

# THE BEST RESULTS FOR THE BEST VALUE

## Integrated Marketing Package

Chicago Wedding Resource offers the most comprehensive and cost-effective marketing/advertising package available in the metro Chicago wedding industry through the use of:

- Print
- Internet
- Direct Mail
- E-mail
- On Site Event Marketing
- Extensive promotional campaign

CWR delivers advertisers messages to **more brides-to-be with more spending power earlier in the shopping and planning process** than any other media resource in our market.



## Chicago Wedding Resource Publication

- December & June issues with informative editorial, & beautiful photography the glossy 4 color easy to use publication contains a planner so the bride can carry the publication with her at all times
- Exclusive distribution at the upscale shopping mall Northbrook Court with spectacular, prominent window display featuring CWR
- Extensive marketing support with year-around advertising in Pioneer Press Newspapers, Doings Newspapers and North Shore Magazine that offers brides a free copy of CWR mailed directly to their home by request
- Advertiser web-site directory included in each issue along with an extensive Reception Guide and Bachelor/Bachelorette Party Guide

## [www.chicagoweddingresource.com](http://www.chicagoweddingresource.com)

- Easy-to-use the CWR web site includes bridal event information, informative feature articles, editorial archives, honeymoon contest give-away, shopping resources and much more!
- Included advertising listing by shopping category
- Advertiser links from our site directly to yours
- 400,000 page visits per year makes CWR the busiest local wedding web site
- [www.chicagoweddingresource.com](http://www.chicagoweddingresource.com) is heavily promoted on-line, in print and in all marketing, advertising and promotion done by CWR

## Instant Shopper Alert

- Each time a CWR bride-to-be clicks through to your web-site you will receive instant notification e-mailed to you detailing the shoppers name, wedding date, and e-mail address for your personal follow up

## Area's Largest List of Brides-to-Be

- More than 23,000 referrals to our advertisers were generated in 2006
- Your lead list will include the bride-to-be name, address, phone number, e-mail address and wedding date, all the information you need to turn these leads into sales
- Lead lists are available on-line and on-demand in several formats including Excel
- Duplicate names are purged by the system so each lead is a "new" prospect



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