

MEDIAkit  
ellwed.com

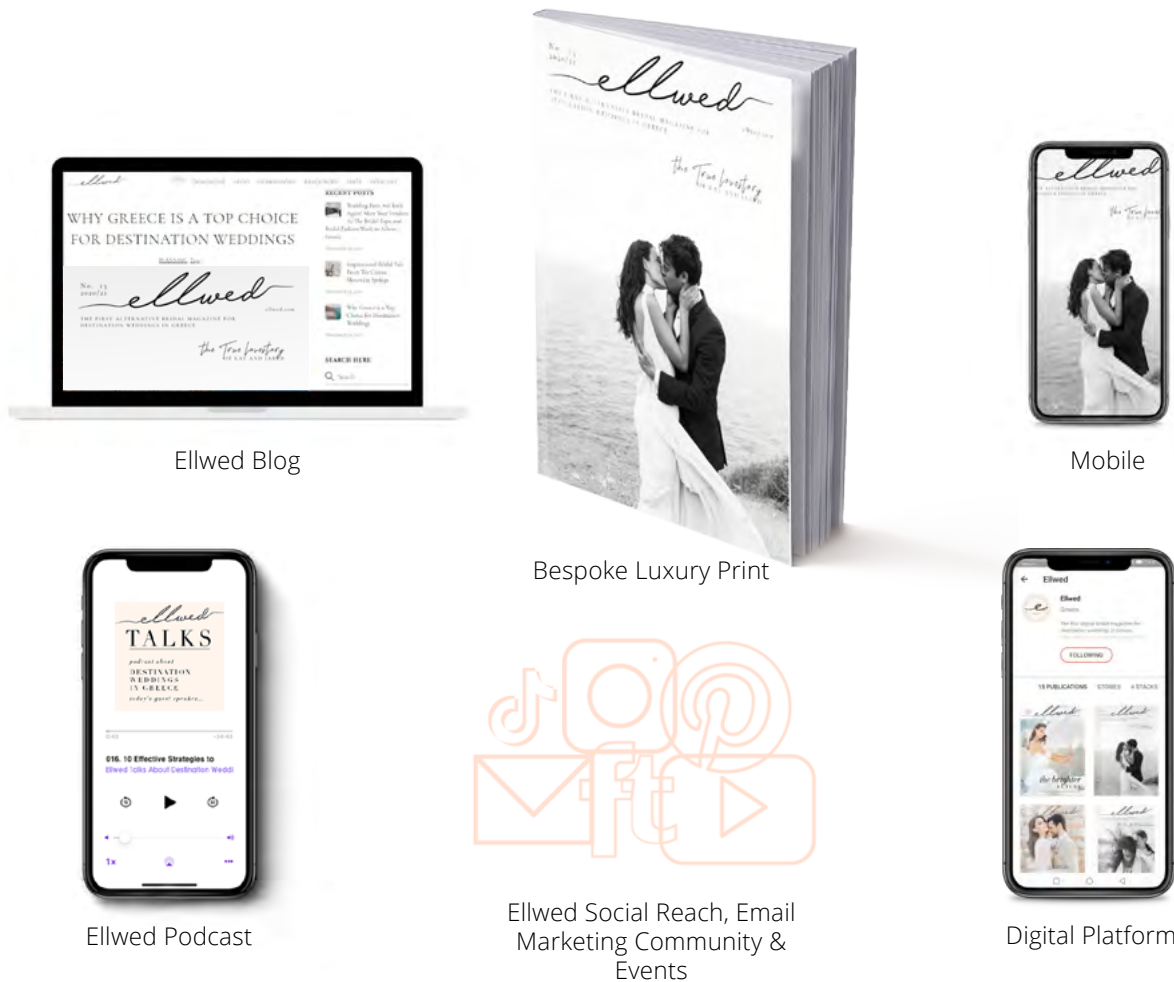
ellwed



THE FIRST BOUTIQUE BRIDAL MAGAZINE FOR DESTINATION WEDDINGS IN GREECE

PHOTO: ROMAN IVANOV

# Ellwed WORLD



## Welcome!

Ellwed was established in 2017 by Sanya Percic, to meet a need for inspiration & information for modern jet-setting couples who are planning their wedding in Greece.

Bringing modern wedding inspirations and wedding planning advice from Greece closer to the community of destination couples and professionals from around the world!

