

Media Kit

MY **WEDDING**
GUIDE



2010: Product Launch

MAS Strategy used its pioneering knowledge of on-line technology to start its first niche on-line directory initially focusing completely on the New Zealand market. MAS Strategy believes niche directories are the natural evolution of the on-line directory market, and an on-line platform for a whole industry is vital when your customers are a generation of people who want information at their fingertips ever faster.

2011: Milestone

In the first year after development they built a database of more than 17,000 New Zealand businesses providing wedding services to attract users. SEO specialists optimized thousands of key words and phrases like 'ceremony venues' and 'reception venues' and optimized articles in the Bridal Tips section of My Wedding Guide which now accounts for over 30% of the site's traffic. It features editorial pieces from New Zealand-based industry leaders offering advice to brides on creating their perfect wedding day.

2012: Market Leader

Since the launch of My Wedding Guide, more than 50 wedding directories can now be found on-line concentrating on the New Zealand market. In the short space of time it has been running, My Wedding Guide has become the number one on-line wedding directory in New Zealand. It receives the highest average number of views of any New Zealand-based on-line wedding directory per year – over a quarter of a million – and hosts the largest database of businesses dedicated to the industry – 21,000 plus.




2015: New Website Design

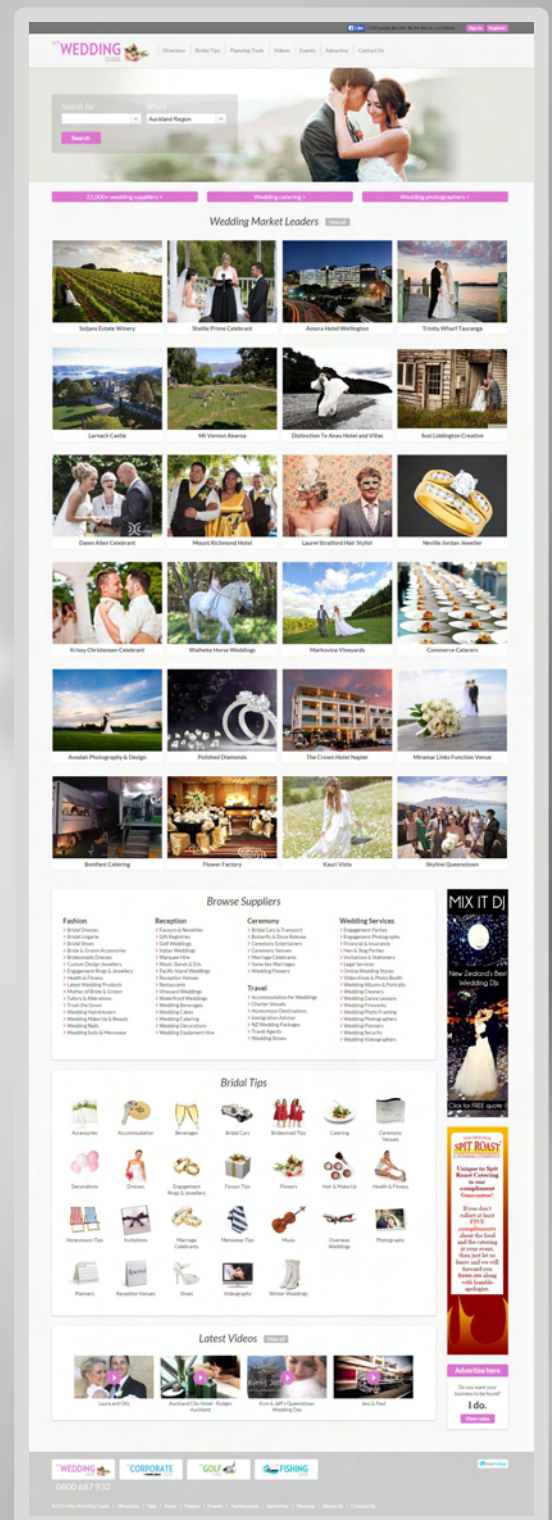
My Wedding Guide has a new look website which caters for larger screen size and is mobile responsive. Key new functionalities launched:

Wedding Market Leaders

Showcasing top wedding service providers on the home page.

