

media kit

the bride's tree

sunshine coast





WELCOME TO THE BRIDE'S TREE

Focused specifically on the Sunshine Coast region, The Bride's Tree website and online magazine are fully comprehensive, free bridal resources, delivering absolutely everything a bride needs to know about planning her perfect wedding day on the Sunshine Coast.

The team at The Bride's Tree are wedding experts with extensive experience and knowledge of the Sunshine Coast bridal industry and are dedicated to providing irresistible ideas and inspiration to brides and exceptional results to our advertisers.

brides worldwide choose the bride's tree

Online planning is the number 1 way for brides to both plan their wedding and select wedding suppliers*. The Sunshine Coast is one of Australia's leading wedding destinations attracting local, national and international brides. Brides choose The Bride's Tree because they can plan their Sunshine Coast wedding from the comfort of their homes, anywhere in the world, at anytime of day or night and free of charge.

irresistable features

- ◆ Daily Blog
- ◆ Free Online Magazine
- ◆ Supplier Directory
- ◆ Planning Tools
- ◆ Bride's Resource Guide
- ◆ Galleries of Inspiration
- ◆ E-newsletter

we keep brides coming back!

In 2013** we have seen an average of 14,200 unique visitors per month, with a return visitation of 34%. The website is updated daily and a new edition of the online magazine is launched quarterly which keeps driving traffic back for all the latest Sunshine Coast wedding trends and provides advertisers with greater exposure. The content is entertaining, informative, up-to-date, on trend and invaluable to brides.

brilliant SEO

We have worked hard over the past two years to organically generate Search Engine Optimisation that sees The Bride's Tree showing up in the top results in almost every Sunshine Coast wedding-related search term. This means in turn your business has the opportunity to be among the first viewed in your field when brides commence their wedding research online. Our online popularity is your best asset.

see a return on your investment

Online advertising is one of the most powerful tools to drive traffic to your business at a cost that is considerably less than printed advertising. The Bride's Tree provides this opportunity for advertisers to showcase and promote their business online, directly to their target market on the Sunshine Coast in an affordable and effective manner.

All editorial content on The Bride's Tree website and in the online magazine focuses on promoting the Sunshine Coast as a leading destination for weddings.

*statistics from The Bride's Tree wedding survey which was conducted with brides-to-be, who are planning their wedding, or past brides, who have been recently married on the Sunshine Coast.

** Google Analytics figures as at August 31, 2013.

the research

The Bride's Tree team of experts have undertaken extensive research by conducting surveys with brides-to-be, who are planning their wedding, or past brides, who have been recently married on the Sunshine Coast. The results showed that:

- ◆ Upon becoming engaged, brides first sourced information online to plan their wedding
- ◆ Brides were wanting a magazine, which was published more frequently than the ones currently on offer, so they were always up-to-date with all the latest bridal trends
- ◆ Brides are busy people! Both budget-conscious brides and brides with unlimited or larger budgets wanted everything at their fingertips without the hassle and time consuming searching – basically they wanted one place they could obtain all the information needed to plan every last detail of their wedding
- ◆ Most importantly, they wanted all this information for free!

The Bride's Tree team also discovered that local wedding suppliers were seeking a more cost-effective advertising option to promote their business to brides planning to marry on the Sunshine Coast.

In view of this feedback, The Bride's Tree was developed and is now the Sunshine Coast Bridal Industry's premium resource, providing a unique, direct platform for businesses to promote their services and an irresistible wealth of information for brides.



ADVERTISING OPPORTUNITIES

Wedding Directory Advertising

Promote your business services in our supplier directory, designed for local Sunshine Coast businesses to showcase their expertise. With four supplier directory listing options available, you will be certain to find one to suit your marketing budget.

SILVER, GOLD & PLATINUM LISTINGS

silver listing

Listed alphabetically after Platinum & Gold listings on the main supplier directory page.

gold listing

Guaranteed first page placement. Only 10 Gold listings are available within each category. Gold listings in each category are rotated, keeping the listing order fair for all businesses in your category. Placed after Platinum listings on the main supplier directory page.

platinum listing

Be the most prominent supplier within your field and have brides see your business first!

The Bride's Tree has a total of 3 Platinum listing placements available within each category. Placed in top 3 listings on the main supplier directory page. Platinum advertisers will rotate, so your business will have equal opportunity with the other two for the top, number one position.

additional categories

The Bride's Tree offers reduced prices for businesses that supply more than one service and would like to be listed in more than one category.

basic listing

Free to all wedding suppliers on the Sunshine Coast. Includes business name and phone number only, and is listed after all silver, gold and platinum listings.

LISTING INCLUSIONS

Make your business stand out! All Silver, Gold and Platinum listings include:

Supplier directory listing page

- 1 image
- business name and phone number
- 180-character/approx 30-word description of your services
- link to your business profile & images pages

Business profile page:

- up to 10 images
- 500-word description of your services
- website link
- email, phone number and address
- Location map



▲ Left: Supplier directory listing page Right: Business profile page



ADVERTISING PACKAGE ELEMENTS

Available packages will include various combinations of the following additional advertising opportunities:

banner advertising

Get enormous exposure for your business! Banner ads are featured on every page throughout the website. This advertisement is located along the right-hand sidebar.

online magazine

The Bride's Tree magazine is a free online wedding magazine designed for brides looking for unique ideas and inspiration for their wedding. Our focus is to support local Sunshine Coast business owners devoted to the wedding industry, and showcase their talents in an exciting and irresistible manner. The Bride's Tree online magazine is published quarterly, ensuring we keep brides up-to-date with all the latest that the Sunshine Coast Wedding Industry has to offer.

