



Kansas CityTM ENGAGED

Marketing Guide



Meet KANSAS CITY ENGAGED

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 **6-Tier Marketing Program**, consisting of:

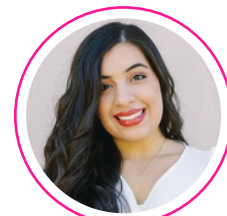
- Print Magazine & Client Resource
- Online Profile & Social Media Exposure
- Leads Database
- Wedding Shows
- Vendor to Vendor Networking + Education

KCTM
engaged details

- Kansas City Engaged is owned by Lynn Publications Inc.
- Founded in 2001; female-owned and locally operated
- 100+ shows produced over 23 years
- 55+ wedding guides published
- 12,000 copies of the guide printed annually in 300 locations
- 80,000 couples have used KC Engaged when planning
- 20,000+ followers on Facebook
- 8,000+ followers on Instagram
- 3,000+ couples on our email list
- 60,000 annual web traffic
- 10,000 annual leads
- Providing 20+ years of networking with over 200 luncheons produced through the Kansas City Wedding Guild



Ellen Hein
OWNER + PUBLISHER



Lupe Terrazas
OPERATIONS MANAGER



Grace Lee
ACCOUNT EXECUTIVE



Kathryn Snellen
MARKETING MANAGER



Lucy Leonard
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

11,495
weddings in 2023

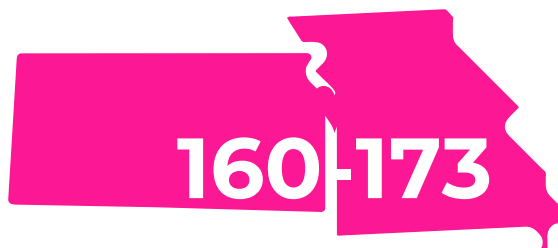
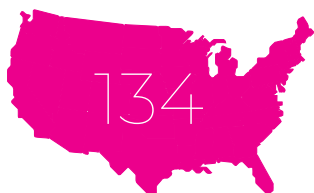
\$28,
average spent in 2023
103

\$321,894,485
total sales in 2023

average # of
guests in U.S.

average # of guests
in the Kansas City area

average value
per guest



\$165

6-TIER MARKETING PLAN *Print*

PRINT

Kansas City Engaged prints 12,000 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

