

A bride in a white lace wedding dress stands on a stone ledge by a lake at sunset. The sun is low on the horizon, creating a warm, golden glow and lens flare. The background features a lush, green hillside with trees and a body of water. The bride is seen from the side, looking towards the right.

All you need is love and...

THE *Wedding* RING

Media Kit 2026

EXPOS • MAGAZINE • ONLINE • SOCIAL

THE *Wedding* RING

For more than 20 years, The team at The Wedding Ring has researched, created, and curated quality, need-to-know wedding content, year-round, alongside our clients who are Ontario's most talented wedding experts. Engaged couples will find everything they need to know to plan fabulous local weddings, delivered in print (The Wedding Ring Magazine) and online (TheWeddingRing.ca) to a geographically targeted bride and groom audience. As a result, our clients book more weddings, and our readers find it easier to plan weddings.

On the odd chance that you find Anne, Kristen, Jess, and the team at The Wedding Ring more than a few feet away from their Wi-Fi connections, it's likely because you're at one of The Wedding Ring Wedding Expos which take place seasonally in 14+ cities across Ontario. These are couture bridal shows filled with over-the-top exhibits, design inspiration, and many (many, many) engaged couples.

From Kitchener to Niagara, from London to Barrie, The Wedding Ring is your primary source for all things local wedding marketing in Southern Ontario.

The following pages will take you through our unique approach to content marketing - in print, online, and in person. Please don't hesitate to reach out if you have any questions.

We'd love to hear more about you and your business.

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All you need is love and...

THE *Wedding* RING

overview

Through our website, magazine, social media channels, and wedding expos, The Wedding Ring offers you the best and most comprehensive set of resources to connect you with our enormous community of engaged couples. A true one-stop shop for any couple looking to plan their dream wedding in Ontario. Choose from an a-la-carte selection of marketing opportunities or explore one of our campaigns.



WEBSITE

Pg 5-6

WEB PRESENCE

Customizable vendor profile page with 1-5 listings and reviews

DIGITAL PROMOTION

Content features and social media posts promote your business.

REVIEWS

Have clients leave compliments about your products and services

BANNER ADS AVAILABLE



MAGAZINE

Pg 7-10

PRINT AD

Print ad in two semi-annual issues of The Wedding Ring Magazine

ONLINE MAGAZINE

Full magazine is available on all mobile, desktop and tablet devices.

EDITORIALS

We'll work with you to include your knowledge and expertise in an article with your name and company credited.



WEDDING EXPOS

Pg 11-13

WEDDING EXPOS

Professionally produced and well organized events with high quality attendees.

Exclusive early opportunity to sign up for semi-annual expos.

First right of refusal on booth space for returning vendors.

Sponsorship opportunities amplify your brand.

Multiple booth size available.



SOCIAL MEDIA

Pg 14-15

INSTAGRAM

Share images, reels and stories of your recent events or new products and services.

FACEBOOK

Promote your business, upcoming events, company specials and more.

TIKTOK

Share videos of your products, services, spaces, expertise and more.

