

*cake* AND *lace*

**2017 MEDIA KIT**

# a wedding blog showcasing all things beautiful

With a background in and love for **WEDDINGS**, founder Sydney Cruise started Cake and Lace after noticing a need for a wedding blog that doesn't focus on one little niche or a certain "look." Instead, we simply showcase all things **BEAUTIFUL**. As a result, our audience has been rapidly growing and we've developed interest across the **GLOBE**.

With dozens of features being submitted and handfuls of vendors joining our Vendor Guide daily, Cake and Lace is quickly on its way to becoming a **FORERUNNER** amidst wedding blogs. We already have a large audience of **THOUSANDS** of eager wedding-lovers behind us and with those numbers continuing to grow strong, we have a variety of excellent opportunities for our advertisers.

*photography by Emily Katharine Photography*



# how you can reach the Cake and Lace audience

## ONE

Sidebar Advertising

## TWO

Sponsored Posts

## THREE

Social Media Posts

## FOUR

Newsletter Features

## FIVE

Vendor Guide

## SIX

Handpicked Vendors



*photography by Ciara Cash Photography*

No. 1

## sidebar advertising

### TIER ONE

**size:** 250 x 250

**location:** first set of advertisements,  
below our Search, Archives,  
and Subscribe boxes

**price:** \$100 per month

### TIER TWO

**size:** 250 x 100

**location:** bottom set of advertisements,  
below Tier One

**price:** \$75 per month

*\*we recommend banners are sent in double the  
dimensions so they don't appear pixelated*

No. 2

## sponsored posts

### SPONSORED POST

We'll run a feature on your company including images of your work and a link to your website. We'll write your feature and select imagery that matches our brand and editorial style. Sponsored posts are never removed from Cake and Lace and therefore provide ongoing exposure for your business.

### GIVEAWAY POST

Want to promote your products or services? Giveaway posts tend to get more traction than standard sponsored posts. Offer our readers a choice of items to win to generate more interest. End your post with a limited time discount for those who didn't win so you can gain extra business!

Giveaway prizes must be a minimum of \$100.

### GET TO KNOW SERIES

Be in our Vendor Spotlight "Get to Know" series! We'll feature your interview along with images of your best work and a link to your website and social media accounts.

**Vendor Guide member price: \$150 per post**  
**non-Vendor Guide member price: \$200 per post**

No. 3

## social media posts

### INSTAGRAM

We will select a photo of your work that matches our editorial style and include your company's Instagram handle. We'll also include a description of your business to entice our audience to click through to your account.

**price: \$75 per post**

### FACEBOOK

We will post a photo(s) of your work that matches our editorial style, along with a link to your company's Facebook page and website. We'll also include a description of your business to entice our audience to click through to your page.

**price: \$100 per post**

No. 4

## newsletter

### FEATURE

In our regular newsletters, we feature up to two vendors through exclusive deals, announcements, industry trends, and inspiration. Each vendor has their own block that includes a photo of your work, a link to your website and an attention-grabbing statement.

**Vendor Guide member price: \$100 per post**

**non-Vendor Guide member price: \$150 per post**

### DEDICATED

For maximum exposure to our subscribers, you can opt for a dedicated newsletter that's all about your business. We'll showcase your work and include a link to your website to help you reach your advertising goals.

**Vendor Guide member price: \$250 per post**

**non-Vendor Guide member price: \$300 per post**

*The Cake and Lace newsletter currently has over 4,000 subscribers and is continuing to grow daily.*

