



FRENCH WEDDING  
STYLE

## **2022 MEDIA KIT**

The award winning home  
of destination weddings in France

[FRENCHWEDDINGSTYLE.COM](https://frenchweddingstyle.com)

French Wedding Style is a wedding blog dedicated exclusively to English speaking couples planning a destination wedding in France. Celebrating our 10th anniversary in 2021, we have inspired brides with over 3,000 posts highlighting real weddings, useful tips, curated vendors & truly magical venues.

## OUR AUDIENCE

Over the years, we have built up a highly targeted audience comprised mostly of couples from the UK, US, Canada and Australia - in the active planning and research phase of a destination wedding in France.

Over 30,000 couples per month engage with our website, all looking to choose their dream vendors and venues for their French wedding.

FEMALE	84%
AVERAGE AGE	25-34
AVERAGE LENGTH OF ENGAGEMENT	15 months
AVERAGE HOUSEHOLD INCOME	\$155,000
AVERAGE WEDDING BUDGET	\$36,000
WHERE ARE THEY GETTING MARRIED?	France

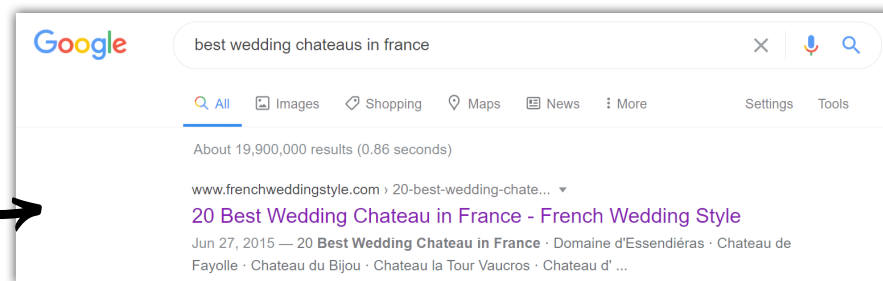
## HOW PEOPLE FIND US

We have prominent positions in Google search results, ranking on the first page for over 1,658 keywords.

52% of our traffic comes from Google and 31% from Pinterest, where we have 292k followers.

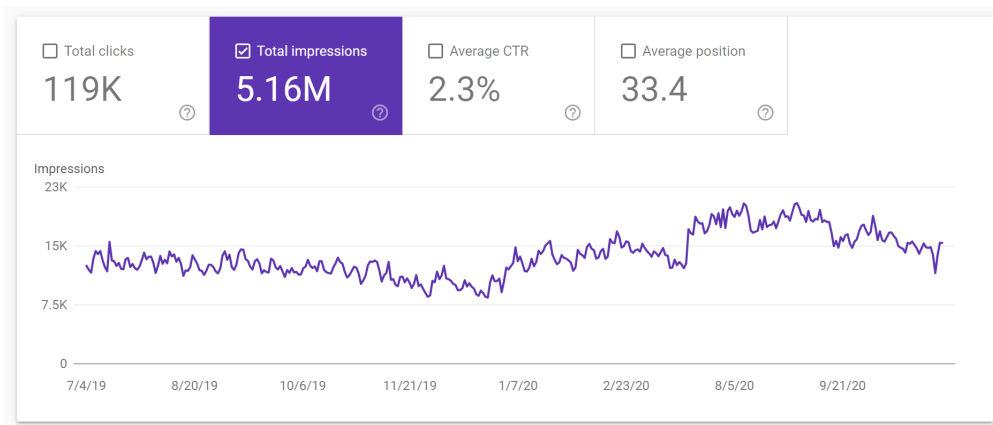
Since both Google and Pinterest are "intent based" search engines, we put your brand in front of the right people at the right time... exactly when they are searching for your services.

