

AtlantaBridal



Media Kit 2023

Since 1998, AtlantaBridal has been helping small local wedding businesses reach engaged couples in Georgia.

Lei Lydle
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www.atlantabridal.com



Unleash the power of successful wedding marketing with AtlantaBridal - the one-of-a-kind resource for couples and effective marketing option for local wedding businesses! For 25 years, we've been a trusted guide for Atlanta and Georgia wedding businesses, helping them reach their target audience and thrive. Despite facing fierce competition, economic struggles, and even the challenges of COVID-19, our formula for success has remained unwavering. So, if you're looking for the ultimate marketing boost, look no further - AtlantaBridal just may be the missing piece to your puzzle.



Mother-Daughter Duo: Lei & Elizabeth Lydle

Demographics & Stats (Feb 1, 2022 - Jan 31, 2023)

Gender

- 71% Female
- 29% Male

Age

- 25-34 = 31%
- 18- 24 = 20%
- 35-44 = 21%
- 45-54 = 15%
- 55+ = 13%

Website Stats

- User Sessions; 93,595
- Unique Users: 81,300
- Pageviews: 195,975
- 57% of our users find us through Google

Social Stats

Thousands of followers across all of our socials

Facebook	@atlantabridalweddings
Instagram	@atlantabridal
TikTok	@atlantabridal
Twitter	@atlantabridal
Pinterest	@atlantabridal
LinkedIn	@atlantabridal

“Atlanta Bridal has ALWAYS been my favorite Internet advertising site!”

Judith Warren, Owner of Vecoma Sponsor since 1998



AtlantaBridal 2023 Sponsorship Plans

Supporting Sponsorship Rates:

\$99 per year (recurring billing) or \$9 per month (recurring billing)

- ✓ Business profile that is fully accessible to all visitors to the site and app
- ✓ Listed above Research Database listings in directory
- ✓ No external ads or "similar" services on profile pages or posts
- ✓ Unlimited Stream Posts (photos, reviews, events, blogs and videos) with links for SEO
- ✓ Posts Published Immediately
- ✓ Optional email contact form on stream posts
- ✓ Comments on posts can include links for SEO
- ✓ Optional links to website, email, phone and SMS on profile
- ✓ Exclusive content, networking events and deals only for supporting wedding professionals
- ✓ "As Seen On" Badge to Include in Your Marketing Materials

Featured Sponsorship Rates:

\$399 per year (recurring billing) or \$39 per month (recurring billing)

- ✓ Everything in Supporting PLUS
- ✓ Listed above Supporting Sponsors in directory
- ✓ Posts may be posted to our primary social media channels
- ✓ Optional Photo Gallery on post
- ✓ Tighter control over business profile and posts with keywords and hashtags
- ✓ Social media icons/links and review page links on profile
- ✓ "Featured Professional" Badge to Include in Your Marketing Materials



Spotlight Rates:

\$599 - \$1,999 depending on placement 1 - 8

- ✓ Everything in Featured PLUS
- ✓ Listed above Featured Sponsors in the Directory
- ✓ Featured on the home page (randomly) and throughout the website in various places

To Sign Up Visit the following link:

<https://www.atlantabridal.com/sponsor/>

Recurring Billing Information – Update/Cancel

Recurring billing allows us to keep our costs down and pass those savings on to you. You may cancel any time through our online payment portal (linked below) but be advised there are no partial refunds. Our Annual Plans are annual contracts that auto-renew, and our Monthly plans are monthly contracts that auto-renew. If you cancel prior to your contract's next renewal date, your Membership will stay active and online until that time. You will get email notifications prior to your next renewal dates and if your card expires or is declined etc.

<https://billing.stripe.com/p/login/cN28Agah17WH8pO144>

If you are closing your business and you *need* for us to take your information down, please let us know by emailing support@atlantabridal.com.



How We Calculate Our Rates

Metric	Rate
Directory CPM (Cost per Mille)	\$4 per 1,000 impressions (total impressions)
AtlantaBridal Profile CPC (Cost Per Click)	\$1 per unique click on profile from directories or search
CPC (Cost Per Click) to your web links	\$2 per unique click to your website or other links
Click-to-Call	\$10 per unique click
Email Form Inquiries	\$10 per unique inquiry

Each year we look at the average results across all our Sponsors based on the above criteria and come up with rates based on their numbers and the above dollar amounts.



Appendix A: Average CPM Advertising Cost Per Platform

AtlantaBridal is less than ALL of these at only \$4 per 1000 impressions



Digital Marketing
That Drives Revenue®

SEO & Lead Generation



Ecommerce



AVERAGE CPM ADVERTISING COST PER PLATFORM

Facebook	\$7.19 per 1000 impressions
Instagram	\$7.91 per 1000 impressions
YouTube	\$9.68 per 1000 impressions
LinkedIn	\$6.59 per 1000 impressions
Twitter	\$6.46 per 1000 impressions
Pinterest	\$30 per 1000 impressions

Source: <https://www.webfx.com/tools/cpm-calculator/>