



TREND

WEDDINGS

MEDIA KIT • 2016

About Trend Weddings

Trend Weddings is a free, full colour, annual publication printed on premium glossy stock.

Trend Weddings will inspire with a desirable collections of only the finest wedding suppliers the industry has to offer. An eclectic mix of features, articles and inspiring imagery to guide the senses.

From flawless bridal fashion, couture cakes and exclusive venues to leading florists, sought after photographers, and exceptional design ideas, Trend Weddings invites brides and grooms to learn all there is to know about making every detail of their day as luxurious and perfect as it can be.

Over 10,000 copies are distributed to over 650 venues in the North-east of Scotland annually for the last four years and Trend Weddings continues to develop and grow as a publication and body of work.

Target Market:	Urban professionals with a high disposable income.
Reader Profile:	Men/Women, aged 25 - 55
Social Group:	ABC1 Male & Female
Print Run:	10,000 per issue
Readership:	> 40,000 per issue
Frequency:	Annual
Areas:	North-east of Scotland, Aberdeen City and Shire



TREND
Aberdeen

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TREND
WEDDINGS

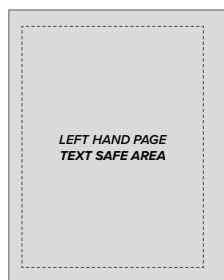
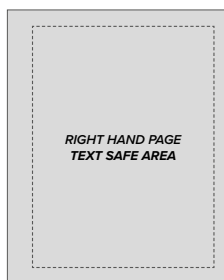
Where can I find Trend Weddings?

10,000 copies of Trend Weddings are distributed throughout the North-east of Scotland to over 650 venues.

You can pick up a copy from Laurencekirk to Turriff in any of the following locations...

- > Aberdeen City
- > Balmedie
- > Bankhead
- > Blackburn
- > Cults
- > Ellon
- > Inch
- > Kemnay
- > Millitimer
- > Oldmeldrum
- > Pitfodels
- > Stonehaven
- > Turriff
- > Aboyne
- > Banchory
- > Bielside
- > Bridge Of Don
- > Dunecht
- > Hazlehead
- > Inverurie
- > Laurencekirk
- > Newmachar
- > Peterculter
- > Portlethen
- > Torphins
- > Westhill

Full Bleed Artwork



Full Page

165mm (w) x 210mm (h)
3mm bleed required

Safe Text Area

140.5mm (w) x 194mm (h)
(Please keep all text at least
16.5mm from the inner edge)

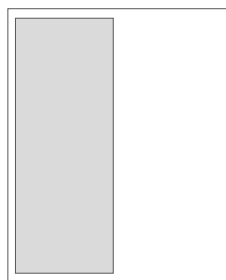
Double Page Spread

330mm (w) x 210mm (h)
3mm bleed required

Safe Text Area

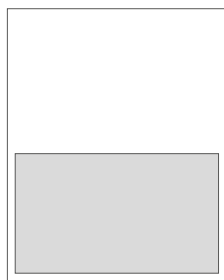
314mm (w) x 194mm (h)
(Please keep all text at least
16.5mm from the inner edge)

Alternative sizes



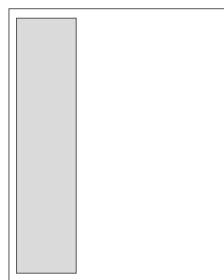
Half Page (Portrait)

68mm (w) x 194mm (h)



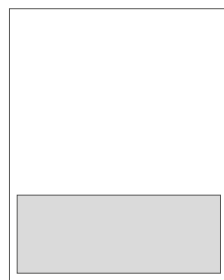
Half Page (Landscape)

140.5mm (w) x 94.5mm (h)



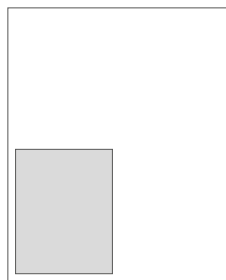
Third Page (Portrait)

44mm (w) x 194mm (h)



Third Page (Landscape)

140.5mm (w) x 61.5mm (h)



Quarter Page

68mm (w) x 94.5mm (h)

*New dimensions from December 2015

Due to additional pages added to the magazine we have had to alter our margin and display artwork sizes to suit the gutter when bounding the magazines.