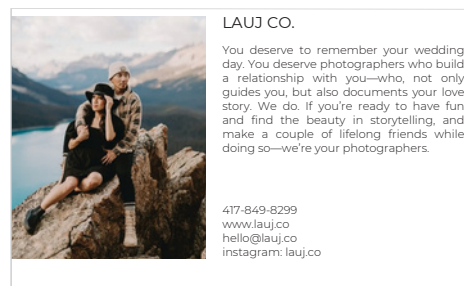


DOUBLE-PAGE DISPLAY

VENDOR SPOTLIGHT



FULL-PAGE PROFILE



HALF-PAGE PROFILE

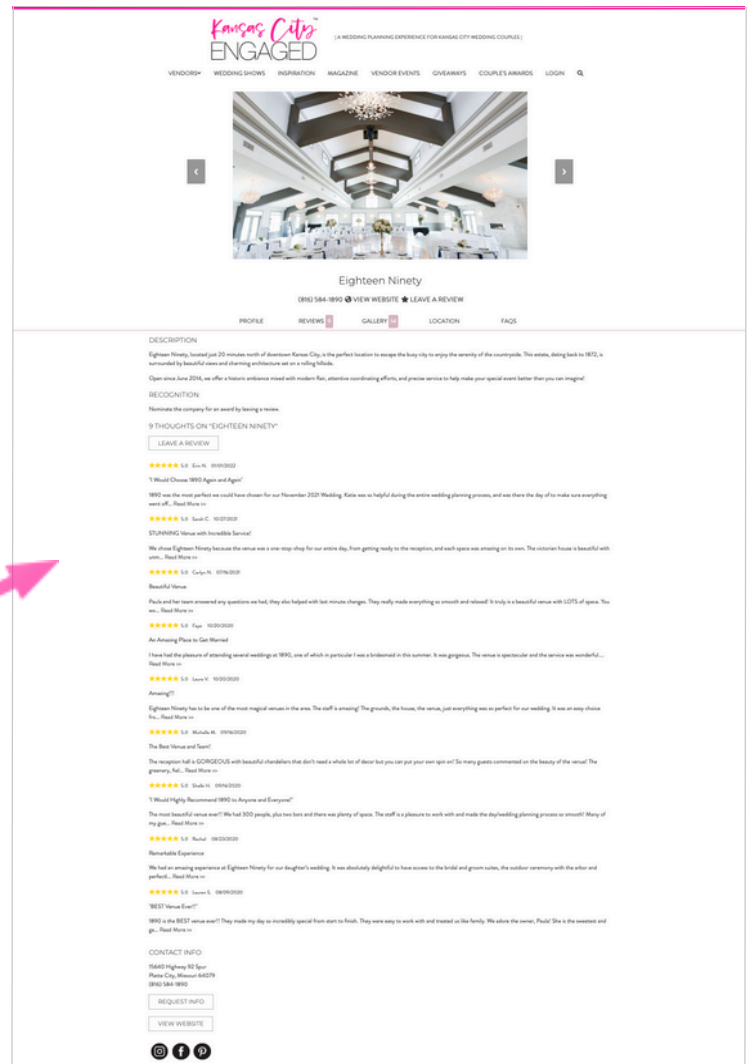
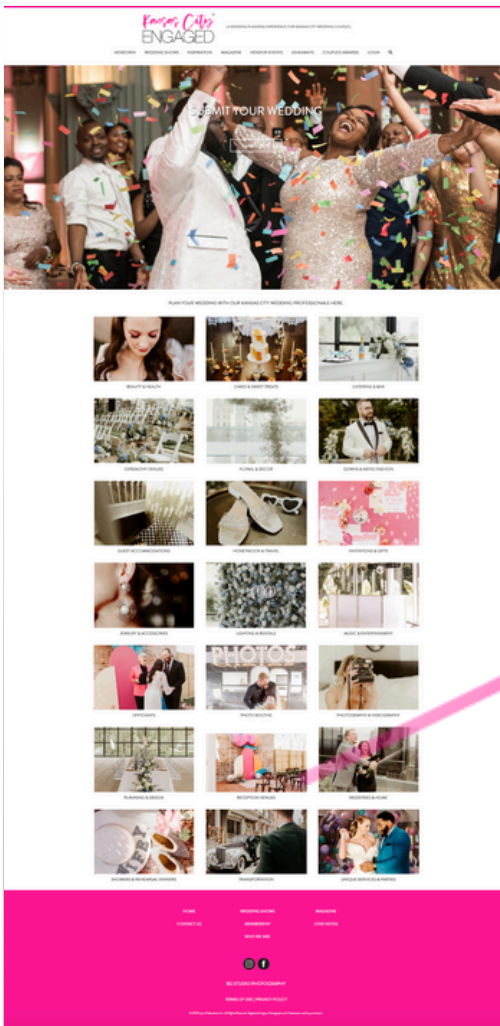


SINGLE-PAGE DISPLAY

6-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%
NETWORK OPT-IN TO OUR
LEADS PROGRAM!

