

BRONTË BRIDE

Media Kit



photography credit(left to right)
Ash Maclean Photography
Kaitly Body Photography
Love & Be Loved Photo
Pam Kriangkum Photography
Kelsey Vera Photography

Community Membership 2022

about BRONTË BRIDE

Brontë Bride is a local West-Canadian Wedding Publication & Resource dedicated to inspiration, education, and collaboration. We aim to offer something special to the modern couple; to not only share incredible local inspiration from real Canadian weddings and vendors, but to also educate & collaborate with authenticity and transparency.

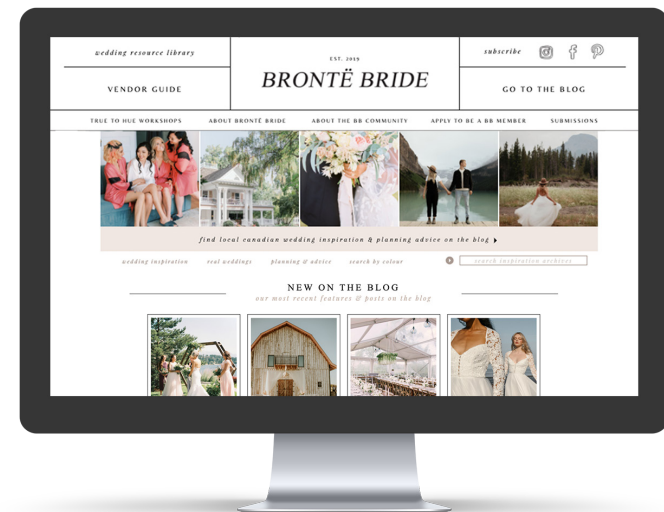
We want to bridge the gap between local brides and vendors, and to be a creative hub where vendors feel welcomed, encouraged, supported, and truly understood.

We want to be a genuine resource - readily available to local couples and vendors - that provides transparency, education and information about the wedding industry, and offers an inclusive space for community that local vendors and businesses are excited to be a part of.

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.

“There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns.”

- Edward de Bono



Staying Local

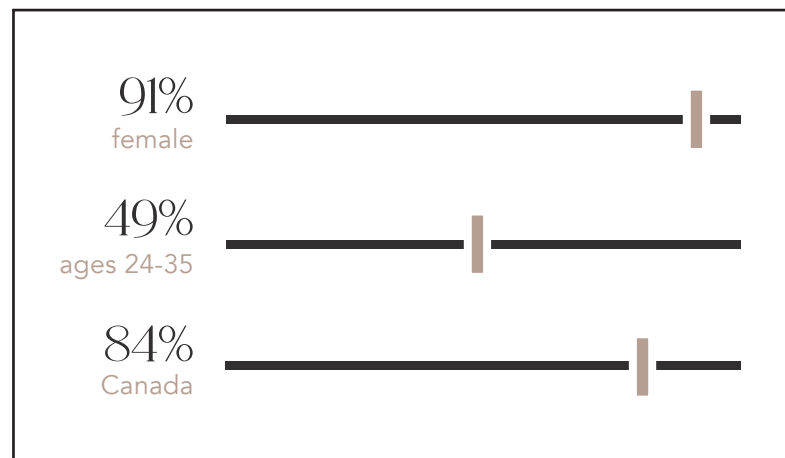


We're local. That's who we are.