To avoid the risk of over trimming of the magazine we recommend a text safe area for all full bleed artwork (full page, double page spread). Refer to the specific artwork size above for text safe area specification.

Format & Resolution

Please supply any display artwork exported as:

- **PDF, TIFF or JPG**
- **CMYK Colour Mode**
- **300 DPI Print Resolution**

Preferred solid black (As recommended by our printer) **C 40, M 40, Y 0, K 100**

* Please follow our recommended margin guidelines when including text in your display advert. See opposite page.

Any artwork and editorial content should be supplied via email or online sharing service to:

- ryan@trendmagazine.co.uk or clare@trendmagazine.co.uk

PDF files are preferred to avoid any colour issues before printing. Please note that text must be converted to outlines for all .PDF artwork. The following formats are **not accepted: .bmp, .png, .gif, .pub and .doc**, artwork supplied not matching specifications will be returned for correction, or amended by Trend Productions Ltd (at a charge).

Editorial

Advertorials

An advertorial enables you to promote a specific product or service within your business as part of your advertising agreement. The advertorial will be written by our writers, and will not be published without your final approval. Images can be supplied by your company, or taken by our photography team.

Artwork Design

Trend Creative offer a design service for artwork required by the client. Charges for artwork created by our in-house design team are subject to sizing and requirements of the advert.

Please call +44 (0) 1224 596223 to discuss your requirements with a designer, where a quote can be arranged. Design charges are exclusive of VAT and copyright will be owned by the client following artwork approval. All adverts are subject to a 25% cancellation fee of the full amount. Additional charges may incur if more than two sets of changes are required.

Artwork designed by Trend Creative remains under the ownership of its creator until full payment has been received from the client following print.

MAKE UP ARTIST RAE MATHESON TALKS BRIDAL BEAUTY TRENDS.

The BEAUTY BRIEF

1. **MAKEUP TRENDS**
Rae Matheson says that brides are embracing a more natural, dewy look for their wedding day. She suggests using a light, hydrating foundation and a soft, romantic eye makeup look.

2. **HAIR TRENDS**
Brides are leaning towards softer, more romantic hairstyles that are easy to maintain throughout the day. She recommends using quality hair products to keep the hair looking fresh and voluminous.

3. **SKIN CARE**
Proper skin care is essential for a flawless wedding day complexion. Matheson advises hydrating and moisturizing the skin in the weeks leading up to the wedding.

4. **ACCESSORIES**
Brides are choosing statement jewelry that complements their overall look. Matheson suggests opting for timeless pieces like pearls or diamonds.

A HEAD FOR FASHION

In our last issue, Lisa Lonnie discussed the best wedding dress trends for 2013. In this issue, we take a closer look at the latest in bridal fashion, from accessories to the dress itself.

Bridal fashion is all about the details. From the intricate lace on the bodice to the flowing train, every element of the dress is carefully chosen. The latest trends are all about romance and elegance.

Key trends include: lace detailing, long sleeves, and dramatic trains. Brides are also embracing more personalized touches, such as custom monograms and heirloom pieces.

Under the veil

There is nothing more beautiful than a bride in her wedding dress. Here are some tips to ensure you look your best on the big day.

1. **Preparation**
Start preparing your skin and hair well in advance. Get a professional manicure and pedicure, and consider a facial.

2. **Accessories**
Choose accessories that complement your dress. Pearls and diamonds are classic choices.

3. **Fit and Comfort**
Ensure your dress fits perfectly and is comfortable to wear for hours. Consider the weight and length of the dress.

4. **Makeup and Hair**
Work with your makeup artist and hairdresser to create a look that will last and look beautiful under the lights.

RUNWAY READY

It's time to show off your wedding dress in style. Here are some ideas for showcasing your gown.

1. **Professional Photos**
Hire a professional photographer to capture your dress in the best possible light. Outdoor settings are particularly romantic.

2. **Runway Shows**
Host a private runway show for family and friends. It's a fun way to celebrate the occasion.

3. **Destination Dressing**
If you're getting married abroad, consider a destination wedding dress that is both stylish and practical.

Timeless Elegance

Discover the latest in classic wedding dresses. These styles are perfect for brides who value timeless elegance.

