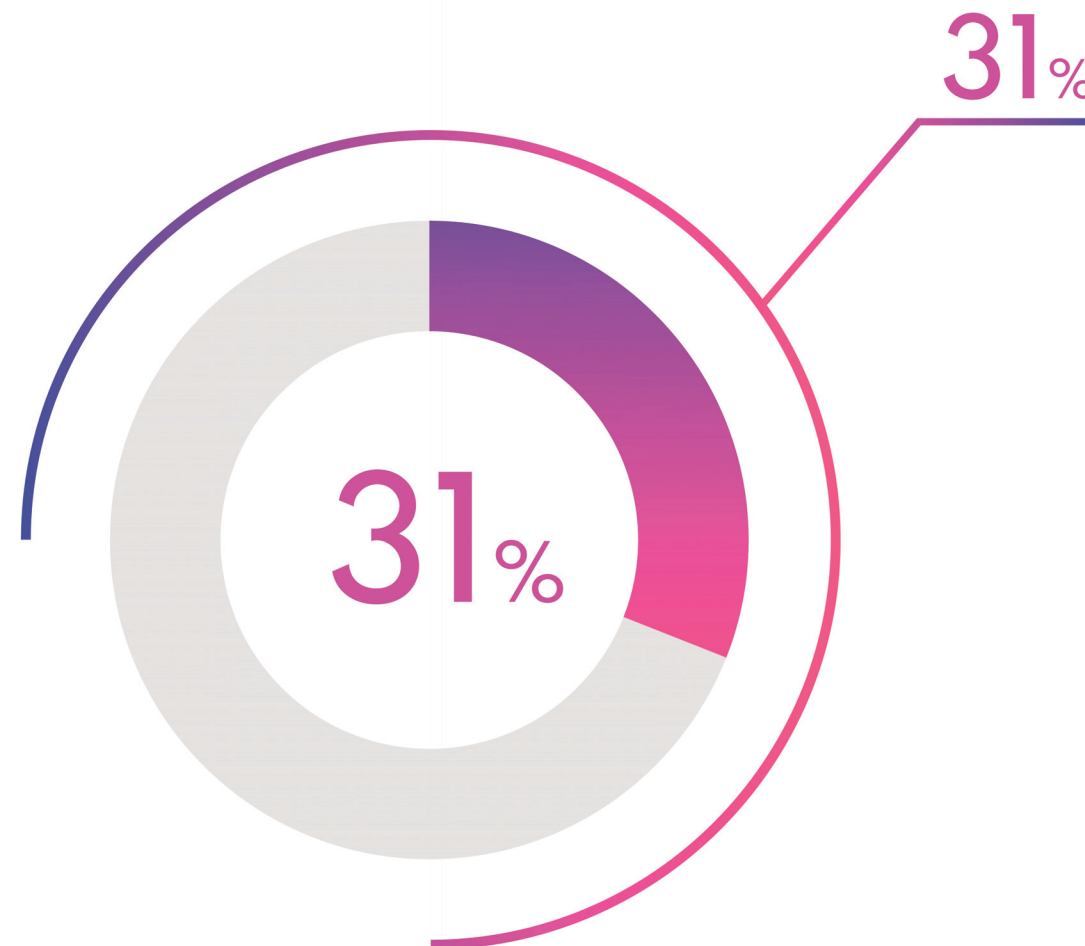


[SOURCE] OFFICE FOR NATIONAL STATISTICS AND GOOGLE ANALYTICS





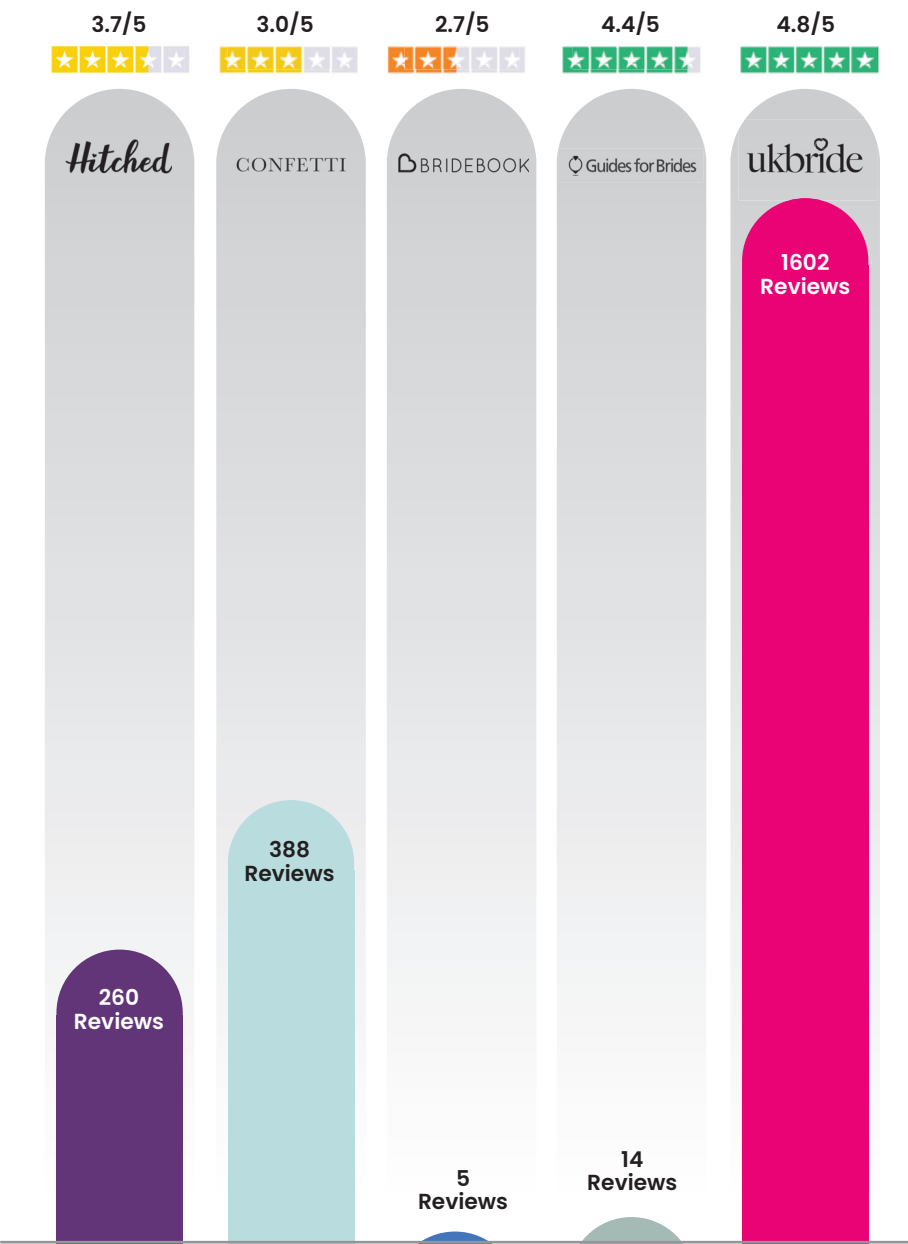
And 31% actually join UKbride, which is the largest database of brides-to-be in the UK



