

Blue Mountains
LOVE.
romance • celebration • destination

media kit 2020/21

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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 publishing house owned and operated by Katherine & Geoff Starr, who have a comprehensive understanding of the region’s business landscape and the local wedding industry.

Blue Mountains Love is a beautifully crafted and curated publication dedicated to celebrating relationship diversity and showcasing the magnificent Blue Mountains and surrounds as the ultimate destination in which to celebrate love.

How much love?

119,188*

is the number of Australian couples who tied the knot in 2018

6,538*

same-sex marriages took place in Australia during **2018**

11% of couples will choose a date based on the availability of their **preferred venue**

41%

of couples will hire furniture or styling props for their special day

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

The most popular **catering style** is sit-down (52%), followed by buffet (29%)

Autumn (at 37%) is the most popular season to get hitched, followed by **Spring** (28%), **Summer** (22%) and **Winter** (13%)

48% of couples will choose a three-tier wedding cake, followed closely by two tiers (31%)

\$15,264

is the average cost of wedding venues in NSW

97

is the average number of wedding guests

Australia's **average wedding budget** starts out at **\$22,055**, with the **final average cost** coming out at **\$32,333**

\$2,047

is the average amount a NSW couple will splash out on wedding flowers

14% of couples will spend more than **\$60,000** on their wedding

76%

of marriages in Australia are performed by a **celebrant**

The average cost per head at a wedding venue is **\$157**

86% of couples will opt for a professional videographer and **91%** will opt for a professional photographer

The most popular types of **wedding venues** are reception venue (36%), historic site (18%), restaurant/hotel (18%) and golf club (9%)

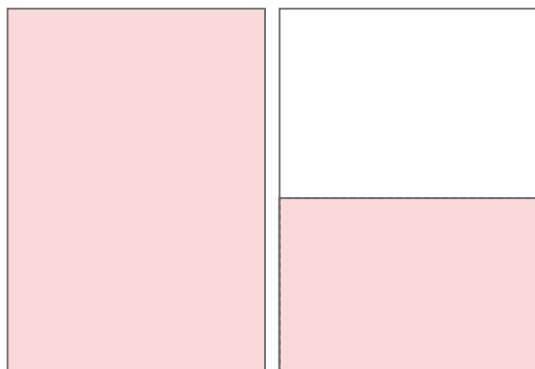
93% of couples will hire a **band** or **DJ**

Hair and/or makeup artists are in hot demand by **85%** of brides

Statistics: Easy Weddings' 2019 Annual Australian Wedding Industry Report.

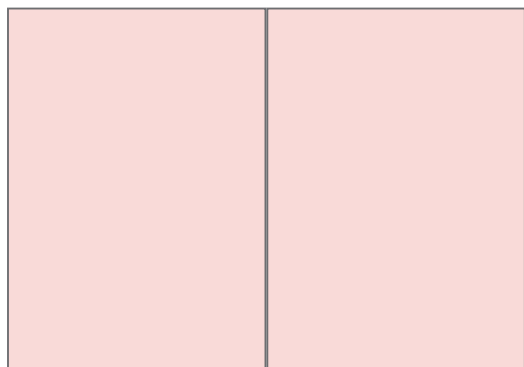
** Figures derived from the Australian Bureau of Statistics.*

Print Advertising

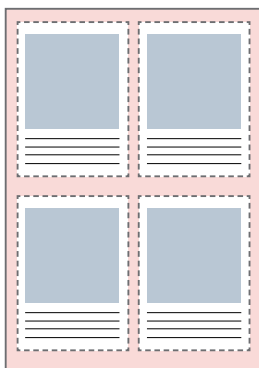


full page

half page



double page spread



1/4 ad
(image & text)

FREE WITH EVERY AD PURCHASED:

- 6-MONTH WEBSITE LISTING
- AS-SEEN-IN LOGO FOR YOUR WEBSITE & SOCIAL-MEDIA PLATFORMS

Rates – All rates quoted exclude 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

Multiple payment methods 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 7

SPRING/SUMMER 2020

On sale 25 SEPTEMBER 2020

Ad booking/artwork deadline 28 August 2020

ISSUE 8

AUTUMN/WINTER 2021

On sale 12 MARCH 2021

Ad booking/artwork deadline 12 February 2021

ISSUE 9

SPRING/SUMMER 2021

On sale 10 SEPTEMBER 2021

Ad booking/artwork deadline 13 August 2021

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 Katherine Starr on 0403 312 500.

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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

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PRESSED]

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.*