

ONE WHITE DRESS

The Blog For Brides

Advertising Menu & Media Kit



Thank you for taking the time to find out more about One White Dress. **THE** ultimate source designed to inspire creative and inventive ideas in Wedding Styling and Design. One White Dress is a regular stop for engaged women not only in Australia, but internationally who are searching for ways to fill their wedding day with style and creativity.

My name is Alera and I am the online editor and wedding stylist for One White Dress. I am responsible not only for publication of posts 3 to 4 times week but also the creation of the unique and one-of-a-kind collage images used on the website. These include our Inspiration Boards, one of our most popular features. As a professional Wedding Coordinator and Stylist, my perspective is not only from experience but also from passion. I write about what I love and my love lies in Weddings! Each sponsor I work with can see that the editorials featuring their products are featured with class, style and professionalism unlike that of any other wedding website online today.

The list of Members subscribing to One White Dress increases rapidly with an excess of 100,000 unique visitors in 2010 alone. Our focus is on sharing which is the reason why the One White Dress Facebook Page has reached 2,900 'likes' in such a short space of time, and to date remains one of our biggest sources of new visitors.



An Advertising Package with One White Dress can offer you a professional and rewarding experience resulting not only in increased traffic but highly sought after word-of-mouth and the chance to have your products/services featured and highly regarded. I look forward to fostering a productive and rewarding professional relationship with you and **YOUR** business.

Alera



PLEASE FORWARD ALL SPONSORSHIP ENQUIRES TO: {ADVERTISE@ONEWHITEDRESS.NET}

Why One White Dress?

WE BELIEVE IN THE LITTLE PEOPLE

Whether you're a small time home-business with a humble Etsy store or a new wedding provider on the scene, One White Dress is passionate about giving opportunity to small business by sharing their creative products and services with the world.

WE DON'T SUFFER FROM TALL POPPY SYNDROME

If you are great at what you do and are a well-known brand or global wedding company One White Dress is committed to providing unique, professional promotional opportunities that you won't find anywhere else.

EVERYTHING YOU READ IS 100% ORIGINAL

The best flavour of all! Each article and each editorial is written and edited by Online Stylist Alera Kingham to ensure that your message is presented in a unique way, from a professional and honest point of view. All our Inspiration Boards and image compositions are unique and exclusive to One White Dress... Guaranteed.

WE'RE NOT DESPERATE

One White Dress doesn't sell links... We sell editorials. We don't sell space... We sell quality banner advertising. We won't work for anyone who does not abide by our ethical and moral code and we only write about wedding related products and services that we know will inspire and interest our readers.

OUR EYES (AND EARS) ARE WIDE OPEN

Here at One White Dress, we want to give our readers what they want, so we go to lengths to ensure we listen. Whether it's via social networking or communicating one-on-one with brides who need a few tips and hints, we are committed to paying attention and giving our readers a voice.

WE LOVE WEDDINGS!

Last but by no means least; One White Dress is madly, deeply and utterly in love with Weddings. Today, a much loved website but one which come from humble beginnings. A simple idea was born to share stylish, unique and beautiful ideas with the wedding world and today we are proud to do just that. Why not invest in your own piece of exclusive One White Dress today and promote your business with the online resource that lives, breathes and loves all things Weddings.



What's Got Everyone Talking?

HERE'S WHAT A HANDFUL OF OUR FAVOURITE AFFILIATES FROM AROUND THE GLOBE HAVE TO SAY ABOUT THEIR EXPERIENCES WORKING WITH ONE WHITE DRESS...

"I was recently fortunate enough to have my business Savvy Brides featured in an article on One White Dress. Immediately after the feature I received a large number of hits on my sites and calls and emails from brides that had seen the article. Even now months later, I still receive hits from the article. I think the best thing about One White Dress is that it has a big readership of brides that are seriously in the market to purchase their wedding items and book their suppliers. I highly recommend One White Dress!"

MANDY DADDIA - OWNER, SAVVY BRIDES



"We absolutely LOVED working with Alera and One White Dress during our shoe giveaway. Alera's passion for our product as well as her fashion forward and motivated reader base made this a fantastic promotion for us. In a very crowded marketplace, One White Dress stands apart from the crowd with their attention to detail and quality."

DORIAN HOWARD - CO-FOUNDER, MILK & HONEY SHOES

"Here at Monet we are huge fans of your blog! With an office full of newlyweds where 'I'm engaged' is uttered almost weekly, One White Dress has been the go-to favourite of Monet Employees. Thank you for being such an inspiration to us!"

KATIE MCCOY - ASSISTANT MARKETING MANAGER, MONET JEWELRY



MONET

"As a new business specialising in Wedding Invitations, I was looking for a cost effective and quick way to promote my business to as many brides as possible. I looked into both trade shows and magazine advertising but the costs and lead times were prohibitive. One White Dress let me get my business out there almost immediately and at a fraction of the cost of other advertising channels.