[SOURCE] UKBRIDE DATA WHICH IS AVAILABLE TO PURCHASE



# How trustworthy are the top 5 wedding websites?





## Award winning website

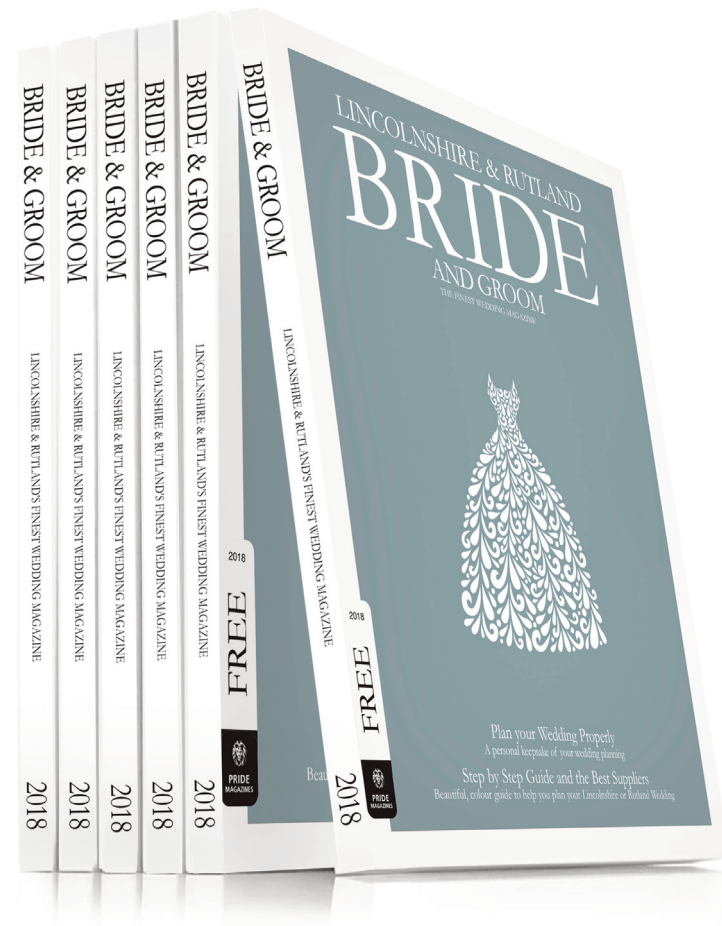


We have received consecutive awards by Experian for the amount of traffic we receive





We have 25 years experience in the wedding industry



We published the largest network of wedding magazines in the UK.

Advertisers migrated online



## Why do so many brides join UKbride?



Win a £25,000 Wedding  
Free Wedding Planning Tools  
Free Engagement Shoot  
Free Wedding Magazines

and free to join



## Average Spend on a wedding is £19,000



Average spend  
£7,000 on the venue  
£6,000 on food and drink  
£6,000 on everything else

