

WEDDING SHOW JOURNAL *live!*



Title

Sponsorship

Proposal

2017 DATES

Dublin: 23rd & 24th September

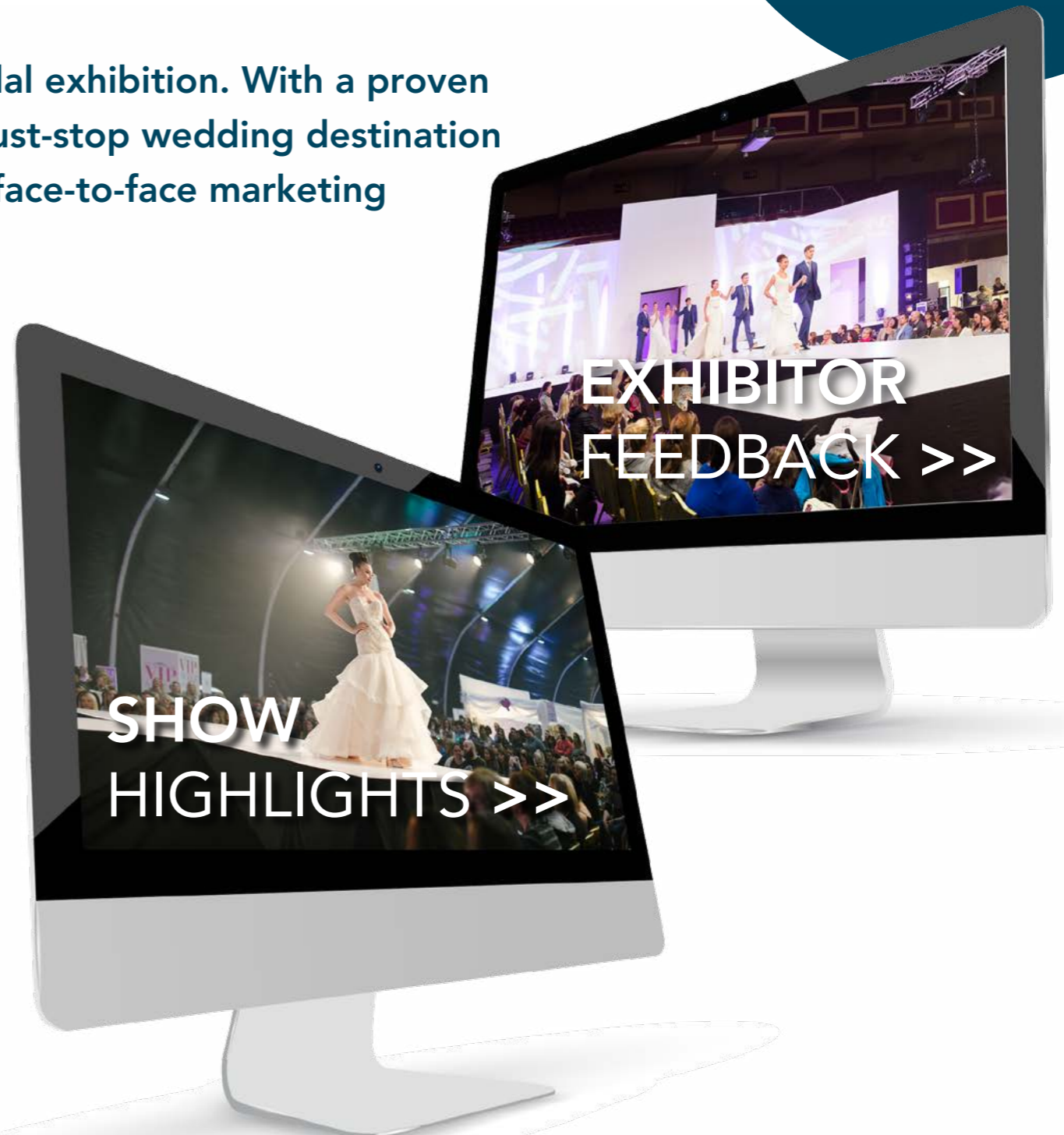
Belfast: 30th September & 1st October

About The Wedding Journal Show

APROX
40,000
VISITORS
ANNUALLY

The Wedding Journal Show is Ireland's leading bridal exhibition. With a proven track-record of success, the show is the ultimate must-stop wedding destination for couples and provides businesses with a unique face-to-face marketing opportunity.