Launched on the premise of inclusiveness and a diversity of viewpoints, Ellwed is always looking to feature new, diverse and interesting brands, products, wedding stories and styled shoots!

We feel your brand should be present in the most variety of platforms where new generation couples hang out. We are focused on reaching engaged couples and wedding pros globally, from international hotspots such as London, New York, Melbourne, and of course Athens.

\*ALL prices are without VAT/TAX, which will be added accordingly.



# *Ellwed's* AUDIENCE

DIVERSE & INTERNATIONAL / AFFLUENT & CREATIVE



PHOTO: ROMAN IVANOV

**Millennials and Generation Z** are dominating the wedding world and at Ellwed, we speak their language! We help you get noticed by the relevant global audience and make connections that convert.

Ellwed appeals to contemporary stylish couples who are newly engaged and love to travel! They know what they want for their wedding and are not afraid to ask for it! Affluent consumers who value quality.

Ellwed is targeting a specific niche audience. We only feature destination weddings from Greece, making our reach targeted and more impactful. Our audience is looking for one thing only. To have a destination wedding, elopement, or honeymoon in Greece!

## ELLWED DEMOGRAPHICS:

*Recently engaged, educated, fashion-savvy travel couples from around the world, looking to get married in Greece. Digitally-focussed, time-poor and career-driven.*

*Wedding Budgets: 20K - 100K*

*ellwed*

**28%**  
*multi-cultural couples*

**76%**  
*identify as female*

**24%**  
*identify as male*

**85%**  
*are between 20-45 years old*

## TOP MARKETS

*40% Greece, 30% USA, 10% UK, 5% Australia, 15% The World*

## 30% ARE INTERNATIONAL WEDDING INDUSTRY PROFESSIONALS

*38% Wedding Photographers & Cinematographers*

*20% Wedding Planners, Designers & Stylists*

*22% Hotels, Venues & Florists*

*12% Beauty Artists & Bridal Designers*

*8% Cake Makers, Catering, Stationery & Print, Sound & lights, Music, DJ*

# *Ellwed* MAGAZINE

## *Digital First!*

Understanding current customer behavior is what makes Ellwed different from traditional wedding magazines.

Ellwed is the first (and so far, only) international digital magazine for destination weddings in Greece available also in bespoke print.

Unlike traditional publications, we are focused on user experience and novelties.

The easy access and use of digital magazines on our devices, means, your website and brand can now be accessible to readers globally, with just a simple click directly from the pages of Ellwed.

## *On Brand Design*

Elevating the Greek wedding industry with style-led and fashion-forward design. Ellwed strives to showcase the latest bridal fashion, stylish and edgy wedding editorials and creatively designed weddings.

Design-led innovative publication, with valuable inspirational content and impressive imagery, representing Greece internationally.

Every issue is a bit different, covering topics from *bridal beauty & fashion, destination planning advice, interviews & advice from local and international experts. Real wedding stories and wedding inspirations from Greece, Greek venues, location & honeymoon ideas. Editorials and Trends.*

*See inside*

*ellwed*



**+1k**  
email subscribers

**30%**  
opens

**10%**  
clicks

**+5k**  
readers online & offline

**100**  
monthly reads online

# *Digital* BENEFITS

EXCITINGLY INTERACTIVE WAY TO ADVERTISE  
YOUR BRAND

The Digital edition of Ellwed Magazine is an enhanced version which delivers readers and advertisers more value and a new dimension of interactivity.

Complimenting our bespoke luxury prints, with the digital edition you can:



## *Reach more clients anytime, anywhere!*

All Ellwed magazines are archived on our servers and **available to our readers indefinitely**, increasing potential evergreen exposure. Easily share your feature/ad with your audience, which further increases the impact of your ad or feature.

## *Just a click away*

The Digital edition of Ellwed has links to advertisers' websites embedded into all ads or articles. **When clicked, the user is directed to any page on the advertiser's website.** Choose any URL you want our audience to land on. From main pages to your landing pages with special offers, product information or purchase pages, or even directly on your online shop!