The dresses feature simple, clean lines and high-quality fabrics. They are designed to be worn for years to come.

Key features include: long sleeves, high collars, and full-length trains. The designs are inspired by traditional bridal fashion.

The Perfect Fit

Ensuring your wedding dress fits perfectly is crucial for a comfortable and beautiful day. Here are some tips to achieve the perfect fit.

1. **Professional Fitting**
Get a professional alteration specialist to adjust your dress. This ensures it fits you perfectly and looks great.

2. **Comfort is Key**
Your dress should feel comfortable even when you are standing for long periods. Consider the weight and length.

3. **Practice Walking**
Practice walking in your dress before the wedding to get a feel for the length and train. This helps you feel confident on the day.

Two images showcasing elegant wedding dresses. The first image shows a bride sitting on a bench in a classic white gown. The second image shows a bride standing in a long, flowing gown with a high back.

Both dresses are examples of timeless elegance, featuring high-quality fabrics and classic silhouettes.

Two images showcasing modern wedding dresses. The first image shows a bride in a white gown standing in a garden. The second image shows a bride in a white gown with a long train walking down a stone staircase.

The dresses combine modern design with traditional bridal elements, creating a look that is both contemporary and romantic.

The Etiquette of Getting Hitched

HOW TO SAY 'I DO' WHEN YOU'RE SAYING 'I DO'

Newlyweds are often asked to give a toast at their wedding. It's a chance to share your love and happiness with your guests. Here are some tips to help you make the most of this special moment.

1. Plan Ahead: Give your toast a few days before the wedding so you can practice and feel more comfortable.

2. Keep it Short: Aim for 2-3 minutes. Your guests are excited to see you, but they also want to enjoy the celebration.

3. Be Sincere: Share your love for your partner and your excitement for the future. Thank your parents and the wedding party.

4. Practice: Read your toast aloud several times to smooth out any awkward phrasings.

5. Stay Sober: While it's fun to have a drink, avoid getting too drunk. You want to be clear-headed and able to give a meaningful toast.

6. Make it Personal: Share a funny or touching anecdote about your partner. This will make your toast more memorable.

7. End on a High Note: Conclude with a toast to the newlyweds and a wish for a happy marriage.

8. Toast to the Couple: Remember that you are celebrating the union of two people. Focus on the couple and their future together.

9. Thank Your Guests: Express your appreciation for their presence and support. This is a time to show your gratitude.

10. Be Gracious: If you don't know how to give a toast, it's perfectly okay to ask for help or to skip it altogether.

The Art of the Pose

Lighting the perfect day begins with the art of the pose. Here are some tips to help you and your partner create the most beautiful memories of your special day.

1. Choose Your Location: Select a scenic spot that is meaningful to you. It could be a park, a beach, or a historic building.

2. Timing is Key: The best time for outdoor photos is during the "golden hour" just before sunset or just after sunrise.

3. Embrace Nature: Use natural elements like trees, flowers, and water to frame your couple. This adds a romantic touch to the photos.

4. Be Creative: Try different poses and angles. Don't be afraid to get a little messy or silly. The most memorable photos are often the most candid.

5. Focus on Each Other: The most beautiful photos are those that capture the love and connection between the bride and groom.

6. Use Props: Incorporate items like a chair, a ladder, or a basket of fruit to add interest to your photos.

7. Stay Close: Intimate photos of the couple are often the most cherished. Get close and let your emotions show.

8. Mix and Match: Combine formal portraits with candid, lifestyle-style photos for a well-rounded album.

9. Don't Forget the Details: Capture close-up shots of the bride's dress, the groom's boutonniere, and the wedding rings.

10. Have Fun! The wedding is a joyous occasion. Relax and enjoy the moment. Your happiness will shine through in every photo.

TO HAVE & TO HOLD IN THE HOUSE OF TURIN

Experience a wedding wow-factor in your own private mansion in the rolling hills of the Scottish countryside.

The House of Turin is a magnificent 18th-century mansion, now a luxury wedding venue. It features a grand ballroom, a formal dining room, and a beautiful garden. The venue is surrounded by rolling hills and offers stunning views of the Scottish countryside.

The House of Turin is a truly unique wedding venue. It offers a blend of history and modern luxury. The venue is perfect for couples who want a wedding that is both elegant and memorable.