Awards

-  My Wedding Guide VIP: Listed on MWG for 3+ years
-  My Wedding Guide Recommended: Awarded by popularity My
-  Wedding Guide Fresh Profiler: Updated in the last 30 days



Self Service

- Advertisers can now log in and manage all their content by having the ability to upload or amend their listings at any time.
- Advertisers can now view their advertising performance report at any time. Keep track of how many people viewed your advert or how often your categories are being searched by brides in your respective region. The most measurable form of advertising.

Wedding Market Leaders — myweddingguide.co.nz/featured

- We are now showcasing 100 top businesses under featured business from our premium clients.
- We will showcase 25 new featured businesses on the home page every time someone views the home page.
- Potential exposure of 3,000-3,500 views per month.

Video Gallery — myweddingguide.co.nz/videos

- Our premium clients now can upload up to 25 videos using self service to showcase their products and services.
- Our premium clients can now submit their videos to be showcased in the video section of the website under their respective wedding category.
- Four videos at a time will randomly be showcased on the home page
- myweddingguide.co.nz/videos

Events — myweddingguide.co.nz/events

- Our premium clients can now promote their events on their premium listings and on the event section of the website.

SAMPLE

[Back](#)

Advert editor

You have a **Premium Advert** which will expire on 1 May 2016
[View content restrictions](#)

Business details

Business name: Soljans Estate Winery
 Region: Auckland Region
 Category: Vineyard Weddings

Additional categories

Additional categories... [Add](#)

- Ceremony Venues
- Engagement Parties
- NZ Wedding Packages
- Reception Venues

Contact details

Phone1: 09 412 2824
 Phone2:
 Fax: 09 412 5859
 Email: functions@soljans.co.nz
 Website: www.soljans.co.nz
 Facebook: https://www.facebook.com/SoljansEstate
 LinkedIn:
 Twitter: https://twitter.com/SoljansEstate

Address

Building:
 Street: 366 State Highway 56
 Suburb/Town: Kumeu
 Town/City: Auckland 0841
[Show location map](#)

Description


##!#Judge yourself and your guests by celebrating your wedding in the ambience of a modern country vineyard!
 Soljans Estate Winery presents you with a unique combination of stunning facilities combined with a wealth of experience as a successful wedding venue.
 The winery buildings are situated adjacent to the surrounding home vineyard so that even though Soljans Estate Winery is only 20 minutes from the heart of Auckland city, it is a world away from the hustle and bustle of the

Logo 125 x 94px
[Choose File](#) No file chosen

Banner 652 x 120px
[Choose File](#) No file chosen

Images

[Choose File](#) No file chosen



Videos (YouTube or Vimeo URL)

[Add](#)

Links to your website

[Edit](#)

- > Soljans Family History
- > Weddings at Soljans
- > Wedding Facilities
- > Wedding Photos
- > Wedding Gallery
- > Testimonials
- > The Winery
- > Catering
- > Functions
- > Awards

Add your events

[Launch event manager](#)

[Save advert](#)

