



Kansas CityTM ENGAGED Marketing Guide



Hello!

Kansas City Engaged is a local resource, connecting couples and wedding vendors throughout the planning process for over 22 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 Preferred Vendors grow their business with our **5-Tier Marketing Program**, consisting of:

- ▶ Print Magazine & Client Resource
- ▶ Online Profile & Social Media Exposure
- ▶ Leads Database
- ▶ Wedding Shows
- ▶ Vendor to Vendor Networking + Education

KCTM
engaged details

- ▶ Kansas City Engaged is owned by Lynn Publications Inc.
- ▶ Founded in 2001
- ▶ Female-owned and operated
- ▶ 98+ shows produced
- ▶ 53+ wedding guides published
- ▶ 25,000 copies of the guide printed annually, in 450 locations
- ▶ 70,000 couples have used KC Engaged when planning
- ▶ 20,000+ followers on Facebook
- ▶ 5,200+ followers on Instagram
- ▶ 3,000+ couples on our email list
- ▶ Providing 18 years of networking + education opportunities through the Kansas City Wedding Guild



Ellen Hein
OWNER + PUBLISHER



Lupe Barrera
ADMINISTRATIVE ASSISTANT
& BOOKKEEPER



Megan Lemon
SENIOR ACCOUNT EXECUTIVE



Kathryn Snellen
MARKETING &
SOCIAL MEDIA MANAGER

Kansas City couples

- ▶ 80% Engaged Couples are millenials
- ▶ 63% are college educated
- ▶ Have a 16 month engagement
- ▶ Top complaint: Vendors not returning inquiries in a timely manner
- ▶ 82% spend under \$30,000 on their wedding

WHEN PLANNING

- ▶ 73% use bridal magazines
- ▶ 63% attend bridal shows
- ▶ 69% use online bridal sources
- ▶ 83% use social media
- ▶ 60% rely on referrals from family & friends

The Kansas City couple

THEIR **SAVVY!**

THEIR **UNIQUE!**

THEY **KNOW WHAT THEY WANT!**



Kansas City Weddings

10,996

weddings in 2021

\$24,169

average spent in 2021

\$265,762,324

total sales in 2021

average # of
guests in U.S.

average # of guests
in the Kansas City area

average value
per guest



\$184

5-TIER MARKETING PLAN *Print*

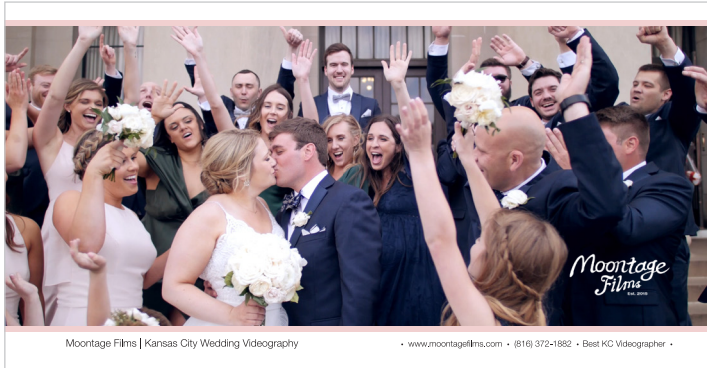
PRINT

Kansas City Engaged prints 25,000 guides annually which are distributed in more than 300 locations around Kansas City. We are everywhere couples are - including jewelry stores, bridal boutiques, reception venues, florists, photography studios, and every local Price Chopper, Dillards, and any Preferred Vendor.

