

The One

photo by Molano Media

Bride Guide + Community
Media Kit

2023



PRINT MAGAZINE

The One can get into the hands of any potential bride, broadening the reach of your business and increasing potential sales.

- The One Bride Guide Magazine is absolutely FREE to our readers!
- New issues are printed in February, June, and October.

Local Focus

- The One **increases traffic** at local businesses that are distribution locations! Brides seek out The One at locations closest to them.

- We distribute to **over 265 locations** within a 140 mile radius from Corpus Christi, TX including Padre and Mustang Islands, Port Aransas, Aransas Pass, Rockport, Ingleside, Portland, Kingsville, Victoria, and more.



- We print 10,000 copies per issue with an estimated **30,000 impressions per issue**.
- **Longest running local publication in South Texas after the Caller Times.**
- Distribution: www.theonebrideguide.com/distribution-locations.

Connect Online

www.theonebrideguide.com
www.theone.community
facebook.com/theonebrideguide

instagram.com/theonebrideguide
pinterest.com/theonebride
twitter.com/theonebride

INSIDE *The One* PRINT

- **STATEMENT & STYLE:** Articles on marriage, point-of-view, details, and more

- **FEATURED PROFESSIONALS** • **LOCAL WEDDING SPOTLIGHTS**

- **FEATURED ARTICLES:** Trends, Fit Bride, planning, behind the scenes

- **SITE FINDER:** Preferred venues (advertisers) hosting 50 people or more

- **FEATURED SITES:** Article highlighting unique ceremony & reception venues

- **TOOLS & GUIDES:** Budget, calendar, photo shoot sheet, registry, and more

- **LIFE TOGETHER:** Merging finances, name changes, buying your first home

- **PREFERRED VENDOR (Advertiser) DIRECTORY** • **GROOM'S GUIDE**

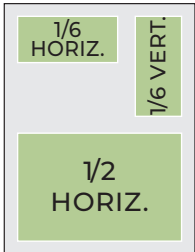
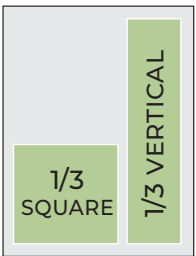
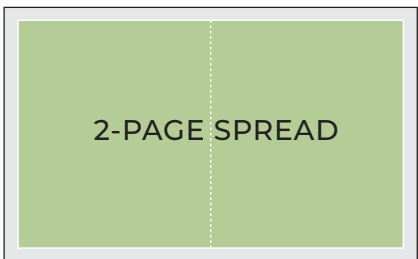
PRINT PRICES & SPECS

Discounts are given for advertising in consecutive issues. You are welcome to change your ad for each issue. Ad prices include basic design of one ad per issue including advertizer-provided text, logos and photos.

*Updated 2023

The One Print Advertising Rates (prices are per issue and depend on frequency)			
Color Ad Sizes	Contract for 3x or more	Contract for 2x	Contract for 1x
2 Page Spread	\$4,625 per issue	\$5,550 per issue	\$6,610 per issue
Full Page	\$2,650 per issue	\$3,175 per issue	\$3,810 per issue
1/2 Page	\$1,985 per issue	\$2,380 per issue	\$2,855 per issue
1/3 Page	\$1,325 per issue	\$1,590 per issue	\$1,985 per issue
1/6 Page	\$730 per issue	\$875 per issue	\$1060 per issue
Directory Ad	\$190 per issue	\$230 per issue	\$275 per issue

The One Advertising Specifications	
Dimensions (in inches)	Width x Height
Two Page Spread includes .125" bleed	18.25 x 12.25
Full Page includes .125" bleed	9.25 x 12.25
Full Page Trim Size	9 x 12
Full Page floating with white border	8 x 11
1/2 Page Horizontal	8 x 5.41
1/3 Page Vertical	2.54 x 11
1/3 Page Square	5.27 x 5.41
1/6 Page Vertical	2.54 x 5.41
1/6 Page Horizontal	5.27 x 2.61
Directory ad	3.66 x 1



Submit Artwork to:
The One Bride Guide
361-887-5054
402 Peoples Street, Ste 1A
Corpus Christi, TX 78401
info@theonebrideguide.com

PRINT CALENDAR

The One Bride Guide - PRINT Issue One - February through May	
1st Friday of November	Advertising Cancellation Deadline
1st Friday of December	ISSUE CLOSE Ad insertion deadline, engagement & wedding announcement deadline, all info and logos/graphics due from advertisers - contributor deadline for editorial content and Photography
December 30th	Final Invoices Sent Out
1st week of January	The One Goes to Press
1st week of February	Distribution starts - Issue 1 of The One on stands!
February 1st	Final Payments Due
February 2nd	Late Fees Applied