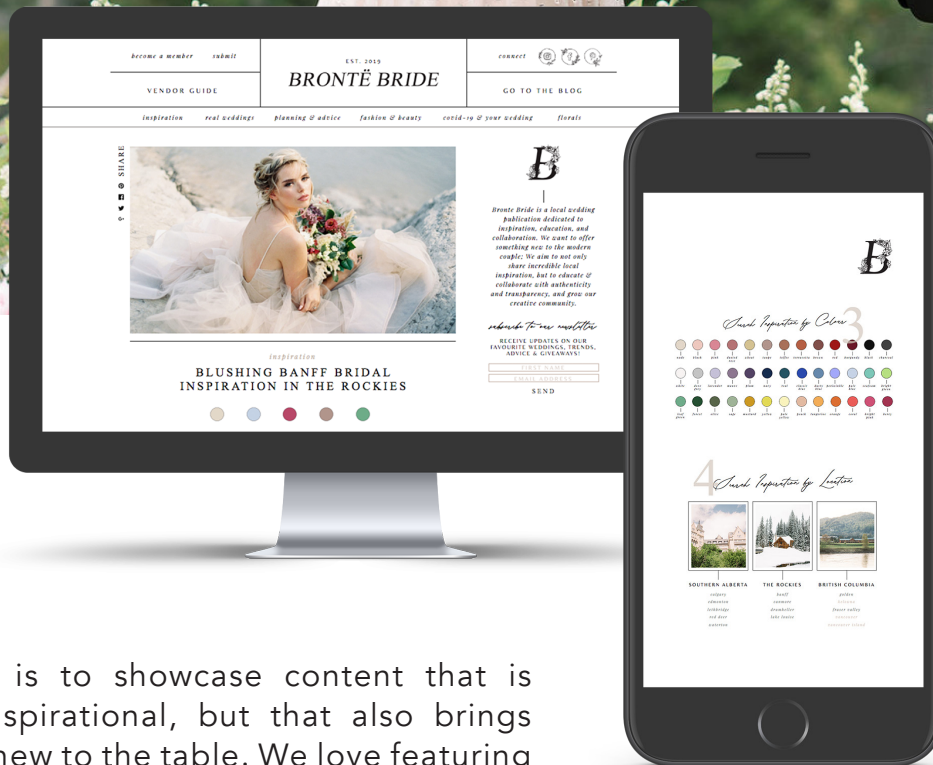
So we try to make sure that everything we do supports our local vendors and community. Not only do we focus on sharing Canadian wedding & lifestyle inspiration and local vendors, but every marketing dollar we have is put towards targeted campaigns for Canadian brides and couples searching for local vendors.

When you look at our audience, we are happy to say they are local Canadian brides, couples, & vendors who appreciate beautiful weddings and local inspiration.

demographics



our BLOG



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.

We want to stay local, so we're focused on featuring inspiration, vendors, and couples, that are local to Alberta & BC!

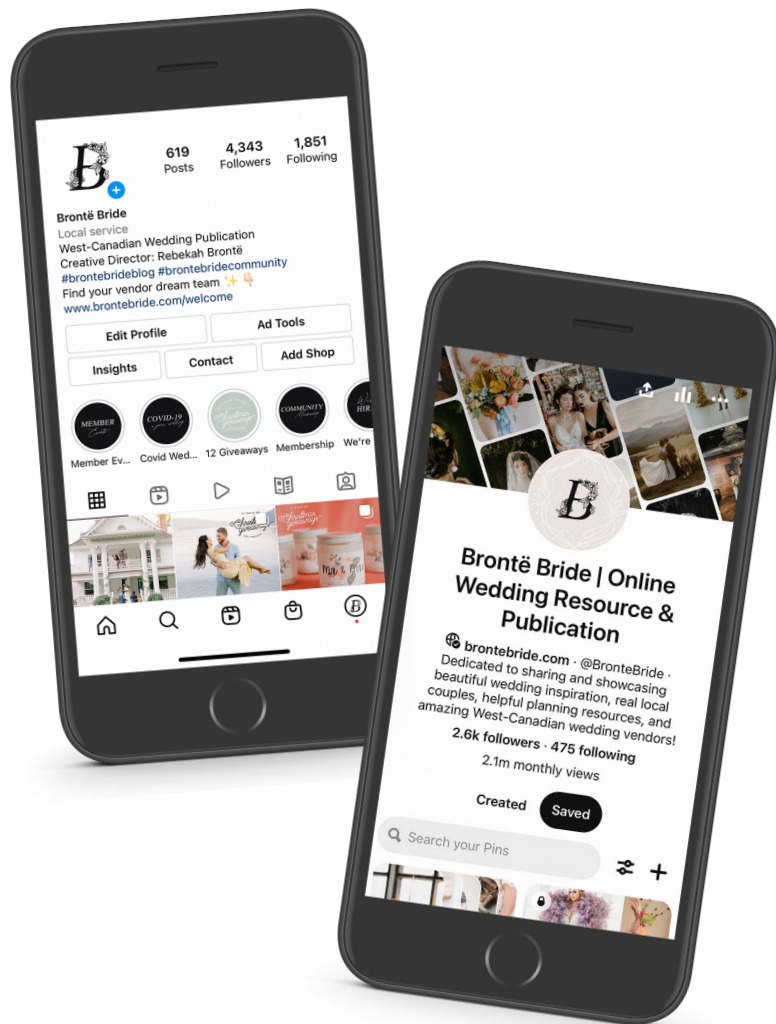
things we love about our blog:

- local love category (featuring our favourite local brands and vendors)
- clickable colour palette with each real wedding or inspiration feature & pinnable moodboards created by us
- content that's focused on education and transparency

features of our inspiration archives & search capabilities:

- search by category
 - search by colour
 - search by season
 - search by style
- search by location
 - search by vendor
- general search (search bar)

our stats



OVER 2 MILLION
monthly views on Pinterest



OVER 10,000
monthly pageviews on our website



2900 REACH
monthly impressions on Facebook



4300 FOLLOWERS
on Instagram and growing



300+ SUBSCRIBERS
to our monthly BB newsletter

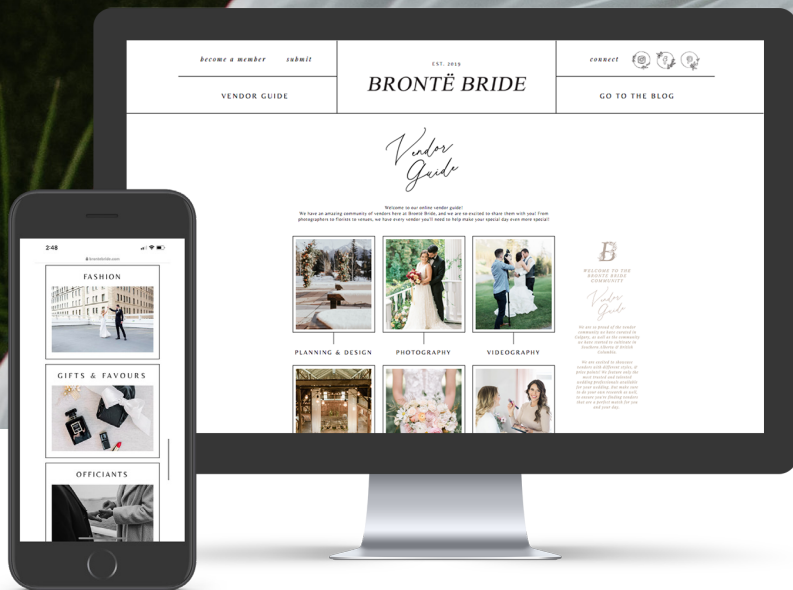


OVER 100 MEMBERS
in the Brontë Bride Community in 2021



2600 FOLLOWERS
on Pinterest

our VENDOR COMMUNITY



photography by
Nikki Collette Photography

Our aim is be as much for our local vendor community as it is for the local couples getting married.

We want each of our vendors to feel like they are more than just “part of a vendor guide”, but part of a community; a community of collaboration, and creativity, and ingenuity, and innovation, and of encouragement, support, and authenticity.

Becoming a BB Member truly isn't about just being listed on our vendor guide (although it is an awesome perk), it's about being a part of something bigger: we give our vendors opportunities to collaborate on projects, create new and innovative work, educate couples with your expertise, participate online and in community events, and becoming more connected to other vendors in your industry.

