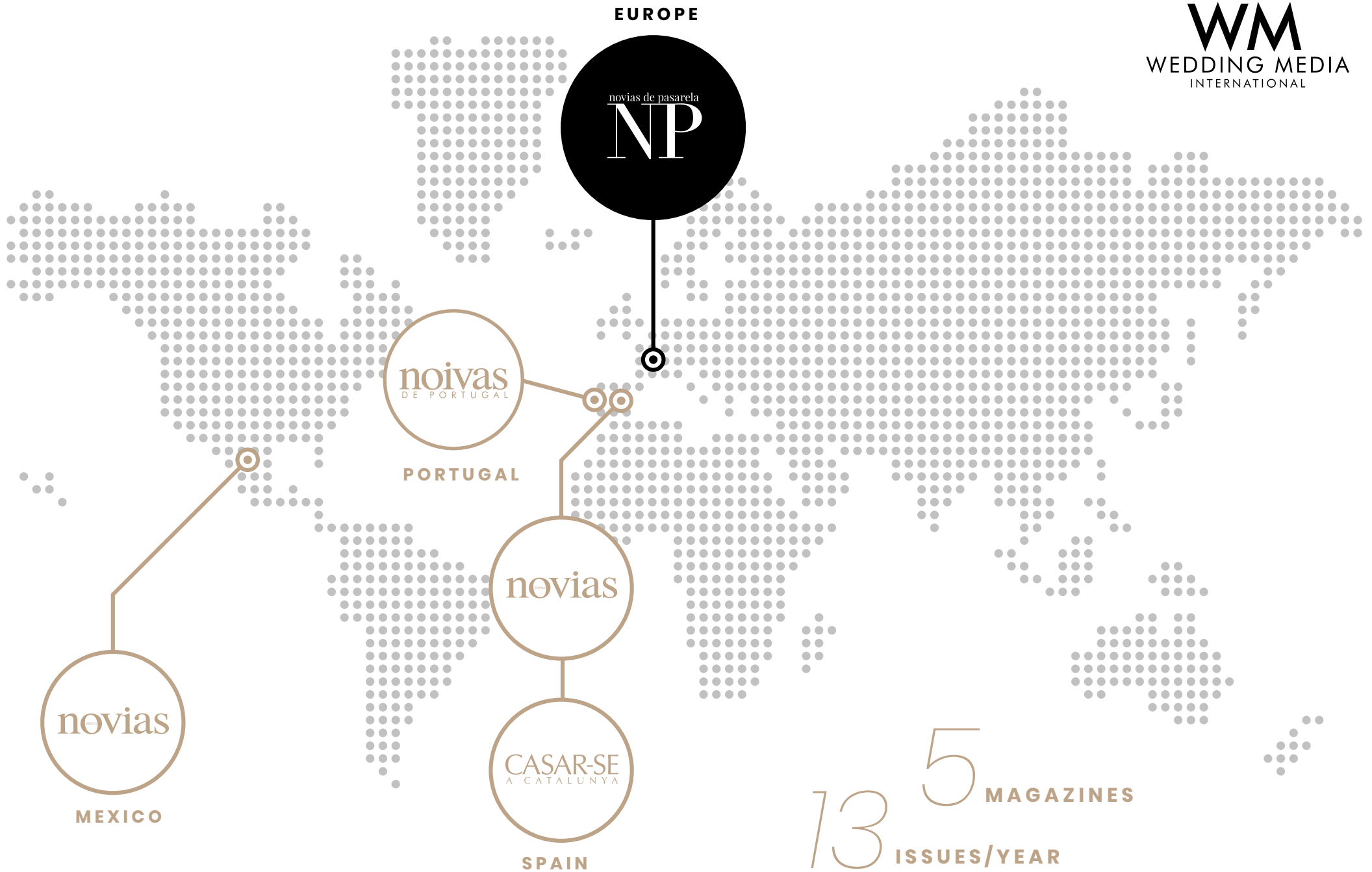


MEDIAKIT
2024

novias de pasarela

NP

WM
WEDDING MEDIA
INTERNATIONAL



EUROPE

novias de pasarela
NP

noivas
DE PORTUGAL

PORTUGAL

noivas

MEXICO

noivas

CASAR-SE
A CATALUNYA

SPAIN

13 ⁵ MAGAZINES
ISSUES/YEAR

WMI MAGAZINES



30 000
COPIES PER ISSUE

360 000
ANUAL READERS
4 PASS-ALONG

3 ISSUES
PER YEAR



50 000
COPIES PER ISSUE

400 000
ANUAL READERS
4 PASS-ALONG

2 ISSUES
PER YEAR



10 000
COPIES PER ISSUE

120 000
ANUAL READERS
4 PASS-ALONG

3 ISSUES
PER YEAR



10 000
COPIES PER ISSUE

80 000
ANUAL READERS
4 PASS-ALONG

2 ISSUES
PER YEAR



10 000
COPIES PER ISSUE

120 000
ANUAL READERS
4 PASS-ALONG

3 ISSUES
PER YEAR

1ST QUARTER | FEBRUARY

Closing on: February 1, 2024
On sale: February 28, 2024

2ND QUARTER | JUNE

Closing on: June 1, 2024
On sale: June 30, 2024

3RD QUARTER | OCTOBER

Closing on: October 3, 2024
On sale: October 31, 2024

1ST SEMESTER | MAY

Closing on: May 2, 2024
On sale: May 31, 2024

2ND SEMESTER | NOVEMBER

Closing on: November 2, 2024
On sale: November 30, 2024

1ST QUARTER | JANUARY

Closing on: January 3, 2024
On sale: January 31, 2024

2ND QUARTER | MAY

Closing on: May 2, 2024
On sale: May 31, 2024

3RD QUARTER | SEPTEMBER

Closing on: September 2, 2024
On sale: September 30, 2024

1ST SEMESTER | JULY

Closing on: July 10, 2024
On sale: July 29, 2024

2ND SEMESTER | DECEMBER

Closing on: December 3, 2024
On sale: December 28, 2024

1ST QUARTER | MARCH

Closing on: March 1, 2024
On sale: March 31, 2024

2ND QUARTER | JUNE

Closing on: June 15, 2024
On sale: July 31, 2024

3RD QUARTER | NOVEMBER

Closing on: November 7, 2024
On sale: November 30, 2024



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

READER'S PROFILE

Woman between 25 and 40 years old
Urban Profile
Medium-high socioeconomic level
Interest in fashion
Active on social media

WEB

www.np-magazine.com

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.

EXPONOIVOS®

IFWF
—
IF WEDDING
FASHION
IZMIR/TURKEY

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

PAPER + DIGITAL MAGAZINE

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.

