

novias de pasarela
NP

WM
WEDDING MEDIA
INTERNATIONAL

MEDIAKIT
2023





WEDDING MEDIA INTERNATIONAL is a communication group with more than 30 years of experience in nupcial sector. That extensive professional experience has taken us to total specialization and leadership. Our main activity is the dissemination in both traditional channels (paper magazines and events) and online channels (websites, social networks and digital magazines). Currently, we have offices in Spain, Portugal, Mexico and Brazil, where we have 5 magazines and four websites with an extensive international reaching, especially in Latin America.

"OUR PURPOSE IS TO OFFER NUPTIAL BRANDS THE BEST DIFFUSION SO THAT COUPLES GET TO KNOW THEM".



Isabel Côte-Real
Director of Wedding Media International

novias

noivas
DE PORTUGAL

novias de pasarela
NP

novias
DE MÉXICO

CASAR-SE
A CATALUNYA



WMI MAGAZINES

novias
ESPAÑA



30 000

COPIES PER ISSUE

360 000

ANUAL READERS
4 PASS-ALONG

3

ISSUES PER YEAR
FEBRUARY, JUNE AND OCTOBER

novias de pasarela
NP



50 000

COPIES PER ISSUE

400 000

ANUAL READERS
4 PASS-ALONG

2

ISSUES PER YEAR
MAY AND NOVEMBER

CASAR-SE
A CATALUNYA



10 000

COPIES PER ISSUE

120 000

ANUAL READERS
4 PASS-ALONG

3

ISSUES PER YEAR
JANUARY, MAY AND SEPTEMBER

noivas
DE PORTUGAL



10 000

COPIES PER ISSUE

80 000

ANUAL READERS
4 PASS-ALONG

2

ISSUES PER YEAR
JANUARY AND JULY

novias
DE MÉXICO



10 000

COPIES PER ISSUE

120 000

ANUAL READERS
4 PASS-ALONG

3

ISSUES PER YEAR
MARCH, JULY AND NOVEMBER

WMI CALENDAR

novias
ESPAÑA



1st QUARTER

ISSUE

CLOSING ON: February 1, 2023
ON SALE: February 28, 2023

2nd QUARTER

ISSUE

CLOSING ON: June 1, 2023
ON SALE: June 30, 2023

3rd QUARTER

ISSUE

CLOSING ON: October 3, 2023
ON SALE: October 31, 2023

novias de pasarela
NP



1st SEMESTER

ISSUE

CLOSING ON: May 2, 2023
ON SALE: May 31, 2023

2nd SEMESTER

ISSUE

CLOSING ON: November 2, 2023
ON SALE: November 30, 2023

CASAR-SE
A CATALUNYA



1st QUARTER

ISSUE

CLOSING ON: January 3, 2023
ON SALE: January 31, 2022

2nd QUARTER

ISSUE

CLOSING ON: May 2, 2023
ON SALE: May 31, 2022

3rd QUARTER

ISSUE

CLOSING ON: September 2, 2023
ON SALE: September 30, 2022

noivas
DE PORTUGAL



1st SEMESTER

ISSUE

CLOSING ON: July 10, 2023
ON SALE: July 29, 2023

2nd SEMESTER

ISSUE

CLOSING ON: December 3, 2023
ON SALE: December 20, 2023

novias
DE MÉXICO



1st QUARTER

ISSUE

CLOSING ON: March 1, 2023
ON SALE: March 31, 2023

2nd QUARTER

ISSUE

CLOSING ON: June 15, 2023
ON SALE: July 31, 2023

3rd QUARTER

ISSUE

ENCERRA: November 7, 2023
ON SALE: November 30, 2023



novias de pasarela

NP

+100.000 readers

The most exclusive magazine for the bride

The magazine for the most exclusive brides. More than 15 years in newsstands throughout Spain, and in various exclusive points of sale in the major cities of Europe.

PAPER EDITION

Spanish-English bilingual edition. Premium wedding content focused on luxury and exclusivity: fashion, jewelry, gastronomy, cosmetics, hotels, cruises, spas, etc. High impact of advertisers. Distribution in Spain and Europe.

DIGITAL EDITION

You can comfortably acquire the digital magazine in the "revistas" section of www.weddingmediainternacional.com

WEB

www.np-magazine.com

READER'S PROFILE

WOMAN BETWEEN 25 AND 40 YEARS OLD

URBAN PROFILE

MEDIUM-HIGH SOCIOECONOMIC LEVEL

INTEREST IN FASHION

ACTIVE ON SOCIAL MEDIA

MEDIA SHE USES: MAGAZINES, INTERNET,
RADIO, CINEMA AND SMARTPHONE



9 ADVANTAGES OF SUBSCRIBING TO



1. SELL MORE

Increasing your brand visibility will make you sell more and increase your profits.