**#1 search  
result**



# OUR REACH - MONTHLY

## GOOGLE SEARCH



**TOTAL ADDRESSABLE  
AUDIENCE**  
**30,000 COUPLES**  
PER MONTH

## PINTEREST

Impressions ⓘ  
**4.5m** ↑ 4.5%

Total Audience ⓘ  
**2.91m** ↑ 5.1%

Engagements ⓘ  
**173.46k** ↑ 0.4%

Engaged Audience ⓘ  
**138.04k** ↑ 0.2%  
Compared to previous 30 days

## ENGAGEMENT

*Did you know that 62% of brides read wedding blogs every day when planning their wedding?*

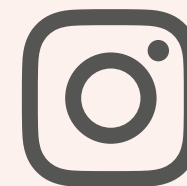
Our audience is highly engaged, spending an average of 2 minutes 6 seconds on every page view. 87% of our return visitors also follow us on social media, presenting an opportunity for your brand to reach our brides across multiple channels.

**43%**  
EMAIL OPEN RATE

**19%**  
CLICK THROUGH RATE

**12.8%**  
POST ENGAGEMENT

## FOLLOWERS



32.8K



282K



13.4K



4.7K

# ADVERTISING OPTIONS

”

*Being present on French Wedding Style was such an evidence for us. Not only do they feature beautiful and unique properties just like ours, but they also thoroughly research their vendors and provide brides and grooms with professional and valuable information for the perfect wedding destination in France.*

*That is very important to us, not only to offer a quality experience for our guests right from the beginning of their research, but also to provide us with quality leads.*

- CHÂTEAU DE LA CHÈVRE D'OR



# THE DIRECTORY

French Wedding Style features the leading and most popular English language wedding directory for wedding vendors based in France.

Our audience trusts our recommendations and our directory ensures your business is showcased when it matters most: just as they are searching for vendors to contact.

If you're devoted to the client experience, produce exemplary work, and have glowing peer and client reviews to back you up, you could be just the type of vendor we're looking for. Broken down by region and category, each listing features a portfolio-style gallery, contact information and key details about your business.

**Regional Highlights\*** and **National Listings\*** are also available to highlight your listing at the top of the search results in either one or all regions.



## AIRSNAP – PHOTOGRAPHY IS A NATIONAL PHOTOGRAPHER

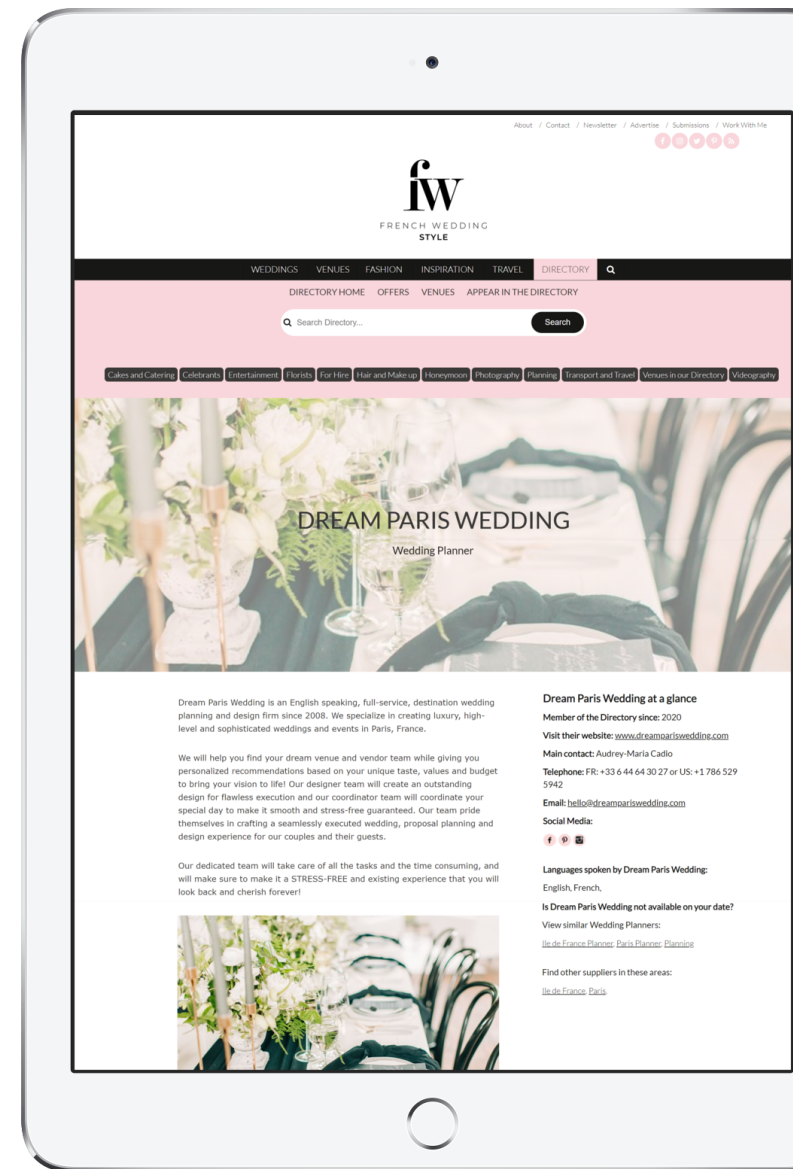
My goal is to render the essence of the emotions to make sure they remain memorable.

