

Magazine Publishing
Fall 2018

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SPRING 2020



*love by
the moon*

an Oregon couple shares
vows under the night
sky, bright stars,
and the moon

*diy //
bride*

fifteen DIY tips for eco-conscious,
affordable, beautiful and personalized
bridal accessories

*vegan
friendly*

vegan wedding reception ideas
including cakes, meals, desserts,
decorations and more

*decor
inspo*

eco-friendly home-decor
that will make your first
home feel like your
dream house

Concept developed by Andrea Torres and Olivia Voegeli, Fall 2018



VISION

Honeycomb is a quarterly bookazine that will be published seasonally (4x per year). The range of content will include wedding dresses, hair styles, makeup ideas, bouquets, suits, settings, invitations, photographers, videographers, and honeymoon ideas.

Honeycomb is a bookazine for the free-spirited bride. Our unconventional brand uses all our platforms: including our website, social media and print. In order to obtain that consistency, we will have tie our platforms together with similar ads, stories, and content. We will put a lot of our efforts into Instagram due to the availability of creating our aesthetic and brand identity for potential advertisers and readers.

Wedding dress designers, photographers, videographers, makeup artists, hair stylists, honeymoon retreats and more are able to advertise on our Instagram and in our bookazine.

Our aesthetic will be based off of our logo.

We believe Honeycomb is different because it allows our fellow moon children to be able to have the perfect wedding day that is unique towards their eternal love. Honeycomb will have all the information they need to do just that.

GOALS

1. Establish a unique brand aesthetic that encompasses our vision
2. Become the industry leader in niche wedding bookazines/magazines
3. Develop and preserve a relationship with our readers
4. Maintain consistency throughout social media platforms
5. Reinvent the traditional concepts of wedding planning

MISSION STATEMENT

Honeycomb is a quarterly bookazine for free-spirited couples who want an eco-conscious and carefree feel. From cover to cover, it offers couples everything they need to plan their beautiful day, from what to wear, to what to eat, and where to have it. Honeycomb features lavish photos, tips and tricks from experts, and inspiration sprinkled with an unconventional attitude.

PROOF OF NEED

Honeycomb's primary audience is newly engaged women, between the ages of 25 and 40.

Its readers are active on social media, yet weary of using it exclusively. They have advanced knowledge of technology, but traditional ideals that stem from their families. *Honeycomb's* readers are creative and expressive.

Newly engaged women have an overabundance of material online and in print, screaming at them from all angles. While Honeycomb competes with other wedding magazines and websites, it is the only magazine with a niche focus on weddings with a bohemian, natural theme, one of the most popular themes of the last several years, and one that is likely to continue.

Honeycomb's readers are tired of searching for hours for a platform that spoke directly to them. The ballerina style dresses and all-white decor with the all-white cake is not their idea of the perfect day. They crave a twist of nature, contrast, and freedom. They want to make sure it reflects their lifestyle and boho-chic style.

Honeycomb is for them.

FACTS AND FIGURES

- The average cost of a wedding in 2017 is \$33, 291. Honeycomb's target audience are a high percentage of middle to upper class citizens who are willing to go above the average wedding budget.
<https://www.statista.com/statistics/254722/average-costs-for-a-wedding-by-item/>
- In 2017, there were 2.18 million weddings in the US. This shows that there will always be a need for wedding planning advice/magazines. <https://www.theweddingreport.com/>
- The Bohemian Wedding board on Pinterest has over 441,000 followers on Pinterest. There are also many other Bohemian wedding boards that would be competitors.
<https://www.pinterest.com/knjdesign/bohemian-wedding/?lp=true>

AUDIENCE

GENERAL AUDIENCE

Our target audience is young, educated brides-to-be and have a higher income. They love nature and advocates for the environment and equal rights. Most of them are pro-marijuana legalization and all of them believe that companies should be animal-cruelty free. They are unconventional and free-spirited. They learned at a young age to dance at their unique beat of the drum and to love life fully and freely. They don't all necessarily want expensive weddings, but they want weddings that reflect their free-spirited style.

DEMOGRAPHICS

https://issuu.com/xogroupinc./docs/theknotweddingnetwork_mediakit_may2013?e=0%2F

Age: 25 to 40

Average household income: \$35,000-\$85,000

Gender: Female

Education level: College Educated (4+ years)

Location: National for print, English-speaking countries for digital

PSYCHOGRAPHICS

NATURAL | UNCONVENTIONAL | ECO-CONSCIOUS

Our target audience is an unconventional group of free-spirited individuals who thrive in life by doing whatever feels right in their hearts. The majority of our target audience identify as millennials and are active on social media. Even though they do not care what other people think of them, they share their holistic and free-spirited lifestyles and ideals on their social media platforms.

