

# BRONTË BRIDE

## *Media Kit*



*photography credit (left to right)*  
*Pam Kriangkum Photography*  
*Kadie Hummel Photography*  
*Kaitly Body Photography*  
*Brooklyn Caroline Photography*

*Community & Membership 2021*

*Hello friend!*

*Welcome to the  
Community!*



*from  
Creative Director,  
Rebekah Brontë*

Brontë Bride is a Canadian Online Wedding Publication focused on the tenets of inspiration, education, & collaboration. Since our launch in the spring of 2019, we've seen exciting growth, not only with our publication and following, but with our members and creative community as well! We are seeking individuals and businesses with a passion for community, creativity, and collaboration to add to our already amazing line up of talented wedding vendors listed on our Online Vendor Guide, featured on our Blog, and promoted on our platforms.

We're excited to play our part in sharing the best inspiration, education, and vendors in Western Canada. As we continue to grow and expand our offerings and services to both brides and couples as well as to local vendors, we are dedicated to staying local, encouraging creativity, supporting our members, and sharing beautiful love stories from real couples.

My vision for Brontë Bride is to be an educational resource, a helpful tool, a supporter of small business, a creative hub, an igniter of creativity, a galvanizer of community, and so much more! I am so passionate about this community we are creating, and can't wait to take the next step into 2021 with all our members, both new & old.

## Inspiration



Our desire is to showcase content that is not only inspirational, but that also brings something new to the table. We love featuring weddings and shoots that are novel and innovative. If it inspires us, we know it will probably inspire our brides! We love modern design, appreciate authentic love, and value transparent pricing.

Beyond sharing beautiful inspiration, we also want to be creators of beautiful inspiration. We are bold, and love creating alongside our fellow community, and inspiring new trends across Canada.

It's so important to us to be a source of education, to truly educate and share knowledge with brides and couples, and even those new to the industry! You can see this tenet coming to life more recently in our True to Hue workshops, as we offer educational workshops and resources for local photographers and videographers. But our vision for Brontë Bride extends much further, as we are also wanting to offer workshops for all kinds of vendors, and eventually for brides and couples as well. For now, we will continue to fulfill our mission by sharing more and more content on the blog that helps to educate current and future brides!



## Education

## Collaboration



At the heart of everything we do is a desire to collaborate with our local industry and come together in community. We love celebrating our Bronte Bride Community vendors, and love to collaborate and create with them even more!

We think collaboration is at the center of true community, and so in everything we do, we try to work with community vendors. From our styled editorials, to our workshops, to our blog posts, our goal is always to collaborate with our local industry vendors! Collaboration breeds innovation and fosters real relationships, and so we always get excited when collaborative opportunities arise!

*photography by  
Sarah Beau Photography*

# Taking a Look at the Numbers

It's important for us to stay local by not only focusing on sharing local inspiration and Vendors, but by marketing & promoting ourselves to primarily Canadian brides & couples. Our targeted advertising focuses on local brides searching for local vendors.

Our numbers aren't padded with views and impressions from the States, like some larger (or more global) publications. We focus here. And our numbers reflect that. When you look at our audience, you know they are local Canadian brides, couples, & vendors who appreciate beautiful weddings and local inspiration. We are vigilant at targeting local Canadian brides-to-be in all our paid advertising and promotions on Instagram, Facebook, & Pinterest.

We also appreciate and respect that we are near the beginning of our journey, and are excited for all the growth and development Brontë Bride is experiencing, and we know will continue to experience.