- Key demographic females aged 25-40
- Autumn and Spring shows held each year in Belfast and Dublin
- Over 9,000 visitors per show
- Exhibitors include leading national and international brands
- Supported by a massive integrated marketing and advertising campaign
- Part of the Wedding Journal brand – **Wedding Journal Magazine** and **WeddingJournalOnline.com**



A NEW opportunity for YOUR brand in 2017/18

Sponsorship value

The title sponsorship of the The Wedding Journal Show offers a superb package that includes anchor exhibition space and inclusion in our extensive PR, marketing and advertising campaign across the north and south of Ireland. The title sponsor will receive the following:

Exhibition space

- A massive discount of 50% rate on space booked.

Media branding

- **Your Company** Branding in all cross platform media advertising
- Named title sponsorship in all radio advertising – **'Wedding Journal Show sponsored by Your Company'**
- The Wedding Journal Show will run an extensive radio campaign on leading radio stations 98FM, Cool FM, Q Radio and 2FM



Media branding cont'd

- **Your Company** Branding on all outdoor marketing including 48 and 96 sheet – see visual

- **Your Company** logo in press advertising (regional and national)
The Wedding Journal Show will run an extensive advertising and pr campaign in the national press and niche glossy publications in the weeks leading up to the event.

- **Your Company** Branding on the front cover of The Wedding Journal Show guide sold at the entry point to the exhibition. – see visual

- 20,000 copies of the show magazine will be printed and distributed at the shows in Belfast and Dublin.

- Editorial coverage in Wedding Journal magazine.

- DPS advertorial for **Your Company** in the show magazine.



AVERAGE VISITOR
25-40
ABC1 FEMALE



[CLICK HERE to our expose]



[CLICK HERE to our most recent radio adverts]



[CLICK HERE to outdoor advertising and print campaigns]



[CLICK HERE to digital marketing]

WEDDING SHOW JOURNAL live!

Digital branding

Our digital branding package covers a 12 month period

- **Your Company** & link on the homepage of **WeddingJournalOnline.com** – see visual

- **Your Company** featured in Google Display Advertising

- **Your Company** featured in Facebook Advertising

- **Your Company** featured on **WeddingJournalOnline.com**

Header banner

- MPU Advertisement on

WeddingJournalOnline.com

- **Your Company** and Link

on all **Wedding Journal Show**

Newsletters (minimum 10) sent to a database of over 28,000

members of your target audience

- Social Media Mentions and

Tagging through **Twitter**,

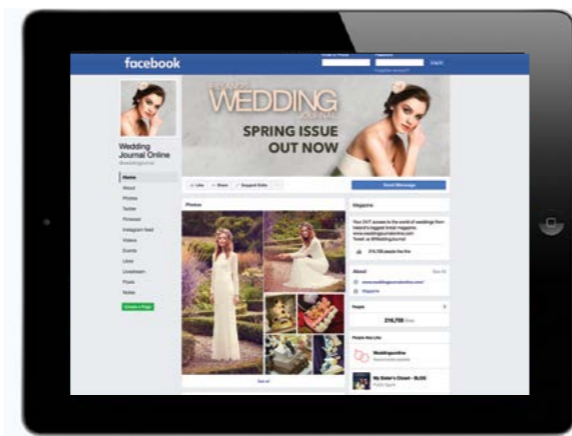
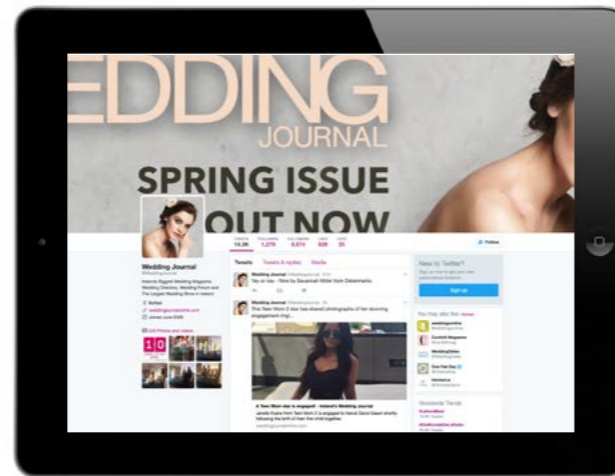
Facebook, **Instagram** and

