

# WEDDING ESSENTIALS

DISTRIBUTED WITH THE MAIL ON SUNDAY 11TH MARCH 2012

**Jacques Vert**

Elegant occasion wear from Jacques Vert  
 Jacques Vert is the leading designer in the world of the National Wedding Show  
 Chicago, London 18th - 20th February | The NEC, Birmingham 20th - 22nd March  
 www.jacquesvert.com | 0844 770 3600

**DEBENHAMS WEDDINGS**

Truly gifted...

Create your list and receive:

- FREE \$50 giftcard\*
- FREE styling tools and personalised website
- 10% discount\*\* on the gifts you didn't receive
- FREE gift insurance!
- FREE delivery

Plus come along to the Debenhams Wedding Weekend on 19 - 20 February 2011 and register your giftlist to receive a FREE bottle of bubbly!\*, exclusive offers and FREE prize draws worth over \$800 plus much more.

**THE WEDDING VENUE**  
 IN THE HEART OF THE ESSEX COUNTRYSIDE

**STOCKBROOK**  
 THE COUNTRY CLUB

Wedding Open Evening - Thursday 17th February, 5.00pm - 9.00pm

Get over 200 acres of top class English countryside in the heart of Essex at the picturesque village of Stock in central Essex.  
 Check all those essential wedding services including 400+ staff, 100 guests.  
 Exceptional wedding in excellent and pleasant surroundings to make your special day.  
 Detailed brochure on offer including 1000 photos and 1000+ wedding inspiration.  
 \*on a £1000 spend  
 \*\*on a £1000 spend  
 \*on a £1000 spend  
 \*on a £1000 spend

Complete range of services available including photography, hair and make-up, entertainment, catering, floristry, excellent transport hire with our own 1000+ fleet. Any other special requirements, please call us.

The Wedding Venue call 01277 844200  
 www.stockbrookweddingvenue.co.uk  
 Queens Park, Avenue, Stock, Toxteth Park, Essex CB83 0BP

YOUR DREAM WEDDING - YOUR WAY

Get the vow factor in Saint Lucia or Jamaica

us **FREE** Weddings\*

We realise that you are just about to plan the most memorable day of your lives so to ensure your special occasion is the perfect start to your new life, The Virgin Holidays' has a dedicated team of wedding experts on hand.

Choose Bay Beach Resort & Spa  
 This fabulous resort is set in the perfect location for your wedding, whether you want a ceremony on the beach or in a beautiful garden. The resort offers a dedicated team of wedding experts to help you plan your special day. The resort offers a dedicated team of wedding experts to help you plan your special day.

Summit Resorts  
 Summit Resorts is a tropical offer wedding both on the beach or in a beautiful garden. The resort offers a dedicated team of wedding experts to help you plan your special day. The resort offers a dedicated team of wedding experts to help you plan your special day.

Ready to book?  
 call 0844 557 9909  
 or visit virginholidays.co.uk

## AN ESSENTIAL GUIDE TO FULFILLING YOUR BIG DAY

Wedding Essentials (full colour, tabloid-sized) is an excellent opportunity for suppliers to reach *The Mail on Sunday's* readership and help them make their wedding a success.

Wedding Essentials will include editorial split into sections on Fashions, Venues, Travel & Honeymoons, Wedding Services, Health & Beauty, After the Big Event and The Next Step.

Potential advertisers can reach this wide audience through a newspaper-sized colour advertisement/advertorial feature.

### ADVERTISEMENT SIZES & RATE CARD

1 full-colour page	£7,950
Double-page spread	£13,950
Half-page	£3,950

Premium position sponsorship is subject to availability

### ADVERT DIMENSIONS

Full-page:	height: 330mm x width: 252mm
Half-page horizontal:	height: 152mm x width: 252mm
Quarter-page:	height: 152mm x width: 125mm

Files under 8MB in size can be sent via email to [studio2@absolutepublishing.com](mailto:studio2@absolutepublishing.com)

Please contact the Production Department on +44 (0)20 7553 7372 for further information on file transfer if file size exceeds 8MB.