SAMPLE

Advertising performance report

Soljans Estate Winery

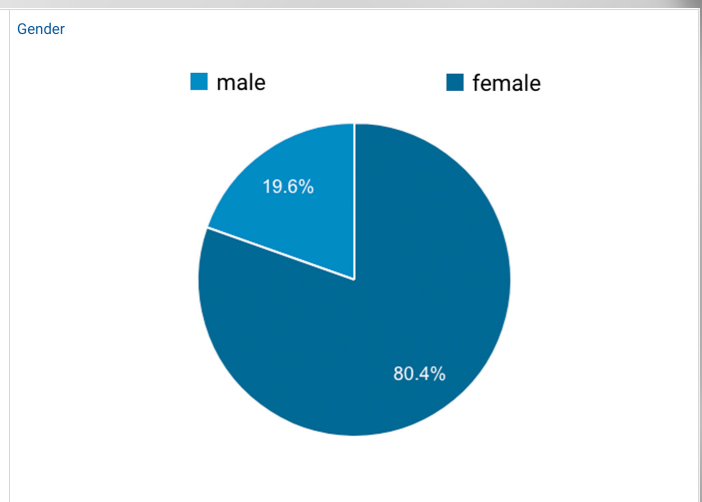
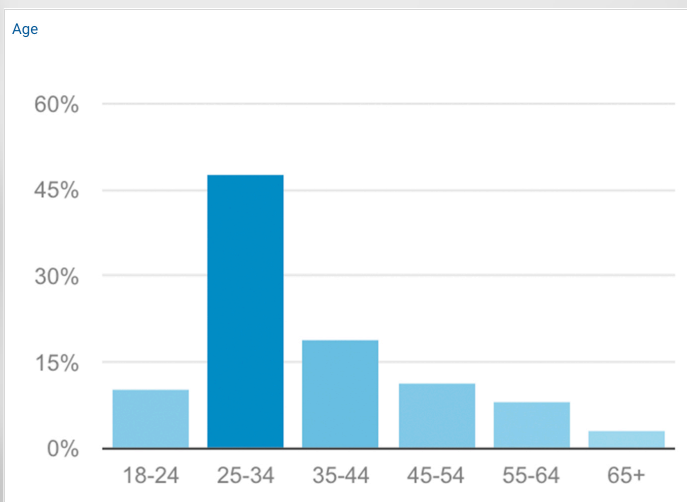
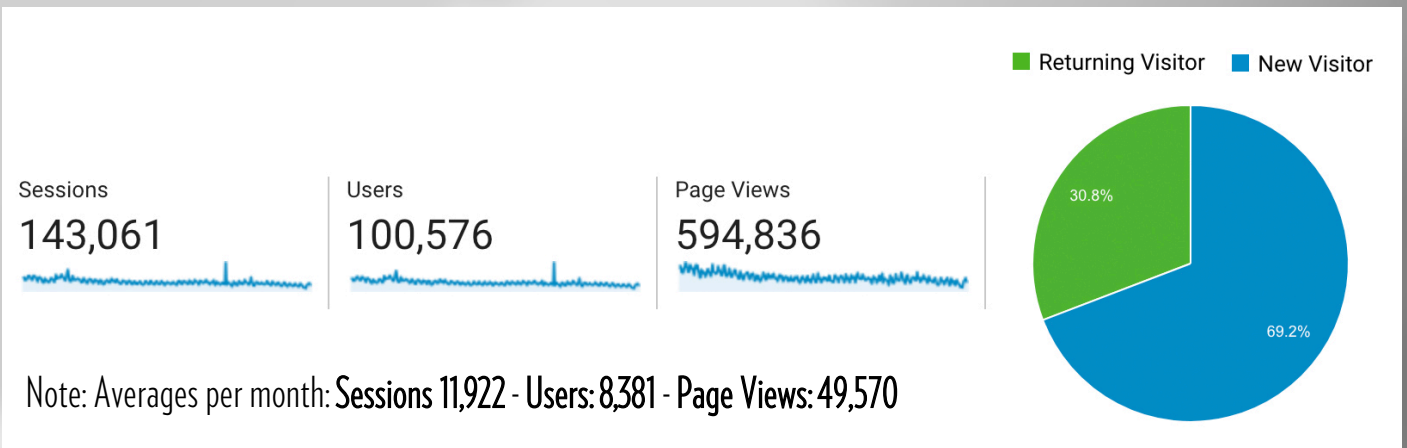
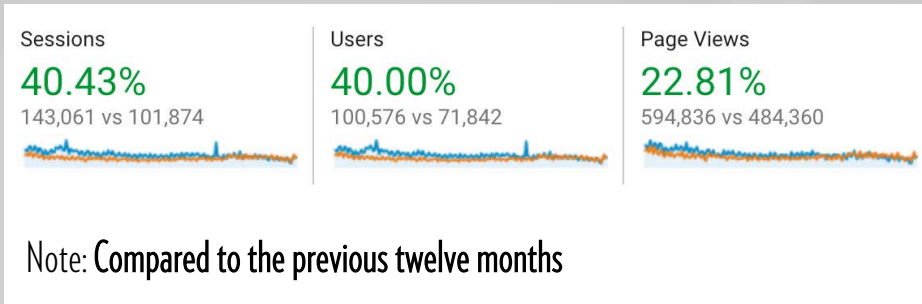
- Your advert views
<http://myweddingguide.co.nz/listing/212930/soljans-estate-winery>
 Total visits = 4,385
 Website clicks = 1,493

