

YOUR GUIDE FOR WEDDINGS IN  
BC • CALGARY • EDMONTON • ROCKIES

# Confetti



SHOWERED WITH  
INSPIRATION



**2019** / **2020**  
MEDIA KIT

# 2019 / 2020

## MEDIA KIT

### THE MAGAZINE

For over 20 years we've been showcasing the best of the wedding industry and connecting engaged couples with talented vendors.

Confetti continues this legacy of inspiration, shaped by an ever evolving and growing industry, to become the Ultimate Wedding Resource. Confetti is a one-stop shop of high-quality, accessible, local and national offerings carefully curated for our busy, sophisticated, and discerning brides and grooms.

Confetti is the definitive guide for Calgary, Edmonton and The Rockies, providing planning tools, real wedding profiles, inspiration galleries, collaborative photoshoots and more - all of the features that have couples reaching for Confetti and connecting with all of the talented vendors showcased within our pages.

Confetti provides every kind of couple with options and offerings to make their unique wedding dreams a reality.

So let's celebrate, it's time for Confetti!

### THE CONFETTI FAMILY

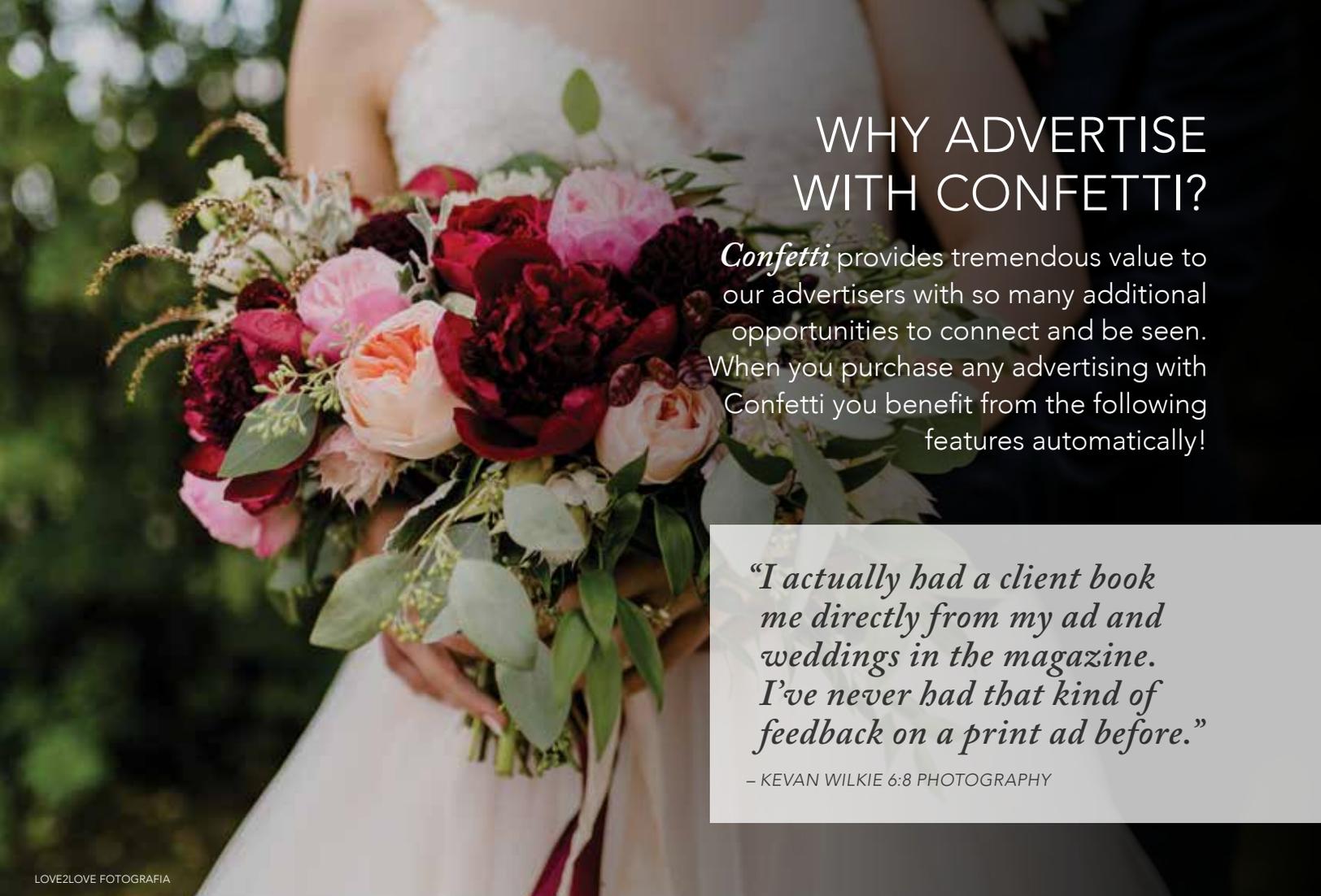
When you become an advertiser with Confetti, you also become a valued part of the Confetti family, a connected group of wedding professionals who collaborate, contribute and support one another's work within our community.