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ESSELMONT MANOR

Your Big Event is Our Big Day.

Using our message you can find your wedding venue in the heart of the Scottish countryside. Esselemont Manor is a truly unique wedding venue. It offers a blend of history and modern luxury. The venue is perfect for couples who want a wedding that is both elegant and memorable.

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Butterworth Gallery

for the Perfect Wedding Gift

Butterworth Gallery is a leading provider of wedding gifts. We offer a wide range of high-quality gifts that are perfect for the bride and groom. Our gifts are made from the finest materials and are designed to be a lasting reminder of your special day.

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Vintage Weddings

Make your wedding a truly unique and memorable event with vintage jewelry. Our collection of antique and vintage pieces is perfect for couples who want a wedding that is both elegant and timeless.

Our collection of vintage jewelry includes necklaces, earrings, rings, and brooches. Each piece is carefully selected and restored to its original glory. We offer a wide range of styles and prices to suit every budget.

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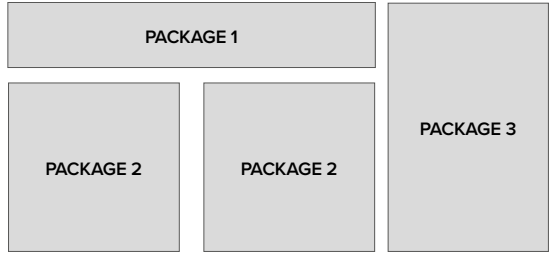
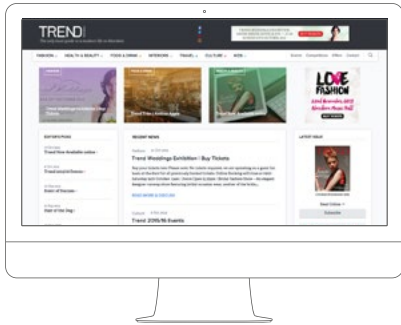
Something Old, New, Borrowed & Blue

and a Silver Significance in Her Shoe

Something Old, New, Borrowed & Blue is a leading provider of wedding accessories. We offer a wide range of high-quality accessories that are perfect for the bride and groom. Our accessories are made from the finest materials and are designed to be a lasting reminder of your special day.

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Package 1 - Header Strip

468 pixels (w) x 68 pixels (h)
Maximum File Size - 50KB
Accepted formats - .GIF, .JPG

Package 2 - Featured Posts

200 pixels (w) x 200 pixels (h)
Maximum File Size - 50KB
Accepted formats - .GIF, .JPG

Package 3 - Sidebar

200 pixels (w) x 410pixels (h) max
Maximum File Size - 50KB
Accepted formats - .GIF, .JPG

Placement & Rotation

Adverts work on a rotation/static basis. If you require a static advert, and take the space alone, please discuss with a member of the Trend team. Additional costs apply to secure space. No added costs applied to adverts displayed on rotation. **Package 1 is subject to availability.**

Requirements

Any artwork should be supplied via email or online sharing service to:

- ryan@trendmagazine.co.uk or clare@trendmagazine.co.uk

Please provide artwork in RGB colour mode, at 72dpi screen resolution. Files must be provided in .GIF, PNG or .JPG, with a maximum file size of 100KB. The following formats are **not accepted: .bmp, .PDF, .pub and .doc**, artwork supplied not matching specifications will be returned for correction, or amended by Trend Productions Ltd (subject to charge).

Online Events Calendar



Features in our Online Events Calendar Package:

- Event published on our online calendar until specified event date.
- Featured in the 'What's On' pages of Trend Magazine in the issue closest to event date.
- Publicity on Trend Productions social media pages in the time running up to the event.