# Audience



**OVER 1 MILLION**  
monthly viewers on Pinterest



**OVER 6000**  
monthly pageviews on our website



**2500 REACH**  
monthly impressions on Facebook



**2800 FOLLOWERS**  
on Instagram



**140+ NEW FOLLOWERS**  
each month on Instagram



**OVER 11000 REPINS**  
and saves on Pinterest monthly



**300 SUBSCRIBERS**  
to our monthly BB newsletter



**OVER 8000 PAGE VIEWS**  
on our vendor guide since we launched in June!

WWW.BRONTEBRIDE.COM

# Demographics

**91%** female | **9%** male

**46%** 25-34  
**19%** 35-44  
**17%** 18-24  
**18%** other

# Devices

**77%** Mobile  
**21%** Desktop  
**2%** Tablet

# Reach

Top Canadian Cities

CALGARY  
EDMONTON  
TORONTO  
VANCOUVER  
LETHBRIDGE  
RED DEER  
AIRDRIE  
OKOTOKS  
ST. ALBERT  
SASKATOON  
CANMORE  
KELOWNA

# Our Vendor Guide

As a Brontë Bride Member, you will be listed on our online vendor guide and readily available for all our brides searching for top-tier vendors for their own wedding!

We're not looking to be a catch-all for any wedding vendors and services in the area... Our Online Vendor Guide is a curated resource for the best of the best in Western Canada. We're searching for vendors who are not only passionate about what they do, but interested in helping us change the industry, educate our local brides, share about pricing and value, and so much more!

We are happy to share and showcase all kinds of vendors, at different price points, in different styles, with different values and personalities! But we do have certain professional criteria each vendor must meet in order to be accepted as a member (such as a minimum of 2 years in the industry or 10 full weddings). All our vendors are properly vetted to ensure the vendors we are referring and promoting are of the highest quality.



