

**100%**  
of advertisers surveyed  
**RECOMMEND**  
advertising in  
Confetti

# CONFETTI

A BRIDE'S BEST FRIEND

*Media Pack*

**92%**  
of advertisers surveyed rate  
advertising  
in Confetti as  
effective



**100%**  
of advertisers surveyed say that  
Confetti covers  
always have  
impact on the  
newsstand



**53%**  
of newly weds  
have a combined  
annual income  
of more than  
**€70,000**





# CONFETTI

A BRIDE'S BEST FRIEND

Confetti, Ireland's Saggiest Classiest Bridal Magazine has fast become the market leader with continually growing readership since its launch. As a quarterly magazine the emphasis is on style and knowledge, fast tracking the getting married experience and helping to make it as memorable for every bride as possible.

The magazine is very visual and designed to be a source book for brides. Confetti uses only the most creative talents in the country on its photo shoots and creates a source book for brides-to-be to bring all of our ideas to their hair and make-up people, their gown designers, florists and cake designers as inspiration.

The editor of Confetti, Ciara Elliott is one of the leading fashion editors in Ireland. She is acknowledged as the editor of choice and is regularly called on for TV, Radio and Press interviews.

Confetti's advertising to editorial ratio has been kept deliberately low so as not to dilute your corporate message. The magazine has an accompanying website complete with active discussion boards. Confetti's editorial and marketing team regularly respond to reader queries about every aspect of the prenuptial process.

In short Confetti is a brides and an advertisers best friend.





## *Don't Get Married Without it*

### **EDITORIAL**

Every issue of Confetti features editorial and photos focusing on the core areas of interest to Irish brides

### **FASHION**

Fabulous fashions for all the bridal party including looks for bridesmaids, mother of the bride, grooms wear and the pick of the season's dresses.

### **BEAUTY**

All the bride's beauty needs are covered, everything a bride-to-be needs to know about skincare, perfume, hair care, grooms grooming, tanning, slimming and all the latest trends and must have products

### **RECEPTIONS**

Venues of distinction, the latest trends in table dressings, top tipples for the big day, alternative venues and much much more.

### **HONEYMOONS**

Hot Honeymoon destinations, top spots to suit every couples pocket.

### **WEDDING LISTS**

The latest must haves and all your wish list questions answered.

### **SEVEN DEADLY BRIDES**

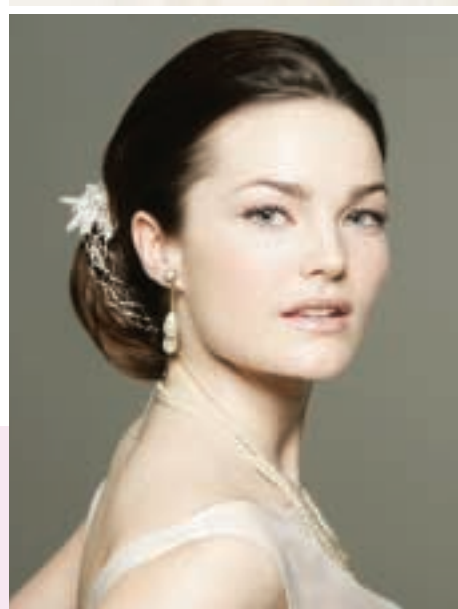
Seven deadly brides photographed through every aspect of their big day. Where they did it, what flowers they chose, what cake they went for as well as advice from those who know how.

\*Editorial subject to change

## **Confetti Website**

The active Confetti website is a little community all of its own where brides-to-be gather to help each other out. It is known as the 'friendliest' bridal website in Ireland with an average of 17,774 page hits per month since its launch.

To advertise call our sales team on +353 1 416 7900.



# THE BIGGEST SELLING BRIDAL MAGAZINE IN IRELAND

CONSUMER SPECIALIST MAGAZINE OF THE YEAR 2006

CONFETTI CIRCULATION

# 17,000

We engage your company with more Irish Brides delivering  
you a €225 million slice of the Irish Market

**Confetti Certified ABC Sales 9817, Jan-Jun 2005**

## Why Advertise?

Confetti Clients give the answer

"I have had weddings booked from abroad due to advertising in Confetti. Where they got the magazine I don't know!"

"I was on weddingsonline.ie and a few of the brides were chatting saying Confetti is the best magazine for this area, the one they always buy, compared to another magazine which they feel is more for up the north."