Weddings in UK –  
total spend is £4.3 Billion





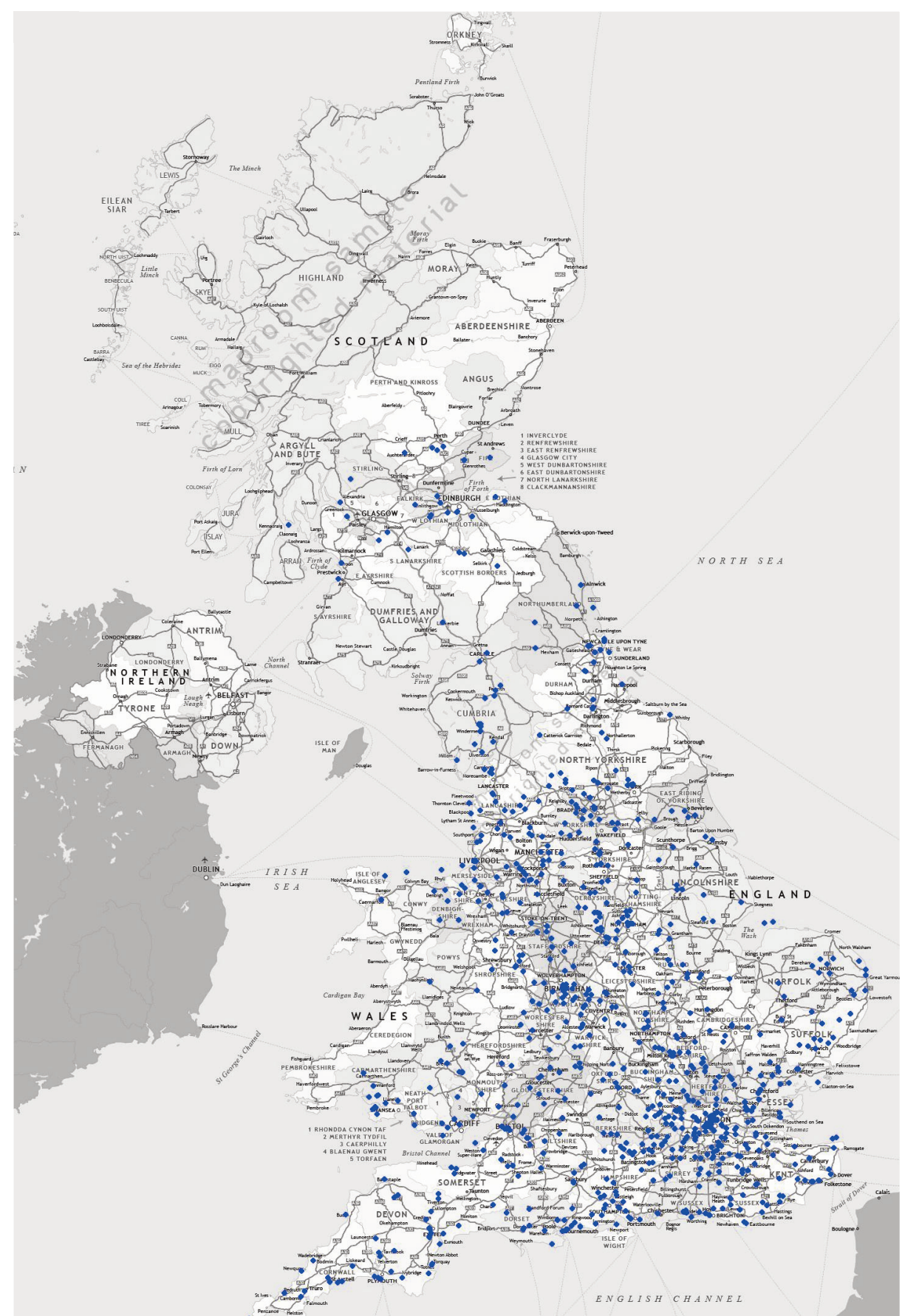
