

RATE CARD 2024 FOR ESSENTIAL GROOM WEBSITE

A DEDICATED PAGE FOR OUR SERVICE PROVIDERS LISTING

A page dedicated to your products and/or services. Your page will include:

- 10 Images (or more if available) - up to 21 images.
- An "About Us" write up with all the details of your products and/or services.
- A video of your choice (showcasing your product and/or services).
- Active "Contact Us" form which is linked directly to your personal email address (and ours).
- Your contact details, links to emails and websites, including your logo and your social media links.

A FEATURED POST ON OUR SOCIAL MEDIA PAGES

We will create a post for you to feature on our social media accounts, showcasing your products and/or services. All posts to be submitted between the 1st and 5th of every month, to go live on the 7th of every month. Clients to provide an image and a 4 page description of promotion.

MONTHLY SPECIALS MARKETING

During your 12 month online package, you have the opportunity to provide us with your specials, which we will post on our social media accounts as well as feature on our "News & Events," Home" and your dedicated page on our website.

If you do not have monthly specials available to run, you can provide us an "Advisory Tip" for the bride and groom for that month that relates to your product and/or services.

ARTICLES

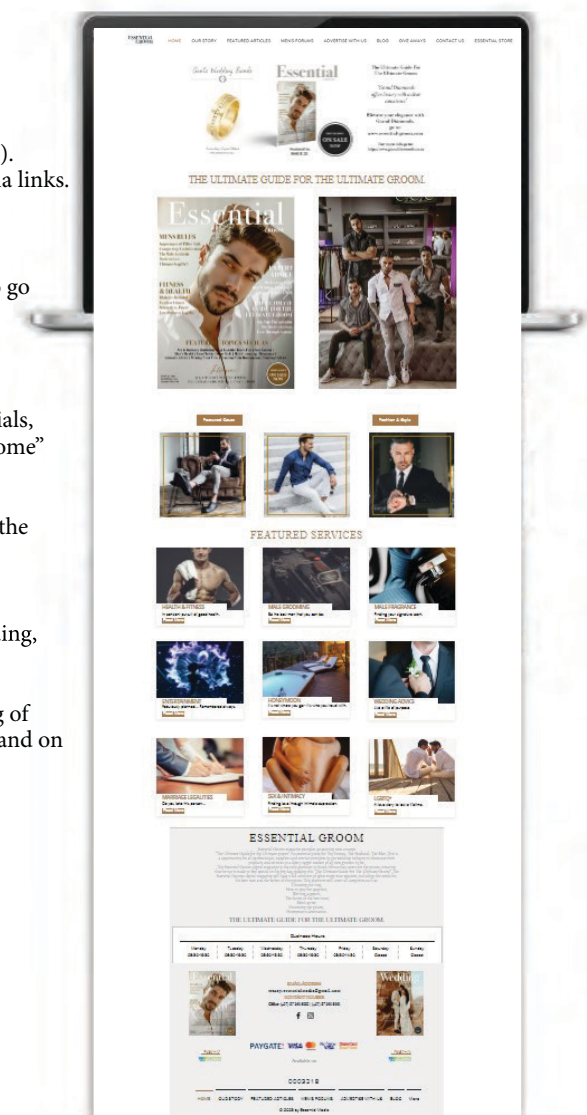
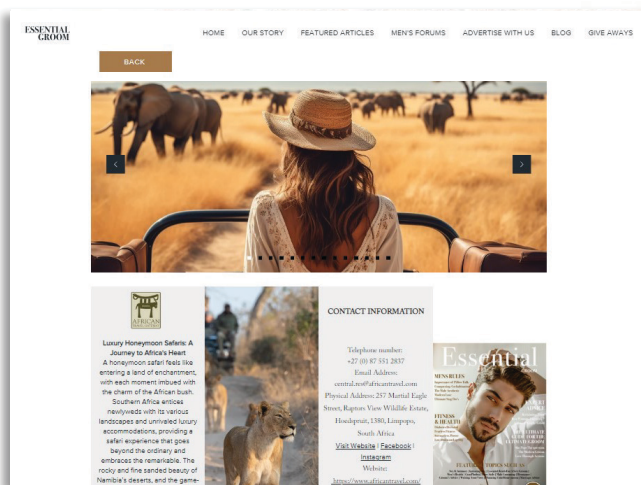
We frequently post articles on our website, offering readers a variety of subjects for your wedding, ensuring that we help make your wedding day dreams come true.