42

ISSUES OF NP MAGAZINE

50 000

AVERAGE NUMBER OF COPIES PER ISSUE

400 000

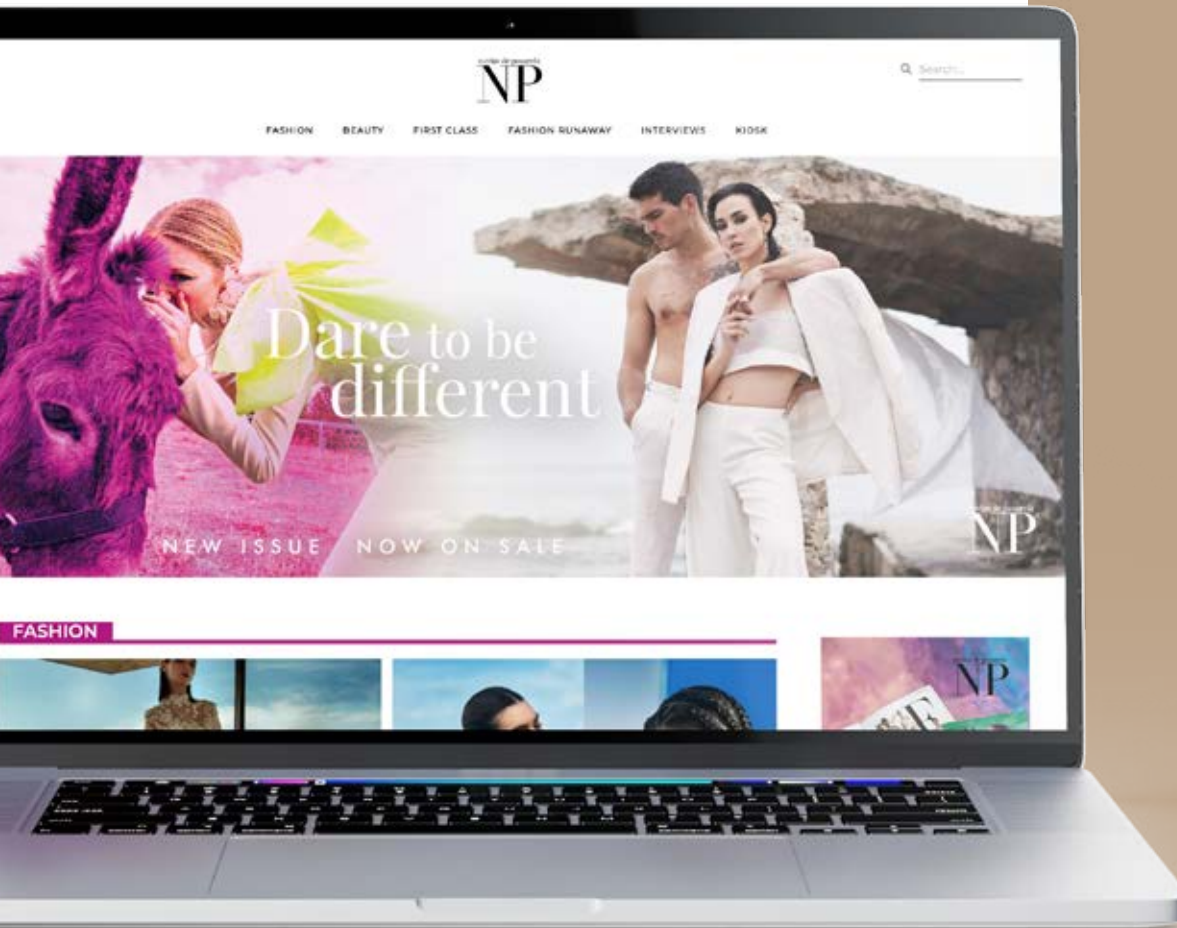
READERS PER ISSUES
4 PASS-ALONG

2

ISSUES PER YEAR
MAY AND NOVEMBER



OUR WEBSITE OVER THE LAST YEAR
np-magazine.com



14754
VIEWS

14754
PAGE VIEWS

SPAIN
PORTUGAL
UNITED STATES
UKRAINE
UNITED KINGDOM

TOP 5 OF THE MAIN SOURCES OF VISIT

@NP Magazine

More than *1.015* followers

85,4% are women, 14,6% are men.

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

Spain, Portugal, United States, Ukraine and United Kingdom are the main origins.

