

# TO HAVE & TO HOLD

Free of Charge Bi-Monthly SCOTLAND Scottish wedding magazine

– Media Pack 2027 for To Have & To Hold Scotland

## Our Online & Digitally Streamed Wedding Magazine

To Have & To Hold Scotland is an online & digitally streamed, business to consumer, bi-monthly wedding magazine, which is available to our readership across Scotland and beyond. Each issue of the publication focuses on the Scottish bride and groom and is accessible to thousands of future couples and wedding industry professionals, assisting in the wedding planning process.

We provide insightful and seasonal inspiration to those at the planning stages of their wedding, helping to connect the newly engaged couple with their ideal wedding venues and suppliers.



## Free of Charge for our Readers

We focus on popular content, targeted sections and special bi-monthly features which provide a clear direction and reader-friendly vision throughout every issue, allowing our advertisers to showcase their services directly to their target audience.

To Have & To Hold Scotland boasts the latest industry news and acts as an invaluable wedding planning tool which is shared widely online throughout the country. Our bi-monthly publication connects advertisers with a vibrant, eager and extensive target audience through our website, newsletter, streaming partners, wedding shows and events, and wedding related suppliers.

**60,000+**

readers per issue

**40,000+**

streaming views per issue

**6**

editions a year

**Free**

for every couple

# Our Key Statistics

- Combined Online & Streaming readership of **60,000+ per issue**
- Highly accessible to newly engaged couples throughout Scotland via our unique channels
- Reaches a unique independent subscribers list of brides
- Featuring Subscriber Newsletter E-Shots to our Subscriber List
- Numerous online incentives offered at [www.tohavetoholdscotland.co.uk](http://www.tohavetoholdscotland.co.uk) alongside selected advertising
- Digitally streamed to thousands of five-star hotels, private clubs & spas as well as to airport lounges in Scotland, the UK and abroad
- Cutting edge editorial features including the latest news and wedding sector developments
- Presented in reader-friendly segments, allowing advertisers prominent exposure within their area of expertise
- High quality online content accessed by a widespread range of future brides
- Premium advertisements featured on a bi-monthly rotation basis on the publication website



# Digital Streaming

To Have & To Hold Scotland are proud to be partnered with Gold Key Media for our magazine to join publications like Vogue, ELLE, Grazia, National Geographic, Men's Health and many more, on their streaming digital platform.

By simply scanning a QR code users have access to the Gold Key streaming platform which is available in selected airport lounges, five-star hotels, private clubs and spas across the UK.

When you advertise with To Have & To Hold your venue / service will be seen by thousands more couples planning their big day!

**40,000+**

views per issue through our digital streaming platform

**60,000+**

combined online & streaming readers per issue



# In every issue Features

Bridal Trends & Latest Themes

Featured Venues

Wedding Destinations

On Trend Wedding Photography

Real Life Brides

Hair & Beauty

Flowers & Foliage

Wedding Day Transportation

Honeymoon Destinations

# Our Advertising Rates

## ADVERTISEMENT SIZE

|           | 1 Issue     | 3 Issue Campaign (per issue) |
|-----------|-------------|------------------------------|
| Full Page | <b>£150</b> | <b>£120</b>                  |
| Half Page | <b>£75</b>  | <b>£60</b>                   |

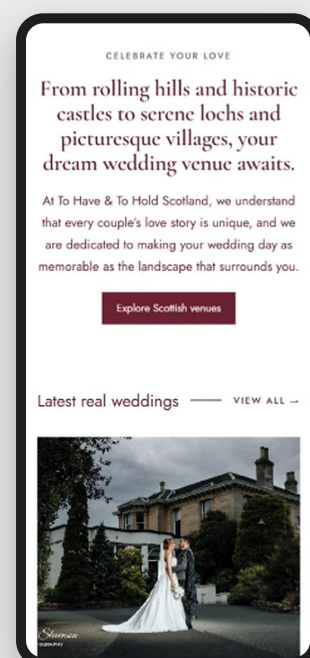
## PREMIUM POSITIONS

|                                       | 1 Issue     |
|---------------------------------------|-------------|
| Double Page Spread                    | <b>£300</b> |
| Back Cover                            | <b>£350</b> |
| Inside Back Cover                     | <b>£250</b> |
| Inside Front Cover Double Page Spread | <b>£500</b> |
| Front Cover Platform                  | <b>£550</b> |

Prices above are exclusive of VAT

## Subscriber Newsletter E-Shots

Our independent mailing list of brides, who subscribe via our website, receive e-shots alerting them to each new issue and directing them to the online magazine, reaching couples actively seeking their wedding suppliers and steering them towards our advertisers.



