

# weddings4media.com

The Leading Weddings News Service for the Media

If you are not already registered, go to [www.weddings4media.com](http://www.weddings4media.com) now!

## PRs' Guide to Weddings4Media

This guide will show you how to use the following features of Weddings4Media:

- Email Alerts
- Press Room
- Press Releases
- Photo Libraries
- Press Centre
- Making Contacts
- Journalist Alerts

Weddings4Media.com is the leading online community of journalists and wedding PRs.

Weddings4Media offers thousands of registered journalists free access to breaking press releases, photographs, company information and PR contact details from hundreds of brands across the wedding sector.

Weddings4Media provides journalists with the ultimate focused technology to meet their needs, whether they cover news, features, research, planning or any other area.

Weddings4Media is rapidly becoming the wedding sector's standard news distribution resource, offering PR professionals a return on investment not matched by any other service. Why not evaluate it yourself today?



# EMAIL ALERTS

## Your news delivered... straight to the media

Weddings4Media issues journalists with breaking wedding news from PRs through high-impact html emails delivered on an hourly, daily or weekly basis according to each journalist's requirements.

### DIRECT ACCESS

Our email alerts allow journalists to scan breaking news for stories of interest to them. From the alert they can:

- Click through to the site to read, download or print press releases
- Email or call relevant press contacts
- Go to hundreds of photo libraries and download high-resolution images

### TAILORED TO EACH USER'S NEEDS

Weddings4Media's 'Edit User Profile' feature allows journalists and PRs to tailor their email alerts to suit their requirements. Alerts can be tailored by:

- Fields of interest
- Frequency
- Browser requirements



# PRESS ROOM

## All the industry's news in one place

Weddings4Media's press room is the hub of our service where you'll find the latest news from hundreds of companies and organisations.

### BREAKING NEWS

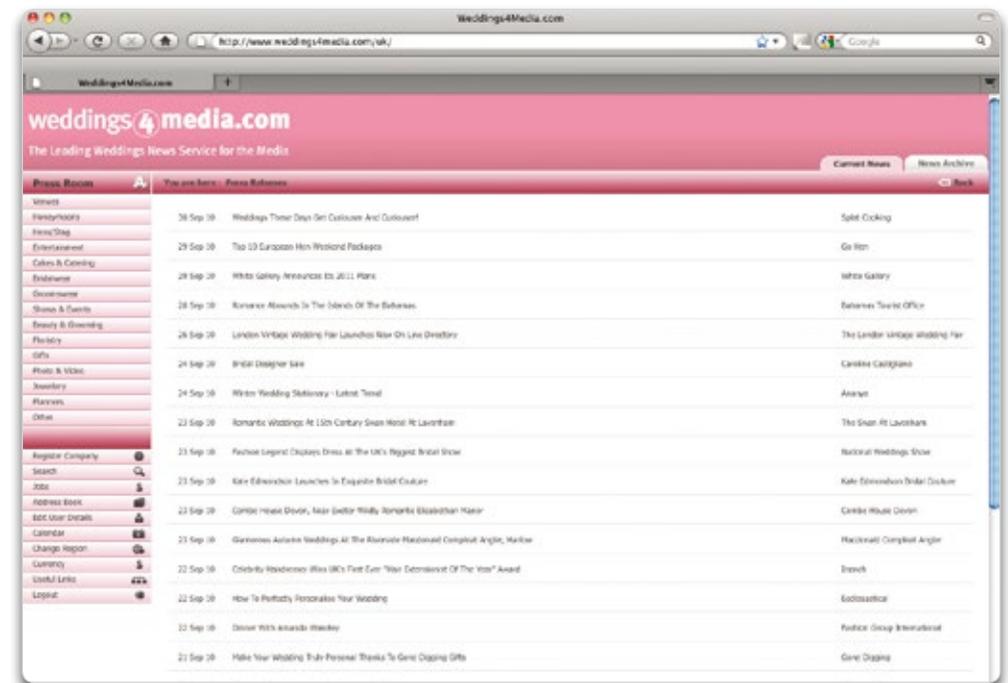
Weddings4Media distributes press releases from hundreds of brands across sectors of the wedding industry including venues, entertainment, cakes & catering, bridalwear, floristry and gifts.

### FINDING BRANDS

Weddings4Media's user-friendly navigation places all brands into appropriate categories.

### SEARCH

Weddings4Media's search engine can sort through 40,000 words per second, enabling journalists to rapidly access relevant releases.