• Categories	Category search results ¹	Category exposure ²
Vineyard Weddings	37,365	149,069
Reception Venues	143,266	1,147,263
Engagement Parties	44,457	373,718
NZ Wedding Packages	17,166	322,786
Ceremony Venues	116,851	621,896

NB - All stats are from 24 January 2014
¹ Category search results = Number of times the category was searched
² Category exposure = Number of times the category was seen from other category searches

Snapshots of My Wedding Guide's Extensive and Targeted Online Audiences

Twelve Months to 31 December 2018



Country	Sessions	% Sessions
1. New Zealand	118,686	82.96%
2. Australia	10,553	7.38%
3. United States	3,744	2.62%
4. United Kingdom	2,385	1.67%
5. India	1,197	0.84%

Snapshots of My Wedding Guide's Extensive and Targeted Online Audiences

As at 05 February 2018




facebook

Forgotten account?

My Wedding Guide
@MyWeddingGuide

Home

- Our Wedding Directory
- The Wedding Channel
- Our Instagram Feed
- Competitions ~WIN!~
- Promotions ~SAVE!~
- Newsletter ~Subscribe!~
- Posts
- Events
- Photos
- Videos
- Notes



Posts

My Wedding Guide

1 February at 22:03 · 🌐

📷💎 Have a look at some of [Greg Campbell Wedding Photography's](#) stunning Photos!

Greg is from Mangawhai and he spends most of the year photographing Weddings in beautiful locations all around Auckland and Northland - like Matakana, Whangarei, Bay of Islands and Kumeu. He also ventures to the rest of New Zealand and even Australia too. Heck, he'll go absolutely anywhere!

He specialises in doing the thing that he loves and that's shooting Weddings! [See more](#)

My Wedding Guide
Wedding planning service in Auckland, New Zealand

Always open

Community See All

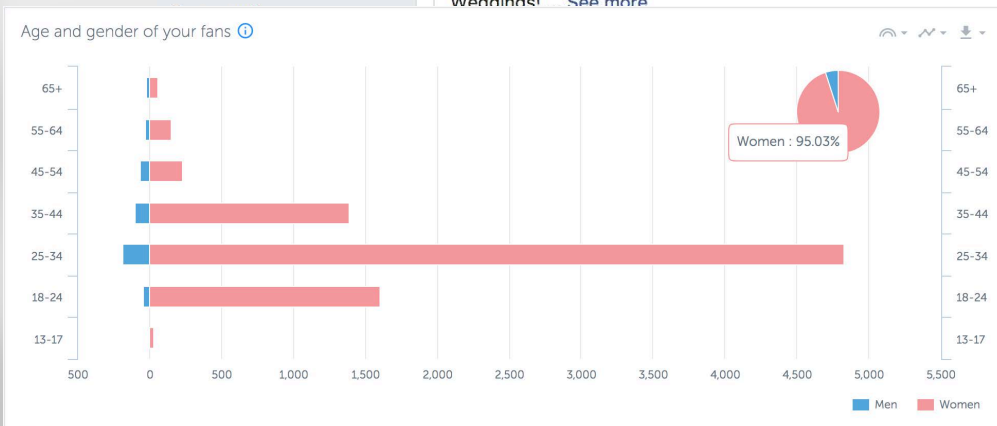
- Invite your friends** to like this Page
- 15,566 people like this
- 15,582 people follow this

About See All

- Serves Northcote and nearby areas.
- 09-282 4781
- Contact My Wedding Guide on Messenger**
- www.MyWeddingGuide.co.nz
- Wedding planning service · Bridal shop · Website
- Hours**
Always open
- Suggest Edits