Alera was fabulously helpful and full of great suggestions to structure my promotion to get the best results. My website hits, newsletter subscribers and product enquiries increased dramatically throughout the promotion and I was pleasantly surprised to find lots of interest from the US and Canada in addition to the local Australian market. I have kept in contact with Alera since running the promotion, largely because she has taken a genuine interest in my new business and helping me build it. I would recommend One White Dress to anyone in the wedding marketplace looking to connect to soon-to-be-brides!"

KATE BOURKE - OWNER, QUEEN FOR A DAY

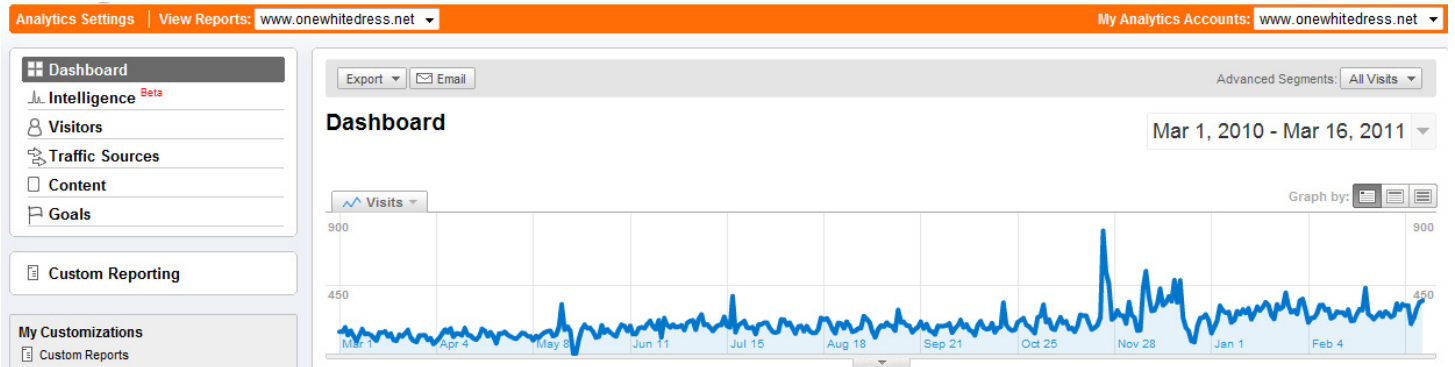
"My experience with Alera and One White Dress is an extremely positive one! The blog itself is beautifully written & designed and showcases gorgeous ideas for bride-to-be's to be inspired by. I was part of One White Dress when I donated a voucher for my jewellery as the prize in a competition. Alera ran this competition professionally and showcased some of my designs in the process. She provided links to my website and even to my Facebook Fan Page which was a fantastic way of increasing my fan base! I am happy with my experiences on One White Dress and still love seeing to this day some of my designs featured in Alera's Real Wedding posts."

SARAH DEAVES - OWNER, PRINCESS ALLURE



The Proof is in the Statistics

ONE WHITE DRESS CONTINUES TO GROW AND EXPAND AT A RAPID PACE. AT LESS THAN TWO YEARS OLD OUR READER REACH HAS INCREASED SIGNIFICANTLY AND CONTINUES TO DO SO EACH AND EVERY MONTH.



- Our unique visitor rate is now fifty-times that of the rate in June 2009
- An average of 16,848 unique visitors knock on our door each month
- That's 286,542 page views every calendar month
- 71% of visitors are new visitors spending an average of 3.25 minutes browsing
- 43% of visitors reside in USA, followed closely by those in Australia, Canada and the UK
- Our Social Media sites have also experienced accelerated growth with thousands of subscribers on Facebook, a strong following on various other platforms including Flickr, WeHeartIt and StumbleUpon and our ever-popular RSS feed.



Martini

AMUSE BOUCHE

A link to your website displayed in the One White Dress Blogroll for the duration of the 12 month Membership

ENTRÉE

One personalised Post Article featuring specific products or services complete with eye-catching images and links directed to your website

MAIN

125x125 banner ad with your supplied artwork displayed on a rotational basis for no less than three months per year

DESSERT

A One White Dress Facebook update viewed by thousands of visitors each time a post is published.

AUD\$150.00 PER YEAR

*LIMIT OF 12 EXCLUSIVE MARTINI PACKAGES SOLD WORLDWIDE PER CALENDAR YEAR

Cognac

APERITIF

A link to your website displayed in the One White Dress Blogroll for the duration of the 12 month Membership

AMUSE BOUCHE

Two personalised Post Articles featuring specific products or services complete with eye-catching images and links directed to your website

ENTRÉE

300x120 banner ad with your supplied artwork displayed on a rotational basis for no less than four months per year

MAIN

Unique inclusion in various signature Inspiration Boards with images displayed collectively with a direct link to your website.

DESSERT

A One White Dress Facebook update viewed by thousands of visitors each time a post is published.

