

A romantic couple in wedding attire stands in a classical archway at night. The man, on the left, wears a white long-sleeved shirt and dark trousers, holding a bottle of champagne. The woman, on the right, wears a white halter-neck dress and holds a glass of champagne. They are both smiling and looking at each other. The archway is framed by two large, weathered stone columns. The background is dark, with some foliage visible on the right.

easy weddings

MEDIA KIT

2026

Every year, more than
80% of Australia's
engaged couples use
Easy Weddings to plan
their wedding.



#1

Google Ranked



26Y

Of Innovation



3.1M

Annual Visitors



318K

Supplier Reviews



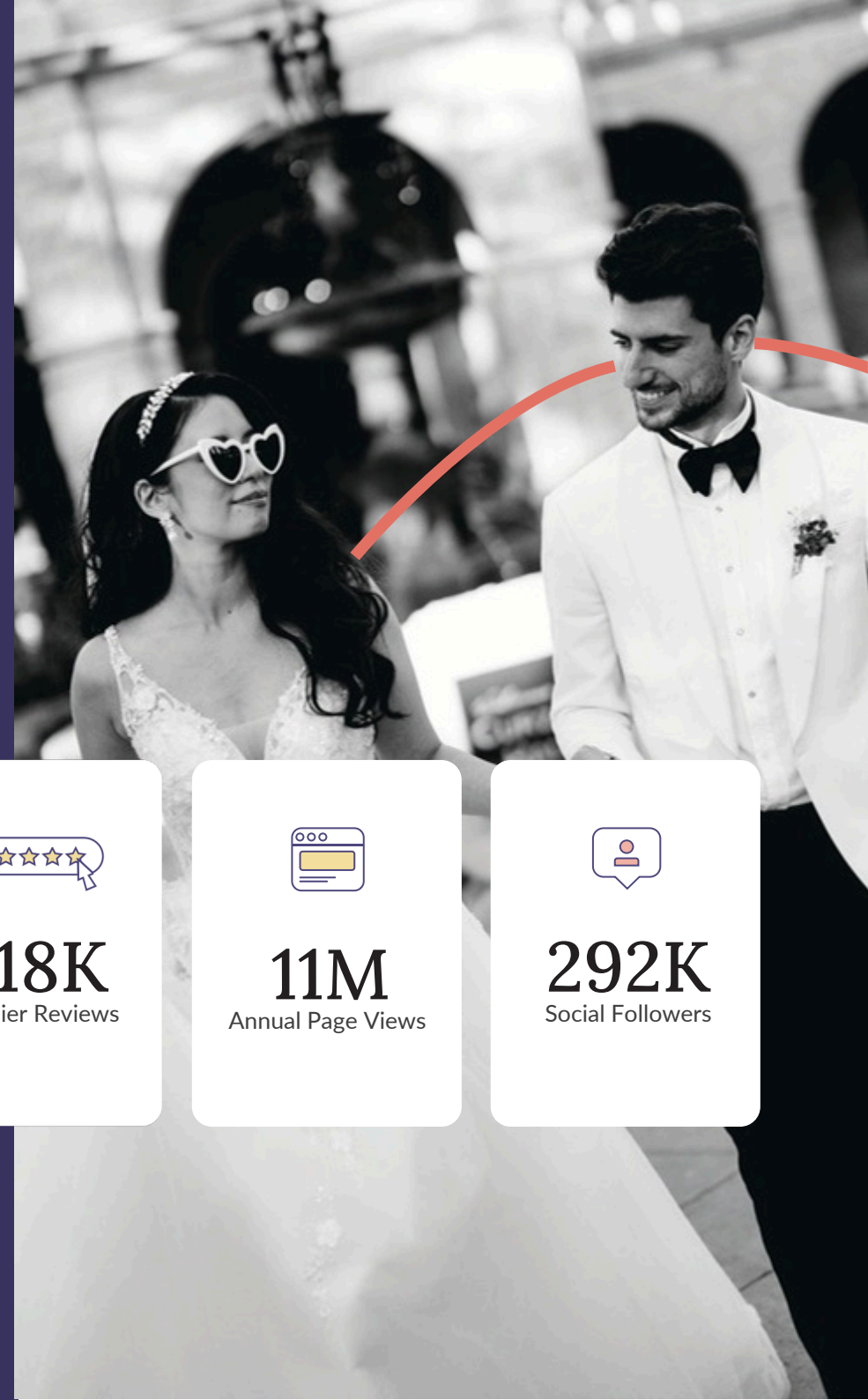
11M

Annual Page Views



292K

Social Followers



Your venue, found



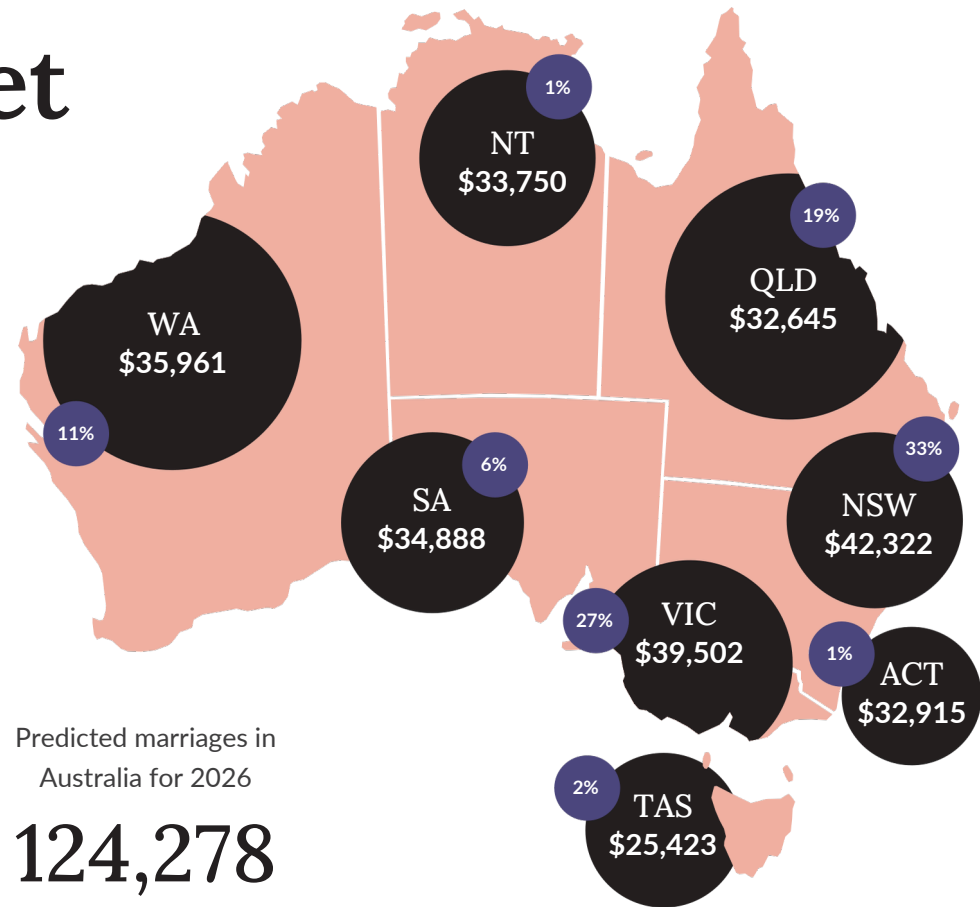
Visibility is everything, but connection is what closes the deal. At Easy Weddings, we've spent two and a half decades perfecting the art of the introduction. We've built an ecosystem where your brand doesn't just sit on a list; it stands at the very top of a couple's "must-see" shortlist.

As Australia's leading marketplace, we capture more than half of the country's organic search traffic, serving as the digital front door for **300,000 monthly users (average)**. These couples come to us to find more than a space; they come to find a feeling. We know your venue has a story to tell, and we have the scale, the data, and the heart to help you tell it to the largest audience of engaged couples in the country.



The Australian wedding market opportunity

Now in its eleventh year, Easy Weddings conducts the largest annual national wedding survey with data from more than 4,000 engaged and recently married couples, as well as 800+ wedding businesses



The size of the Australian Market

121,351

Marriages across Australia in 2025

122,121

Predicted marriages in Australia for 2026

124,278



OUR ECOSYSTEM

We don't just list your venue; we weave your brand into the daily lives of Australia's engaged community. Think of us as the ultimate bridge, ensuring you are exactly where people come to find "the one."

By claiming your seat at the head of the industry's table, you aren't just gaining a listing; you're gaining a 360-degree brand presence.

Our share of organic website traffic is **double** our nearest competitor

When you partner with us, you aren't just buying a listing; you are securing your place at the centre of Australia's largest wedding community. We offer more than double the visibility of our nearest competitor, ensuring your venue isn't just seen, but it's chosen.

