

Green is the New White!

Step up your Green Business Initiatives with
Green Bride Guide!



About Green Bride Guide

Green Bride Guide is the most comprehensive and credible resource for eco-friendly wedding ideas, products and services. With green weddings currently recognized as a top five wedding trend, the number of engaged couples looking for credible green products and services is rapidly expanding! We can help you connect with this growing market.

- Green Bride Guide is the **#1** green wedding website, with **page 1 Google and Yahoo** rankings for “green wedding”
- It welcomes an average of **13,000 visitors** to the site each month

Meet Our Couples

Engaged couples who visit the Green Bride Guide are well-educated, eco-savvy consumers who want information on how to make greener choices for their weddings.

- **95%** of our visitors are female
- **90%** are between **20 and 35 years old**
- **65%** earn more than **\$50,000 per year**
- **90%** are college graduates

Our users want eco-friendly, responsibly-sourced green products and services for their weddings, homes, and personal gift-giving

- **100%** of our brides are actively seeking earth-friendly products and local resources for their weddings
- **35%** are looking for green gifts for their friends
- Our readers plan to spend **50%** of their total wedding budget on eco-friendly alternatives

Doing the Math

$$\begin{matrix} \mathbf{2.2\ million} & \mathbf{\times 48\%} & \mathbf{= 1\ million} \\ \left(\begin{matrix} \text{Number of weddings} \\ \text{a year in the US} \end{matrix} \right) & \left(\begin{matrix} \text{Percent of couples looking} \\ \text{for eco-friendly alternatives*} \end{matrix} \right) & \left(\begin{matrix} \text{Couples wanting green} \\ \text{products and services} \end{matrix} \right) \end{matrix}$$

Green Bride Guide

www.GreenBrideGuide.com

How Can Green Businesses Get Involved With Green Bride Guide?



Green Bride Guide's Green Wedding Directory!

The **Green Wedding Directory** is a planning tool designed to connect engaged couples with local vendors who share their green values. Directory vendors are screened through our proprietary Green Leaf Rating System, and can earn up to five "green leaves." **Green Leaf Ratings** provide potential clients with a relative indication of each vendor's commitment to eco-friendly business practices.

Rock her green wedding!

We can help! The **Green Wedding Directory** makes it easy for green vendors to get found. It's searchable by zip code, region, vendor type, and Green Leaf Rating.

In addition to visibility and a credible green rating, Green Wedding Directory vendors enjoy unique benefits:

- Discounts on advertising
- Comprehensive marketing resources for vendors, including co-branding opportunities and useful tools for marketing a green business
- Wholesale purchase prices of The Green Bride Guide book
- Opportunities to submit Real Green Wedding stories, photo shoots, Expert blogs and more for publication on the Green Bride Guide site
- Valuable information on making a business even greener

Find Your Perfect Fit! Green Wedding Directory pricing and benefits by level

According to an April 2011 survey, **48%** of brides who use the Green Wedding Directory ultimately book vendors they find there

BENEFITS	Best Value!			
	\$150/year Basic	\$310/year Standard	\$540/year Featured	\$540/year National
Contact Details	✓	✓	✓	✓
Map Display	✓	✓	✓	✓
GBG Leaf Rating System	✓	✓	✓	✓
Your Logo	✓	✓	✓	✓
Your Web URL	✓	✓	✓	✓
Your Green Commitment	✓	✓	✓	✓
Business Description	250 words	500 words	Unlimited words	Unlimited words
Photos	1	6	10	10
Video	⊘	✓	✓	✓
Search Results	Ordered by leaf rating	Ordered by leaf rating	Top of page/ highlighted	Nation-wide
Advertising Discount	10%	20%	30%	30%

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Advertising & Marketing Opportunities



Kate Harrison, CEO

Green Bride Guide's CEO, Kate L. Harrison, has a JD in Environmental Law and a Master's degree in Environmental Management from Yale.

She planned her own green wedding in 2007, and wrote the best-selling green wedding book *The Green Bride Guide: How to Plan an Earth-Friendly Wedding on Any Budget* (Sourcebooks, 2008).

Kate founded www.greenbrideguide.com to help couples promote social and environmental change and support their local green economy, while creating the weddings of their dreams.

Green businesses can target eco-conscious engaged couples through our unique advertising and marketing opportunities. From sponsored blog posts to green wedding show opportunities, Green Bride Guide offers choices to meet every company's needs and budget.

For more information, download our complete ad kit!

Green Wedding Professional Certification Course

Gain the knowledge and resources you need to become a credible green wedding expert through our self-paced Green Wedding Professional Certification course!

Offered through Lovegevity's Wedding Planning Institute, the Green Wedding Professional Certification Course:

- is the first professional certification offered in the green wedding space
- gives graduates the tools they need to help their clients make informed, eco-friendly choices for their wedding
- offers the convenience of a self-paced, online four week course
- helps graduates increase earnings by working with a new generation of eco-conscious clients
- rewards graduates with a FREE marketing package with the Green Bride Guide!

Host a Green Wedding Event with Kate L. Harrison

Green Bride Guide Founder and CEO Kate L. Harrison can be booked for speaking engagements, green wedding or green business workshops, and book signings.

For more information, including costs and booking information, download our press kit!

The logo for Green Bride Guide, featuring the words "Green Bride Guide" in a white, elegant, cursive script font, set against a solid green rectangular background.

www.GreenBrideGuide.com

