



CONTENT partnerships, shoots
AND advertising

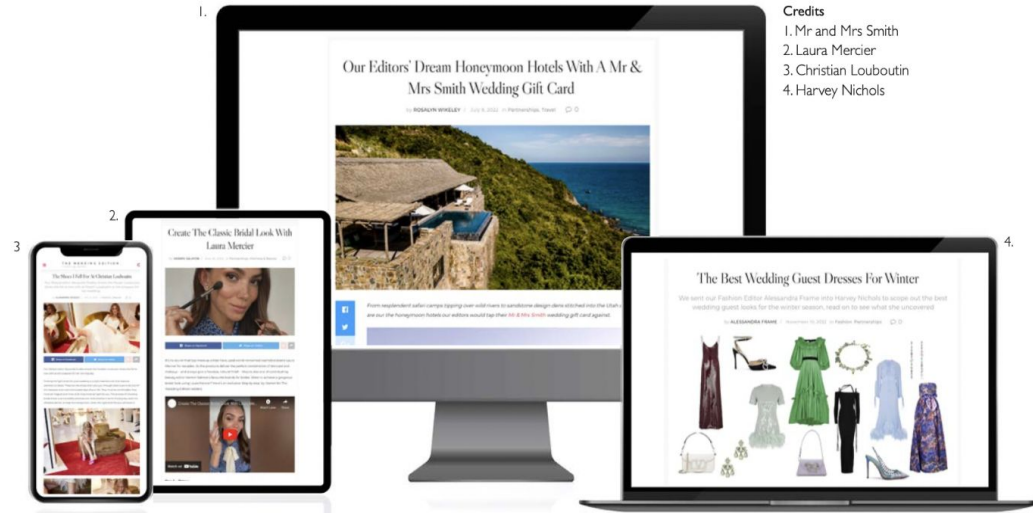
Content partnerships

WHAT'S INCLUDED

- **1 x article** written by a TWE. **editor/influencer** to sit on the site for **12 months** (supplied imagery)
- **1 x targeted social IG campaign** driving traffic to the article (includes x5 IG stories, x1 feed post and x1 reel with 4000 views guaranteed)
- **1 x inclusion in TWE. newsletter** linking to article
- **1 x seal for marketing purposes** "Featured on The Wedding Edition"

Cost: from £7,500

**additional costing for bespoke asset creation. TWE. can shoot imagery and video content to sit within the article, alongside bespoke reel creation, created by one of our editorial team or influencers*



Credits
 1. Mr and Mrs Smith
 2. Laura Mercier
 3. Christian Louboutin
 4. Harvey Nichols

Case studies

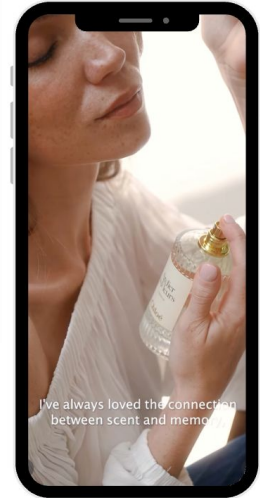
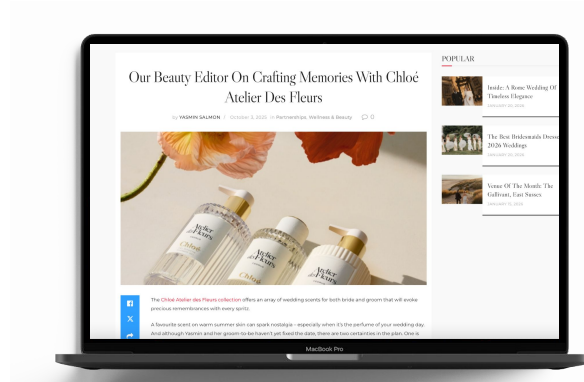
CLIENT Chloé Atelier Des Fleurs

WHEN October 2025

THE CAMPAIGN Branded content partnership
+ shoot

Article link [here](#)

Video link [here](#)