Top Ciudades: Barcelona, Madrid, Lima, Seville, Atena

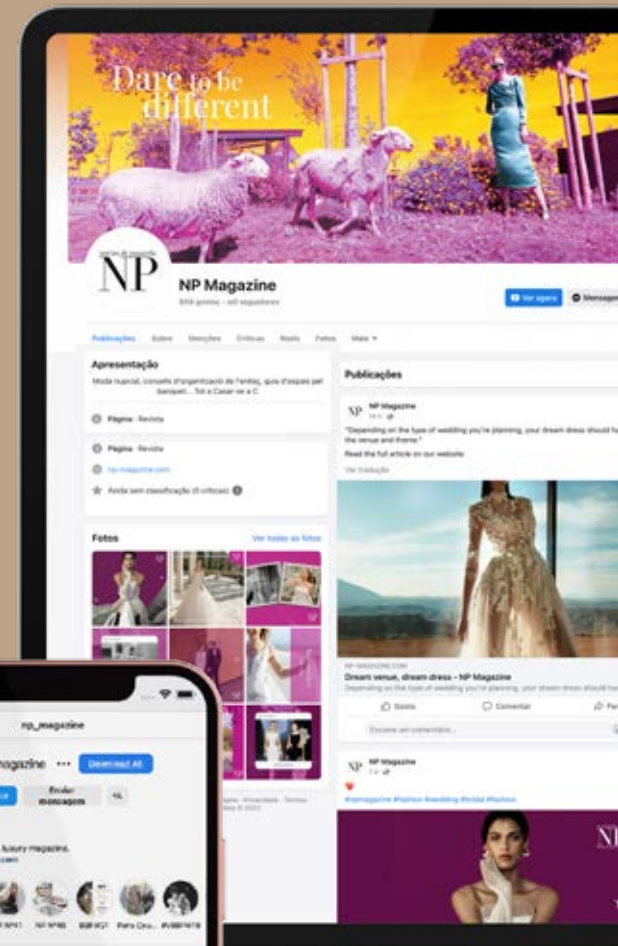
More than *1.775* followers

88,7% are women, 11,2% are men.

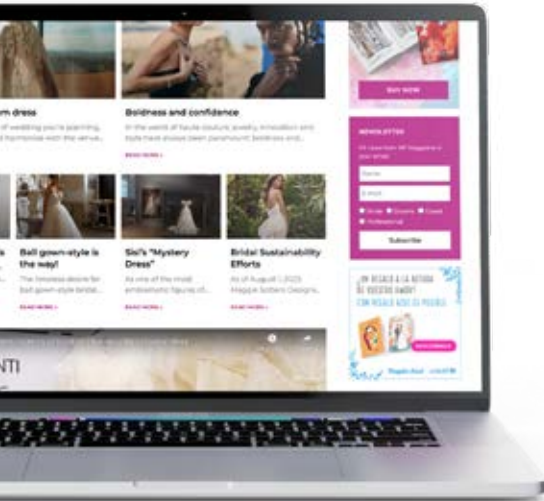
25-44 years is the most frequent age group.

Spain, Portugal, United States, Ukraine and United Kingdom are the main origins.

Top Ciudades: Barcelona, Madrid, Riade, Chicago

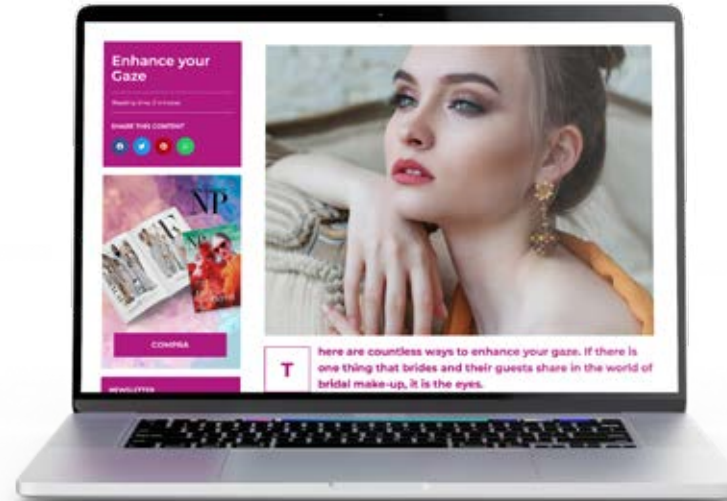


COMMUNICATION OPTIONS



BANNER ON-PAGE

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



POST PATROCINADO

Quality and exclusive content with SEO copywriting treatment.

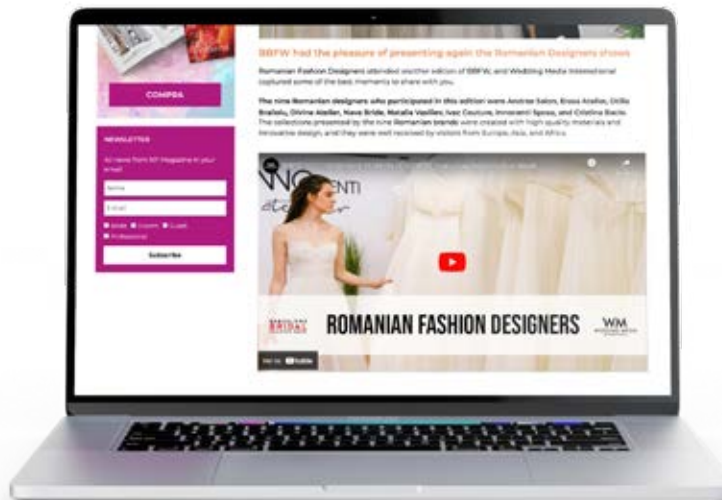
Why hire a sponsored post?