Natural: Living freely and minimally in all aspects of life from using aluminum-free deodorant to eating organically grown produce to exclusively buying soy candles

Unconventional: Never focusing on the judgment of others, commuting to work on a bicycle, Indie rock should be played on a record player and never a Bluetooth speaker, refusing to conform to social norms and enjoying every single second of individualism.

Eco-conscious: active members in their community gardens, frequent local co-ops and farmer's markets, use reusable grocery and Ziploc bags and eat locally raised meat

TECHNOGRAPHICS

Social platforms are where many brides find inspiration to plan their dream wedding.

Eighty-two percent of brides-to-be used social media to connect with wedding brands and products during the wedding planning process in 2016, making social media the number-one way to connect. Thirty percent of brides used Instagram to connect with wedding brands and products.

In 2016, Pinterest claimed its throne again as the most popular social-media platform for brides-to-be to find inspiration, with 72 percent using it.

Almost three-quarters used social media to find wedding inspiration and their wedding style. *

<http://www.marketwired.com/press-release/brides-american-wedding-study-2016-unveils-latest-wedding-trends-spending-habits-engaged-2149673.htm>

They use technology as a platform to share their advice about how to live free-spirited lives.

One of the largest marketing trends of 2017 is on the rise-- social media brand influencers. Social media brand and/or lifestyle influencers are individuals on social media who usually have a large following and promote either brands or companies and/or their lifestyles on their page. These influencers are extremely trusted because they create strong connections with their followers. *

https://www.elon.edu/u/academics/communications/journal/wp-content/uploads/sites/153/2017/12/08_Lifestyle_Branding_Glucksman.pdf

They build relationships online with other boho-chic influencers.

Honeycomb wants to build relationships with social media influencers that are natural, unconventional and eco-conscious. This will benefit Honeycomb because each time one of the influencers is planning their or a loved-one's wedding, they can share Honeycomb and the planning tools it provides, and spread the word. We believe that our readers are either the social media influencers and/or they are the followers of such influencers. The connections between influencers and their following are often strong because they share a lot of ideals. And the connection between boho-chic influencers can be even stronger because they are all either making a life, or adding to their life, while being an influencer. This adds a lot of dedication and motivation to create and maintain the influencer's personal brand.

<https://www.wordstream.com/blog/ws/2010/10/14/building-relationships-with-bloggers>

Sage Meyer



Photographed by Caitlin Bea

Sage Meyer is 28 and lives in Seattle, Washington. She is recently engaged, after 3 years of dating, to Ryan, a man she met during happy hour at her favorite vegan restaurant, Toto.

Sage considers herself a feminist. Growing up in the 1990's, Sage learned about third-wave feminism and thrifting from her mother. Her mother's ideals about the world were instilled in her from a young age and she credits them for her hippie-chic lifestyle she has today. To give back to her community, she is an avid volunteer for Noel House, a local women's shelter.

Today, Sage lives in a 900-square-foot loft in First Hill, Seattle, Washington with her fiancé, Ryan. It is filled with all of their favorite things: their beloved record player, plants, local pottery and a fridge full of health food. On the weekends, they love inviting their small group of friends over for raw hor d'oeuvres and vodka La Croix's.

Sage studied graphic design at University of Washington. She now runs her own lifestyle blog, mostly about holistic health and mindfulness, with 30,000+ followers.

Kristen Willow



Photographed by Clayton Austin

Kristen Willow, 30, loves nature and her job at a non-profit almost as much as she loves her fiancé, Claire. She finally proposed to the love of her life after five years of dating. She and Claire met at the non-profit when they were strategizing on how to make society's preference for the services and goods that they are purchasing animal-cruelty free. After working long-hours and sharing the same passion and vegetarian eating habits, they both fell for each other.

A child of the late '80s, Kristen grew up listening to Stevie Nicks, and admiring her free-spirited lifestyle and boho-chic fashion. "Dreams" by Fleetwood Mac has been her favorite song since she can remember, and she prides herself on her music taste and the unconventional fashion style that she has carefully put together.

Kristen went to California State University, Long Beach, for her Bachelor of Science in business marketing, where she frequently went to the beach.

Kristen classifies herself as a modern-day hippie with a gypsy soul. She loves nature and traveling with Claire. Luckily, both she and Claire share a lot of ideals and fashion styles. Together they travel in their 2019 white, hybrid LS Lexus Sedan and decorate their house with a cute macramé and other various furniture and decor from Anthropologie. One of their favorite items is a print that hangs above their bed that says, "Live by the Sun, Love by the Moon." Both Kristen and Claire feel and live by this mantra and feel the power of the universe when they are together.

