

2021 Media Kit

MY wedding GUIDE



Reach the NZ Wedding Market with My Wedding Guide

My Wedding Guide is a nationwide directory that gives wedding vendors exposure to a large targeted online wedding audience.

Our My Wedding Guide website typically averages around 50,000 page-views per month (600k per year).

Despite it being an atypical twelve months, we are not only meeting but are exceeding our audience targets with over 700k page-views in the last year.

With the vast majority of our website traffic coming from Google search, we know that our large audience is also high quality because those visitors are actively searching for wedding services in NZ and so have high purchase-intent.

With a listing on My Wedding Guide your business gets exposure to that large targeted audience. Various levels of exposure to our audience are available. We have several different listing packages with different features and levels of prominence on My Wedding Guide to suit different budgets.

Following are analytics snapshots of our targeted online audiences in the ideal demographic of young New Zealand women.



My Wedding Guide website



Last 12 months
706,876

12mo Total/12
58,906

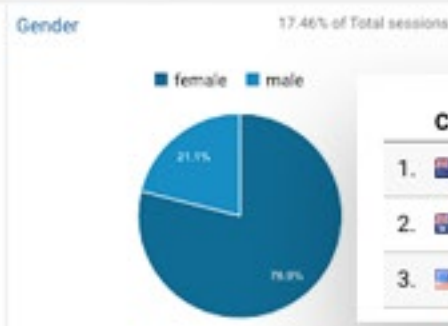
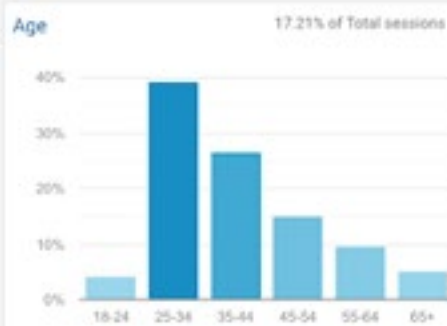
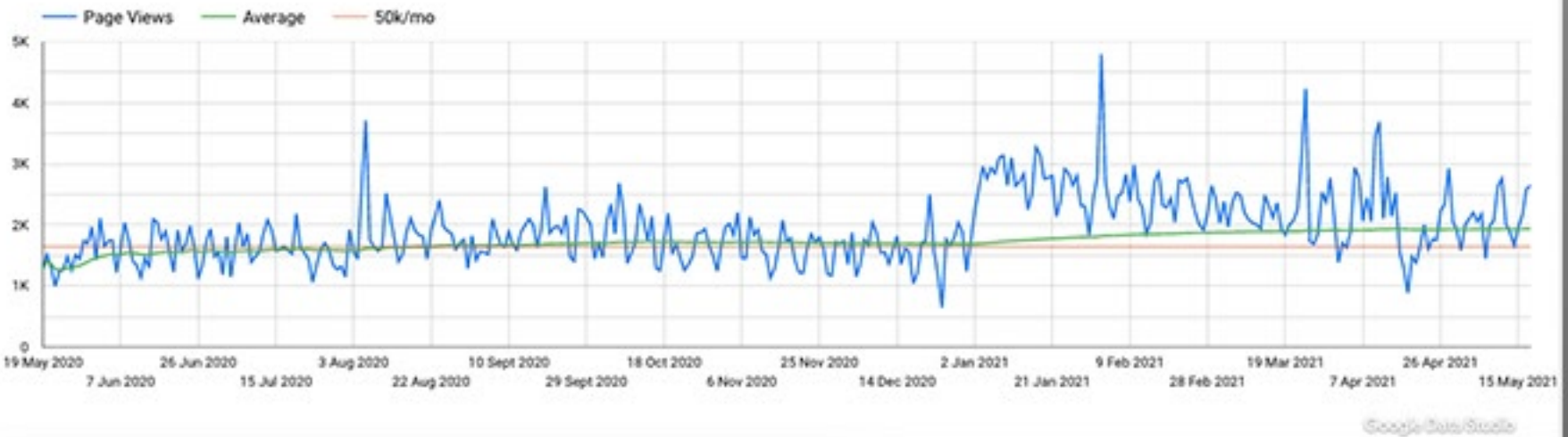
Last 30 Days
61,005

