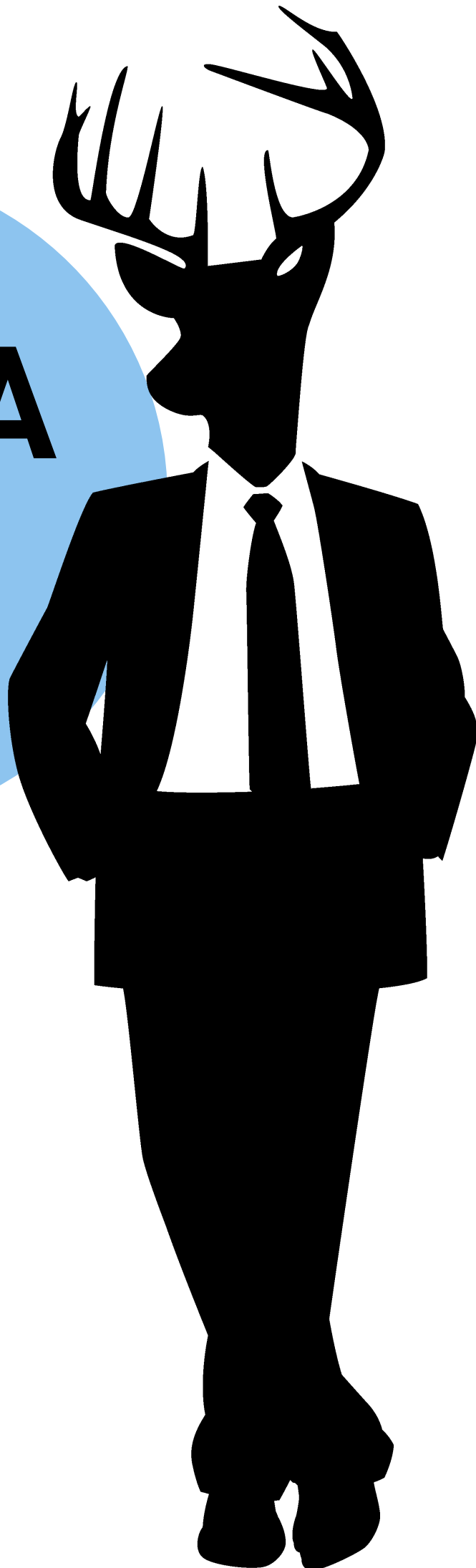


# MEDIA PACK

2010-2011



**staggered**<sup>UK</sup>

weddings | blokes | sorted

[www.iamstaggered.com](http://www.iamstaggered.com)



# staggered

UK

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## WHAT IS STAGGERED?

Staggered is an online magazine, updated on a daily basis that deals with weddings from the bloke's point of view. Our editorial mission is summed up in three little words: weddings, blokes, sorted. We look at every aspect of weddings, whether it's choosing the ring and proposing, enjoying the big day, or surviving married life.

### BACKGROUND

Staggered UK launched in 2009 and has gone onto become the UK's leading men's wedding website. Named as one of the influential Bride Tide Top 100 Wedding Blogs, confirmed as a Rock N Roll Bride Approved Supplier and placed at #3 in the Top 100 Wedding Tweeters attracting over 5k followers. We regularly feature in other wedding media and as experts on radio and have several opportunities for TV and book projects.

We've built commercial relationships with the biggest style, stag-do and wedding brands around and been promoted in media across the UK and globally. Staggered UK is changing the way that grooms, best men and fathers of the bride are treated in the UK and with the launch of our USA brother site we're looking to expand the brand globally.

### READERSHIP

Our readership consists of grooms, best men, fathers of the bride, brides (around 30%) and anyone else interested in weddings. Consequently, we have three main categories of readers:

- Men aged 20 to 35
- Men aged 35-65
- Women aged 20-35

The UK site regularly has around 30k unique users per month and typically has around 125k page impressions. The site's average bounce rate of around 5% and the 5.6 average pages per visit shows just how useful the content is for our readers. Since September 2009 over 23k readers have subscribed to our emails.

### TEAM

Staggered UK uses professional writers with national magazine and newspaper experience (The Times, The Guardian, Arena, FHM, More); our panel of experts include BAFTA-nominated comedian Dave Spikey and internationally-published author Brenda Della Casa. Our interviews run from exclusives with Deputy Prime Minister Nick Clegg to Sex and The City star Gilles Marini.

## WHY ADVERTISE WITH US?

Staggered is the only UK publication to directly address the male side of the wedding market. We can give you direct access to a market eager for suggestions about what to buy and who have immediate access to funds.

