



TW
Wed-zine

2017
media kit

We are...

A beautiful, thoughtful, magazine resource for Caribbean brides.

Over the last seven years, we've carefully built our brand; and it is a joy to discover that our readers truly love our unique voice and carefully curated content. One of our philosophies is to only use **real brides** on our cover.

Our weddings, products and advice are all hand-picked and thoughtfully shared in ways that we know will resonate best with our discerning audience of brides, grooms, newly-weds and bridal party members. In fact, truth be told, all walks of womanhood come to TW Wed-Zine for inspiration, ideas, and of course - love stories!

Join us on our journey as the premier bridal magazine in Trinidad and Tobago - where we feature an annual online and print publication that utilizes social media, online marketing, bridal shows, networking events, reputable wedding vendors and strategic international alliances to continue our growth and yours.

We are the only brand **promoting the Trinidad & Tobago wedding market to a global audience**, with a comprehensive suite of content offerings and services, on all major platforms.

We take great pride in having the highest ratio of quality editorial to advertising, ensuring that couples are provided with a wealth of inspirational and aspirational images and ideas.



We love...

Connecting brides and grooms with reputable wedding vendors by providing inspiration through real weddings, stylized shoots, profiles on industry experts and feature articles.

Two main passions fuel what we're about:

- Making wedding planning a stress-free and joyful time for couples and;
- Helping the best event service providers connect with those who need their services.

TW Wed-Zine is published annually by Trinidad Weddings (TW) in May every year. Our magazine features:

- Premium editorial content
- Contemporary graphic design
- Stunning photography
- High-quality printed material

*Couples want you.
You want them.
So, in essence
- we are matchmakers!*



We give you...

A Personalised Approach To Publishing

Our publisher - Trinidad Weddings, has been in the wedding business for over a decade; so it's safe to say we understand you. We understand our couples and we understand media tools. This knowledge has enabled us to create this extremely effective portfolio of products that serve both our engaged and wedding vendor clients:

- **TW Wed-Zine** - our hardcopy and digital magazine. The first local wedding magazine to be made available for global, digital download sale.
- **www.trinidadweddings.com** – Our constantly updated and highly-functional website. You can manage your advertising with our Vendor Portal. Brides can access free wedding planning tools e.g. guest list planner, budget calculator etc. and they can save their favourite vendors!
- **Exciting wedding industry events**
- **Special offers** via our strategic local and international partnerships.

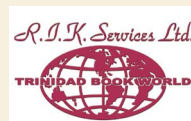
We supply...

- Artwork services in-house (*billed separately from ads)
- Photography services billed per hour (*upon request)
- Free copywriting assistance

We are sold...

1. Locally

2000 copies sold at 28 leading book shops, pharmacies and retailers across Trinidad and Tobago, such as RIK, Superpharm, Starlite and Kappa Drugs etc.



2. Online Hardcopies

The hardcopy magazine is available for online purchase worldwide through our website, www.trinidadweddings.com

- ### 3. Digital Download
- The magazine is available for digital download sale to customers both in and outside of Trinidad & Tobago. This version is compatible for Macs, PCs, Tablets and Smartphones. It comes to the buyer in an 'animated,' flipping page format with 'live' links to advertisers who take applicable packages.

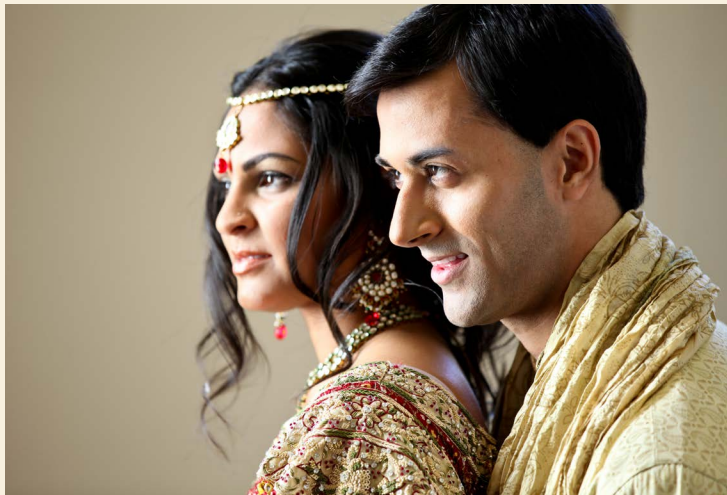
72% of our digital sales come from the USA, 14% come from Toronto, Canada and 14% come from London, UK.