6-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

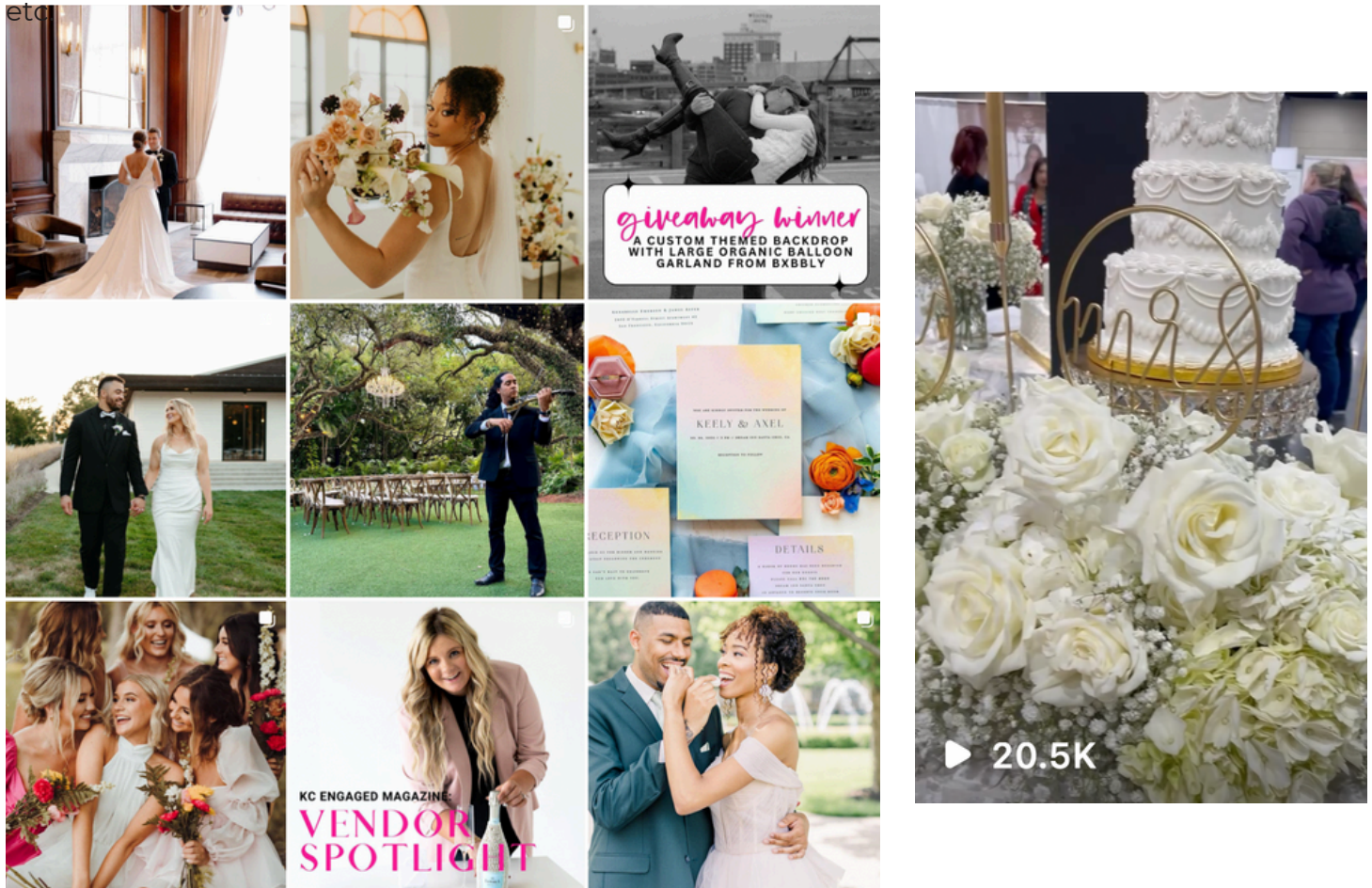
6-TIER MARKETING PROGRAM *Online + Social Media*

SOCIAL MEDIA + EMAIL MARKETING

Receive social media spotlights and promotions for your business including paid ad opportunities on social media. Plus, monthly dedicated emails to engaged couples to drive interest. Kansas City Engaged has the highest following for engaged couples including accounts on Instagram & Facebook.

- 8,000+ Instagram Followers
- 20,000+ Facebook Followers
- An authentic & growing audience

OPPORTUNITIES: Monthly Giveaway Campaigns for social promotion + leads, Vendor Spotlights, etc.



Follow Along on Social Media



KansasCityEngaged



@KansasCityEngaged



KCWeddingGuild



@KansasCityEngaged

6-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.



Photos: Copper Tree Photo

We can't wait to work with you!

With 20+ years of proven success, our 6-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!