



THE WEDDING EDITION.<sup>®</sup>  
*curated by experts*

MEDIA PACK 2026

# About us

The Wedding Edition is a next-gen digital magazine and media company, leading the way in contemporary wedding trends with a fresh, dynamic blend of content across a 360 platform.

Founded in 2021 by former Condé Nast editors Kendra Leaver-Rylah and Isabella Foulger, TWE has quickly become the go-to destination for engaged couples, industry professionals, and tastemakers, establishing a strong presence across digital, social, and live events.

We offer unmatched editorial expertise on every aspect of wedding planning—from venues and fashion to beauty, wellness, travel, and lifestyle—each piece expertly curated to reflect the latest in luxury and style. Our editorial aesthetic, inspired by the golden age of glossy magazines, delivers a sophisticated, polished view of the wedding world.

At the heart of TWE is a thriving community of high-net-worth couples, discerning editors, and tastemakers, who amplify our aspirational content and fuel our growth. We are proud to be the leading platform for the ultra-high-net-worth wedding community, shaping the future of the luxury wedding market.



# Our reach

Through engaging social media, experiential events and a daily updated website, we talk directly to the modern-day couple.

**270,000** total number of users 2025

**633,000** total number of pageviews 2025

**52,750** average monthly pageviews

**22,500** average monthly unique users

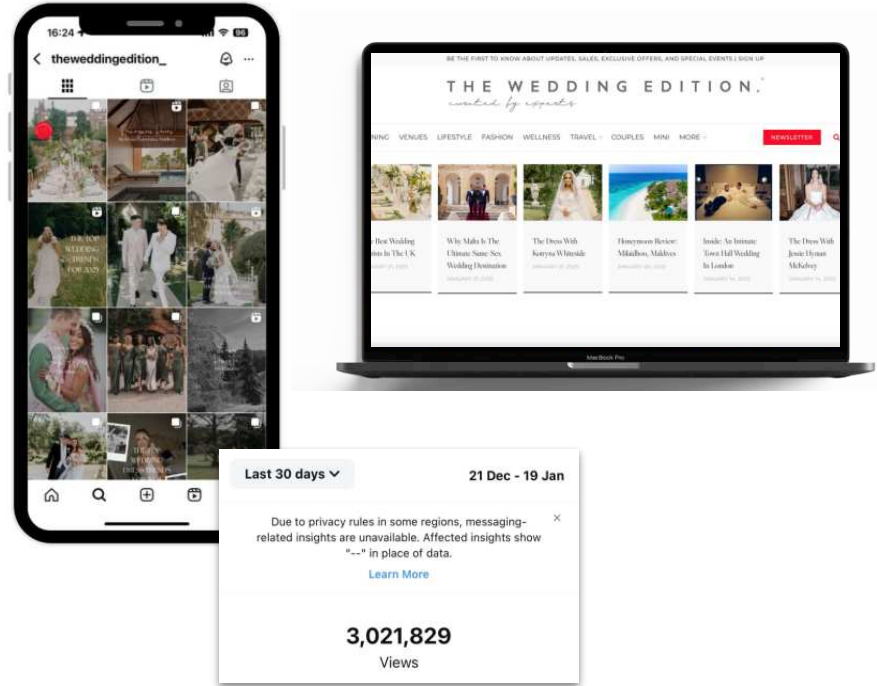
Instagram following **45,000**, monthly reach **3 million**

Team's combined social media following: **2.5 million**

Average dwell time: **1 minute, 7 seconds** (industry average 45 seconds)

Pinterest: **62,000** monthly views

Unique users are visiting **2.5 articles** on average



# Our audience

Put your brand front and centre to our audience of **progressive ambassadors** and **tastemakers**. They're that friend with the tips and recommendations you'd never have known about otherwise. They come to TWE. for our **fresh perspective** and **trusted expertise**.

