wedding ✦ mapper

Wedding Mapper is not just about wedding maps
(although we do have a great wedding map product!)

Wedding Mapper is a community built around
honest and verifiable content that comes
straight from couples who use our website.

Wedding Mapper's engaging, user-generated content
covers more local areas, in more places
around the world, than any other wedding website.

About Wedding Mapper

Innovative Wedding Planning Tools
Wedding Mapper launched in January 2007 as a site for engaged couples to create an interactive and customizable wedding map to share with guests. Since then, Wedding Mapper has expanded to include a suite of new and unique tools that make planning a wedding easier than ever.

Honest User-Generated Content
Thousands of real wedding profiles including descriptions, photos, venue recommendations and vendor reviews, serve as a great resource for future engaged couples.

Bella Floral Design

★★★★★

"Bella Flora Design created beautiful flowers for our wedding."

4 ratings
3 reviews
7 weddings

Global Reach
Wedding Mapper is used world wide, allowing for content in over 12,000 locales. Engaged couples can find wedding vendors and venues, browse real weddings, access upcoming wedding events and connect with other couples in their wedding area.

Leader in Search Engine Optimization
Wedding Mapper has more pages indexed by search engines than any other wedding planning site. SEO is a big driver of organic traffic growth and enhances viral marketing efforts.

4.780,000

962,000

273,000   211,000

- Wedding Mapper
- Wedding Channel
- Brides
- The Knot
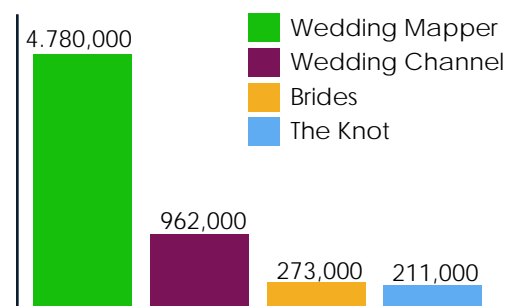
Pages Indexed by Google *(updated 1/10)*

Cost Effective Advertising Solutions
With self-service vendor profiles and an auction-based advertising platform, Wedding Mapper makes it easy and inexpensive for local vendors to target engaged couples in local service areas and drive qualified business leads.
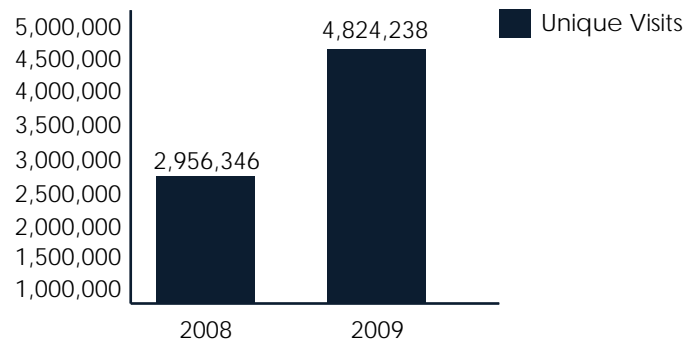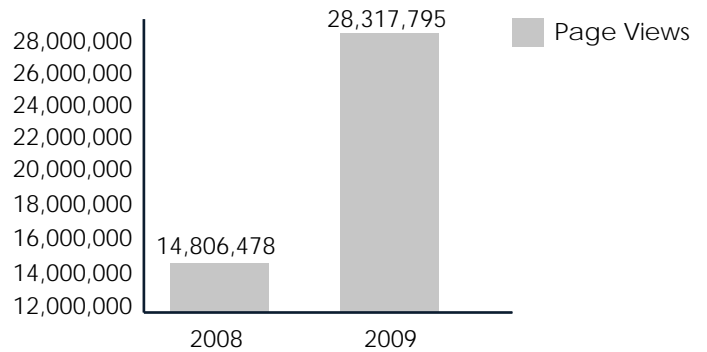

Urban Sugar

wedding ✦ mapper

Traffic

450 k UV monthly

⬆ **63%** year over year growth

	Unique Visits
5,000,000	
4,500,000	4,824,238
4,000,000	
3,500,000	
3,000,000	
2,500,000	2,956,346
2,000,000	
1,500,000	
1,000,000	
	2008 2009

3.5 MM page views monthly

⬆ **91%** year over year growth

	Page Views
28,000,000	28,317,795
26,000,000	
24,000,000	
22,000,000	
20,000,000	
18,000,000	
16,000,000	14,806,478
14,000,000	
12,000,000	
	2008 2009

Content

- Over 200,000 local businesses have been added to the site by brides in 12,000 local areas around the world.
- Over 75,000 reviews/ratings of local venues and vendors have been published.
- More than 250,000 wedding maps have been created since the January 2007 site launch.

