



My Savings Pack = Digital + Direct Mail Marketing

Combine the power of Digital and Direct Mail marketing with ONE low affordable package

Deliver your message to 10,000 wedding consumers in our savings book via direct mail.

Get listed in both our new (weddingzone.com) and classic (weddingzone.net) online directories.

Space is limited to 24 total inserts per region, only 4 inserts per category.

Double your advertising dollars with direct mail and internet in one package

We offer two powerful ways to help get you more brides to your wedding business!

Some consumers may be too busy to sit down and spend hours searching for vendors and discounts on the internet. We save them precious time by delivering your message directly to their mailbox.

In addition, we will also put your ad at the fingertips of thousands of wedding consumers every month with a premium listing and your printable coupon on our new website.

Direct Mail Marketing and Internet Advertising are today's most efficient, effective and economical methods for promoting your product or service.

Repetition is the key to advertising success. Repetition builds familiarity, familiarity leads to comfort, and comfort loosens the purse strings. People buy things from businesses they are familiar and comfortable with. Using both channels helps get your message out to the consumer.

Current trends show more consumers are looking for discounts and using coupons

With an online ad and direct mail coupon, you create a strong multi-channel presence.

Individual 2-sided stand-alone coupon format focuses the recipient's attention to your ad.

The coupon is tangible and tends to give the consumer a little more confidence.

Today, mail volume is down and the chances of being noticed are now better than ever.

*** Reach qualified wedding consumers for less than .10 cents per lead. There is absolutely no other way to deliver a stand-alone format piece via direct mail at this low rate.**



Direct mail is the best way to identify and target prospective customers

One of the biggest advantages of using direct mail is the ability to make personal one-to-one contact by delivering your advertising message right into the hands of potential customers.

Our shared mail program allows you to reach your audience by direct mail at a fraction of the price.

Your ad is targeted to a high-quality list of future brides and grooms.

Our unique and attractive wedding theme packaging stands out from other 'traditional' mail.

You can easily track and measure the results of your campaign.

Direct mail is a proven medium to get customer responses, draw people to your storefront or website, and create brand/name recognition.

According to AC Nielson, 94% of all American households use direct mail offers.

Connecting vendors and providing wedding planning information to consumers since 1997

When we started our classic online wedding planning directory over 15 years ago, our primary goal was to connect wedding consumers with vendors that provide quality wedding products and services. Combined with 15+ years of experience, new technology and our new Digital / Direct Mail marketing strategy, we're ready to take your business to a whole new level!

FAQ's (Frequently Asked Questions)

Q: Where do you get your leads?

A: *Besides the consumer registering on our website, we've teamed up with a variety of wedding industry experts to build an exclusive high quality list to get you the best response rate possible. Engagement ring retailers, wedding registries, bridal show producers, gown retailers, etc.*

Q: Who design's the ad?

A: *You can provide your own ad/artwork, use one of our templates, or for an additional charge, one of our graphic designers can create a custom ad to fit your needs.*

Q: Do you provide a lead list?

A: *No, we only provide distribution to wedding consumers via Direct Mail and Internet Advertisement.*

Q: How many 'hits' do you get?

A: *Our new local directory just went live in December 2012. Our entire network currently receives over 60,000 unique visitors every month. We're expecting a big increase when the book is distributed.*

Q: How much does it cost?

A: *We offer a variety of advertising packages to fit your needs and budget.*



PRICING (Special Early Bird Rates Valid Until 8/31/2013)

DIRECT MAIL + DIGITAL *Basic*

- Full Page Insert (8" W x 3.5" H): ~~\$1150.00~~ \$595.00

DIRECT MAIL + DIGITAL *Premium*

- Front Cover Small (3.5" W x 1" H): ~~\$750.00~~ \$500.00
- Front Cover Large (5" W x 2" H): ~~\$1000.00~~ \$750.00
- Back Inside Small (2.75" W x 3.5" H): ~~\$750.00~~ \$500.00
- Back Inside Large (5.5" W x 3.5" H): ~~\$1100.00~~ \$850.00
- Back Inside Full (8" W x 3.5" H): ~~\$1500.00~~ \$1250.00
- Back Cover Small (2.75" W x 2.75" H): ~~\$800.00~~ \$550.00

All above packages include Featured Vendor listing at weddingzone.com

Northern/Central New Jersey Region

Direct Mail Distribution: 10,000

Next Campaign: January 7, 2014 (Artwork and Balance due by December 1, 2013)

Counties reached: Bergen, Essex, Hudson, Morris, Passaic, Sussex, Warren, Hunterdon, Mercer, Middlesex, Monmouth, Somerset, Union (NJ).

Contact Information

Wedding Zone, POB 110120, Nutley, NJ 07110, 973-320-2279 (office)

Regional Manager: **Joe Tortorello**, 973-454-5613 (cell)

www.weddingzone.com/my-savings-pack/