



MARRIAGE
Meander
company

GAUTENG

2011

ALL *the*
wedding CONTACTS
yOU just Have
to HAVE



For ten years, the Marriage Meander Company has touched the lives of brides, grooms and their families, taking them on an extraordinary Wedding Planning Journey.

The Marriage Meander Company ensures that this Journey begins with fun time, time well spent and most importantly, time with the ones they love. On this Journey of discovery, we have introduced Bridal Couples to venues and wedding suppliers, familiarized them with the latest trends and presented them with invaluable tips and advice.

During the Marriage Meander's own Journey, various planning innovations have emerged, creating an ever increasing demand for direct target market related exposure and the Marriage Meander Company has always maintained its reputation for staying ahead of the game through ongoing and intensive market research. We are now considered an invaluable marketing company for the wedding industry.

There are three main advertising paths that the Marriage Meander Journey can take you - the destination for each is greater accessibility to a directly targeted market, greater awareness of your products and services and maximum exposure for your Brand through cost effective, unique mediums.

THE MARRIAGE MEANDER COLLECTION OF BOOKS

Celebrating its tenth year in print, the Marriage Meander Publication has an annual distribution of 45 000 in Gauteng alone and the manner in which the Collection is distributed is just one of the components that ensures the success of the Brand as a whole.

Distribution Partners are carefully selected each year and invited to participate. Our criteria - that they be amongst the best in their area of expertise whether it be a venue or a wedding specialist and that they have a high footfall in terms of Bridal Couples throughout the year, therefore distributing the books selectively, yet in a very targeted manner. They are also selected geographically to ensure that our distribution reach is extensive. The Marriage Meander Edition includes editorial content and these are distributed through retail stores such as C NA, Exclusive Books and Galaxy Jewellers.

The Collection has two covers - 'All The Wedding Contacts You Just Have To Have' is the title for the body of the books in which all advertisers, editorial and DPS showcases appear. Sections are carefully compiled beginning with Off to a Great Start (Wedding Planning) and ending with Just the Two of Us (The Honeymoon). This ensures the reader is able to follow their Wedding Planning Journey in a user friendly format and find their wedding suppliers in the categories listed by index.

The reverse cover is titled and dedicated to the Distribution Partner and contains all the relevant information that the distributor would like to include.

RATES - Please note all rates are **INCLUSIVE** of vat

Quarter page - R7 950

Half Page - R13 500

Full Page - R21 500

For further details or to request a booking form,
please contact us on 011 948 9291 or email info@marriagemeander.co.za

www.marriageameander.co.za

As an advertiser in the Marriage Meander Collection of Books, you would be entitled to an inclusive listing on the extremely popular Marriage Meander website, visited by bridal enthusiasts requesting information on an ongoing basis and searching for recommended suppliers.

The Marriage Meander website is marketed both locally and internationally and your featured listing would include links to your own webpage and all your contact details.

Should you wish to add news features, promotions, specials and ongoing events taking place during the year, please do not hesitate to contact nici@marriageameander.co.za for further details.

MARRIAGE MEANDER JOURNEYS

The Meander Journeys are the ideal opportunity to mingle with Bridal Couples, present your product or service to them in an intimate environment, knowing that they are there specifically to plan their wedding. It is more personable than a Bridal Expo in that they have decided to embark on this luxury coach journey with the Marriage Meander purely to get into the wedding spirit and gather information, ideas and advice - and meet professional wedding specialists at select wedding venues and bridal studios.

We would normally hold all the Meanders during the winter months as there are few Expos over this period. For 2010, we will be attending all major Bridal Exhibitions and will be listening to the needs of the Bridal Couples and planning our Journeys around these. Areas and dates will then be announced accordingly.

There are two options available to you for marketing your products or services on the Meander Journeys - presentation or display.

PRESENTATION - This includes a display of your product or service together with a five to ten minute presentation, prize sponsorship and additional marketing material opportunities

Cost per Meander - R600 inclusive of vat

DISPLAY This includes a display of your product or service and the opportunity to interact with our guests on a one to one basis. You have the choice of prize sponsorship. Cost per Meander - R400 inclusive of vat

Please contact Nici on 011 948 9291 or nici@marriageameander.co.za to put your name down for the 2010 Journeys. Space is reserved for advertisers only and as we limit the number of advertisers per category for maximum exposure and work on a first come, first served basis - we have a waiting list of advertisers.

