

I V O R Y T R I B E

media kit

2021

We are;

THE ONE-STOP DIGITAL COLLECTIVE CONNECTING COUPLES WITH

exceptional local suppliers

FOR THEIR BIG DAY.

We connect couples to suppliers.

Our job is simple: we connect our readers to our superstar suppliers (hint: this could be you!).

We're the first click for engaged couples. They know it's where they'll discover the magical members of their A-team - all of which are hand-picked and endorsed by us.

It's a vortex of wedding content out there. We help couples cut through the overload and overwhelm to find suppliers and inspiration.

We're a one-stop shop. An online haven which acts as a personal wedding day cupid, and also celebrates the work of talented suppliers by showcasing local weddings and creations long after the walk down the aisle.

blog

Clever couples love clever content,
and we speak their love language.

Here, we spotlight the incredible work
of our suppliers, providing bucketloads
of big day inspiration for couples soon
to be walking down their own aisle.

Our pages showcase 'real' weddings.
And they tell the real love stories
behind them. Our readers know these
are local, so the suppliers are relevant,
tangible and able to be booked for
their own wedding.

We also love to spotlight the stories
behind our brilliant suppliers. Why they
do what they do (and why that makes
them the best pick), what they've
got coming up and styled shoots or
campaigns featuring their magical
touches. As long as it's interesting and
inspiring for our couples and suits our
style, we want in on the action. Be
sure to keep us in mind when exciting
adventures come your way.

directory

Did we just become best friends? As part of Ivory Tribe, you'll surely feel like it. This isn't a sign-up, once a year sitch. We're in it for the ever-after.

As part of our Tribe Wedding Directory, you're connected with not only us, but also to your highly-talented peers within the local market. Let's be honest, we love any excuse for a good glass of bubbles, so we host events and encourage everyone to come along, mingle and bounce ideas off each other. It's networking, but way more fun.

Our community of like-minded stars who celebrate love in their own unique way. The directory supports each business by showcasing beautiful and professional imagery of your offering, while carefully crafting a biography - highlighting exactly who you are and what sets you apart.

“

Ivory Tribe has been a godsend when planning our wedding. Nearly all our suppliers were sourced from Ivory Tribe and it's been the weight that has given us the confidence to book someone - if they are part of the directory or if they have been featured in their real weddings page - we want them.

Jade

directory

Sponsored eDMs, carefully-curated Instagram stories that send couples your way, or social media campaigns that boost your business - we tell your story and ensure it packs a punch.

Take it from our suppliers,

we don't just talk the talk:

“

“We have been with Ivory Tribe from the beginning! The team behind the glorious photos and amazing content are such talented, helpful, kind and creative women! We love working with such a strong and forward thinking team. We get so many referrals via Ivory Tribe and know this contributes to our successful business within the wedding industry. We love them!”

Rusty Gate Weddings

We know weddings. You know weddings. Let's tie the knot.

ARE YOU KEEN TO GET IN ON AN ESTABLISHED DIGITAL MARKETING PLATFORM?

ARE YOU READY TO MAKE A SPLASH WITH YOUR NEWLY-LAUNCHED WEDDING BUSINESS?

HAVE YOU GOT THE GOODS BUT FEEL IT'S TIME TO GROW?

HAVE YOU FOUND YOUR NICHE AND KNOW IT'S TIME TO REFINE YOUR CLIENTELE?

ARE YOU KEEN TO RUB SHOULDERS WITH LIKE-MINDED CREATIVES?

DO YOU WANT TO TRY A NEW AVENUE AND BROADEN YOUR AUDIENCE ACCESS?

DID YOU ANSWER *yes* TO ANY OF THESE QUESTIONS WHEN IT COMES TO YOUR MARKETING?

WE'VE GOT A GOOD FEELING ABOUT YOU. YOU COULD BE THE PERFECT FIT FOR IVORY TRIBE.

By partnering with us...

YOU ARE A PART OF THE TEAM.

WE KNOW THAT RUNNING A SMALL BUSINESS CAN FEEL LIKE A LABOUR OF LOVE. OUR MEMBERS
ARE A PART OF A WIDER COLLECTIVE, AND IT'S JUST THE WAY WE LIKE IT.

THROUGH REGULAR EMAIL CONTACT, AND RECIPROCAL SOCIAL SHARING - WE SHOW OFF OUR
SUPPLIERS AT EVERY TURN AND WANT YOU TO KNOW THAT YOU'RE A PART OF THE FAMILY.