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

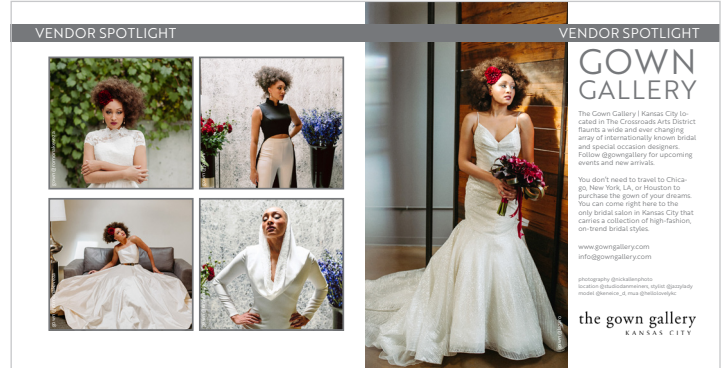
- ▶ Half-Page and Full-Page Profile Ads
- ▶ Single-Page and Double-Page Display Ads
- ▶ Fold-Out Ads
- ▶ Inside Covers
- ▶ Vendor Spotlights
- ▶ Featured Content (Real Weddings)
- ▶ Inspirational Weddings



Moontage Films | Kansas City Wedding Videography

• www.moontagefilms.com • (816) 372-1882 • Best KC Videographer •

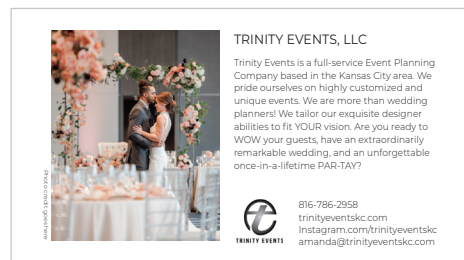
DOUBLE-PAGE DISPLAY



VENDOR SPOTLIGHT



FULL-PAGE PROFILE



HALF-PAGE PROFILE



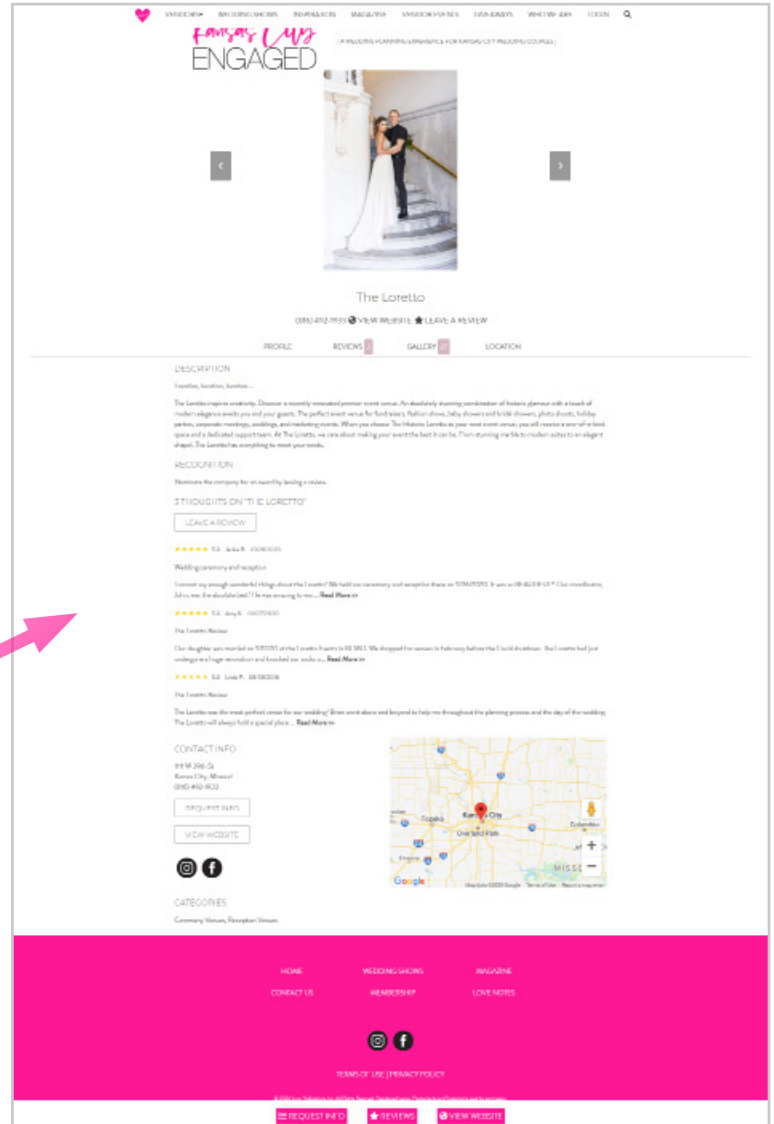
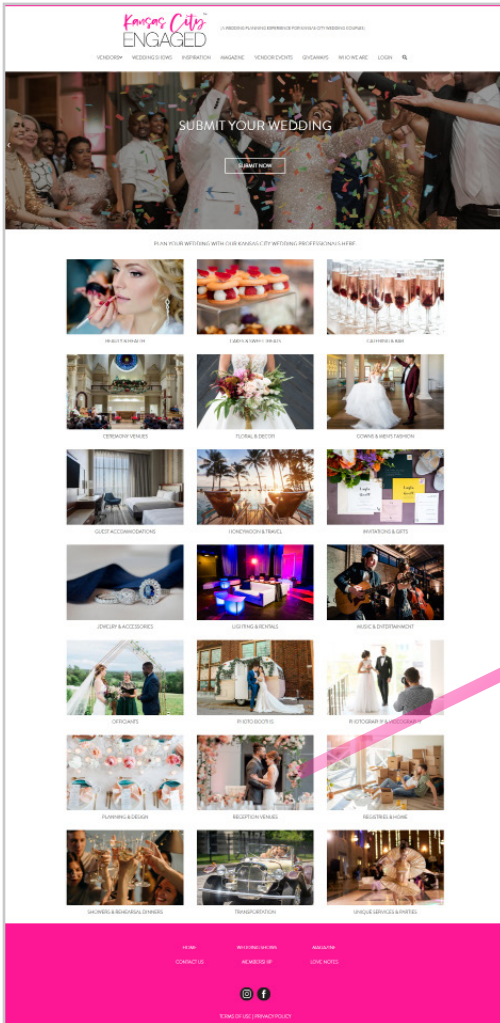
SINGLE-PAGE DISPLAY