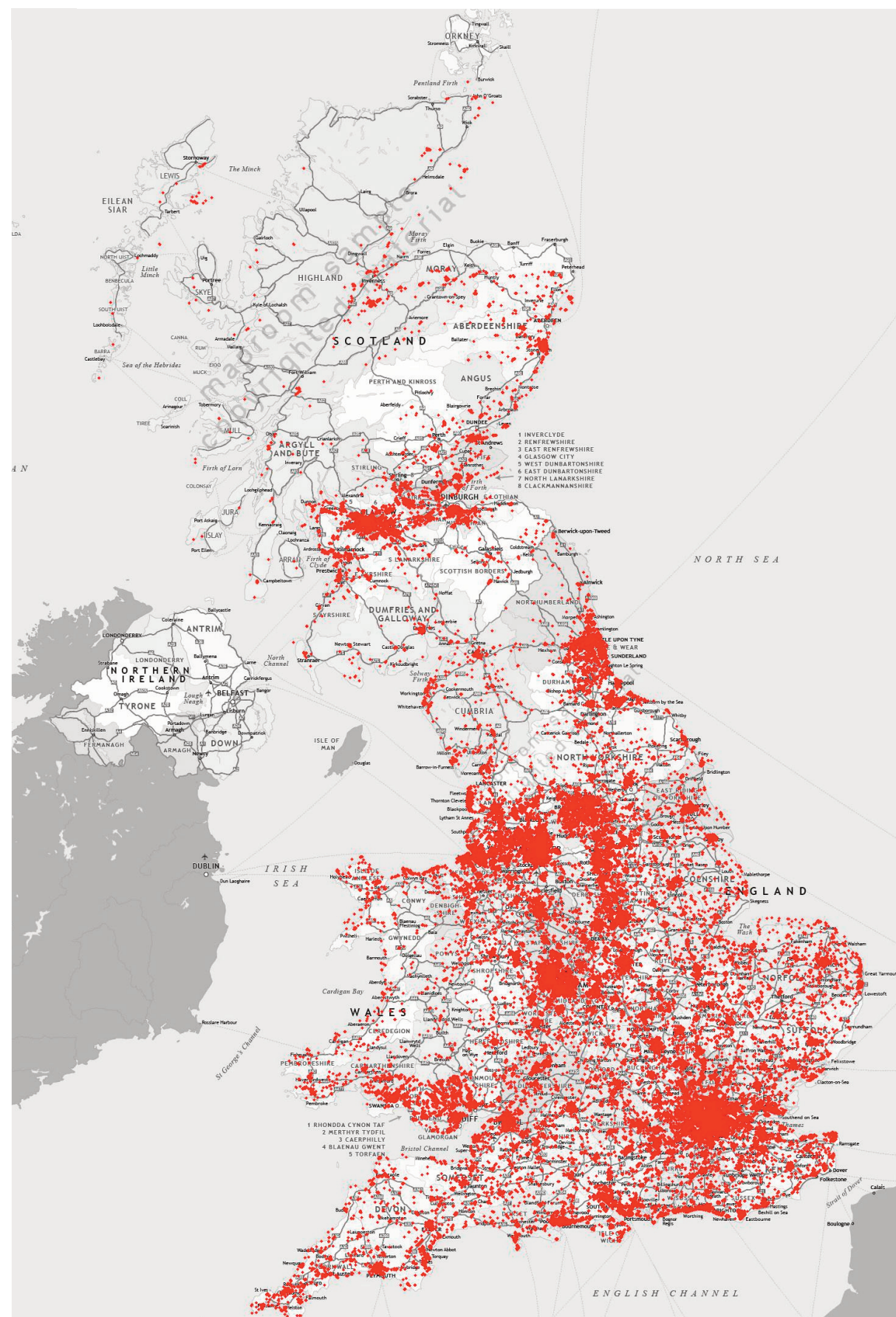
# Location of our members