2. EARN PRESTIGE

Advertising in the most established bridal magazine in Spain boosts your brand image.

3. SPREAD YOUR BRAND IN BBFW

The magazine is present at the at the world's leading trade fair (+23 000 visitors in 2019).

4. ADVERTISEMENT'S DURABILITY

Planning a wedding takes 12 months and the bride can keep the magazine for reference.

5. HIGH NUMBER OF IMPACTS

The magazine passes from one bride to another, multiplying the number of useful impacts.

6. REACH YOUR CUSTOMER

A specialized magazine allows you to reach the bride, the groom, guests and professionals.

7. PRESENCE AT BRIDAL FAIRS

The magazine reaches dozens of bridal fairs and events across Spain.

8. SPECIALIZED CONTENT

The magazine's articles focus on the latest news from companies in the sector.

9. APPEAR IN THE DIGITAL MAGAZINE

Your advertisement also appears in the digital edition for iPad and tablets.

— BARCELONA —
BRIDAL
FASHION WEEK


INTERBRIDE
INTERNATIONAL FASHION FAIR | DÜSSELDORF

PREMIÈRE**ViSiON**
PARIS

**FAIRS WHERE
YOU CAN
FIND US**

Si
SPOSAITALIA COLLEZIONI
MILANO BRIDAL WEEK

THE HARROGATE
BRIDAL
SHOW

LBW LONDON
BRIDAL
WEEK.

EXPO NOIVOS®

IFWF
—
IF WEDDING
FASHION
İZMİR/TURKEY

**+7000
magazines**
hand-delivered to future
brides and grooms
from all over Spain.

YOLANCRIS
BARCELONA

JESUS PEIRO

DEMETRIOS

MAGGIE SOTTERO



MORILEE
MADELINE GARDNER

— BARCELONA —
BRIDAL
FASHION WEEK

JUSTIN ALEXANDER



Cartier

BAGUÈS


PROTOCOLO

BRANDS
THAT WORK
WITH US

PAPER + DIGITAL

Specialized content with a high impact for the advertisers.

Distribution in Spain: in newsstands, major wedding events and online.

Website, Facebook and Instagram to reach all types of audiences, regardless of their habits, in which we spread the brands, products and services of the advertisers.

