

# 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 wedding magazine targeting the mature bride; aged 40 and over.

**Category**

Consumer

**Readership**

- 40 – 65 years old.
- Engaged and living with their partner.
- Planning a wedding and taking their time over it.
- 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.
- Eat out at restaurants such as Carluccios and Jamie Oliver's and regularly get coffee from Costa or Starbucks.
- TV programmes include Coronation Street, Grand Designs and Loose Women.
- 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 make their dream wedding day a reality.

Start collecting Classic Bride now to receive the new luxury magazine, defined by elegance and timeless style.

Classic Bride offers inspiration throughout the wedding planning stages, in the lead up to the big day with top tips and thought provoking articles. Receive advice from real brides and wedding professionals.

**Print or digital?**

Primarily print with an online presence

**Print:** High quality, elegant and collectable.

**Website:** Designed for mobile phones and tablets.

Containing short articles, heavy in quality images.

Alternative content to the print magazine is available.

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

**Cover**

Always a single cover image of a forty plus bride – sometimes a reader, sometimes 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;

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 stylish 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 relatively low level celebrities such as Loose Women presenters.
- 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.

Most images would feature a real, forty-plus bride and their wedding day.

### ***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 such older brides, so there is a real need for a specific magazine to empower the mature bride, 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.

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

#### **Market Sector**

Consumer.

Wedding.

### **Branding**

Weddings events such as conferences and wedding fairs – like Save the Date magazine in Nottingham.

Aspirational- showing dream weddings and helpful – lots of advice throughout.

Traditional, elegant style to appeal to older readers.

### **Brand Extension**

Reader events such as wedding fairs, fashion shows and pamper days – exclusive to readers.

Competitions such as win a makeover day.

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

Also post on social media, Facebook, as this would be most used by the older 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; a wedding planning book set.

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:** £3.00