



Kansas CityTM ENGAGED Marketing Guide



Hello!

Kansas City Engaged is a local resource, connecting couples and wedding vendors throughout the planning process for nearly 20 years.

We have the largest local reach through social media, events, and in publication while maintaining unsaturated vendor categories. This means your business gets seen by thousands of local couples.

We help our vendors succeed with our **5-Tier Marketing Program**, consisting of:

- ▶ Print Exposure
- ▶ Online Exposure
- ▶ Leads Database
- ▶ Wedding Shows
- ▶ Networking + Education

KC engaged™ details

- ▶ Kansas City Engaged is owned by Lynn Publications Inc.
- ▶ Founded in 2001
- ▶ Female-owned and operated
- ▶ 60+ shows produced
- ▶ 45+ wedding guides published
- ▶ 30,000 copies of the guide printed annually
- ▶ 70,000 couples have used KC Engaged when planning
- ▶ 20,000+ followers on Facebook
- ▶ 3,500+ followers on Instagram
- ▶ 6,000+ couples on our email list
- ▶ Providing 16 years of networking + education opportunities through the Kansas City Wedding Guild



Ellen Hein
OWNER + PUBLISHER



Lupe Barrera
ADMINISTRATIVE ASSISTANT
& BOOKKEEPER



Maggie Steele
CREATIVE DIRECTOR



Kathryn Snellen
MARKETING &
SOCIAL MEDIA MANAGER

Kansas City couples

- ▶ Average age range is 27-32
- ▶ 63% are college educated
- ▶ Have a 16 month engagement
- ▶ Top complaint: Vendors not returning inquiries in a timely manner
- ▶ 86% spend under \$30,000 on their wedding

WHEN PLANNING

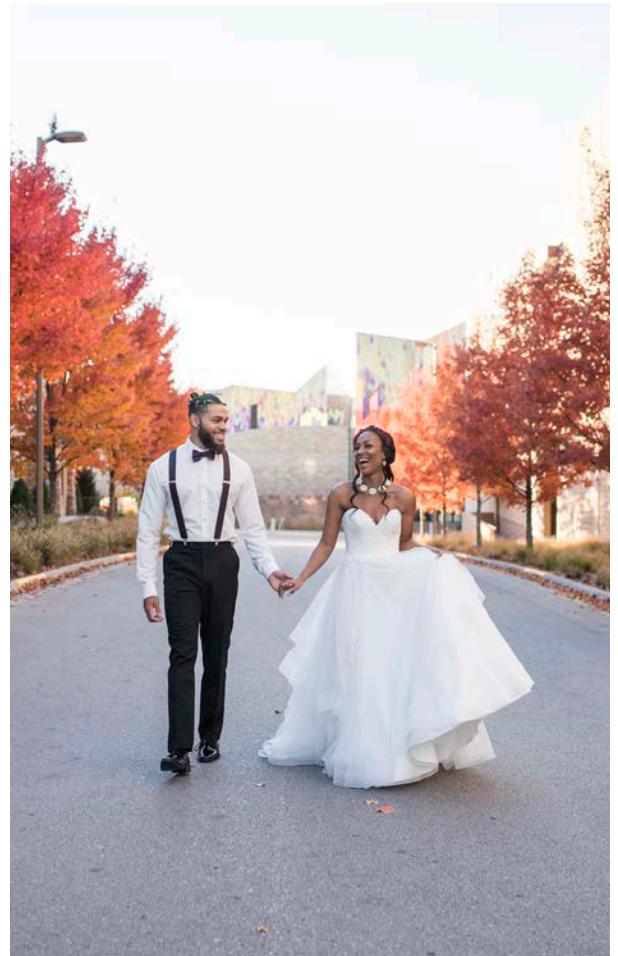
- ▶ 31% use bridal magazines
- ▶ 31% attend bridal shows
- ▶ 69% use online bridal sources
- ▶ 58% use social media
- ▶ 60% rely on referrals from family & friends

The Kansas City bride

SHE'S **SAVVY!**

SHE'S **PRACTICAL!**

SHE **KNOWS WHAT SHE WANTS!**



Kansas City Weddings

13,186

weddings in 2019

\$26,807

average spent in 2019

\$353,477,102

total sales in 2019

average # of
guests in U.S.