4. At Bridal Shows & Events

Throughout 2017, the magazine will be sold at bridal shows and fashion/beauty/retail events where TW is an affiliate, sponsor or partner.

We Target...

1. Fashionable and Do-It-Yourself (D.I.Y) engaged women (94%) and men (6%) between the ages of 25 to 44; with 35 % in this age group with a wedding budget of TT\$60,000 and over. **This segment is looking for a magazine that provides inspiration and an extensive list of vendors, whose services they can use on their wedding day.**
2. Families and friends of the couple who want to help and who may shoulder the responsibility of short-listing and booking the vendors for the wedding.
3. Wedding industry vendors, fashion and beauty professionals
4. Event management students, stakeholders in the events industry and corporate communication/public relations professionals who plan events.



Based on our mailing list statistics, our readership's wedding budgets are as follows (*2016 data, to date) :

\$TT80,000 and over =	24 % of readers
\$TT60,000-80,000 =	11% of readers
\$TT40,000-60,000 =	13 % of readers
\$TT20,000- 40,000 =	32 % of readers
\$TT20,000 and under =	20 % of readers

Readership by age group

25-34 years old:	56%
35-44 years old:	21%
18-24 years old:	16%
45-54 years old:	5%
55-54 years old:	2%



As you can see, our readership is evenly spread, which means that no matter what sort of bride or groom you're targeting, there will be a reader for you!

This wide readership shares a keen interest in wedding planning information and wedding-related products and services. This market has tremendous spending power, which you can influence by advertising in high-visibility spots within the TW Wed-Zine.

In this media-rich world, we know it's important for you to channel your advertising dollars toward products that:

- Your niche audience will find appealing
- Are high-quality
- Provide resources and tools that your clients need

We would love to work with you and help you do just that!



Editor-in-Chief
Simone Sant-Ghuran



Advertisers' Testimonials

"TW Wed-Zine 2016 looks amazing as always. Your unflagging commitment to quality and letting no detail slide is a real inspiration."

– Lisa Gittens,
Fashion Designer, Trinidad & Tobago



"Congratulations on an absolutely beautiful publication" -

Kavan & Keisha Allen, Bridal Wear
Designers - House of Clay, Jamaica



"The magazine is absolutely lovely. I love all the articles. Love the look and feel of the magazine - it says 'luxury.'

- Simone Agar,
General Manager, Stechers



"We love our Trinidad Weddings Magazine." -

Stephanie Khan, Marketing - Kapok Hotel
(2015)

"Absolutely beautiful!"

- Gillian Benjamin, Manager,
Strategic Marketing & Sales, FCB

"I love "EXCELLENCE" and TW WED-ZINE is IT."

- Aviann, JaMor Concepts

Advertising Options (in TTD)

- Early Birds rates shown below – valid until December 30, 2016
- Regular rates apply from January 1, 2017
- 50% deposit is required to hold a space & secure early bird pricing
- Balance payable by January 31, 2017
- Returning Advertisers from 2016 benefit from a “Rate A” across all categories of ads
- “Non-TW Website Advertisers” refers to clients who do not currently have a website/ad listing on www.trinidadweddings.com

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
Premium Classifieds (by product /service category) No. Of Spots : 20	The two pages at the back of the magazine	Text only Fields include: company name company contact, Telephone number (s) email address (1) website / Facebook page (maximum of 2)	A. TW website advertiser rate: \$ 870 B. Non-TW website advertisers: Magazine only \$ 1800 C. Non-TW website advertiers: Magazine & 12 month website listing) - \$ 2400	Additional product/ service categories can be purchased for \$100 each. Digital Magazine Version: Hyperlink from listing to website & email address included Deadline for submission of text: January 31, 2017