AIRSNAP – Photography captures images across all of France



## BLOOMFIELD PHOTOGRAPHY

Natural, emotive and romantic destination wedding photography. Capturing couples in love



**Directory Listing (one region): €240 p/year**

**Multi-region: €300 p/year**

**\*Regional Highlight: €355 p/year**

**\*National Listing: €475 p/year**

# BANNER ADS

These site-wide advertising spaces are threaded throughout our website and display on every single page, offering the highest visibility to your brand by putting your business right next to our hand-picked content.

This is the most effective way for your business to achieve maximum exposure and brand awareness.

When a reader clicks on your banner ad they are sent directly to your website.

## HIGHLIGHTS

- 10% Average Click Through Rate – industry leading engagement
- Monthly analytics and reporting available
- Target specific pages on request.

## TIERS

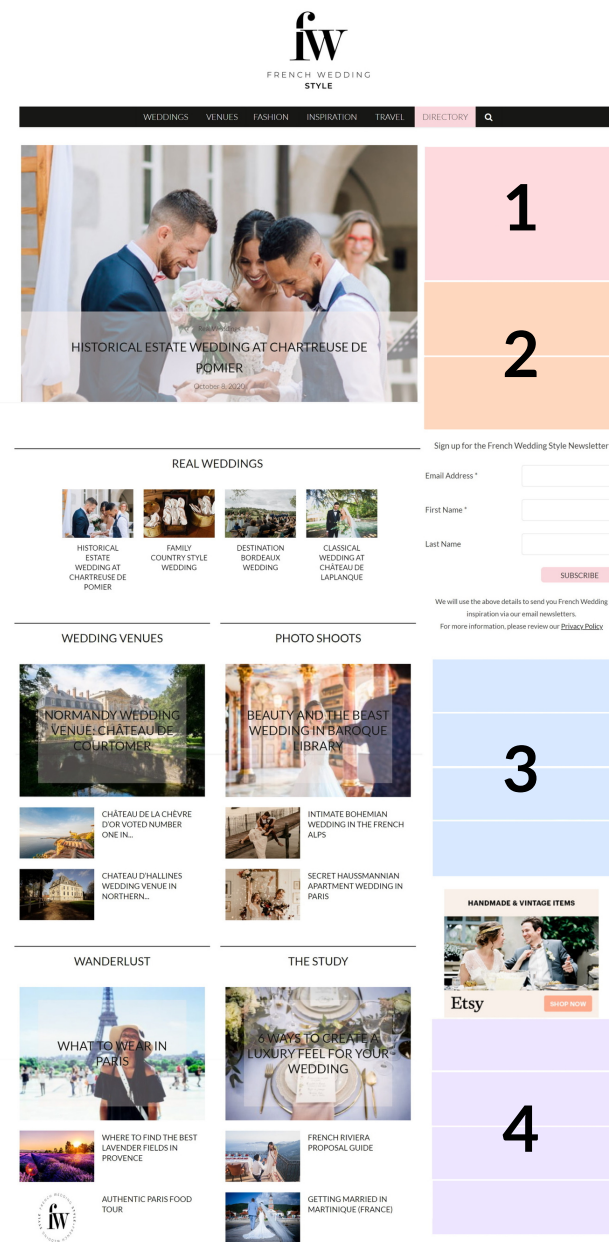
**TIER**  
**1**  
€330 p/m\*

**TIER**  
**2**  
€240 p/m

**TIER**  
**3**  
€85 p/m

**TIER**  
**4**  
€70 p/m

\* Available to select partners on request, lead times apply



# SPONSORED POSTS

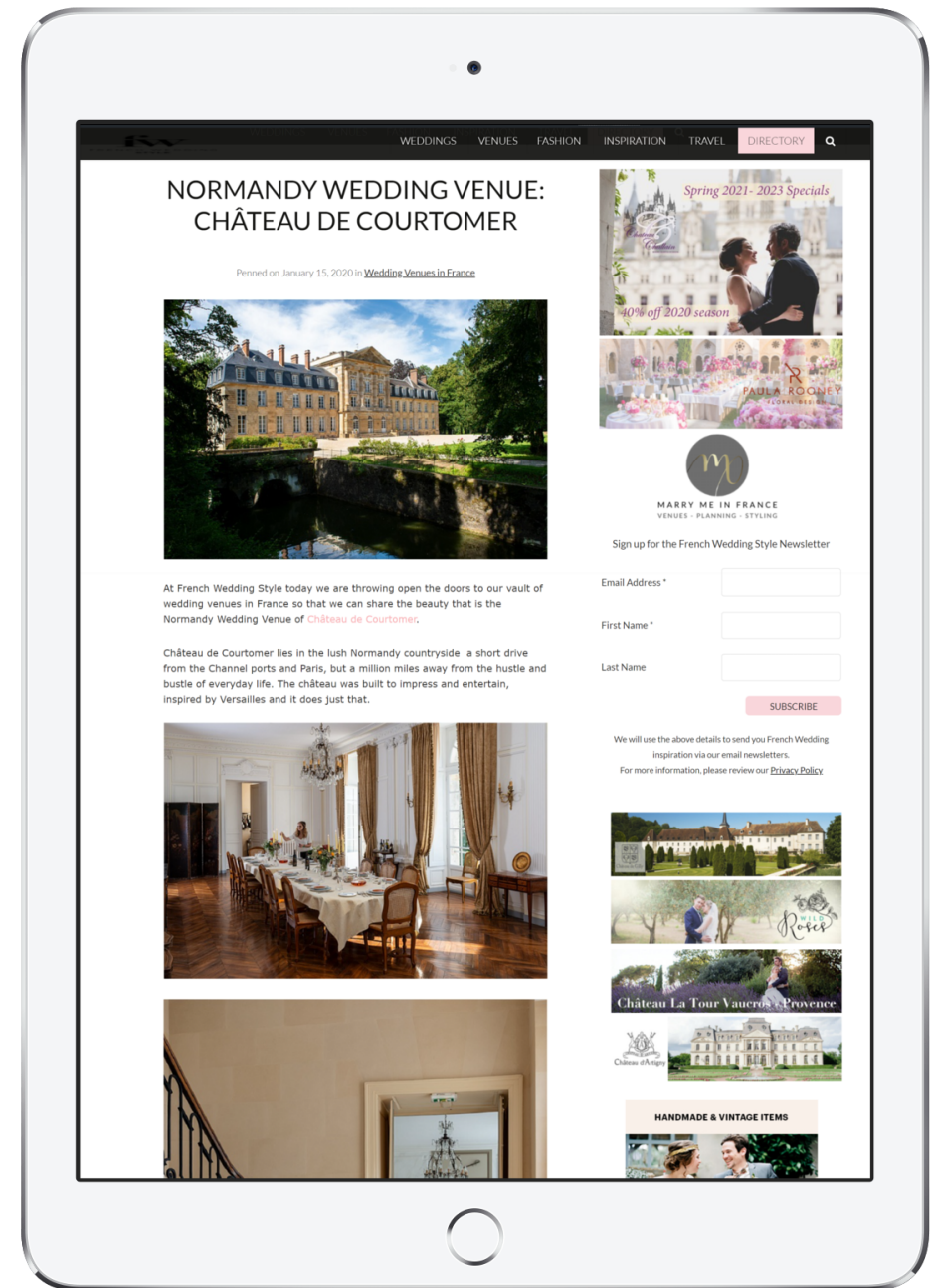
We are delighted to offer sponsored blog posts to our wonderful vendors and brands.