Numbers . data . Insights .

OUR KEY INSIGHTS

June 2020 - June 2021

WEBSITE INSIGHTS

In the last year our website had over 670,000 page views with an average of 12,000 users per month.

Our website has an average of 2.5 sessions per user, ranking our site well above the industry standard of 1.5 sessions per user.

78.9% of our website users are female, with 39% of users aged between 25-34.

Our website reaches users all over Australia. 45% of users are from Melbourne, 12% from Sydney and 6% are from Brisbane.

While 79% of our users are from Australia, we have fans all over the world, with 9% coming from the United States and a further 3% from the United Kingdom.

INSTAGRAM INSIGHTS

In the last year, our Instagram content reached over 24.6 million people.

The Ivory Tribe Instagram account currently has over 122,000 followers, growing at a steady rate of 2.4% each month.

In the last year, Instagram contributed to over 55% of website users.

Our stories reached over 8.4 million people in the last year.

93.6% of our Instagram users are female, with 63.4% aged between 24-34.

FACEBOOK INSIGHTS

In the last year, our Facebook content reached over 527,000 people.

Our average engagement per post is 5%, well above the industry average.

In the last financial year, Facebook contributed to over 30% of website users.

94% of our fans on Facebook are female, with 54.2% aged between 25-34.

PINTEREST INSIGHTS

In the last year, our Pinterest account had a total audience of over 80,600 people.

86.9% of our Pinterest audience are female, with 63.8% of that audience aged between 25-34.

While a new channel for Ivory Tribe, Pinterest contributed to over 13% of users to the website in the last financial year.

Tribe testimonial

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Hi Nat and Jo,

Words cannot express how happy I am that I made the choice to partner with Ivory Tribe to kickstart Bow Creative's business journey. You guys are the most supportive team I could ask for with constant follow ups and going above and beyond to make sure your Tribe is performing to their best but most of all, you guys deliver!

Whenever a social post or a blog post is published I not only know that I will definitely get a great exposure and an increase in enquiries but I know that it will be impeccably written.

I know that Bow Creative will only continue to grow to new heights with a partnership with Ivory Tribe into the future!

Kath, Bow Creative

Advertising options

READY TO MAKE IT OFFICIAL?

WE'VE GOT AN OFFERING FOR EVERY

individual

LOVE STORY.

first date

\$550

Commitment issues? We get it. Let's take it slow and see what happens.
12 month online directory listing in your category of choice

young love

\$800

Butterflies? Blushing? Smiling at your phone on the reg? Go on, get excited.
12 month online directory listing in your category of choice
1 x social media feed post published on both Facebook and Instagram
*scheduled by Ivory Tribe throughout the duration of an annual subscription.

going steady

\$1200

Things heating up? Get a key cut? May as well dive in deep.
12 month online directory listing in your category of choice
3 x social media feed posts published on both Facebook and Instagram
*scheduled by Ivory Tribe throughout the duration of an annual subscription.

SOCIAL MEDIA BUNDLE

\$500

- 1 x Instagram story post
- 1 x Instagram feed post
- 1 x Facebook feed post

**SOCIAL MEDIA -
FEED POST**

\$350

A curated sponsored social media post that will appear on both our Instagram feed and Facebook page.

**SOCIAL MEDIA -
INSTAGRAM STORY**

\$250

A curated story that will appear on our Instagram account for 24 hours. Includes account handle and link.

**WEBSITE -
SPONSORED BLOG POST**

\$600

A unique editorial piece curated by the Ivory Tribe creative team that spotlights your brand and further promotes your business. This exclusive article could be in the form of a brand profile, an expert interview, a Q&A or any other avenue that best tells the story of your offering. Ivory Tribe will work closely with you to create stunning content that will engage our audience and meet your marketing needs.

EDM's

Price on application.
Sponsorship and solus buyout opportunities available.

CUSTOM PACKAGES

If you have a budget to work within, let us know your preferred inclusions and we can tailor a package to suit your business needs.

*Pricing excludes GST

*Quarterly payment options available for online directory listing subscriptions

*All directory listings are for the duration of a 12-month contract

*Placement priority within directory categories is based on listing type.

Advertising options

Let's roll

next steps

IF YOU DECIDE THAT IVORY BLOOD IS RUNNING THROUGH

YOUR VEINS, PLEASE REGISTER YOUR INTEREST HERE:

IVORYTRIBE.COM.AU

IVORY
T R I B E