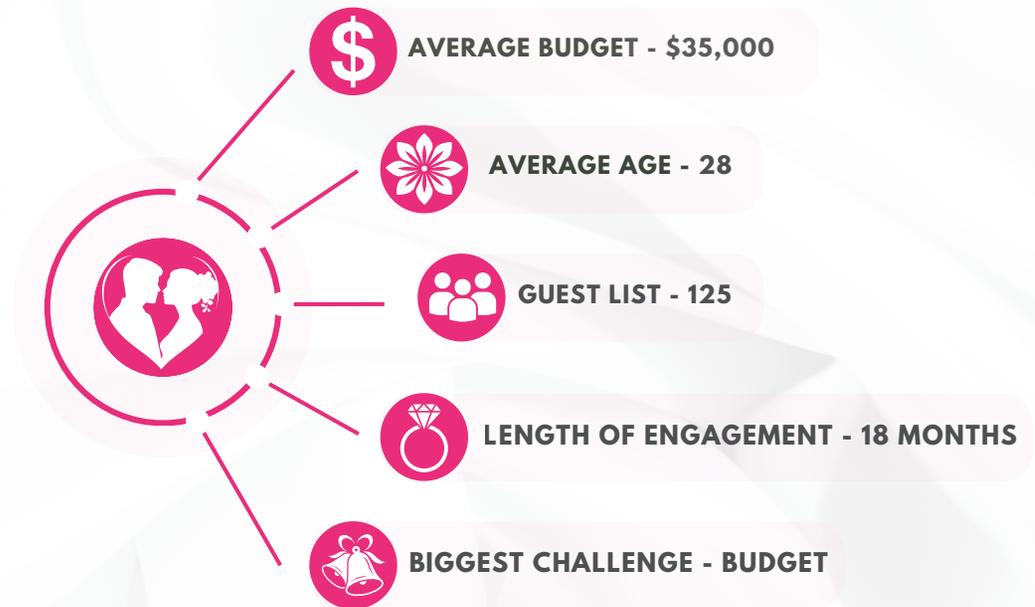
our couples

Wedding planning is a blend of dreams and details, a journey brimming with anticipation and intricacy. Couples embark on this journey with visions of a perfect day, each element meticulously curated to reflect their love story.

Yet, amidst the planning, wishes, challenges, and fears abound requiring patience, compromise, and resilience. Navigating through a myriad of decisions, prioritizing elements, each choice shaping the fabric of their celebration.

The Wedding Ring audience is made up of engaged couples throughout Southern Ontario who are serious about wedding planning and understand the importance of hiring experienced wedding professionals to ensure their dream wedding goes off without a hiccup.

These couples want and need YOUR help to create the beautiful, one-of-a-kind wedding that they have dreamed of.



WISHES

1. Memorable experience
2. Smooth planning process
3. Personalization
4. Stunning photos and videos
5. Stress-free wedding day
6. Beautiful Decor
7. Unforgettable entertainment
8. Delicious food and drinks
9. Meaningful ceremony
10. Romantic honeymoon

CHALLENGES

1. Budget constraints
2. Finding the perfect venue
3. Dealing with vendors
4. Managing the guest list
5. Conflicting opinions
6. Time management
7. Balancing traditions
8. Ensuring RSVP's are received on time
9. Last minute changes
10. Postponements/cancellations

FEARS

1. Going over budget
2. Guest dissatisfaction
3. Weather-related issues
4. Vendor cancellations
5. Family conflicts
6. Wardrobe malfunctions
7. Technical difficulties
8. Transportation issues
9. Health emergencies
10. Not meeting expectations

www.theweddingring.ca

If you're in the wedding industry, getting featured on TheWeddingRing.ca is a game-changer. Engaged couples turn to TheWeddingRing.ca for inspiration, expert advice, and trusted wedding pro recommendations. That means your content isn't just reaching random people—it's connecting with couples who are actively planning their big day in your area.

Position Yourself as an Expert

Writing blog posts, guides, or vendor spotlights on TheWeddingRing.ca helps establish your brand as a go-to resource. Whether you're sharing "Top Wedding Trends for 2025" or "How to Choose the Perfect Venue," your content builds trust and credibility. When couples find your advice helpful, they're more likely to reach out when they need your services.

Boost Your Visibility and SEO

TheWeddingRing.ca already ranks well on search engines, so having your content featured there can increase your exposure. Well-optimized articles help drive traffic to your website, putting your business in front of more engaged couples without paying for ads.