People

15,566 likes



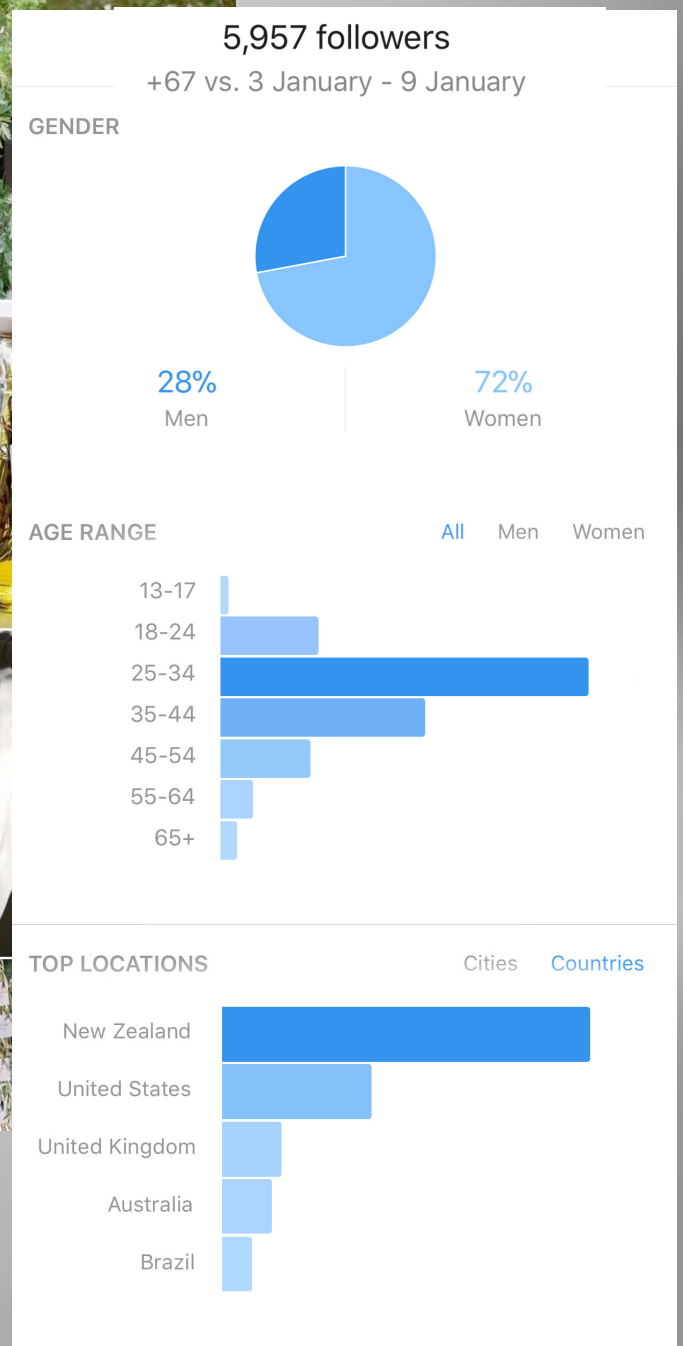
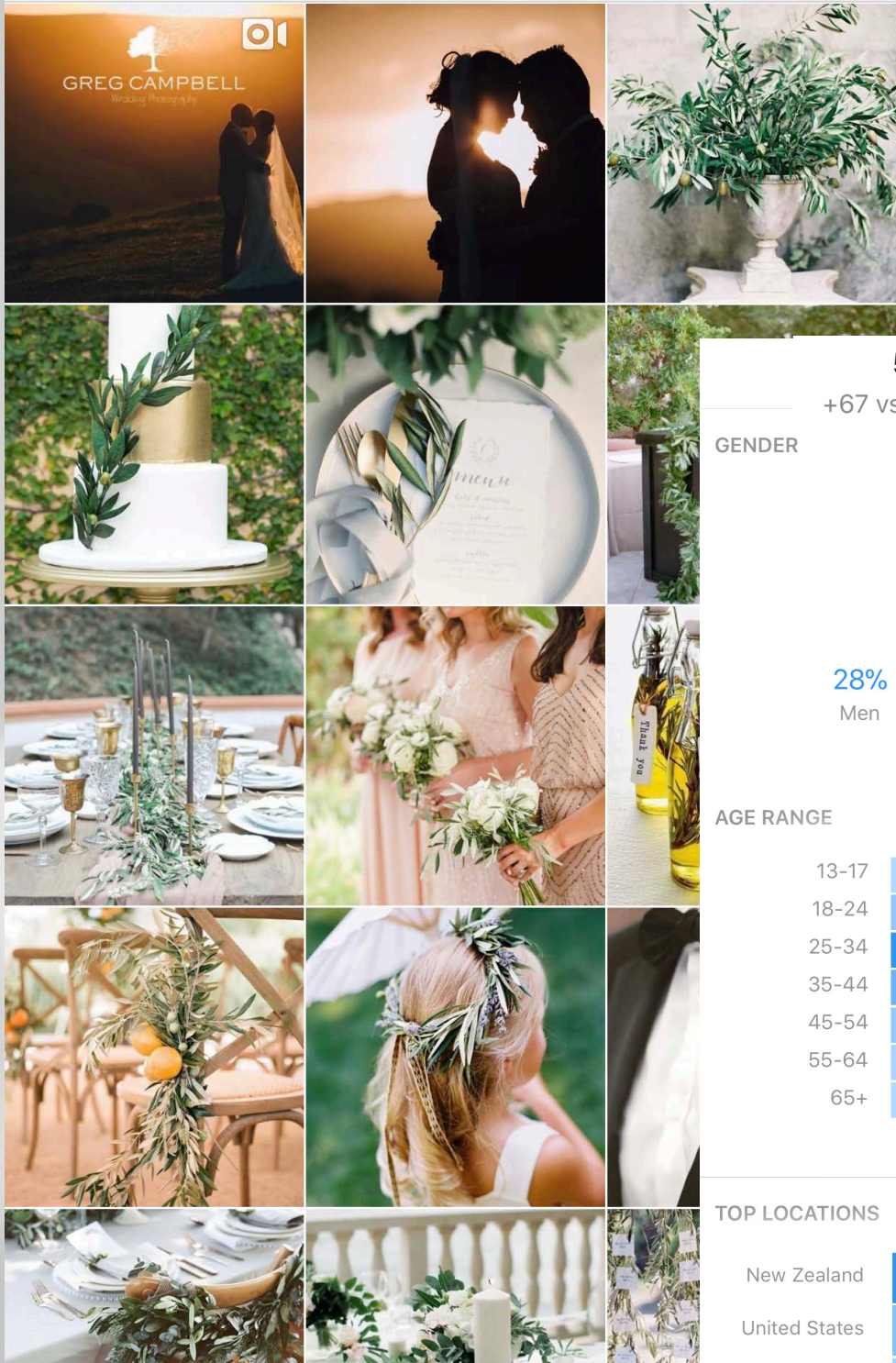
Locations - People reached