Sponsored posts are crafted like a story, designed to pull readers into the in-depth experience of your brand. With the average viewing time of a sponsored post being 3 minutes 54 seconds, this is the perfect way to show off your venue, product or service to our brides.

These highly coveted posts (limited to one per week) are featured on our home page and elevated to the top of the relevant blog category. This results in a large spike of traffic and visibility when your post goes live, as well as an on-going trail of leads lasting for years afterwards.

## HIGHLIGHTS

- 12% Average Click Through Rate – highly qualified warm leads to your business
- Fully Google policy compliant
- Keyword optimised for SEO and organic traffic



**Sponsored Post: €355**

*\*Wedding shoots, styled shoots etc are considered a sponsored post and are subject to the same fee*



# SOCIAL MEDIA

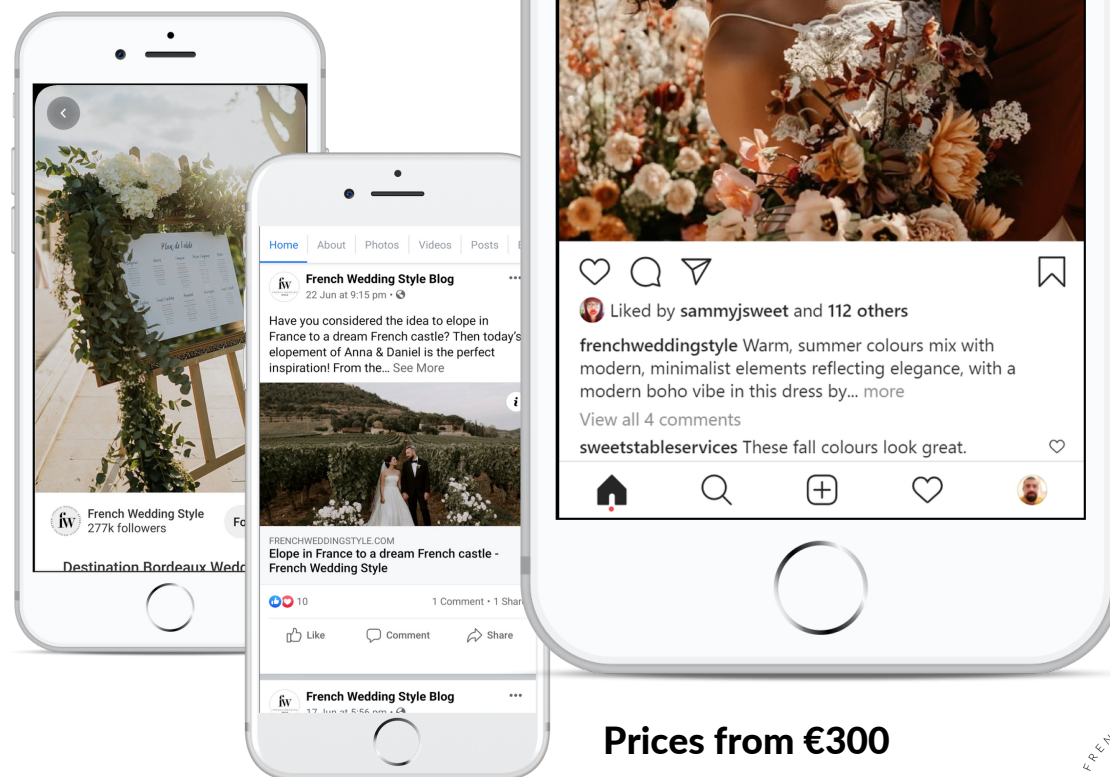
Our brides love using Instagram and Pinterest to find inspiration, tips, and recommendations they trust - straight from the French Wedding Style office.