COMPETITION ANALYSIS

INTRO

In the United States, there are many forums for wedding inspiration, such as magazines, websites, and sections in news publications. However, there is minimal competition that caters to free-spirited, eco-friendly brides specifically. There are only three publications that are marketed towards brides in general and can be considered indirect competition.

These publications are:

The Knot is a magazine and website dedicated to busy brides who are looking to be organized during the wedding planning process. It was founded 1996 by a husband and wife whose wedding didn't go as planned. They were determined to help other couples easily navigate every wedding planning detail. It offers features of various types of weddings, information on wedding trends, inspiration for registry items, advertisements from dress designers and much more on anything wedding related. The Knot has both a print and digital magazine. Due to the size of The Knot, the recent media kit is unavailable. XO Group's website claims that "The Knot reaches 8 out of 10 brides in America (more than 11 million monthly unique visitors)." Although we cannot find the specific size of circulation and demographics, XO Group Inc. published a press release based off of The Knot's '2017 Real Wedding Study'. This study includes top wedding trends, top statistics, the most and least affordable places to get married, along with other various information. During this study, they found the average marrying age, which we assume will be included in their target demographic. The average age for the bride was 29.2 and the groom was 30.9. The Knot is our main competition; however, we offer different content, are targeting a more niche audience, and strive to create stronger connections with our readers. We will also remain transparent and provide our media kit even if we increase in size.

Brides is a bi-monthly wedding magazine with six issues per year. Their total audience reach is 13.8 million. Of that, 47 percent are millennials. Brides offers advice on the planning process as well as tons of ideas and inspiration. Brides is spread out across four platforms: print, digital, social, and video. Print is the most popular. Online they have different categories of tabs including rings, fashion & beauty, ceremony & reception, bridal party, real weddings, travel, registry, and news & advice. The content seems to cater to the more traditional bride who wants a fairytale white wedding.

Bridal Guide is a bi-monthly wedding magazine that has a website and social media presence. The website's average visitors per month hits 2.6 million and their overall social media following is almost 827 thousand. Eighteen percent of the total readers are male, placing the remaining 82 percent female. Their total audience is 3,653,000. The median age of the readers is 29, and women ages 18 to 34 constructs about 70 percent of the readers. In both the magazine

and the website, they offer a fresh, practical perspective on wedding receptions, fashion and beauty, honeymoons, registry ideas and more. They also offer wedding planning advice from editors, industry experts and brides.

POINTS OF DIFFERENCE

Honeycomb sets itself apart from these publications by narrowing its focus to eco-friendly, free-spirited weddings, and weddings that are both low and high budget. *Honeycomb* readers are typically passionate about being environmentally conscious and living life on the wild side. This editorial approach allows for us to deliver unique content that sparks inspiration for our readers and grow their engagement with the content. We also connect with couples and feature their weddings that provide readers with detailed visuals that allow them to see wedding elements comprehensively. Finally, we take great pride in obtaining features from real life couples and offering readers valuable information that inspire people who are planning their weddings.

EDITORIAL FORMULA

Frequency: Quarterly, four times a year	
Total number of pages: 136 + 4 cover pages	Total number of department pages: 4
Pages of editorial: 104	Total number of section pages: 76
Pages of advertising: 36	Total number of feature pages: 24

DEPARTMENTS

Editor's Letter (1 page)

Masthead (1 page)

Table of Contents (2 pages)

SECTIONS

- **Wedding (48 pages):** focus on ethically- made and sustainable wedding dresses, wedding outfits, wedding decor, bouquets, hair and makeup ideas, honeymoon destinations, meal ideas and DIY tips all with an eco-friendly twist
 - *Dresses:* a collection of photos that show a variety of free-spirited dresses from all price ranges
 - *Decor:* a photo gallery of eco-friendly wedding and home decor for your first home
 - *Bouquet:* a collection of beautiful, unconventional bouquets
 - *Meal Ideas:* a list of meal ideas for receptions; focus on plant-based and vegetarian meals
 - *Honeymoon Destinations:* a list of our top five, nature-filled, honeymoon destinations that every eco-friendly, free-spirit will fall in love with
- **DIY (28 pages):** showcases 15 DIY tips for the thrifty, eco-friendly bride
 - *Bouquets:* DIY tips to create your perfect bouquet whether that's a succulent bouquet or flowers from your own garden
 - *Centerpieces:* tips to create various centerpieces for your dream reception
 - *Flower crowns:* tips to design a flower crown
 - *Flower decor:* tips to craft floral decor to decorate your wedding venue that won't break your bank

- *Cake*: tips on how to bake your own wedding cake; two cakes: one vegan friendly, one non-vegan

FEATURES (24)