The One Bride Guide - PRINT Issue Two - June through September	
1st Friday of March	Advertising Cancellation Deadline
1st Friday of April	ISSUE CLOSE Ad insertion deadline, engagement & wedding announcement deadline, all info and logos/graphics due from advertisers - contributor deadline for editorial content and Photography
May 1st	Final Invoices Sent Out
1st week of May	The One Goes to Press
1st week of June	Distribution starts - Issue 2 of The One on stands!
June 1st	Final Payments Due
June 2nd	Late Fees Applied

The One Bride Guide - PRINT Issue Three - October through January	
1st Friday of July	Advertising Cancellation Deadline
1st Friday of August	ISSUE CLOSE Ad insertion deadline, engagement & wedding announcement deadline, all info and logos/graphics due from advertisers - contributor deadline for editorial content and Photography
September 1st	Final Invoices Sent Out
1st week of September	The One Goes to Press
1st week of October	Distribution starts - Issue 3 of The One on stands!
October 1st	Final Payments Due
October 2nd	Late Fees Applied

BENEFITS OF PARTNERING WITH US

Your investment in The One means we invest in you. Here are just a few ways:

Exposure in The One Bride Guide - Print and online version; opportunity to participate in cover shoots and specialty articles; opportunity to be a featured business (interview/article).

Social Media - We share your current promotions on our channels; host giveaways = huge engagement; videos; blog to share your expert advice; email promotions through our newsletters and announcements; plus more paid opportunities.

Event Exposure - We love to talk about our advertisers to anyone who will listen at wedding fairs, networking events, community events, plus you can participate in The One sponsored events.



Advertising/Marketing Agency working for you - Our parent company, McLeod Creative, has over 20 years industry expertise and can advise and create additional marketing for your business.

Business Resources - We love facilitating partnerships, and connecting you to other businesses who can serve you. Our followers constantly solicit our staff's personal advice on who to hire. We recommend our advertisers first!

The One Community - Online DIY wedding planning system to help drive actively-planning brides to you. See next section for all the details.



PAYMENTS

NEW PRINT ADVERTISERS must pay 1/2 the cost of one issue as a deposit to secure your contract. Renewals do not have to pay a deposit. We offer monthly payment options for one year contracts.

Late payments will incur late fees and could disqualify you from receiving discounts on your contract. **For advertisers committed to multiple issues, cancellation must be received in writing by the cancellation date. The advertiser will be billed for the space at the applicable earned rate** (i.e. if an advertiser commits to three issues and cancels prior to the cancellation deadline for the third issue, he/she will be billed for the remaining difference as if he/she had purchased the ad for the two issue rate).

We accept all forms of payment, including payment apps, BTC and ETH.

THE *One* COMMUNITY

CONNECTING YOU TO LOCAL, ACTIVELY-PLANNING BRIDES, ONLINE AND IN PERSON

84% of brides find their suppliers online. Join The One Community online resource to increase your exposure and connect directly to brides who are actively planning and ready to make a commitment.

- Our robust system gives you opportunities to get right in front of brides through the various features of our virtual wedding planning web site at **www.theone.community**.
- No other online planner is this focused on LOCAL connections - most online planners stop at San Antonio.
- Save time by directly connecting with brides via free emailed inquiries.
- Show off your best features, client testimonials, photos and more.
- Get your off-peak dates booked and late availability sold by reaching more local couples.