# PRESS RELEASES

## The core of Weddings4Media's service

Journalists can access press releases either from our email alerts, or by visiting the site directly. Press releases appear with company logos, downloadable images and PR contact details.

### DOWNLOAD

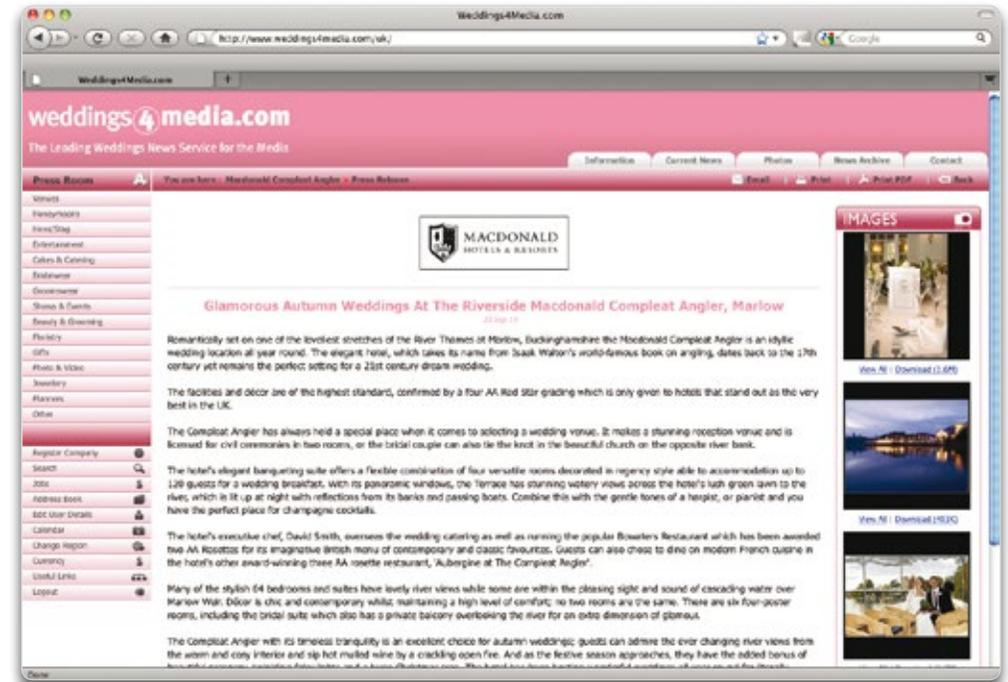
Journalists can print press releases or download stories as PDF files.

### TEXT

Journalists can cut and paste whole press releases, or individual sections, directly into their copy.

### PHOTOGRAPHY

Press releases on Weddings4Media which feature accompanying downloadable photography are always more successful than those without!



# PHOTO LIBRARIES

## Creating maximum impact

Weddings4Media hosts photo libraries of high resolution (300dpi) photography and logos from brands across the wedding sector, which are free for the media to use.

### THE NEED FOR PHOTOGRAPHY

Press releases with a well-chosen accompanying photograph are always immensely successful. Imagery creates the visual impact needed to ensure an article is read and gives the media more reasons to run a story.

