



ISSUE 1: YARRA VALLEY LAUNCH ISSUE MEDIA KIT 2019/20

Inspire. Connect. Thrive.

AT TOAST WEDDINGS WE ARE ALL ABOUT LOVE

INSPIRE

TOAST COMMUNITY

FROM THE VALLEY TO THE SEA, TOAST WEDDINGS IS THE ULTIMATE WEDDING PLANNING RESOURCE FOR COUPLES CHOOSING A DESTINATION WEDDING.

Join the best of the best in wedding vendors from coast to country and become a part of the TOAST Community. TOAST Weddings : Mornington Peninsula has, for twelve years, been an integral part of the wedding industry in the region. We are so excited to launch our new publication for the equally stunning Yarra Valley region - TOAST Weddings : Yarra Valley - launch issue out April 2019.

Both in print and online, the TOAST Community is a talented body of premium wedding venues and vendors whose skills and talents combine in creating stunning weddings across the Yarra Valley and/or the Mornington Peninsula... and beyond.

Both the Yarra Valley and the Mornington Peninsula are increasingly popular destination wedding regions - locally, interstate and internationally - and with the combined resources of the TOAST Weddings platforms - print magazine, online directory, wedding blog and social media - we will ensure they remain ever popular regions for couples planning their wedding.

Our annual magazine is a gorgeous mix of professional imagery, styled shoots with TOAST vendors, real weddings, editorial and advertising - and is loved by couples for its beautiful design, wedding inspiration and simple navigation for resources and wedding vendors.

Our TOAST Community love the knowledge that they are promoted and attended to throughout the year on so many levels. Our network of like-minded individuals is only getting better and better - join us!

VALUE

In so many ways, TOAST Weddings promotes your business. Your advertising dollar goes so much further than many of our competitors. Social media coverage, opportunities to participate in our styled shoots & wedding blog, gorgeous website coverage, networking opportunities, invitations to TOAST hosted events, and expo exposure.

There is also the confidence of knowing that the TOAST Wedding Magazines are created by a local team, with local knowledge and a whole lotta love for each region in which they live and work - nice.



toastweddings.com.au



"THE FINE FOLKS AT TOAST HAVE BEEN ABSOLUTELY AMAZING FOR MY BUSINESS. OVER THE YEARS, THEIR DEDICATION TO SPREADING THE LOVE OF WEDDINGS HAS HELPED TO GROW MY PHOTOGRAPHY BUSINESS FASTER THAN I COULD HAVE IMAGINED. I HAVE EMAILS COMING IN DAILY FROM BRIDES WHO HAVE FOUND ME THROUGH THE PRINTED BOOK AT WEDDING EXPOS, VENUES AND LOCAL CAFE'S AS WELL AS THEIR ONLINE PRESENCE AND SOCIAL MEDIA PROFILES. THE EXPOSURE THAT TOAST BRINGS IS PRICELESS!"

— MATT ELLIOTT PHOTOGRAPHY

CONNECT

SOCIAL MEDIA

Our social media platforms are loved by both couples and vendors alike with a gorgeous mix of real weddings, inspiration, helpful advice and information regarding all things weddings. We share your professional imagery to our ever growing local and global audience ensuring our vendors work stays fresh and relevant and increases exposure to their target market.

BLOG

The TOAST Blog provides the ultimate in local wedding inspiration for our advertisers and brides alike - it's also an added opportunity for you to promote your business via gorgeous imagery or special promotions.

WEBSITE

Our stunning new TOAST Weddings Website (launched mid 2018) is a beautiful and easy-to-navigate portal for both businesses and couples alike. Featuring directory listings for the Yarra Valley (from 2019) and the Mornington Peninsula and links to your own folio pages featuring business description, image gallery, contact details, social media links, website link and enquiry button. Added opportunity via increased exposure on our banner adverts.

DISTRIBUTION

TOAST Wedding Magazine is distributed locally throughout the Yarra Valley and in selected outlets across Melbourne - and it is FREE of charge to TOAST venues and vendors as well as couples attending select wedding expos and open days.

TOAST Weddings attends most major and minor bridal expos across the Yarra Valley, Mornington Peninsula and Melbourne where we distribute our magazines and promote our premium wedding vendors as well as both the Yarra Valley regions and Mornington Peninsula.