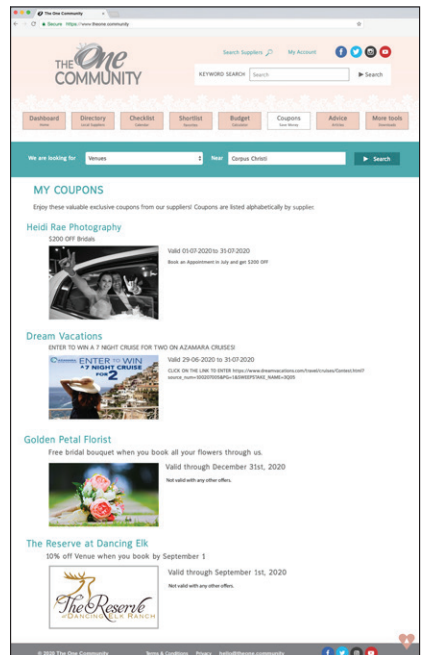
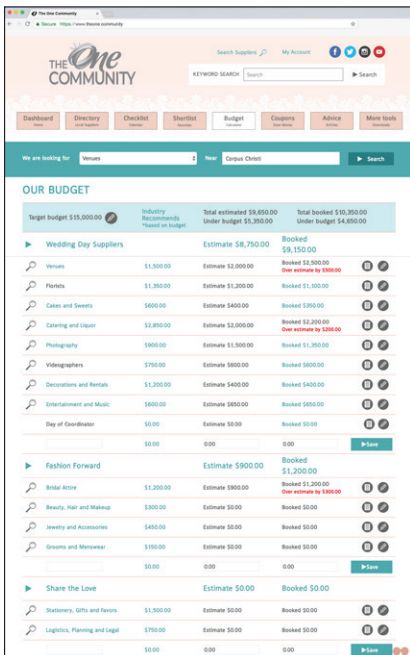
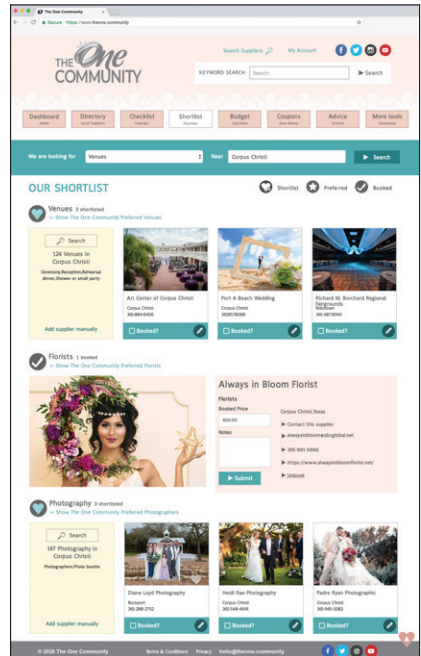
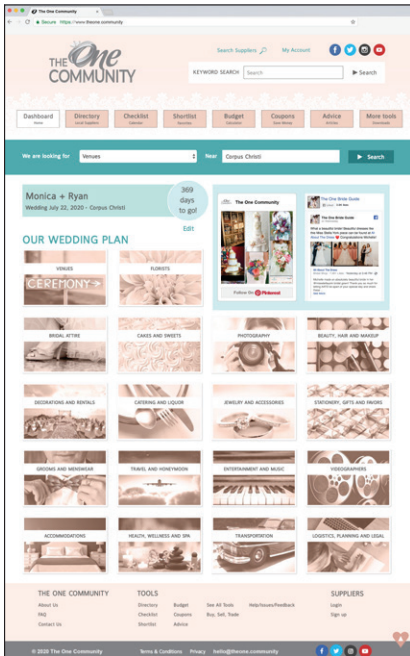
*Launch area - More markets being added!



WORKS FOR BUSINESS



ONLINE WEDDING PLANNING SYSTEM



THE *One* COMMUNITY LEVELS

Prices range per category, see current price sheet provided by your rep.

PREFERRED MOST EXPOSURE!

- Appears 1st priority in search results with larger image.
- Search results listing includes name, image, city, phone.
- Click to learn more button takes users to an expanded, full-page listing
- Full page shows all details of supplier, amenities, web links, testimonials & reviews, photo and video galleries, map, contact info and more.
- Click to contact button sends request email from the bride directly to you.
- Extra exposure through placement below advice articles as “preferred suppliers” when applicable to article content.
- Social media: 1 spotlight per year, spotlight promoted 2x, “ask the expert” video 2x per year, 3x per month social media mentions
- Able to purchase additional exposure (see social media menu)

FREE

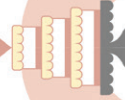
- Appears 2nd priority in search results
- Search results listing includes name, image, city, phone
- Click to learn more button takes users to an expanded, full-page listing
- Full page shows all details of supplier, amenities, web links, testimonials & reviews, photo and video galleries, map, contact info and more
- Click to contact button sends request email from the bride directly to you
- Able to purchase additional exposure (see social media menu)

THE *One* COMMUNITY WORKS FOR BRIDES

The One Community gives you all the tools you need in one place so you can plan stress-free!



Browse suppliers, shortlist faves, check items off your list, and get on the right track to a great wedding!



Read advice articles and explore our tools to help you create the best experience for you and your guests!



Make the wedding of your dreams a reality with The One Community!