- **6 Specific Weddings (24 pages):**

- *“Having a ball on a budget”*: This feature showcases Adeline and Henry’s budget- friendly backyard wedding reception that includes a pizza buffet, an affordable boozy punch recipe and more.
- *“Rooftop wedding in a concrete jungle”*: This feature showcases Elle and Chase’s modern-chic New York wedding and reception that includes details about the bride’s *Lee Petra Grebenau* gown and the custom neon sign that welcomed guests to the reception hall.
- *“Love by the moon”*: This feature showcases Willow and Brandon’s bohemian-style, outdoor, night wedding and reception in Portland that was fit for an unconventional bride. Details include all from the chandeliers hanging from the trees above to the magical, four-layer wedding cake decorated in succulents and roses.
- *“Vintage vibe”*: This feature showcases Marie and Caleb’s wedding and reception inspired by their old souls. Details include everything from the mismatched vintage chairs used for the ceremony to the aged lace gown worn by the bride.
- *“Uniquely antique”*: This feature showcases Ruby and Aaron’s old-fashioned chapel wedding and restaurant reception. Details include everything from the heirloom brooch bouquet to the family-style meal shared among guests.
- *“Eco-friendly wedding”*: This feature showcases Juliana and Katie’s simplistic wedding and 100% vegan reception. Details include everything from the plant-based, plated dinner to the vegan wedding cake.

DIGITAL FORMULA

Honeycomb has a website platform that publishes weekly feature stories on weddings that will inspire our readers. Much of our online presence is social media based, especially Pinterest and Instagram.

HOME PAGE

Our homepage features our stories in reverse-chronological order, so our readers can view the newest content up top. From the homepage, our readers can explore our menu which is presented below.

ABOUT- takes readers to our mission statement and subscription form

LOCAL VENDORS- Specific to the zip code, this will take the reader to local venues, florists and bridal salons

TIPS AND TRICKS- a list of DIY tips and tricks on how to create your perfect day from planning to creating

DRESSES- takes readers to a collection of wedding dresses that have a chic aesthetic, segmented by categories such as vintage, hippie-chic/boho, simple yet stunning

PHOTOGRAPHY- takes readers to our collection of featured wedding photography and featured wedding videography

PLANNING TOOLS- a tool kit to get you organized while planning your wedding and reception. Including registry information, how to begin the guest list and an all-encompassing wedding checklist

SHOP- an online shop to purchase items advertised in *Honeycomb* and other novelty items we sell

Online Article Ideas

“Plant-based recipes” - homemade, plant-based recipes: wedding cake, vegan appetizers and meals that feed a crowd for cocktail hours, receptions and plated dinners

“10 eco-resorts to book for your honeymoon”- a list of places to stay that are eco-conscious: lower carbon footprint, organic food choices and conserve water

“Everlasting love”- blog, written by a relationship expert, on how readers can keep their love present before, during and after the wedding

“Green is the new white” - a slideshow of wedding dresses by designers who cater to environmentally-friendly brides

Online Feature Ideas

“Something old” - an exploration into how to shop at antique stores successfully for wedding decorations

“Hush” - an intriguing viewpoint on why having a weed-bar at your wedding could be less problematic than an open-bar with liquor

“On the other side” - a profile of Phil Chester, a wedding photographer who specializes in telling stories through his photos

One specific feature from our current issue uploaded per month

PROMOTION AND DISTRIBUTION

OVERALL STRATEGY

At *Honeycomb*, the foundation of our identity is through the free-spirited, unconventional mindsets of our readers. For this reason, we have chosen to build genuine relationships through our website and social media platforms prior to launch. We will spend a year sharing content and conversation, as well as strengthening bonds with social media influencers that represent who we are and what we stand for. When readers arrive at our website, they will immediately be prompted to enter their email information in a quick dialogue box. This process will lead to a developed email list of potential readers and/or subscribers to contact with promotional information about our launch. Urging visitors to become involved and developing a solid brand identity prior to print launch will lead to long-term sustainability.

Once launched, *Honeycomb* will be sold in national retail bookstores as well as niche grocery stores. Our first issue will include an in-depth Editor's Letter explaining our mission and reasoning for publication who are not already familiar with the online content.

THE LAUNCH

Honeycomb will be launched as a national print magazine in January of 2020. The launch will be promoted on social media through our partner, BHLDN, *Honeycomb*'s social media accounts and social media influencers who are planning a wedding. Three months' before, a page on our website will be dedicated to information about the launch.

Honeycomb will be featured in all 19 of the BHLDN bridal stores scattered on tables and on an impulse display near the front door. This display will allow brides who are walking into the BHLDN stores to browse and buy our magazine. This display rack will also showcase all social media contacts and a hashtag to further build interest and readership.