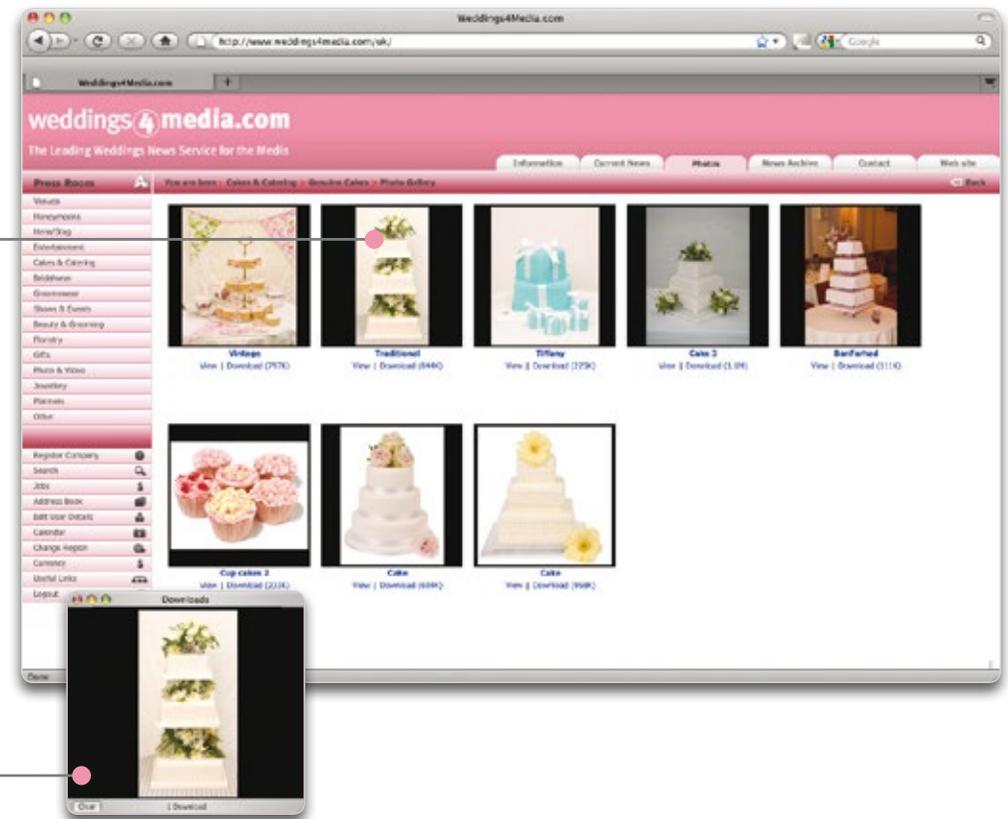
### HIGH-RESOLUTION IMAGES

Wedding brands registered on Weddings4Media can host unlimited photos in their own dedicated image library.

### FREE-TO-USE

Free-to-use photography is a vital way of ensuring that a company or organisation's announcements achieve maximum results in target publications.

To download, click on chosen image, go to 'Click here to download the full size photo' and choose save to your computer



# PRESS CENTRE

## Press releases, photos, information and more in a dedicated area

Each brand registered on Weddings4Media is given a dedicated press centre on the site.

You'll find each company's press centre by selecting the company through the site's left hand navigation panel (Venues, Honeymoons, Hens/stag, Entertainment etc.).

### FEATURES

Your press centre will include the following:

- **Information Tab**  
An overview of the brand (company backgrounder)
- **Current News Tab**  
Recent press releases
- **News Archive Tab**  
Press releases over 1 year old
- **Photos Tab**  
A library of high-resolution images
- **Contact Tab**  
An email link to the company's PR contact
- **Website Tab**  
A link to the company's news room on its own website

Press centre tabs



# MAKING CONTACTS

## Connecting the media directly with you

Time-pressed journalists can quickly get in touch with each brand's PR contact through Weddings4Media.

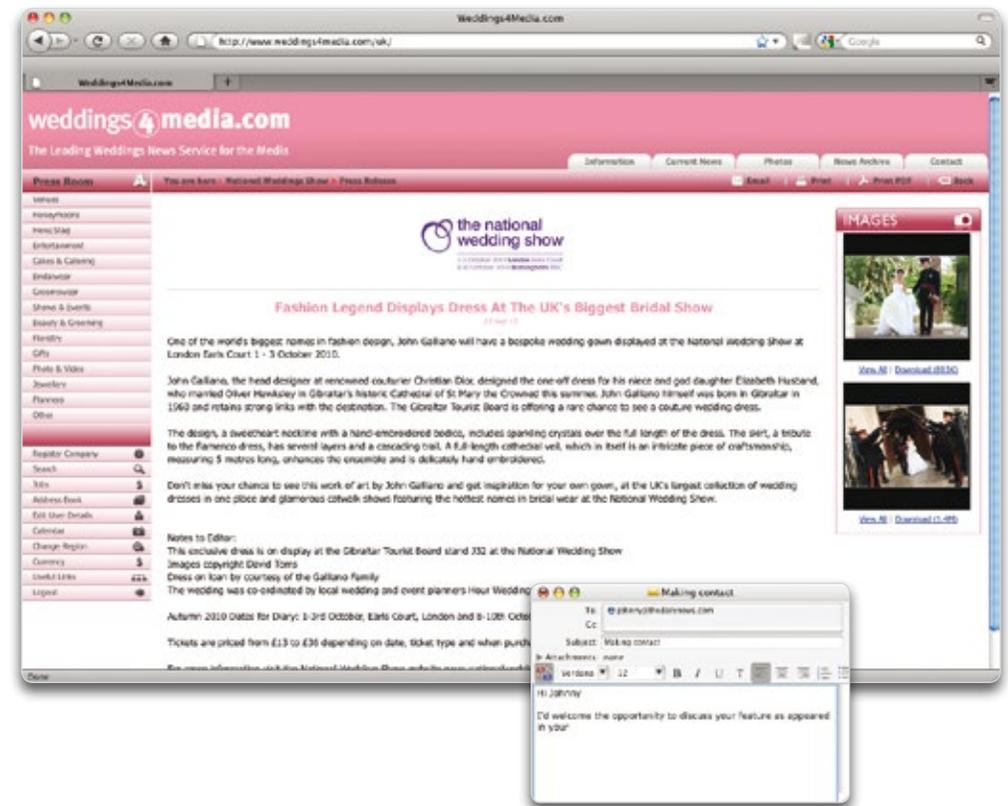
The service offers journalists many direct and instantaneous options to communicate with PR professionals.