47

ISSUES OF NP MAGAZINE

50 000

AVERAGE NUMBER OF COPIES PER ISSUE

400 000

READERS PER ISSUE
4 PASS-ALONG

2

ISSUES PER YEAR
MAY AND NOVEMBER



EDITORIAL CONTENT



WISH LIST



BRIDE



GROOM



GUEST



BEAUTY



SHOOTING



ART & CULTURE

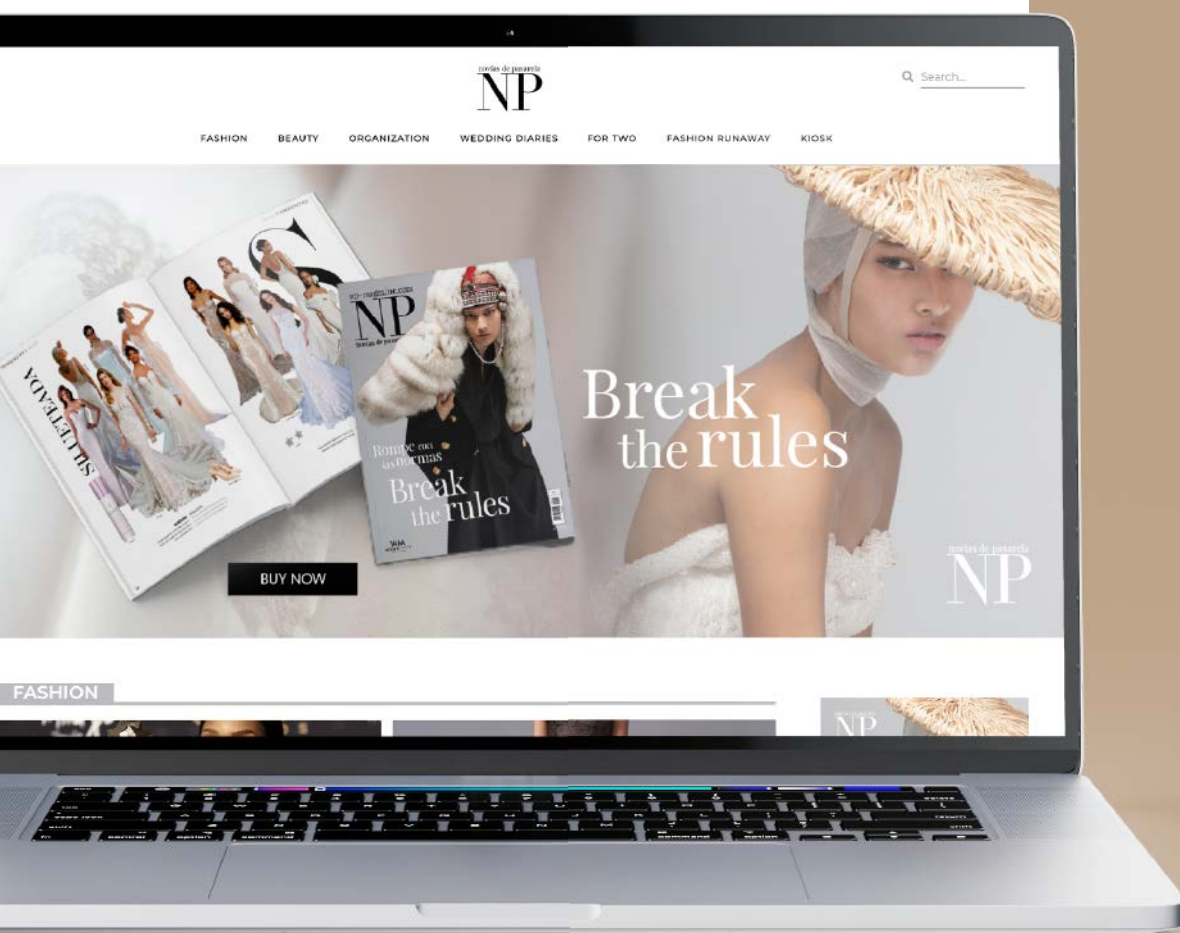


FIRST CLASS



EVENTS

OUR WEBSITE OVER THE LAST YEAR
np-magazine.com



12352
VIEWS

28072
PAGE VIEW

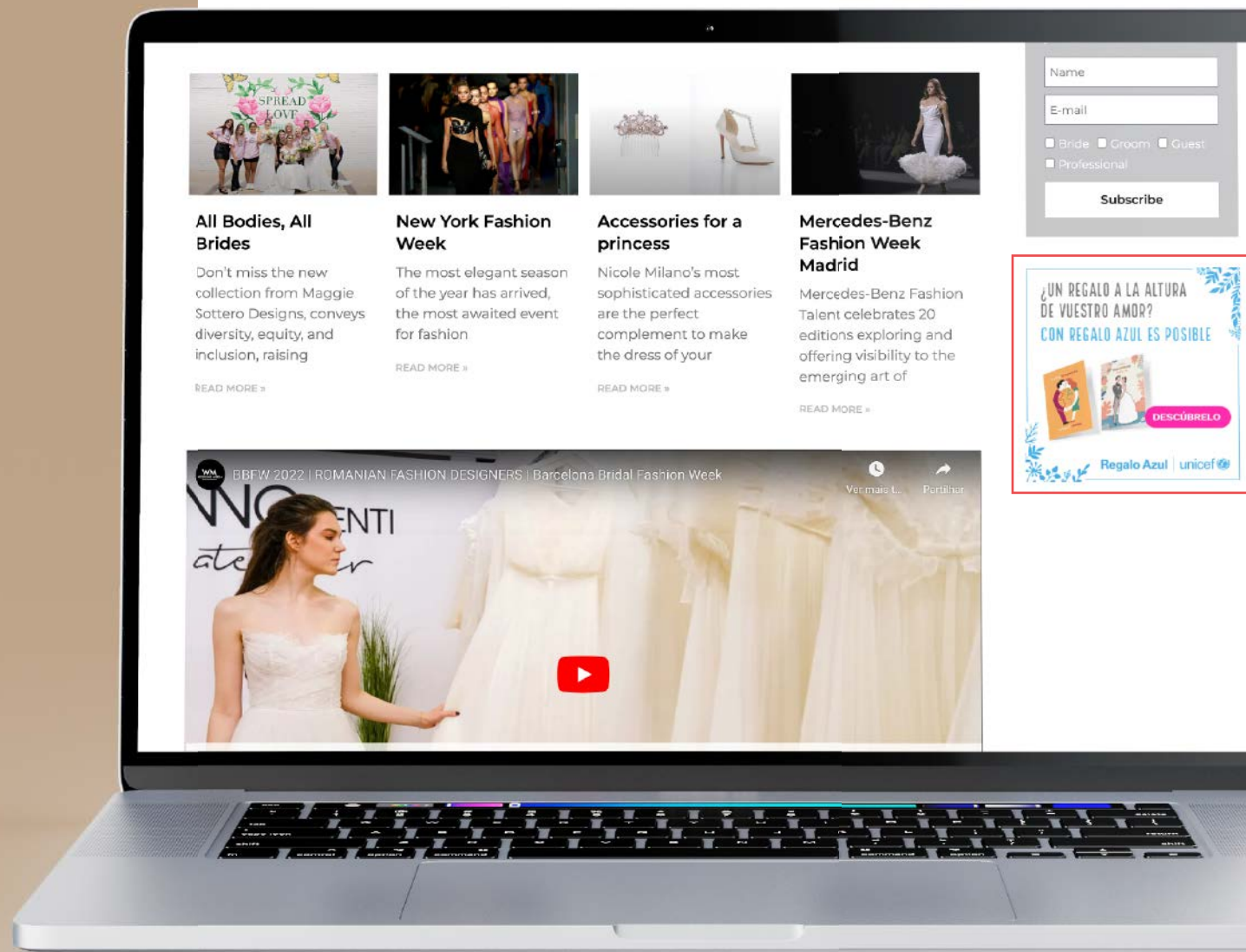
SPAIN
UNITED STATES
PORTUGAL
CHINA
CANADA