Advertisers have the opportunity to participate in select styled shoots, submit additional work to be shared on our blog and social media channels and attend industry events that promote partnerships and cross referrals.

### CONNECT WITH CONFETTI

For more information or to create your advertising plan with Confetti, email [info@confettimagazine.ca](mailto:info@confettimagazine.ca)





# WHY ADVERTISE WITH CONFETTI?

*Confetti* provides tremendous value to our advertisers with so many additional opportunities to connect and be seen. When you purchase any advertising with Confetti you benefit from the following features automatically!

*“I actually had a client book me directly from my ad and weddings in the magazine. I’ve never had that kind of feedback on a print ad before.”*

– KEVAN WILKIE 6:8 PHOTOGRAPHY

LOVE2LOVE FOTOGRAFIA

## COMPLIMENTARY DIGITAL VENDOR LISTING

- Print advertisers get a vendor listing at [confettimagazine.ca](http://confettimagazine.ca) absolutely free - A \$500 value!
- Listings includes a clickable link to your site, social channels and your own image gallery, a must for connecting with today's tech savvy couples.

## REAL WEDDINGS SUBMISSIONS

- Advertisers are given priority when Real Wedding selections are made for the magazine and the blog.
- Real couples definitely look to Real Weddings when making vendor decisions!

## INSPIRATION GALLERY SUBMISSIONS

- Advertisers are given priority when images are selected for print edition inspiration galleries.
- Images submitted by advertisers are also promoted on our social channels.
- Your credit appears alongside images used providing your audience with celebrated examples of your work.

## PAPER AND INK PROFILE AND PRESENCE

- Presence on major newsstands elevates the perception of your business, positioning you as a proven professional
- In our digital age, pouring over the paper and ink pages of our publication is a special and memorable experience for today's brides (and grooms!) Couples will reference Confetti many times through the planning process, and will see your offering at every stage.



# CONFETTI CONNECTS

## PRINT STATS

- 12,000 copies distributed each year.
- Presence on major newsstands including Shoppers, Chapters, Indigo and more!
- 1000's of print copies placed directly in the hands of engaged couples at Wedding Fair and Bridal Expos in both Calgary and Edmonton through our exclusive positioning at the shows.

## DIGITAL STATS

- We frequently mention and share content from our advertisers on our robust and rapidly growing social media channels.
- If any of your work appears in our print publication we will provide PDF tear sheets and "Featured in *Confetti*" badges to be shared on your channels.
- We share many credited real weddings, styled shoots and inspiration images submitted by our advertisers even if they are not selected to be included in the print publication.