Our vendors are what make our community so great, and their contributions allow us to continue sharing such great advice and education, and stunning local inspiration!

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 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 business or completed 10 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



COMMUNITY membership

Our goal is to offer our members a community; one filled with collaboration, creativity, inclusiveness, openness, and authenticity.

Our Community Membership, more than anything, allows us to offer up amazing opportunities to our members. When a new member joins our community, we do a happy dance knowing that they believe in what we're doing here and want to be a part of it too! Join us and help support our mission for growth, connection, and education in the industry!

Some of the Perks:

- Direct access to our team for submissions
- Easily contribute to the Blog
- Invitations to exclusive Brontë Bride social & networking events
- Priority for collaborative editorials, styled shoots, & workshops
- Access to our BB Community Facebook Group
- Monthly Newsletter Updates About Upcoming Brontë Bride Community Events & Announcements
- Exclusive discounts for online & print advertising, & Brontë Boutique Listings
- Access to exclusive BB Biz Opportunities like "headshot day" and our Mastermind Online Networking Groups
- Exclusive discounts for booths/advertising at any of our Brontë Bridal Shows/Markets
- Opportunities to network & connect with other local vendors
- Community Kudos Coffee Nominations
- & so much more!



straight from OUR VENDORS

"Not only does Bronte Bride strive to be inclusive, forward-thinking, out-of-the-box creative, and a huge resource for couples, but it also helps wedding vendors connect through so many different opportunities. Being a vendor with Bronte Bride is such a tailored experience for each vendor, which ensures they can connect with clients that align with their values as a wedding professional. Having the opportunity to teach at True to Hue Workshop, as well as contribute multiple times to various blog posts, I have had such a wonderful experience working with the Bronte Bride Team."

- *Kedie from Kedie Hannah Photography*

"Being part of the Bronte Bride Community has given me so much more than I could have imagined. The community really has felt like a community, which at times has been hard to find in a 'competitive' industry. I have also met so many amazing people through Bronte Bride, and can't wait to meet more face to face in the future, not to mention some clients coming my way through the Vendor Guide as well. Thank you for bringing us together!"

- *Keity from Keity Body Photography*



"We highly recommend joining the Bronte bride community as not only a networking tool for your business but also, creatively as an outlet for engagement and special projects relating to the wedding and events industry as a whole."

- *Garret from Food Works*

"I love being part of BB community for so many reasons! I've booked my biggest wedding client for next year that came through as a referral from BB website. The bride was raving about how much easier her wedding planning became after she found Brontë Bride and that all the info was in one place and easy to navigate."

- *Angela from A-List Studio*

"LOVE Bronte Bride so much! I love the aesthetic, vibe and range of vendors included and knowing they all align with my own personal and business style makes it that much more fun to get involved and be creative with others! BB is so organized, consistent, inclusive and stylish and I am so proud to be a member. I have been a part of other vendor collectives and Brontë Bride has definitely benefited my business the most and helped created amazing connections and friendships."

- *Chelsea from Coco + Ash*

"I love working on shootouts or styled shoots with Bronte Bride as they give me the opportunities as an artist to show off my skills in a variety of settings. I'm looking forward to being a member of Bronte Bride for another year and watching the community continue to grow."

- *Madi from M. Artistry*

Community Membership

As a Brontë Bride Member (all memberships except for "social"), 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.

Starting in 2022, we are offering 4 levels of Membership: Core (previously named "basic") Membership, Prime Membership, Plus Membership, & Social Membership. We are hopeful that this new format will allow us to grow our community even more, and be able to provide services and networking opportunities to a multitude of local Canadian vendors and businesses.

We like to reward our current members with a discount on their membership renewal! Renewing BB Members receive \$50 off their Annual Membership Fee.