With an array of options from Standard Posts, Stories and Video to Giveaways and Competitions, we'll work together to strategically combine beautiful imagery with engaging captions that help our audience to get to know (and love!) your brand.



## DID YOU KNOW?

1 in 4 couples use Instagram in their wedding planning process.



Prices from €300

# EMAIL MARKETING

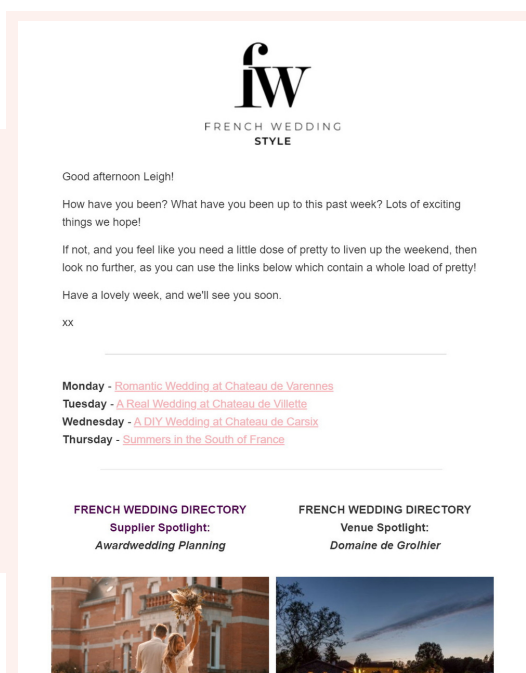
Leverage our most powerful form of digital marketing by engaging with French Wedding Style's email list of 10,000 loyal newsletter subscribers. When brides trust us with their email address, they give us permission to send them our curated content straight to their most personal space - their inbox.

*Two types of email campaign are available: One Time Email Blasts and Custom Automations.*

## ONE-TIME EMAIL BLASTS

The perfect way to deliver a time based promotion such as a special offer or discount, we will work with you to craft a personalised campaign in the French Wedding Style voice.