Honeycomb will organize a booth in January at the annual Bridecon bridal expo in Anaheim, California, taking place in January 2020. This is an opportunity for a wide range of wedding vendors to promote their services and products. *Honeycomb* will promote limited edition merchandise for this expo on a Facebook event page. We will provide merchandise ("swag bags") for the first 200 people that stop at our booth.

DISTRIBUTION

Honeycomb will be distributed nationally in grocery stores, coffee shops/juice bars, airport terminals and BHLDN bridal stores. Our online store will be a point of sale, but Amazon will also be an online distributor.

CIRCULATION

Honeycomb builds its audience with inspiring feature articles circulated on social media. We will also will rely heavily on social media influencers, such as bloggers and Youtubers, to represent *Honeycomb* online, as well as BHLDN’s online presence. *Honeycomb* is best represented by popular, engaged influencers rather than traditional advertising. Print subscriptions will include a tote bag and a coupon for 10 percent discount off first time purchase in our online shop. This will increase sales and exposure- subscribers will be urged to post a picture of their tote bag with a specific hashtag on social media.

The feature section of *Honeycomb* is filled with content that will directly inspire reader’s wedding, which suggests social media sharing and steady involvement. Each issue will include an announcement of the theme of the next issue, which will consistently be spring, summer, fall and winter. This will keep readers eager for each issue, especially when planning a wedding and deciding on all of the details.

COMPETITOR COMPARISON CHART

Magazine	Circulation	Frequency	SCS	Subs	SCS price	Sub Price
Bridal Guide	<u>107,152</u>	6/year	-	-	-	<u>\$9.95</u> , 1 year, 6 issues
Brides	<u>330,605</u>	6/year	-	-	-	<u>\$10.00</u> , 1 year, 6 issues
The Knot	<u>330,000</u>	4/year	-	-	<u>\$8.99</u>	<u>\$16.00</u> , 1 year, 4 issues
<i>Honeycomb</i>	40,000	4/year	-	-	\$15.00	\$55.00, 1 year, 4 issues

CIRCULATION

40,000

In 2017, there were 2.18 million weddings in the US. <https://www.theweddingreport.com/>. Because there are two people per wedding getting married, that's 1.09 million brides (or grooms). As a starting publication, we want to reach about four percent of new brides-to-be, which equals 40-thousand.

FREQUENCY

Quarterly (4/year)

Honeycomb will publish four times per year as a high-quality bookazine. Due to our readers having the option of using the internet, social media, and/or our competitors, *Honeycomb* differentiates itself by quality, and niche focus on eco-friendliness, unconventionality and natural lifestyles. We value our readers and their willingness to pay a higher price for our bookazine. Our content takes time to design and develop, and we strive to create only a high standard of content that engages and connects our readers. We keep our audience interested between issues by our website and social media, which includes consistent but different content.

COVER PRICE

\$15

Based on our competitors' pricing (*The Knot* costs \$8.99), we price *Honeycomb* at \$15 per issue. We knew that we didn't want to go too much higher than *The Knot*. However, we cannot match it or go below *The Knot*'s price due to our higher-quality bookazine with thicker paper. Our readers will be willing to pay more because of the quality, the fact that it can be used as an all-exclusive planner, and it will look absolutely amazing on their coffee table.

SUBSCRIPTIONS

\$55 *includes tote bag, full access to website content, and 15% off first order through the online *Honeycomb* store.

By discounting the full price of 4 magazines by \$5, our subscription price urges readers to pay in advance (includes a free, exclusive tote bag for all the reader's wedding planning needs). Our demographic

ADVERTISING/REVENUE SOURCES

ADVERTISING VISION

Honeycomb's advertising vision is to deliver only the most aesthetic and eco-conscious content to our creative and unconventional readers without compromising our goal of being high-quality, natural, and eco-friendly. As a wedding bookazine, we will have nine to 18 advertisements per issue, totaling to 36 pages of ads. Our partner, BHLDN, will take the inside of our back cover for advertisement every issue.

Honeycomb's editorial vision is to provide a high quality bookazine for the eco-friendly and natural bride to ensure our vision and credibility, we will not advertise any inhumane/unethical brand or product. We do not support toxins, animal-cruelty, sexism, racism, sweatshops, anti-gender equality, ageism, or eco-unfriendliness.

We do support natural products, love for animals, love for all races, ethnicities, ages, sexes and genders, LGBTQ+ community, equality, fair wages, and eco-friendliness.

ADVERTISING SPECIFICS

Honeycomb will attract advertisers who are closely aligned to our morals and editorial concepts. Natural, eco-friendly, and unconventional organizations fit best with our advertising and editorial vision, as well as, wedding brands trying parallel to both our morals and our readers'. Our ads will be designed to fit our aesthetic perfectly, so it will transition smoothly into our bookazine.