## Advert Size & Specification

| Advertisement Size                  | Actual Size (w × h) | Copy Area for Guidance | Additional Requirements         |
|-------------------------------------|---------------------|------------------------|---------------------------------|
| Double Page Spread                  | 426mm × 303mm       | 400mm × 277mm          | Artwork size includes 3mm bleed |
| Full Page                           | 216mm × 303mm       | 190mm × 277mm          | Artwork size includes 3mm bleed |
| 1/2 Page Advert<br><i>Landscape</i> | 185mm × 130mm       | 75mm × 120mm           | —                               |
| 1/2 Page Advert<br><i>Portrait</i>  | 90mm × 130mm        | 82mm × 122mm           | —                               |

We also provide an advertisement design service. Please contact us to discuss this option in further detail.

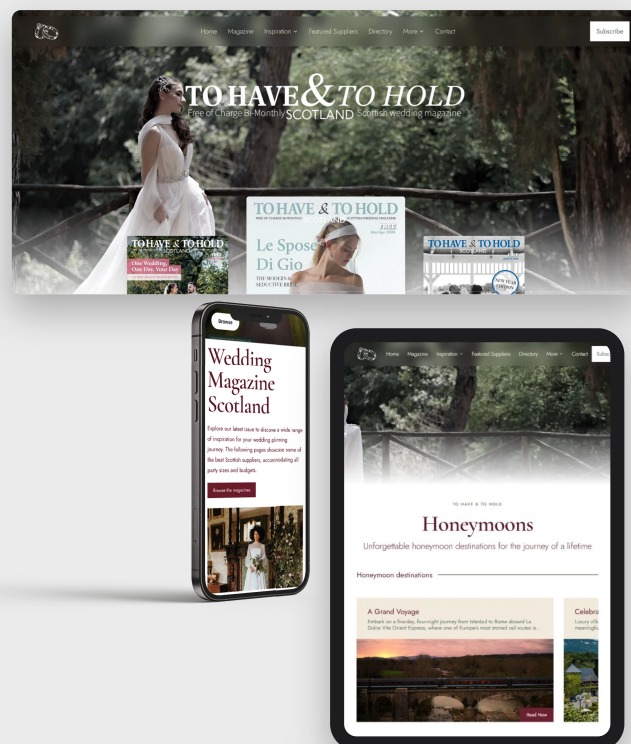
# Our Online Exposure

Our website offers interactive flipbooks for readers to browse the current and previous editions of To Have & To Hold Scotland at their leisure. Newly engaged couples can use the sign-up form to subscribe and join our independent mailing list to receive each new issue free of charge, straight to their inbox.

Real Wedding submissions, Honeymoon Features & Styled Shoots from each issue can also be viewed online, keeping our readers up to speed with the latest offerings in the industry.

Select magazine advertisers receive free of charge exposure on our website through the rotational banner on our homepage, complete with website click through function, directing our readers straight to your website at no additional charge.

Our Featured Supplier web pages provide a platform to showcase your venue or company, combining an aesthetically pleasing and informative display.



Promote your company online from just **£50** per month

Please get in touch for more details



## 2027 Copy Deadline Dates

| EDITION                  | COPY DEADLINE      |
|--------------------------|--------------------|
| January / February 2027  | 10th December 2026 |
| March / April 2027       | 15th February 2027 |
| May / June 2027          | 12th April 2027    |
| July / August 2027       | 14th June 2027     |
| September / October 2027 | 16th August 2027   |
| November / December 2027 | 15th October 2027  |

*Dates for supplied artwork*

Get in touch  
**Contact**

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ARTWORK DESIGN  
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