Over 122,000  
active members

Which is 31%  
of all brides-to-be



Clients







## Our clever IT team built – ‘Facebook for Brides’



The Wall – just like Facebook

1,000's of tips & advice

Venues and wedding suppliers

20,000 Dresses

Forum – 2 million posts

Over 3 Million Pages in total

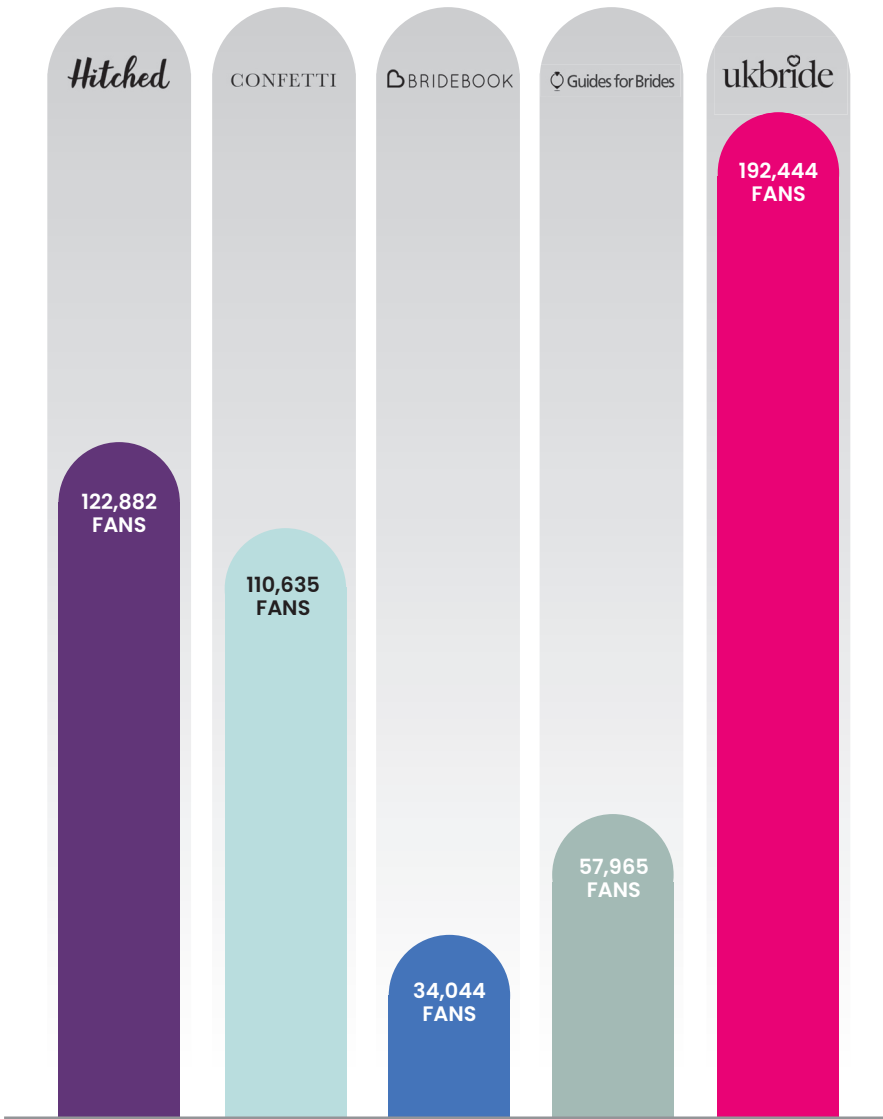
Mobile Friendly

Very addictive





# Facebook is the number one Social media website in the World



Correct at time of going  
to press August 2020  
[www.facebook.co.uk](http://www.facebook.co.uk)



## 79% of brides-to-be get married within 50 miles of their home

Getting married within 50 miles	79%
In UK but greater than 50 miles	13%
Getting Married abroad	8%