My Wedding Guide Website Page Views

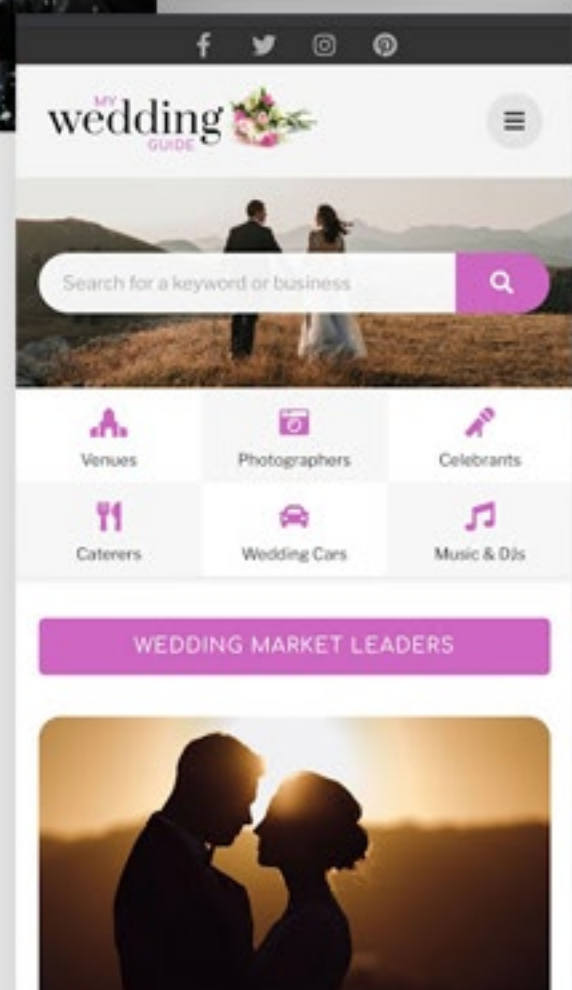
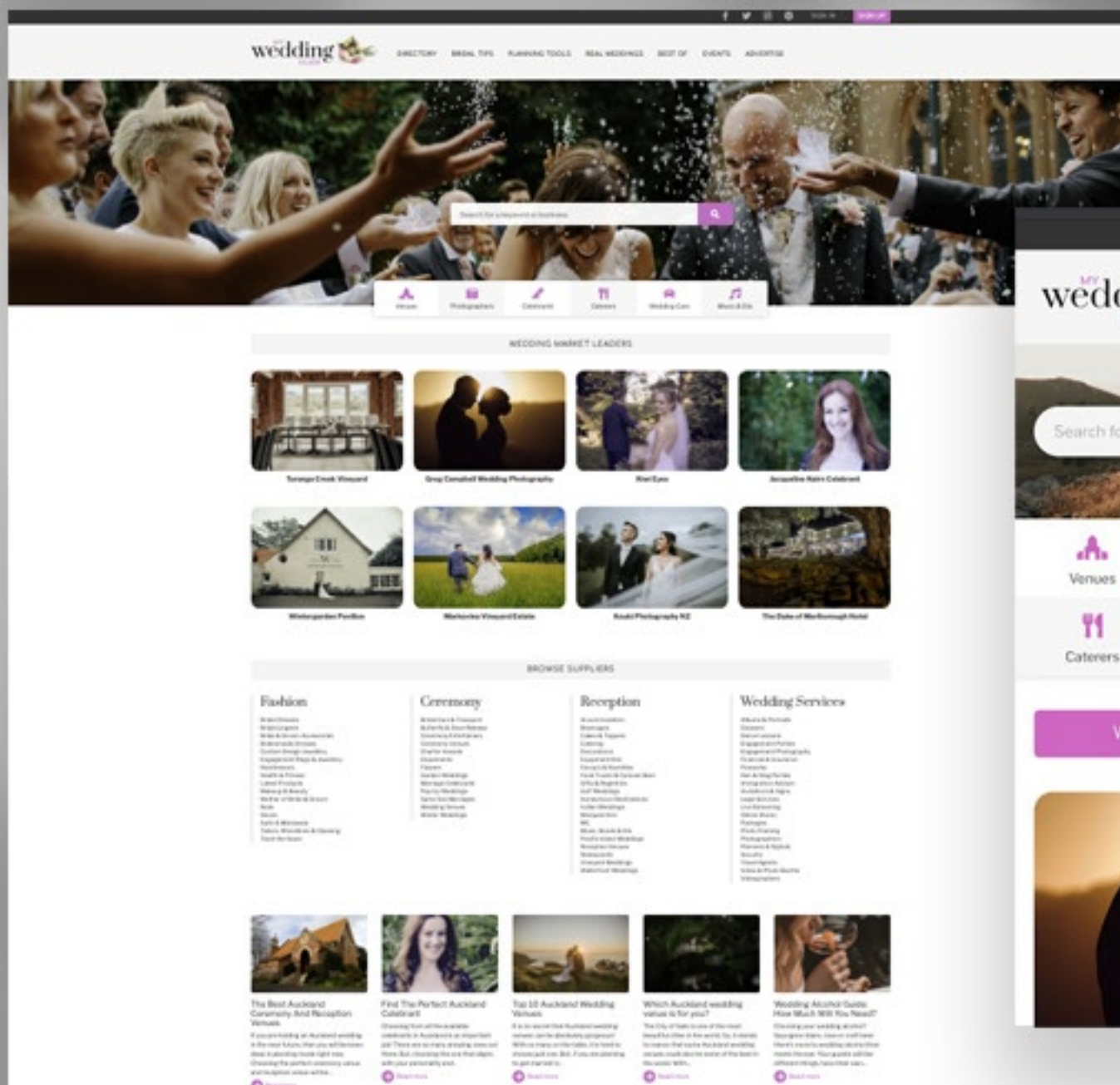
Last 12 months
706,876

