

Weddings Section Guides Brides and Grooms, and Helps Connect Local Vendors

The Daily Review
Towanda, Pennsylvania

Special section features and advertising create a comprehensive go-to guide for local couples planning to tie the knot.

Wedding Planner
A Supplement to **The Review** January 2024

Planning your party
Options abound when shopping for wedding reception venues

Mastering the Moments
Time management tips for your wedding day

Here comes the cake
Wedding cake ideas couples can dig into

Reasons to hire a wedding planner

Simple Spectacular Weddings & Special Events

Towanda Golf Club

Hurley's First Class Catering

Finley's

Questions to ask when vetting wedding vendors

Watkins Glen Club Remodel Park

Wedding & Special Events Center

Benck Lake Events Center

Sign into these wedding cake options

STONE HEDGE GOLF COURSE

“The Metro Creative Special Section Templates have been a great asset to our company to help us sell more ads to generate revenue. I would highly recommend Metro Creative to help your business grow.”

— Sue Rought,
Advertising Manager
The Daily Review

CREATE: The Daily Review recently used Metro’s fully templated “Weddings” Themed Special Section to produce a successful “Wedding Planner” insert featuring tips, trends and advice, as well as helpful advertising from local wedding venues and vendors. The publication ran the special section in print and online, and advertising manager Sue Rought says the template was very easy to use.

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SELL: Rought says her advertisers love the niche marketing opportunity this special section provides, making it an easy sell for the publication. The section ran online and as an insert in The Daily Review. They also placed overrun copies in high-traffic locations around town.

PROFIT: The publication’s “Wedding Planner” closed ad sales of various sizes from 15 advertisers, including wedding halls, catering companies, jewelry stores, party supply rentals and more. Rought reports that revenue from the special section totaled \$3025.