 BRAND NEW SITE,  
HUNDREDS OF NEW  
READERS

[www.confettimagazine.ca](http://www.confettimagazine.ca)

Users: 52,000

Sessions: 64,000

Page Views: 111,450

 GET INSPIRED  
AND ORGANIZED

[pinterest.com/confettimag](https://pinterest.com/confettimag)

Pinterest Followers: 1181

Average Daily Impressions: 14,064

Average Daily Viewers: 8305

Average Monthly Viewers: 225,000

 CONNECT WITH COUPLES  
AND OTHER PROS

[facebook.com/confettimagazine](https://facebook.com/confettimagazine)

Facebook Fans: 5314

Average Monthly Reach: 30,000+

 GET CAUGHT UP ON  
ALL THE NEWS

E-Newsletter

975 subscribers

Over 600 new subscribers in 2016

 GET INSTANT  
INSPIRATION

[instagram.com/ConfettiWedMag](https://instagram.com/ConfettiWedMag)

Instagram Followers: 12,900

 WHERE BRIDES SEE  
SNIPPETS OF ALL THE FUN

[twitter.com/ConfettiWedMag](https://twitter.com/ConfettiWedMag)

Twitter Followers: 1608

Active, engaging, promoting



SARAH PUKIN PHOTOGRAPHY

## ADVERTISING RATES

Contract Deadline: May 1, 2019

Content Deadline: June 1, 2019

### PRINT ADVERTISING

Be pretty in print and get your brand in the hands of brides (and grooms) who are ready to buy.

\$5000	Back Cover
\$4500	Double Page Spread
\$4000	Inside Covers ( <i>Front or Back</i> )
\$2000	Section Lead In Spread double page image only with logo
\$2500	Single Page Ad
\$1500	1/2 Page Horizontal Ad
\$1000	1/4 Page Ad
\$250	Venue directory listing ( <i>Venues Only</i> )

### DIGITAL ADVERTISING

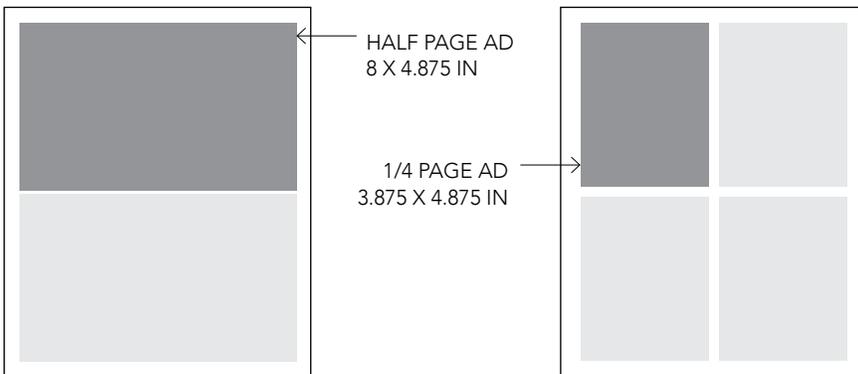
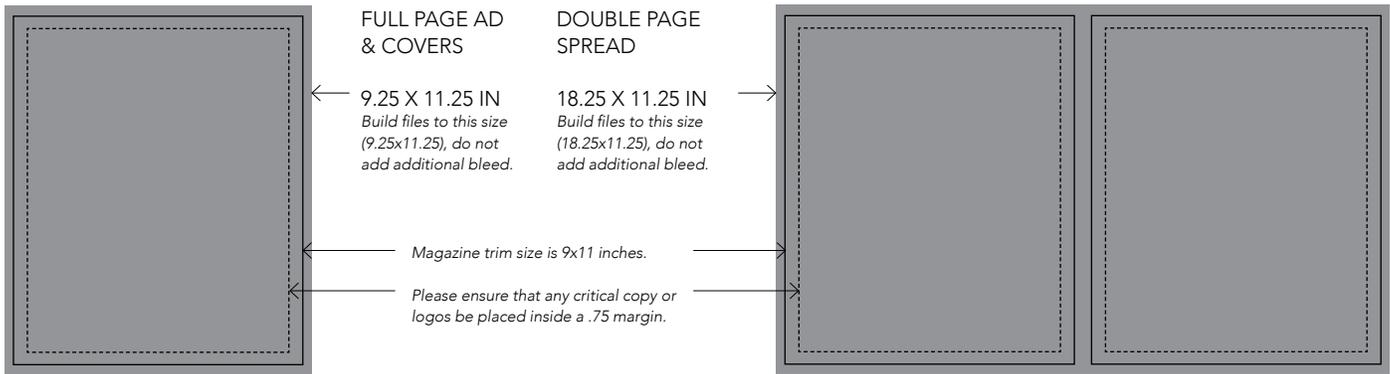
Diving deep into digital or just dipping a toe in? Either way we have effective digital options to suit your strategy and help you reach an even broader audience.