12mo Total/12
58,906

Last 30 Days
61,005



Country	Sessions	% Sessions
1. New Zealand	19,080	90.56%
2. Australia	722	3.43%
3. United States	326	1.55%



2021 Media Kit

My Wedding Guide Facebook Page



16,950
Total Likes

17,649
Total follows

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including the age and gender information that users provide in their Facebook profiles. This number is an estimate.



My Wedding Guide
@MyWeddingGuide - Bridal shop

Home Instagram More

Liked

Message

About

MyWeddingGuide.co.nz is the market-leading & most comprehensive online wedding directory in NZ where brides can find everything they need to plan their...

New Zealand's most comprehensive wedding services directory. Getting married? Plan your whole wedding here! As well as tips and tools, My WeddingGuide...

16,951 people like this, including 48 of your friends

17,650 people follow this

<https://www.MyWeddingGuide.co.nz/>

09-282 4781

Typically replies within a day
Send message

info@myweddingguide.co.nz

Always open

Bridal shop · Wedding planning service · Website

[MyWeddingGuide](#)

[MyWeddingGuide](#)

[MyWeddingGuide](#)

My Wedding Guide

Lucky guys!
mwp.nz/GetWed

Guys who have the perfect partner

Joshua
Matthew
James
Nicholas
Samuel
Benjamin
Michael
Liam

Thomas
Ryan
Luke
Daniel
Nathan
Cameron
Jordan
Jacob

[brides.guide](#)

You and 2 others

Like

Comment

Write a comment...

Sarah Dench
Well... Their not wrong David Dench

View 4 more comments

My Wedding Guide

Happy Mothers Day
We had the privilege of receiving a message from Chris Jasper letting us know about this song



3,227,259

People reached

575,610

Engagements

Boost Post

6.4K

63K Comments 7,849 shares

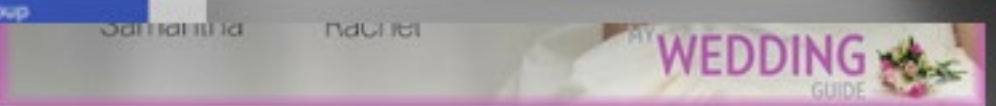


1,554,635 people reached

Boost Post

2.8K

14K Comments 6.3K Shares



62,918 people reached

Boost Post

Jade Williams, Alex Tourangi and 100 others

561 Comments 50 Shares

My Wedding Guide We love it when people share our posts! Thanks Dominique!