Show 10 entries

Country	Count	Percentage
New Zealand	385,524	84.79%
Australia	41,196	9.06%
United Kingdom	10,101	2.22%
United States of America	3,439	0.76%

Snapshots of My Wedding Guide's Extensive and Targeted Online Audiences

As at 05 February 2018



PREMIUM LISTING

Contact details

All details are listed here with email and web addresses hyperlinked.

Social media

Link to your social media pages including Facebook, Twitter and LinkedIn.

Description text

Up to 1,000 words

This text is used by our directory search engine and is also indexed by external search engines.

Business categories

Up to 7 categories

These categories are the primary search key and are also linked to our site map which is regularly indexed by Google.

Animated banner

652 x 120px

Showcase your products or services with an animated flash banner. Supply your own or talk to us about a customised design.

Soljans Estate Winery

-  09 412 2824
-  09 412 5859
-  functions@soljans.co.nz
-  www.soljans.co.nz
-  Facebook
-  Twitter



[Send enquiry](#)

Address:
366 State Highway 16
Kumeu
Auckland 0841

Indulge yourself and your guests by celebrating your wedding in the ambiance of a modern country vineyard.

The winery buildings are situated adjacent to the surrounding home vineyard so that even though Soljans Estate Winery is only 20 minutes from the heart of Auckland city, it is a world away from the hustle and bustle of the city itself.