## Unlimited Online Campaign

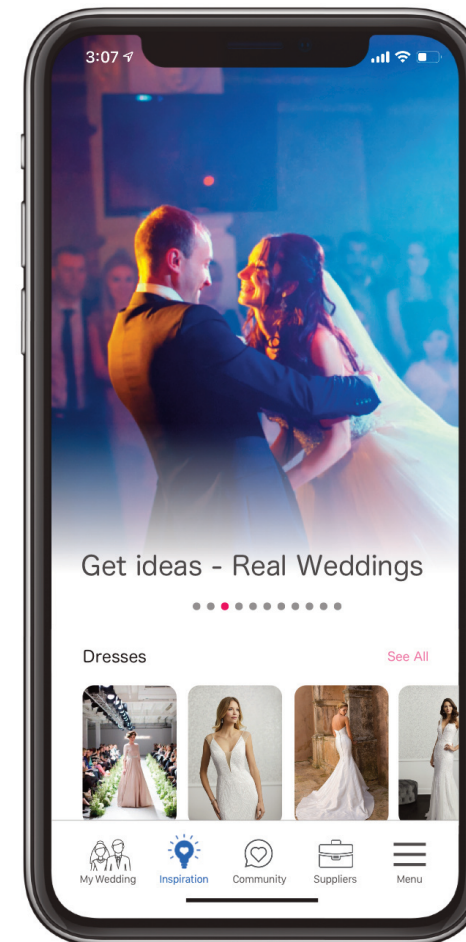
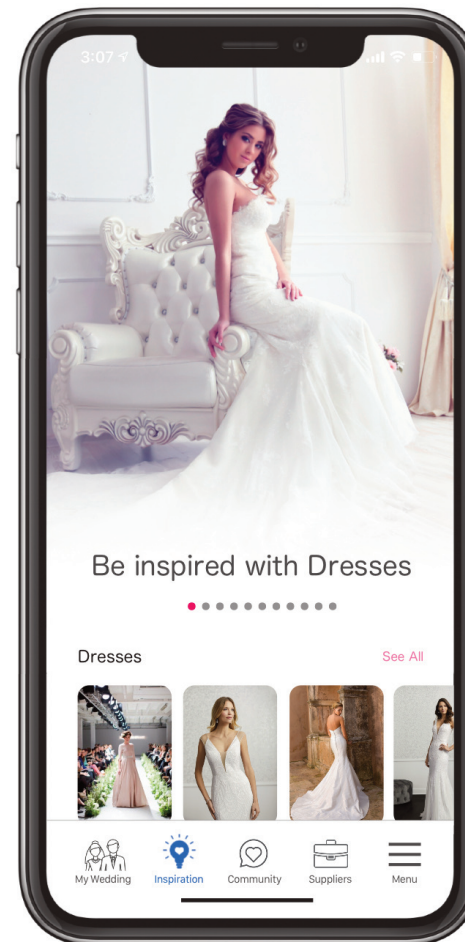
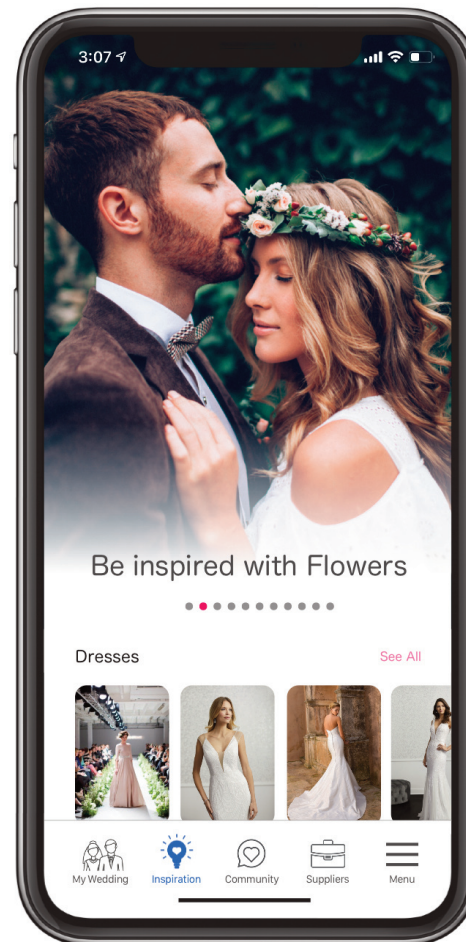
Supplier Page  
Wall Advertising  
Online Advert  
Select your radius  
Unlimited Daily Promotion



Unlimited Images  
Unlimited Text  
Unlimited Videos  
Unlimited Real Weddings  
Unlimited Wedding Fairs  
Unlimited Reviews