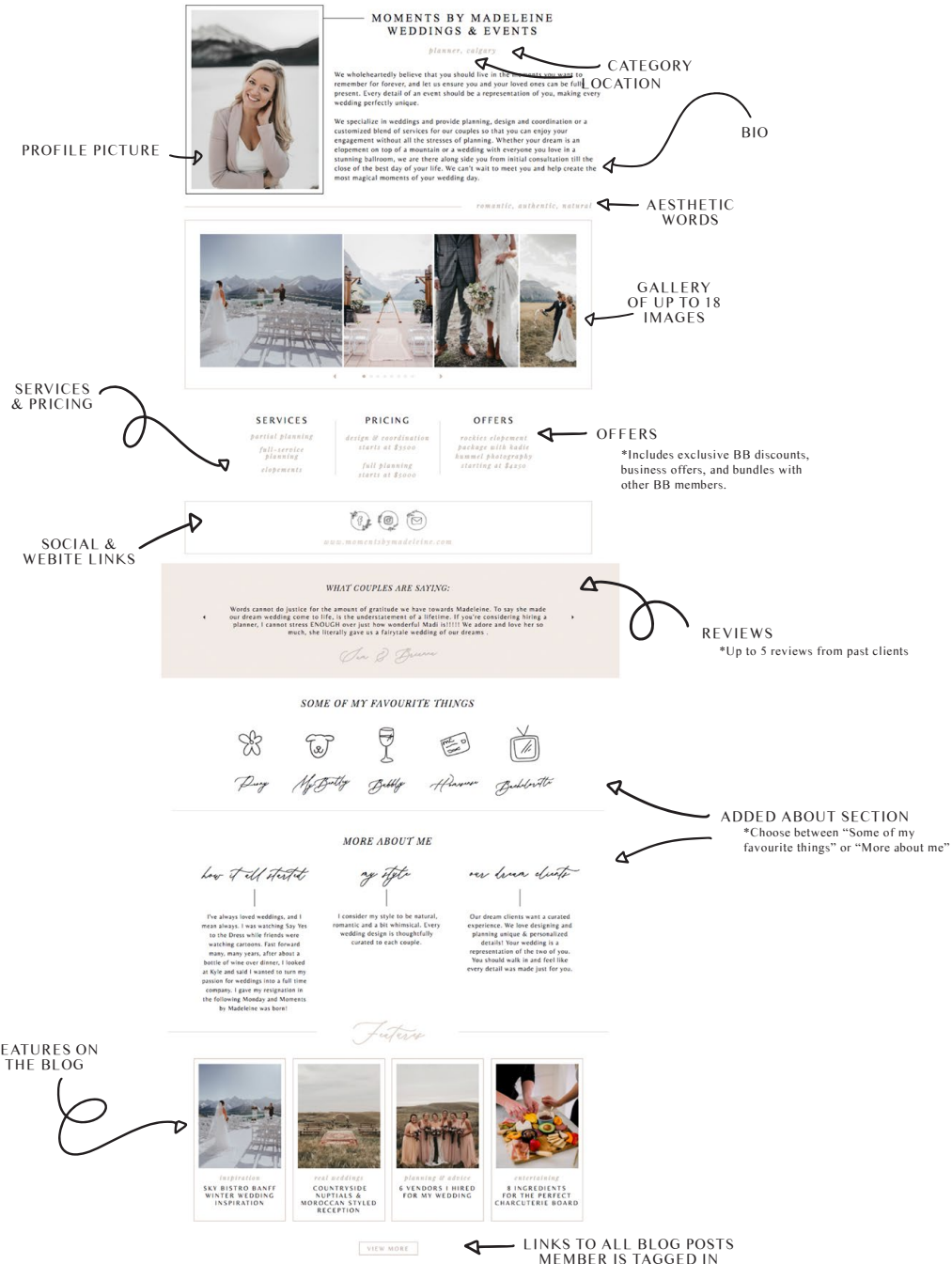
# Vendor Profile Example

## BASIC MEMBERSHIP



# Vendor Profile Example

## PLUS MEMBERSHIP



# Membership

As a Brontë Bride Member, you will be listed on our online vendor guide and readily available for all our brides searching for top-tier vendors for their own wedding!

But we offer so much more to our members than just a guide. Our goal is to offer our members a community; one filled with collaboration, creativity, inclusiveness, openness, and authenticity.

Application Submission Deadline for the 2021 Launch:  
January 20th, 2021

\*If your application and payment is submitted after the deadline, your vendor profile will be added to the website at the start of the next cycle. New membership applications can be accepted throughout the year, but members will only be added to the guide at the start of a cycle, to be renewed annually from that cycle start date. Brontë Bride Calendar runs Jan-Dec, and consists of 3 cycles: January-April, May-August, September-December.

## Special Offer:

Covid has messed with all of us, and it might have messed with your income too! We understand that money might be tight right now, and we still want to support you as part of our community!

So we're offering a special "Covid Offer" where you can split your membership fee in two, and pay half now and half later! It's up to you: pay it upfront now for a slightly lower price, or split your payments in two!



## basic MEMBERSHIP

- A profile on our online Vendor Guide that includes a short description about you & your company, social media links and your contact information, a gallery with up to 10 images and/or a video.
- Special pricing (exclusive discounts) on digital and print advertising
- Featured in the rotating Member Gallery on Brontë Bride's monthly newsletter!
- Direct connection to our dedicated Member Liaison for prompt profile updates and revisions, and quick access for submission and feature consideration!
- Members offering products/goods get 50% off a BB Boutique listing (coming 2021) linking to their own site

Beyond the vendor guide, a membership with us includes invitations to exclusive Brontë Bride social events (when social gatherings are safe), priority for collaborative editorials, styled shoots and workshops, and first dibs on contributing to the blog (whether it be as a guest writer, "pro" in our "pro tips" series, or a contributor to our many educational posts).

2021 Membership Fee For New Members:

**\$249 +gst**

2021 Covid Offer for New Members:  
(2 payments of)

**\$139 +gst**



## MEMBERSHIP *plus*

We are offering a select number of Plus Memberships to our most experienced top-tier members (limited per category).