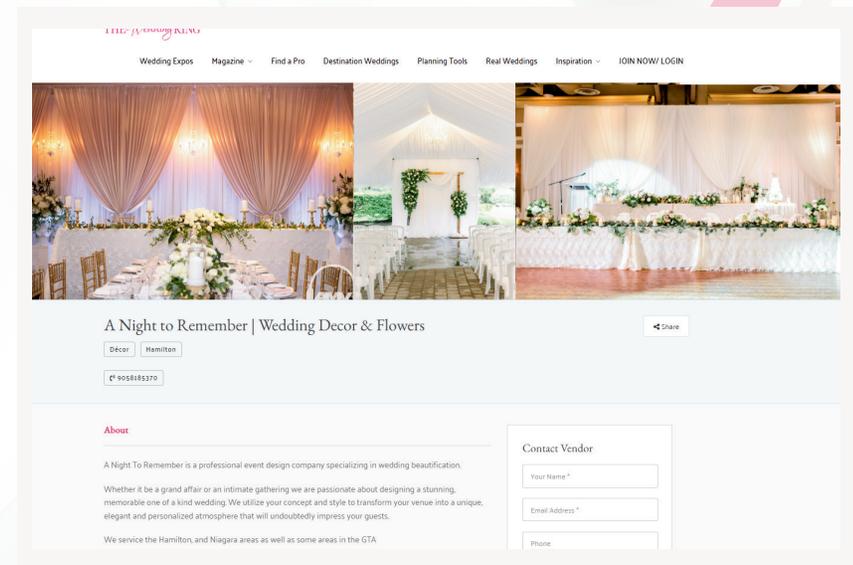
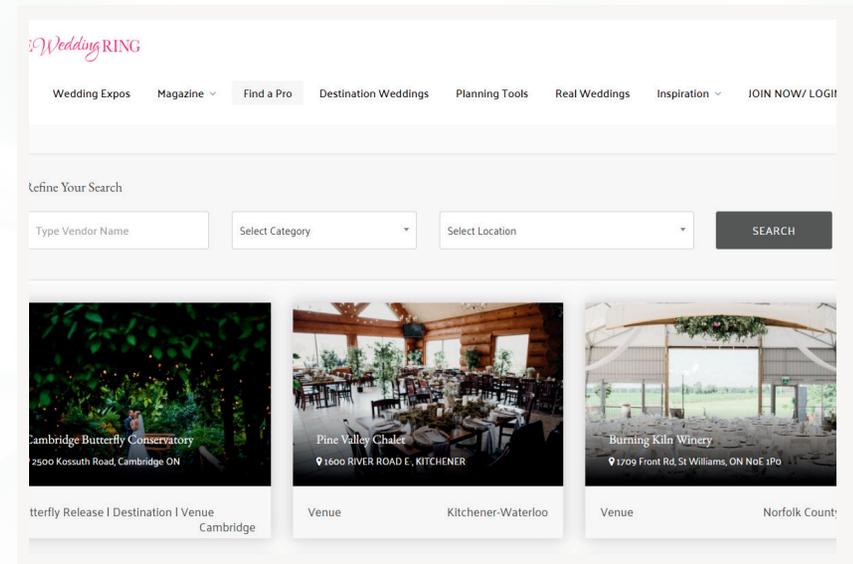
Showcase Your Style

TheWeddingRing.ca isn't just about words—it's also a visual platform. Sharing real wedding features, styled shoots, or expert advice lets you showcase your work beautifully while attracting the right audience.

If you want to connect with more couples, content marketing on TheWeddingRing.ca is part of a brilliant strategy!

5 Million Page Views & 315,000 Unique Visitors Annually

All you need is love and...



THEWeddingRING

www.theweddingring.ca

Online Marketing on TheWeddingRing.ca has always been a game changer. Our packages ensure that everyone has an opportunity to show off their expertise to our enormous communities of local, engaged couples. These packages are all you need to share your brand, products, expertise, and news with the wedding community of your choice, year-round. TheWeddingRing.ca offers vendor profiles and listings, with a variety of options depending on your budget. From our platinum concierge online marketing package, where we take care of it all for you, to the more DIY approach of the Silver and Gold package, you'll find the package that is right for you.

Online features renew every 365 days with price points starting at complimentary (\$0) to platinum (\$1400). Our new Gold package is only \$695 and is complimentary for Expo Exhibitors who want to extend their targeted reach from the one-day wedding expo to the almost unlimited reach that online can deliver. Here is what is included in each option.

| PLATINUM | GOLD | SILVER |
|--|---|--|
| <ul style="list-style-type: none">• Vendor profile• Listings - 5• Featured Listing - 1• Images per listing - 24• Feature Video• Social media links• Email contact form• Phone & Website link• Fully managed• 3 content features• Email marketing | <ul style="list-style-type: none">• Vendor profile• Listings - 1• Featured listing - 0• Images per listing - 12• Social media links• Website link• Email contact form• Phone number• Self-managed | <ul style="list-style-type: none">• Vendor profile• Listings - 1• Featured listing - 0• Images per listing - 6• Email contact form• Phone number• Self-managed |
| \$1400 / year | \$695 / year | FREE |

All you need is love and...