Possible advertising clients would include:

- BHLDN (clothing, accessories, decor)
- Anthropologie (registry)
- Juice Beauty (makeup)
- Glossier (makeup)
- ColourPop (makeup)
- Etsy (stationery, accessories, decor)
- Reformation (clothing, accessories)
- Subaru (car)
- Love Goodly: A bi-monthly subscription box that includes non-toxic, cruelty free products that support Farm Sanctuary.
- Airbnb: Honeymoon spots

Ancillary Products

- **Totes:** Every year, we will design a new tote that readers can purchase with their issue for just \$2 more. Subscribers will automatically receive it with purchase. If a reader wants to purchase it without a magazine or a subscription, they can do that also for just \$8.

- **Wedding Invitations:** *Honeycomb* will have a specially designed invitation for each season. The designs will be updated every year. Our readers will have the option of buying *Honeycomb's* invitation for their wedding. Due to it having to be personalized for each wedding, the prices will be (printing included):
 - 20 Invitations: \$100
 - 50 Invitations: \$200
 - 100 Invitations: \$300
 - 200 Invitations: \$400
 - 500 Invitations: \$700

- **Wedding Thank You Notes:** *Honeycomb* will have simple but beautiful thank you notes that readers can purchase. These will be printed on 100% recycled paper. These will be updated every year. The prices include (printing included):
 - \$50 per 100 thank you notes

Ancillary Services

- **Wedding Shows:** *Honeycomb* will organize a booth in January at the annual Bridecon bridal expo in Anaheim, California, taking place in January 2020. This is an opportunity for a wide range of wedding vendors to promote their services and products. *Honeycomb* will promote limited edition merchandise for this expo on a Facebook event page. We will provide merchandise (“swag bags”) for the first 200 people that stop at our booth.
- **Yoga Retreat for the Eco-friendly:** *Honeycomb* will organize an annual, yoga retreat for the eco-friendly individuals. Retreats will be led by a certified-yoga instructor. These retreats will be held at various nature-filled locations throughout the country such as California (Yosemite and Malibu), Utah, Wyoming (Yellowstone), Colorado, North Carolina, etc. The retreats will include a fee that our readers must purchase through our website to attend. Our readers will also have to pay for transportation to go to. This retreat will help align chakras, restore balance and peace within, and help attendees to reset.
- **Self-Love Seminars:** *Honeycomb* will hold quarterly seminars (4-sessions/year) teaching the importance of self-love and tips on how to deal with those bad days properly, how to deal with judgment of others, etc. These seminars will cost attendees only \$20 to attend. All proceeds will go to the charity of the year. Our first charity will be: Ocean Conservancy.

ADVERTISING PARTNER RESEARCH

Honeycomb is a magazine defined by the lifestyles and experiences of recently engaged couples. The natural and unconventional lifestyle they are passionate about is the center of our mission. Our partnership with BHLDN reflects our devotion to prioritizing simplicity, sustainability and eco-friendly weddings.

BHLDN, pronounced “beholden”, was founded online-only on Valentine’s Day in 2011. BHLDN opened its first free-standing store in Houston, TX in August 2011. Since then, the brand has expanded to 16 shop-in-shops in Anthropologie stores and 3 brick-and-mortar stores. The retail chain is owned by Urban Outfitters, Inc. and under the Anthropologie Group, which accounts for approximately 39.1% and 1.6% of consolidated net sales for fiscal 2018.

BHLDN’s audience is contemporary and sophisticated women aged 28-45. They emphasize every style element that contributes to a wedding. The unique and eclectic brand offers a curated collection of wedding gowns, bridesmaid dresses, accessories, lingerie, footwear and decorations.

Building strong and loyal relationships with customers during the wedding planning process is crucial to both BHLDN and *Honeycomb*. On BHLDN’s website, customer reviews are pushed front and center beneath photos of items to give potential wearers a better idea of fit. Brides who have worn a BHLDN dress can list their age, body type, personal style, and upload photos of what the dress looks like on a “real bride.” This strategy continues on Instagram, where they regularly repost user-generated content.

In an effort to cater to their audience, BHLDN carefully chooses the dress designers they sell online and in stores. The company supports a variety of small and big-time designers that are sustainable, affordable and eco-conscious brands.

BHLDN understands that having a consistent social media presence is necessary to building honest and loyal relationships with its consumers. On Instagram, BHLDN publishes content to about 650,000 followers. *Honeycomb* will make use of this large following by promoting owned media via BHLDN’s social media channels on Instagram, Pinterest, Facebook and Twitter.