Terms & Conditions

- 01.** All prices exclude VAT and are per issue. Payment accepted by standing order, invoice or per issue. Terms are strictly 14 days. All new clients must pay on a pro-forma basis.
- 02.** All accounts must be up to date before printing of each issue or the advert will be removed with a cancellation and administration fee of 25% of the full amount applied.
- 03.** Trend Productions Ltd reserves the right to change increase advertisement rates at any time or to amend the terms and conditions at any time.
- 04.** Trend Productions Ltd are not liable for any errors on the part of third parties or inaccurate copy instructions.
- 05.** Any artwork changes required post copy deadline are subject to charges unless stated otherwise.
- 06.** Trend Productions Ltd. take no responsibility for claims made by advertisers.
- 07.** All artwork is subject to Trend Productions Ltd. approval and must conform to the British Code of Advertising Practice.
- 08.** All claims made in adverts must be capable of being supported by appropriate evidence and will be made available to Trend Productions Ltd. upon request.
- 09.** Adverts must be inline with the policies and ethos of Trend Productions Ltd. and as such certain types of adverts or promotions may not be permitted within the magazine.
- 10.** Trend Productions Ltd reserve the right to publish the most appropriate artwork/copy should further instructions not be received by print deadline.
- 11.** By signing the booking form, the client commits to the space reserved and agrees to the terms and conditions of booking. Should the client withdraw their advert, a cancellation and administration fee of 25% of the full amount will be applied.
- 12.** Competition and Offer terms and conditions are the responsibility of the providing company.
- 13.** Artwork designed by Trend Creative remains under the ownership of its creator until full payment has been received from the client following print.

For any other enquiries please contact the Trend office at **+44 (0) 1224 596223**, or info@trendmagazine.co.uk

Prices & Plans

PRINT | *Trend Weddings*

	Per Issue
Outside Back Cover	£1500.00
Inside Back Cover	£1500.00
Inside Front Cover	£1500.00
Double Page Spread	£1200.00
Full Page	£650.00
Half Page (Portrait)	£450.00
Half Page (Landscape)	£450.00
Third Page (Portrait)	£400.00
Third Page (Landscape)	£400.00
Quarter Page (Portrait)	£375.00
'The Collection' Listing	£25.00 per entry

ONLINE | *trendmagazine.co.uk*

	1 month	6 months	1 year
Package 1	£150.00	£800.00	£1500.00
Package 2	£120.00	£550.00	£1200.00
Package 3	£90.00	£450.00	£800.00
Online Event Calendar	£25.00 per entry		

All prices exclude VAT and are per issue. Payment accepted by standing order or invoice, monthly or per issue. Terms are strictly 14 days. All accounts must be up-to-date before printing of each issue or the advert will not appear and the cancellation fee plus an administration fee of £25 will be applied. All new accounts must pay on a pro-forma basis. Terms & Conditions apply (see page 11). All adverts are subject to a 25% cancellation fee of the full amount.

Please fill in all relevant details on the form opposite and send back to us by post, scan and email, or PDF to clare@trendmagazine.co.uk

Trend Weddings / Booking Details

Contact Name:

Company:

Address:

Postcode:

Invoice Address (if applicable):

Telephone:

E-mail:

Website:

PRINT | *Trend Weddings*

Outside Back Cover	165mm (w) x 210mm (h) + 3mm bleed	Number of Issue(s):
Inside Back Cover	165mm (w) x 210mm (h) + 3mm bleed	Number of Issue(s):
Inside Front Cover	165mm (w) x 210mm (h) + 3mm bleed	Number of Issue(s):
Double Page Spread	330mm (w) x 210mm (h) + 3mm bleed	Number of Issue(s):
Full Page	165mm (w) x 210mm (h) + 3mm bleed	Number of Issue(s):
Half Page (Portrait)	68mm (w) x 194mm (h)	Number of Issue(s):
Half Page (Landscape)	140.5mm (w) x 94.5mm (h)	Number of Issue(s):
Third Page (Portrait)	44mm (w) x 194mm (h)	Number of Issue(s):
Third Page (Landscape)	140.5mm (w) x 61.5mm (h)	Number of Issue(s):
Quarter Page (Portrait)	68mm (w) x 94.5mm (h)	Number of Issue(s):
'The Collection' Listing	*Information taken from booking form	Number of Issue(s):

ONLINE | *trendmagazine.co.uk*

Package 1	468 pixels (w) x 60 pixels (h)	Month(s)/Year:
Package 2	200 pixels (w) x 200 pixels (h)	Month(s)/Year:
Package 3	200 pixels (w) x 420 pixels (h) *maximum	Month(s)/Year:
Online Event Calendar		Number of Events:

By signing this booking form I agree to the Terms & Conditions set by Trend Productions Ltd. (Page 9)

Signed:

Date:

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