MARKET SHARE BY ORGANIC REACH

In a competitive market, scale isn't just a metric; it's your greatest business advantage. Easy Weddings commands a presence unmatched in the Australian landscape, providing a spotlight for your venue that doesn't exist anywhere else.



Why partner with Easy Weddings?



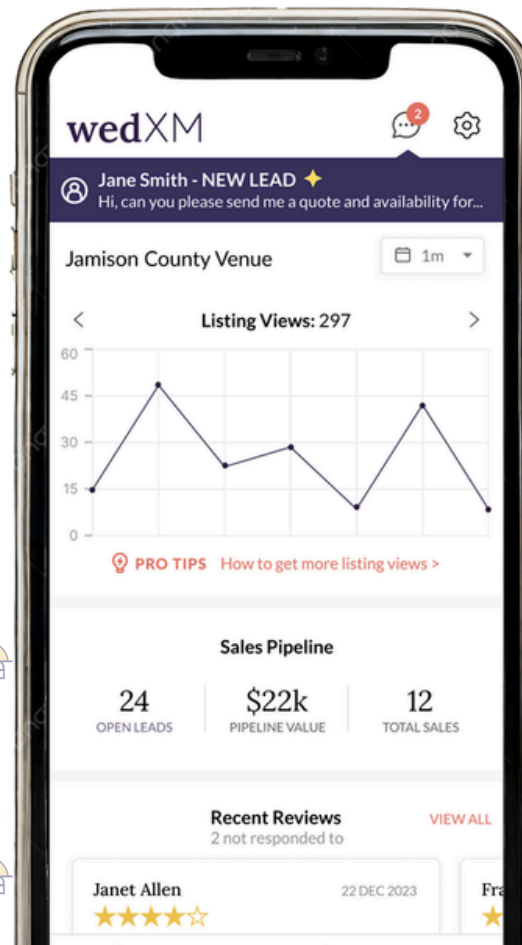
Reach the right audience with Easy Weddings' top Google rankings and an average of 300K monthly active users. Showcase your business on our website and Australia's No.1 wedding planning app.



Simplify your business operations with WedXM and personalised guidance from your dedicated Partnership Manager to help maximise your results and ROI.



Stay ahead with industry insights, professional resources, and exclusive event access. Easy Weddings is more than an advertising platform — it's your partner in growth.