## *Use of rich media ads*

Going digital means your ads can now be exciting and dynamic. Link to streaming audio or video. Rich media ads enjoy click-through rates that are substantially higher than traditional ad click-throughs (between 10% & 18% increases by some reports). **Wedding Cinematographers, DJs & Wedding Musicians can now advertise with ease as well**

## *Fast Access*

With digital editions, readers don't have to wait for printing and shipping as the delivery of content is immediate and timely. The publication is delivered fast, **directly in the subscribers' mailboxes** as soon as the design is complete, making it beneficial to all advertisers. Moreover, downloading the PDF version of the magazine on their devices gives the reader constant access at their convenience.



# *Distribution* POINTS



## *Distributed Internationally*

Ellwed Magazine is distributed digitally on in-room and lobby entertainment systems in an astonishing number 400+ hotels, private clubs, SPAs, venues and airports around the world! That means Ellwed will be present in all these places reaching the most affluent audience.

Recently downloaded inside some extremely exclusive & sought after locations with affluent couples wisting. These locations include the likes of –

*The Nobu, Los Cabos – 5 Star Hotel*  
*The Berkeley, London – 5 Star Hotel*  
*The Oxford & Cambridge Club*  
*London, The Pig, Bath, UK – 5 Star Hotel*  
*The Hong Kong Football Club, Hong Kong*

## *Not a Typical Publication*

Unlike traditional magazines which end up in landfills, each issue of Ellwed magazine is available online forever!

As a boutique wedding publication, you will not find Ellwed at newsstands, simply because our target audience doesn't hang out there.

Our luxury coffee table books in bespoke print are shipped to order worldwide from our online shop: *Greece, USA, UK, Canada, Dubai, Russia, Poland, Cyprus, and even China!*

### INTERNATIONAL DISTRIBUTION THROUGH LONDON- BASED GOLD KEY MEDIA

*UK: Hilton, Cafe Royal  
 Hotel, Hyatt, Crowne  
 Plaza, The Ritz, The  
 Mayfair Townhouse, The  
 Athenaeum, Sheraton  
 Park Lane, St Ermins, The  
 Corinthia, The Berkeley  
 London, Radisson,  
 Claridges, Rosewood,  
 The Dorchester, Virgin  
 Necker Island British  
 Virgin Islands, Nobu  
 Cabos Mexico, The  
 Oberoi Marrakech, LUX  
 Mauritius, The Oberoi Bali  
 to name a few.*

*Digital Platform:  
[issuu.com/ellwed](http://issuu.com/ellwed)*

*Website:  
[ellwed.com/magazine](http://ellwed.com/magazine)*

*Inbox Marketing*

### TECHNICAL FEATURES:

*Hard copy: 0.8 - 1.1kg  
 130 - 160 Pages  
 Size: A4 page, A3 spread  
 Language: English  
 Frequency: Biannually*

# Mag Price LIST

STAY ON TOP / INCREASE YOUR BRAND AWARENESS

## *Full Year Promotion / MAG+SOCIAL*

Advertisement of your brand in Ellwed Magazine in all issues of the year (min 2x), hyperlinked to your [website](#), [video](#) or [online shop](#) plus social media promotion across our channels (stories & posts min 2x)

**FULL PAGE** A4 size - 300 €

**FULL SPREAD** A3 size - 400 €

**PREMIUM PLACEMENT** - 1200 €

## *One Time Placement / MAG+SOCIAL*

Advertisement of your brand in 1 Ellwed Magazine issue (1x), hyperlinked to your [website](#), [video](#) or [online shop](#) plus 1 social media endorsement.

**FULL PAGE** A4 size - 180 €

**FULL SPREAD** A3 size - 280 €

**PREMIUM PLACEMENT** - 600 €

Your ad in the front/back inside or back outside cover of Ellwed. First and Last pages usually get the most views! (Limited spaces)

**PAID SHOOT SUBMISSIONS** - 400 €

Make sure your wedding or styled shoot gets featured inside Ellwed Magazine & Blog with all social shares & all do-follow links for ultimate exposure. (Share the investment with your team!)

**COVER FEATURE** - 800 €

If you think your Styled Shoot, Editorial or Real Wedding Story deserves to be on the cover. Let's see it! Your image on the cover of Ellwed + up to 6 spreads feature + social media promotion!