*"It's no longer just the bride who is fixated on the minute detail of her special day. Increasingly we find grooms becoming just as closely involved in wedding planning - even in organising the flowers and the catering"*

Sarah Auerbach, Managing Director of society wedding planners Fresh Attitude.

## WHAT ADVERTISING OPPORTUNITIES ARE AVAILABLE?



### BANNER<sup>(1)</sup>

- Typically 400x100 but bigger by arrangement (500x120 max)
- Dominant position on the page
- Given almost equal weighting to the masthead.
- Flash and Gif adverts are available.

### ADVERT POSITIONING

These two main adverts are available on three separate levels:

- **SINGLE PAGE**  
position for a single post  
e.g. Where to propose in London

- **CATEGORY**  
e.g. all posts within "In the Beginning"/ "Things To Do"/ "Last Minute Panic"/  
"The Big Day"/ "Happily Ever After"

- **GROUP**  
e.g. display for only groom posts, best man, father of the bride, bride, etc



### SIDEBAR<sup>(2)</sup>

- Central position on the front page, extreme prominence on article pages.
- Located above the sidebar's functional panel
- Big space (300x250) allows maximum impact to deliver a message
- Flash and Gif adverts are available

### SPECIALS AND ADVERTORIAL

- **WEEKLY NEWSLETTER**  
distributed to all 23k opt-in subscribers – full range of positions and opportunities are available by arrangement.

All other positions and campaigns by arrangement.



### SUPPLIERS MAP<sup>(3)</sup>

- See over for full details and costings

### DESIGN SERVICE

We can also offer a full design service  
Please get in touch for further details..

## WHAT ARE YOUR RATES?

For prices and questions contact: **Andrew Shanahan** tel: **07792 017766**  
email: **iamstaggered@gmail.com** twitter: **@iamstaggered**



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## SUPPLIERS MAP

You can put your business on the map and reach 480,000 customers per year who want to spend money with you<sup>(1)</sup>. Choosing a Premium marker also gets an instant SEO boost<sup>(2)</sup> to help your business climb the Google rankings for your chosen keywords. Premium customers also get social networking support for Twitter and Facebook and the chance to access the massive potential of the iPhone and Android App market as the map develops.

### WHY NOT JUST TAKE A STANDARD ADVERT?

You can - but bear in mind that from our research<sup>(3)</sup> we know:

- Readers are **74%** more likely to open a marker if it contains rich media (video/audio/photos).
- In **88%** of cases if there was rich media then a reader would use it.
- **90%** of readers thought the Suppliers' Map was a more useful tool than a traditional directory and were planning to use it again or tell their friends.

Aside from that only Premium markers get social media support and all for less than a pound a week.

### WHAT IF I WANT TO CHANGE MY MARKER?

Simply email any changes to [suppliers@iamstaggered.com](mailto:suppliers@iamstaggered.com) to highlight seasonal offers or even just switch your photos and videos around.

### WHAT WE OFFER:

PACKAGE	STANDARD	PREMIUM
BUSINESS DESCRIPTION	✓ 20 WORDS	✓ 150 WORDS
WEB LINK	✓	✓
DIRECTIONS	✓	✓
TWITTER FOLLOW	✗	✓
FACEBOOK LIKE/FAN	✗	✓
STAGGERED APPROVED BADGE	✗	✓
YOUR MARKER ON PARTNER SITES	✗	✓
SEO LINK TO BOOST YOUR GOOGLE RANKINGS	✓	✓
ADD YOUR IMAGES	✗	✓ UP TO SIX
ADD YOUR AUDIO TRACKS	✗	✓ UP TO TWO
ADD YOUR VIDEO	✗	✓ UP TO TWO VIDEOS
<b>YEARLY COST</b>	<b>£19.99</b> EQUIVALENT TO 38P PER WEEK	<b>£39.99</b> EQUIVALENT TO 76P PER WEEK

"I've been on the Staggered Suppliers' Map for less than 48 hours and risen 140 places in Google and already had an enquiry from a customer, which represents absurdly good value for money."

Olivia Soletto Weddings

For further details contact:

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email: [andrew@iamstaggered.com](mailto:andrew@iamstaggered.com)

web: [www.iamstaggered.com/suppliers](http://www.iamstaggered.com/suppliers)

**suppliers**

<sup>(1)</sup> Google Analytics figures for unique users across [www.iamstaggered.com/suppliers](http://www.iamstaggered.com/suppliers) and [www.english-wedding.com/suppliersmap](http://www.english-wedding.com/suppliersmap). This is targeted to rise to over 1 million unique users per year as more partners join the map.  
<sup>(2)</sup> [www.iamstaggered.com](http://www.iamstaggered.com) is a PR4 site meaning a link from our site has a significant effect within Google. <sup>(3)</sup> Survey of 500 readers conducted August 2010