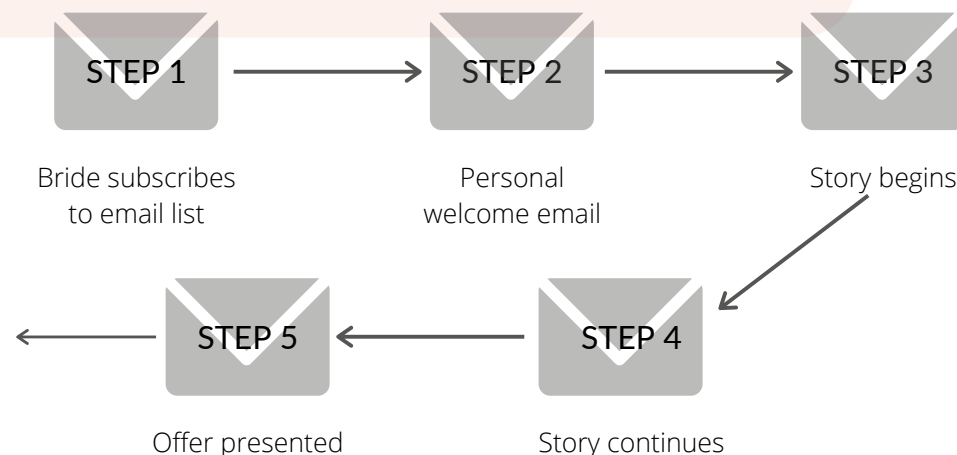
*\*Prices from €775*



## CUSTOM AUTOMATIONS

Our strongest, most personalised, most emotionally engaging form of lead generation, custom email automations provide our brides with a rich, multi-faceted story telling experience spread over many weeks. We automatically drip feed new subscribers your brand's vision, values and story via personalised emails sent 2-3x per week.\*

*\*Available to select partners on request, starting at €595 per month*



## QUICK STATS

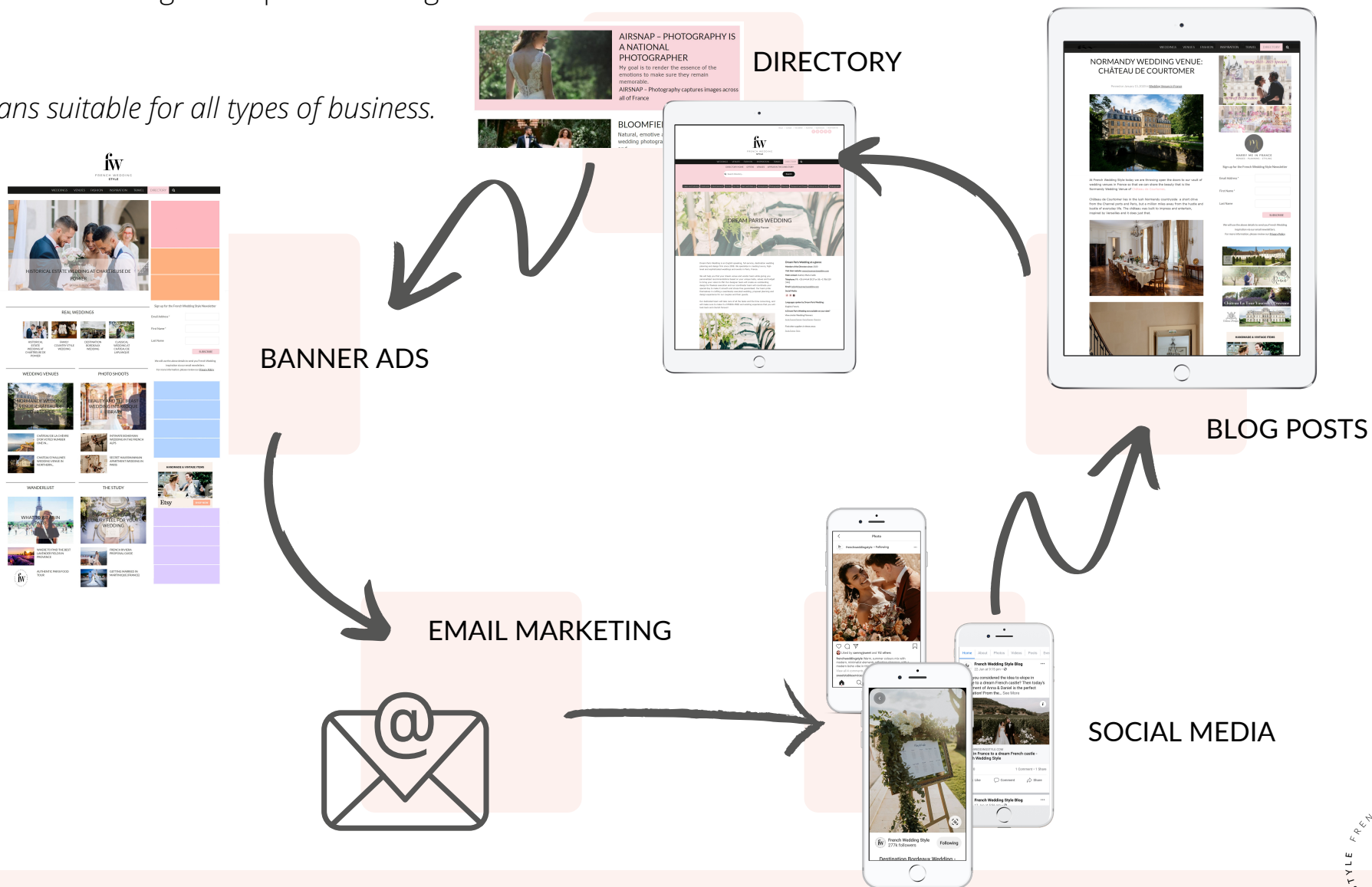
- 25 new newsletter subscribers per day
- Weekly email newsletter sent for past 6 years
- 10,000 current subscribers