You're ENGAGED!
Good News...
Wedding planning just got a whole lot easier!

Enter your budget, location, and set your timeline. The One Community will help you take care of the rest!



Our budget tool helps you plan ahead so you can get your dream wedding on a realistic budget!



Connect with local vendors and other brides through facebook, instagram and pinterest





SOCIAL MARKETING CREATING ENGAGEMENT

Our social media department is a young, bright staff of creative professionals with extensive experience marketing and promoting brands and events online using all the latest social media outlets. Your business will grow by utilizing all forms of exposure, both print and digital, to get noticed in a crowded world of images and data. Our team knows which type of posts will create engagement, what brides are interested in, and how to cross-promote to our different brands to get more impressions, engage the audience and help convert those views to new customers.

Posts made via The One social media channels can reach over 5,500 people at one time, depending on the type of post, with engagement resulting in 1,500 clicks or more with over 200 reactions. These numbers are constantly growing as we grow our community.

Ask for a demographics and reach statement with our current stats.

OUR NETWORKS



theonebrideguide.com
theone.community



facebook.com/theonebrideguide



instagram.com/theonebrideguide



pinterest.com/theonebride



twitter.com/theonebride



**YouTube: search for
The One Community**

Social Media Marketing Menu - COMPLIMENTARY	
Social media shares of posts/videos/events created by current advertisers	FREE
Social media shares of previous or current content from our PRINT issues featuring advertisers	FREE
Giveaways and coupons promoted via social media	FREE
Blog/fb article posts written by advertiser (with approval)	FREE
Live videos from events we are already attending (up to our discretion and available time)	FREE
Engagement congrats (photo provided by the couple or pulled from social media)	FREE
Announcement of new advertiser	FREE
Stop-in post - photo or quick video with advertiser	FREE
Social Media Marketing Menu - PAID	
Social Media graphic/image-driven posts - simple graphic created by our staff and promoted on our channels	\$200
Social Media events - event page with graphic created by our staff and promoted via our fb events pages	\$350
“Check-in” interview videos - mobile phone video with a quick interview, 20 min max shoot, 30 seconds–1min	\$300
Basic promotional videos - limited production, organized and produced by our staff, with one camera, tripod, and spokesperson, 1 hr max shoot for 1-2 min edited video	\$600
Professionally-produced videos - includes help with a basic script, pro videographer, lapel mic, editing, text on slides with optional logo, 2 hour shoot for 2-3 minute video	\$1000+ for 1st 2 hrs, \$200/hr additional
Featured posts, blogs and online articles - written by our staff, 500 words or less	\$250+ varies by work required
Webinar with you as an expert - 1st slide and end slide exposure, interview during webinar, and hosted at the vendor location when possible	\$600 – \$1000 varies with type of exposure
Topic sponsorship - mention/plug in video or article about related subject	\$100
Targeted eblasts to both brands email lists (must meet our guidelines and be approved) The price depends on how big our list is at time of email - can not send to partial list	\$.09 per email (currently \$500+)
Consultations, planning, and help with events, setup, management, creative and marketing	\$200 per hour
Boosting Posts	\$50 setup fee plus cost of boost
Art Creation	\$200 per hour

THE ONE FAM

We Accomplish More as One

We thank the Lord for The One family of vendors! Every business that has joined us is backed by great people! We enjoy collaborating and we look for ways to help your business grow and get the most from the resources we have to offer. Bottom line, once you engage with us and become part of The One fam, we are on your team. Being a small part of your story is an honor and we strive to build on these precious relationships. We are so grateful for our community. Some vendors have been with us for 15 years! We love being in the industry of bringing more people together. Join us!

We Create Solutions to Drive Business

The team at McLeod Creative, an award-winning graphic design and marketing firm, developed The One Bride Guide and The One Community to be true local resources for brides with cutting edge style and national-level quality. McLeod Creative specializes in visual communication, developing brands and driving business to our clients. We are experts at finding ways to help your business and communicate effectively to your target market. McLeod Creative has been designing for brides and developing magazines for years. The combination of talent, research, communication, and knack for knowing what people need, makes The One Bride Guide, The One Community and McLeod Creative an unparalleled team and an exceptional way for anyone in the wedding business to get exposure.



Monica McLeod Sawyer has worked all over the country in advertising, design & marketing, leading creative teams for several Fortune 500 companies before starting McLeod Creative. Monica founded The One Bride Guide and The One Community as resources for brides and the wedding industry. She oversees everything including quality control and creative direction. monica@mcleodcreative.com



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