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 KCE
NETWORK OPT-IN TO
OUR LEADS PROGRAM!

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

"Kansas City Engaged has no rival. My business has the unique pleasure of working alongside hundreds of couples every year, and a huge part of that success goes hand in hand with the amount of pure hard work, and passion that Ellen, and all of the Kansas City Engaged team puts into their wedding shows each year. If I could give one piece of advice to the vendors trying to make a name for themselves in the Kansas City Wedding Industry.. it would be to GET A BOOTH AT Kansas City Engaged. This isn't just a trade show to meet thousands of couples each year.. this is a show that sharpens your talents, and allows you to network with other talents and see where you can continue to improve your craft."

Austin Morris | Owner - Aventi Weddings

"I had such a great time as a vendor at the KC Engaged Bridal Expo. Not only was I able to connect with hundreds of couples and other local vendors, but I came out of the expo with four weddings that were booked on the spot! It's been a week since the show and I've had three brides follow up wanting to book - seven weddings locked down from just one day?! Wow! Ellen and her team are incredible. I'd recommend KC Engaged to brides and vendors alike."

Mallorie McBride Photography

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.



Photos: Copper Tree Photo

We can't wait to work with you!

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



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FACEBOOK [@KANSASCITYENGAGED](https://www.facebook.com/KANSASCITYENGAGED) INSTAGRAM [@KANSASCITYENGAGED](https://www.instagram.com/KANSASCITYENGAGED)

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 display half-page profile	full-page display half-page profile	double page display full-page profile
VENDOR SPOTLIGHT PRINT AD				●
VENDOR SPOTLIGHT EMAIL				●
SHOW VOUCHER	\$100	\$300	\$300 x 2	\$300 x 3
GUILD LUNCH TICKETS	2	4	5	6



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