THE *Wedding* RING

the wedding ring magazine

LUXURY PRINT MAGAZINE and digital download

If you're in the wedding industry, marketing in The Wedding Ring Magazine is one of the best ways to reach engaged couples who are actively planning their big day. Whether through content marketing or eye-catching display ads, print media offers some major advantages that digital just can't replicate.

A Captive, Highly Targeted Audience

The Wedding Ring Magazine is read by engaged couples who are already searching for inspiration, wedding pros, and products for their big day. Unlike digital ads that have to fight for attention, a print ad in The Wedding Ring Magazine is seen by couples who are actually interested in what you're offering. They're flipping through these pages with the intent to plan, which means your message lands in front of the perfect audience.

Trust and Credibility

People trust print. The Wedding Ring Magazine is curated, beautifully designed, and packed with expert advice—making it a go-to resource for brides and grooms. If your business appears in a reputable publication, you instantly gain credibility. It's like being personally recommended by the magazine itself!

Longer Shelf Life and More Engagement

Unlike digital ads that disappear in seconds, The Wedding Ring Magazines stick around. Brides often keep them for months, referring back to them for ideas and wedding pro recommendations. That means your ad or sponsored content could be seen multiple times, increasing the chance of a couple reaching out. Even better, once the next issue of The Wedding Ring Magazine is released, content features from the previous magazine are upcycled into online blog features.

A Beautiful Showcase for Your Brand

Weddings are all about aesthetics, and print gives your brand a gorgeous platform. Whether it's a full-page ad or an editorial feature, the high-quality photography and elegant layouts in The Wedding Ring Magazines make your business look stunning.

So, if you want to connect with engaged couples in a meaningful way, print marketing in The Wedding Ring Magazine is a timeless, effective strategy.

All you need is love and...



THE Wedding RING

the wedding ring magazine

DISTRIBUTION and PRICING

The Wedding Ring Magazine is the ultimate resource for engaged couples actively planning their weddings. With 5,000 beautifully printed copies and 15,000 digital downloads per issue, we offer unparalleled reach and visibility across multiple platforms.

Extensive Distribution Network

Your brand will be showcased through Canada's most trusted wedding planning channels, ensuring that your ad reaches highly engaged couples. Our distribution includes:

- Chapters/Indigo – A premier retail partner
- A Trusted Network of Local Wedding Professionals distributes copies directly to their clients,
- The Wedding Ring Expos – The only magazine available at our exclusive wedding shows.

Maximized Digital Reach

- Our 15,000 digital downloads extend your visibility beyond print, available directly from our website and heavily promoted through our social media channels and our expansive email subscriber list ensures direct delivery to couples actively planning.

A La Carte and Campaign Pricing Available

The Wedding Ring Magazine has something for every wedding pros budget.

1 FULL-PAGE CONTENT FEATURE, \$850 PER PAGE

Expert Tips | Feature Galleries | Design Palette | Real Wedding Story | Micro Weddings | Style Shoot | Destination Weddings | Favourite Things | Wedding Worthy Venue

DISPLAY ADS

Covers \$2250 | Full Page \$1550 | Half Page \$950 | Quarter Page \$650

Ad Design Services - \$75 per hour

Hardcover Coffee Table Books for your office or studio are available for \$95 per copy.



All you need is love and...

THE Wedding RING

campaigns

RUBY \$3295 (regularly \$6290)

THE WEDDING RING MAGAZINE
JANUARY PRINT & DIGITAL
 2 PAGE PACKAGE - 1 Full Page Ad +
 1 Full Page Content Feature
 + 1 Hardcover Coffee Table Book
THE WEDDING RING MAGAZINE
SEPTEMBER PRINT & DIGITAL
 2 PAGE PACKAGE - 1 Full Page Ad +
 1 Full Page Content Feature
 + 1 Hardcover Coffee Table Book
THEWEDDINGRING.CA FOR 12
MONTHS

Advertorial feature on your business in
 one online city + up to 3
 additional content features
Social Video Addon included.