Includes everything in the Basic Membership as well as:

- Listed at the top of their vendor category in our online vendor guide
- Featured in the rotating Member Gallery on the home page of our website
- Profiles are more comprehensive (with more photos in the gallery and a section for client reviews).
- Promotions & Upcoming Events to be updated on your vendor profile monthly
- Members offering products/goods get a free BB Boutique listing (coming 2021) linking to their own site

2021 Membership Plus Fee For New Members

**\$349 +gst**

2021 Covid Offer for New Members:  
(2 payments of)

**\$179 +gst**

# On the Blog

We love supporting local businesses and featuring our Community members on our blog, to share our favourites with all our readers! Here are some examples of educational posts we've created and shared on the blog featuring tips, advice, and/or contributions from our Community Members!

SHARE



planning and advice

## 6 TIPS ALL ABOUT CHOOSING OUTFITS FOR YOUR ENGAGEMENT SESSION

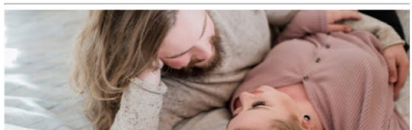
september 1, 2020

An engagement session can be such a fun experience with your partner, and there are so many options of where you can go, what you can do, and what you can wear! The most important thing to realize is that there really is no wrong answer, and you should do what feels right for you as a couple!

But sometimes these decisions can be a bit overwhelming, and it's hard to know what exactly is right for you... So we've brought in 6 amazing photographers from our [Bridal Community](#) to help you pick out your engagement session outfits, and give you tips along the way!

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## SET THE TONE & STYLE FOR YOUR SESSION



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planning and advice

## COVID-19 AND YOUR WEDDING // PART THREE: TIPS FROM THE PROS

april 6, 2020

When it comes to postponing your wedding, looking at new dates, and coordinating with your vendors, we know there are so many little things to consider. It's very easy to feel overwhelmed in this situation, and unsure of what to do. We understand that this is not what you thought planning your wedding would look like... We totally get it. So we're here to help, in the best way we know how: by presenting you with the options, bringing in postponement tips from the pros, and walking through this process alongside you.

## ADVICE FROM MOMENTS BY MADELEINE

tips from a planner

### Our Tip: CONSIDER YOUR GUEST LIST



SHARE



planning and advice

## HOW TO PLAN A THEMED WEDDING WITHOUT GOING OVER THE TOP

october 26, 2019

Themed weddings can be amazing events, filled with inspiration and thoughtful details that can wow your guests!

But it's easy for themed weddings to go too far, and end up looking cheesy and over-the-top. You want to look back at your wedding photos and smile – not cringe... So what's the line? How do you know what's too far and what to include?

Chelsea from [Coco & Ash](#) collaborated with a stellar team of Calgary vendors to create this glamorous ["Great Gatsby" inspired shoot](#) at Calcutta Cricket. We love every detail of this Roaring 20's themed wedding, and appreciate the subtle details and thoughtful elements they chose to include.

Here's what Chelsea had to say about the shoot:

Unlike the elusive love between Daisy and Jay in the novel "The Great Gatsby," we wanted to paint our own ending on the classic tale that boasts extravagance, style, and glamour. In our version of the story, it's as though James and Grace have slipped away from their guests, for a glamorous yet intimate celebration of their love. This shoot is so special to me as it was a vision I've had for a long time and my personal love for this era in time. My style/brand is minimalist and I am a sucker for black accents. I wanted to jump outside of the box with this design and make a 1920's look feel modern and attainable. I can confidently say everything about this inspiration shoot came together without a hitch and I am so proud of

SHARE



inspiration

## BRIDAL BOUQUET INSPIRATION FOR SPRING: 12 OF THE PRETTIEST BOUQUETS WE'VE SEEN THIS SPRING IN ALBERTA AND THE ROCKIES

january 21, 2019

We wanted to share bridal bouquet inspiration for spring weddings, from some of the most talented florists in Alberta & British Columbia!

And the best part? These florists have shared a mini list of the florals or foliage that they included in each of their bouquets! So you can take note of your very favourite flowers that you want to include in your own bridal bouquet!

one.

