



Media Kit



## We are...

For over 11 years, we've carefully built TW Wed-Zine into a beloved wedding resource, and it's a joy to know that our readers connect deeply with our unique voice and expertly curated content.

One of our guiding principles? Featuring only **real brides** on our covers - because authenticity matters.

Every wedding, product and piece of advice we showcase is thoughtfully selected to resonate with our discerning audience of brides, grooms, newly-weds and bridal party members. In fact, women at all stages of life turn to TW Wed-Zine for inspiration, ideas, and of course, heartwarming love stories!

As the premiere bridal magazine in Trinidad and Tobago, we are proud to publish an annual print and digital edition, continuously supporting the growth of our vibrant wedding industry.

We're also the only brand serving the local wedding market with a comprehensive suite of media offerings, including print, our website, social media, and our books and downloads. With the highest ratio of quality editorial to advertising, we ensure that couples receive a wealth of inspiring imagery and expert guidance to help bring their dream weddings to life.

**Join us on our journey - where your expertise and wedding magic come together!**

TW Wed-Zine is published annually by Trinidad Weddings (TW)

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 love...

Bridging the gap between brides, grooms, and trusted wedding vendors by offering inspiration through real weddings, stunning stylized shoots, expert profiles and insightful feature articles.

**At the heart of what we do are 3 passions:**

- Making wedding planning a stress-free and joyful time for couples
- Supporting the industry's finest vendors and event professionals connect with those who need their expertise
- Helping top-tier brands reach their ideal clients.

**TW**  
Wed-zine



## We give you...

### *A Personal approach to Publishing..*

With 21 years in the wedding industry, Trinidad Weddings understands both engaged couples and the brands that serve them.

This expertise has allowed us to craft a powerful and effective portfolio that connects couples, corporate brands and weddings vendors seamlessly.

Our offerings include:

- **TW Wed-Zine**- our signature print and digital magazine, proudly recognized as the first local wedding magazine available for global digital download.
- **www.trinidadweddings.com** - A dynamic, ever-evolving website designed to inform, inspire and connect.
- **Wedding Industry Events** - Bringing together event professionals and/or engaged couples for education, networking and inspiration.
- **Wedding resources** for vendors and couples, including books and downloads

## We are distributed...

### 1. Locally

- Free copies distributed to advertisers and to key, high-traffic locations for women such as: doctors' offices, coffee shops, hotels, spas and beauty practitioners. (\*Note: number of free copies provided is based on the value of an advertiser's booking). Advertisers may use the magazine promotionally and distribute to clients as they wish. Re-sale of the magazine is NOT permitted.
- Hard copies available for purchase online at **www.trinidadweddings.com** and at exclusive retailers.

### 2. Digital Download

The magazine is available for digital download sale to customers both in and outside of Trinidad & Tobago. This version is compatible for all devices.

### 3. At Bridal Shows & Events

Throughout 2025, the magazine will be available 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 starting from 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. This market has tremendous spending power, which you can influence by advertising in high-visibility spots within the TW Wed-Zine.
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. Corporate, retail and artisanal brands.
5. Event management students, stakeholders in the events industry and corporate communications/public relations professionals who plan events.

This wide readership shares a keen interest in wedding planning information and wedding-related products and services.

## We supply...



**Magazine artwork services in-house.**  
(\*billed separately from ads)



**Photography services billed per hour (\*upon request)**



**Free copywriting assistance**

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



*Simone*

Editor-in-Chief  
Simone Sant-Ghuran





### Advertising Options ( in TTD)

- Early Bird rates are only valid until May 31, 2025
- Regular rates (an increase of 20% across all categories), will apply from June 1, 2025
- Publication: September 2025
- A non-refundable 50% deposit is required to hold your booking & secure early bird pricing
- Balance payable on early bird bookings will be due no later than by June 30, 2025
- Artwork deadline: July 10, 2025
- Your hyperlink can be ONE of the following: your website link, a link to one social media platform or a Youtube or Vimeo link.