*Become a Benefactor*  
**LET'S TALK**

*ellwed*



PHOTO: ADRIAN WOOD

*All ads must fit Ellwed's aesthetic guidelines and are subject to approval. Ads may be declined based on brand image or interest at the requested time.*

*To ensure a seamless design flow, we offer a complimentary ad design and creation.*

*Ads are placed randomly within the category.*

*All prices are in EUR and do not include any taxes. Taxes are added when necessary to all invoices when goods are exchanged.*

# Success STORIES

“Styled shoots and print publication covers help vendors promote Greece, our own brands as artists and at the same time make new creatives allowing all involved to share, learn and practice our craft/s...I personally made some new connections and built on existing friendships in addition to the noise such a publication generates, which already has led to 3 bookings on launch of the online article. This return on investment is priceless and I like to thank Ellwed and all the amazing and talented team members behind this cover shoot”

—  
ADRIAN WOOD

*Adrian Wood Photography*

“We trusted Ellwed from the very beginning, when they approached us with the offer to create some florals for their second cover. We loved the idea from the beginning and I must say that we actually booked weddings from that cover shoot. We love to work with Ellwed and we can't wait for the next big project with RedBoxDays and Ellwed.”

—  
KOSTAS KORAKAS

*Red Box Days Flowers*



[SEE MORE HERE](#)



# *Ellwed* WEB

Ellwed blog is a chosen resource for prospective wedding professionals and recently engaged couples for all things destination weddings. With curated content designed to inspire and inform, covering various destination wedding planning topics including beauty, fashion, engagement stories, all things Greece, industry events, and giveaways!

Increase your discoverability with articles designed for you and improve your SEO with backlinks to your website! Blog posts and PR articles specially designed for your brand will reinforce your brand status globally. Your online presence will be amplified on our niche organically growing social media channels.

**35%**  
*organic search*

**35%**  
*direct traffic*

**22%**  
*from social (Facebook, Instagram & Pinterest)*

**8%**  
*referrals (other vendors refer us)*

**60% / 40%**  
*mobile / desktop readers*

**10k**  
*approx. monthly page views*

**20k**  
*impressions*

**2m 56s**  
*average session duration*

**80% / 20%**  
*new / repeating visitors - stayed*

## TOP USERS PER LOCATION:

*Greece, United Kingdom, United States,  
Canada, The Netherlands, Australia, Germany,  
France, Spain, Italy, Poland, Switzerland,  
United Arab Emirates*



# *Blog Price* LIST

See more on

*ellwed*



## *One Year Promotion / WEB*

### **SIDEBAR AD - 60 €**

Small ad on the side of our blog linked to your website (limited spaces)

### **LEAD BANNER AD - 100 €**

Bigger ad banner on the front page of Ellwed website, linked to your website ( 2 spaces)

*top-up:*

+ sidebar ad + 40 €

### **PAID GUEST POST - 60 €**

Your informative article with 3 do-follow links, SEO optimized.

## *Forever Promotion / WEB+MAG*

### **DEDICATED INTERVIEW - 300 €**

We send you specific questions to answer, so potential clients can get to know you and how you work, relate to your story and want to work with you! Long article, SEO optimized + all your links.

We will need a professional headshot and some of your best images.

### **PR ARTICLE / ADVERTORIAL - 200 €**

We send you specific questions to answer and write your article to promote your brand, brands values and all your achievements. Shorter article, SEO optimized + all your links.

We will need a professional headshot and some of your best images.

*top-up:*

+ your article/interview featured in the magazine for ultimate exposure + 100 €

*benefits:*

+ social media posts & story shares

*All blog posts are pinned on our Pinterest and mentioned in the Ellwed monthly newsletter.*

# Social SCENE

ORGANIC GROWTH WITH CURATED CONTENT

It all started with the hashtag #ellwedmag which is now used over 5000 times by wedding professionals around the world!

Our social media feed is curated with selective images to promote destination weddings in Greece.

We are social & engaging with our followers, with some of highest engagement rates from all other wedding blogs (1,5%)!

Grecian focused content creation with inspiration, news, advice, vendor spotlights, giveaways, interviews, videos, reviews and Ellwed Talks Podcast. Wedding videos are also shared on our YouTube account.

## SOCIAL MEDIA MANAGEMENT - 350 €

If you feel like you need help posting and engaging with your own audience on your Instagram account, we can help! We understand the world of weddings! Let us help you grow your account!

-1 post a day + up to 3 stories a day, likes & comments. Limited number of accounts!



