

honeyBRIDES

Swoonspiration for savvy brides

www.honeybrides.com



The Story

The Honeycombers has been inspiring readers since 2008, and is fast becoming Southeast Asia's most-trusted lifestyle publication.

Now with over 500,000 readers viewing around one million pages each month, we couldn't resist the idea of creating a highly-targeted website for those planning a wedding.

Presenting the all-new HoneyBrides.com; swoonspiration for savvy brides.

Demographics



Our target audience is made up of independent, savvy brides who are highly-engaged in the wedding-planning process. These women are looking for creative ways to make their big day unique, and seeking personalised services and beautiful venues that capture their love story.

20-30
years old

Our target audience is a mix of local and expat young women aged 20-30, who are planning their wedding in South East Asia and beyond.

80%

Audience is expected to be based in Singapore.

20%

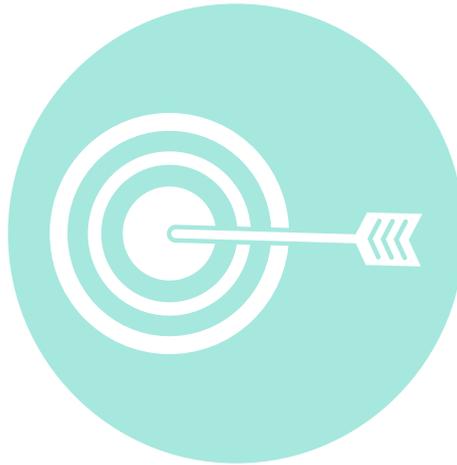
Regional audience.

Weddings will be destination-style as well as Singapore-based. Our audience will be searching carefully to find wedding vendors to channel their personalities and bring their dream idea to life.

The Partnership Opportunities



Content
Creation



Targeted
Sponsorships



Newsletter



Banner
Advertising



Vendor
Listings



Social Media
Shout-outs

Content Creation

This is our most popular product!

Our readers love to hear what we have to recommend, that's why more and more clients ask us to write about them!

We create editorial stories about your product and services, with editorial-style images, which are featured on our site and boosted via our social media channels.

Investment

\$1500 per article / minimum of three articles



Banner Advertising

Our leaderboard advertisement runs across every page on the site, offering you a whole-site takeover. The MPU can also be bought to run across the whole site, or it can be bought by content section (thus running across the section homepage, plus each article in that section). Display advertising is perfect for services and brands with strong, striking visuals. Our banner ads boost brand awareness and drive traffic to your business's website.