Honeycomb will feature ads for BHLDN on the inside covers as a part of our partnership. This valuable spot shows our commitment to working with a company that is breaking industry boundaries by promoting creativity within women. As part of the partnership, BHLDN will promote *Honeycomb* by displaying our magazine in a prime location in each of its stores throughout the US. During our first year of partnering with BHLDN, we will build our audience

by giving away one free issue with an online purchase of \$200 or more. Being a part of BHLDN's online sales will help us reach our demographic of consumers that align with our values, as well as increasing the possibility of subscriptions.

At *Honeycomb* we feel strongly that our partnerships should genuinely reflect our core beliefs and values. By partnering with BHLDN, we are showing our readers that *Honeycomb* is not just a bookazine; we are an echo of our principles. Our goal is to create relationships with our readers by connecting the basis of our unconventional and sustainable values to theirs.

<http://investor.urbn.com/static-files/1f4569a2-5803-4d54-9340-7d320824bdae>

<https://www.urbn.com/our-brands/anthropologie/bhldn>

<https://www.bhldn.com/>

SOCIAL MEDIA

Honeycomb relies on social media marketing to establish readership, consistent brand identity, and intriguing content. During year one, *Honeycomb* will prioritize posting daily content on our social media to grow a presence. We will utilize all aspects on each social media platform, including Instagram stories, traditional tweets and Instagram posts, and for our readers' wedding planning endeavor, Pinterest boards. Our social media presence and content will drive traffic toward our website and advertise our print magazine by showcasing upcoming features and products.

Our readers are incredibly active on social media, especially Instagram, which will remain our main focus. They enjoy following influencers who share the same values and lifestyles as them, such as holistic lifestyles, vegan, free-spirited, etc. They enjoy aesthetic content and intriguing artistic twists.

Our partner, BHLDN, will incorporate the use of the hashtag #honeycombmag on its Instagram and Twitter to help drive more people towards *Honeycomb*. BHLDN will also display the bookazine in-store (from the launch forward) and feature the launch on their social media. To help us, BHLDN will also share a list of emails within our target demographic. This partnership will help leverage the success of *Honeycomb*, especially during the launch. In return, we will advertise them on our website, social media, and give them the inside of our back cover for advertisement every issue.

PLATFORMS

Twitter

Honeycomb's tweets will provide real-time updates to followers by posting about upcoming bridal fairs, wedding dress designer pop-up shops and teasers of feature stories in the upcoming issue. Twitter uses a 280-character limit on tweets, so *Honeycomb* will take advantage by posting mostly pictures with links to the articles on our website.

Instagram

Honeycomb will post editorial content with an interesting creative twist.

Our page will be incredibly aesthetic and satisfying to look at. We will incorporate BHLDN products, along with photos from our features. Although this page will look professional, there will be a personal touch for which our followers can feel connected to. We plan on creating personal connections with our followers and asking them to participate and engage with us. We will do this by answering the majority of direct messages, having polls on our stories and asking their opinions, reposting some of their content that is related, including their love stories, and holding monthly Instagram Live meetups to talk about eco-friendly endeavors.

Pinterest

Honeycomb uses Pinterest to develop boards of aesthetically pleasing, wedding inspiration for our readers. Whether our readers are getting married in a year or in 5 years, they will be able to save our posts to their personal boards to look back on when planning their wedding. *Honeycomb* will post a range of inspiration from love quote and relationship advice infographics, to color palettes, to linked pictures of dresses and wedding features directly from our website.

Spotify

Honeycomb will create an account on Spotify and carefully curate beautiful playlists for our readers. We will create multiple playlists for weddings, meditation, yoga, running, saging your house, cleaning your house, love songs, self-love, and the best songs to journal to. Our readers will be able to follow us on Spotify and download our playlists.

ADVERTISING RATES

COMPETITOR COMPARISON

Magazine	Circulation	Frequency	Rate Base	Ad Rate	CPM
Bridal Guide	<u>107,152</u>	6/year	<u>107,152</u>	--	(Ad rate/107,152) x 1,000
Brides	<u>35,034</u>	6/year	<u>35,034</u>	<u>£10,516</u>	\$300
The Knot	<u>330,000</u>	4/year	<u>330,000</u>	--	(Ad rate/330,000) x 1,000
Honeycomb	40,000	4/year	40,000	6,000	\$150

CPM

\$150

As the only magazine catering to a niche audience, our ad rate will reflect the impact of ads featured in our magazine. *Honeycomb* is a publication that will act as a inspiration to our readers and will contain many advertisements that are genuine and useful. All advertisements will align with the values and lifestyles of our readers. We will have the confidence of our readers by choosing to only collaborate with eco-friendly and natural brands.

Math: $([6,000 / 40,000] \times 1,000)$

Rate Base

Projected circulation: 40,00

The Knot, a popular quarterly wedding magazine and planner boasts a circulation of over 330,000 per year. *Bridal Guide*, is a bi-monthly wedding magazine that holds around the same circulation of 107,152 per year. As a starting publication, our projected circulation for the first year is 40,000.