average # of guests
in the Kansas City area

average value
per guest



125



144-154

\$180

5-TIER MARKETING PLAN *Print*

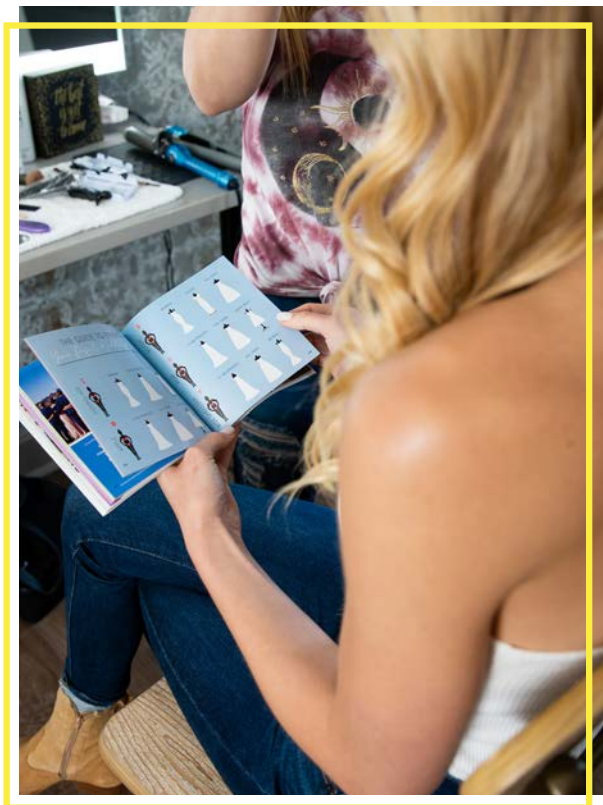
PRINT

Kansas City Engaged prints 30,000 guides annually which are distributed in more than 450 locations around Kansas City. We are everywhere couples are - including jewelry stores, bridal boutiques, reception venues, florists, photography studios, and every local Price Chopper, Dillard's, Pottery Barn and more.

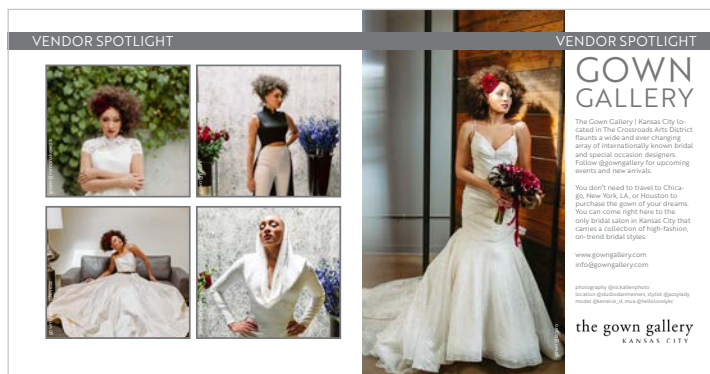
It's portable and FREE making it a favorite for brides. It also contains 100% locally-sourced editorial content and vendor advertising.

PRINT ADVERTISING OPTIONS

- ▶ Half-Page and Full-Page Profile Ads
- ▶ Single-Page and Double-Page Display Ads
- ▶ Fold-Out Ads
- ▶ Inside Covers
- ▶ Vendor Spotlights
- ▶ Featured Content (Real Weddings)