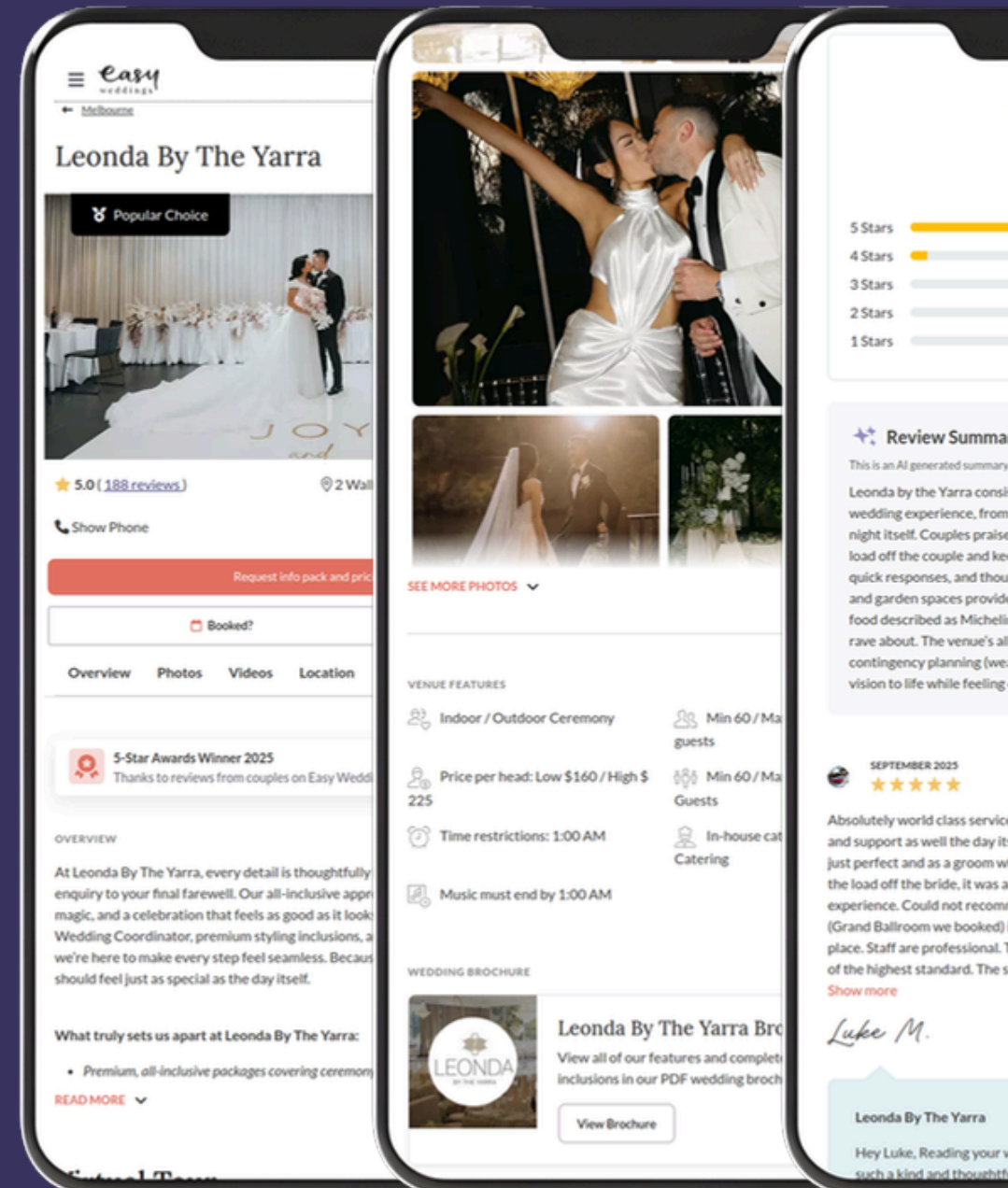
Your personalised storefront

Your Easy Weddings storefront is more than just a profile – it's a high-performance landing page professionally crafted to convert. Our in-house copywriting team handles the heavy lifting, weaving your unique brand story into a narrative that resonates with the thousands of couples searching for their dream team every day.

What your personalised storefront will feature:

- Geo-targeted search
- Ideal demographic found through search
- Reviews of your business
- FAQs
- Enquiries straight to your inbox

It's the ultimate branding exercise for every stage of the planning journey.



Community & networking

Success in the wedding world isn't just about what you know, but who you stand alongside. When you partner with Easy Weddings, you're gaining exclusive entry into Australia's most vibrant network of wedding professionals.

Joining the Easy Weddings community gives you access to:

- Exclusive EVOLVE events
- Deep-dive masterclasses
- Educational webinars
- Networking opportunities
- Legendary end-of-year celebrations



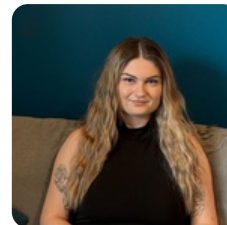
EXCLUSIVE NETWORKING

Connect with like-minded suppliers at live events that turn industry peers into powerful referral partners.



PRO-EDUCATION & RESOURCES

Get first access to industry-leading webinars and tactical articles designed to help your venue thrive in a changing market.