Like · Reply · Commented on by Judy Robinson [?] · 2w

Dominique Sarah My Wedding Guide it's only a pleasure ! I absolutely love your posts !

Like · Reply · 2w

My Wedding Guide We love it when people share our posts! Thanks Kathy!

Like · Reply · Commented on by Judy Robinson [?] · 2w

Kathy Mergits My Wedding Guide you're welcome! This is just amazing!!!

Like · Reply · 2w

My Wedding Guide Thanks for sharing Jake!

Like · Reply · Commented on by My Wedding Guide [?] · 7w

Jake Holt My Wedding Guide no prob! This is awesome!

Like · Reply · 7w



2021 Media Kit

My Wedding Guide Facebook Group



Members · 4,584

4,550 total members ⓘ

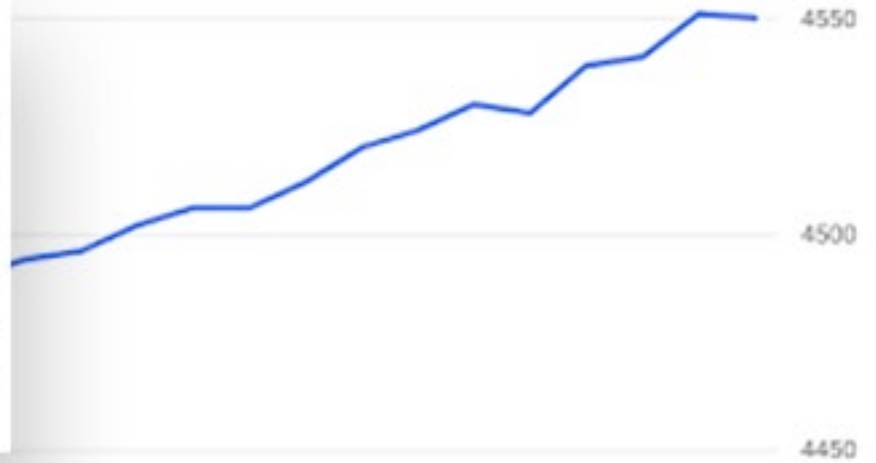
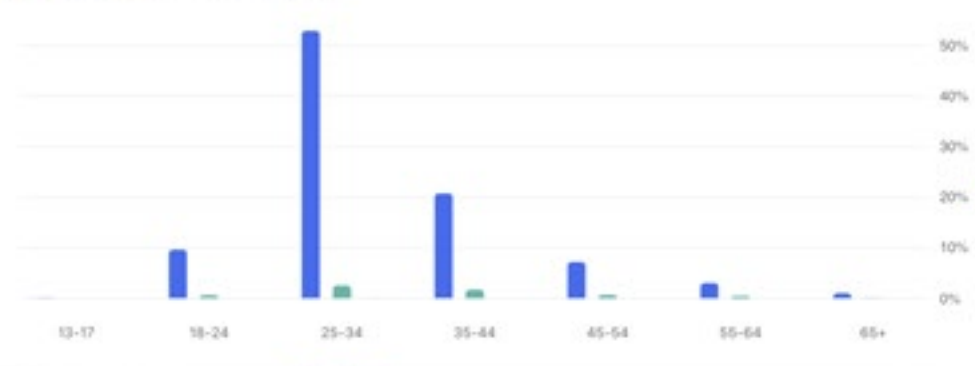
▲ 2.71% vs 14 Apr 2021

12 May 2021

Age and gender ⓘ

16 Apr 2021 - 13 May 2021

● 94% Female ● 6% Male ○ 0% Custom



9 May



Weddings in New Zealand

Private group · 4.6K members

About Buy and sell Discussion Announcements Topics More ▾



Sell Something

Unread announcements · 5

See all



My Wedding Guide

14 August 2020 ·

Have you seen our new website?

Not only does it look fab but we have some great new features like map-view.

Let us know what you think in the comments below.

<https://myweddingguide.co.nz>



MARLBOROUGH VINEYARD ESTATE

About

The primary purpose of this group is to help people getting married in New Zealand share ideas, tips and experiences with each other. See more

Private Only members can see what is posted and what they post.

Visible Anyone can find this group.

New Zealand

Buy and sell

Popular topics in this group

#bottles

1 post

#arch

1 post

Recent media



My Wedding Guide created a poll.

