



## MEDIA KIT

# BoulderWeddings.com

**We put your Website, Facebook Page, Twitter Page, LinkedIn Profile, YouTube Channel, and Google Place page in front of Boulder, Colorado BRIDES!**



### Contacts

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# BoulderWeddings.com



Presented by MSW Interactive Designs LLC

A proud member of the **WhereBrides Go<sup>®</sup>.com** Network

## Quick Facts

### **BoulderWeddings.com IS Where Brides Go<sup>®</sup> to Find Wedding Pros!**

BoulderWeddings.com is the premier LOCAL on-line wedding site Where Brides Go<sup>®</sup> to find everything for a perfect wedding in Boulder. Advertisers on this site are exposed to **more than 850** unique brides, grooms, and others visitors per month.

Our site offers a comprehensive one stop shop for brides and grooms, along with their friends and families. Everything brides need for their dream wedding can be easily found on BoulderWeddings.com. We offer wedding planning tips and original advice columns, a comprehensive directory of local wedding professionals (**including their social media channels**), and a fabulous avenue for local wedding professionals to showcase their products, services, portfolios, blogs, and more!

*Brides are booking their weddings with your competitors on BoulderWeddings.com.  
Will they find your business there?*

### **Advertising Online with BoulderWeddings.com WORKS!**

Our advertisers love us and stay with us! Our renewal rate for clients nationwide (we serve 28 local markets) is well above 80%. MSW Interactive Designs LLC started its first wedding portal business in 1999 in Colorado Springs, and has operated BoulderWeddings.com ever since 2007. That equals a lot of satisfied advertisers over a decade of business!

### **Your Business is EASY to find on BoulderWeddings.com**

Your ad is never more than **ONE CLICK** away from any page on our website, AND it is available 24/7, 365 days per year (making it MUCH less expensive and MUCH more effective than a one day bridal show!) Brides visit our site repeatedly throughout their planning process because it is free, easy to navigate, and we bring all the local vendors directly to them.

### **Your Business is SHOWCASED!**

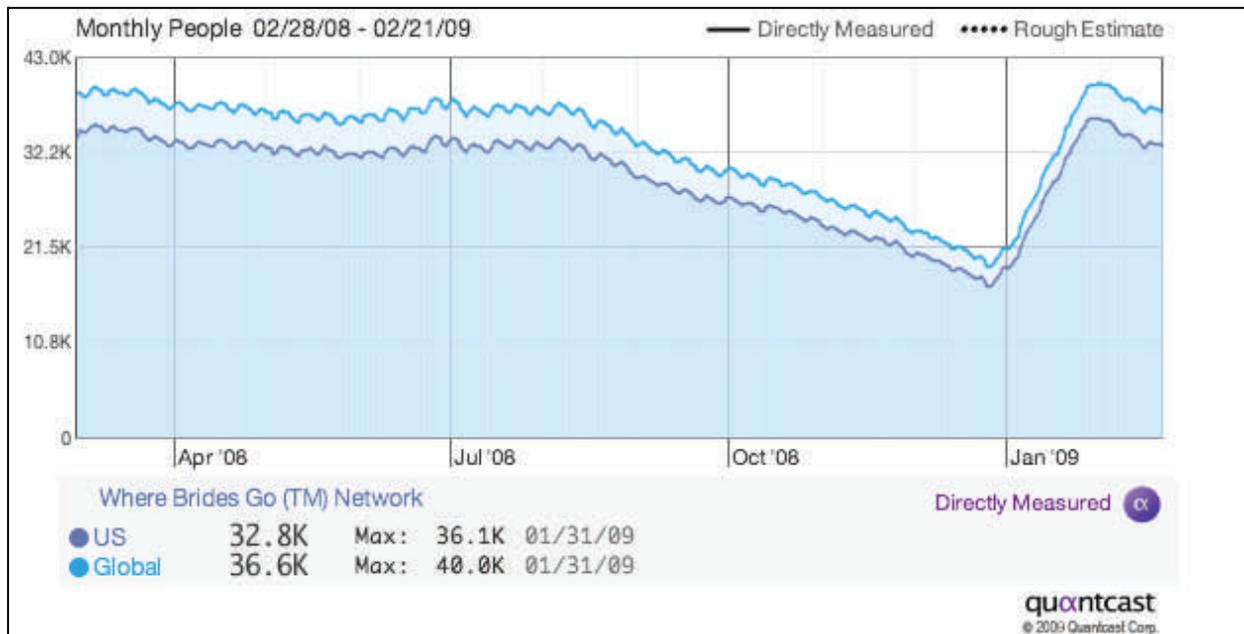
We showcase our advertisers through scalable ad packages that make sense for their business. From a basic web and email link to a featured portfolio, blog, Facebook page, or YouTube video ... we've got the perfect, affordable package for your business. We know one package does not fit all. Our goal is to make your message stand-out from the rest and give your business the most effective exposure possible. **We stand by our product with no long term contracts!**



## About the Where Brides Go<sup>®</sup> Network

The Where Brides Go<sup>®</sup> Network is a fully integrated network of comprehensive wedding planning portal sites in **more than 28 markets** across the USA. Each wedding portal includes a complete local vendor directory, planning checklists, interactive surveys, integration of social media channels, professional planning advice, and a fantastic wedding planning blog. Founded in 1999 by MSW Interactive Designs the Where Brides Go<sup>®</sup> Network consistently attracts an average of **30,000 brides per month**.