Our key sections are

- Real weddings
- Honeymoons
- Inspiration
- Preparation
- Vendors

Leaderboard

\$1500 per month

*Run of site

MPU

\$1,200 per month, run of site

\$500 per month, by section



Vendor Listing

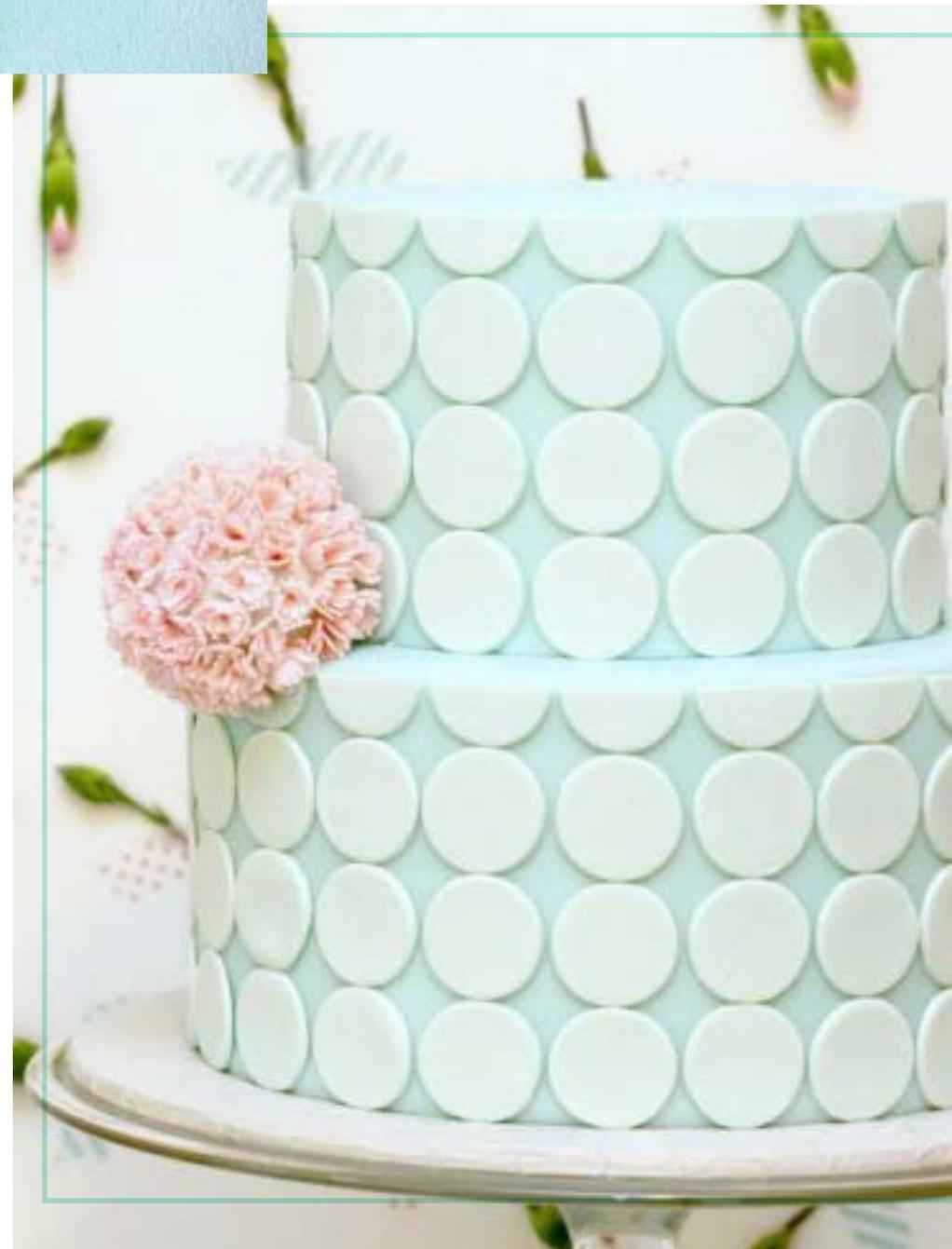
As the one-stop shop for all the important details that brides need to know to plan wonderful wedding, we're pleased to support all kinds of wedding-related businesses in Singapore. This service is free of charge.

To be listed in our vendor directory, simply fill out the form online here simply fill out the form in the vendors section. Listings will be edited and published within two working days.

Investment

No charge

Fill in your vendor form



Social Media Shout-outs

Got a nifty service, an event or a new product range that our social media followers would love to hear about?

Ask for a social media shout-out on top of your advertorial, we'll help blast out your piece, plus your key message, on our social media feeds (Facebook, Twitter, Instagram and Pinterest).

Investment

\$500



Newsletter

A curation of our top picks, delivered directly into our readers' inboxes. A chance to expose your brand to a selection of highly-engaged brides.

