

Classic Bride

April 2016 £3.00

Spring Wedding Ideas

*Brand new luxury
wedding magazine*

- *Getting married
abroad*
- *The best honeymoon
destinations*

Real life:
**The rise of
same sex marriages**

Free gift:
**Wedding
diary**

**Inspiration for
your perfect
wedding day**

Hair & beauty
tips from stylists:
create a
sophisticated
look

100
**elegant
dresses
to suit
your figure**



Name

Classic Bride

Subject matter

A quarterly wedding magazine targeting the mature bride; aged forty and over.

Category

Consumer

Readership

- 40 – 65 years old
- Engaged and living with their partner
- Planning a wedding
- May often be their second wedding
- Established, professional women
- Living in suburban and rural communities.
- A,B,C1 income – (middle class to upper class)
- Income: £30-40k
- Food shopping at M&S and Waitrose
- Clothes shopping at Monsoon, Debenhams and Mango
- Eats out at restaurants such as Carluccios and Jamie Oliver's and buys coffee from Costa or Starbucks.
- TV programmes include Coronation Street and Grand Designs.
- Holiday in European destinations such as Italy or Spain.
- Keen on the finer things in life; quality cooking, travel, fashion and interiors.

Editorial Mission statement:

Classic Bride aims to inspire and empower mature brides, helping to make their dream wedding day a reality.

Defined by elegance and timeless style, the magazine is designed to be a collector's item for brides-to-be.

Classic Bride offers inspiration throughout the wedding planning stages with top tips and thought provoking articles. Also features advice from real brides and wedding professionals.

Print or digital? Primarily print with an online presence

Print: High quality print that is elegant and collectable.

Website: Designed for mobile phones and tablets. Contains short articles and high quality images, and some alternative content to the print version of the magazine.

Social media: Mainly Facebook; offering shareable articles to promote magazine content.

Cover

Always a cover image of a forty-plus bride – sometimes a reader or a celebrity.

This will empower the reader and show a realistic goal – like Slimming World magazine.

Often with beautiful scenery and always showing a smiling bride, wearing wedding clothes and holding a bouquet, to indicate the style of the magazine and let readers know what to expect.

The cover will always look simple and stylish with soft, muted colours or black and white.

Printed on high quality pages with a glossy front cover. Always a gold, black or silver header to keep the magazine classy and elegant with a recognisable style.

Content ideas:

- Wedding location/venue of the month - various regions covered in the UK and abroad.
- Feature 1: Getting married abroad; interview three real life brides that have tied the knot in foreign locations, revealing their top tips and favourite locations. Topical as magazine will launch in spring. Readership have a high enough income to get married in a luxury destination. Profile on each wedding with an image of each bride and their locations.
- Feature 2: a mature gay couple's wedding. Interviews and images. Statistics and discussion of the popularity of gay marriages. Tips on outfits and design.
- Advice Column: Brides seeking advice on issues such as confidence and style, with answers provided by appropriate professionals such as wedding planners, make-up artists and stylists.
- Celebrity Column: Top tips and stories written by aspirational celebrities such as Jerry Hall.
- Round-up: upcoming wedding fairs and events across the UK.
- Real-life Story: Wedding of the month following an inspirational wedding such as a bride who has had an illness, overcome a traumatic event or has a disability.
- Regular feature: Fashion and beauty; different styles each week, various body shapes and age appropriate dresses. Images of dresses and where they can be bought.

Business Plan:

Rationale

Weddings magazines are a huge market. There are already many bridal magazines aimed at UK brides. However, our research shows there exists a gap in the market for a bridal magazine aimed at the mature, forty-plus bride-to-be.

Most bridal magazines target women in their 30s. This is because the average age of an English bride is 30 (2014 stats). However, in recent years, there has been an increase in older brides and it is becoming more common for women in their 60's to marry (5% increase).

90% of 60-year-olds have married at some stage where as only 50% of today's young adults will do so (The Guardian).

The current market doesn't cater well for mature brides, so there is a real need for a wedding magazine to inspire and empower them, instilling body confidence and offering realistic tips and tricks in the lead up to their wedding day.

Many weddings will be the second, so there will be a lot of content geared towards this such as a feature on who to invite to your wedding and advice on problems with ex-husbands etc.

Our research also indicated a rise in same sex marriages, so we will aim to incorporate such weddings to attract this readership, making sure gay couples are never excluded.

Market Sector

Consumer and wedding sector.

Branding

Weddings events such as conferences and wedding fairs – like Save the Date magazine's 'Wedding Event with a Difference' in Nottingham.

Aspirational- showing dream weddings and offering helpful advice throughout.

Traditional, elegant style to appeal to mature readers.

Brand Extension

Reader events such as wedding fairs, fashion shows and pamper days.

Competitions such as 'win a makeover day'.

We would have a launch event for the magazine, giving away free first copies of Classic Bride to draw attention from readership.

Also post on social media such as Facebook, as this would be most used by that age group.

Advertising

Specifically businesses within the wedding sector;

Wedding venues, travel agents, dress sellers, florists and wedding events.

Marketing and promotion

Promoting first issue with a free gift such as a wedding planner.

A subscription offer for one year or six months - £30 years subscription – 2 free issues.

-£15 for six months.

A wedding event and pop-up magazine shops to get magazine noticed by potential readership.

Distribution

Paid for. Online subscription available – PDFs.

Cover price: £3.99