TOP 5 OF THE MAIN SOURCES OF VISIT

BANNER ON-PAGE

COMMUNICATION OPTIONS

We put at your disposal the spaces for promotional banners to highlight specific campaigns in any format (animated or static banner, modal, video, etc).



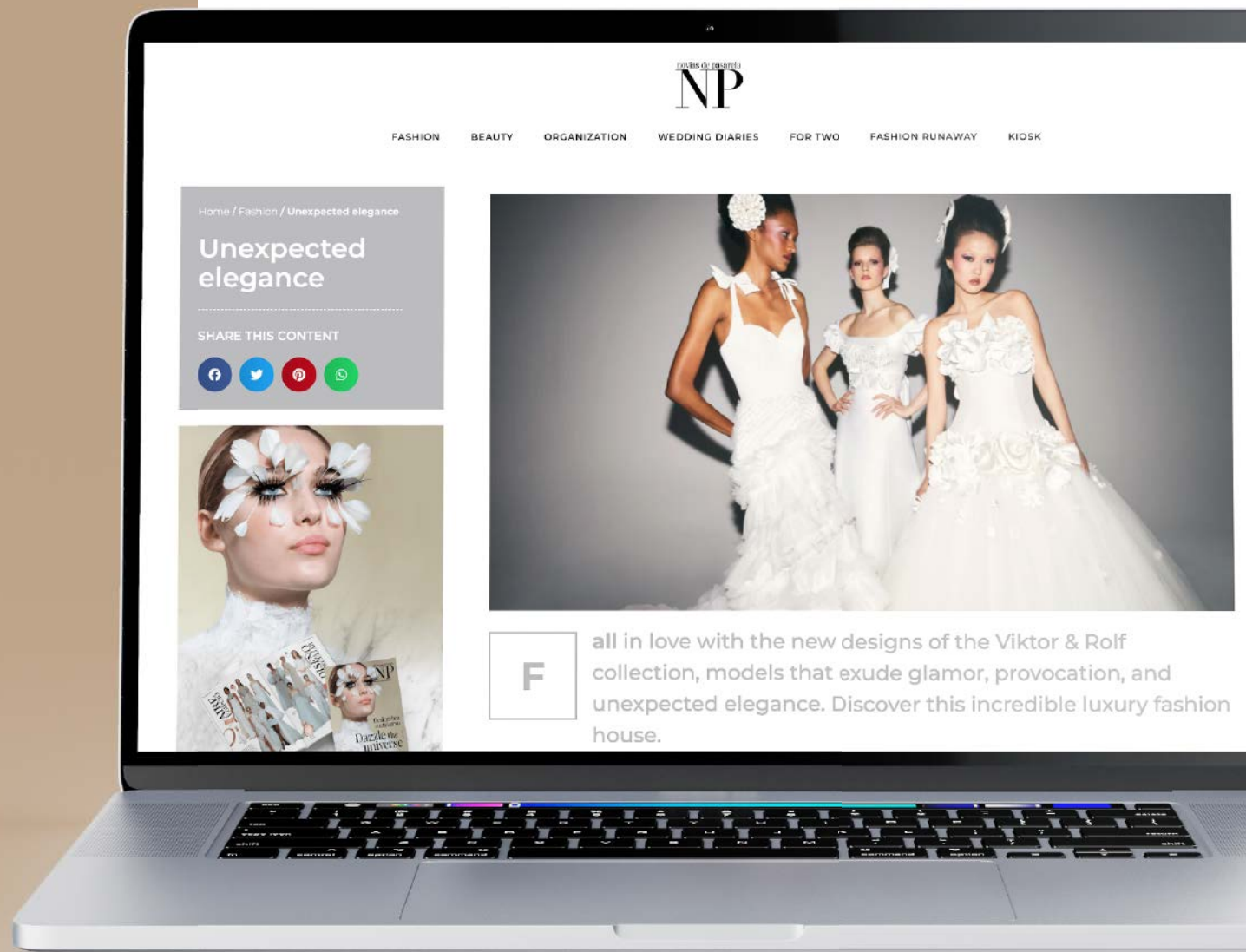
SPONSORED POST

COMMUNICATION OPTIONS

Quality and exclusive content with
SEO copywriting treatment.

