

Coastal wedding



MORE BRIDES WILL WALK DOWN
YOUR AISLE WITH OUR
YEAR ROUND Online Marketing Methods.



TIMES PUBLISHING GROUP, INC.

phone 831.688.7549 | fax 831.688.7551
email sales@CoastalWedding.com

www.COASTALWEDDING.COM

WE PUT YOUR BUSINESS IN FRONT OF THOUSANDS OF FUTURE BRIDES WHO ARE ACTIVELY SHOPPING FOR THEIR SPECIAL DAY.



- Local knowledge, global exposure with coastalwedding.com, an online wedding vendor and venue directory!
- Reach thousands of brides each issue by utilizing cutting edge technology and digital marketing.
- People that pickup bridal magazines are doing so with intent to make a decision, therefore your business is in front of a qualified client.
- Publication is distributed at bridal shows throughout Northern California and at high traffic locations in Santa Cruz and Monterey County.
- Mobile friendly e-edition. Your ad is linked to your directory page on Coastal Wedding.
- With over 28 years in the wedding industry Coastal Wedding knows our local market and how to get you connected with brides and grooms from locals to around the world.

RECENT WEDDING STATISTICS

Total number of weddings in Santa Cruz County **1,737** & Monterey County **2,600**

Average wedding cost for Santa Cruz County was **\$33,076** & Monterey County **\$33,753**

Total Wedding related sales in Santa Cruz County **\$58,624,000** & Monterey County **\$86,000,000**
per theweddingreport.com



Jeanette Bruzzone
Rancho Don Bosco

“

Coastal Wedding is our only avenue of advertising because with their multimedia reach my venue is booked year-round. Their full-service ad design saves me the headache of outsourcing my ad design.

”

MARKETING PACKAGES

INCLUDES PRINT & DIGITAL (PER ISSUE)

Ad Sizes	Full	Half	Quarter	Sixth	Eighth
1 Issue - 6 months	2,100	1,600	1,150	950	750
2 Issues - 1 Year	1,900	1,450	1,050	900	725
4 Issues - 2 Years	1,700	1,250	950	850	700

PREMIUM POSITIONS (PER ISSUE)

	Outside Back Cover	Inside Front Cover	Inside Back Cover
1 Issue - 6 months	2,500	2,200	2,200
2 Issues - 1 Year	2,300	1,900	1,900
4 Issues - 2 Years	2,100	1,800	1,800

INCLUDES
YOUR OWN
WEB PAGE



HIGHLY TARGETED DISTRIBUTION IN SANTA CRUZ & MONTEREY COUNTIES BRIDAL SHOPS:
DIGITAL EXPOSURE THROUGH E-EDITIONS, SOCIAL MEDIA, & COASTALWEDDING.COM

SOCIAL MEDIA

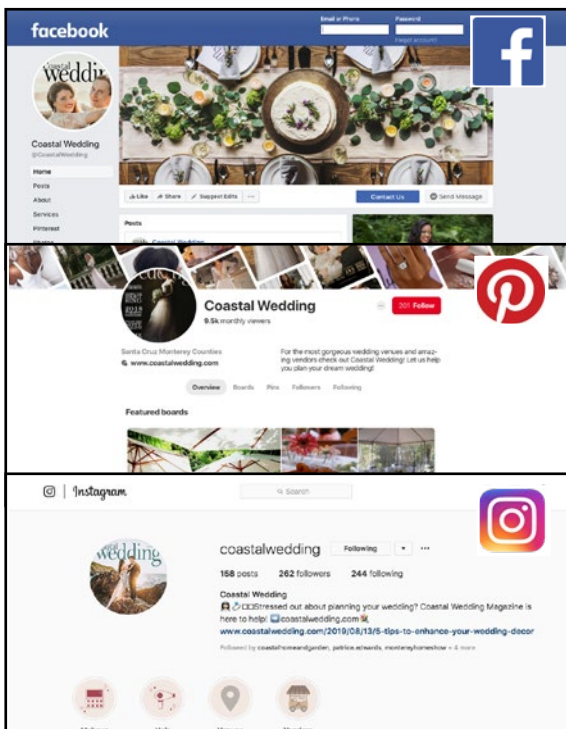
Is Included With Your Marketing Package



www.coastalwedding.com

WEBSITE BANNER ADS

- Home page banner ad - semi-annual **\$500** (1 yr. \$900)
- Home page slider ad - 6 mo. **\$800** (1 yr. \$1,300)



PACKAGES INCLUDE

PRINT MARKETING

WEDDING VENUE DIRECTORY

WITH 1/4 PAGE AD OR LARGER, YOU ALSO GET A BONUS MAGAZINE BUSINESS LISTING

Place ANY size display ad and get a BONUS listing in our venue directory.

Or purchase separately for \$400 per year (2 issues)

VENUE DIRECTORY LISTING
Actual Size 1.82"x3.46"



HEAVENLY ROADSIDE CAFÉ

One month lead time, Indoor/ Outdoor Facilities, On Premise Catering, No Outside Catering Permitted, Alcohol/Bar Provided, Handicap Accessible. Perfect setting for wedding showers and brunch the day after the wedding. We are a Handicap Accessible facility. Facility Rental Only. A special place for your special day!

1210 Scotts Valley Dr., Scotts Valley, CA 95066
Contact: Marty Soliz (831) 335-1210
martysofiz@sbcglobal.net
www.theheavenlyroadsidecafe.com

WEDDING VENDOR DIRECTORY

WITH 1/4 PAGE AD OR LARGER, YOU ALSO GET A BONUS MAGAZINE BUSINESS LISTING

Place a 1/4 page or larger display ad and get a BONUS listing for your unique wedding product, or service in our "Featured Bridal Gifts & Services" section.



GASPER'S JEWELERS

18k white gold Natural Fancy Pink-Purple and White Diamond Halo Ring. This ring contains a GIA certified .50ct Natural Pink-Purple Diamond in the center of a halo of round diamonds with princess cut diamonds channel set down the sides of the ring. All side diamonds are of VS1 clarity with G color. Come in and Let Gasper's Jewelers custom make your FOREVER Ring.

447 Alvarado Street
(831) 375-5332
gsdiaman3@aol.com • www.gaspersjewelers.com

DIGITAL MARKETING

WWW.COASTALWEDDING.COM

INCLUDED WITH YOUR PACKAGE YOU RECEIVE THE CLASSIC WEB PAGE

UPGRADE TO ELITE FOR \$600.

INCLUDED CLASSIC

Duration : 6 Months

- Map Display
- Contact Form
- 5 Image Gallery
- Location

- X
- X
- X
- X
- X
- X
- X
- X
- X
- X
- X
- X
- X
- X

ELITE

\$600 More
Duration : 6 Months

- Map Display
- Contact Form
- 20 Image Gallery
- Location
- Video
- Business Tagline
- Website
- Social Links
- FAQ
- Price Range
- SEO
- Business Hours
- Menu
- Announcement
- Deals-Offers-Discounts
- Phone Number
- E-mail Address



Facebook • Pinterest • Instagram Posts ONLINE ADVERTISING & SOCIAL MEDIA

- Targeted Website Traffic
- Posts on CW Instagram
- Posts on CW Facebook
- Posts on CW Pinterest

Coastal Wedding e-edition is posted on:
tponlinedaily.com • coastalwedding.com