



# Kansas City<sup>TM</sup> ENGAGED Marketing Guide



# Hello!

Kansas City Engaged is a local resource, connecting couples and wedding vendors throughout the planning process for nearly 23 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 Magazine & Client Resource
- Online Profile & Social Media Exposure
- Leads Database
- Wedding Shows
- Vendor to Vendor Networking + Education

## KC engaged™ details

- Kansas City Engaged is owned by Lynn Publications Inc.
- Founded in 2001; female-owned and locally operated
- 100+ shows produced over 23 years
- 55+ wedding guides published
- 20,000 copies of the guide printed annually in 300 locations
- 80,000 couples have used KC Engaged when planning
- 20,000+ followers on Facebook
- 6,700+ followers on Instagram
- 3,000+ couples on our email list
- 60,000 annual web traffic
- 20,000 annual leads
- Providing 20+ years of networking with over 200 luncheons produced through the Kansas City Wedding Guild



*Ellen Hein*  
OWNER + PUBLISHER



*Lupe Terrazas*  
ADMINISTRATIVE ASSISTANT  
& BOOKKEEPER



*Heidi Hitchcock*  
ACCOUNT EXECUTIVE



*Kathryn Snellen*  
MARKETING &  
SOCIAL MEDIA MANAGER



*Lucy Leonard*  
MARKETING &  
SOCIAL MEDIA MANAGER

## *Kansas City couples*

- 47% Engaged Couples are Gen Z
- 70% 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

- 63% attend wedding shows
- 69% use online bridal sources
- 83% 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*

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**13,424**

weddings in 2019

**\$26,803**

average spent in 2019

**\$346,379,472**

total sales in 2019

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average # of  
guests in U.S.



average # of guests  
in the Kansas City area



average value  
per guest

**\$167**

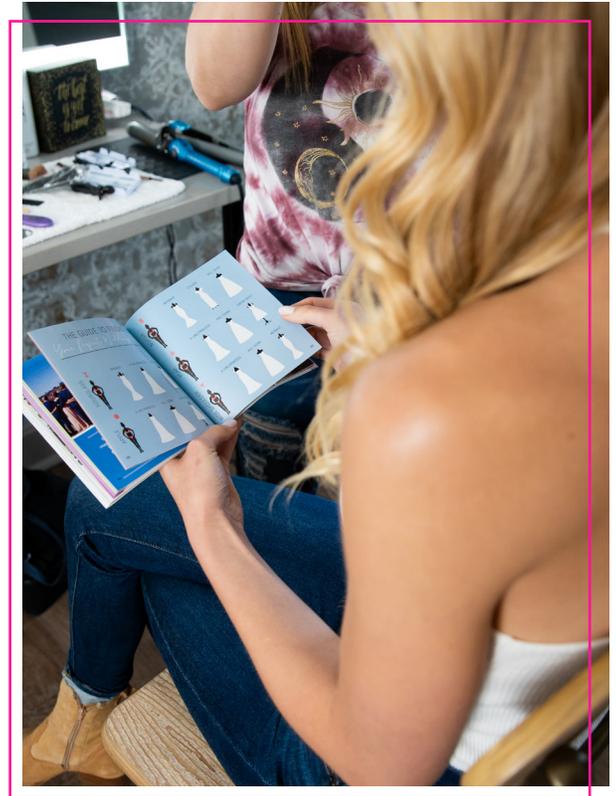
# 5-TIER MARKETING PLAN *Print*

## PRINT

Kansas City Engaged prints 20,000 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



### vendor SPOTLIGHT

I'm Kyndra Jade, the owner, and designer of Kyndra Jade. I am a Kansas City-based fashion designer and angel wing maker. I offer a unique perspective on alternative-style wedding gowns. Every gown in my collection is your Wildest Dreams, made to order. Whether you dream of one of my runway gowns as it is, or a custom color-way. Even if you dream of being a part of your own vision brought to life, I would be honored to be a small part of your special day. I look when another #kyndrasaidgowns dream come to life.