The chart below shows the continuous traffic from Feb 2008—Feb 2009. It's well known within the bridal industry that a large majority of engagements occur from the Thanksgiving holiday through Valentine's Day! After the engagement, more than 80% of those brides GET ONLINE and STAY ONLINE throughout their planning process! The online market generally sees a decline in traffic late Fall, when many of these weddings have already taken place and new engagement plans are developing for the next season.



### The Where Brides Go<sup>®</sup> Network Across America

- Missouri: Kansas City, Lake of the Ozarks, St. Louis
- California : Napa Valley
- Colorado: Boulder, Colorado Springs, Denver, Fort Collins, Pueblo, Rocky Mountains
- Florida: Boca Raton, Ft. Lauderdale, West Palm Beach, Naples, Sarasota
- Kansas: Kansas City
- Minnesota: Detroit Lakes, Minneapolis, St. Paul
- Nevada: Las Vegas
- N. Carolina: Raleigh, Chapel Hill
- N. Dakota: Fargo
- Ohio: Columbus
- Tennessee: Knoxville, Gatlinburg, Nashville, Pigeon Forge
- Texas: Dallas



## WhyBoulderWeddings.com?

According to The Wedding Report, a statistics and market research source for the wedding industry, **2,742 weddings will take place in the Boulder area in 2012.** These brides will spend an **average of \$27,918** per wedding in the next year! **Don't You Want a Slice of That \$27,000+ Pie?** With more than **850 unique bridal visitors each month**, you can be assured that the vast majority of these brides, grooms, and wedding participants (aka prospective clients) will find your business on BoulderWeddings.com!

### Boulder Wedding Statistics from The Wedding Report

#### Estimated Weddings & Average Spending 2011—2016

Year	Est. Weddings	Avg. Spending	Market Value
2011	2,736 *	\$27,415 *	\$75,007,440 *
2012	2,742 *	\$27,918 *	\$76,551,156 *
2013	2,759 *	\$28,434 *	\$78,449,406 *
2014	2,776 *	\$28,955 *	\$80,379,080 *
2015	2,803 *	\$29,348 *	\$82,262,444 *
2016	2,795 *	\$29,972 *	\$83,771,740 *

#### Competitive Landscape from 2010

This is the estimated number of businesses, estimated weddings served per business per year, estimated gross sales per business per year for all categories that are tracked in Boulder by The Wedding Report.

Category	Est Businesses	Est Weddings per	Est Gross Sales per
Attire & Accessories	11-13	215	\$384,205
Beauty & Spa	47-58	50	\$9,600
Entertainment	66-80	36	\$71,748
Flowers & Decorations	40-48	60	\$132,360
Gifts & Favors	9-11	258	\$252,582
Invitations	28-34	86	\$84,194
Jewelry	30-37	79	\$421,544
Photography & Video	95-116	25	\$90,225
Planner/Consultant	45-55	21	\$40,824
Transportation	27-32	71	\$48,280
Venue, Catering & Rentals	56-69	42	\$543,732



## About the Owner



Sandy Waggett created the Where Brides Go® network to complement her comprehensive web design and internet marketing company, MSW Interactive Designs, LLC.

She strives to set a new standard in the industry by combining:

- more than 12 years of website design expertise
- internet marketing and search engine optimization experience
- an extensive instructional design and development background
- REAL online experience with **multiple business websites**

Sandy and her team offer a professional product, exemplary service, and a successful online experience to her business clients.

### The MSW Interactive Designs Story

MSW Interactive Designs, LLC (MSW) began in Colorado Springs in 1999 by working with small businesses in several sectors. Sandy decided to focus on a niche market she discovered while planning her own wedding. She found, at that time, that there were a small number of national websites offering planning resources for brides,

but none that focused locally on mid-sized markets like Colorado Springs. As a result, Sandy launched SpringsWeddings.com in early 2000 to provide local, timely information for the prospective bride and groom on all aspects of getting married in Colorado Springs.

This website was an immediate success and quickly achieved a #1 ranking in Google; a ranking it has held for almost 12 straight years. With this top ranking, MSW was able to offer Colorado Springs wedding professionals an effective avenue for marketing their businesses online in the local area.

Since many of the local wedding professionals didn't have websites in 2000, the market easily opened up for her web design services. The huge success of SpringsWeddings.com has since led to the creation of an additional 27 local wedding portals in cities across the USA.

Since the company's inception, Sandy and her team have established a reputation for exceptional customer service with the Where Brides Go® network and the ability to build high quality, affordable websites that work for small business. What makes MSW unique is Sandy's personal experience offering prospective clients a wealth of knowledge on how to effectively market, advertise, and build momentum in the now maturing Internet landscape and social media platforms.

During the past 12 years, Sandy's client base has expanded to over 600 businesses across multiple sectors including wedding professionals, real estate agents, construction, restaurants, professional services, and golf venues.