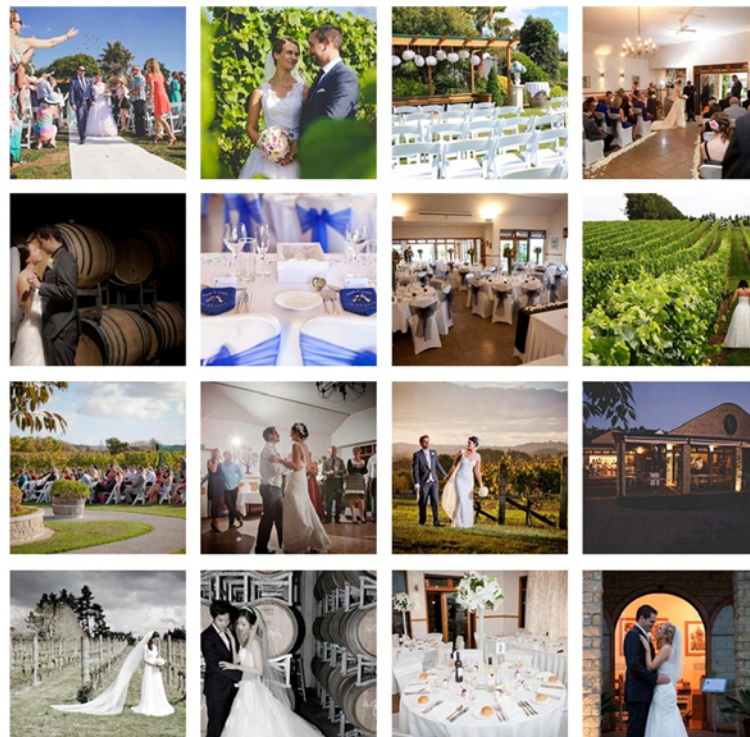
Soljans grand entrance

From the moment you enter our architecturally designed winery, you will be charmed by the Mediterranean style which reflects our Dalmatian heritage. Hinuera stone has been used to mirror the traditional stone buildings of our Croatian background. The extensive use of bi-folding cedar doors in the café and function rooms provides the ultimate in indoor/outdoor dining facilities, tailored to suit your needs.

Drawing on our wealth of experience in organising weddings and functions, we have designed the winery with weddings in mind, creating a range of options for room combinations.

[+ Show more](#)

- Gallery
- Videos
- Map
- Services



Categories

- > Vineyard Weddings
- > Reception Venues
- > Engagement Parties
- > NZ Wedding Packages
- > Ceremony Venues



Social sharing

Your details can be shared by visitors via email and social media.

Award badges

Customer recognition

- MWG VIP
- MWG Recommended
- MWG Fresh Profiler

Image gallery

Up to 50 images

Promote your products or services with photos or brand logos.

Video gallery

Up to 25 videos

Embed videos in your profile from YouTube or Vimeo.

Google map

An optional map centred on your location – visitors can click through to the Google Maps service to get driving directions, etc.

Links to your website

Up to 10 links

Increase your website's traffic and page rank by including links to specific pages on your site.

ADVERTISING TIERS

	BASIC	STANDARD	PREMIUM
Company name, address, phone numbers email, website link and Google map.	✓	✓	✓
Social Media links	×	✓	✓
Logo / Landing Page Photo	×	✓	✓
Ranked v Alphabetical position	×	×	✓
Animated banner on profile	×	×	✓
Events, promos & competitions promotion	×	×	✓
Promotion on MWG Social Media	×	×	✓
Interaction with your Social Media	×	×	✓
Discounts on The Wedding Channel pkgs	×	×	✓
Contribute articles as an industry expert	×	×	✓
Home-page featured profile	×	×	○
Business categories	2	5	7
Website hyperlinks	×	5	10
Description text (SEO optimised)	100 words	300 words	1,000 words
Images	5	10	50
Videos	×	10	25

✓ = included ○ = optional extra

BANNER ADVERTISING

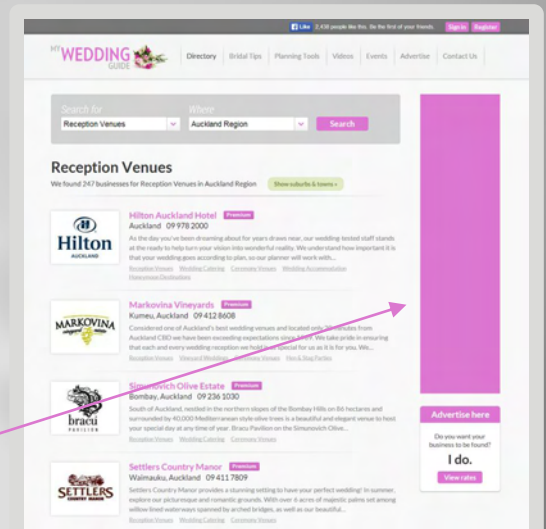
CATEGORY LEADER

A category leader banner may be purchased for each of our business categories. There is a limit of one advertiser per category and a minimum term of 3 months.

