



LA
LISTA

La Lista

The International
wedding platform
for Italian weddings

Benvenuti

Thank you for being here.

At La Lista our mission is to drive the industry forward by connecting couples and suppliers; bringing them closer than ever before.

In its short life, La Lista has shown us the power of authenticity and transparency. When making wedding decisions, especially when booking venues and suppliers, couples trust La Lista's recommendations.

Through the trust we have fostered with our audience La Lista can transform your lead generation, audience acquisition and brand image. The opportunities presented in this brochure have been carefully curated and tested for you by our marketing team. They allow your business to access a completely unique, niche audience of couples planning their Italian weddings in the next 2 years.

As an ex-Italian bride, a wedding planner and a marketer with a career spanning over a decade, I have a unique lens in which I proudly lead La Lista's vision and our team of incredible marketing experts. Our team of deeply caring individuals want your business to thrive and I know the opportunities presented here will help you achieve just that.

We think extremely carefully about the content we put out in to the world and we strive to make our industry transparent through a Code of Ethics that each vendor member must adhere to. It's important to read this if you're thinking of joining our family.

La Lista will be the place every couple start their Italian wedding planning journey. Be there when they do,

Lucy

Founder & Director, La Lista



Credit: Ben White

89%

OF OUR AUDIENCE ARE 26-35 YEARS OLD, PLANNING A WEDDING IN ITALY IN THE NEXT 2 YEARS

1000

ENQUIRIES PER WEEK GO DIRECT FROM COUPLES TO SUPPLIERS THROUGH LALISTA.COM

100%

GROWTH IN LALISTA.COM WEBSITE TRAFFIC 2022 TO 2023

30%

US AUDIENCE + GROWING

La Lista / Collaboration. Community. Connection



Credit: Kreativ Wedding

“The enquiries I receive from La Lista are my ideal target audience and as La Lista has grown, more of these have been US based. Couples come from La Lista respecting my business, my prices and my expertise.”

ALE LINOCI, WEDDING PLANNER, PUGLIA EXPERT

La Lista / Brand Presence

Our communications footprint reaches a niche audience of wedding influencers, planners, suppliers, venues and couples who come for trusted advice, up to date information, inspiration and recommendations.