TYPE OF BOOKING	PLACEMENT	FORMAT	HYPERLINK INCLUDED IN DIGITAL FORMAT	RATES	NOTES
<b>Text Classifieds</b> (listed by product/service category) Number of spots: 20  <b>Benefit:</b> Affordable way to maintain consistent visibility throughout the year	The 2 pages at the back of the magazine.	Text only. Fields include: company name, company contact, telephone number(s), email address (1), website or social media page (maximum of 1)	X	Early bird rate: TT\$ 500 Regular rate: TT\$620  For HYPERLINK INCLUSION in digital magazine additional fee of TT \$ 100	Additional product/service categories can be purchased for \$100 each.  <b>Free Magazine allocation: 2 copies</b>
<b>Premium Classifieds</b> Number of spots: 12  <b>Benefit:</b> An affordable way to maintain consistent visibility throughout the year with stunning visual appeal.	Before the Text Classifieds to the back of the magazine.	One professional photo or logo, 50 word description, contact information.  No artwork required	✓	Early bird rate: TT\$ 1100 Regular rate: TT\$ 1320	Client to submit a 50 word description (subject to Editor's review) and one high resolution photo, obtained from your photographer prior to submission to us.  <b>Free Magazine allocation: 4 copies</b>
<b>Quarter Page ad</b> Number of spots: 4  <b>Benefit:</b> Best for wedding service providers or brands looking for high impact at a lower cost.	Back of the magazine but before the Premium Classifieds	Artwork Required	✓	Early bird rate TT\$ 2500 Regular rate TT \$ 2700	* Rates do not include artwork fees. If you require artwork, the fee is an additional TT \$ 1200  <b>Free Magazine allocation: 6 copies</b>
<b>Half Page Advertisement</b> (vertical or horizontal) Number of spots: 6  <b>Benefit:</b> High visibility at a more affordable price than full page ads.	Throughout the magazine.	Artwork required	✓	Early bird rate TT \$4500 Regular rate TT \$ 5400	* Preferred Placement Optional (see info below this table) * Rates do not include artwork fees. If you require artwork, the fee is an additional \$ 1800.  <b>Free magazine allocation: 12 copies</b>

TYPE OF BOOKING	PLACEMENT	FORMAT	HYPERLINK INCLUDED IN DIGITAL FORMAT	RATES	NOTES
<p><b>TW Loves</b> Number of spots: 6</p> <p><b>Benefit:</b> Engaging storytelling that builds brand trust and relatability.</p> <p>Suitable if you have a product/service you would like to feature. Items we would like to feature would be in the following categories:</p> <ul style="list-style-type: none"> <li>• beauty and makeup</li> <li>• fashion/apparel</li> <li>• accessories</li> <li>• cars / vehicles</li> <li>• food / dessert</li> <li>• invitations</li> <li>• floral designs</li> <li>• home decor / registries</li> <li>• venues / restaurants</li> <li>• financial services/insurance/ loans &amp; mortgages</li> </ul>	Placement on the centerspread	<p>Photo, logo and text</p> <p>No artwork</p>	✓	<p>Early bird rate: TT \$ 2700</p> <p>Regular rate: TT \$ 3500</p>	<p><u>Client to submit:</u> an 80 to 100 word product/service description (subject to Editor's review) and one high resolution photo and one logo, no less than 300 dpi. Copyright permission to be obtained from your photographer prior to submission.</p> <p><b>Free magazine allocation: 10 copies</b></p>
<p>• <b>Full-Page Ad/ Full-Page Company or Personal Profile</b></p> <p>• <b>Styled Shoot Feature</b></p> <p>• <b>Full Page Interview</b></p> <p>Number of spots: 8</p> <p><b>Benefit:</b> Maximum impact with a striking design that captivates readers.</p>	Throughout the magazine	Artwork required	✓	<p>Early bird rate: TT\$7000</p> <p>Regular rate: TT\$8400</p>	<p><b>* Preferred Placement Optional</b> (see note below table)</p> <p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$2000.</p> <p><b>Free magazine allocation: 20 copies</b></p>
<p><b>Inside front cover</b> Number of spots: 1</p> <p><b>Benefit:</b> Premium Placement and maximum impact with a striking design that captivates readers.</p>	Inside front cover	Artwork required	✓	<p>Early bird rate: TT\$8000</p> <p>Regular rate: TT\$9600</p>	<p>*Rates do not include artwork fees. If you require artwork, the fee is an additional \$2000.</p> <p><b>Free magazine allocation: 40 copies</b></p>