Pinterest

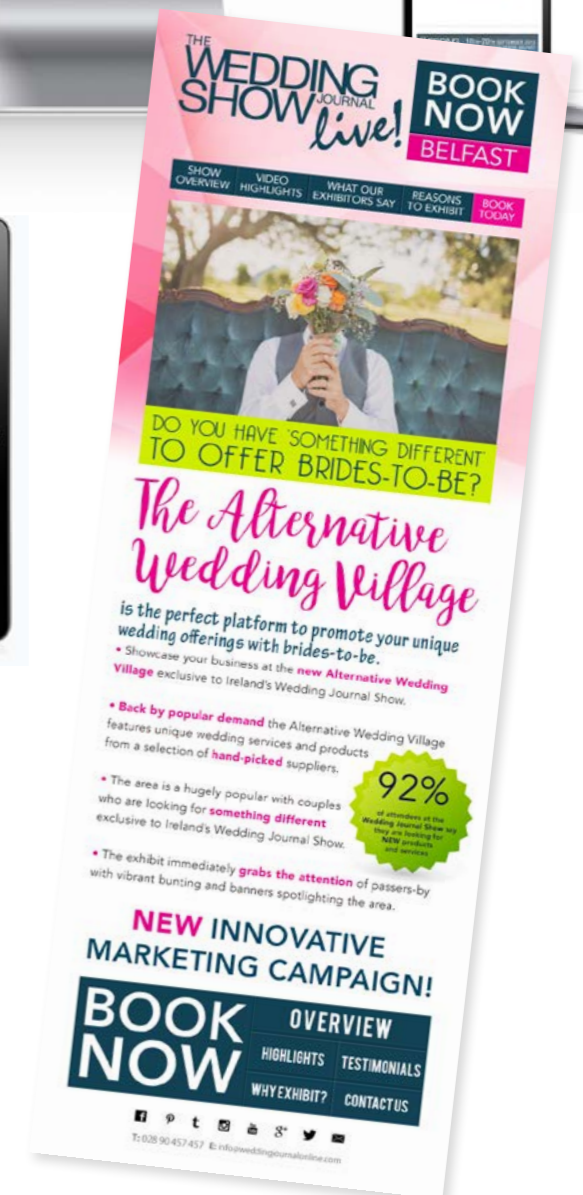
- Content pieces on

WeddingJournalOnline.com

- **Your Company** on the online ticket-booking page



WEDDING
SHOW JOURNAL
live!



Event branding

- Merchandise branding – logo on show bags and catalogue
- Promotional Video Opportunity on the Main Stage
- **Your Company** on the main stage DVD presentation played throughout the show
- **Your Company** on all posters, signage and graphics at the show
- Opportunity to sample product or insert leaflets in our VIP Goodybags
- Opportunity to host a workshop in the Bridal Boulevard



THE WEDDING SHOW JOURNAL live!

4th & 5th February 2017
12noon-6pm
Titanic Exhibition Centre
BELFAST

AMAZING BRIDAL CATWALK SHOW 1PM, 3PM AND 5PM DAILY

WIN a Fabulous Wedding **£30,000**

TICKETS ONLINE TO BE AUTOMATICALLY
D FOR THIS FABULOUS COMPETITION

AT WEDDINGJOURNALONLINE.COM

COMPLIMENTARY
Admits 1 person

weddingjournalonline.com

MEDIA PARTNERS:
Radio BelfastLive

Titanic Exhibition Centre Belfast
Sat 4th & Sun 5th Feb. 12noon-6pm

=196k =8.9k

Our Extensive Reach

Attendance at Shows is approx 10,000 to Belfast and 10,000 to Dublin.

(Reaching an Audience of approx. 40,000 a year)

In house reach figures:

- Facebook: 216,311 followers – Facebook Show posts reaching upto 20,000 per post.
- Current database: 28,000
- Wedding Journal Magazine: 14,064 (ABC audited) print 24,000 copies 12,000 digital downloads per Issue
- Website Figures: 780,000 page Impressions and 250,000 unique visitors per month.