Ad Rate**\$6,000**

Honeycomb offers a full page, 4-color advertisement run in our print edition for \$6,000.

Honeycomb is printed on high-quality thick paper and can be used as an all-exclusive planner, a guilty pleasure to indulge in with beautiful designs, and it will look absolutely amazing on their coffee table.



*love by
the moon*

an Oregon couple shares
vows under the night
sky, bright stars,
and the moon

*diy //
bride*

fifteen DIY tips for eco-conscious,
affordable, beautiful and personalized
bridal accessories

*vegan
friendly*

vegan wedding reception ideas
including cakes, meals, desserts,
decorations and more

*decor
inspo*

eco-friendly home-decor
that will make your first
home feel like your
dream house

CONCEPT

Honeycomb's design (both print and digital) is inspired by nature with a stunning, bohemian twist. We knew that Honeycomb had to be simple yet beautiful to catch the reader's eye, while most wedding magazines look the same. Honeycomb is targeted to the unconventional, free-spirited bride. Because of that fact, we did not want to look like any other wedding magazine. Honeycomb is so aesthetically pleasing that our readers will put it on their coffee table. It's gorgeous. And the cover, as well as the entire bookazine, must always live up to that aesthetic, exotic standard.

We used two serif typefaces, and one script. All are clean and nice to look at. Photographs must be professional and have a free-spirited vibe. Photographs can be black-and-white or color, however, there are rules. The color cannot be too saturated and/or too bright. Muted color tones capture the essence of Honeycomb better. Illustrations, like the flower moon, are allowed. They must be simple and clean. Cartoons are prohibited at all costs. The art must make people feel something and draw them in. Honeycomb is not traditional. Honeycomb is not boring. The design must prove that.



*love by
the moon*

an Oregon couple shares
vows under the night
sky, bright stars,
and the moon

*diy //
bride*

fifteen DIY tips for eco-conscious,
affordable, beautiful and personalized
bridal accessories

*vegan
friendly*

vegan wedding reception ideas
including cakes, meals, desserts,
decorations and more

*decor
inspo*

eco-friendly home-decor
that will make your first
home feel like your
dream house



*to the free-spirited souls:
may we love freely, deeply, and madly*

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love by the moon



love by the moon

an Oregon couple, Willow and Brandon, shares vows under the night sky, bright stars, and the moon.



meet the bride and groom, willow and brandon
at their dinner reception



1



2



3



4



5



6



7

dreamy night wedding by matthew bishop photography

- 1. Floral wedding cake
by Nevie Pie Cakes
- 2. Reception decorations
by Woodland Weddings
- 3. Rose and succulent bouquet
by Willow & Thyme
- 4. Groom's Tux
by Jos. A. Bank
- 5. Reception decorations
by Woodland Weddings
- 6. Reception dinner
by Goose & Berry
- 7. Rose and succulent bouquet
by Willow & Thyme

their love story

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“ longer quote from groom about love and the wedding... ”

“ longer quote from bride about love and the wedding... ”

the lovebirds' advice on having an eco-friendly wedding

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relationship advice from the lovebirds

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details about the wedding

the bride

wedding dress designer: Lam quaerchil im non ea dolesti

flower crown: Lam quaerchil im non ea dolesti umeni

bouquet creator: Lam quaerchil im non ea dolesti umeni

bride's jewelry: Lam quaerchil im non ea dolesti umeni

bride's shoes: Lam quaerchil im non ea dolesti umeni

hair stylists: Lam quaerchil im non ea dolesti umeni

makeup artists: Lam quaerchil im non ea dolesti umeni

the groom

tux designer: Lam quaerchil im non ea dolesti umeni

groom's shoes: Lam quaerchil im non ea dolesti umeni

the wedding

alter decor: Lam quaerchil im non ea dolesti umeni

seats: Lam quaerchil im non ea dolesti umeni

aisle decor: Lam quaerchil im non ea dolesti umeni

the venue: Lam quaerchil im non ea dolesti umeni

the reception

food caterer: Lam quaerchil im non ea dolesti umeni

cake bakery: Lam quaerchil im non ea dolesti umeni

chandelier: Lam quaerchil im non ea dolesti umeni

reception tables: Lam quaerchil im non ea dolesti umeni

reception chairs: Lam quaerchil im non ea dolesti umeni

reception table decor: Lam quaerchil im non ea dolesti

the team

wedding planner: Lam quaerchil im non ea dolesti

the dj: Lam quaerchil im non ea dolesti umeni

the creatives

videographer: Lam quaerchil im non ea dolesti umenimu

photographer: Itatusam rerions equuntem dolupti velis



BHLDN

WEDDINGS





*spring
edition*