Audience

Lifecycle of the Bride

Wedding Mapper attracts brides early in the planning process through SEO and marketing efforts and keeps them returning often to browse newly added content and use planning tools.

Average Lead Time: 6.6 months
Brides 6+ months away from wedding date: 65%

Pie chart:
- 0-3 Months 28%
- 3-6 Months 7%
- 6-9 Months 35%
- 9-12 Months 17%
- 12+ Months 13%
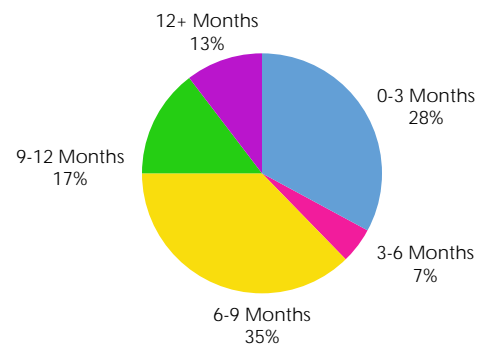
User Profile

65% female, **35%** male
Between ages **18** and **49**
69% college graduates/ post grad education
*source: Quantcast.com

Real Brides. Real Content.

Wedding Mapper's site is 100% user generated. Engaged couples, newlyweds and vendors contribute to the community by posting photos, wedding descriptions, ratings and reviews of venues and vendors, message board topics, upcoming events and more.

Advertising

Wedding Mapper offers a variety of options for local vendors and national advertisers to reach a highly qualified audience of brides at various stages in the planning process. Wedding Mapper's self-service advertising allows advertisers to target messages in the local markets based on a dynamic pricing model that adjusts pricing based on traffic and number of other bidders.
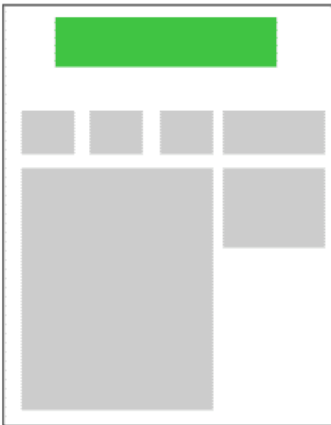
National Advertising

Banners
Premium and pre-emptible inventory available. Premium inventory is guaranteed. Pre-emptible inventory is discounted and not guaranteed. Advertisers only pay based on what is delivered.
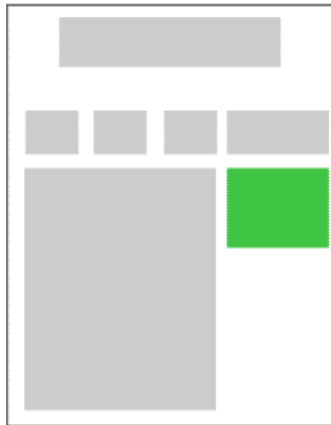
Available Placements: Run of Planning Section
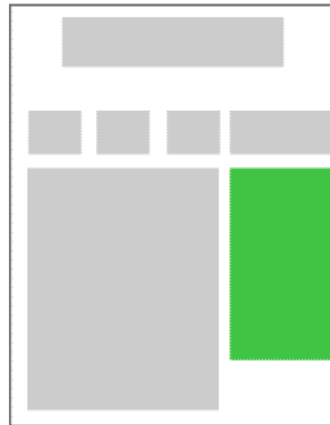Available Banner Sizes: 728x90 Leaderboard, 300x250 Medium Box, 300x600 Large Box
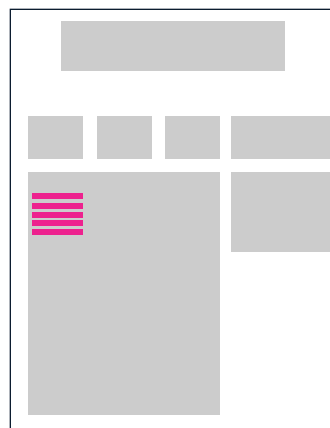
728x90 Leader Board   300x250 Box   300x600 Box

National Wedding Vendors

National and web-based vendors can create a profile with photos and traffic driving links to their website. This is a fixed placement that will appear under the "National Wedding Vendor" category in all local areas.