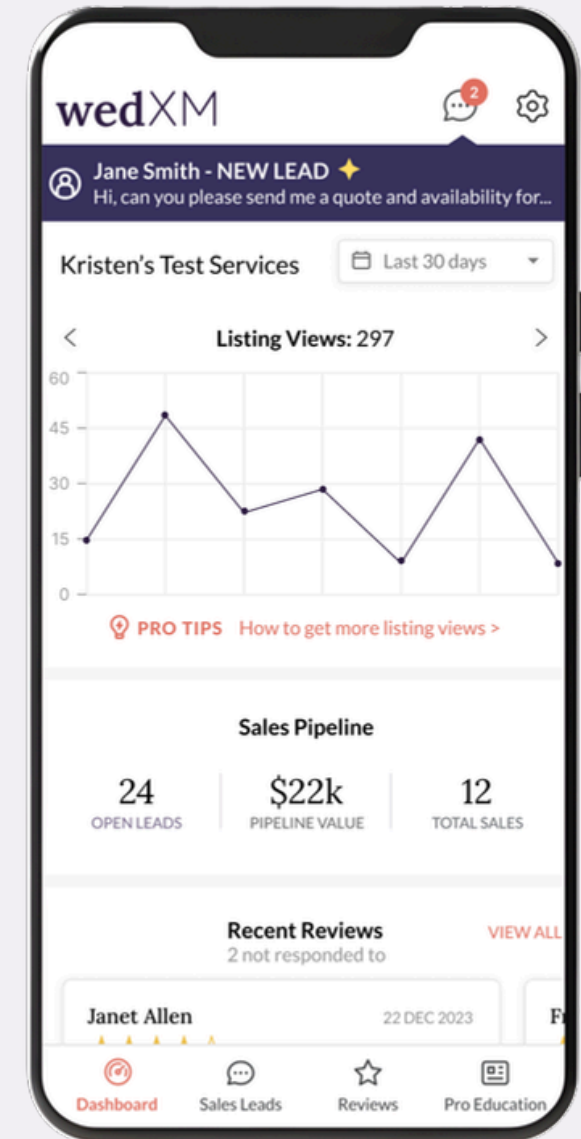
DEDICATED SUPPORT

Build a strategic relationship with your Portfolio Manager—your personal insider and advocate within the Easy Weddings community.

Receive enquiries direct to your inbox and real-time analytics

Stop chasing leads and start closing them. With more qualified enquiries than any other site in the country, Easy Weddings gives you the scale and WedXM gives you the control. Track your storefront's performance with real-time analytics and respond instantly via built-in messaging. It's secure, data-driven, and designed by suppliers, for suppliers, to ensure you never miss a booking.

- **Instant Messaging:** Close the gap between enquiry and booking with real-time chat.
- **User-Led Innovation:** Features built on real data from over 800+ wedding businesses.
- **The WedXM App:** Leads, messages, and insights—managed anytime, anywhere.
- **Secure Team Access:** Seamless multi-user login so your whole team stays in the loop.



Boost couples' confidence with reviews

... and be awarded

Easy Weddings hosts Australia's most sophisticated and trusted review system. In an industry where couples consult up to 11 touchpoints before booking, verified social proof is the final bridge between a "browser" and a "booking." We don't just collect feedback; we build your credibility, providing the psychological safety couples need to stop researching and start meeting with you.

Easy Wedding's **5-Star Supplier Award** is more than just a digital trophy; it's a mark of industry excellence that signals you are the "safe bet" in a crowded market. Consistently earning top-tier reviews doesn't just feel good; it delivers a tangible competitive edge. Award winners benefit from increased visibility, a prestigious badge of honour on their storefront, and the elite status that tells every couple: this is a professional who delivers on their promises.