DOUBLE-PAGE DISPLAY



VENDOR SPOTLIGHT



FULL-PAGE PROFILE



HALF-PAGE PROFILE

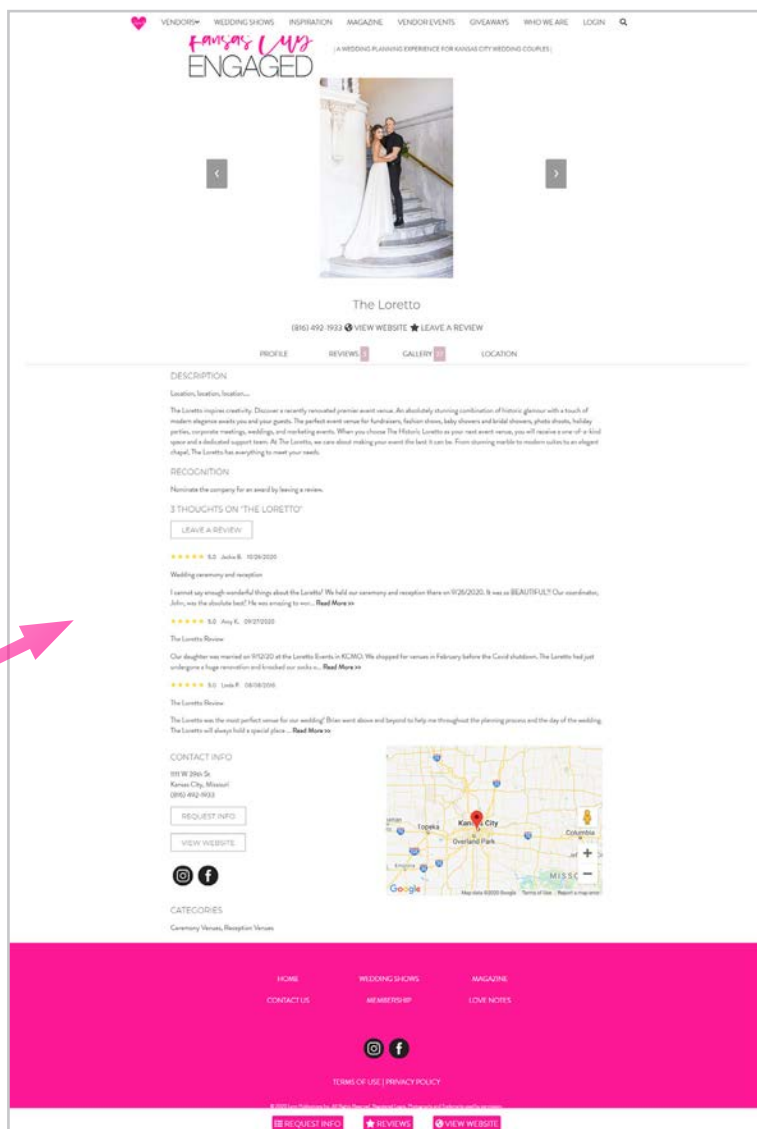
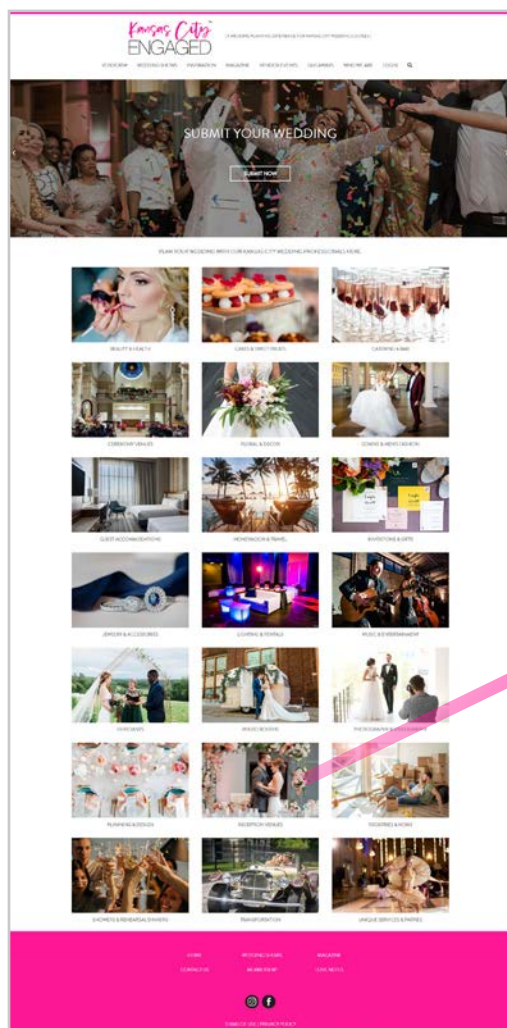


SINGLE-PAGE DISPLAY

5-TIER MARKETING PROGRAM *Online Profiles + Leads Program*

ONLINE PROFILES

Every year more than 3,000 newly engaged couples join the Kansas City Engaged website to find their wedding vendors. With 24/7 access, vendors have complete control over their professional profile by uploading pictures and videos, reviews, offers and more!



