



# SOUTHBOUND BRIDE

*from africa with love*

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## ABOUT SOUTHBOUND BRIDE

SouthBound Bride is the ultimate online destination for couples planning a South African wedding, ranked among the world's top wedding blogs. Over the past six years, we have built a reputation for featuring beautiful content daily with a South African twist, and passionately promoting the best of the local wedding industry. In 2015 we became a founder member of Aisle Society. We've featured over 600 real weddings, and been featured ourselves in print and online. Thanks to our unique geographical niche, our readers are actively looking for service providers. We can't wait to introduce them to you!

## SOCIAL MEDIA

**Pinterest** is a primary source of traffic for SouthBound Bride. We actively pin from our features, and each image on the site has a 'pin it' button on it so our readers can easily do the same.

**Instagram** has been our priority channel for 2016. We have tripled our following already, and our reach continues to grow daily!

**Facebook** is also a major source of our traffic. Each one of our posts is featured on the channel, along with full links to all suppliers.

## TRADITIONAL MEDIA

We have been featured both online & in print by:



## READER PROFILE

Who is the SouthBound Bride reader? She's a girl (or a guy - grooms are very welcome!) in love, and she wants the world to know it. She adores pretty things, great design, and inspiring details; proteas, letter-press and fine foods; travel both local and exotic... and of course, a good party with her family & friends. Whether she's bound to South Africa by birth or bound for our shores for her dream destination wedding, she knows this is the place where beautiful, meaningful celebrations are born.

**She's looking for the perfect service providers. Are you ready to meet her?**

Demographics: SBB readers are mostly female, between 24-34. Approximately half are based in South Africa, with the balance in the US, UK, Canada & Australia.

In addition to wedding planning, popular topics include fashion, travel & luxury goods.

49,000 +

MONTHLY UNIQUE VISITORS

100,000 +

MONTHLY PAGE VIEWS

2,258

ALEXA RANKING (SOUTH AFRICA)

8K+



15K+



6K+



3K+



# DIRECTORY & BANNER ADS

classic

## CLASSIC PACKAGE

Includes:

- Listing in the SBB Directory (up to 3 categories)
- Revolving 300x120px banner advert
- Featured credit when your work features on SBB
- Priority submissions

1 YEAR R1500  
6 MONTHS R850

champagne

## CHAMPAGNE PACKAGE

Includes:

- Editorial feature on SouthBound Bride OR social media campaign/Instagram takeover
- Listing in the SBB Directory (up to 3 categories)
- Medium revolving 300x120px banner advert
- Featured credit when your work features on SBB
- Priority submissions

1 YEAR R2500

deluxe

## DELUXE PACKAGE

Includes:

- Editorial feature on SouthBound Bride
- Social media campaign OR Instagram takeover
- Listing in the SBB Directory (up to 3 categories)
- Large 300x250px banner advert (3 months)
- Featured credit when your work features on SBB
- Priority submissions

1 YEAR R3500

banners

## BANNER ADVERTS

- 300x250px banner size only
- Two month minimum booking
- Priority submissions

PER MONTH R500

*PLEASE NOTE: Some of our partnership opportunities have limited availability. We offer first right of refusal to existing sponsors. SBB reserves refusal rights on all adverts and advertisers to ensure they are a good fit for our readership. You will be responsible for providing all images, and securing the necessary permission clearances for these images. We actively encourage submissions by our sponsors, but sponsorship does not guarantee acceptance or editorial coverage.*

LET'S TALK!  
advertising@southboundbride.com

# SPONSORED POSTS & SOCIAL MEDIA

## SPONSORED POST R2000+

Bespoke advertorial content is one of the most effective ways to reach our readers and build your brand in the current digital market. After discussing your marketing goals and developing a concept, your feature will be written in-house by SBB to appeal to our readership. Posts may include up to 5 images supplied by the advertiser, and will be supported by at least 3 mentions across our social networks.

Post types: Advice posts, information posts, inspiration posts, spotlights/reviews, Q&As, lookbooks

## CUSTOM CONTENT / STYLED SHOOT R15000+

The ultimate way to showcase your brand! We bring together a talented team of professionals as needed to produce high quality, bespoke editorial images that will have the most impact with our readership. Based on a concept agreed between SBB and the advertiser, the campaign includes at least one featured post on SBB, with social media support of at least 3 Instagram posts + 1 Facebook post + 5 Pinterest pins.

Includes: Concept, styling, photography, flowers & model selection

## INSTAGRAM CAMPAIGN

Consists of 4 Instagram posts, either on a single day (Instagram Takeover) or spread across several days or weeks (Instagram Extended). Images & copy to be provided by advertiser and approved by SBB.

FROM R1000

## INSTAGRAM INFLUENCER

Consists of a single static Instagram post, styled using your product, to appeal to our followers, with copy written by SBB (and approved by advertiser).

FROM R500

## SOCIAL MEDIA CAMPAIGN R1000

A multi-platform offering, which can be used as an add-on to another of our opportunities or a stand-alone campaign. Images and messaging to be provided by advertiser and approved by SBB. Includes a combination of four 'units' of your choice.

1 unit = 1 Facebook post OR 1 Instagram post OR 3 Pins OR 3 Tweets

*PLEASE NOTE: SBB reserves refusal rights on all adverts and advertisers to ensure they are a good fit for our readership. You will be responsible for providing all relevant images, and securing the necessary permission clearances for these images. Sponsored posts must include an advertising disclaimer and each link and image have a no-follow link (as per Google rules). All sponsored social media posts must include the hashtag #ad or #sponsored.*

LET'S TALK!

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