Business Categories

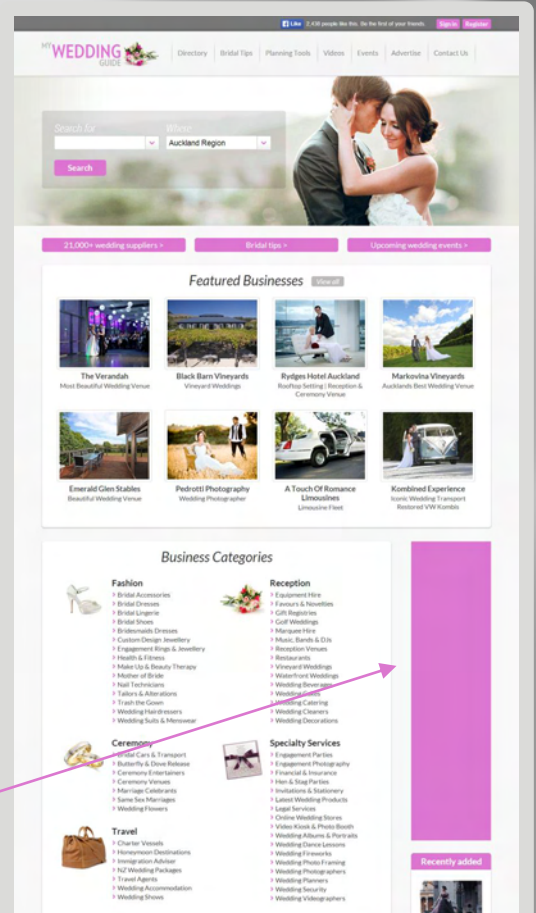
<p>Fashion</p> <ul style="list-style-type: none"> > Bridal Accessories > Bridal Dresses > Bridal Lingerie > Bridal Shoes > Bridesmaids Dresses > Custom Design Jewellery > Engagement Rings & Jewellery > Health & Fitness > Make Up & Beauty Therapy > Mother of Bride > Nail Technicians > Tailors & Alterations > Trash the Gown > Wedding Hairdressers > Wedding Suits & Menswear <p>Ceremony</p> <ul style="list-style-type: none"> > Bridal Cars & Transport > Butterfly & Dove Release > Ceremony Entertainers > Ceremony Venues > Marriage Celebrants > Same Sex Marriages > Wedding Flowers <p>Travel</p> <ul style="list-style-type: none"> > Charter Vessels > Honeymoon Destinations > Immigration Adviser > NZ Wedding Packages > Travel Agents > Wedding Accommodation > Wedding Shows 	<p>Reception</p> <ul style="list-style-type: none"> > Equipment Hire > Favours & Novelties > Gift Registries > Golf Weddings > Marquee Hire > Music, Bands & DJs > Reception Venues > Restaurants > Vineyard Weddings > Waterfront Weddings > Wedding Beverages > Wedding Cakes > Wedding Catering > Wedding Cleaners > Wedding Decorations <p>Specialty Services</p> <ul style="list-style-type: none"> > Engagement Parties > Engagement Photography > Financial & Insurance > Hen & Stag Parties > Invitations & Stationery > Latest Wedding Products > Legal Services > Online Wedding Stores > Video Kiosk & Photo Booth > Wedding Albums & Portraits > Wedding Dance Lessons > Wedding Fireworks > Wedding Photo Framing > Wedding Photographers > Wedding Planners > Wedding Security > Wedding Videographers
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YOUR BANNER HERE



SITE-WIDE BANNER

The site-wide banner appears on every page of the site—except for pages where a category leader banner (see above) is displayed.



Reach the Wedding Market with My Wedding Guide
To advertise, call, email or message us today:
sales@myweddingguide.co.nz
m.me/myweddingguide
+64 9 282 4781

MY
CORPORATE
GUIDE



MY
WEDDING
GUIDE



MY
GOLF
GUIDE



NICHE DIRECTORIES