No. 5

## vendor guide

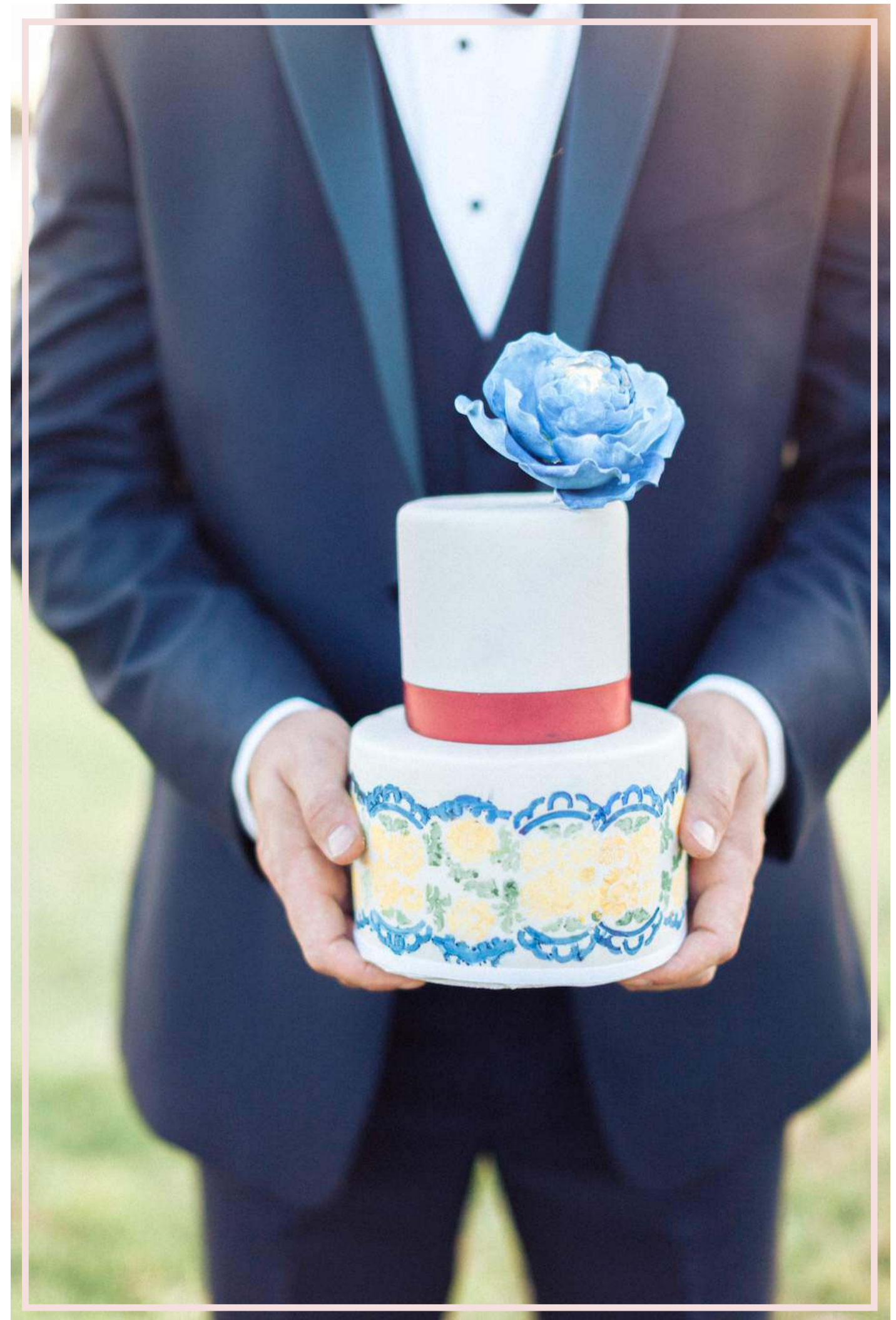
Cake and Lace's Vendor Guide allows you to create a dedicated vendor page for exposure to our audience of readers, many of whom are actively planning their wedding. Our Vendor Guide is more than a place for you to upload your portfolio; it's designed to be an incredibly interactive platform to help you gain business and exposure.

### WHAT'S INCLUDED

Below is a list of what's included with a Vendor Guide membership.

- your very own vendor page: includes dedicated URL; business name and company description; contact information- website, email address, phone number and social media accounts; areas served; and vendor category
- review platform
- contact form to receive inquiries right to your email inbox
- portfolio with up to 30 images/videos
- ability to update your page and portfolio at any time

*photography by Micahla Wilson*



## BENEFITS OF MEMBERSHIP

### High Conversion Rate

When someone peruses your vendor page, they're typically a bride or groom who is actively planning a wedding. Therefore, they're likely looking for vendors to hire, meaning a greater probability that you'll receive an inquiry.

### Reviews

Our Vendor Guide also serves as a review platform. Past clients can leave a testimonial and star rating on your vendor page to convince prospective clients why they should hire you.

### Search Engine Optimization

When you join our Vendor Guide, you'll have your very own custom link to your vendor page, which helps significantly with search engine optimization. *What does that mean?* Even outside of Cake and Lace, your vendor page helps increase your searchability, making you more easily discoverable.