Why hire a sponsored post?

- The article will appear longer on the homepage.
- Link within the text to your website.
- More dissemination in social media.



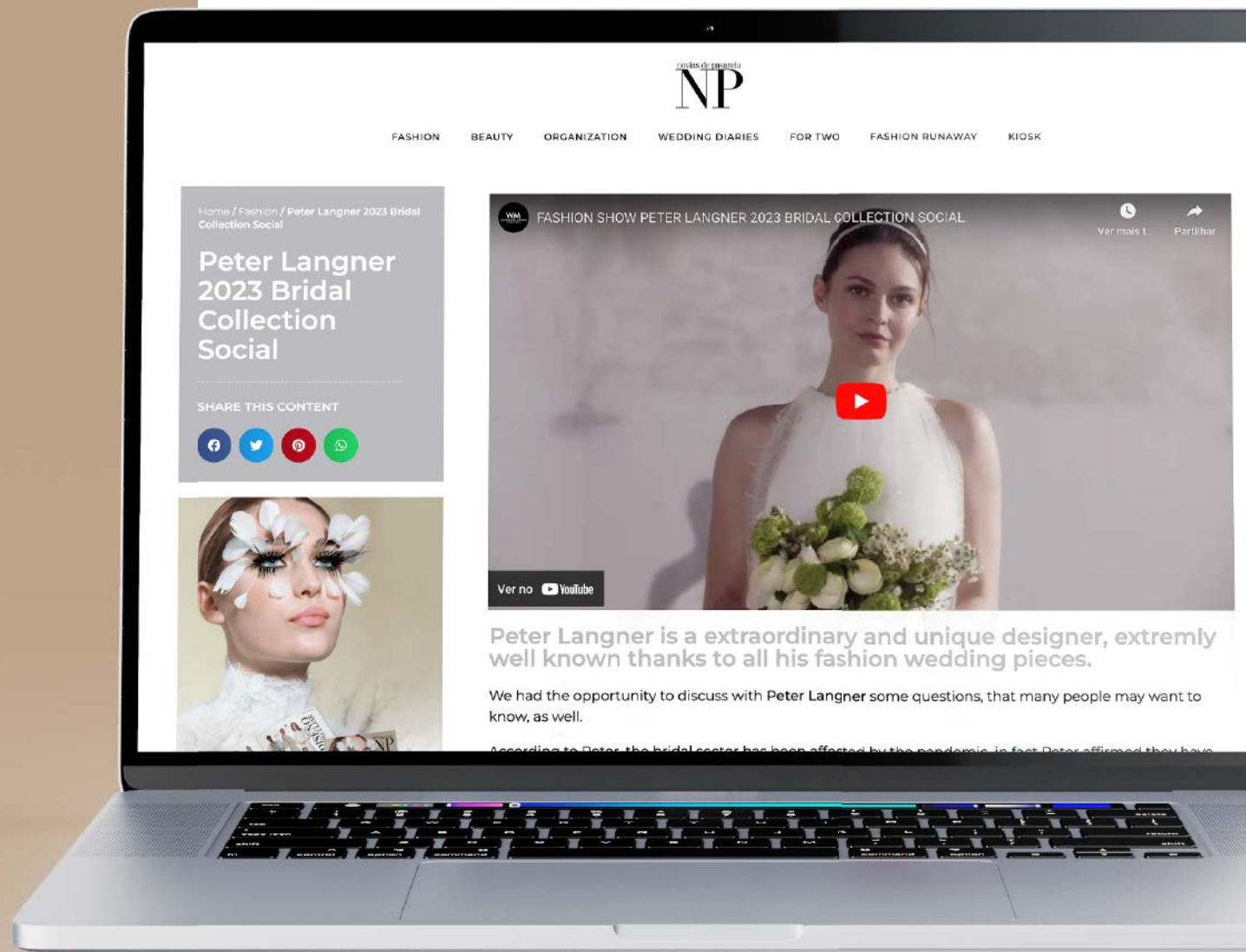
PRODUCT EXPOSURE VIDEO

COMMUNICATION OPTIONS

Customized video of your products or services that will be published on our Youtube channel and social media.