- **SPENDS £200,000+ ON THEIR WEDDING**  
(based on TWE bespoke wedding consultations), whether it's a multi-day destination affair or an intimate experience in an exquisite venue.
- **SPENDS BETWEEN £450-£3500 ON WEDDING FOOTWEAR ALONE**  
from labels such as Jimmy Choo (37% of TWE couples), Christian Louboutin (29%), and Manolo Blahnik (8%).
- **OFTEN DEDICATES THEMSELVES FULL-TIME TO WEDDING PLANNING**  
in the 12-18 months leading up to the wedding.
- **OUTSOURCES MANAGEMENT TO AWARD-WINNING WEDDING PLANNERS**  
yet remains deeply involved in vendor selection and visual direction.
- **SPEARHEADS THE REVIVAL OF THE "HEN DO"**  
transforming it into a lavish travel experience including activities like skiing or luxury yachting.
- **SHOPS AT HIGH-END BRIDAL BOUTIQUES**  
including Emma Beaumont, Suzanne Neville, Kate Halfpenny, Monique Lhuillier, and Pronovias, among others.
- **WEARS HIGH-END JEWELLERY**  
with 18% of couples wearing Cartier and 10% wearing Tiffany jewellery at their wedding.
- **GROOMS INVEST IN WEDDING-DAY ATTIRE**  
from Alexander McQueen, Saint Laurent, Dior, Gucci, Favourbrook, and Neil and Palmer, among others.
- **APPOINTS HIGH-END TRAVEL ADVISORS**  
to craft bespoke, once-in-a-lifetime honeymoon experiences after the big day.

70% female / 30% male  
Average age range 25-45  
70% UK based



WHY PARTNER *with us*

# Why partner with us

## EDITORIALLY DRIVEN.

We're a next-gen digital magazine and media company, giving partners direct access to our editorial expertise. Our unique Partnerships Team blends editorial and partnerships, creating bespoke campaigns from influencer content to standout events, all designed to tell your story.

## EXECUTION

Working directly with our editorial team, we have the fastest turnaround times in the market.

## ACCESS

Direct access to our curated network of influencers, tastemakers and trailblazers.

## PERFORMANCE

We work with a limited number of partners to give maximum exposure in a clutter-free environment.

## MULTI-PLATFORM

Live across digital, social and interactive events.

## OUR REACH

Over 2 million collectively on social and web impressions

AMERICAN  
EXPRESS

Brands we're working with

ESTÉE  
LAUDER  
COMPANIES

BOODLES  
1798



111SKIN  
HARLEY ST. LONDON

JO MALONE  
LONDON



JIMMY CHOO

BELMOND

FRANCE 1743

MOËT & CHANDON  
CHAMPAGNE



SKYDIAMOND  
ANOTHER WAY



LAURA MERCIER  
PARIS | NEW YORK



BVLGARI

Jo  
LOVES

LOUIS ROEDERER  
CHAMPAGNE



Turquoise  
The Turquoise Holiday Company

DE BEERS  
A DIAMOND IS FOREVER

Scott Dunn

We speak to the *right audience*  
in the right way, at the right time

## CONTENT

Create an **editorially-driven** campaign that showcases your brand in an **engaging** and **inspiring** way.

## COMMUNITY

Talk directly to the **modern-day couple** who is actively seeking **inspiration** for their big day. Build consumer confidence through **integration** across all our touch points.

## CONVERSION

Drive audiences to convert via **intelligent** and **authentic CTA's** throughout the campaign gaining a reach of over **2 million** collectively through social media & the digital magazine



INFLUENCER events

# Influencer events

## CONCEPT

TWE. influencer events are a powerful extension of the TWE brand, providing clients with the opportunity to **engage with our audience** and gain **access to influencers**, as well as a full 360 **marketing campaign** across social and digital. Each event is entirely **bespoke** and produced on a case-by-case basis.

From the physical event, to the social on the day, to the post-event activations – our events are an **immersive experience** and an introduction to the brands we work with, for both our influencers and our readers.

Previous Influencer Event partners include **Christian Louboutin**, **Bulgari**, **Boodles**, **Jimmy Choo**, **111Skin**, **Estee Lauder** and **Perrier-Jouet**.



# Case studies

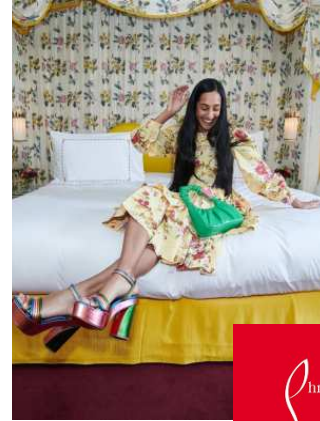
**CLIENT** Christian Louboutin  
**THE CAMPAIGN** Influencer Event, Social, Digital

Article link [here](#)  
Video link [here](#)

Attendees included **Sophie Habboo, Zeena Shah, Chessie King, Bambi Bains** and **Georgia Toffolo**

TOTAL INFLUENCER  
REACH POST-EVENT  
5.9 MILLION

GUESTS POSTED  
500+ TIMES





ROMANTIC moments

# Romantic moments

## CONCEPT

TWE's *Romantic Moments* is a curated series where we collaborate with luxury brands and destinations to craft unforgettable experiences for our influential editors and content creators. Each trip delivers a minimum reach of around 2 million.