TOAST is also distributed via the endota spa network throughout Victoria, and of course is given to our advertisers to gift to their clients.

NETWORKING

Connect with local, like-minded wedding vendors at the many TOAST Connection Sessions : Coffee Catch-Up; Venue Tours; Styled Lunches; Chrissy Drinks and Learning Sessions.



toastweddings.com.au



**SO MANY REASONS TO JOIN THE TOAST COMMUNITY
- DON'T DELAY IN SECURING YOUR SPACE NOW!**

THRIVE

JOIN US...

EXPOSURE

We print 8,000 copies, circulated across the Yarra Valley, Melbourne, wedding expos both here and in Melbourne, as well as the endota day spas, Victoria-wide.

STYLE

TOAST Wedding Magazine is professionally designed and produced to a high level of quality - feedback from readers is 100% positive.

VALUE

We offer excellent value for your investment. Your magazine advert is current for one full year plus (research has shown our readers keep the magazine for several years) and is supported by a free Standard Listing on the TOAST Weddings Website. With added opportunities on our Social Media platforms and Blog.

ONLINE DIRECTORY

The TOAST Weddings Online Directory is a beautiful, easy-to-navigate resource for couples planning their wedding on the Mornington Peninsula and the Yarra Valley (early 2019). Directory listings, business folio pages, blog, events page, and a showcase for real weddings provide a stunning and unique place to promote the TOAST Weddings Community.

SOCIAL MEDIA

All TOAST Community wedding vendors are promoted via our Social Media networks - growing bigger every day. A great opportunity to promote your business and any special offers, targeting a wider audience both locally and globally

EXCLUSIVELY LOCAL

TOAST Weddings is locally owned and produced - we are passionate about what we do and thrive on promoting the Mornington Peninsula (and very shortly the Yarra Valley) region and our TOAST Community of premium and professional wedding vendors. We really do love what we do.



toastweddings.com.au



KEEP IN MIND THAT ADVERTISING SPACES
ARE STRICTLY LIMITED IN EACH CATEGORY,
SO BOOK EARLY TO AVOID DISAPPOINTMENT.

RUN DOWN

MAGAZINE SIZE 245mm wide x 210mm high

CIRCULATION 8,000+ Victoria wide

EARLY BIRD BOOKINGS OPEN 13th November 2018

REAL WEDDING/IMAGERY DEADLINE 15th February 2019

BOOKING DEADLINE 15th February 2019 (or before if sold out)

ARTWORK DEADLINE 15th February 2019

RELEASE DATE April 2019

ANNUAL RATES : YARRA VALLEY

| | | |
|----------------------|------------|---|
| Premium* | \$3300+gst | 245mm W x 210mm H (+5mm bleed if required, 15mm safe type area) |
| PremiumLite* | \$2750+gst | 245mm W x 210mm H (+5mm bleed if required, 15mm safe type area) |
| Full Page* | \$2500+gst | 245mm W x 210mm H (+5mm bleed if required, 15mm safe type area) |
| Half Page V | \$1650+gst | 105mm W x 190mm H |
| Half Page H | \$1650+gst | 220mm W x 90mm H |
| Quarter Page | \$990+gst | 105mm W x 90mm H |
| Eighth Page | \$650+gst | Template Format (image and text required) |
| Advert Design | POA | |

***Please allow 15mm for safe type area within page edge and 5mm bleed if required.**

All print adverts include a Standard Listing (Premium print adverts receive a Premium Listing) on the TOAST Weddings Website, shout outs on the TOAST socials** and an invitation to connect with engaged couples on the TOAST wedding blog**.

** Provided suitable and professional imagery is supplied when requested.

[CLICK HERE TO ADVERTISE IN
ISSUE 1: YARRA VALLEY LAUNCH ISSUE](#)

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toastweddings.com.au

2019/20 **MEDIA KIT TOAST WEDDING MAGAZINE YARRA VALLEY**



**BOOK NOW TO SECURE YOUR SPACE IN TOAST WEDDINGS:
MORNINGTON PENINSULA ISSUE 13 OR YARRA VALLEY ISSUE 1.**

CREDITS. Matt Elliott Photography. Iris Park Garden Weddings. Pink Gloss Hair & Makeup. Gwendolynne. Sunset Bridal. Minzenmay.