Brides and advertisers benefit by the fact that The Bride's Tree online magazine has a minimum 70% editorial to 30% advertising ratio. This ensures brides are entertained by invaluable content and that advertisers aren't lost in a sea of advertising.

gallery

This feature allows businesses to showcase their expertise by submitting up to 30 images for inclusion in the Gallery. Gallery advertising packages are for a full 12 month period. Each Gallery image will be captioned with your business name and will link to your website.

e-newsletter

Want to launch a new product, promote a hot deal or broadcast a competition? The Bride's Tree E-Newsletter – "Bride's Insider" is emailed once a fortnight to our database of brides currently planning or assisting to plan a wedding on the Sunshine Coast. It provides brides with all the latest tips, trends and hot deals on the Sunshine Coast. Advertising in the Bride's Insider ensures your business is being exposed and delivered directly to our brides' personal email accounts.

FREE BUSINESS EXPOSURE!

daily blog

The Bride's Tree website is updated daily with a new blog promoting all the latest wedding trends. Businesses are encouraged to submit ideas and images, which they consider to be of interest to Sunshine Coast brides. Acceptance and publishing of promotional submissions is at the discretion of the blog editor.

facebook & social media

Our Facebook and other social networking pages are constantly reviewed and updated every day and provide local businesses with added exposure. Social media is also used as a method of identifying what local brides want, to ensure we continue to provide the most comprehensive, up-to-date bridal resource on the Sunshine Coast. Targeted social networking campaigns are developed to drive visitors back to The Bride's Tree site, rewarding them with relevant content that is matched to our advertisers' market.

online magazine

Each edition of The Bride's Tree magazine features our specially selected exclusively published real weddings and styled shoots, showcasing the very best the Sunshine Coast wedding industry has to offer.



TESTIMONIALS

“I have had tremendous success advertising my business with The Brides Tree. Having advertised in high end bridal publications for the last 6 years this was my first experience advertising with an online directory and the response has been overwhelming. My enquiries and bookings have increased dramatically and the direct traffic to my website grows each month, all at a fraction of the cost of print media.”

Karla Davis, owner of Allure Bridal Stylists

“(The Bride’s Tree) is constantly in the top 3 sources of my website traffic, and generates a lot of enquiries for me as well. The Bride’s Tree, without a doubt, has been one of the major keys to the growth of Wholehearted Studio.”

Hayley Shum, owner of Wholehearted Studio

“Advertising with The Bride’s Tree has enabled my business to be highlighted and exposed to the very niche market that is the Sunshine Coast. Being a destination wedding area, having online marketing and advertising is paramount when your target audience are mainly interstate or overseas! Being on The Bride’s Tree has allowed my business name to be accepted nationally now as one of the leading bespoke florists on the Sunshine Coast.”

Julia Hails, owner of Ginger Lily & Rose Floral Studio

“The Bride’s Tree for me is a sound investment in building my business and brand, I will continue to use The Bride’s Tree for of my marketing.”

Sandi Shankster, owner of Willow Bud

“Advertising with The Bride’s Tree is the best money I have ever spent. I don’t advertise much at all, as my business has a quite a good word of mouth client base, however The Bride’s Tree has helped guide a whole new line of clients my way, and I am now getting enquiries on a regular basis from people who have never heard of me before but love my work!”

Emma Nayler Photographer business owner

“We found years ago brides were coming in with portfolios or magazines with tabs. Now almost every bride is armed with an iPad. Undoubtedly the bride wants everything instantly and constantly fresh and new. The Bride’s Tree provides this. The traffic and genuine enquiry we have seen (since advertising with The Bride’s Tree) has increased dramatically. The way the bride can click on links and be guided directly to us is great. It makes things so easy for the bride, as they are not getting lost in a search somewhere.”

Stephanie Maioli, Weddings & Function Manager at Noosa Waterfront Restaurant & Bar

“A large proportion of our enquiries are directly from The Bride’s Tree directory, and after a (blog) feature I have literally watched the enquiries come in one after the other!”

Delyse Baldwin, owner of Jasper & Ruby Visions

“Sally and Jenny have been so supportive of my business, and provide great opportunities not only for brides to find wedding vendors, but for vendors to make connections. I have met so many wonderful people in this business through The Bride’s Tree.”

Judy Steward, owner of AnnaBella, The Wedding Chapel



INDUSTRY LEADERS WORKING FOR YOU

Sally and Jenny's passion for weddings and the Sunshine Coast sparked The Bride's Tree concept, and it is their keen business sense, marketing savvy, and creative passion that is driving the Sunshine Coast's premium resource for brides and your best place to connect with your wedding clients.

Jenny has worked both locally and internationally as a wedding and special events coordinator. She is highly experienced in marketing on the Sunshine Coast and has a keen eye for promotions and business growth.

Sally spent three years as Editor of internationally distributed print magazine, Crikey!, and is an experienced online author and editor. She worked for several years in PR and event management for one of the Sunshine Coast's biggest companies, gaining huge respect in the tourism and media industries both locally and nationally.

Sally and Jenny's combined skills, knowledge, and experience make them an unstoppable force.

contact us

email: advertising@thebridestree.com.au

phone: Jenny - 0411 359 958 (Advertising)

Sally: 0403 542 314 (Editorial)

address: PO BOX 1971

SUNSHINE PLAZA QLD 4558

website: www.thebridestree.com.au