



CELEBRATING LOVE AND RELATIONSHIP DIVERSITY IN THE BLUE MOUNTAINS.



Advertise with the **only** Blue Mountains wedding magazine

There is something wildly romantic about the Blue Mountains. The dazzling views, cosy interiors, period architecture, fine local fare and that getting-away-from-it all feeling has lured lovers to the region for over a century. *Blue Mountains Love* encapsulates that emotion to entice brides, grooms, honeymooners and lovers of all kinds to hold their special day in our special place.



Who is Blue Mountains Love?

Blue Mountains Love is the first publication from **Just Pressed** – a boutique custom-publishing house owned and operated by Jacqueline Forster and Lisa Doust, both of whom are journalists/editors who live locally and have a comprehensive understanding of the region’s business landscape and the local wedding industry.

In mid 2017, Helen Pitcher joined the *Blue Mountains Love* team as Ad Sales Manager. A long-time local resident, Helen has extensive experience in ad sales and publishing, and understands the importance of effectively promoting your business.

How much love?

121,100

is the approximate annual number of marriages in **Australia**

90%

of weddings are performed in the couple's **home state**

Saturday

(at 62%) is the most popular day of the week **for weddings**

28

is the median age at marriage for men

The current average age of Australian brides is **28** and the average age of Australian grooms is **29**

The most popular **wedding colours** in Australia are blue, white, pink, purple and red

Peak months

for Australian weddings are October, November, September and March – in that order

The average cost of wedding venues in NSW is **\$15,503**

97

is the average number of wedding guests

Australia's wedding industry is worth over **\$2 billion a year**, with the **average wedding budget** starting out at **\$21,236** and the final average cost coming out at **\$31,368**

In 2016, Census data revealed the number of same-sex couples had risen to **over 47,000** – an increase of **81%** from the prior 10 years

After same-sex marriage became legal in Australia, it was estimated that an additional **\$650 million** would be spent on weddings across the country per year

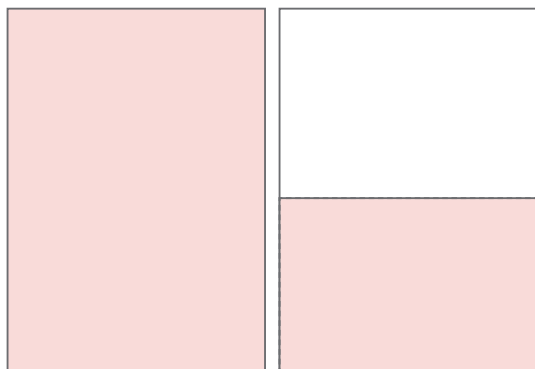
21% of couples choose their wedding date based on season, with **16%** choosing the date based on the personal significance to them

The average cost of **wedding photographers** in NSW is **\$3495**, with **99%** of couples saying they would be having a photographer at their wedding

Spring (at 35%) is the most popular season to be married, followed by **Autumn** (30%), **Summer** (20%) and **Winter** (15%)

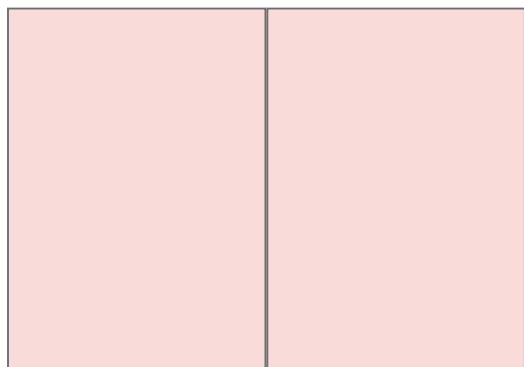
39% of couples say the ceremony is the most important aspect of the wedding for them. **75%** of all marriages are performed by a civil celebrant, with couples seeking reputation, individuality and connection

Welcome aboard

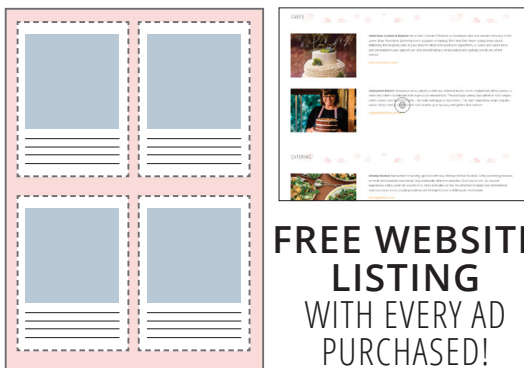


full page

half page



double page spread



1/4 ad
(image & text)

FREE WEBSITE LISTING WITH EVERY AD PURCHASED!

Rates*

	exc GST
Inside front cover/page 1	\$2500
Outside back cover (obc)	\$2200
Double page spread (dps)	\$2000
Full page ad (fp)	\$1500
Half page ad (hp)	\$800
Directory 1/4 page ad (image & text)	\$500

Credit card payment available.

Packages

Book an ad in two consecutive issues and receive a 10% discount

Book an ad in both *Blue Mountains Love* and *HARVEST Blue Mountains & Beyond*, and receive a 10% discount

Key dates

ISSUE 6

SPRING/SUMMER EDITION

On sale 12 SEPTEMBER 2019

Ad booking deadline 30 August 2019

Ad artwork deadline 30 August 2019

ISSUE 7

AUTUMN/WINTER EDITION

On sale 12 MARCH 2020

Ad booking deadline 28 February 2020

Ad artwork deadline 28 February 2020

*All rates are GST exclusive

Specifications

- Allow 5mm bleed all around
- Work within 12mm type area in from trim
- High resolution (minimum of 300 dpi)
- CMYK colour space (not rgb, pantone, etc)
- Must be centred on page
- Document size is set to trim size of magazine
- Double page spreads to be supplied as 2 pdfs
- Please don't add registration/crop marks to pdf

InDesign template can be provided

Full specs here: bluemountainslove.com.au/advertise/specs

Ad specs

Full page	w 210 x h 275 mm
Double page	w 420 x h 275 mm
Half page horizontal	w 210 x h 136 mm
Inside cover/Back cover	w 205 x h 275 mm
1/4 page image	High resolution (300 dpi)

To book an ad or for more information, please contact Helen Pitcher on 0417 469 195.

Blue Mountains
LOVE.
romance • celebration • destination



We've got you covered –
print, digital, social,
market and public relations

**Blue Mountains Love offers multi-platform
brand exposure and maximum reach**

**Blue Mountains Love is a high-quality
magazine** published bi-annually (Autumn/
Winter and Spring/Summer) and is distributed
in newsagencies across NSW and the ACT and
boutique Blue Mountains outlets

**Blue Mountains Love is supported by
a fully optimised website** providing
24/7 exposure and a direct link to your website

Blue Mountains Love social media exposure
extends your reach via Facebook and Instagram

'The Love Affair' wedding market
– held annually – gives you the opportunity
to showcase your business in an expo-style
environment alongside other local businesses
relevant to the wedding industry

**Blue Mountains Love is available download
from Issuu**, the world's leading digital publishing
platform, with live links in ads and editorial



*“When I saw you
I fell in love,
and you smiled
because you knew.”*

– William Shakespeare



www.bluemountainslove.com.au

*Blue Mountains Love is proudly published by
Just Pressed in the beautiful Blue Mountains.*

*Photography credits:
Zoe Morley Photography, Captured by Dee, Silversalt Weddings,
Robert Meredith, Brigitte Grant Photography, Cascade Lane Photography.*