LEADS

Gone are the days of having to wait for leads to come to you. Our leads database allows **YOU** to go to **THEM**. With the ability to search for couples by their wedding date or KC Engaged sign-up date, you can call, text, email, or direct mail any of the couples in our database. It's completely permission-based, so you never have to worry about invading their privacy. We recommend a friendly phone call to start the conversation, followed up by an email with a link to your website and a call-to-action. Created with the vendor in mind, the leads system makes booking business easier and more convenient than ever before.

87%
OF COUPLES IN THE PWG
NETWORK OPT-IN TO
OUR LEADS PROGRAM!

5-TIER MARKETING PROGRAM *Wedding Shows*

WEDDING SHOWS

Our wedding shows attract thousands of couples annually who are looking to meet face-to-face with local wedding vendors. Couples love the variety vendors at our shows, the amazing prizes and giveaways, and the energetic live fashion shows. We produce the largest wedding shows locally with the largest attendance, hands down.

Registration is limited in each vendor category so that your business has the opportunity to stand out and we market our shows extensively to couples through direct email, radio/tv and social media. Show vendors are featured on our website, show program and social media.



Vendor Experiences

"It really exceeded ALL our expectations! This was our first show and we didn't know what to expect. It was AMAZING!"

Kelsie Rorie Photography

At our first KC Engaged show, we reserved over \$40,000 in bookings! Now, we let KC Engaged find the brides that want us. You can spend countless hours trying to find brides, or KC Engaged can bring them right to you, and all you have to do is sign up for one of their shows!"

Ashley Wills, owner Ashley Wills, LLC

WHAT COUPLES ARE SAYING ABOUT OUR SHOWS

- ▶ 90% would recommend attending a KC Engaged to a friend
- ▶ 89% said they hope to attend another KC Engaged show before their wedding
- ▶ 55% came hoping to book their vendors right away

WHAT VENDORS ARE SAYING ABOUT OUR SHOWS

- ▶ 20% said they believe they booked 10+ weddings from the show
- ▶ 25% said they believed they booked 5+ weddings from the show
- ▶ 95% said the couples fit their target demographic

5-TIER MARKETING PROGRAM *Networking + Education*

NETWORKING + EDUCATION

Since its inception in 2004, the purpose of the Kansas City Wedding Guild is to create a safe space for all KC wedding professionals to learn, network, and connect. Enjoy a glammed-up night out at our annual Masquerade Ball. Gain valuable information and feedback from recently married couples at our Annual Bridal Panel to help shape your marketing efforts.

Our KC Wedding Guild Facebook Group offers year-round, online support and networking opportunities. Learn more at www.kcweddingguild.com.



We can't wait to work with you!

With nearly 20 years of proven success, our 5-Tier Marketing Plan is foolproof! Let's start growing your business together today!



Value at Every Level

	SILVER	GOLD	PLATINUM	PREMIUM
ONLINE PLACEMENT	bottom	middle	top	very top
VIDEOS		●	●	●
REVIEWS		●	●	●
FAQs		●	●	●
ACCESS TO LEADS DATABASE		24/7 access	24/7 access	24/7 access
SOCIAL MEDIA POSTS	2	3	4	5
PRINT ADVERTISING	half-page profile	full-page profile	half-page profile + single page display	full-page profile + single page display
VENDOR SPOTLIGHT PRINT AD				●
VENDOR SPOTLIGHT EMAIL				●
SHOW VOUCHER	\$100	\$300	\$600	2 x \$600
GUILD LUNCH TICKETS	2	4	5	6



CONTACT US
TO DISCUSS
THESE OPTIONS
IN GREATER
DETAIL AND
GET PRICING
INFORMATION!