Free	Web Directory Listing <i>Print Advertiser Rate</i>
\$400/year	Web Directory Listing <i>Online Only Rate</i>
\$250	Masthead Ad <i>Weekly</i>
\$500	Masthead Ad <i>Monthly</i>
\$100	Banner Ad <i>Monthly</i>
\$100	Sponsored Blog Post <i>includes one Facebook post, four Instagram posts, four Tweets and five Pins</i>
\$100	Instagram Takeover <i>up to 6 posts for the day</i>
\$50 + <i>promoted post budget</i>	Promoted Facebook Post
\$100	E - Newsletter Ad <i>Masthead</i>
\$50	E - Newsletter Ad <i>Banner</i>

To Confirm Your Advertising Selections please email:  
info@confettimagazine.ca

# AD SIZING

For further information on designing and submitting your files, please visit our welcome kit at: [Confettimagazine.ca/welcomekit](http://Confettimagazine.ca/welcomekit)



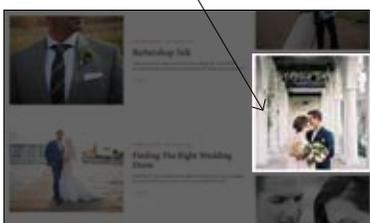
# DIGITAL ADS

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**MASTHEAD AD**  
2100 X 300 PIXELS

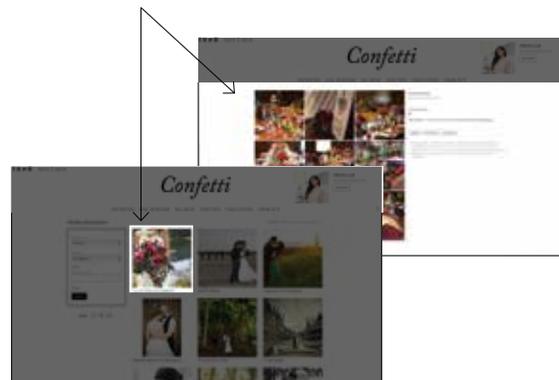


**BANNER AD**  
600 X 600 PIXELS



**DIRECTORY LISTING**

*Example of listing & page detail*



**DIRECTORY LISTING GALLERY IMAGES**

2048 PIXELS WIDE - PORTRAIT OR LANDSCAPE

*Gallery images are seen in their entirety when clicked on and automatically cropped to a square thumbnail.*



## IN HOUSE AD DESIGN

If ad production is required, Confetti Magazine offers competitive rates for our advertisers. For edits only, working files are required and a full review of the file will be required prior to agreeing to an edit. GST will be added to all prices listed below.

DESIGN	EDITS	IN-HOUSE AD DESIGN
\$225	\$55	Double Page Spread
\$200	\$55	Full Page Ad (FPG)
\$150	\$55	Half Page Ad (HPG)
\$100	\$55	Quarter Page
\$100	n/a	Online Banner or Newsletter Ad