2500

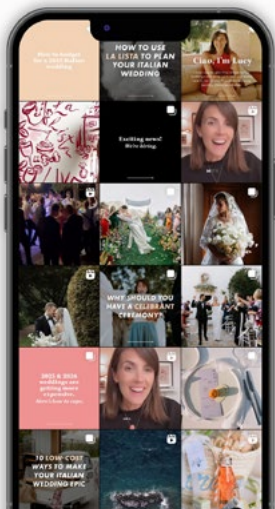
FACEBOOK COMMUNITY COUPLES

150

MEMBERS IN THE CLUB

14,000

YOUTUBE VIEWS



10k

INSTAGRAM FOLLOWERS, 60K TARGETED REACH PER WEEK

30k

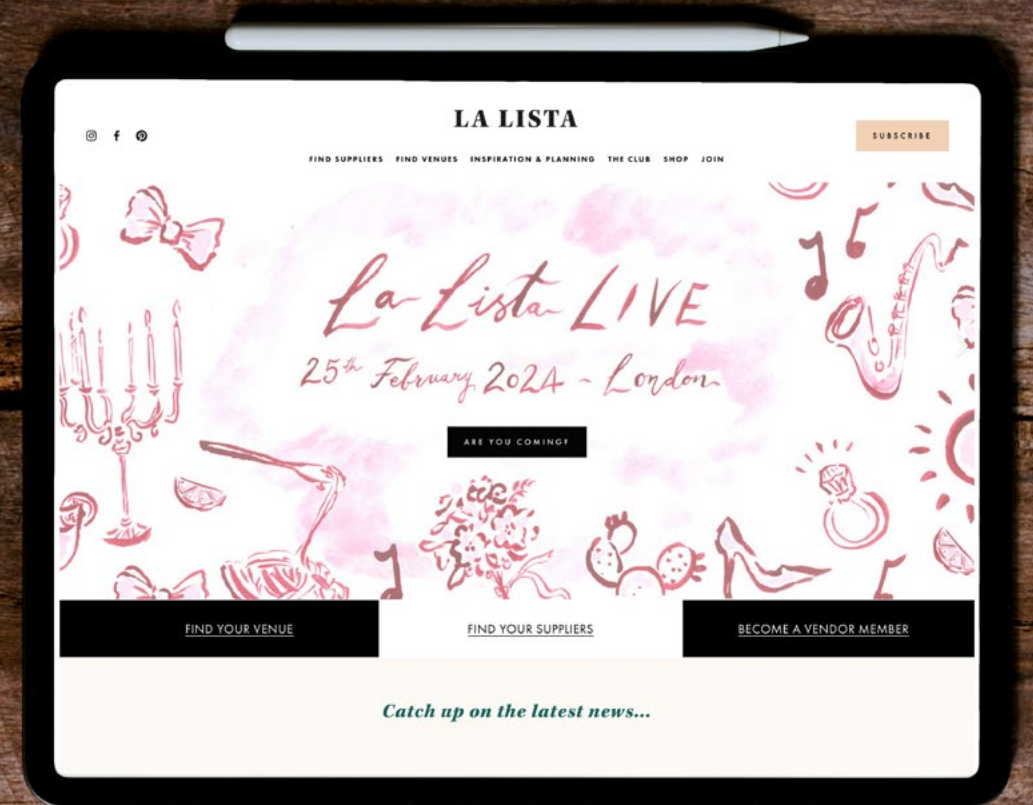
WEBSITE VISITS A MONTH

9000

EMAIL SUBSCRIBERS

300

SUPPLIER MEMBERS



La Lista / The Audience

98%

'COMPLETELY' TRUST LA LISTA

89%

26-35 YEARS OLD, PLANNING
A WEDDING IN ITALY IN THE
NEXT 2 YEARS

70%

HAVE A WEDDING PLANNER

20%

ARE PLANNING THEIR OWN WEDDING

82%

FEMALE

70%

> £40K-£150K+ WEDDING BUDGET

"I found and booked my venue, my dream photographer, lighting, music and florist all through La Lista's recommendations. I check lalista.com every week. Thank you for providing so much support and inspiration."

AYDA, NOV 2023

"We got married last weekend at Borgo del Carato and had truly the most magical few days. We found the venue through La Lista and could not be more grateful."

TEROUZ, 2023

La Lista / The Directory

Join The Directory and drive enquiries right in to your inbox. Gain the La Lista stamp of trust and benefit from our high ranking SEO.

Suppliers + Venues

12 month member fee **£300** +VAT (where applicable)

- Brand portfolio on lalista.com
- La Lista Loves: team recommendation and La Lista stamp of approval
- Prioritised real wedding submissions
- Supplier Sunday Instagram post when you launch
- Welcome instagram stories sequence when you launch
- Email promotion in newsletter to announce launch
- Annual insights report from our external surveys with couples
- Access to La Lista's private directory community
- Early access to new business products and in person events

Members are recommended in the couples community (2500 brides) and The Club membership when suitable for the audience and at La Lista's discretion.

Directory Profiles automatically renew annually. The automatic renewal can be cancelled at any time.

Enhanced membership

£700

The Directory membership plus:

- 1 month slot on La Lista's homepage noticeboard
- 1 additional Instagram post and story sequence in 12 months
- 1 additional panel in La Lista's newsletter in 12 months

La Lista / Simply. it works

But don't just take our word for it

"My 2024 calendar is full thanks to La Lista."

PHOTOGRAPHER, 2024

"I've had a lovely flurry of email enquiries since you mentioned us in the Facebook group, thank you."

PLANNER, 2023

"I've booked my first Italian wedding since joining La Lista 1 month ago."

CELEBRANT, 2023

"We have 3 enquiries a week from La Lista."

PUGLIAN VENUE, 2023



"I've shifted to my ideal client level and been able to put a minimum spend in place thanks to the enquiries from La Lista."

FLORIST, 2023



Credit: Emily Rose Hamilton

La Lista / Advertising + Sponsorship

As a member gain exclusive access to advertising opportunities.

Web

La Lista Loves: Homepage main panel. Solo slot, 1 week	£300
Noticeboard panel. With up to 9 other suppliers. Good for flash sales, discounts, communicating your travel dates or filling last minute slots in your diary	£150
Key page take over. Take over a key traffic page, 1 month	£250
Editorial. Produce an article in collaboration with our team	£200

Email

La Lista loves: main recommendation panel within the newsletter email	£250
Footer banner in Lucy's quarterly email	£250

Instagram

Instagram post	£200
Instagram story sequence	£200
Instagram reel	£200

YouTube

Episode take over	£400
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Price and availability on application.

If you'd like to host the team, explore any of these opportunities, discuss other ideas or sponsor our in person events please email emilyj@lalista.com or check out our advertising brochure for more details.

La Lista / Your Team



Beth

Supplier + Content Lead



Morag

Venue Lead



Danielle

Co-Founder + Supplier
Acquisition



Emily

Marketing Lead

Your clients want to see
you on La Lista.

Email hello@lalista.com
to join today.