PHOTO: ROMAN IVANOV

+8k

*Instagram followers - organic growth  
1-2 posts a day + 5 stories a day*

+11k

*monthly IG accounts reached*

+80k

*monthly IG impressions*

+3k

*Facebook followers  
+ 2 groups*

2k

*monthly average FB posts  
engagements*

5-10k

*average FB Post Reach*

+290k

*Pinterest monthly views  
up to 25 posts per article*

+60

*TikTok followers*

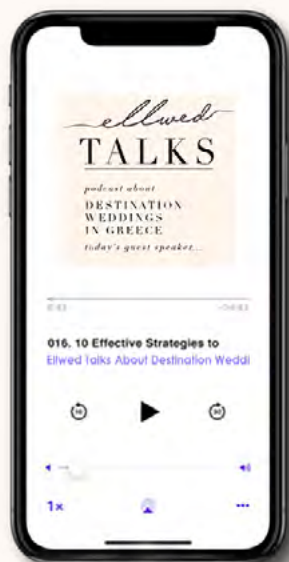
+800

*average TikTok likes*



# Ellwed TALKS

THE FIRST & ONLY PODCAST ABOUT DESTINATION WEDDINGS IN GREECE



*Listen on Apple Podcasts, Breaker, Google Podcasts, Overcast, Pocket Casts, Radio Public, Spotify, Anchor*



**+2k**  
listeners

**91%**  
identify as female

**55%**  
of female listeners are 28-34 years old

## TOP MARKETS

42% USA, 240% Greece, 10% UK,  
5% Australia, 3% Germany & The  
Netherlands 2% Canada, India

Started in April 2020, as the first podcast about destination weddings in Greece, Ellwed TALKS is bridging the gap between brides and professionals from around the world.

Featured in the Wedding Wire's list of top podcasts to listen to in 2021!

Reach the audience of an organically grown podcast with over 2000 listeners from around the world!

Our audience consists of wedding pros and newly engaged couples, planning a destination wedding in Greece.

Recent shows include interviews with professionals from around the world sharing wedding planning advice and talks with real brides about their wedding in Greece.

**SCHEDULE YOUR TALK HERE - free**

## PODCAST AD - 80 €

Short ad about your product, service or venue in 3 different episodes. Up to 30 seconds with a link to your website in the show notes. Up to 2 different sponsors per episode. All ads are read by Sanya in a conversational style.

## FEATURED TALKS SPOTLIGHT LISTING - 100 €

After your podcast interview is out, give it a spotlight listing on the first page on ellwed.com/podcast under FEATURED TALKS. For only 3 featured talks.

**BRIDE FROM USA SAID THIS ABOUT ELLWED**

*ellwed*

# *Ellwed* COMMUNITY

CELEBRATING GREECE GLOBALLY



Working on bringing together the local and international community of wedding pros with events like the Ellwed Tunnel of Love party at Bridal Expo, hosting meetups for wedding pros & ALCHIMEIA events.

Ellwed is an official media partner and representing Greece on multiple international B2B & B2C events like:

- Wedding Circle, Greece
- BRIDAL EXPO & Bridal Fashion Week, Greece
- The Destination Weddings & Honeymoon Show of The National Wedding Show, UK
- DWP Congress, International

Part of Aisle Society and Two Bright Lights community for international wedding professionals.

Sanya continues to share her knowledge and promotes the Greek Wedding Industry on multiple interviews in news outlets, blogs & podcasts internationally!

JOIN ELLWED PROS  
COMMUNITY GROUP

JOIN ELLWED PROS'S  
MAILING LIST



*ellwed*



# *Level up* YOUR BRAND



PHOTO: KARINA PAPADOPOULOS

Studied Fine Arts & Design with Masters in Branding, Sanya knows how to position your true-to-you brand identity on the market!

Your brand identity is what sets you apart from others on the market. See how you can level up!

*For all creative businesses!*

## **BRAND SETUP - 1.200 €**

If you're just starting out or creating a new brand, start ahead! We will do it properly for you! From design to email and social media setup. We got you!

## **BRAND REVIEW - 300 €**

We will schedule a call for your brand review if you're ready to level up! We dive deep into your branding, strategies & your overall online presence. Be ready for some "truth time" because Sanya will tell you the good and the bad!

### *Bonus:*

+ Personalized action steps to take on how to level up!