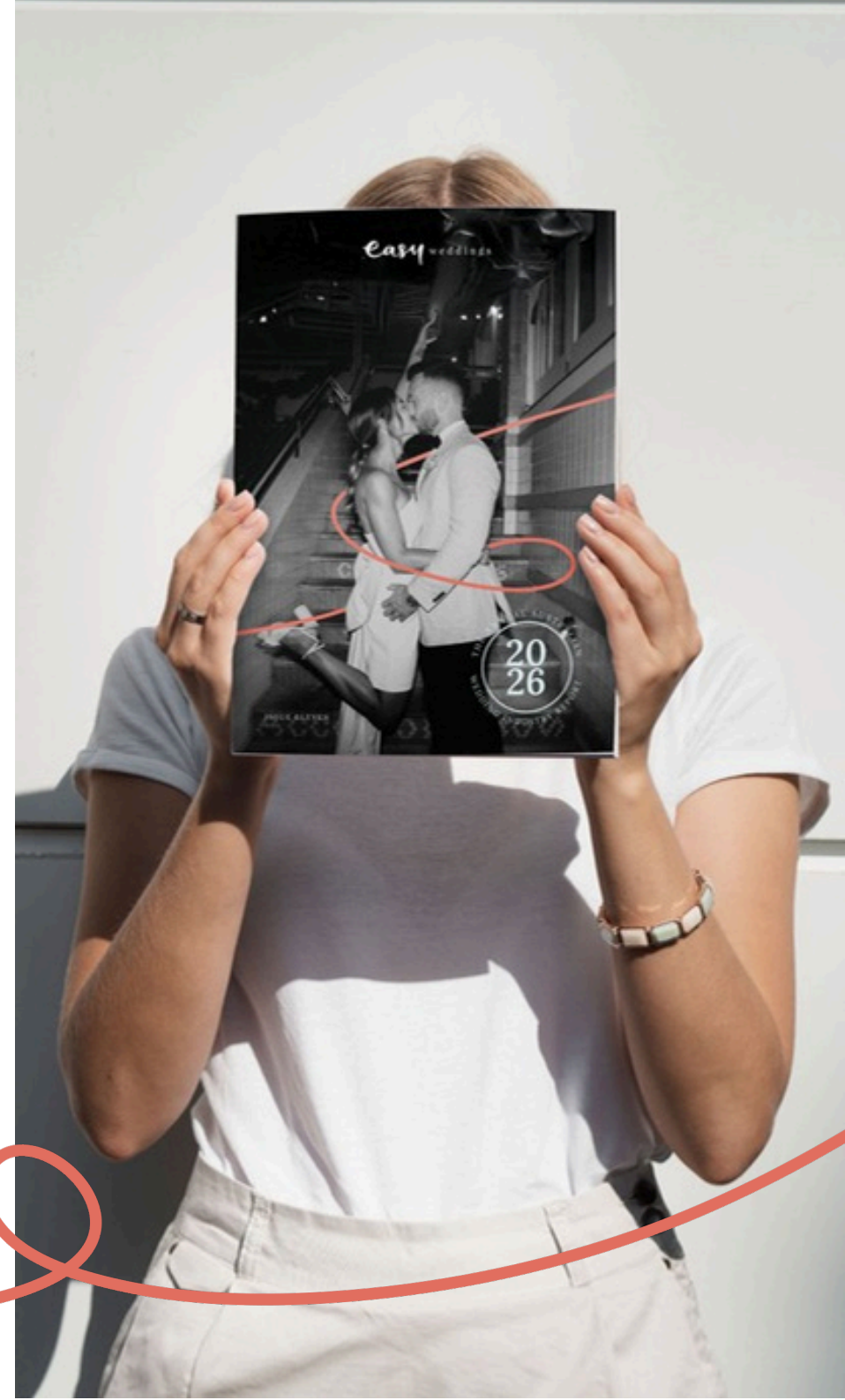


The Annual Industry Report

For over a decade, Easy Weddings has conducted the nation's most comprehensive study into the wedding industry. We dive deep into the minds of couples and the operations of businesses to map out the trends, spending habits, and shifts that define the Australian market.

The 2026 data at a glance

- **4,000+ Couples Surveyed:** Direct feedback on their budgets, booking behaviours, and what makes them say "yes" to a supplier.
- **500+ Wedding Businesses:** Insights from your peers on pricing, marketing spend, and business confidence.
- **11 Years of Trends:** Over a decade of historical data allowing us to predict where the market is moving next.
- **300,000 Monthly Users (Average):** Real-time behavioural data from Australia's largest wedding marketplace.





Why the Annual Industry Report matters to your business

We don't just collect data; we share it with our partners to ensure you stay ahead of the curve.

- **Benchmark Your Pricing:** Know the average spend in your category (e.g., the current national average of \$38,252) to price your services with confidence.
- **Understand the "Human Premium":** Our data shows 88% of couples book based on personal connection—helping you refine your sales approach.
- **Identify Emerging Trends:** From the rise of "Lo-fi" content to the 23% budget overspend, we show you exactly where couples are putting their money.
- **Optimise Your Marketing:** Learn which platforms and touchpoints are influencing couples in 2026 so you don't waste a cent on underperforming ads.