Includes:

- Recording and editing a video
- Publication on our YouTube channel
- Publication and dissemination on social networks



@NP Magazine

More than *1.002* followers

85,5% are women, 14,5% are men.

35-54 years old is the most frequent age group.

Spain, Peru and Greece are the main origins.

Top Cities: Barcelona, Madrid, Athens

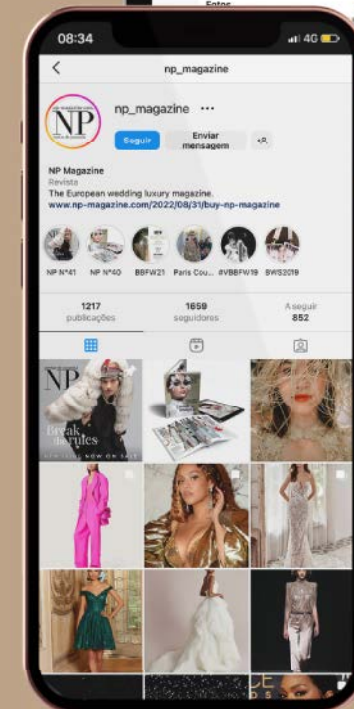
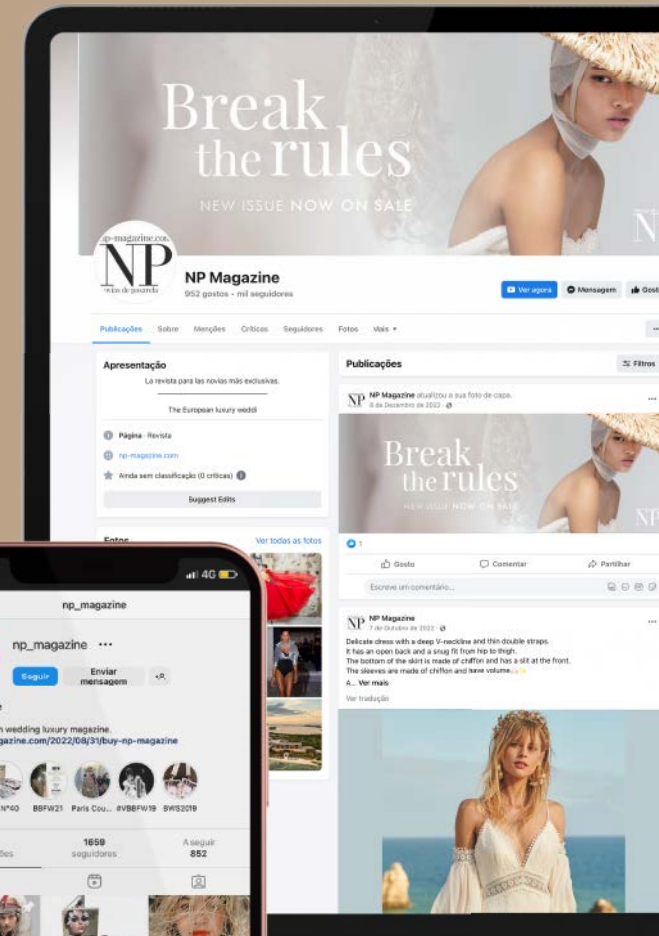
More than *1.659* followers

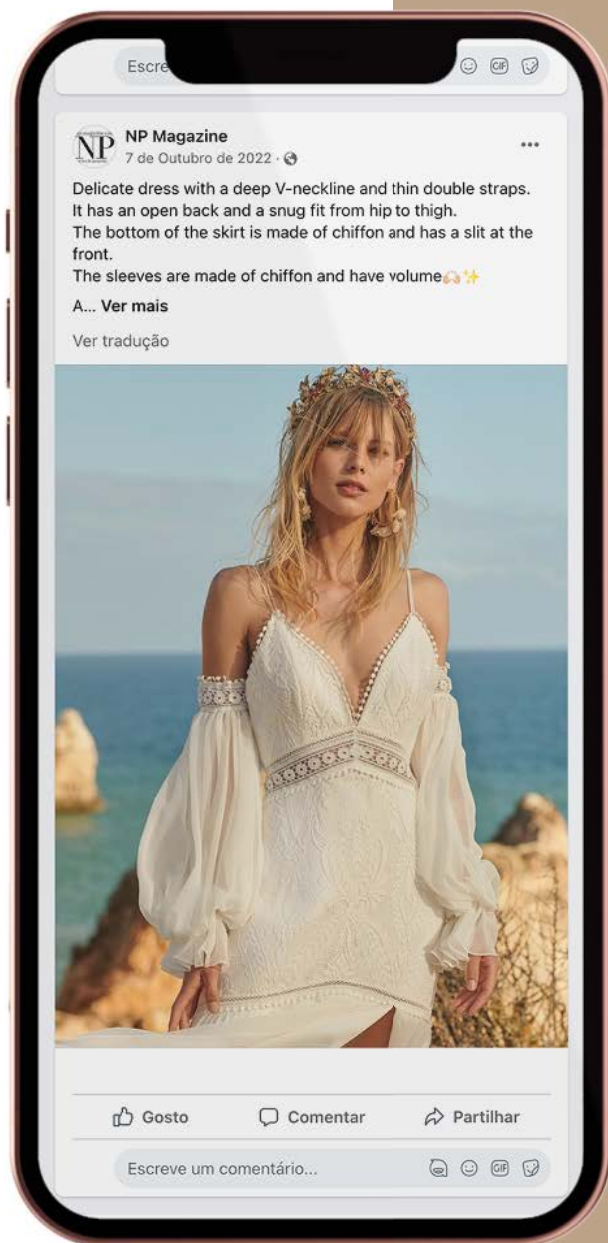
79% are women, 20,9% are men.

