

# everAFTER

THE ONE MAGAZINE FOR DEFINING WEDDING MOMENTS



MEDIA KIT 2024



everAFTER is connected, creatively aware, confident, stylish and sociable. We source and profile all the details, big and small, that go into creating that perfect moment; that perfect day.

everAFTER celebrates and inspires a couple's journey from their engagement through to their wedding and beyond.

We celebrate creativity in all of its manifestations. We remain relevant by staying ahead. With a dedication to excellence, luminous creative photography and powerful editorial that promises to take your breath away, we drive results for our partners.

ever  
AFTER



OUR PLATFORMS



PRINT



EVERAFTER.COM



SOCIAL



# ever AFTER FACTS

With access to our readers and followers across print, digital and social; they value design, style, music, fashion and entertainment. They work, play and travel internationally, and bring with them distinguished tastes and a demanding appetite for quality information.

*AGE*  
**26+**

72% female | 28% male

*DEMOGRAPHIC*  
**AB**

discerning and stylish they value premium design and the finer things in life

*\$*  
**120k**

annual income per annum of our readers

*\$*  
**5 billion**

wedding industry generates annually in Australia

*WEB*  
**32k**

unique visitors per month

*ISSUES PER YEAR*  
**2**

bi-annual forecasting the spring/summer and autumn/winter

**116k**

Number of Australian weddings per year

*BUDGET*  
**55k**

Average wedding spend in Australia

*REACH*  
**80k**

Readership across 6 platforms with its own unique voice. Providing advertisers with access to a social community of distinguished couples and networking within the industry



# ever AFTER RATE CARD

## PRINT INCLUDES DATING PACKAGE ONLINE

SIZE	CASUAL	2 x	3 x	4 x
<i>Double Page Spread</i>	\$4,000	\$3,600	\$3,400	\$3,000
<i>Full Page</i>	\$2,795	\$2,600	\$2,400	\$2,000
<i>Half Page</i>	\$2,000	\$1,800	\$1,700	\$1,500
<i>Quarter Page</i>	\$1,000	\$900	\$850	\$750

\* Premium positions incur a 20% loading

\*\*\* Quoted price is per issue

\*\*\*\* Ads to be run within a 12 month period from date of booking

## EVERAFTER ONLINE ONLY

### DEVOTED PACKAGE

Banner ad per quarter  
on page of your choice or  
run of site (ROS)

#### Editorial interview or feature

Social Media Shout Outs include stories

Listing DIRECTORY  
12 month listing

Featured in EDM mailout to our  
database of couples getting married

**TOTAL \$2,000**

### ENGAGED PACKAGE

Listing DIRECTORY  
12 month listing

Social Media Shout Outs minimum 2

Featured in EDM mailout to our  
database of couples getting married

**TOTAL \$1,000**

### DATING PACKAGE

Listing DIRECTORY  
6 month listing

Social Media Shout Outs minimum 1

**TOTAL \$600**

Prices exclude GST



# COVERAGE ACROSS PRINT, DIGITAL AND SOCIAL CHANNELS

PARTNERSHIP PACKAGES  
WITH **ever**AFTER

BRANDED CONTENT

*Our Creative Solutions team provides its clients with a powerful and imaginative resource.*

*Producing world-class, original and bespoke content, bringing together the industry's most cutting-edge photographers, filmmakers, designers and stylists to produce multi-layered communication and integrated partnerships.*

everAFTER allows advertisers to create world class bespoke campaigns and projects which sit seamlessly within everAFTER's channels and environment.



*everAFTER creates creatively inspiring content that involves our partners in all editorial features*

**everAFTER** an omnichannel platform that allows partners to introduce their brand in creative unique ways across multiple channels. everAFTER is a portal that includes shopping, services, travel and planning advice.

Just some of the ways we work with our partners:

**PRINT BRANDED CONTENT**

Art directed by everAFTER, these striking and beautiful shoots relay a brand's unique DNA to the everAFTER audience and sit alongside our editorial pages.

**SUPPLEMENT SPONSORSHIP**

everAFTER publishes a number of editorial supplements every year, each with its own sponsorship opportunity. These packages are tailored in collaboration with our partners with editorial lead throughout to fit the partner's brief.

**NATIVE ARTICLES**

These campaigns include copy written by everAFTER, video content, image galleries and the creation of supporting media.

**BESPOKE DIGITAL BUILDS**

For a more interactive digital experience, everAFTER can create a bespoke digital page built to a sponsor's brief.

**SOCIAL CAMPAIGNS**

Social-only packages give brands access to everAFTER's ever-growing social media following, tailored specifically for each social platform.

**VIDEO**

Creating dynamic video content used across channels and for partners to utilise across their own digital marketing campaigns.

## CASE STUDIES | PARTNERSHIP

*our role is to be an advocate for a fashion forward wedding industry - with campaigns and content that provides a 360 degree approach across print, digital and video that creates beautiful thought provoking inspiration for our couples in all the many facets that create that one moment .. their wedding journey.*

### FASHION FORWARD WEDDING & LIFESTYLE PHOTOSHOOTS / EDITORIAL FEATURES



## PARK HYATT SYDNEY - LOVE JOURNEY



*A stunning LoveJourney lunch hosted by everAFTER and Park Hyatt Sydney with influencer guests who were newly married or recently engaged. During event captured interview videos with all guests on their own #lovejourney and advice to be released over the course of new issue. Print feature on stylist Philip Carr.*

*Reach of 2 million across all suppliers and influencer's involved.*

*Content created : series of video interviews released, styling editorial and imagery*

*Guests included Viktoria Novak, Kerrie Hess, Hannah Grossberg, LiChi Pan, Olivar Musson, Charlotte Goodlet, Teigan Nash, Monika Radulovik, Amy Maree Comber*

## BURSARIA CATERING - WINTER SOLSTICE



*Bursaria Catering wanted to launch the new dining space 'Mural Hall' within Abbotsford Convent and design a new winters grazing menu. Partners were invited and industry guests were welcomed to a magical winters night on the shortest day of the year. During event captured imagery and styling inspiration and featured across digital and print..*

*Reach: reach of 500,000 across all suppliers and influencer's involved*

*Content creation - styling feature - Bursaria used for marketing purposes*

*see [www.everaftermagazine.com.au](http://www.everaftermagazine.com.au) for full coverage online*



# ever AFTER

AN INDUSTRY LEADING PARTNERSHIP

-  
CONTACT

*would love to hear more  
from us...*

FOUNDER & CREATIVE DIRECTOR

*Nicole Hunter | [nicole@everaftermagazine.com](mailto:nicole@everaftermagazine.com)*

EDITOR-IN-CHIEF

*Joshua Heath | [joshua@everaftermagazine.com](mailto:joshua@everaftermagazine.com)*

PRODUCTION

*[info@everaftermagazine.com](mailto:info@everaftermagazine.com)*