## **BUSINESS CALL - 100 € / hour**

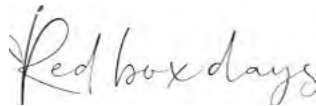
Want to talk business strategies, your next moves your target audience? Schedule a call with Sanya to talk about anything on your mind!

## **STYLED SHOOT EXECUTION - 3.000 €**

If you would like to plan a styled shoot but don't have the time or know-how. We will take over the organization, production and execution of your styled shoot. We will help you with the creative and art direction, image selection as well as venue, vendor & model scouting to find the best match for your brand! At the end, we will write the text together to fit your brand voice and create the full list of credits for easy submissions, which we can also help you with through Two Bright Lights platform! - Expenses and possible fees are not included!



# They TRUSTED US

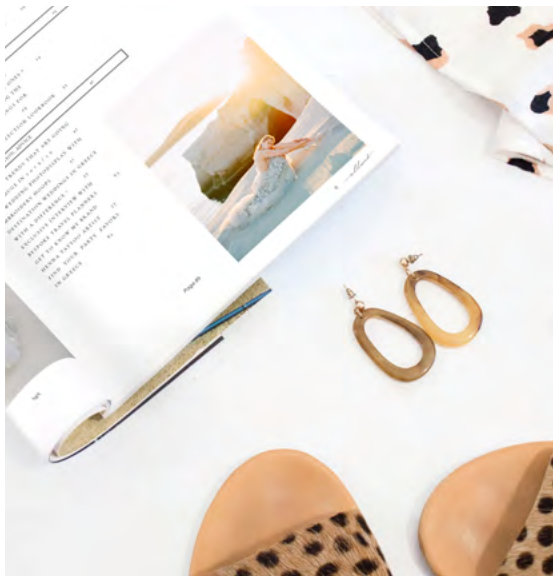


# Get PUBLISHED

Media endorsements like publications and features grow your Social Proof and Online Creditability, inspiring trust in your potential clients.

You can show off your latest work and with expert advice articles, you position yourself on the market as an expert!

Upon approval, your work will get published in the Ellwed magazine or the Blog. Due to large volume of submissions, publications might take longer. To speed the publication you can purchase the **Fast Pass at 80 EUR** per publication to be featured on the blog immediately. *All posts are SEO optimized!*



[JOIN ELLWED TREASURY](#)



## *Submit to be featured in Ellwed!*

You can get featured for *free* by contributing your content. We accept:

### REAL WEDDINGS

### STYLED SHOTS / WEDDINGS

### ENGAGEMENT / HONEYMOON SHOTS

### WEDDING VIDEOS

#### *Requirements:*

- All submissions need to be from Greece!
- Submission info: List of Vendor Credits with links, album story / text about the day.
- Approval from the photographer and the couple
- Online gallery in web resolution or high res for print

### EXPERT ADVICE

Position yourself as an expert in your field by sharing your knowledge through tips & advice. Add a few words about you and why you are the expert! You get 1 “do-follow” link.

### GUEST POST

Free guest posts get 1 link and must be SEO optimized.

### GIVEAWAYS

Let's grow our brands together with cross promotion! Reach our audience with your products or services and gain new engaging followers. Terms & conditions apply!

### STYLED SHOOT COLLABORATION

If you're organizing the styled shoot, we would love to be part of your team! We help you with promotion, creative direction and you take care of the rest! Terms & conditions apply!

Collaborate with us on the styled shoots we organize by offering your services or products for free.

**All free features must be shared on your social media and linked to your website with our badge!**

*ellwed*

# *How to* BOOK

PHOTO: GEORGE STRATIGIS

## *You can BOOK here*

Or, get in touch with us or our sales team to place an order for your advertisement or collaboration.

### **TO ADVERTISE:**

-Email [hello@ellwed.com](mailto:hello@ellwed.com)

-Include your product or service, your website, and which package would fit you best.

All sponsorships and collaborations are on a first come, first serve basis. Please allow up to 7 business days to reply.

*We can't wait to collaborate with you!  
Let's make this happen!*

## *Featured IN:*

 WeddingWire

MARTHA STEWART  
weddings

green  
wedding  
shoes

ELLE

Wedding  
Trend Report *Live*

  
issuu

Ruffled

Renée  
DALO

∞ AISLE PLANNER

FRIEDA THERÉS

AMBER & MUSE  
fine art wedding inspirations

BESPOKEBRIDE

## *Follow @ellwedmag:*



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