**EMAIL**  
Contact details are featured on every news alert email, allowing journalists to easily send an email to the PR contact for the story.

**PRESS RELEASE**  
Contact details are also available at the bottom of every press release on the Weddings4Media site.

**'CONTACT' TAB**  
Clicking on the 'contact' tab on each company's press centre on the site will again fire-up an email to the press office contact.

Weddings4Media has been designed to put wedding news in front of the media. Our community ensures that communication between organisations and journalists is as streamlined as possible.



# JOURNALIST ALERTS

## Creating instant opportunities for coverage

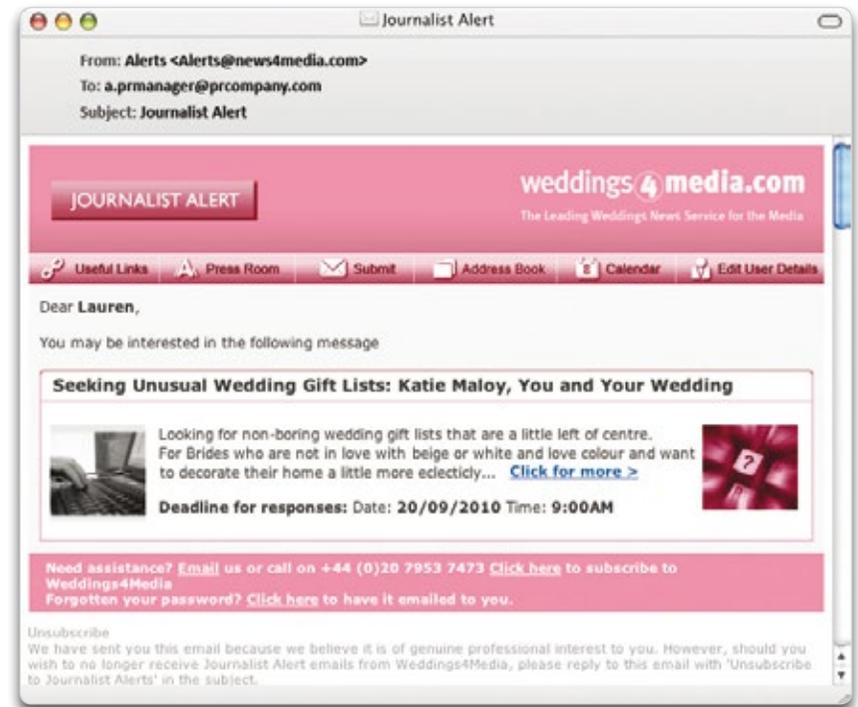
Designed to allow journalists to connect directly with our registered PRs, by issuing an instant message about their current requirements.

### GENERATING OPPORTUNITIES

As a time-saving device to help journalists complete stories, Journalist Alert is unparalleled. As a means for PRs to get their brands more coverage, it's also unsurpassed.

You will receive Journalist Alerts straight into your inbox. From here you click through to the Weddings4Media site to read more about the journalist's requirements. You then simply contact them directly with your information.

Journalist Alert makes it easier to ensure your news gets the coverage it deserves.



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## Weddings4Media – Delivering Results for Wedding PRs

Weddings4Media is the leading news distribution service for wedding PR professionals, offering a return on investment not matched by any other service.

Weddings4Media has thousands of journalists registered to receive breaking wedding news.

Don't miss out! If you want to maximise your coverage, contact us today!

Contact Weddings4Media today to experience a FREE trial of our service and so increase the results from your campaigns.

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venues | honeymoons | hens/stag | entertainment | cakes & catering | bridalwear | groomsware | shows & events  
wedding & grooming | floristry | gifts | photo & video | jewellery | planners | other