Advertorial boost

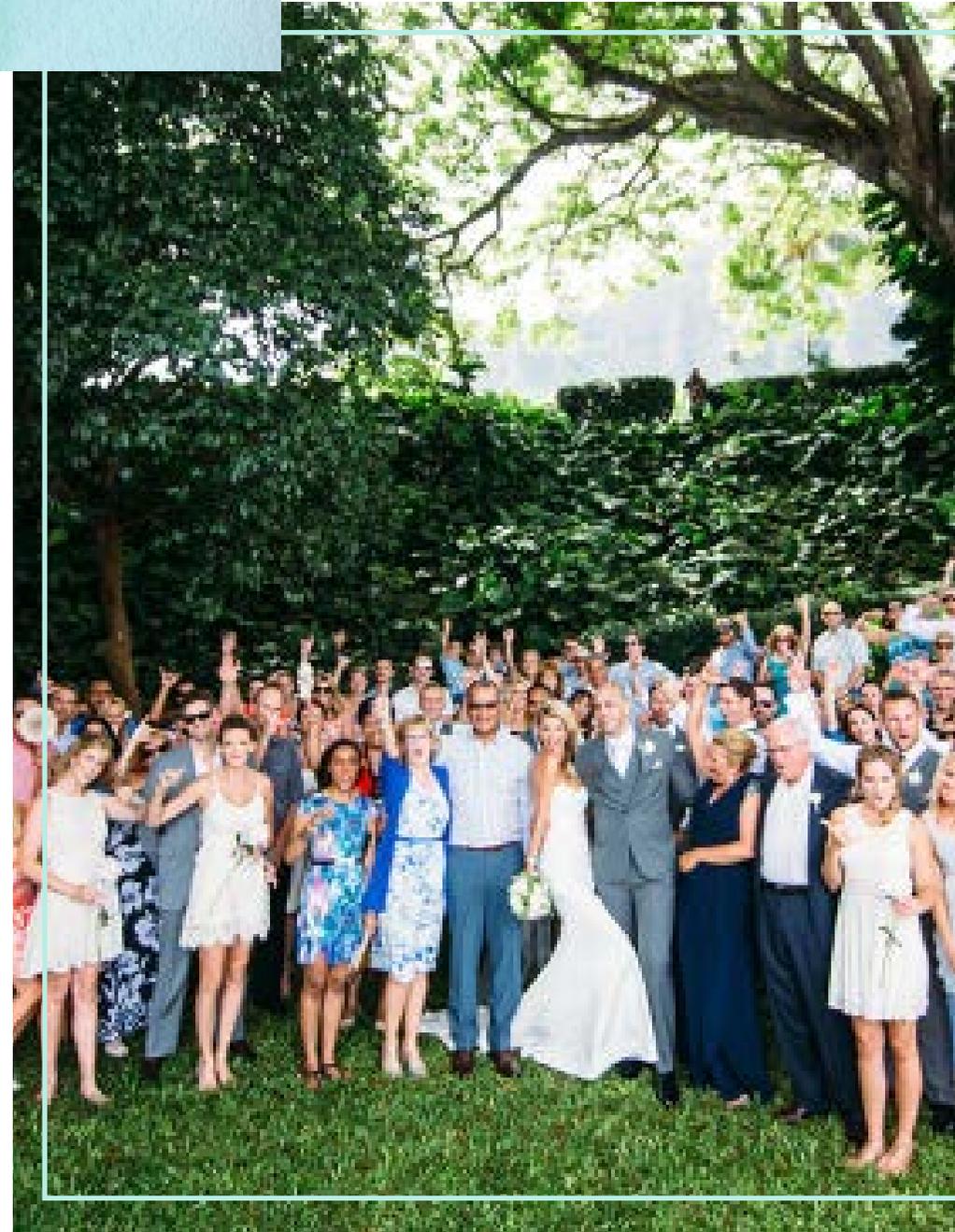
\$500

Vendor boost

\$300

Newsletter MPU

\$500



Giveaways & Contests

Everyone loves the chance to win stuff, and we enjoy handing out fantastic prizes.

If you have something amazing that you'd like to give away, we can arrange for a contest on our website, Facebook page or Instagram. In turn, this will drum up brand awareness and create a buzz for your business.

Investment

Please enquiry with our Account Manager for details



Hi! I'm Cherylene.

“ I'm thrilled to be part of HoneyBrides and helping brides-to-be and starry-eyed romantics plan (and fantasise about!) one of the most memorable days of their lives. I'm both a romantic and a daydreamer, and loving being in the middle of life's five-year wedding season (ah, the joys of hitting my late twenties!). There are so many ways for a couple to create a unique ceremony that's totally them, and I can't wait to discover and share countless ideas and tales with our readers.

”

Cherylene Chan
HoneyBrides Editor

Hi, I'm Ginny.

“ I'm excited to be taking on HoneyBrides because matchmaking has always been a hobby of mine – helping two people come together and become partners in crime is fulfilling. With that said, I believe I can help bridge any gaps in the wedding planning process by helping vendors connect to our readers in the best ways possible. ”

Ginny Yau

Account Manager

ginny.yau@thehoneycombers.com

+65 9116 5857



Hi, I'm Pip.

“ Did someone say ‘Salut’? Bubbles are a very good friend of mine, and they go hand in hand (pardon the pun) with big parties – which we love to throw as often as possible here in Bali! Weddings are the ultimate celebration and our island is the ultimate paradise, so it’s no wonder that so many couples in Southeast Asia enjoy their big day here. Working with HoneyBrides, and being able to inspire lovebirds with the planning process, is a new and exciting venture for me. ”

Pip Wildman
Account Manager

pip.wildman@thehoneycombers.com



Hi, I'm Allie.

“ Having gotten married back home in the USA a few years ago, I love learning about how different yet similar the process of tying the knot is in Singapore, as well as in the rest of Southeast Asia. Ultimately, in all parts of the world, every bride wants her day to be personal and memorable. HoneyBrides is a great platform for connecting vendors to brides, and helping our readers navigate the sometimes daunting planning process!

”

Allie Spencer
Account Manager
allie.spencer@thehoneycombers.com
+65 9623 0111



Hi, I'm Kate.

“ I love all things wedding-related - the fancy dress, the table settings, the flowers, the dances... It's the perfect occasion for bringing together family and friends to celebrate! HoneyBrides is a great addition to Honeycombers' offering. I can't wait to help wedding vendors share all the cool, new things they can do with our readers and help our readers plan their perfect day!



Kate Reynolds

Account Manager

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+65 8499 4830



Thank you,
we look forward to inspiring you!

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