From day-long escapes to week-long getaways, we design itineraries that showcase each destination as a quintessential romantic hotspot. Past experiences include a Champagne trip with The Champagne Comité to Épernay, a cultural tastemakers' retreat to Puerto Rico, wild swimming and manifesting at Wilderness Reserve, and horse riding at The Four Seasons, among others.

Our aim is to create chic, social media-worthy moments that also serve as timeless resources, ensuring our audience returns again and again. These *Romantic Moments* are designed to organically spark buzz, elevating destinations with sophisticated flair while leaving a lasting impact on both our content and our community.



# Case studies

**CLIENT** Discover Puerto Rico

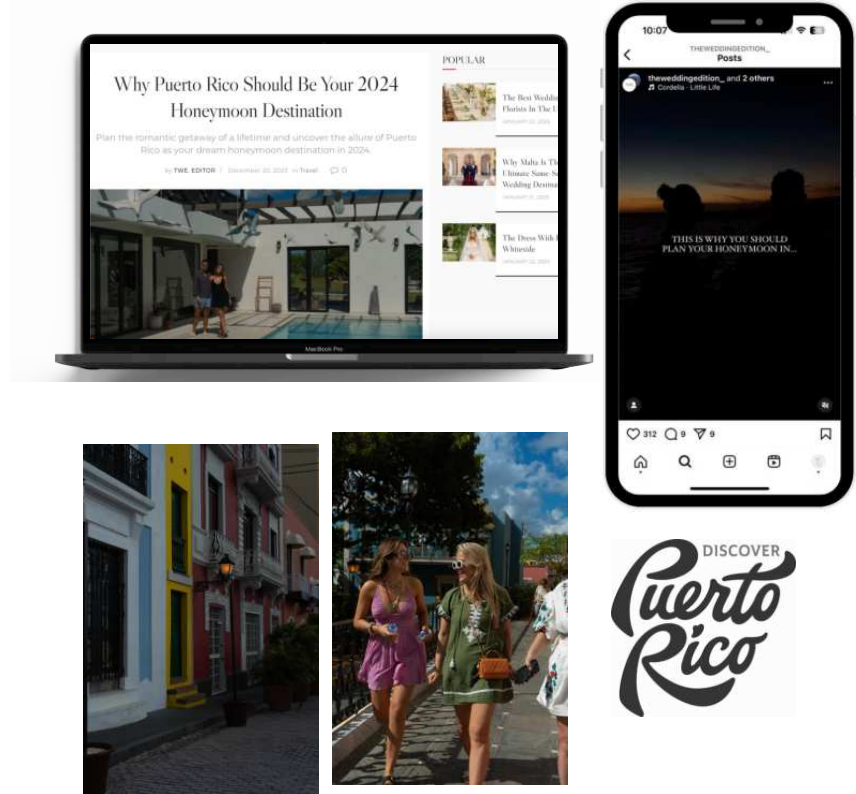
**WHEN** January 2024

**THE CAMPAIGN** Romantic Moment, Content Partnership, Social

Article links [here](#), [here](#), [here](#), [here](#), [here](#)  
Social link [here](#)

TOTAL SOCIAL REACH  
400,000

ARTICLE PAGE VIEWS  
15,000





*Little White Book*

BY THE WEDDING EDITION

# Little White Book

BY THE WEDDING EDITION

## WHAT IS LITTLE WHITE BOOK

*Where the best in the business meet the couples who expect the best.*

It's our curated directory and exclusive B2B community designed to elevate both visibility and connection.

This carefully edited supplier list is more than just a directory, every member has been approved by The Wedding Edition team. It's a go-to destination for couples planning their wedding, offering a handpicked selection of standout names across every category - from floristry to photography, venues to planners. For our audience, it's a trusted guide; for our members, it's a powerful platform to reach engaged, high-intent clients.

Members also gain access to a private B2B community, launching with an exclusive networking event in January designed to bring together the UK's top-tier wedding suppliers in a curated, connected, and collaborative community.