EMERALD \$4295 (regularly \$8090)

THE WEDDING RING MAGAZINE
JANUARY PRINT & DIGITAL
 3 PAGE PACKAGE - 1 Full Page Ad + 2
 Full Page Content Feature
 + 1 Hardcover Coffee Table Book
THE WEDDING RING MAGAZINE
SEPTEMBER PRINT & DIGITAL
 3 PAGE PACKAGE - 1 Full Page Ad + 2
 Full Page Content Feature
 + 1 Hardcover Coffee Table Book
THEWEDDINGRING.CA FOR 12
MONTHS

Advertorial feature on your business in
 one online city + up to 3
 additional content features
Social Video Addon included.

DIAMOND \$4995 (regularly \$9490)

THE WEDDING RING MAGAZINE
JANUARY PRINT & DIGITAL
 3 PAGE PACKAGE - 1 Full Page Ad + 2
 Full Page Content Feature
 + 1 Hardcover Coffee Table Book
THE WEDDING RING MAGAZINE
SEPTEMBER PRINT & DIGITAL
 3 PAGE PACKAGE - 1 Full Page Ad + 2
 Full Page Content Feature
 + 1 Hardcover Coffee Table Book
THEWEDDINGRING.CA FOR 12 MONTHS
IN 3 CITIES

Advertorial feature on your business in
 three online cities + up to 3
 additional content features
Social Video Addon included.

CELEBRATING 5000+ WEDDINGS!

MUSICENTRAL ENTERTAINMENT

What's HOT on the turn tables for 2025

In 2025, the role of the DJ and MC has become more integral to creating an unforgettable wedding experience. These professionals are more than just music providers; they are emcees, MCs, coordinators, and party planners all in one. For every moment of the celebration, DJ and MC are the heartbeat of the event, ensuring that every guest has a great time.

Personalized Playlists and Mood Curators: In 2025, we're seeing a trend towards more personalized playlists and mood curators. Couples are looking for DJs and MCs who can create a unique sound for their wedding, reflecting their personalities and the overall theme of the event.

Interactive Experiences with Tech: DJs and MCs are embracing technology to create more interactive experiences. From live streaming to social media integration, they are finding ways to keep guests engaged and entertained throughout the event.

Seamless Transitions and Event Flow: DJs and MCs are becoming more involved in the overall event planning process. They are ensuring that the wedding runs smoothly from start to finish, handling any unexpected situations with grace and professionalism.

Cultural and Ethnic Themes: Couples are increasingly incorporating cultural and ethnic themes into their weddings. DJs and MCs are adapting to these requests, ensuring that the music and entertainment are inclusive and respectful of all traditions.

Expert Tips by Music Central: For more information, visit www.musiccentral.ca

Tapestry Hall

Where timeless elegance meets contemporary style.

At Tapestry Hall, we combine the best of both worlds to create a truly unforgettable wedding experience. Our elegant ballrooms and outdoor terrace offer the perfect backdrop for your special day. From classic to modern, we have everything you need to make your wedding day a masterpiece.

Expert Tips by Music Central: For more information, visit www.musiccentral.ca

Vivid catering trends to define 2025

These trends for 2025 show a focus on personalization, sustainability, and interactive experiences. From farm-to-table ingredients to live cooking stations, couples are looking for unique and memorable ways to celebrate their special day.

Interactive Food Stations: Instead of a traditional buffet, couples are opting for interactive food stations. From live cooking to food trucks, these stations allow guests to see their food being prepared and customized to their tastes.

Sustainable and Local: Couples are increasingly choosing sustainable and locally sourced ingredients for their catering. This not only supports local businesses but also reduces the carbon footprint of the event.

Personalized Menus: Menus are becoming more personalized, reflecting the couple's personalities and the overall theme of the wedding. From custom cocktails to unique desserts, every detail is being thought of.