"Last year when we started with Confetti we advertised with one other magazine. Clients commented on seeing us in a magazine and when asked Confetti was the name that came up more often."

The Ulster Brides **Uncertified \***

The Wedding Journal **Uncertified \***

Weddings Irish Style **Uncertified \***

Irish Bride and Home **Uncertified \***



\*Uncertified at time of going to press

Continued investment in Editorial, Design, Production and Marketing has increased the circulation of Confetti by nearly 10% in the last six months and an impressive 28% year on year

**Let our success be your success**



# CONFETTI The Pink Pages

A BRIDE'S BEST FRIEND



Confetti's directory for every contact a bride might need or want. Reliable contacts for DJs, dresses, designer flowers and much more contained in the concise and classified **Pink Pages**

# CONFETTI Dress Book

A BRIDE'S BEST FRIEND



## ADDRESSES FOR DRESSES

**The Confetti Dress Book.** Addresses for Dresses, section lists all the latest looks in bridal wear available nationwide.

# CONFETTI Supplements

A BRIDE'S BEST FRIEND



Don't miss your chance to reach a captive audience in our special supplements through the year. Including **The Confetti Gift Guide**, **The Confetti Honeymoon Guide** and **The Confetti Hen's Guide**.

## CONFETTI - we know our readers - intimately

At Confetti we make it our business to know our readers so we can keep the magazine fresh and engaging. Here are just a few of the interesting facts we have discovered.

- 53% of Irish husband's-to-be went down on bended knee to ask for their bride's hand in marriage.
- 33% of Irish brides go over budget on their wedding while 47% went over budget on their honeymoon.
- The majority of couples pay for the wedding themselves with contributions from both sets of parents.
- 74% of Irish couples live together before the big day.
- 69% of Irish brides kept their own name after their marriage
- 90% of Irish couples get married in a church.
- 97% of Irish brides have a hen night with 21% traveling to destinations abroad

# RATECARD

DPS . . . . .	€3,800
Page . . . . .	€2,000
1/2 Page upright . . . . .	€1,200
1/2 Page across . . . . .	€1,200
1/4 Page upright . . . . .	€700

## SPECIAL POSITIONS

IF Cover . . . . .	€2,600
IB Cover . . . . .	€2,500
OB Cover . . . . .	€2,800
DPS IFC-Page 1 . . . . .	€4,200
Early Double Page Spread . . . . .	€3,800
Right handpage opposite editorial . . . . .	€2,500

## CLASSIFIED GUIDE

1/8 Page colour . . . . .	€400
Series discount by arrangement	

## TECHNICAL DATA

Format: Printed on 90 gram artpaper with 175 gram board cover

## MECHANICAL DATA

Full Page . . . . .	W230 x H297 mm
DPS . . . . .	W460 x H297 mm
<b>(N.B. Add 5mm bleed to the above sizes and include crop marks)</b>	
Half Page Upright . . . . .	W103 x H277 mm
Half Page Across . . . . .	W210 x H137 mm
Quarter Page Upright . . . . .	W103 x H137 mm
1/8 Page Upright . . . . .	W50 x H137 mm
1/8 Page Across . . . . .	W103 x H67 mm
Dress Book . . . . .	Compact A4

**Circulation:** . . . . . 15,000

**Credit Terms:** . . . . . Strictly 30 days

## WHEN SENDING YOUR AD COPY, PLEASE SEND IN THE FOLLOWING FORMAT:

- Quark Xpress document preferred with scans and fonts attached.
- High resolution JPEG (300 dpi).
- High resolution PDF files for full pages only - with bleed and crop marks.
- Colours must be in CMYK format not spot colour or RGB.
- A chromalin to be sent with ready artwork must be provided for colour proofing.
- **If not provided, cannot guarantee colour matching in print.**
- For images, please make sure they are a high resolution (300 dpi) (images off the web or taken from Microsoft Word are not proper print quality).
- When emailing, please indicate your company name and the magazine your ad is being placed in.
- If you do not have email access - we accept brochures, transparencies, compliment slips, or stationary.
- Our ISDN line is +353 1 416 7999

## For any technical queries please contact:

Production Co-ordinator, Dyflin Publications Ltd.  
Cunningham House, 130 Francis St, Dublin 8.  
Tel: +353 1 416 7971 Fax: +353 1 416 7901 email: copy@dyflin.ie