The screenshot shows the website's navigation menu with links for Home, Wedding Venues, Suppliers, Fashion & Beauty Inspiration, Destination Weddings, For Couples, and For Suppliers. A 'Login | Join Now' button is prominently displayed. The main banner features the text 'discover handpicked suppliers' over a background image of hands holding white paper. Below this is a 'featured SUPPLIERS' section with a descriptive paragraph and three featured supplier cards: Columbia Beach Resort (Wedding Venues), Seven Stories (Wedding Planner), and Planned 2 Perfection (Wedding Planner).

Little White Book  
BY THE WEDDING EDITION

Home Wedding Venues Suppliers Fashion & Beauty Inspiration Destination Weddings For Couples For Suppliers

Login | Join Now

discover handpicked suppliers

featured SUPPLIERS

Our Little White Book of the most exceptional names in weddings. From couture florists to sought-after photographers, each supplier is personally approved by The Wedding Edition for their talent, discretion and impeccable service.

Columbia Beach Resort  
Wedding Venues

Seven Stories  
Wedding Planner

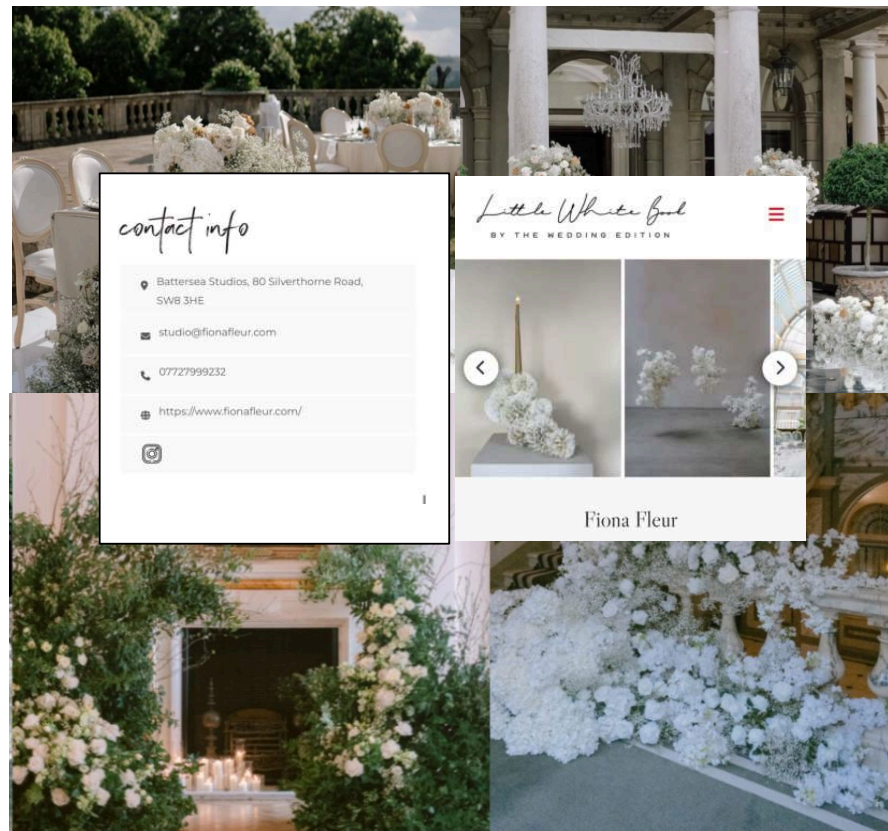
Planned 2 Perfection  
Wedding Planner

# Little White Book

BY THE WEDDING EDITION

## WHAT'S INCLUDED

- **12-Month Directory Listing:** Showcase your business with a 200-word profile, expertly edited by our team and paired with your imagery.
- **Exclusive B2B Networking Event:** Receive an invitation to our annual networking event in January, where you'll connect with top-tier suppliers in the wedding industry.
- **Annual Little White Paper:** Gain access to our trend-led Little White Paper, delivered exclusively to members.
- **Social Media Exposure:** Your business will be highlighted in a grid post alongside other new members, with paid boosting to increase visibility. Plus, one dedicated Instagram Story will link directly to your directory listing.
- **Weekly Newsletter Inclusion:** Your listing will be shared in our weekly newsletter, reaching 10,000 engaged subscribers.
- **Little White Book Seal:** Receive a prestigious seal for your marketing materials, signifying your membership in this curated, elite community.