10~

core/basic

\$299+tax

Core Membership is the most popular membership type, and it is made for service-related vendors; photographers, videographers, florists, hair & makeup artists, etc. It includes: a standard profile on our Online Vendor Guide with a short bio about you & your company, social media links, contact information, & a gallery with up to 10 images, (Videographers' profiles include a video. Other members must purchase a plus membership add-on to include a video on their profile.) special pricing (exclusive discounts) on digital and print advertising, 50% off listings in the Brontë Boutique, direct connection to our dedicated Member Liaison for prompt profile updates and revisions, and quick access for submissions and feature consideration, invitations to all community events, priority for styled shoots and editorials, special access/pricing to our upcoming bridal shows, print projects & more!

prime

\$149+tax

Prime Membership is for product based vendors as well as shops/boutiques and venues. This membership is available for those in the Fashion, Jewelry, Gifts, & Accessories categories on our guide. Prime Membership includes: a standard profile on our Online Vendor Guide with a short bio about your company, social media links, contact information, & a gallery with up to 10 images, special pricing (exclusive discounts) on digital and print advertising, 1 free listing in the Brontë Boutique and 50% off other boutique listings, direct connection to our dedicated Member Liaison for prompt profile updates and revisions, and quick access for submissions and feature consideration, invitations to all community events, priority for styled shoots and editorials, special access/pricing to our upcoming bridal shows, print projects & more! (Boutiques & Venues are considered Prime Membership, inquire for different rates.)

plus

+\$100 upgrade

Plus Membership is available as an add-on/upgrade to core or prime memberships. We only offer a select number of plus memberships per category. The upgrade includes: being listed at the top of their category on the online vendor guide (with a VIP star symbol), featured in the rotating member gallery on the home page of our website, more comprehensive vendor profiles on the guide (with up to 18 photos in the gallery, a section for client reviews, the option to add a video & more!), additional 10% discount for community events and online advertising. Prime Plus Membership also receives 2 additional Boutique listings at 75% off (fashion, jewelry, gifts), or will be featured on the front slide of the rotating homepage venues gallery (venues).

social

\$99+tax

Social Membership is the most basic option available to vendors. It does not include a profile on our vendor guide, or many of the other perks, but it does include the basics of Community Membership, meaning invitations to exclusive BB events, opportunities to collaborate on editorials and shoots, direct access for submissions and BB Biz Opportunities, & other community-oriented perks. This Membership option is best for vendors who are either (1) not as experienced and don't quite meet our acceptance criteria or (2) experienced/fully booked vendors who don't particularly want to be listed on our vendor guide but still want to be involved in the Community.

Looking to the Future

We want to keep growing our community all across Alberta & BC and continue to build and develop meaningful relationships with our vendor members. Our vision has always been to be more than a “vendor directory” and now that the world is opening up, we can host more community events and collaborative experiences where our members can connect and create with one another.

We’ve got some pretty big dreams... and some amazing ideas for the future of Brontë Bride (including Bridal shows, markets, community co-working spaces, mastermind groups, exclusive social media contractors, online shopping, exclusive collaborations, a wedding resource library, a True to Hue styling shop, Brontë Bride in print... and more!).

We can’t wait to see how our community grows this next year, and all the opportunities, collaborations, & relationships that will come from that!





Rebekah Brontë

a note FROM OUR FOUNDER

“When I started Brontë Bride just a few years ago, I set out to create platform that focuses on building a local community of vendors, and providing helpful tools, advice and resources to Canadian couples.

My goal for Brontë Bride is to be Western Canada’s go-to resource for everything weddings! 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 building, and can’t wait to keep growing and building.

Brontë Bride is still learning and growing so much, and we are constantly striving to serve our couples and our vendors better every day! As a new publication, resource, and community, we still have a lot to learn, and a lot more to grow, and we need the support, resources, and expertise, of our community members to do that! In the coming year, we are so excited to welcome new members, listen to the insight, feedback, and ideas from our current members, and introduce so many new ways to connect, collaborate, and contribute!

We’ve only just begun. Just wait til you see what we have in store for the coming years!”