TYPE OF BOOKING	PLACEMENT	FORMAT	HYPERLINK INCLUDED IN DIGITAL FORMAT	RATES	NOTES
<b>First page (right side)</b> Number of spots: 1  <b>Benefit:</b> Premium Placement and maximum impact with a striking design that captivates readers	First page (right side)	Artwork required	✓	Early bird rate TT \$ 7500 Regular rate TT \$ 9000	* Rates do not include artwork fees. If you require artwork, the fee is an additional \$ 2000.  <b>Free magazine allocation: 20 copies</b>
<b>2 page spread</b> Number of spots: 1  <b>Benefit:</b> Guaranteed high visibility in a premium spot of the magazine	Anywhere between pages 12-30 at the Editor's discretion	Artwork required	✓	Early bird rate TT \$ 8500 Regular rate TT \$ 10,200	* Rates do not include artwork fees. If you require artwork, the fee is an additional \$ 3500.  <b>Free magazine allocation: 40 copies</b>
<b>Page 2 &amp; 3 spread</b> (i.e. 2 pages side by side) Number of spots: 1  <b>Benefit:</b> Guaranteed high visibility in a premium spot of the magazine	Pages 2 & 3	Artwork required	✓	Early bird rate TT \$ 9500 Regular rate TT \$ 11,400	* Rates do not include artwork fees. If you require artwork, the fee is an additional \$ 3500.  <b>Free magazine allocation: 50 copies</b>
<b>Inside Back Cover</b> Number of spots: 1  <b>Benefit:</b> Guaranteed high visibility in a premium spot of the magazine	Inside Back Cover	Artwork required	✓	Early bird rate TT \$ 8000 Regular rate TT \$ 9,600	* Rates do not include artwork fees. If you require artwork, the fee is an additional \$ 2000.  <b>Free magazine allocation: 40 copies</b>
<b>Back Cover</b> Number of spots: 1  <b>Benefit:</b> Guaranteed high visibility in a premium spot of the magazine	Back Cover	Artwork required	✓	Early bird rate TT \$ 12,000 Regular rate TT \$ 14,400	* Rates do not include artwork fees. If you require artwork, the fee is an additional \$ 2000.  <b>Free magazine allocation: 50 copies</b>

\*Preferred Placement Optional - There is a TT\$400 surcharge for preferred placement requests. Preferred placements can be done anywhere between pages 20-40 (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 \$400 fee will be refunded. The Inside front cover, inside back cover, pages 1-3, back cover, table of contents, contributors' page, 2 page spreads and centrespread cannot be requested under this arrangement since these are already considered premium placements and are priced accordingly.



The TW Wed-Zine is a well-respected publication that will give you considerable leverage and unrivalled exposure in the constantly growing engaged and newly-wed market.

We look forward to partnering with you to grow your business and to featuring you in our TW Wed-Zine magazine!

## Get in touch!

### *Bookings:*

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### *General enquiries:*

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Facebook: [www.facebook.com/wedzine](http://www.facebook.com/wedzine)  
Facebook: [www.facebook.com/trinidadweddings](http://www.facebook.com/trinidadweddings) (website)  
Instagram: [www.instagram.com/trinidadweddings](http://www.instagram.com/trinidadweddings)  
Pinterest: [www.pinterest.com/trinidadwedding](http://www.pinterest.com/trinidadwedding)  
Twitter: [www.twitter.com/simone\\_TW](http://www.twitter.com/simone_TW)  
Youtube: [www.youtube.com/trinidadwedding](http://www.youtube.com/trinidadwedding)



Managing Editor  
Aarti Gosine