## Mobile Friendly – App coming soon





## UKbride Dashboard



Easy to monitor

Amend your adverts

Download your enquiries

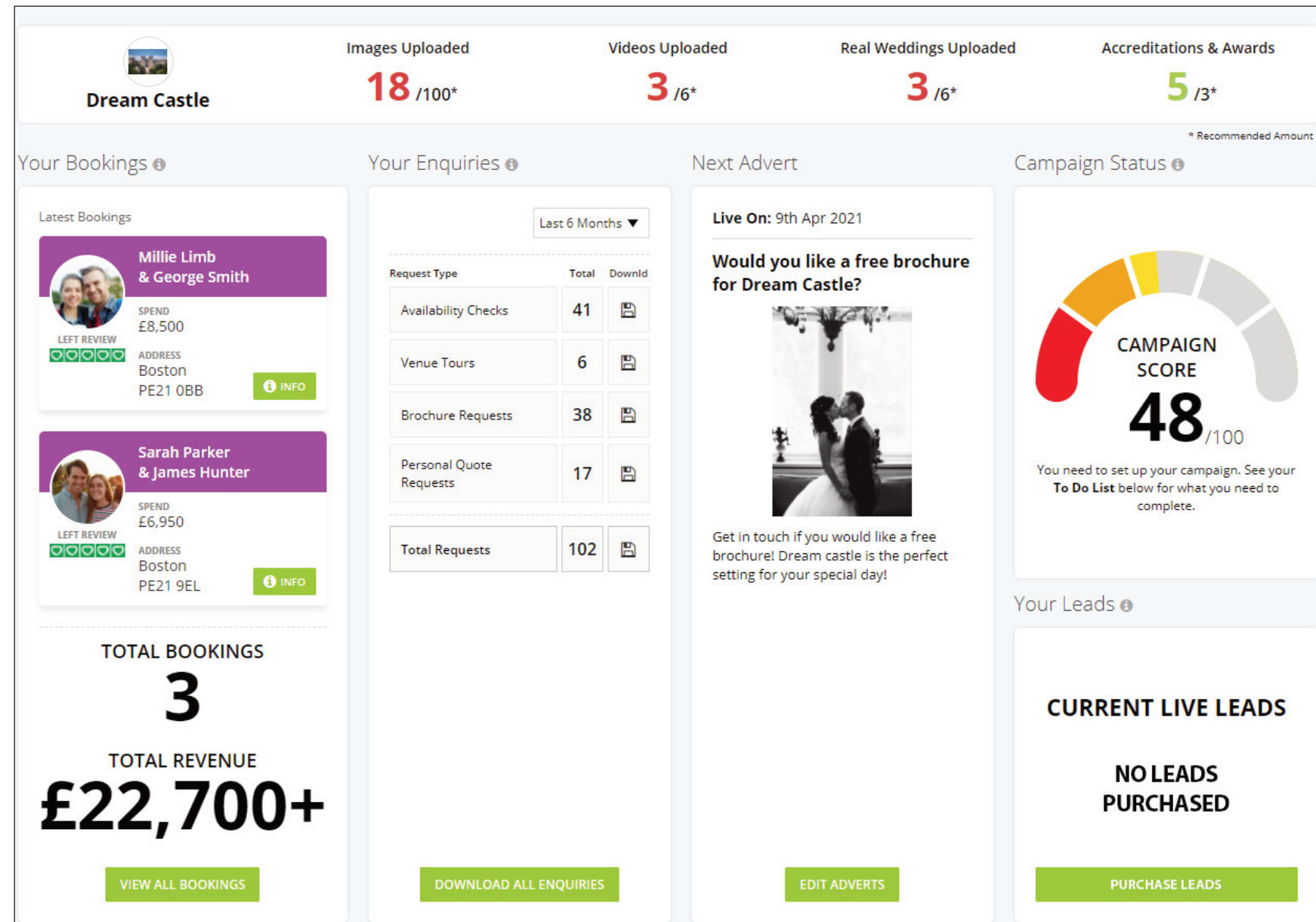
Profile page of bride  
for each of your bookings