Panama Dining Room

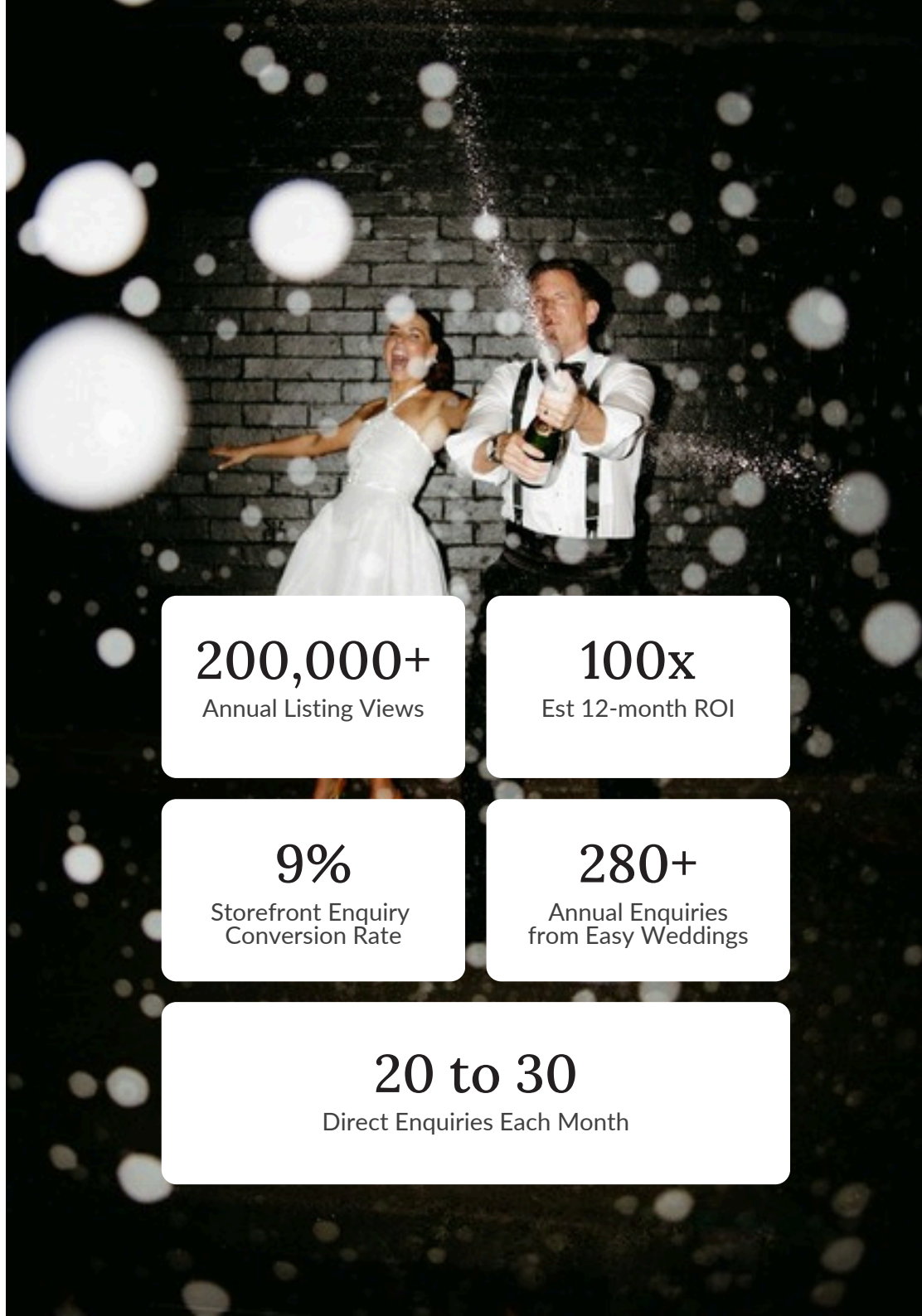
 Fitzroy, Australia



“The personalised service from Easy Weddings is something I've never experienced in the industry before. They really know weddings. The advice and experience over the years have made a profound difference to our business.”

BENEFITS OF EASY WEDDINGS

- An online platform to showcase the business with a bio and photos, outside of the website.
- Wedding industry advice from the team.
- The reputation that comes with partnering with Australia's most popular wedding website.
- A one-stop shop that provides visibility to couples in the early stage of their wedding planning.