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

PRODUCT EXPOSURE VIDEO

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



PUBLICACIÓN SOCIAL MEDIA

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



OTHER WAYS TO HAVE VISIBILITY

Editorial / Photoshoots

Promote your brand/company through exclusive editorials and with other suppliers. A photo session produced and signed by 'Novias de España' 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.

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



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.



9

HOURS OF NETWORKING

200

INDUSTRY PROFESSIONALS

22

SPANISH AND PORTUGUESE
GUEST SPEAKERS

5

DISCUSSION PANELS AND
3 INDIVIDUAL LECTURES

ISSUES OF THE 4RD EDITION (2023)

OUR EVENTS AND INITIATIVES



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.

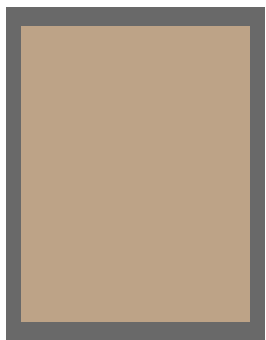


ADVERTISING

MAGAZINE

novias de pasarela
NP

VALUES FOR 1 ISSUE



1 Page

€ 4620,00



1/2 Page

€ 2310,00



Double page

€ 8250,00



Entrance tunne

€ 9130,00

Back cover

€ 9460,00

Back cover interior

€ 6100,00

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

€ 4620,00

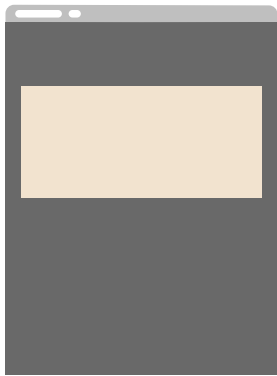
The prices do not include IVA.
Check special discounts.



ADVERTISING

ONLINE

VALUES FOR 1 MONTH



Megabanner (*slider*)

1500 x 600 px

HOMEPAGE

€ 750,00

INTERNAL SECTION

€ 480,00



Horizontal rectangular

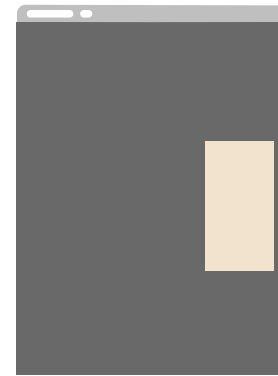
1200 x 150 px

HOMEPAGE

€500,00

INTERNAL SECTION

€ 350,00



Rectangular side

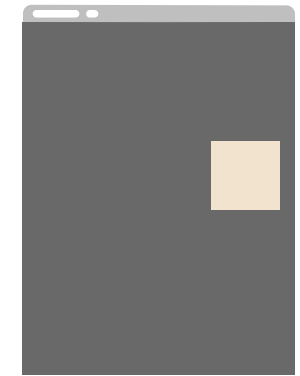
700 x 920 px

HOMEPAGE

€ 500,00

INTERNAL SECTION

€ 350,00



Square side

700 x 760 px

HOMEPAGE

€ 450,00

INTERNAL SECTION

€ 300,00

ANOTHER ONLINE ADVERTISING FORMATS

Newsletter

Shared € 500,00 / shipping Exclusiva € 650,00 / shipping

Branded Content

Produced by client € 450,00 Produced by us € 675,00

Post on Social Media

€50,00 / post

Youtube Video + Exclusive article on website

€ 1430,00 / video



PORTUGAL

WEDDING MEDIA INTERNATIONAL PORTUGAL

redacao@weddingmediainternacional.com
comercial.pt@weddingmediainteracional.com
marketing@weddingmediainternacional.com
+351 226 053 563

SPAIN

WEDDING MEDIA INTERNATIONAL SPAIN

direccion@weddingmediainternacional.com
comercial.es@weddingmediainternacional.com

MEXICO

WEDDING MEDIA INTERNATIONAL MEXICO

redaccion.mx@weddingmediainternacional.com
direccion@weddingmediainternacional.com



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