Campaign Score





## UKbride Dashboard – Visual



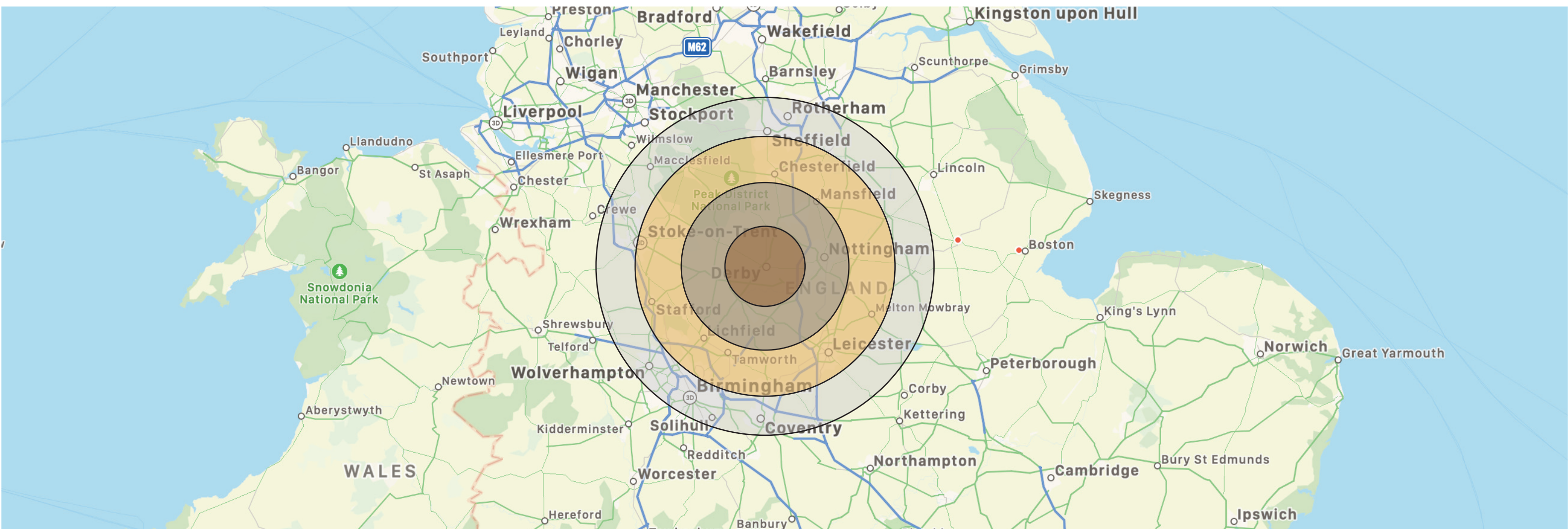
91% of our clients renew their campaign

91%

We've had seven confirmed bookings from UKbride this year alone and it's been great for boosting attendance at our wedding fayres and open evenings!  
Kings Hotel, High Wycombe



# Marketing on UKbride is controlled by a radius of your wedding business



BRONZE PACKAGE

SILVER PACKAGE

GOLD PACKAGE

PLATINUM PACKAGE

10 Miles

20 Miles

30 Miles

40 Miles





## Online Campaigns

### BRONZE PACKAGE



#### Full online campaign

Full Supplier Page  
Wall Advertising  
Online Advert

Unlimited;  
Images, Text, Videos,  
Real Weddings,  
Reviews and  
daily promotion



10 Miles

FREE

### SILVER PACKAGE



#### Full online campaign

Full Supplier Page  
Wall Advertising  
Online Advert

Unlimited;  
Images, Text, Videos,  
Real Weddings,  
Reviews and  
daily promotion



20 Miles

£50<sup>+VAT</sup>  
PER QUARTER

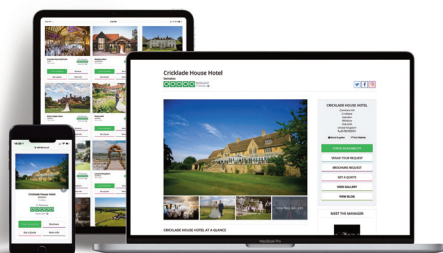
### GOLD PACKAGE



#### Full online campaign

Full Supplier Page  
Wall Advertising  
Online Advert

Unlimited;  
Images, Text, Videos,  
Real Weddings,  
Reviews and  
daily promotion



30 Miles

£100<sup>+VAT</sup>  
PER QUARTER

### PLATINUM PACKAGE



#### Full online campaign

Full Supplier Page  
Wall Advertising  
Online Advert

Unlimited;  
Images, Text, Videos,  
Real Weddings,  
Reviews and  
daily promotion



40 Miles

£200<sup>+VAT</sup>  
PER QUARTER



If you would like a larger radius (than 40 miles) for your advertising campaign  
please contact our sales team on 0800 112 3 112 or [sales@ukbride.co.uk](mailto:sales@ukbride.co.uk)

[www.ukbride.co.uk](http://www.ukbride.co.uk)