17 June 2019 ·

How far ahead did you book your reception venue?

Added by you
12 - 18 months

42 votes

Added by you
6 - 12 months

32 votes

Added by you
0 - 6 months

12 votes

Added by you
18 - 24 months

5 votes

Added by you
More than 2 yrs

2 votes

Add an option

You and 1 other

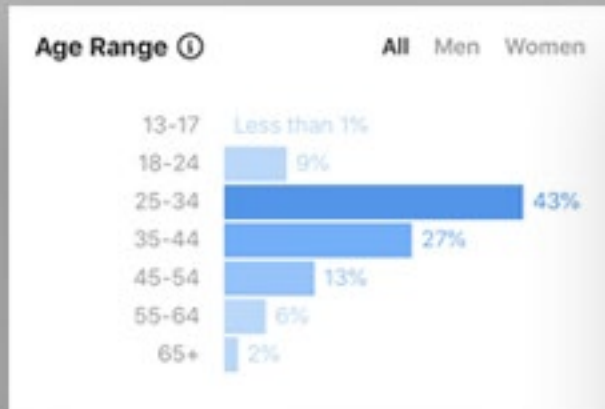
Like


Comment

My Wedding Guide on Instagram



6,260 followers





myweddingguide Edit Profile

4,653 posts 6,260 followers 3,876 following

MyWeddingGuide
Wedding Planning Service
Follow us on Insta for inspiration, use our website to make your plans. NZ's most comprehensive wedding directory. Plan your entire wedding here!
www.myweddingguide.co.nz