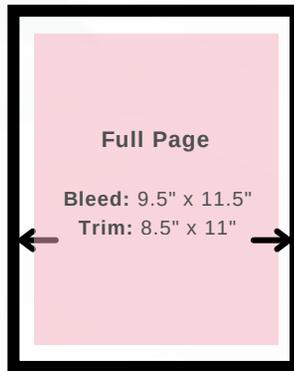
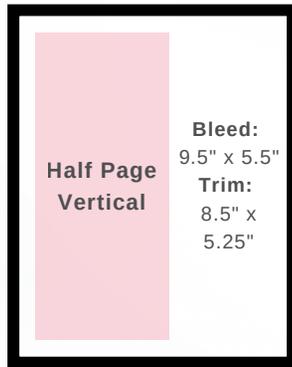
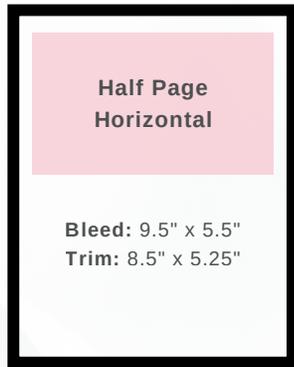
Live Entertainment: Live music and entertainment are becoming a more integral part of the wedding experience. From live bands to acoustic sets, couples are looking for ways to create a vibrant and lively atmosphere.

Expert Tips by Vivid Hospitality: For more information, visit www.vividhospitality.ca

All you need is love and...

THE Wedding RING

magazine specs



Magazine Dates & Deadlines

| ISSUE | SALES DEADLINE | MATERIAL DEADLINE | PUBLISH DATE |
|-------------------------|----------------|-------------------|--------------|
| Spring/Summer (January) | Oct 1 | Nov 1 | January 1 |
| Fall/Winter (September) | June 1 | July 1 | September 1 |

You may submit your ad ready to print or you may have us create an ad perfect for your needs.

MATERIAL REQUIREMENTS

- All ads must be submitted electronically (through dropbox, wetransfer, etc)
- All ad files must be equal to bleed size.
- All images must be **high resolution** original size, CMYK. 300dpi at 100%. NO LESS.
- All image files must include photo credits. (do not submit images pulled from webpages)
- All text must be embedded and outlined.
- Keep all essential elements (text and logos) 1 1/2" inside the bleed trim for type safety.
- Ads will be placed on our template.
- Acceptable file formats: PDF, .jpg, or .eps.
- Bleed Safety: 0.25" on each side (0.5" in total)

SUBMISSIONS FOR DESIGN AND AD CREATION

- All images / logos must be original size **high resolution**, CMYK, 300dpi at 100%. Images files can be .eps, .jpg, PDF formats.

NOTE: .GIF FILES will not be accepted. (.gif is internet only and will not reproduce well in print).

AD CREATION: \$75 per hour

the wedding ring expos

The Wedding Ring produces 25-30 couture bridal events per year throughout Southern Ontario. These wedding planning events are a favourite among local brides and grooms for meeting the most talented local wedding professionals. With a limited number of exhibitors in each category, we offer a curated wedding planning experience in an elegant, upscale environment.

This upscale experience isn't just for engaged couples! With all-in-one pricing, your booth comes equipped with WiFi, hydro (except KW, Hamilton, Niagara, & Oakville), a vendor lounge, and much more. At The Wedding Ring, we make sure that everyone has a great day when they attend one of our wedding expos. Custom add-ons are available.

2SLGBTQ+ BIPOC inclusive. Everyone welcome!



- Save the Expo Dates -

Winter/Spring 2026

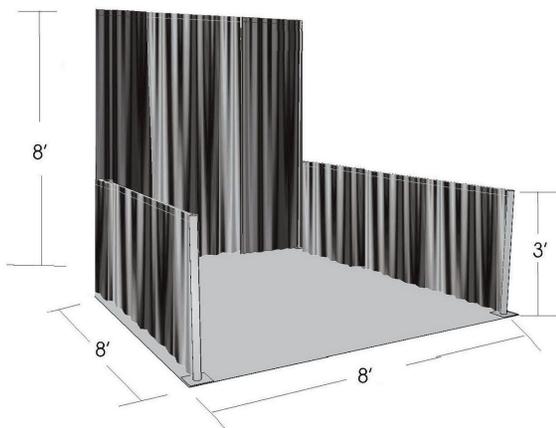
Kitchener-Waterloo: Jan 10 & 11 | Bingemans - Marshall Hall
Hamilton: Jan 23-25 | Michelangelo's Banquet Centre
Guelph: Jan 31 | Frank Hasenfratz Centre for Excellence
Oshawa: Jan 31 | Harmony Event Centre
Stratford: Feb 7 | Best Western Arden Park Hotel
Niagara: Feb 20 & 21 | White Oaks Conf. Resort & Spa
Caledon-Orangeville: Feb 22 | Hockley Valley Resort
London: Mar 1 | Best Western Lamplighter Inn
Oakville: Mar 8 | OE Banquet & Conf Ctr
Barrie-Simcoe County: Mar 22 | Nottawasaga Inn Resort
Brantford: Mar 28 | Affinity Conference Centre
Cambridge: Apr 12 | Tapestry Hall
Woodstock: Apr 19 | Craigowan Golf Club
Newmarket-Uxbridge: Apr 26 | Mill Run Golf Club
Norfolk County: May 3 | Greens at Renton