25-44 years is the most frequent age group.

Spain, United States of América and Mexico are the main origins.

Top Cities: Barcelona, Madrid, Seville, Mexico City, Badalona





SOCIAL MEDIA PUBLICATION

COMMUNICATION OPTIONS

Increase the impact of the marketing actions through publications on our social media: Facebook, Instagram, Twitter, YouTube and Pinterest.

OTHER WAYS TO GET VISIBILITY

Editorial/Photoshoots

Promote your brand/company through exclusive editorials and with other suppliers. A photo session produced and signed by 'NP Magazine' that will be disclosed on our channels and can also be used by your brand.

Product Placement

A form of indirect advertising that allows you to enhance the brand, by its placement in various contents, such as fashion productions or background articles in our magazine. See your products strategically present in our actions or contents. This is a way to advertise and suggest products in a natural way.

Media Partner

Give visibility to your events through a meticulously planned partnership for the dissemination and creation of content about the action.



OTHER WAYS TO HAVE VISIBILITY

Newsletters

Sending of exclusive newsletters to the WMI database: future couples or professionals of the sector. Informative content about its latest news, collections, events... Reach the mail of hundreds of readers!

Collaborations

Have a regular collaboration on our website. These contents provide positioning and highlight you as a specialist in that area.

Opinion articles

Sign an article on a specific topic and communicate directly with our audience.



**OUR
EVENTS AND
INITIATIVES**



novias de pasarela
NP

PWS
PORTO
WEDDING
SUMMIT

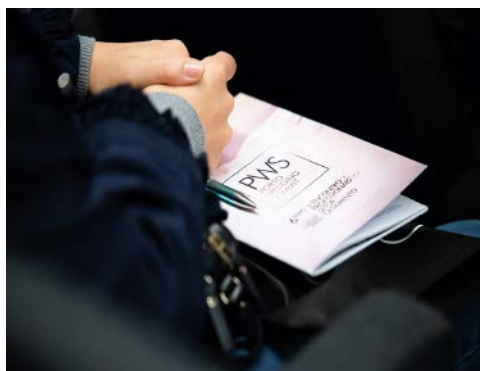
BWS
BARCELONA
WEDDING
SUMMIT

PWS

PORTO WEDDING SUMMIT

Porto Wedding Summit is an event organized by Noivas de Portugal magazine and Porto de Ideias consultancy. Since 2017, the meeting brings together professionals from all areas of the wedding sector. The annual conference aims to reflect on a sector that encompasses dozens of activities and services, which is growing and where there are business opportunities to explore.

Throughout the third edition, in May 2019, topics as diverse as the changing consumer habits of the younger generation, bridal fashion trends, the role of wedding planners, the promotion of Portugal as a destination for destination or the new tools of marketing tools, among other subjects.



novias de pasarela
NP

9

HOURS OF NETWORKING

200

INDUSTRY PROFESSIONALS

22

SPANISH AND PORTUGUESE
GUEST SPEAKERS

5

DISCUSSION PANELS AND
3 INDIVIDUAL LECTURES

ISSUE OF THE 3RD EDITION (2019)

BWS

BARCELONA WEDDING SUMMIT

Barcelona Wedding Summit is a day of meeting and reflection for professionals in the bridal sector, organized by the NP-Magazine of WEDDING MEDIA INTERNATIONAL in collaboration with BARCELONA BRIDAL FASHION WEEK.

Its first edition took place in 2016. Reference speakers have passed through it not only from Spain, also from Italy and the United States.