**Why do you think a wedding is often centered around the bride's wedding gown?**

I know many brides dream about their wedding while growing up. Knowing everyone's eyes will be on them. By choosing to work with a local designer you can collaborate with an artist to interpret and create a gown perfect for your moment. It's hard to describe the enchantment until you've stepped into and twirled in the gown of your dreams.

**What can a bride expect when she decides to invest in a custom gown?**

I think many brides assume they cannot afford a designer gown. Mid-to-order gowns start at \$2800. Many brides have fallen in love with a gown they saw on my runway but dream of it in white. Or they imagine a unique sleeve. Perhaps even making a gown more modest than the runway gown. If a bride has a gown in their mind they've never seen, Kyndra Jade has a passion to help bring your vision to life.

**How much time does it take to create a custom gown?**

Every gown is made to order. Customizing one of Kyndra's current gowns has the fastest turnaround. All gowns take a minimum of 12 weeks to produce.

*Kyndra Jade*

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Stowell, KS  
www.kyndrasaid.com  
kyndra@kyndrasaid.com  
@kyndrasaid

DOUBLE-PAGE DISPLAY

VENDOR SPOTLIGHT

**CRYSTAL MOMENTS EVENT PLANNING**

Crystal Moments is an Event Planning Company based in the Kansas City area. We pride ourselves in not only helping create your dream wedding day, but also in making the planning process one of a kind. Once we team up, you can stop stressing and focus on the most important thing, your love!

913-744-8112  
crystalmoments.net  
lauren@crystalmoments.net  
@crystalmomentsevents

**CRYSTAL moments**  
Event Planning

FULL-PAGE PROFILE

**LAUJ CO.**

You deserve to remember your wedding day. You deserve photographers who build a relationship with you—who, not only guides you, but also documents your love story. We do. If you're ready to have fun and find the beauty in storytelling, and make a couple of lifelong friends while doing so—we're your photographers.

417-849-8299  
www.lauj.co  
hello@lauj.co  
instagram: lauj.co

HALF-PAGE PROFILE

*Make Your Day Unforgettable*  
at The Hilton President

Photo Courtesy of Bailey Pannell

**Hilton**  
PRESIDENT KANSAS CITY

1529 Baltimore, Kansas City, MO 64105  
PresidentKansasCity.Hilton.com | (816) 503-1628

SINGLE-PAGE DISPLAY



# 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*

"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**

I am very excited to be in the wedding planning stages of my big day and I must extend my gratitude to your KC Engaged event. KC Engaged has connected me with many amazing local vendors that I would not have found otherwise! While at your wedding show seeing the many vendors and models really helped inspire my fiancé and I to do the hard work of planning. I must say I was going to first put our event in the hands of a wedding planner, but thanks to your many resources provided I was able to ultimately do the hard work myself! Yay!

**Stacie Langum - Future Bride**

### 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. 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, win an award at our couples choice awards!

Our KC Wedding Guild Facebook Group offers year-round, online support and networking opportunities. Learn more at [www.kcweddingguild.com](http://www.kcweddingguild.com).



Photos: Copper Tree Photo

# *We can't wait to work with you!*

With 20+ 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

	PREMIUM	PLATINUM	GOLD	SILVER
ONLINE PLACEMENT	Very Top	Top	Middle	Bottom
VIDEOS	●	●	●	●
REVIEWS	●	●	●	●
FAQs	●	●	●	●
ACCESS TO LEADS DATABASE	24/7 Access	24/7 Access	24/7 Access	
SOCIAL MEDIA POSTS	6+	4+	3+	2
PRINT ADVERTISING	Double Page Display Full-Page Profile	Full-Page Display Full-Page Profile	Full-Page Display Full-Page Profile	Half-Page Profile
VENDOR SPOTLIGHT PRINT AD	1			
VENDOR SPOTLIGHT EMAIL	1			
SHOW VOUCHER	\$300 x3	\$300 x2	\$300	
GUILD LUNCH TICKETS	8	6	4	2



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