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
<p>TW Loves...</p> <p>Suitable if you have a product/service you would like to feature. Items we would like to feature could be in the following categories:</p> <ul style="list-style-type: none"> • beauty & makeup • fashion/apparel • accessories • cars/vehicles • food/dessert • invitations • floral design • home decor/registries • venues / restaurants • financial services/ insurance/loans & mortgages <p>No. of spots: 6</p>	<p>Placement on a 2-page spread at the Editor's discretion between pages 10-20 of the magazine.</p>	<p>Photo and text</p> <p>No artwork required</p>	<p>A. TW website advertiser rate: \$ 3600</p> <p>B. Non-TW website advertisers: Magazine only \$ 4000</p> <p>C. Non-TW website advertiers – (magazine & 12 month website listing) - \$ 5000</p>	<p>Client to submit a 100 word product / service (subject to Editor's review)</p> <p>1 high resolution, professionally-done photo no less than 300 dpi</p> <p>Copyright permission from your photographer must be obtained prior to sending to us.</p> <p>No logos permitted</p> <p>A Classified Listing is included in this package</p> <p>Deadline for submission of text and photo: January 31, 2017</p>

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
<p>Quarter Page Ad</p> <p>Number of spots: 8</p>	Back of the magazine but before the Premium Classifieds	Artwork required	<p>A. TW website advertiser rate: \$ 4000</p> <p>B. Non-TW website advertisers: Magazine only \$ 4995</p> <p>C. Non-TW website advertisers – (magazine & 12 month website listing) -\$ 5800</p>	<p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$900</p> <p>A Classified Listing is included in this package</p> <p>Digital magazine version: Hyperlinks to website/email included from Classifieds</p> <p>Deadline for submission of artwork: January 15, 2017</p>
		10		

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
<p>Editor's Hot List</p> <p>Do you want your product to be raved about by engaged couples?</p> <p>Invest in a product/service review that comes with the TW Editor's favourable take on why your store, product or merchandise is better than your competitors' offerings!</p> <p>Number of spots available: 4</p>	Centrespread	<p>No artwork required</p> <p>Client to submit: a 100 word product description (subject to Editor's review)</p> <p>1 high-resolution, professionally-done photo no less than 300 dpi.</p> <p>1 logo no less than 300 dpi.</p>	<p>A. TW website advertiser rate: \$ 6680</p> <p>B. Non-TW website advertisers: Magazine only \$ 6900</p> <p>C. Non-TW website advertisers – (magazine & 12 month website listing) - \$ 7500</p>	<p>Copyright permission from your photographer must be obtained prior to sending to us.</p> <p>No artwork is required for this package, since the page will be specially designed by TW.</p> <p>A Classified Listing is included in this package</p> <p>Digital magazine version: Hyperlinks to website/email included from Classifieds</p> <p>Deadline for submission of text and photo: January 31, 2017</p>

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
<p>Half Page Advertisement</p> <p>Number of spots available: 8</p>	Throughout the magazine	Artwork required	<p>A. TW website advertiser rate: \$ 6400</p> <p>B. Non-TW website advertisers: Magazine only \$ 6750</p> <p>C. Non-TW website advertisers – (magazine & 12 month website listing) - \$ 7700</p>	<p>*Preferred Placement Optional (see page 15)</p> <p>Note: A Classified Listing is included in this package</p> <p>Digital magazine version: Hyperlinks to website/email included from Classifieds</p> <p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$1800</p> <p>Deadline for submission of artwork: January 31, 2017</p>

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
<p>Full-Page Ad/ Full-Page Profile</p> <p>Number of spots available: 12</p>	Throughout the magazine	Artwork required	<p>A. TW website advertiser rate: \$ 8000 plus 2 bonus web listing months!</p> <p>B. Non-TW website advertisers: Magazine only \$ 8750</p> <p>C. Non-TW website advertisers – (magazine & 12 month website listing)- \$ 9000</p>	<p>*Preferred Placement Optional (see page 19)</p> <p>Note: A Classified Listing is included in this package</p> <p>Digital magazine version: Hyperlinks to website/email included from Classifieds</p> <p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$2000</p> <p>Deadline for submission of artwork: January 31, 2017</p>