Advertising

Local Advertising
Vendor Profiles

Vendors can create a LIVE profile on the site if they are associated with a wedding. Associated profiles. Associated profiles include the following features:
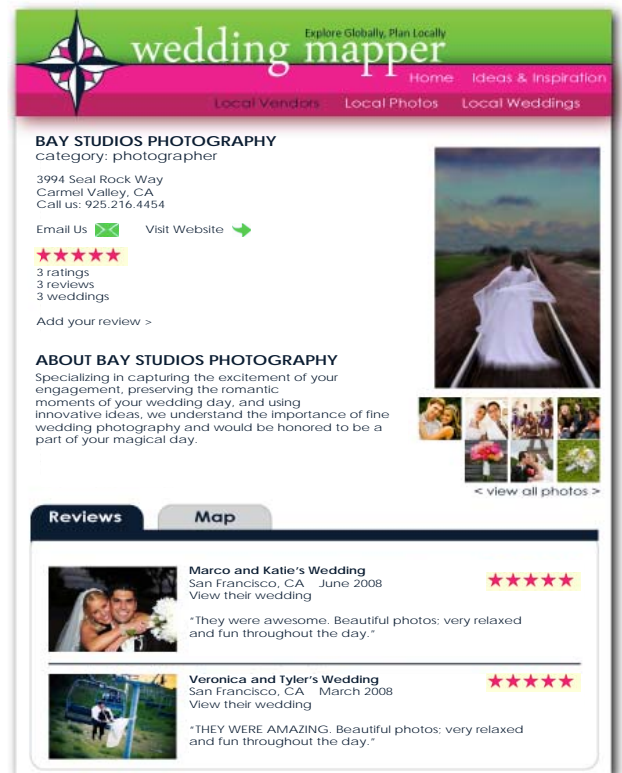
- Contact info
- Website link
- Contact lead generation link
- Company description
- 12 photos
- Logo
- Associated reviews/ratings/weddings
- Ability to respond to all reviews/ratings
- Access to detailed local area statistics
- Ability to place bids in the Vendor Spotlight section

Basic Profile: all features above PLUS

- Priority placement above Free Profiles
- Additional Service Area
- Photos displayed in Global and Local Photo Galleries
- Removal of Vendor Spotlight Ads on your page

Premium Profile: all Free and Basic features PLUS

- Priority placement above Basic Profiles
- Sort and reorder reviews/ratings
- Inclusion of Special Offer link
- SEO link on wedding mapper home page

wedding mapper — Explore Globally, Plan Locally

Home   Ideas & Inspiration
Local Vendors   Local Photos   Local Weddings

BAY STUDIOS PHOTOGRAPHY
category: photographer

3994 Seal Rock Way
Carmel Valley, CA
Call us: 925.216.4454

Email Us ✉   Visit Website ➜

★★★★★
3 ratings
3 reviews
3 weddings

Add your review >

ABOUT BAY STUDIOS PHOTOGRAPHY
Specializing in capturing the excitement of your engagement, preserving the romantic moments of your wedding day, and using innovative ideas, we understand the importance of fine wedding photography and would be honored to be a part of your magical day.

< view all photos >

Reviews   Map

Marco and Katie's Wedding
San Francisco, CA   June 2008
View their wedding   ★★★★★

"They were awesome. Beautiful photos; very relaxed and fun throughout the day."

Veronica and Tyler's Wedding
San Francisco, CA   March 2008
View their wedding   ★★★★★

"THEY WERE AMAZING. Beautiful photos; very relaxed and fun throughout the day."

Vendor Spotlight Advertising
Wedding Mapper's unique and proprietary auction-based advertising solution allows local vendors to easily build creative and decide where and when to place bids based on detailed local traffic stats and dynamically priced ad units.

Main Pages: Fixed ad spots run for a 2 week time period
Category Pages: Fixed ad spots run for a 2 week time period
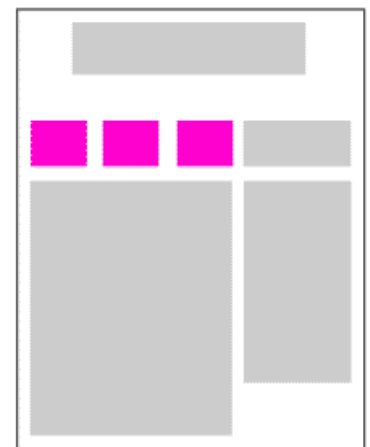
wedding mapper

Press

Blogs
Wedding Author Sharon Naylor's Blog

"As a wedding author, I've recommended the top websites to my readers in all of my 35 wedding books, and when it came time to planning my own wedding, I knew my groom was going to LOVE working on the wedding maps with me. We opened up WeddingMapper.com and we had a fantastic time entering our ceremony and reception site, the hotels for our guests, and our own home for the rehearsal dinner - and it was so easy and efficient, with easy sends to our friends and family, easy updates, and the very fun attraction of satellite view which we and our guests loved! Wedding Mapper saved us a ton of time (and paper!) getting our locations and easy to-and-from directions to our far-flung guests in record time. I highly recommend Wedding Mapper to every bride and groom! You'll love working on this together!"
www.sharonnaylor.net

Magazines

News

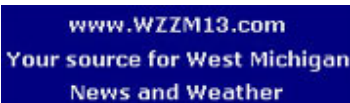# wedding mapper

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