If you would like to submit an article to us, we are able to assist in the proof reading and editing of your article, which will include your company details. Articles are posted on our social media and on our "Blog" posts.

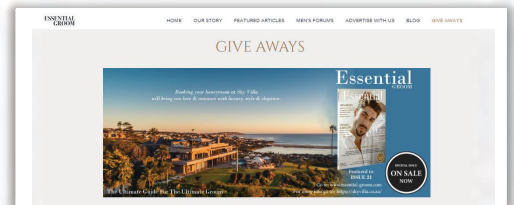
Example of Home Page Banner



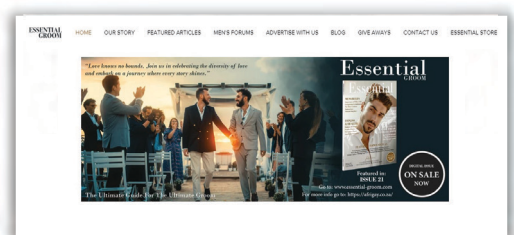
Example of Dedicated Page for a Venue



Example of a Give Away Promotion Banner



Example of a Promotion Banner





Essential Groom magazine is the only publication in South Africa that caters to the groom, ensuring that he too is made to feel special on his big day, making this “The Ultimate Guide for the Ultimate Groom”.

Essential Groom offers all the essentials that a groom will need to take into consideration after she has said; “Yes”, Each issue of Essential Groom has a full section of articles to cover topics such as choosing the ring, how to pop the question, writing a speech, the duties of the best man, men’s attire, grooming the groom, honeymoon destinations and marriage advice.

Essential Groom is also a platform for all professional suppliers and service providers in the wedding industry to showcase their products and services to a direct target market of all new Grooms-to-be.

The magazine comes out 4 times in a year, March, June, September & December.

Our digital magazine can be purchased from our online stores on our Essential Groom website (www.essential-groom.com).

ONLINE MARKETING PACKAGES

WEBSITE ONLY	COST (EXCL. VAT)	VAT	TOTAL
12 Months Essential Groom Website only	R7, 500.00	R1 125.00	R8, 625.00
DIGITAL MAGAZINE + WEBSITE	COST (EXCL. VAT)	VAT	TOTAL
4 Editions of the magazine + 12 months Essential Groom Website (DPS Advert)	R37, 000.00	R5, 555.00	R42, 500.00
HOME PAGE BANNER	COST (EXCL. VAT)	VAT	TOTAL
12 Months Essential Groom website only	R18, 500.00	R2, 775.00	R21, 275.00

PAYMENT TERMS

All packages to be paid in full on signing a booking to ensure that you go live on essential groom website within 72hrs of receiving your material.

ONLINE PACKAGE INCLUDES

- A dedicated page on our Service Providers Listing which includes:
- 10 Images (or more if available).
- An “About Us” write up with all the details of your business (history, aims, experience and ambitions).
- A video of your choice (showcasing your products and/or services).
- Active Google Map of your location.
- Active “Contact Us” form which is linked directly to your personal email address (and ours).
- Your contact details, including your logo (which is linked to your website) and your social media links.
- A featured post on our social media pages.
- Monthly specials marketing (1 specials post per month for the duration of the package).
- Payment is required in full on signing of our 12 month online marketing contract

ART REQUIREMENTS

Please provide us with a text document with you company details (history, aims, experience, ambitions etc), your company contact details, website address, social media links and your logo.

Please also supply us with 10 images that showcases your services/products/work/venue.

All images and logos to be provided in high resolution (300 dpi) and in PNG (logo) or JPEG (images) format.