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
Inside front cover Number of spots available: 1	Inside front cover	Artwork required	<p>A. TW website advertiser rate: \$ 9000 plus 2 bonus web listing months</p> <p>B. Non-TW advertisers: Magazine only - \$ 9500</p> <p>C. Non-TW website advertisers – (magazine & 12 month website listing) - \$ 10,000</p>	<p>Note: A Classified Listing is included in this package</p> <p>Digital magazine version: Hyperlinks to website/email included from Classifieds</p> <p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$2000</p> <p>Deadline for submission of artwork: January 31, 2017</p>

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
First page (right side) Number of spots available: 1	First page (right side)	Artwork required	<p>A. TW website advertiser rate: \$ 8500 plus 2 bonus web listing months!</p> <p>B. Non-TW advertisers: Magazine only \$ 8800</p> <p>C. Non-TW website advertisers – (magazine & 12 month website listing) - \$ 9500</p>	<p>Note: A Classified Listing is included in this package</p> <p>Digital magazine version: Hyperlinks to website/email included from Classifieds</p> <p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$2000</p> <p>Deadline for submission of artwork: January 31, 2017</p>

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
<p>Page 2 & 3 Spread</p> <p>(i.e. 2 pages side by side)</p> <p>Number of spots available: 1</p>	Page 2 & 3.	Artwork required	<p>A. TW website advertiser rate: \$ 11,000 plus 4 bonus web listing months!</p> <p>B. Non-TW website advertisers: Magazine only \$ 12,000</p> <p>C. Non-TW website advertisers – (magazine & 12 month website listing) - \$ 13,000</p>	<p>Note: A Classified Listing is included in this package</p> <p>Digital magazine version: Hyperlinks to website/email included from Classifieds</p> <p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$ 3400</p> <p>Deadline for submission of artwork: January 31, 2017</p>

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
2 page Spread Anywhere between pages 12-30		Artwork required	<p>A. TW website advertiser rate: \$ 10,000 plus 4 bonus web listing months!</p> <p>B. Non-TW website advertisers: Magazine only \$ 10,500</p> <p>C. Non-TW website advertisers – (magazine & 12 month website listing) - \$ 11,000</p>	<p>Note: A Classified Listing is included in this package</p> <p>Digital magazine version: Hyperlinks to website/ email included from Classifieds</p> <p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$ 3400</p> <p>Deadline for submission of artwork: January 31, 2017</p>

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
Inside Back cover Number of spots available: 1	Inside Back cover	Artwork required	<p>A. TW website advertiser rate: \$ 9000 plus 2 bonus web listing months</p> <p>B. Non-TW advertisers: Magazine only \$ 9500</p> <p>C. Non-TW advertisers – (magazine & 12 month website listing) - \$ 10,000</p>	<p>Note: A Classified Listing is included in this package</p> <p>Digital magazine version: Hyperlinks to website/ email included from Classifieds</p> <p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$2000</p> <p>Deadline for submission of artwork: January 31, 2017</p>

TYPE OF BOOKING	PLACEMENT	FORMAT	RATES	NOTES
Back Cover Number of spots available: 1	Back Cover Digital version: Hyperlink from ad to website included.	Artwork required	<p>A. TW Website advertiser rate: \$ 12,000 plus 2 bonus web listing months!</p> <p>B. Non-TW advertisers: Magazine only \$ 12,500</p> <p>C. Non-TW advertisers – (magazine & 12 month website listing) - \$ 13000</p>	<p>Note: A Classified Listing is included in this package</p> <p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$2000</p> <p>Deadline for submission of artwork: January 31, 2017</p>

*Preferred Placement Optional - There is a TT\$300 surcharge for preferred placement requests. Preferred placements can be done anywhere between pages 4-30 (first half of the magazine) at the Editor's discretion; and will be done on a first come, first served basis, with no guarantee offered.

In the instance your placement request cannot be met, your \$300 fee will be refunded. The Inside front cover, inside back cover, pages 1-3, back cover, table of contents, contributors' page and centrespread cannot be requested under this arrangement since these are already considered premium placements and are priced accordingly.

Photo requirements

Photos that are taken with smart phones or those that are unprofessionally-done will not be accepted. All photos should be at a resolution of 300 dpi and should be in JPEG format.

Contact Us...

