



W PLAN MY
Wedding
YOUR WEDDING PLANNER IN YOUR POCKET

Supplier Network | Media Kit

Mission Statement

Our mission is to empower couples in Southern Africa to create their dream wedding through personalized inspiration, comprehensive planning tools, and expert guidance, connecting them with the best products and services in the industry throughout their journey.



Our vision is to disrupt the wedding planning industry digitally in Southern Africa and be a part of the planning process of every wedding.

Our goals are:

- To be the first choice platform for couples planning a wedding in Southern Africa
- To have every service provider in the wedding industry in Southern Africa on the platform
- To help promote and improve all service providers businesses within the industry.

Africa's First Online Wedding Planning Tool

Spending for the Big Day



Billions of Rands are spent in the wedding industry annually. Fashion, jewellery, travel, gifts, health, finance and beauty year on year with millennial couples planning their future. Reaching couples at this point in their lives is highly vital and as brands are forming so their spending patterns change – they are planning for more than just their wedding and you need to be a part of that!

A total of 163,133 marriages registered in 2013 in South Africa alone!

WEDDING INDUSTRY VALUED AT R27bn ANNUALLY

- ♥ Brides spent R52 million on their bouquets annually
- ♥ More than 120,000 bottles of sparkling wine/champagne/wine are drunk to toast engagements annually
- ♥ Average length of engagements are 6.5 months
- ♥ R1.5 billion is spent on honeymoons both locally and abroad
- ♥ 1.8 million hours of music is played at weddings by DJ

360 Degree MEDIA BRAND

FIRST ONLINE
WEDDING PLANNING TOOL
IN SOUTHERN AFRICA

ONLINE
SOCIAL
MEDIA
CONNECTION

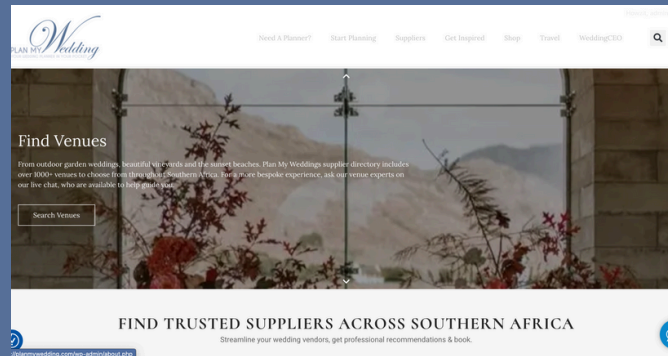
NATIONAL &
INTERNATIONAL
PRINT & DIGITAL
MEDIA

24/7 ONLINE
SUPPORT

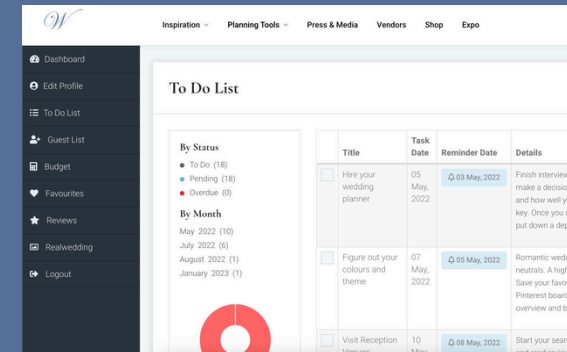
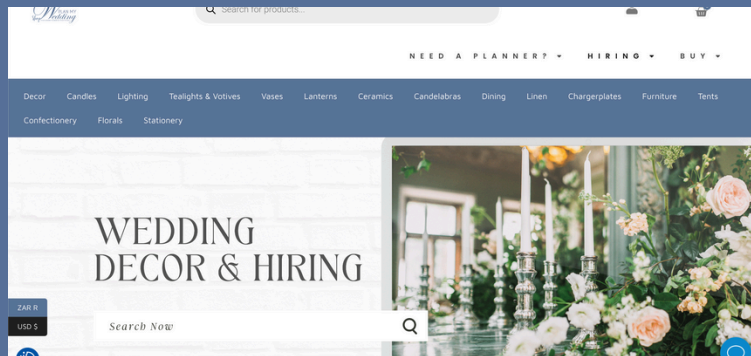


Our Product & Audience

Localised E-Commerce Store
\$32 000/m revenue



Self Service Market Place
10 minutes / session
15 000+ followers
503 suppliers loaded



Digitalised eco-system for the wedding industry
4 000 + community members
Average Monthly Spending \$52 000



Localised Planning Tools
Throughout Southern Africa
Average Monthly Visitors 6 740



*Average Monthly
Unique Visitors*

6,740

*Average New
Monthly Users*

1,200

*Average Organic
Social Engagements*

7,000+
weekly

Online Audience

Plan My Wedding is the go-to place for couples planning their wedding in Southern Africa.

