

Media Pack 2018

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# THE BIG GAY WEDDING DIRECTORY

Celebrating 10 Years

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## INTRODUCTION

### About Us

The Big Gay Wedding Directory is dedicated to providing same-sex couples with a comprehensive list of resources and services to help them plan their marriage.

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## LETS GET SOCIAL

### Where Potential begins

Social media has helped us engage with our potential consumers, build on our brand awareness and drive traffic to our website and advertisers within thereafter.

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## THE DIRECTORY CONTENT

### What To Expect

The Big Gay Wedding Directory is the UK's Original Online Same Sex Wedding Directory and boasts to having over 1200 wedding suppliers listed.

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## GET NOTICED

### Advertising

The cost of advertising your business is cheaper than you think. With listings starting from just a £49 one-off payment - no annual renewal fees - The Big Gay Wedding Directory really does offer something for companies of all sizes and budgets.

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# ABOUT US SUMMARY

In October 2007 we organised Scotland's first Civil Partnership Wedding Show. After its success we soon realised that same sex couples needed just as much, if not more help to organise their civil partnership, ( now marriage ) and so 6 months later The Big Gay Wedding Directory was born.

## COME JOIN US

The Directory is dedicated to providing same-sex couples with a comprehensive list of resources and services to help them plan their marriage.

## The Big Gay Wedding Directory

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# WE'VE SEEN GROWTH ACROSS THE UK

A study in Sept 26th 2017 showed the number of married gay couples in England and Wales more than doubled in 2016 to 60,081, up from 26,087 in 2015, the Office for National Statistics says.

This data showed gay men accounted for 57.7 per cent (34,647) of marriages between same sex couples and women the remaining 42.3 per cent (25,434), a shift from 2015 where 50.4 per cent were male and 49.6 percent female.



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**The Big Gay Wedding  
Directory**

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# THE DIRECTORY CONTENT

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# ABOUT OUR WEBSITE CONTENT



## SUPPLIER DIRECTORY

A - Z OF CATEGORIES



## BLOG

MONTHLY BLOG AND INSPIRATION FROM OUR SUPPLIERS



## SAME SEX WEDDINGS

TOLD BY THE COUPLES OR BY THE COMPANIES PRESENT AT THEIR WEDDINGS



## THE GALLERY

REAL SAME SEX WEDDINGS CAPTURED BY THE DIRECTORY'S PHOTOGRAPHERS



## GET INSPIRED

FEATURING AND SHARING THOSE SUPPLIERS LOVE FOR THEIR BUSINESS



## EVENTS

WEDDING EVENTS UP AND DOWN THE COUNTRY FOR ALL TO ATTEND

## The Big Gay Wedding Directory

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# FOR OUR SUPPLIERS



## MARKETING ADVICE

GENERAL ADVICE AND TIPS ON HOW TO MARKET YOUR WEDDING BUSINESS FOR SAME SEX COUPLES



## BLOG

MONTHLY BLOG AND INSPIRATION FROM OUR SUPPLIERS



## SAME SEX WEDDINGS

YOUR CHANCE TO SHARE YOUR LOVE AND STORIES OF YOUR SAME SEX COUPLES



## THE GALLERY

YOUR CHANCE TO SHARE YOUR PHOTOGRAPHS OF SAME SEX WEDDINGS



## GET INSPIRED

FEATURING AND SHARING THOSE SUPPLIERS LOVE FOR THEIR BUSINESS



## EVENTS

TELL EVERYONE WHERE YOU ARE EXHIBITING THIS YEAR

## The Big Gay Wedding Directory

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# WELL KNOWN BRANDS ON THE DIRECTORY



DE VERE  
HOTELS

**slater**  
MENSWEAR



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# YOU DESERVE A MOBILE FRIENDLY AND RESPONSIVE WEDDING DIRECTORY

OUT WITH THE OLD,  
IN WITH THE NEW  
**BIG GAY WEDDING DIRECTORY.COM**



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# LETS GET SOCIAL

Brand Marketing Social Media plays an integral part of our marketing mix and going forward will continue to do so. Not only have we helped campaigns such as Equality Marriage go viral, Facebook and Twitter have placed our brand at the heart of our targeted audience. Social media has helped us engage with our potential consumers, build on our brand awareness and drive traffic to our website and advertisers within thereafter.



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**THE  
BIG GAY**  
WEDDING DIRECTORY.COM

# 5 WAYS TO REACH OUR READERS

- Listing then...
- Social Media Campaigns - Offers & News
- Blog
- The Gallery
- Supplier Feature



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# HOW TO WOO OUR CUSTOMERS:

- Be Gay Friendly
- Be Approachable
- Be Trend Orientated
- Use a Creative Approach
- Offer an Authentic Product



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# THANK YOU GOOGLE !!

Mark and Ben - CHESHIRE.

Marriage - It's just not something that parents talk to sons much about during their childhood the way those same parents might talk to their daughters about it. We just hadn't a clue where to start until we googled 'gay wedding'. Right there at the top of the first page was 'The Big Gay Wedding Directory'.

With so many wonderful wedding suppliers on their site, no wonder it gets great ranking.

We loved using their site to help plan our wedding . To top it off we have been featured in the Real Wedding Gallery too - Woop Woop !!!!!



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**THE BIG GAY**  
WEDDING DIRECTORY.COM



# GET NOTICED... ADVERTISING



## ULTIMATE £89

LISTED 1ST ON THE PAGE AS SPONSOR

3 IMAGES  
BUSINESS NAME  
200 WORD DESCRIPTION OF YOUR  
SERVICES  
WEBSITE AND EMAIL LINKS  
PHONE NUMBER

PLUS A PERSONAL PAGE WITH

10 IMAGES AND UNLIMITED TEXT  
SOCIAL MEDIA CAMPAIGN ONCE A MONTH  
FOR 6 MONTHS

LISTED ON THE SUPPLIER SHOWCASE AND  
RECENT LISTING PAGES

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## ENHANCED £69

LISTED DIRECTLY BELOW THE SPONSOR

1 IMAGE  
BUSINESS NAME  
200 WORD DESCRIPTION OF YOUR  
SERVICES  
WEBSITE AND EMAIL LINKS  
PHONE NUMBER

PLUS A PERSONAL PAGE WITH

10 IMAGES AND UNLIMITED TEXT  
SOCIAL MEDIA CAMPAIGN ONCE A MONTH  
FOR 6 MONTHS

LISTED ON THE SUPPLIER SHOWCASE AND  
RECENT LISTING PAGES



## BASIC £49

LISTED BELOW THE ENHANCED LISTINGS

1 IMAGE  
BUSINESS NAME  
100 WORD DESCRIPTION OF YOUR  
SERVICES  
WEBSITE AND EMAIL LINKS  
PHONE NUMBER

LISTED ON THE FRONT PAGE IN THE  
RECENT LISTING SECTION.

More options available on the website

# THANK YOU!

Email: [bg.weddingdirectory@gmail.com](mailto:bg.weddingdirectory@gmail.com)



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