Bookings:

Leslie Ann St. John, Business Development , Mobile: 868-682-1971

Email: sales@trinidadweddings.com

Or

Aarti Gosine, Managing Editor, Mobile: 868-681-7308

Email: magazine@trinidadweddings.com

General enquiries:

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 www.facebook.com/wedzine

 www.facebook.com/trinidadweddings

 www.instagram.com/trinidadweddings

 www.pinterest.com/trinidadwedding

 www.twitter.com/simone_TW

 www.youtube.com/trinidadwedding



TW Wed-Zine Artwork Guidelines

Trinidad Weddings will not assume responsibility for the print reproduction of artwork which is improperly prepared and/or not produced in-house. If you are outsourcing your graphic design needs, please adhere to these guidelines:

Colour Proofs

- All artwork must be supplied with a hardcopy, colour proof. TW will not accept responsibility for any printing errors if no proof is supplied by the advertiser. By choosing not to supply a proof with your ad submission the colour reproduction of the ad will be based on industry standard best practices to achieve as accurate colour as possible from the supplied digital file.

Resolution

- A commercial printer requires all submitted files to be 300 dpi (dots per inch).

Modifications

Trinidad Weddings reserves the right to trim, reset or resize elements that have not been submitted to required specifications. Reproduction quality is at the advertiser's risk if the Publisher's specifications are not met.

Bleed

- During the printing process, about 3mm on all sides of a page will be trimmed off. Everything that extends past the original canvas size is considered a bleed. Please ensure you do not have any important content in this area. Adjust your canvas size to compensate for this and allow another 3mm. Also, please keep your text at least 6mm away from the edge of the piece. This way your text is in a "safe area."
- To ensure correct printing, an appropriate border at the publisher's discretion, will be added to all artwork that is supplied without correct bleeds.

Colour

- Use only CMYK images in your layout. RGB images will not render color accurately when printed.
- Convert spot colors to CMYK before exporting or saving as a PDF file.
- Please preflight your file before exporting or saving your PDF file. This will indicate any items that may adversely affect print quality.
- TW will not take responsibility for any unexpected results experienced from artwork supplied in non-CMYK colour.

Using the colour "BLACK"

- Large, solid black areas and text over 36 points should use Rich Black to prevent the colour looking gray. Rich Black consists of 30% Cyan, 30% Magenta, 30% Yellow, 100% Black. For regular body text, do not use Rich Black.

- If you have small, thin text on your piece, it is STRONGLY recommended that you do not use 4-colour build black on your piece. Although, using a 4-colour black is recommended on larger areas, using 4-colour text on small areas will make your text blurry and at times, unreadable.

- Process printing uses 4 plates that overlay to make your full colour spectrum on your paper. Although precise, the registration of the 4 plates will shift during the print process. If you use all 4 colours to create your black, they will not line-up precisely, creating a ghosting effect.

- This is especially evident on small lines, or small text, 12pt and smaller. In order to fix this, all small text should be created as 100% black, 0% Cyan, Magenta, Yellow. This way, as plates shift, it will not affect the black colour.

Convert fonts

- All fonts used should be embedded (PDF's) or converted to outlines (EPS, Illustrator). If your fonts are not converted or embedded, your design may not be viewed the way it was meant to be seen.

Transparencies

- If using the transparency functions in Illustrator and Freehand generated files, transparencies must be flattened and the files then converted to PDF or bitmap (TIFF or JPEG) before supplying. TW cannot accept any responsibility for any unwanted results if this is not done.

Too many fonts

- A different font for every headline is confusing and can give your design a cluttered look. Two to three fonts per ad, should be used at maximum.

Photoshop Files

- Please save all Photoshop files as either uncompressed TIF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving, If not flattened, the images will appear low resolution. TIF files saved with layers or EPS files containing vector information may generate unwanted results.

Proofread

- Please spell check your documents and review all information to ensure accuracy. TW cannot accept any responsibility for any unwanted results if this is not done.

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Ad Template

Full Page Ad: 9" Wide x 12" High, plus 0.25 Bleed

FULL ARTWORK SIZE WITH BLEED: 9.25" X 12.5"

Half Page Ad No Bleed:
7.9825" x 5.4462" High

Quarter Page Ad No Bleed:
3.893" Wide x 5.4155 High