# ONE PLAN, MANY TOUCH POINTS

French Wedding Style connects your brand to your target bride through multiple marketing channels.

*We have plans suitable for all types of business.*



# PLANS

Custom campaigns also available. Contact us for details.

	STANDARD	SILVER	GOLD	DIAMOND
RECOMMENDED FOR	NICHE REGIONAL VENDORS	NATIONAL VENDORS, SMALL VENUES	MEDIUM SIZE VENUES	CHATEAUS
DIRECTORY	DIRECTORY LISTING	DIRECTORY LISTING	DIRECTORY LISTING + REGIONAL FEATURE	DIRECTORY LISTING + NATIONAL FEATURE
BANNER AD	-	TIER 4	TIER 3	TIER 2
SPONSORED POST	-	-	1 POST	1 POST
EMAIL	-	-	1 EMAIL	1 EMAIL
SOCIAL	FACEBOOK	INSTAGRAM + FACEBOOK	INSTAGRAM, FACEBOOK + PINTEREST	INSTAGRAM, FACEBOOK, PINTEREST + TWITTER
PRICE PER ANNUM	€240	€1,095	€2,940	€4,995

Standard plans billed annually. Silver, Gold, Diamond plans minimum 6 month term  
All plans are automatically renewed at end of term, cancel any time

# CASE STUDY:

## *Anna Walmsley VIP Event Management*



FWS MEMBER SINCE: **2016**

CATEGORY: **WEDDING PLANNER**

CAMPAIGN PERIOD: **12 MONTHS**

CAMPAIGN SPEND: **€600**

REVENUE GENERATED: **€8,250**

RETURN ON INVESTMENT: **1,280%**

” FWS is a source of great support for its members. It has high SEO ratings, allowing us as members to have access to many ‘potential’ Destination Wedding couples wanting to get married in France from the UK. It's the first page they fall upon when googling "getting married in France". Elegantly presented too, it entices and attracts couples with ‘decent’ & realistic budgets.

# Want to advertise with French Wedding Style?

Email us at [advertise@frenchweddingstyle.com](mailto:advertise@frenchweddingstyle.com)



FRENCH WEDDING  
**STYLE**



[info@frenchweddingstyle.com](mailto:info@frenchweddingstyle.com)



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[@FrenchWeddingStyleBlog](https://www.facebook.com/FrenchWeddingStyleBlog)



[@frenchweddingstyle](https://www.instagram.com/frenchweddingstyle)



[@FRWeddingStyle](https://www.twitter.com/FRWeddingStyle)