

2014 MEDIA KIT

APW

A PRACTICAL WEDDING

PHOTO BY EYES AND HART



WHY APW?

WITH A ZILLION WEDDING BLOGS OUT THERE, WHY ADVERTISE WITH APW? THE TWO-WORD ANSWER: **READER RESPONSE. IN OTHER WORDS: BOOKINGS. ACTUAL CLIENTS THAT YOU LOVE.** MOST WEDDING BLOGS ARE FILLED WITH PRETTY PICTURES AND THESE DAYS WE ALL KNOW MOST READERS ARE JUST IN IT FOR THEIR PINTEREST FIX. WITH US IT'S THE REVERSE: PEOPLE COME FROM PINTEREST FOR THE HELPFUL CONTENT AND STAY FOR THE COMMUNITY AND CONVERSATION.

APW IS A STABLE, GROWING BUSINESS. OUR READERS ARE TALKING ABOUT IDEAS (100+ COMMENT POSTS ARE JUST THE DAY-TO-DAY OVER HERE). THEY'RE ARE ENGAGING WITH THE CORE MISSION OF THE SITE, TALKING TO EACH OTHER, AND INVESTING THEIR TIME. THEY GENUINELY WANT TO SUPPORT THE SITE, THE COMMUNITY SURROUNDING IT, AND YOU: OUR ADVERTISERS.

SO WHY APW? **BECAUSE OUR READERS REALLY, TRULY GIVE A SHIT.**

AT APW, WE PUT A LOT OF ENERGY INTO PARTNERING WITH OUR SPONSORS. **SINCE WE DON'T JUST TAKE YOUR MONEY AND RUN (FAR FROM IT) WE LIKE TO WORK WITH YOU OVER THE LONG TERM.** AS A RESULT, WE'VE BUILT OUR ADVERTISING PROGRAM AROUND THE CONCEPT OF **MEMBERSHIP.** AFTER AN INTRODUCTORY TRIAL PERIOD, YOU PAY FOR MEMBERSHIP IN INCREMENTS OF SIX MONTHS OR A YEAR, AND GET A RANGE OF BENEFITS CONTINGENT ON YOUR LEVEL OF MEMBERSHIP. CORE BENEFITS INCLUDE SIDEBAR ADS, THE ABILITY TO BUY SPONSORED POSTS, AND A FREE VENDOR DIRECTORY LISTING, BUT DON'T DISCOUNT THE OTHER PERKS. **MEMBERS HAVE THE ABILITY TO CALL US OR EMAIL US ANYTIME.** PHOTOGRAPHERS AND OTHER BUSINESSES CAN CONTRIBUTE TO OUR POOL OF STOCK IMAGES, SO YOU'RE REGULARLY FEATURED ON THE SITE. YOU'LL BE THE FIRST PEOPLE WE THINK OF FOR CONTENT: REAL WEDDINGS, ROUNDUPS, THE WORKS. AND BEYOND ALL THAT, YOU CAN ALWAYS BOOK A CONSULTING SESSION WITH US, IF YOU NEED A LITTLE BOOST. OUR JOB IS TO KNOW YOUR BUSINESS LIKE THE BACK OF OUR HAND AND HELP YOU KICK ASS IN THIS INDUSTRY.

- THE APW TEAM

A black and white photograph of a woman with dark, curly hair, wearing a white lace dress. She is standing in front of a white cabinet or wardrobe, looking down at a book or folder she is holding. The text 'MEMBERSHIP BASICS' is overlaid in large, pink, bold letters across the center of the image.

MEMBERSHIP BASICS

PHOTO BY LITTLE BAT
PHOTOGRAPHY

ALL MEMBERSHIPS INCLUDE:

ABILITY TO BUY SPONSORED POSTS

ABILITY TO BUY FLASH SALE PROMOTIONAL ADS

FIRST CHANCE TO BE FEATURED IN REAL WEDDINGS

ACCESS TO SUBMIT TO THE APW STOCK IMAGE POOL

FREE LISTING IN THE APW VENDOR DIRECTORY

SPECIAL "SPONSOR" VENDOR DIRECTORY LISTING

ACCESS TO THE APW VENDOR FORUM

FRONT PAGE AD BUTTON

ACCESS TO BUSINESS ADVICE FROM THE APW STAFF
(MADDIE, MEG, AND KERIANN)

ON-BOARDING CALL WITH MEG OR MADDIE AT THE
START OF YOUR MEMBERSHIP

NEW FRIENDS! APW ADVERTISERS WORK TOGETHER
IN THE SPIRIT OF COLLABORATION. IN SOME
MARKETS, APW SPONSORS DO CRAZY THINGS LIKE
SHARE REFERRAL CALENDARS, MEET UP IN REAL LIFE,
AND BECOME FRIENDS.

RIGHT NOW YOU'RE ASKING YOURSELF: CAN I AFFORD TO DO THIS?

A BETTER QUESTION WOULD BE: **CAN YOU AFFORD NOT TO?**