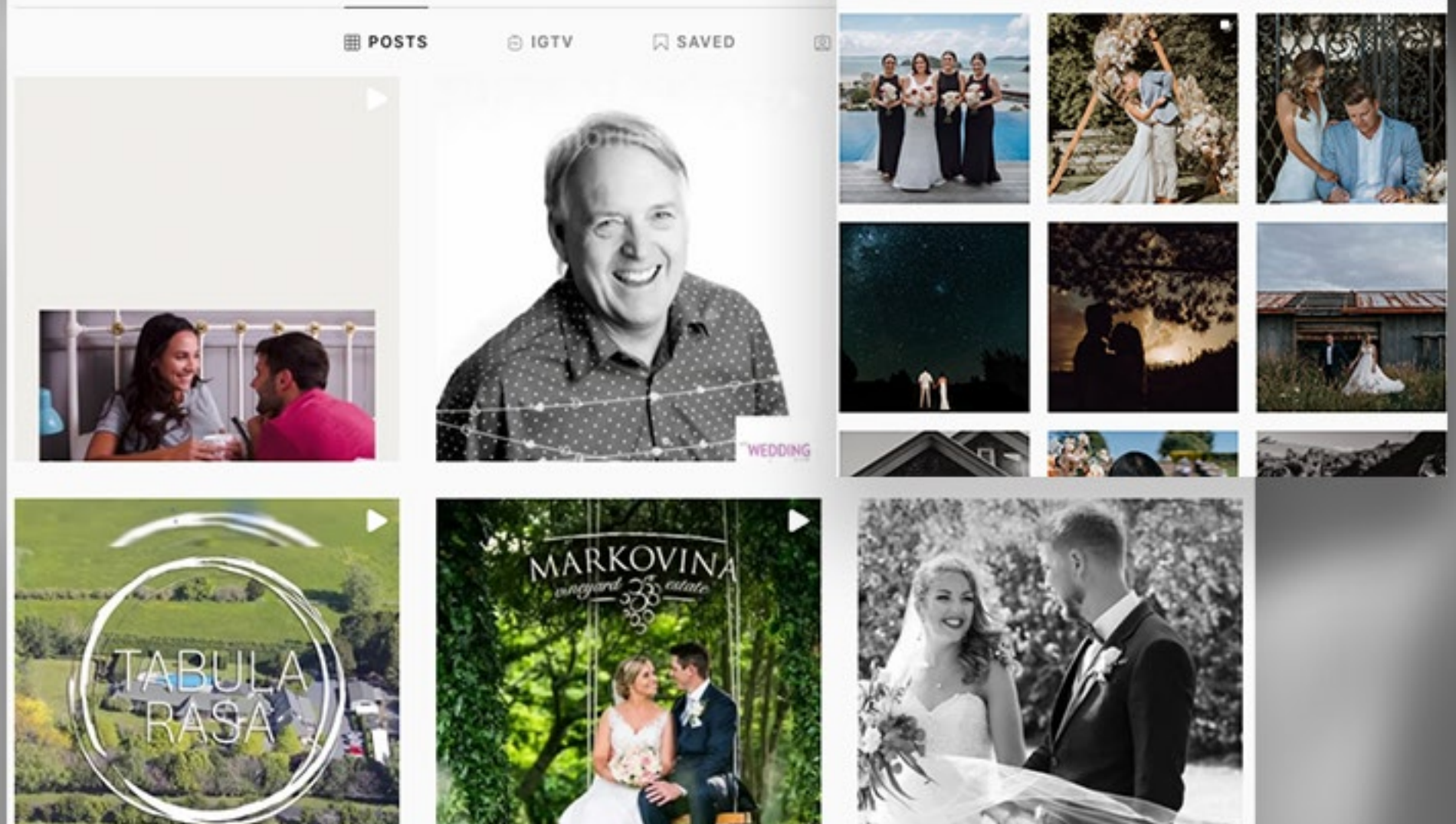
Bay of Plenty Venues

Auckland Venues 2

Wellington Venues

Wedding Services

Northland Venues



My Wedding Guide Products

Search-Results Page Features					
	Free	Basic	Standard	Premium	Platinum
Page Position	Lowest	Low	Medium	High	Highest
Page Sort Order	Alphabetical	Alphabetical	Alphabetical	Allocated	Exclusive 1st
Business Title Font Size	Standard	Standard	Large	Larger	Largest
Photo	No	No	Small	Medium	Large
Teaser Text	No	Yes	Yes	Yes	Yes
Earn badges	No	No	No	Yes	Yes

Listing Features					
	Free	Basic	Standard	Premium	Platinum
Other vendor suggestions	Yes	No	No	No	No
Full contact details ²	Yes	Yes	Yes	Yes	Yes
Social Media Links	No	No	Yes	Yes	Yes
Additional business categories	0	2	4	6	6 ¹
Google Maps button	Yes	Yes	Yes	Yes	Yes
24/7 self-service	Yes	Yes	Yes	Yes	Yes
24/7 live stats info	Yes	Yes	Yes	Yes	Yes
Photos	0	5	15	50	50
Videos	0	0	10	25	25
Description Text Words	0	100	300	1,000	1,000
Extra backlinks for your SEO	0	0	5	10	10
Earn badges	No	No	No	Yes	Yes

Account Features					
	Free	Basic	Standard	Premium	Platinum
Email inquiry spam filter	Yes	Yes	Yes	Yes	Yes
Email inquiry forwarding priority	Lowest	Low	Medium	High	Highest
Email inquiry forwarding limit	1/mo, 4/yr	Unlimited	Unlimited	Unlimited	Unlimited
Spelling and grammar check & fix	No	No	No	Yes	Yes
Promotion to our social media audiences ³	No	No	No	Yes	Yes
Run giveaways via our Facebook page	No	Extra Cost	Extra Cost	No Charge	No Charge
Promote your business to our Facebook group ⁴	No	No	No	Yes	Yes
Matching listings in My Celebrant Guide ⁵	No	No	No	Yes	Yes
Access to Event Manager	No	No	No	Yes	Yes
Wedding Market Leader Homepage exposure	No	No	No	Extra Cost	3mo Free
Sponsorship of articles as an industry expert	No	No	No	Extra Cost	Extra Cost
"Best of..." article consideration	No	No	No	Yes	Yes
"Real Weddings" article consideration	No	No	No	Yes	Yes
Extra social media promotion consideration ⁶	No	No	No	Yes	Yes
Dedicated account manager	No	No	No	Yes	Yes

¹ up to six additional relevant categories can be listed at Premium tier

² address, phone, email, website (email cannot be scraped by bots, phone and website cannot easily be scraped by bots)

³ the level of promotion varies with your overall spend

⁴ conditions apply

⁵ celebrants and MC's only

⁶ photographers only

My Wedding Guide Products

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Page Position	Lowest	Low	Medium	High	Highest
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Teaser Text	No	Yes	Yes	Yes	Yes
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Wedding Planners & Stylists

ONLINE STORES & SERVICES (NZ)


[View on map](#)


MY WEDDING GUIDE PLATINUM

Cambridge, Waikato

My Wedding Guide is New Zealand's most comprehensive wedding services directory with over 21,000 wedding service suppliers nationwide and beyond. With also having lots of tools and tips for brides-to-be, My Wedding Guide is a great place to plan your entire wedding. With great SEO and...