AUD\$280.00 PER YEAR

*LIMIT OF SIX EXCLUSIVE COGNAC PACKAGES SOLD WORLDWIDE PER CALENDAR YEAR

Champagne

APERITIF

One Featured Article displayed prominently at the top of the One White Dress home page for one month

AMUSE BOUCHE

Two Post Articles throughout the year featuring specific products or services complete with eye-catching images and links directed to your website

ENTRÉE

300x250 banner ad with your supplied artwork displayed on a rotational basis for no less than four months per year

AND

Choice of a.) 300x120 banner ad with your supplied artwork displayed on a rotational basis for no less than five months per year

Choice of b.) 125x125 banner ad with your supplied artwork displayed on a rotational basis for no less than five months per year

MAIN

Unique inclusion in various signature Inspiration Boards with images displayed collectively with a direct link to your website.

DESSERT

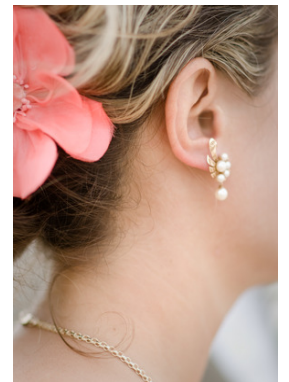
A One White Dress Facebook update viewed by thousands of visitors each time a post is published.

FROMAGE

A link to your website displayed in the One White Dress Blogroll for the duration of the 12 month Membership

AUD\$590.00 PER YEAR

***LIMIT OF FOUR EXCLUSIVE COGNAC PACKAGES SOLD WORLDWIDE PER CALENDAR YEAR**



Sponsored Competitions & Giveaways

COMPETITIONS ARE RUN MONTHLY ON ONE WHITE DRESS AND PROMOTED IN THE EXCLUSIVE FEATURE PLACEMENT FOR MAXIMUM EXPOSURE. THESE PLACEMENTS ARE RUN WITH NO MONETARY OUTLAY BY THE SPONSOR MAKING THEM AN AFFORDABLE AND POPULAR WAY TO HAVE YOUR PRODUCT SEEN BY READERS.

HOW IT WORKS

Sponsors donate product/s for use in a competition promoted and run by One White Dress in which Members can enter to Win.

WHY CONTESTS ARE AN EFFECTIVE PROMOTIONAL TOOL

It's not hard to see why Members love contests on One White Dress! Not only does it provide your business with exposure and quality word-of-mouth, but also gives readers an even better reason to visit your website to find out more about your products. Nothing beats the opportunity to win something when it comes to attracting customers online.

DURATION

Sponsored Competitions are listed for one entire calendar month.

A maximum of one contest is run per month to ensure exclusive exposure for each sponsor.

PLACEMENT

All Sponsored Competitions are promoted in the feature placement, an exclusive space which remains at the top of the One White Dress home page for the entirety of the contest.

MINIMUM VALUE

As of February 2011, all future bookings for Sponsored contests must include a minimum prize value of \$150.00. We welcome multiple prizes or a singular large giveaway in order to reach this minimum value requirement. Smaller prize values can be negotiated for smaller giveaways so don't hesitate to ask!

PROMOTION

The style and type of Competition is based on the product offered for the giveaway. Whether it's 25 words or less entries, comments on the competition post, or readers sharing a collection of images. One White Dress Members receive a customized HTML email to their inbox inviting them to enter and several Facebook announcements are published over the course of the month to ensure regular entries.



All you can Eat Menu

THE ONE WHITE DRESS BUFFET MENU ALLOWS YOU THE FLEXIBILITY AND FREEDOM TO CUSTOM DESIGN AN ADVERTISING PACKAGE TO SUIT YOUR BUSINESS AND YOUR BUDGET. ASK ABOUT DISCOUNTS WHAT DISCOUNTS ARE AVAILABLE FOR BOOKINGS MADE FOR SIX CONSECUTIVE MONTHS.

ST TROPEZ

125x125 Banner Ad

Displayed with your supplied artwork for one calendar month

AUD\$30.00

MARSEILLE

300x120 Banner Ad

Displayed with your supplied artwork for one calendar month

AUD\$40.00

AVIGNON

300x250 Banner Ad

Displayed with your supplied artwork for one calendar month

AUD\$50.00

NICE

One Editorial Article featuring selected products and/or services complete with eye-catching images and links directed to your website

AUD\$80.00

BRITTANY

One Text Link in the One White Dress 'Links we Love' Blogroll

Displayed for twelve months.

AUD\$120.00

DIJON *(Exclusive to only THREE sponsors per year)*

One Feature Article featuring selected products and/or services complete with eye-catching images and links directed to your website prominently displayed at the top of the One White Dress home page for one calendar month.

AUD\$230.00



TO FIND OUT MORE OR TO DESIGN A PACKAGE TO SUIT YOUR INDIVIDUAL NEEDS CONTACT ALERA TODAY:
{ADVERTISE@ONEWHITEDRESS.NET}