Our couples goals are to create a memorable wedding that reflects their cultural heritage & have a seamless and stress-free digital planning experience

Our Couples:

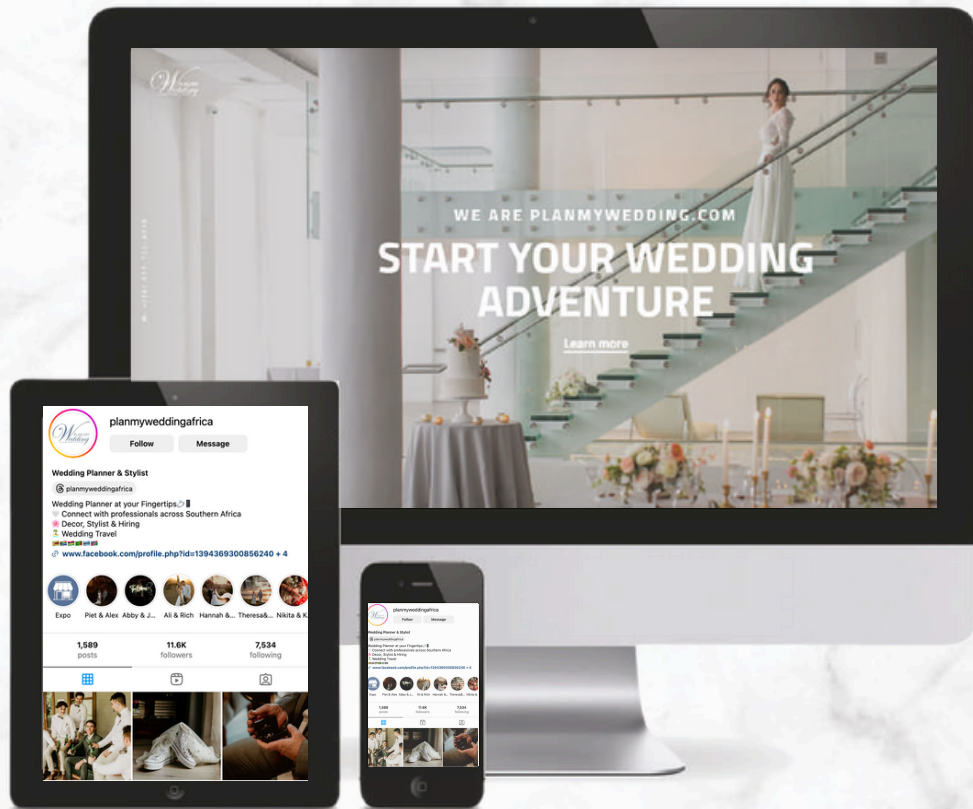
Are Wedding Planning Millennials:
Spending for now and the future!

Obsessed:
Spend over 10 minutes per session

Connect:
Over 10k+ followers on social media and
over 4000 community members!

OUR COUPLES ARE
Passionately Engaged...

Connect with our couples!



Plan My Wedding offers multiple opportunities to a variety of brands to reach young newly engaged couples during a pronounced moment in their lives

High impact branding events

- ♥ Custom content marketing & sponsorships
- ♥ Social impact engagements
- ♥ Direct email & newsletters
- ♥ Contests, vouchers and games
- ♥ Banner opportunities

Talk of the town...

As seen in....

“The go to app when planning your wedding in Southern Africa, this site is awesome and easy”

Dawn Nathan-Jones (Former CEO of Euro Car)

“Absolutely love the app and the new developments that just keep coming, love the 24/7 support even more. Definitely a must have”

Nikki Grun-Jooste (Bride on PMW)

“Will definitely use your services when the time comes”

Gavin Horn (Twitter Follower & Chief Dreamer at Numberwise)

Reaching 300 million viewers through Africa national television, print and online media

The directors of Plan My Wedding played a part in the award winning reality TV show Shark Tank, which was aired on prime time on Mnet and successfully secured 2 sharks on board, Dawn Nathan-Jones & Gil Oved, gaining millions of impressions worldwide!

- ♥ 16 million + impressions
- ♥ 50 + press interviews
- ♥ 100+ social media posts
- ♥ 200 mentions of @planmyweddingsa
- ♥ 28000+ reached through paid advertising
- ♥ 1306% growth in users WOW



IRISH TECH NEWS



Rates & Specs

FEATURES

Business Details

Service Profiles/Images

Social Accounts

Exposure on Prnt & Online

Premium Search Listings

PERFORMANCE & SUPPORT

Networking & Educational Events

Personal Strategy Specialist

Monthly

Yearly

FREE

Contact through PMW

5 Photos

-

-

-

Yes

Yes

-

PRO

Yes

Unlimited

Yes

-

-

Yes

Discounted Rate

-

\$10

\$100

PRO+

Yes

Yes

Yes

Yes

Yes

Yes

-

Yes

\$20

\$200

BANNER ADS

Email your account manager for premium advertising banner space specifically targeted to you category!

\$300

info@planmywedding.com

www.planmywedding.com

