

West Georgia Wedding Planner Adds \$6,000 in New Revenue

By Sean Ireland
Special to the eBulletin

It's wedding season – the time for brides and dresses, tuxedos, flowers and “I do.”

For a newspaper, it can be a time to make a little extra revenue on a product that is quick to produce and easy to sell to businesses looking to reach out to couples planning their nuptials.

While most people spend months planning their big days, the [Times-Georgian](#) of Carrollton, Ga., needed just a few days to design, market and sell a small wedding planner guide. The four-page tabloid product cost less than \$400 to produce, but brought in more than \$6,000 in new revenue. It went so well that the newspaper is hoping to expand it next year.



Sean Ireland

“The product is a result of a brainstorming session, and a spec hit the street the next day,” said Leonard Woolsey, publisher of the Times-Georgian. “The product was sold out within one week and off to the printer.”

The West Georgia Wedding Planner has advertising content only. It's produced on 11" x 17" gloss sheets half-folded to four finished 8.5" x 11" pages.

The top half of the front page promotes the advantages of doing business locally. “Your wedding is a very special event – and you deserve very special partners to ensure everything is just right. Fortunately everything you need is right here in Carroll County,” reads the copy.

That “shop locally” message is an important one that local advertisers are especially interested in driving home to potential customers – the lure of Atlanta, located about 30 minutes driving time east of Carrollton on Interstate 20, is perhaps their biggest competition. The message is also one more outgrowth of the Times-Georgian's overall focus on reaching out to small, local retailers.

The Times-Georgian used a local printer to produce 500 copies of the guide at a cost of \$290. With labels and envelopes, total production cost was \$330, not including a quarter-page house ad running in the newspaper once per month to promote the product. The ad lists each of the guide participants.

The West Georgia Wedding Planner is provided free to anyone who places an engagement announcement in the newspaper. It's e-mailed in PDF form to senders who submit announcements electronically. The guide comes in a white envelope with a custom label and any inserts provided by participating advertisers – for example, a check list and timeline for renting tuxedos provided by a formal-wear shop.

“You can set your own prices and targets. We went out there with \$750 for the front-page banner and sold it on the very first call,” Woolsey said. “Total circulation is never promoted. Instead, it's ‘We have approximately XX engagement announcements per week....’ The close is the quality and value of the prospect.

“This week one client told us it was ‘the best piece he's ever participated in.’”

2009
west georgia wedding planner

"local experts for planning your perfect day" | Times-Georgian

We at the Times-Georgian are proud to present a very select choice of local businesses to help make your wedding event a great success.

Local businesses make sense and offer you a personal touch you'd be hard pressed to find from a large, out-of-market company. You will never feel like a number as reputations are earned one wedding at a time.

Attention to your needs and wishes are what you'll find - and you'll be helping make West Georgia a better place!

Planning your wedding is a very special event - and you deserve very special partners to ensure everything is just right. Fortunately everything you need is right here in Carroll County!

From all of us in West Georgia, congratulations and well best forward to having you.

Mention this ad when you book with us.
For 1/2 off the Room Rental Fee
SAVE UP TO \$1,000

Complete your perfect day at a private club setting

Contact: LeAnne Reese
Director of Catering
(770)834-6656 ext #201
email: lreese@sunsethillscc.com

Sunset Hills Country Club

Click on graphic above to view a four-page PDF

The Times-Georgian plans on producing the wedding planner guide yearly. Woolsey said clients are exclusive for the year and will have a window to renew for the 2010 issue the first two weeks of December. After that, the guide is opened to the entire market. "We hope to double the pages for 2010," he said.

For more information, contact Leonard Woolsey at (770) 834-6631 or publisher@times-georgian.com.

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