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# 2016 MEDIA KIT

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Proudly presented by: **AMAR**   
MUSIC & ENTERTAINMENT

## **The Third Annual Middle Eastern Bridal Show**

**SAVE THE DATE!** Saturday, February 20, 2016

For more information please contact:

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Office hours are Monday-Friday 10:00 a.m. to 6:00 p.m.

## **The Third Annual Middle Eastern Bridal Show**

The Middle Eastern Bridal Show is quickly becoming a popular venue for wedding clients who are looking to:

- View up and coming designers specializing in Middle Eastern Bridal Fashion and couture
- Experience the savoury and sweet food of Middle Eastern cuisine
- Enjoy on-stage belly dance and Zaffeh performances
- Experience a fun and friendly family atmosphere where clients can browse wedding related products and services
- Feel comfortable in communicating with business in their native language
- Find all their specified wedding needs under one roof

## **2016 Marketing**

Vendors can choose from an array of merchandising opportunities ranging from print, online, mobile and local events. Our a la carte menu can be flexible, creative and customized to tailor individual goals. Outlined below are just a few examples:

### **Print**

- Polybags with 2016 Show magazine
- Vendors can ask about our magazine advertising pages (1/2 to full page ads)
- High Impact advertising units
- Contests, prize giveaways
- Targeted Cultural advertising

## **Digital**







[www.themiddleeasternbridalshow.com](http://www.themiddleeasternbridalshow.com)

- Custom microsites and e-brochures
- Slideshows and Galleries
- Video
- Blogs
- Banner Advertising and links
- Online Contests (Free Tickets to show)
- Custom Surveys (on-site)

## **Database**

- Newsletters
- Dedicated Email Blasts

## **Social Media**

-  YouTube
-  Twitter.com
-  Facebook.com
-  Pinterest.com
-  Instagram.com
-  Google+

## **Mobile/Tablet**

- Mobile Optimized Website

## **Audience & Demographics**

[www.themiddleeasternbridalshow.com](http://www.themiddleeasternbridalshow.com)

Our Show and Website allows for companies to reach out to many different cities throughout Ontario, including but not limited to the greater Toronto area, Ottawa, London, Kitchener, Niagara Falls and Ajax. During our last show, we were also able to reach audiences as far out as Montreal and Detroit via our aggressive media campaign.

The Middle Eastern Bridal Show has seen interest grow considerably since its launch last year. Clients of the Middle Eastern Bridal Show are highly targeted via browser bookmarks, search engine queries, social media interactions, and highly

relevant content as well as inbound links. In short, our website and bridal show are uniquely positioned to offer an audience that is receptive to your advertising message.

### **Audience & Social Media Metrics:**

The following information describes the size and scale of The Middle Eastern Bridal Show's audience based on the 2015 show:

Our 2015 show attracted over one thousand couples looking for specific niche services catering to their wedding needs. Of those one thousand couples who attended the show last year, over 70% booked our vendors. This is proof that our wedding show is a much needed arena to showcase the needs of our growing community.

We have gained many Facebook followers and that number is sure to climb once our ad campaigns for this years' show have entered into full motion.

### **Demographics:**

Here is a breakdown of the demographics of The Middle Eastern Bridal Shows' audience:

#### **AGE**

18-24	35%
25-34	42%
35-44	13%
45-64	5%
65+	5%

#### **GENDER**

Male	20%
Female	80%

The above traffic and demographic information was sourced via our on-site polling staff and Facebook Insights.

The following data is our *current* guaranteed sponsors and media coverage for 2016. The 'Reach' is month-to-month based.

ADVERTISING REACH FOR THE MIDDLE EASTERN BRIDAL SHOW 2015								
	MEBS - Official	ConsideritDone	MyNooks	Arabs411	Lama TV	AskMirna	Al Wattan	Amar Entertainment
Youtube Views	12625	-		200	-	-	-	
Youtube Subscribers	-	-			4488	42	-	
Facebook	1644	148		612	33566	3288	227	464
Twitter	93	37		85	19300	113	-	123
Pinterest	17	-		-	-	-	-	
Instagram	-	169		196	-	483	-	
Google+	4	30		35	58	-	-	
Print Reach	-	-		-	-	-	10000	
Radio Reach	-	-		-	-	-	-	
Television Reach	-	-			73000	-	-	
Website Reach	293	-		350	120000	-	-	

## Rates & Opportunities

The Middle Eastern Bridal Show offers numerous advertising opportunities:

- Direct interaction with hundreds of potential clients
- Bridal Show Magazine advertising with our yearly publication (See attached 2015 Catalog)
- Web advertising through [www.themiddleeasternbridalshow.com](http://www.themiddleeasternbridalshow.com)
- Company products featured on our stage/runway
- Company logo showcased on stage
- Podium and microphone branding
- Social Media promotion (*Twitter, Facebook, Pinterest, Instagram, Google+, Youtube*)
- Feature advertising through [www.themiddleeasternbridalshow.com](http://www.themiddleeasternbridalshow.com) web blog
- Sponsorship opportunities with the potential of even more exposure
- Various interactions with OMNI Media, local newspapers, and prime exposure through radio and web media.

Please refer to our website: <http://themiddleeasternbridalshow.com/mebs/for-exhibitors/> for additional information on ad specifications and vendor opportunities.

Contact us for additional information on how you can take advantage of these unique opportunities.

## Contact

For more information and rates please feel free to contact: Hamsa Diab at [hamsa@themiddleeasternbridalshow.com](mailto:hamsa@themiddleeasternbridalshow.com) or 647-438-2627.

Our office hours are Monday-Friday, 10:00 a.m. to 6:00 p.m. We will respond to you within 24 hours.