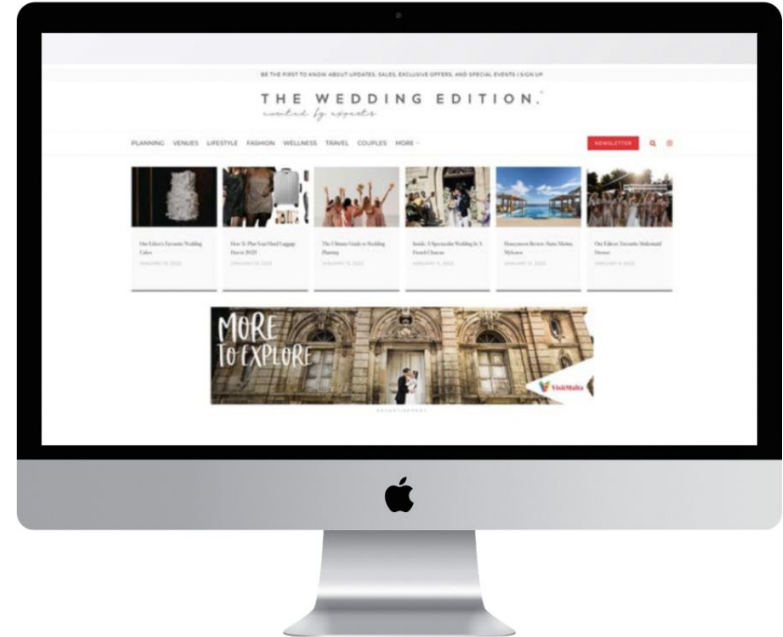


Display advertising

WHAT'S INCLUDED

- Banner and MPUs across the site for **maximum brand exposure** across all sections – planning, venues, fashion, wellness, travel and lifestyle.
- Banner and MPU exclusive ownership for **1 month**.
- 2 x **newsletter** sponsorship.
- Ad specs: MPU H 600px W 300px / Banner H 250px W 970px.
- Client to supply assets.

Cost: from £3,000





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**.





Influencer events

WHAT'S INCLUDED

- A seasonal influencer event **project managed, styled** and **produced** by the TWE. team, Based on an average of x30 days from start to finish (media value £20,000)
- TWE. to source & manage **venue hire, florist, styling, invitations, table details, photographer, videographer, champagne sponsorship, music** (media value £35,000)
- TWE to source talent & curate the guest list (media value £10,000)
- TWE to manage **organic content** from **influencer relationships** - collectively from event on average over 2 million (media value £60,000)
- Targeted TWE sponsored **social campaign**: to include minimum x1 Reel, x1 post on grid and x3 posts (media value £5,000)
- Post event **party pics & article** on TWE. website (media value £15,000)
- TWE to manage external press (media value £5,000)
- TWE to source & manage **gifting**, to ensure maximum exposure post-event

Total Media Value: £150,000+

Cost: from £25,000

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.





Romantic moments

WHAT'S INCLUDED

- A Romantic Moment influencer activation **project managed and produced** by the TWE. team, based on x30 days (media value £20,000)
- TWE. to manage **destination, theme and itinerary** (media value £15,000)
- TWE. to source & manage **hotel room hire** (media value £15,000)
- TWE. to manage **styling, invitations, what to pack** (media value £5,000)
- TWE to source **talent & curate the guest list** (media value £20,000)
- TWE to manage **organic content** from **influencer relationships** - collectively from trip on average over 4 million (media value £100,000)
- Targeted TWE sponsored **social campaign**: to include minimum x1 Reel, x1 post on grid and x3 posts (media value £5,000)
- Post activation **articles** on TWE. website (media value £15,000)

Total Media Value: £150,000+

Cost: from £25,000

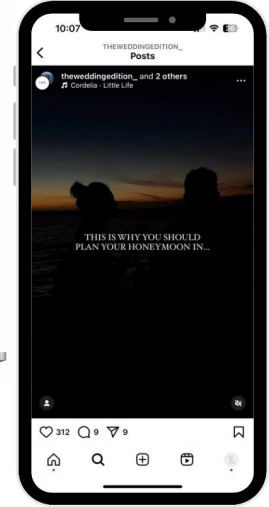
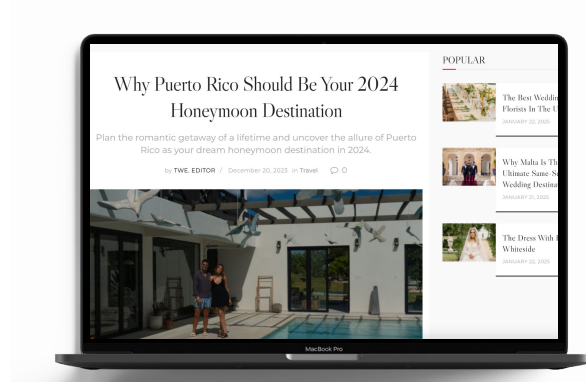
Case studies

CLIENT Discover Puerto Rico

WHEN January 2024

THE CAMPAIGN Romantic Moment, Content Partnership, Social

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



DISCOVER
Puerto Rico



READER *events*

Reader events

WHAT'S INCLUDED

- “You’re Invited” **pre-event article** (media value £15,000)
- **Newsletter invitation** to our exclusive database
- Invitation to TWE’s **bespoke consultation couples** (average spend £200k+)
- Option for TWE to source specialist **videographer, photographer and DJ**
- **Post-event article** with assets shot by TWE to sit in fashion & events section of website (media value £15,000) example here
- TWE **editorial team** to support and attend
- **Social media** support and coverage on the night (media value £5,500)
- Social media **takeover post** event driving to article (media value £5,000)
- Option for one of our editors to host a **panel discussion**
- Previous partners include [The Mews Bridal](#) and [Andrea Hawkes and Christian Louboutin](#); upcoming partners include Jimmy Choo

Cost: from £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.

Little White Book
BY THE WEDDING EDITION

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

[Login](#) | [Join Now](#)



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.



Save

Columbia Beach Resort
Wedding Venues



Save

Seven Stories
Wedding Planner



Save

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.

Cost: £3,000 + VAT