### Discounted Advertising Costs

Members of our Vendor Guide are able to take advantage of discounted advertising costs for sponsored posts and newsletter features. This is our little way of rewarding you for joining and taking a step closer to growing your business further.

**COST** \$150 per year

**JOIN** [www.cakeandlaceblog.com/become-a-vendor](http://www.cakeandlaceblog.com/become-a-vendor)

### Prioritized Submissions

When you have a feature to submit, your submission will be reviewed before everyone else's. You'll receive a quicker response and likely be featured sooner by being a member of our Vendor Guide.

### Highlighted when Featured

When you're featured on our blog, your vendor page will be distinguished in the vendor list so our readers see your page first.

### Inquiries

Prospective clients will be able to fill out a contact form on your vendor page to quickly and conveniently reach out to you. Since prospective clients don't have to leave your vendor page to get in touch, they're more likely to make contact. As a result, this has proven to be very beneficial to our Vendor Guide members. All inquiries will be delivered immediately right to your email inbox.

### Social Media Exposure

Vendors have the chance to be featured on our social media accounts. Every Sunday we host Vendor Sunday, where we feature a handful of vendors. Vendors will also be able to join a collaborative Pinterest group board to share their work.

## VENDORS

### *Cake and Lace Handpicked Vendors*



Photography

**CRYSTAL NICOLE  
PHOTOGRAPHY**



Event Planning + Design

**MICHELLE ISABEL &  
CO.**



Venue

**THE VILLA SAN JUAN  
CAPISTRANO**

### *Vendor Guide Members*

Wooden Accessories: **BLACK LABEL DECOR** | Cake: **MIX BAKE DECORATE**

### *Other Vendors*

Bridal Accessories: **SANDRA NICOLE DESIGNS** | Catering: **ROSIEJAX CATERING** | Floral Design: **JULEP BLOOM DESIGN** | Beauty: **CHERYL NACARIO** | Paper Goods: **CHARLEY PAPER COMPANY** | Rentals: **ARCHIVE RENTALS** | Wedding Gown: **SOLSTICE BRIDE** | Artisan Flower Preservation: **FLORA-LY** | Ring Box: **THE MRS. BOX** | Ribbons: **FROU FROU CHIC**

An example of the Vendors section found at the bottom of each of our blog posts. When you're a Handpicked Vendor or a member of our Vendor Guide, your profile is listed first so you get more exposure for your business.



No. 6

# handpicked vendor

Anyone can join our Vendor Guide, but our Handpicked Members are just that- handpicked. We select **EXCEPTIONAL** members of the wedding industry who exude expertise, creativity, and ground-breaking work. These members never cease to amaze us and always provide **INSPIRATION** with their work.

## BENEFITS OF MEMBERSHIP

In addition to the benefits included with our Vendor Guide membership, you'll receive:

### Distinguished, Featured Profile

Your vendor page will be listed in our Vendor Guide before all other members. Therefore, you'll receive more exposure and traffic by being seen first.

### Prioritized Submissions

When you have a feature to submit, your submission will be reviewed first and foremost. Handpicked Members will receive a response to their submission within two days and will often be featured within one week.

### Highlighted when Featured

When you're featured on our blog, your vendor page will be distinguished in the vendor list so our readers see your page first. You'll be listed before other Vendor Guide members and we'll also include your page thumbnail to entice readers to learn more about your company.

### Maximum Exposure

Each year you're a Handpicked Member, you'll receive 1 dedicated Instagram post, 1 dedicated Facebook post, a newsletter feature, and 1 sponsored post to take your business's exposure to the next level.

## COST

**\$700 per year**

## JOIN

**[www.cakeandlaceblog.com/become-a-vendor](http://www.cakeandlaceblog.com/become-a-vendor)**



The symbol of our Handpicked Members

# ready to advertise with us?

Email [ADVERTISE@CAKEANDLACEBLOG.COM](mailto:ADVERTISE@CAKEANDLACEBLOG.COM) and let us know what you're interested in. We'll respond shortly with the next steps required and ask you for any additional information we may need.

We only accept advertisers that match our brand and that we feel will benefit from our audience. Not only do we want our readers to trust that we always refer them to great products and services, but we want you, as our advertisers and part of the Cake and Lace family, to benefit as well. We want your advertising budget spent wisely, so we'll do our research to ensure you're a good fit for the Cake and Lace blog. We look forward to working with you!

*photography by Meredith Lynne Photography*