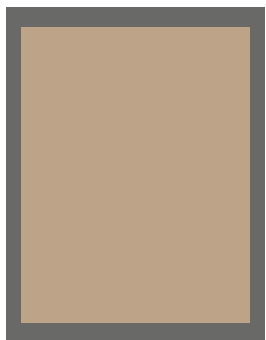
An event that has been echoed by the main media in the country: La Vanguardia, Expansión, ABC, El Mundo, El Confidencial, Agencia EFE, among others.



ADVERTISING

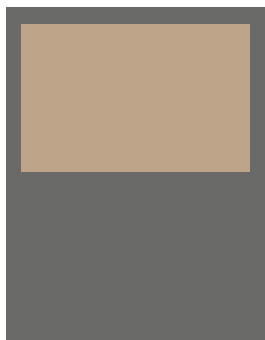
MAGAZINE

VALUES FOR 1 ISSUE



1 Page

€ 4200,00



1/2 Page

€ 2100,00



Double Page

€ 7500,00



Entrance tunne

€ 8300,00

Back cover

€ 8600,00

Back cover interior

€ 5400,00

1 page before or after the editorial letter/ before or after the summary

€ 5400,00

Advertorial

To be agreed

Inserts

To be agreed

The prices do not include IVA.
Check special discounts





Page

Cutting: 230 x 300 mm

Bleed: 240 x 310 mm (5 mm each side)

Double page

Cutting: 460 x 300 mm

Bleed: 470 x 310 mm (5 mm each side)

½ Página

Cutting: 230 x 150 mm

Without bleed

Color proofs

Corfu Media,
Rua João de Deus 6, sala 307
4100-456 Porto (Portugal)



File Export

High resolution PDF

Embedded fonts (not drawn)

High resolution images (350pp)

CMYK color mode without spot inks

All files must include the corresponding
color profile embedded

– RGB: preferably Adobe RGB 1998

– CMYK: preferably ISO coated v2 (39L)

Sending files

If the size is less than 5MB, send the attached
file via e-mail to:

comercial.pt@weddingmediainternational.com

If the size is over than 5MB, send the attached
file via **www.wetransfer.com** to

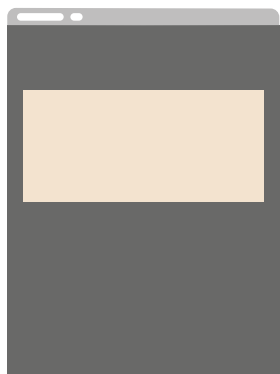
comercial.pt@weddingmediainternational.com



ADVERTISING

ONLINE

VALUES FOR 1 MONTH



Megabanner (slider)

1500 x 600 px

HOMEPAGE

€ 400,00

INTERNAL SECTION

€ 280,00



Horizontal rectangular

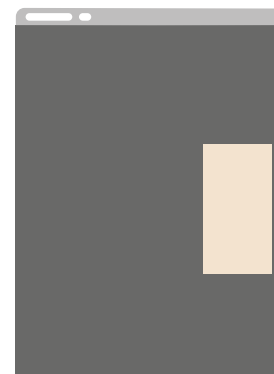
1200 x 150 px

HOMEPAGE

€ 345,00

INTERNAL SECTION

€ 260,00



Rectangular side

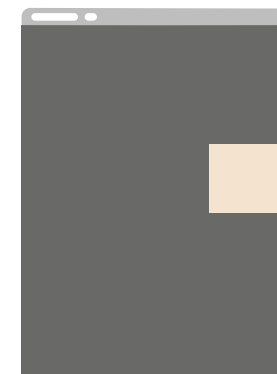
700 x 920 px

HOMEPAGE

€ 345,00

INTERNAL SECTION

€ 230,00



Square side

700 x 760 px

HOMEPAGE

€ 280,00

INTERNAL SECTION

€ 200,00

ANOTHER ONLINE ADVERTISING FORMATS

Post on Social Media

€ 35,00 / post

Newsletter

Shared € 315,00 / shipping Exclusive € 500,00 / shipping

Website exclusive article

€ 350,00 / article

Youtube video + Exclusive article

€ 1100,00 / video



PORTUGAL

WEDDING MEDIA INTERNATIONAL PORTUGAL

redacao@weddingmediainternational.com
comercial.pt@weddingmediainterational.com
marketing@weddingmediainternational.com
+351 226 053 563

SPAIN

WEDDING MEDIA INTERNATIONAL SPAIN

direccion@weddingmediainternational.com
comercial.es@weddingmediainternational.com

MEXICO

WEDDING MEDIA INTERNATIONAL MEXICO

redaccion.mx@weddingmediainternational.com
direccion@weddingmediainternational.com



WM
WEDDING MEDIA
INTERNATIONAL

novias

noivas
DE PORTUGAL

novias de pasarela
NP

novias
DE MEXICO

CASAR-SE
A CATALUNYA