Advertising and marketing reach figures:

North

- Cool FM: 415,000 listeners per week
- Q Radio : 248,000 listeners per week
- 48 Sheet billboard campaign – hard to specify a reach but thousands daily
- 96 light board sheets - Highly visual and a massive city centre presence which is close to city centre store
- Competitions in local press - Massive collective reach ..

South

- 104FM: 300,000 listeners per week
- 98FM: 201,000 listeners per week
- 2FM: 2,000,000 per week

We also had paid promotions on Ireland AM : 134,000 viewers on average (campaign over 1 week)
Expose: 185,000 viewers on average..(campaign over 1 week)

Our paid digital search, including display and remarketing reach over 100,000,000 impressions



Sponsorship cost = €20k per show

Belfast Autumn 2017 & Dublin Autumn 2018 - **€20,000** per show contracted for a minimum of 2 shows

Dublin & Belfast Autumn 2017 & Belfast & Dublin Spring 2018 - **€15,500** per show contracted for a minimum of 4 shows

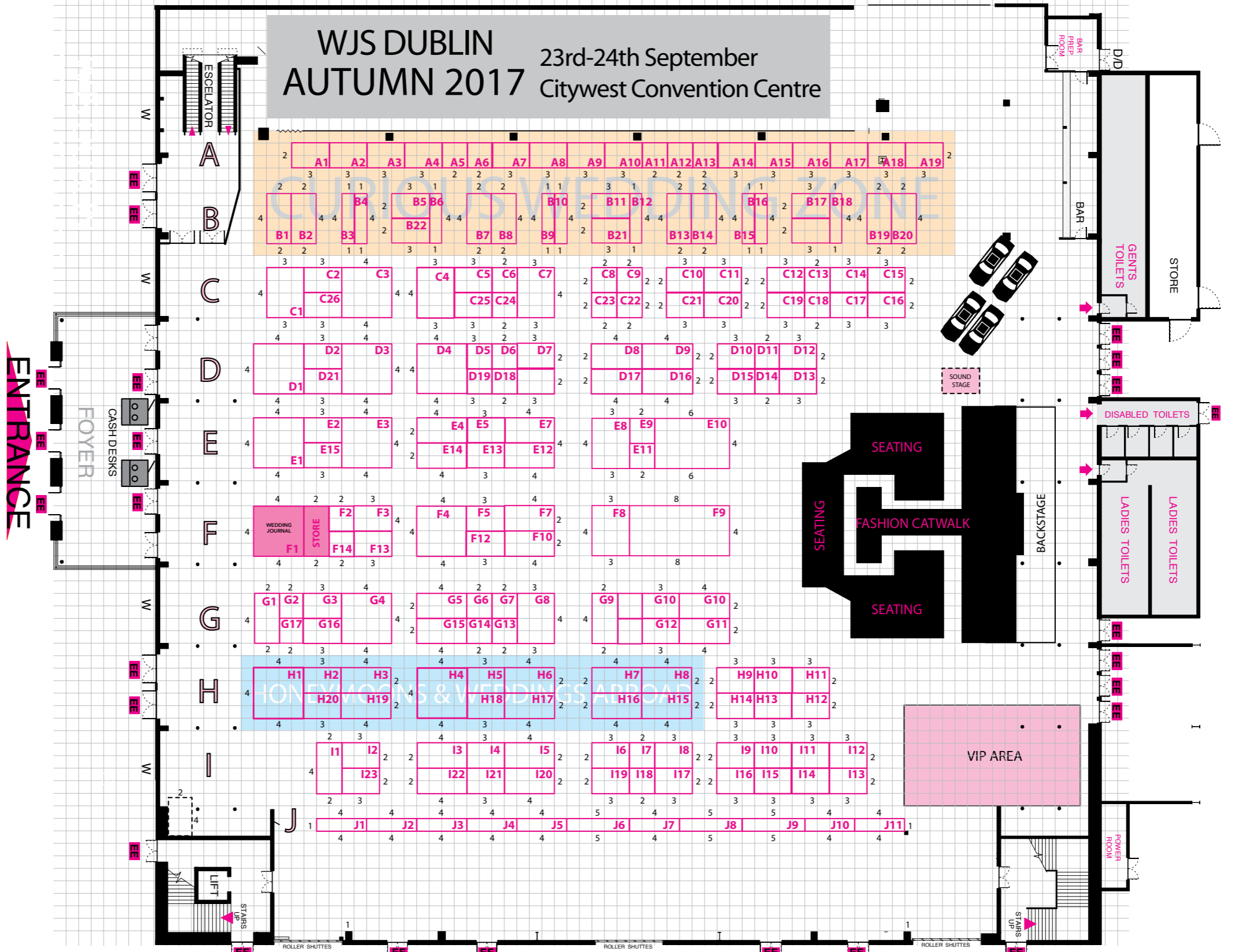


DUBLIN AUTUMN 2017

CITYWEST COMPLEX

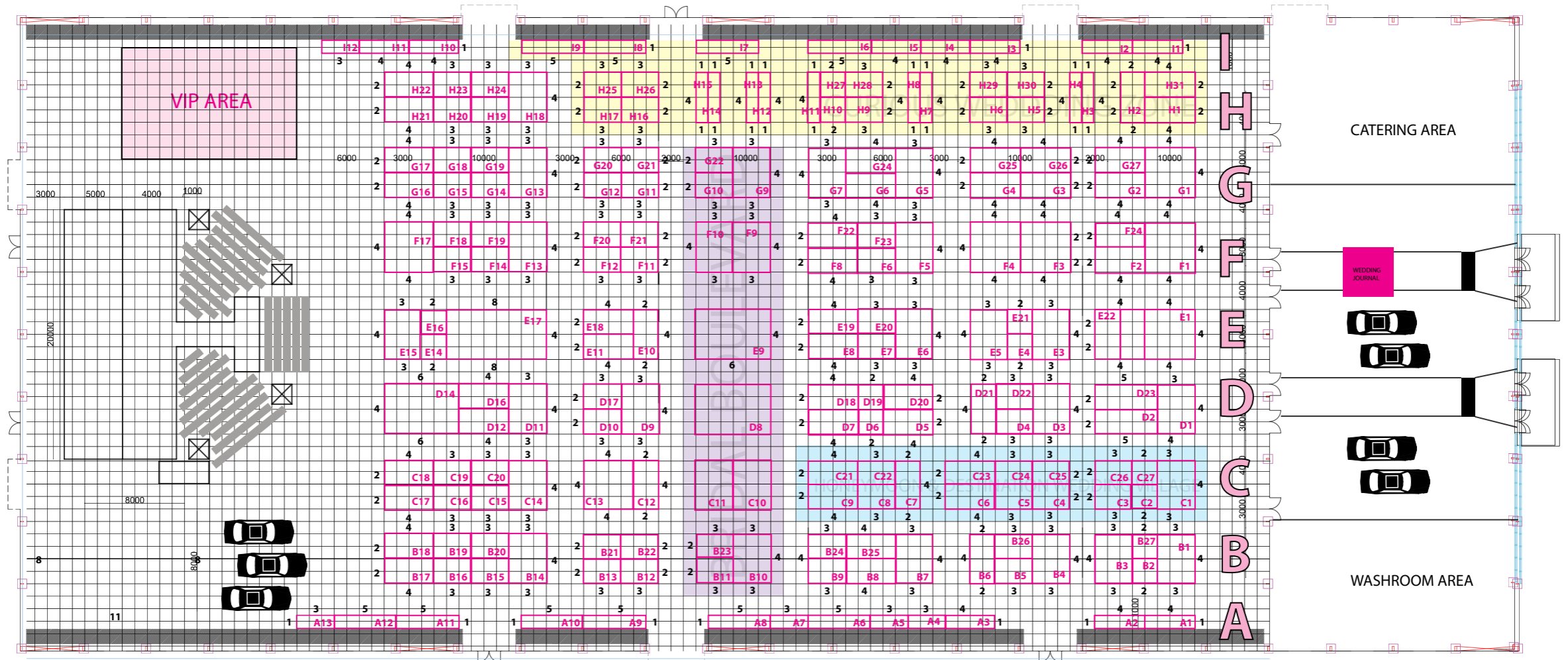
WJS DUBLIN AUTUMN 2017

23rd-24th September
Citywest Convention Centre



THE
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 SHOW JOURNAL
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30th Sep & 1st Oct 2017



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