Fall 2026

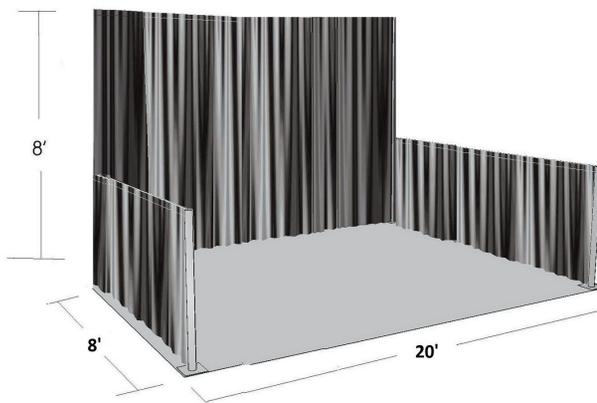
Barrie-Simcoe County: Sept 13 | Nottawasaga Inn Resort
Guelph: Sept 13 | Frank Hasenfratz Centre For Excellence
Brantford: Sept 20 | Affinity Conference Centre
Stratford: Sept 20 | Best Western The Arden Park Hotel
Niagara: Sept 27 | White Oaks Conf. Resort & Spa
Kitchener-Waterloo: Oct 4 | Bingemans – Ballroom
Hamilton: Oct 18 | Hamilton Convention Centre by Carmens
Caledon-Orangeville: Oct 18 | Hockley Valley Resort
London: Oct 25 | Best Western Lamplighter Inn
Oshawa: Oct 25 | Harmony Event Centre
Cambridge: Nov 1 | Tapestry Hall
Newmarket-Uxbridge: Nov 1 | Mill Run Golf Club
Oakville: TBA | TBA
Muskoka: TBA | TBA

expo booth options

8'x8' - Draped Booth



20' x 8' - Draped Booth



All you need is love and...

Your booth at The Wedding Ring Expo includes:

- Black pipe and drape (excludes Micro Booths)
- Access to the WiFi
- Access hydro – based on booth location, must be requested in advance (available in KW, Hamilton, Oakville, and Niagara for \$100-125)
- Inclusion in expo routine marketing before, during, and after the Expo, including expo handout, grand prize ballot, online exhibitor lists, and social media tags.

Triple Booth

All the space and then some! 30x8 or 24x8 depending on the city, a triple booth gives you space to show off your products and services without feeling crowded.

Includes all the usual inclusions.

\$1395-2195

Double Booth

Go big or go home! 20x8 or 16x8 depending on the city, a double booth gives you the most square footage for your expo dollar and includes all the routine inclusions plus extra tables and chairs as requested.

\$975-1550

Single Booth

10x8 or 8x8 depending on the city, a single booth is our most popular option. Located in the heart of the Expo and includes all the bells and whistles listed above.

\$525-825

Mini Booth

Available ONLY at select Expos. Do you need more than a cocktail table but less than a full-size booth? Mini booths are 6x6 and include pipe & drape and a chair. Access to hydro is not guaranteed.

\$445-695

Micro Booth

Suitable for the exhibitor who doesn't need a lot of space to promote their product or service. Micro Booths are just a cocktail table and a chair with space for a single popup and one person. Pipe and drape are not included.

Access to hydro is not guaranteed.

\$395-525

Available Addons

- Table (any size) with black linen - \$35 each
- Corner booth upgrades - \$50-75 per corner
- Welcome Bag – branded gift items (nail file, hair tie, notepad, etc) FREE
- paper marketing pieces - start at \$150

Quad booths and custom booths are also available.