5.0







MY WEDDING GUIDE PREMIUM

Cambridge, Waikato

My Wedding Guide is New Zealand's most comprehensive wedding services directory with over 21,000 wedding service suppliers nationwide and beyond. With also...

5.0





MY WEDDING GUIDE STANDARD

Cambridge, Waikato

My Wedding Guide is New Zealand's most comprehensive wedding services directory with over 21,000...

MY WEDDING GUIDE BASIC

Cambridge, Waikato

My Wedding Guide is New Zealand's most comprehensive wedding services directory with over 21,000...

MY WEDDING GUIDE FREE

Cambridge, Waikato

Showing 1-5 of 5 businesses

My Wedding Guide Products

Listing Features					
	Free	Basic	Standard	Premium	Platinum
Other vendor suggestions	Yes	No	No	No	No
Full contact details ²	Yes	Yes	Yes	Yes	Yes
Social Media Links	No	No	Yes	Yes	Yes
Additional business categories	0	2	4	6	6 ¹
Google Maps button	Yes	Yes	Yes	Yes	Yes
24/7 self-service	Yes	Yes	Yes	Yes	Yes
24/7 live stats info	Yes	Yes	Yes	Yes	Yes
Photos	0	5	15	50	50
Videos	0	0	10	25	25
Description Text Words	0	100	300	1,000	1,000
Extra backlinks for your SEO	0	0	5	10	10
Earn badges	No	No	No	Yes	Yes

My Wedding Guide Platinum

EMAIL CALL WEBSITE

Cambridge
Waikato

My Wedding Guide is New Zealand's most comprehensive wedding services directory.

We promote over 21,000 wedding service suppliers nationwide and beyond.

With also having lots of planning tools and information, advice and tips for brides-to-be, My Wedding Guide is a great place to plan your entire wedding.

With great site traffic, My Wedding Guide is an attractive proposition for wedding services providers too.

My Wedding Guide is owned and operated in **New Zealand** by Niche Directories Ltd.

[Message Us](#)

What is Lorem Ipsum?

Lorem Ipsum is simply place-holder text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of **Letraset** sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Why do we use it?

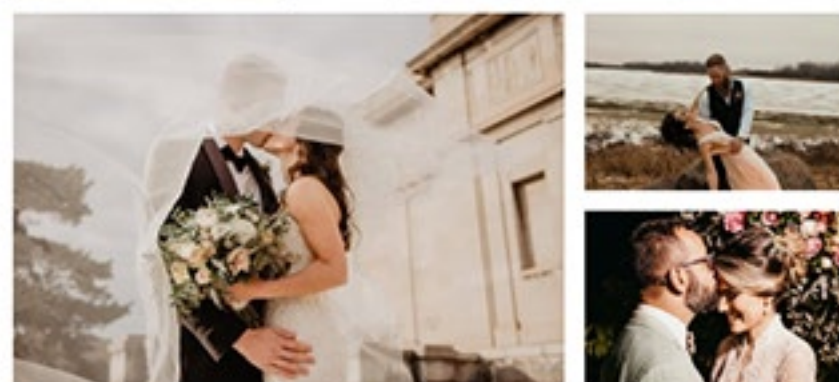
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many websites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Where can I get some?

