

SBB COLLECTION

introducing south africa's top venues



YOU'RE INVITED

The SBB Collection is an exclusive curation of South Africa's best venues for weddings and events, hand picked by the editors of SouthBound Bride. Our collection is designed to represent a range of styles, locations and settings, but what they have in common is that undeniable 'wow factor' that sets a venue apart and makes it the best in its class.

95,000+

MONTHLY PAGE
VIEWS

49,000+

MONTHLY UNIQUE
VISITORS

10:32

TIME SPENT
ON SITE

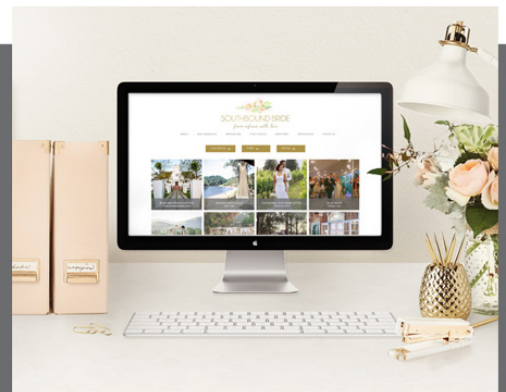
2,258+

ALEXA RANKING IN
SOUTH AFRICA

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 founder members of Aisle Society.

We've featured over 700 real weddings, and been featured ourselves both in print and online, by *Fair Lady Bride*, *You & Your Wedding*, *Magnolia Rouge* and *Wedding Chicks*, among others. Thanks to our unique geographical niche, our readers are actively looking for service providers – especially venues. We can't wait to introduce them to you!



8,750+
/southboundbride



3,000+
@southboundbride



15,500+
/southboundbride



6,000+
@southboundbride



SBB is a founder
member of
Aisle Society

HOW IT WORKS

Invitation to the directory is the first step. Once your venue has been selected to join, you will be offered a free quarter page listing in our annual digital magazine (launching January 2017). However, the SBB Collection is much more than the magazine. It has been designed as an integrated marketing platform, including an online directory, banner advertising, social media and native advertising (advertorial) support. We offer three upgrade packages to take your interaction with SouthBound brides to the next level. Each is an affordable and beautiful way to connect with our thousands of readers for the 2017/2018 season.

2017 PACKAGES



- Listing in the SBB Venue Directory, including 10 images, Google map, one click social media links & optional video
- Upgrade to 1/2 page listing (with 1 image) in our digital magazine
- Revolving 300x120px banner ad on SBB homepage for 3 months
- At least one featured wedding at your venue (conditions apply)
- Featured credit for real wedding features (including links to previous features and directory listing)
- 1 Instagram post

R1600



- Sponsored post on SouthBound Bride, including 5 images – *delivery by April 2017*
- Listing in the SBB Venue Directory, including 10 images, Google map, one click social media links & optional video
- Upgrade to 1/2 page listing (with 1 image) in our digital magazine
- Revolving 300x120px banner ad on SBB homepage for 3 months
- At least two featured weddings at your venue (conditions apply)
- Featured credit for real wedding features (including links to previous features and directory listing)
- 1 Instagram post

R2500



- Sponsored post on SouthBound Bride, including 5 images – *delivery by April 2017*
- Social campaign (3 Instagram posts + 1 Facebook post) OR 1 Instagram takeover
- Listing in the SBB Venue Directory, including 10 images, Google map, one click social media links & optional video
- Upgrade to full page listing (with 3 images) in our digital magazine
- Banner ad (300x250px) on SBB homepage for 3 months
- At least three featured weddings at your venue (conditions apply)
- Featured credit for real wedding features (including links to previous features and directory listing)

R3500

FAQs

How do I submit weddings/styled shoots to SouthBound Bride?

In response to feedback from our members, we are currently building a bespoke submissions portal just for our venues, which will give you the option of either submitting a wedding directly (with the couple's and photographer's permission) or 'tipping us off' to a beautiful wedding you have hosted. If you submit through this submissions tool, we guarantee you will receive a response within 7 working days.

What's the difference between a social campaign and a takeover?

A social campaign allows you to spread your social shares out across a period of weeks or months, in which we will share imagery on both Instagram and Facebook. A takeover, on the other hand, is a blitz approach, in which we share four images on our Instagram channel in a single day – the effect for readers is that our account has been 'taken over' by the venue for that day. Both can be equally effective – we are happy to discuss which may better suit your marketing objectives.

What can I expect from a sponsored post?

Sponsored posts take the form of spotlights with up to five images, provided by you. Venue visits by our editors may be available in some cases.

How can I get the most out of my listing?

The best way to connect with SouthBound Brides is to do it regularly, by submitting weddings, styled shoots, or even guest posts. Make sure your listing is up to date, with fresh, beautiful images (you are able to update these at any time). It's also important to remember that the directory is only a potential client's first impression – once brides click through to your website, make sure that your images and content keep them hooked!

READY TO UPGRADE? EMAIL ADVERTISING@SOUTHBOUNDBRIDE.COM