### DISTRIBUTION

250,000 *Wedding Essentials* supplements will accompany the newspaper on 11th March

250,000 copies are sent via promotional email to a select ABC1 audience

### USEFUL FACTS

Couples in London and the south-east spend on average £23,932 on their big day

35% of women would consider cosmetic surgery for their wedding (a year-on-year increase of 21%)

The average engagement ring costs £2,090

On average, £1,200 is spent on the dress

£3,860 is the average cost of a honeymoon

### AT A GLANCE

CIRCULATION: 250,000  
 PRINTED COPIES

250,000 ELECTRONIC COPIES  
 DISTRIBUTED WITHIN LONDON & CARLTON REGIONS

ADULT READERSHIP: 750,000  
 COLOUR TABLOID-SIZED  
 MALE RATIO: 48%  
 FEMALE RATIO: 52%

DISTRIBUTED: 11TH MARCH 2012

### TARGET SOCIAL DEMOGRAPHIC

AGE	15-24 .....10.3%	45-54 .....19.5%
	25-34 .....10.4%	55-64 .....20.3%
	35-44 .....17.3%	65+ .....22.3%

SOCIAL GRADE	C1 .....34.4.2%
ABC1 ..... 65.6%	C2 .....20.2%
AB .....31.2%	DE .....14.2%

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# WEDDING ESSENTIALS

DISTRIBUTED WITH *THE MAIL ON SUNDAY* 11TH MARCH 2012

## ADVERTISEMENT SIZES

### FULL-PAGE DIMENSIONS

Height: 330mm x width: 252mm

### FRACTIONAL DIMENSIONS

Half-page horizontal height: 152mm x width: 252mm

Quarter-page vertical height: 152mm x width: 125mm

### NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention: publication name, month of insertion, year and name of advertiser, eg 'WE11\_YOURCLIENTNAME'

### DIGITAL FILE SPECIFICATIONS

- Artwork must be supplied in Adobe PDF/X-1a-compliant format — JPEG, EPS or TIFF files will not work
- Image resolution must be 200dpi
- Line weight must not be less than 1pt
- Ink weight should not exceed 245
- Body text must be single colour (two-colour maximum), no less than 8pt in size and not compressed
- Reverse-out white or coloured text should be no smaller than 10pt bold and not compressed
- Fine serif typefaces should not be used

### FILE TRANSFER

Files under 8MB in size can be sent via email to [studio2@absolutepublishing.com](mailto:studio2@absolutepublishing.com) Please contact the Production Department on +44 (0) 20 7553 7372 for further information on file transfer if file size exceeds 8MB.

## ADVERTISEMENT FEATURE REQUIREMENTS

### Full Page

- The *Wedding Essentials* name
- Headline — 10-30 characters. e.g. Company name or e.g. 'Fashion & Accessories'
- Main body copy — 480-530 words supplied in a word document
- Box Copy — 10-30 words including offer flash (e.g. 25% discount for *Wedding Essentials* readers)
- Contact information — Website & telephone number to appear on the advertorial
- Images — 2-5 x images please see image specifications below\*

### 1/2 page

- The *Wedding Essentials* name
- Headline — 10-30 characters. e.g. Company name or e.g. 'Fashion & Accessories'
- Main body copy — 160-350 words supplied in a word document
- Box Copy — 10-30 words including offer flash (e.g. 25% discount for *Wedding Essentials* readers)
- Contact information — Website & telephone number to appear on the advertorial
- Images — 1-2 x images please see image specifications below\*

### 1/4 page

- The *Wedding Essentials* name
- Headline — 10-30 characters. e.g. Company name or e.g. 'Fashion & Accessories'
- Main body copy — 120-150 words supplied in a word document
- Box Copy — 10-30 words including offer flash (e.g. 25% discount for *Wedding Essentials* readers)
- Contact information — Website & telephone number to appear on the advertorial
- Images — 1-2 x images please see image specifications below\*

### Images specifications

Please supply images as high resolution CMYK JPEGs. Images must be 200 dpi when placed at full size.

### Design process

We will lay out/design your advertorial & proof back to you.

You will then have the option of two rounds of corrections before final print approval.

\* Use subject to confirmation. Full pages: 2-5 used; half pages and smaller, may be just one image.

All advertorials are designed in our house style and may vary depending on images and/or text supplied.