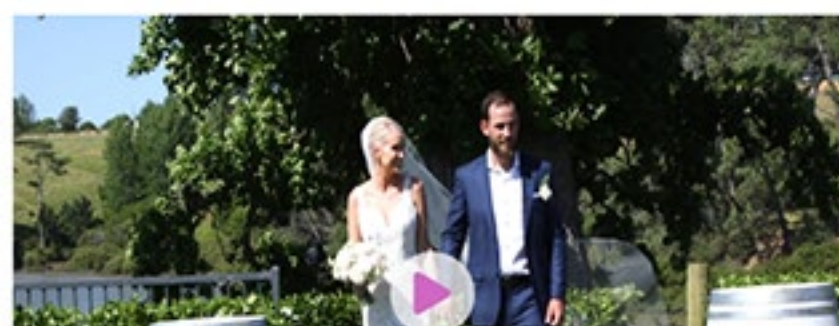
There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words that don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of the text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc.

Please don't forget to mention that you found us via My Wedding Guide.

weddings bridal tips planning tools events planners & stylists




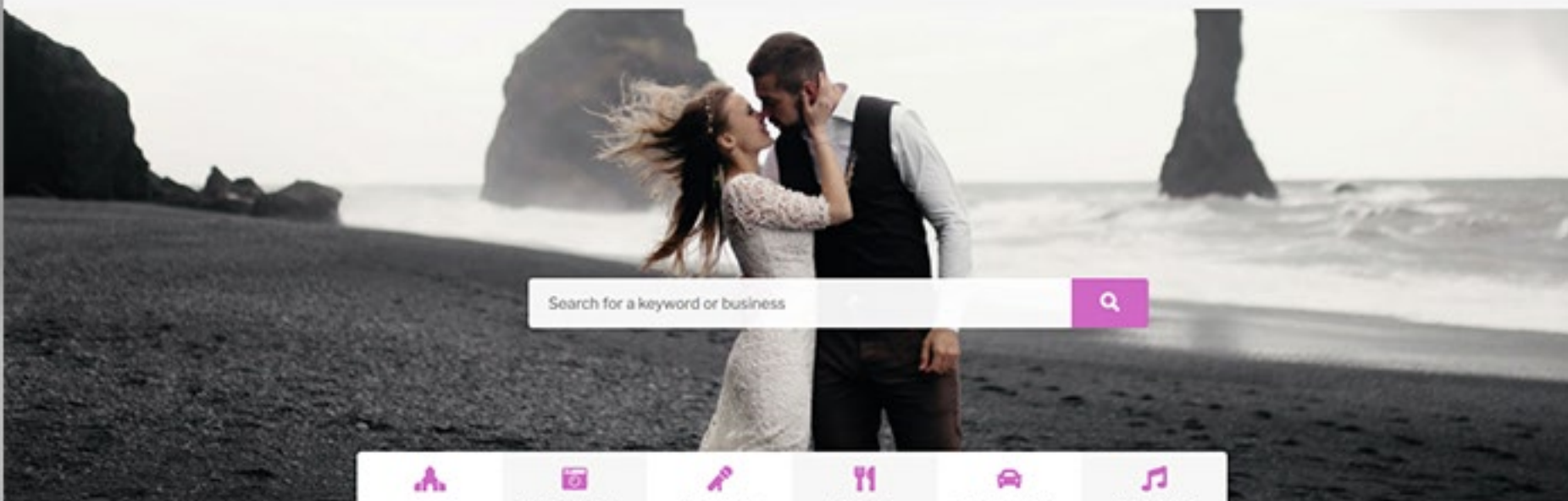
SHOW MORE IMAGES



My Wedding Guide Products


Account Features					
	Free	Basic	Standard	Premium	Platinum
Email inquiry spam filter	Yes	Yes	Yes	Yes	Yes
Email inquiry forwarding priority	Lowest	Low	Medium	High	Highest
Email inquiry forwarding limit	1/mo, 4/yr	Unlimited	Unlimited	Unlimited	Unlimited
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Dedicated account manager	No	No	No	Yes	Yes


DIRECTORY BRIDAL TIPS PLANNING TOOLS REAL WEDDINGS BEST OF EVENTS ADVERTISE




Venues Photographers Celebrants Caterers Wedding Cars Music & DJs


WEDDING MARKET LEADERS




The Duke of Marlborough Hotel




Markovina Vineyard Estate




Kiwi Eyes




Yvette Reid Celebrant



Turanga Creek Vineyard



Kouki Photography NZ



Greg Campbell Wedding Photography



Wintergarden Pavilion

MY wedding GUIDE MY celebrant GUIDE



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