Sandy has been involved with and has contributed to multiple business, civic, and non-profit groups throughout the years, including: Business Networking International (BNI), Kiwanis International, United States Air Force Association, Blount County Education Foundation, Belly Rubs Basset Hound Rescue, National Association of Women Business Owners, March of Dimes, Treats for Troops, UCCS Association of Graduates, and the Susan G Komen Breast Cancer Foundation.



## Frequent Questions

### How do Brides and Grooms find your business?

BoulderWeddings.com offers many opportunities to promote your business. At a minimum, your business will have a FREE listing on the vendor directory page that fits your business. Our ad packages are extremely affordable, can be custom fit to your needs, and have proven to be effective bringing the couples to you.

### How do your sites help me?

The Where Brides Go® network recognizes the importance of making our advertisers accessible to brides across multiple channels. In addition to featuring your website in our online directory, we also make your Facebook, Twitter, LinkedIn, and YouTube channels available to the brides. These are included with EVERY ad package. Additionally, even though brides are trending away from filling out lead forms online, we still offer the opportunity for brides to tell us about their weddings and let us know what services they are looking for. We then forward that information to our advertisers so they can follow up. Don't worry, if eLeads aren't for you, they represent a small portion of the actual traffic that comes through the website and is exposed to your ad and social media tracking! We can also tell you at any time how many brides have clicked through to your website, Facebook page, Twitter page, LinkedIn profile, or YouTube channel. **Oh, and did we mention the ad setup is FREE?**

### How does the payment and renewal of my ad work?

A huge benefit of advertising on BoulderWeddings.com is that our ad packages are month to month. **There are NO long term contracts.** If you are ever dissatisfied with the results you can downgrade or cancel your ad at any time, for any reason. With a 80% renewal rate across the WhereBridesGo.com Network over 12 years, our loyal clients demonstrate the value of advertising with us.

Billing for your ad package occurs monthly and we accept multiple payment types: Visa, Mastercard, Discover, American Express or business check.

### Can I make changes to my ad?

**YES!** If you are ever dissatisfied with your ad package or banner, or just want to change things up a bit, we will happily make any changes you would like. Our design team works closely with you to design a banner that captures the image you want to present. Whether you have your own banner, or want us to design one, ad setup and changes are **FREE** to you.

The screenshot shows the BoulderWeddings.com website interface. At the top, there's a navigation bar with the site name and social media links. Below that, a main banner advertises a wedding reception at Pinecrest. The ad includes a photo of a couple dancing, a 'Unique Reception Idea' for Mr. & Mrs. McIntyre, and a 'Reception MUST HAVES!' section. On the left side, there are several menu items: 'Shop for Your Wedding!' (Wedding Favors, Bridesmaids Gifts, Groomsman Gifts, Wedding Accessories), 'Plan Your Wedding!' (Subscribe to Our Blog, Coupons), 'ALL NEW!' (Tell Us Your Engagement Story!), and 'You're Engaged!' (Getting Started, 12-Month Checklist). On the right side, there are 'Visit Our Sponsors' (Lone Trees, Mulberries Cake Shop) and 'Intimate Receptions'.



## ADVERTISING PACKAGES

We offer a variety of advertising packages. Our goal is to give our clients a wide range of choices to meet your advertising needs and budget.

PACKAGES	PREMIUM	HOME PAGE	TOPIC PAGE	VENDOR PAGE	WEB LINK
LARGE banner displayed prominently <b>top of page</b> , linking to your site.	✓				
Banner on home page, linking to your site.	✓	✓			
Slideshow video up to 20 photos	✓	✓			
	<b>We'll Create it FREE</b>	<b>We'll Create it FREE</b>			
Eligible to list a coupon or special offer with ad	✓	✓	✓		
Links to your <b>social networking sites and blog</b>	✓	✓	✓		
Banner on topic page linking to your site	✓	✓	✓		
60 word promotional copy for business with link to website & social media	✓	✓	✓		
Website thumbnail image next to listing on vendor and topic pages w/ link to website	✓	✓	✓		
	<b>Video (20 photos)</b>	<b>Video (20 photos)</b>	<b>Thumbnail Image</b>		
Banner on vendor page linking to your site	✓	✓	✓	✓	
Eligible to contribute articles to site with authorship credit and link back to website	✓	✓	✓	✓	
FREE ad banner design	✓	✓	✓	✓	
Bridal eLeads via email	✓	✓	✓	✓	
Business listing in vendor directory with link to your website and email	✓	✓	✓	✓	✓
<b>3 Sites for the price of 1</b> FortCollinsWeddings.com, BoulderWeddings.com, DenverWeddingCenter.com	✓	✓	✓	✓	✓
	<b>\$65/month</b>	<b>\$45/month</b>	<b>\$35/month</b>	<b>\$25/month</b>	<b>\$10/month</b> ((\$60 for 6-months))

**SIGN UP ONLINE AT [HTTP://WWW.BOULDERWEDDINGS.COM/RATES.ASP](http://www.BoulderWeddings.com/Rates.asp)  
OR CALL US DIRECTLY TOLL FREE AT 800.853.0544**