

Silverlinings pricing and information

Our Wedding Guide is distributed through Wedding Fairs, bridal shops and other wedding retailers to 15,000 brides across Northamptonshire, Leicestershire, Warwickshire and Milton Keynes.

Those who advertise are also be seen by thousands of brides online with a unique web page on the Silverlinings website, with space for text and pictures and a web link to their website. ALL those in the book qualify for a 2 week early booking period for our Wedding Fairs and, with a spend of £500+ vat or more over the year also get a £50 discount per event.

We are also active on facebook and twitter, and can offer your business mailing lists and/or inclusion on our monthly email currently sent to over 6,500 brides.

A limited number of web banners are available per season, as are sponsorship possibilities...if you want to chat over all the options simply call the office.

We print the Silverlinings Wedding Guide in July and January, contracts are annual.

Wedding Fair details:

We also run 22-24 Wedding fairs a year across the region at a selection of venues, these are promoted not only through our website and Wedding Guide but through the local press, regional magazines, facebook, twitter, online popular wedding websites, postcard invitations, banners and email promotions.

We can usually offer a trellis backing and can accommodate other needs (round table, extra chairs for chair cover display etc...please ask..)

Our 10% rule: If there are 40 stands there will be no more than 4 businesses of each category present.

for dates and current prices please see the website.

- Normal stand is 10ft x 6ft with trestle table, 2 chairs and power
- We may have smaller or larger stands available, call to discuss..
- We always include tea/coffee and a light lunch for 2
- We include your details in the Show Guide printed for the day
- We include a listing on the event web page that links to your Silverlinings web page
- This unique web page includes a 25 word description, picture or logo and web link
- You receive a list of all brides that attended with contact details and their wedding date
- Don't forget that a ¼ page advert or more in our Wedding Guide qualifies your business for a £50 discount PER EVENT

Photography businesses are dealt with in a different way due to high demand, and do not qualify for Wedding Fair discounts, please call the office to discuss all the options.

Wedding Guide packages/pricing

Options	Price	details
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BASIC LISTING in the book and online web page with web link	£300+ vat	name, address, web address. 25 words and up to 10 pictures
QUARTER PAGE in the book and online web page with weblink	£500 + vat * minimum spend to qualify for a £50 discount on each of our Wedding Fairs	as above + advert 95mm high x 60mm wide
HALF PAGE LANDSCAPE/PORTRAIT in the book and online web page with weblink	£750 + vat	as basic listing + advert landscape = 95mm high x 125 mm wide portrait = 195mm high x 60 mm wide
FULL PAGE in the book and online web page with weblink Extras...	£950 + vat	as basic listing: + advert 219mm high x 154 mm wide (to inc. 3mm bleed) ALL text/graphics within 205mm high x 130mm wide.
Mailing lists, sent monthly	£150+ vat per area or £250+ vat for ALL	Details of brides in NN/MK OR Leics/Warks
as above with email addresses	£300+ vat per area or £500+ vat for ALL	“
Inclusion in our Engagement Mails with web link	£50+ vat per month Book 6 £250+ vat Book 10 £400+ vat	up to 50 words/offer and picture or logo

We can offer double page spreads etc, please call for further information.

A £100 discount is available to bridal shops as a thank you for their distribution.

Technical Information

Our preferred method is a high resolution JPEG, TIFF or PDF, CMYK @ 300dpi, we can create artwork for you from £50 + vat .