# CONFETTI

## A BRIDE'S BEST FRIEND

### RATE CARD CONDITIONS OF ADVERTISING

1. An advertisement is accepted on the understanding that the relationship between the Advertiser and the Publisher is governed by the conditions set out below. Unless specifically approved in writing by the Publisher, the conditions stipulated on an Advertiser's order form or anywhere else shall be void.
2. For the purpose of these conditions, "Advertiser" shall refer to the contractual Principal, that is the party responsible for payment of charges arising from the publication of an advertisement. Where appropriate, "advertisement" includes a loose or bound-in insert.
3. The Publisher reserves the right to refuse any advertisement submitted for publication.
4. The Publisher reserves the right to amend advertisement copy where absolutely necessary. If the Publisher considers it necessary to modify the space or alter the date or position of insertion, the Advertiser will have the right to cancel if such arrangements are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Where the advertisement forms part of a series order, the liability of the Advertiser shall be limited to the pro-rata cost of those advertisements already published.
5. In the event of any error, misprint or omission in the printing of an advertisement or part of an advertisement, except where attributable to an act or default by the Advertiser or his agents or where covered by Clause 4 above, the Publisher will either re-insert the advertisement or make an adjustment to the cost. No re-insertion or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement. In no circumstances shall the total liability of the Publisher for any error, misprint or omission exceed the agreed net cost of the advertisement.
6. The Publisher cannot accept liability for any errors due to inaccurate copy instructions. Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his agents. These charges will be in accordance with the rates current at that date.
7. Advertisement rates are subject to revision at any time and individual orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press.
8. The Advertiser, where an agency, may not recharge a client for space at an increased rate, unless with the Publisher's written consent.
9. If written copy instructions are not received by the agreed copy date, no guarantee can be given that proofs will be supplied or corrections made and the Publisher reserves the right to repeat the most appropriate copy.
10. All advertisements are accepted and published on the representation by the agency and advertiser that they are authorised to grant the right to publish them and that such publication will not violate any law or infringe upon any right of any person or entity in consideration of the publication of advertisements.
11. Any condition on contracts, orders, or copy instructions, including, without limitation, those involving the placement of advertising within the publication such as page location, competitive separation, placement facing editorial copy, or requests for editorial mention, shall be treated as a request only. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
12. The advertiser and agency are jointly and severally liable for the payment of invoices and all other obligations in connection with advertising published hereunder.
13. Invoices are rendered on or about the issue/distribution date and are due thirty days following invoice date.
14. If an Advertiser cancels the balance of a contract he relinquishes any right to the series discount to which he was previously entitled and advertisements will be paid for at the appropriate rate.
15. For all publications, at least 14 day's notice prior to publication date is required to stop or suspend a monotone insertion. At least 21 day's notice prior to publication date is required to stop or suspend a colour insertion.
16. Copy must be legal, decent, honest and truthful. Should it become apparent that this is not the case, the Publisher reserves the right to suspend the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
17. The Advertiser will indemnify the Publisher fully in respect of any costs, damages or losses arising directly or indirectly from the publication of an advertisement, where such an advertisement conformed with the copy instructions supplied by the Advertiser. The Publisher will consult with the Advertiser as to the way in which such claims should be handled.
18. The placing of an order by an Advertiser constitutes an assurance that all necessary authority and permission has been secured for the use in the advertisement of a pictorial representation of or of words attributable to a living person.
19. If so required, the Advertiser must disclose the identity of the client and reveal the nature of the product/service to be advertised. In the event of the Advertiser failing to comply with such a request, the Publisher reserves the right to cancel the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
20. If it is intended to include a competition or a special offer within an advertisement, full details should be submitted at the time of booking.
21. In accepting financial advertisements, the Publisher does so on the understanding that their copy content, authorisation and placing have been processed in accordance with the State's legal requirements.
22. The copyright on artwork/copy contributed to an advertisement by the Publisher shall be vested in the Publisher.
23. The Advertiser's property and artwork, etc are held at his risk and should be insured by him against loss or damage from whatever cause. The Publisher reserves the right to destroy all artwork which has been in his custody for six months from the date of its last appearance.
24. Notwithstanding anything in the above which may provide to the contrary, neither the Publisher nor the Advertiser shall be liable to one another for any loss or damage, consequential or otherwise, caused by or arising out of any Act of State, strike of employees, lock-out, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, Act of God or other similar contingency beyond the control of either party.
25. These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of the Republic of Ireland.

### Media Pack & Rate Card