THE Team AND Testimonials

## Meet the team



**Kendra Leaver-Rylah**  
Co-Founder & Editor

Kendra Leaver-Rylah leads TWE's events strategy, community and influencer management, and brand partnerships. Recognised in Retail Vision's Top 25 Women in Retail, Kendra's decade at Condé Nast BRIDES and Condé Nast Traveller saw her spearhead 200+ events from influencer dinners to bridal catwalk shows, including the UK's inaugural Iconic Wedding Dress Exhibition.

[kendra@theweddingedition.co.uk](mailto:kendra@theweddingedition.co.uk)



**Isabella Foulger**  
Co-Founder & Editor

Isabella Foulger manages TWE's content partnerships and production, and its business and editorial operations. Formerly Venues Editor for Condé Nast BRIDES and Publisher of Absolutely Weddings—at which she managed the Best 100 Venues Guide and launched the Venues Hot List—she is a seasoned wedding industry veteran that brings a wealth of commercial expertise to TWE.

[isabella@theweddingedition.co.uk](mailto:isabella@theweddingedition.co.uk)



**Lily Dixey**  
Chief Commercial Officer

Lily is a highly skilled commercial and creative partnerships sales specialist with 18+ years' experience. She has spent her career at world-renowned media titles such as Condé Nast Traveller, BRIDES, Tatler, Cereal and SUITCASE. She strives to consistently deliver best-in-class print, digital and social campaigns through strategic collaborations with brands.



**Katie Ruocco**  
Luxury Account Director

Katie is a commercial director with 25 years of experience in the bridal and luxury markets, and deep client relationships throughout the sector. At TWE, she focuses on fashion, watches and jewellery accounts, creating novel opportunities for luxury names to engage with TWE's world of tastemakers and top 1% couples.



**Francesca Londoño-Richards**  
Commercial Partnership Director

Francesca has twelve years of experience at Condé Nast, driving print and digital revenue across their portfolio of luxury titles including BRIDES and House & Garden. Francesca leads venues management and TWE's Venue of the Month vertical, as well as wedding planner and photographer relationships for TWE.



**Serena Knight**  
Lifestyle Director

Serena is a brand partnerships specialist with eight years' experience at Condé Nast BRIDES, Glamour, GQ, and Conde Nast Traveller, where she most recently headed up fashion and beauty partnerships. At TWE, she focuses on travel, lifestyle, and beauty accounts and content partnerships, bringing brand stories to life while delivering commercial results.

# Testimonials

“ I just wanted to send a big THANK YOU for bringing another fabulous moment to life for the Estée Lauder brand. Your efforts truly create magic at every step. The energy in the room was wonderful, and we feel incredibly lucky to have The Wedding Edition as our partner for these special moments. Please extend my heartfelt gratitude to everyone involved, from the fantastic suppliers to the entire Wedding Edition team, for their contributions in making yesterday's event so memorable.

**CAROLINE TRENIER, ESTEE LAUDER**

“ First of all congratulations on the success of last night. What a privilege and a pleasure to have collaborated with you on this event. The results are spectacular already and I'm definitely on a post-event high. The crowd was perfect for Bulgari and having never done the "come look and try our diamonds" format before, I feel it worked incredibly well. Everyone was just lovely and I honestly wish we could do it all over again.

**ROSAMUND GADSEN, BULGARI**

“ Partnering with The Wedding Edition for our event was amazing. They were exceptional in their organisation and execution, ensuring every detail was perfect. Their passion for the wedding industry and understanding of luxury brands like Boodles made the collaboration seamless and perfect for us. They are also the total dream to work with, and nothing was ever too much hassle! The event was beautifully curated, and the team's professionalism and creativity set the tone for an unforgettable luncheon. We will definitely be scheming another event with them soon.

**HONOUR WAINWRIGHT, DIRECTOR OF BOODLES**

“ The Wedding Edition has been the ultimate dream to work with. Getting married and planning a wedding is so exciting but can be a little overwhelming. After meeting the wonderful Kendra and Isabella, I felt totally at ease, inspired and couldn't wait to start connecting with all their amazing contacts and the ball rolling. We have loved every minute of working with them and have found it beyond useful.

**SOPHIE HABBOO & JAMIE LAING**

THE WEDDING EDITION.<sup>®</sup>  
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WE LOOK FORWARD TO WORKING WITH YOU