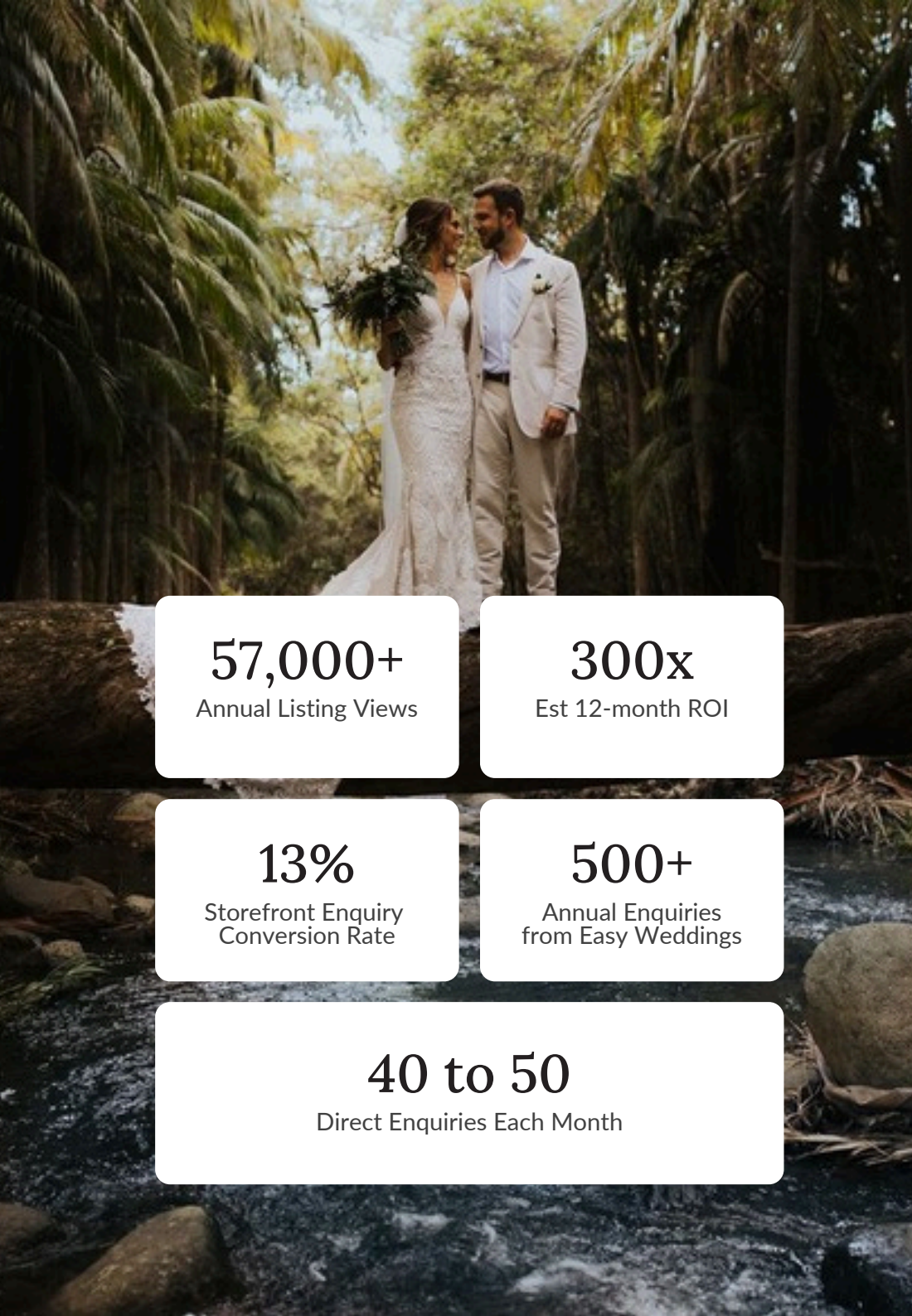
200,000+
Annual Listing Views

100x
Est 12-month ROI

9%
Storefront Enquiry
Conversion Rate

280+
Annual Enquiries
from Easy Weddings

20 to 30
Direct Enquiries Each Month



57,000+

Annual Listing Views

300x

Est 12-month ROI

13%

Storefront Enquiry
Conversion Rate

500+

Annual Enquiries
from Easy Weddings

40 to 50

Direct Enquiries Each Month

Tamborine Mountain Glades

 Gold Coast, Queensland



“It’s called Easy Weddings for a reason! Being easily accessible to couples, and for them to see what we offer in the one place early in the process, is really helpful for securing bookings”

BENEFITS OF EASY WEDDINGS

- Visibility to clients starting their wedding planning, who may not know what they want yet.
- An additional advertising tool that brings in enquiries.
- A platform to share what we offer and price range.
- Easy access for couples to enquire with us and for us to have access to them

Advertising solutions

	SPOTLIGHT	PREMIUM	ESSENTIAL
Personalised storefront on Easy Weddings	✓	✓	✓
Appear in search results for your category and region	✓	✓	✓
Access to WedXM desktop and app to manage enquiries and your sales pipeline	✓	✓	✓
Dedicated Partnership Manager for business advice and support	✓	✓	✓
Access to market insights, pro-education tips and exclusive invites to webinars and events	✓	✓	✓
Listing appears above standard listings to boost your exposure	✓	✓	✓
Rotational placement in a prime listing position, showcasing your key selling points	✓	✓	
Additional marketing opportunities like article features and social media promotion	✓		
Guaranteed rotation on top 6 positions PLUS a second priority listing further down	✓		
Initial Advertising is for 12 months and then month - month agreement			

How we work

1

Our team of professional content writers will create an Easy Weddings storefront to showcase your business.

2

Get discovered by couples searching for suppliers like you

3

Manage enquiries and bookings through our easy-to-use WedXM platform

4

Watch your business and bookings grow

5

Optimise your storefront at your own pace to boost enquiries and drive more conversions.



easy weddings



Reach out to the team

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easyweddings.com.au