

la LISTA.

THE *Directory*

The all-in-one wedding destination
for couples planning weddings in Italy.
Meet them through *La Lista*.



LALISTA.COM

PHOTO: BENJAMIN WHEELER

We are *la* LISTA.

Where couples plan their Italian weddings with *confidence*.

La Lista is the first stop for international couples planning a wedding in Italy. As a Directory member, you connect directly with a niche, highly engaged audience of couples from the US, UK and beyond who are actively looking for the right venues and vendors. Over the past five years, our planning products have supported tens of thousands of couples. With a brand trust rating of 96%, La Lista sends enquiries straight to our members' inboxes every day.

Our mission:

To strengthen the Italian wedding industry by bringing couples, venues and vendors closer together, through ethical, impact-driven marketing that is accountable for results.

Our values:

Transparency, authenticity, high standards and accountability. We welcome everyone and celebrate every kind of love. We're not afraid to speak up or do things differently in pursuit of our mission.

Become La Lista approved and:

- Reach couples already in booking mode, ready to secure their venues and vendors
- Receive enquiries straight to your inbox, with no commission and no middleman
- Build your brand through a trusted endorsement, not paid advertising
- Pay one low annual fee, with no hidden costs

The Code:

Trust and transparency are priceless to couples, so every Directory member commits to The Code. We're raising the standard across our industry. Whatever your role in the wedding world, join a community built on honesty, care and quality.

APPLY TO BE A TRUSTED MEMBER **TODAY**

“I wanted to build a Directory full of venues and vendors couples can completely trust. five years later, with thousands of happy couples supported, 96% of our audience fully trust our recommendations through The Directory.”

LUCY, WEDDING PLANNER, CEO & FOUNDER



27%

VISIT LA LISTA
WEEKLY

96%

OF COUPLES
COMPLETELY TRUST
THE DIRECTORY

32%

US AUDIENCE

6,000

COUPLES IN OUR
COMMUNITY

£70K

AVERAGE
BUDGET

La Lista: a modern, interconnected online space.

An industry first.

In 2026 we built a highly personalised platform that connects all our marketing channels into one seamless story. Your brand appears more frequently and consistently wherever couples find us, and reaches more of them around the world.

For *Couples*

A personal wedding
planning space

Couples community
forum and chat

A comprehensive directory
of vendors and venues

Save vendors & venues
from the Directory to revisit

Enquire directly with
vendors & venues

Manage enquiries sent
to Directory members

Wedding countdown
and ticklist

Expert support through
The Club membership &
shop products



For *Vendors*

A personal business
networking space

Directory membership
on application

Access to unique
industry events

Vendor community
forum and chat

Advertising opportunities*

Expert support through
The Collective membership
& our shop products

36,000

ENGAGED INSTAGRAM
FOLLOWERS WITH UP TO 1M
MONTHLY VIEWS

365K

MONTHLY WEB VIEWS

*available to Directory members only

The Website

Our platform is built for today's couple planning a wedding in Italy: international, discerning, and looking for something authentic.

Couples on La Lista can create their own wedding space, with planning tools and a community forum where they connect, share ideas and recommend vendors to one another. They can save Directory members' details, their conversations with them, and photos of members' work to their moodboard.

Because couples come back to La Lista throughout their planning, your business stays in front of them from first inspiration to final booking. Combined with a 96% trust rating, that makes the La Lista Directory the place for any Italian wedding business to be seen.



35K

UNIQUE MONTHLY
USERS

365K

PAGE VIEWS IN 1 MONTH
(MORE THAN THE WED*)

27%

OF MONTHLY USERS
VISIT THE SITE WEEKLY

The Socials

Daily content across Instagram, TikTok and Pinterest, meeting couples where they are.

Our strategic content approach includes Directory member features, industry-wide work celebration and inspiration, real weddings and practical planning advice.

Instagram

36K

FOLLOWERS

150K

ACCOUNTS REACHED
MONTHLY

8.5K

PROFILE VISITS
PER MONTH

14K

INTERACTIONS
PER MONTH

23%

UK AUDIENCE

TikTok

17K

FOLLOWERS

410K

TOTAL LIKES

1.1M

POST VIEWS
(PAST 12 MONTHS)

*Source: The Wed Media Kit 2026

The Directory *for vendors*

Align your brand with
the most trusted directory
for Italian weddings.

Standard Membership

- Brand portfolio on lalista.com for 12 months
- Your unique profile: log in and update your listing, view enquiries, access to private directory community chat
- La Lista stamp of approval + asset suite for use on socials and your own website
- Complimentary invitations to La Lista events
- Directory member-only advertising opportunities
- Annual insights report: giving you access to unique insight from La Lista couples

€595 / 12-month member fee

VAT is applicable to businesses registered in the UK. Ask your accountant for more details.

NEW MEMBER BONUS*

1 x Instagram story feature on launch

1 x lalista.com homepage feature for a 1 week period on launch



Photo: Benjamin Wheeler



[APPLY TO BECOME A MEMBER](#)

Photo: Benjamin Wheeler



Enhanced Membership

Elevate your membership and increase your reach with everything from the standard package, plus all of the below:

- 1 x 'La Lista Loves' carousel post or reel on Instagram grid
- 1 x 'La Lista Loves' feature on Instagram stories (up to 3 slides)
- 1 x feature in La Lista marketing email to couples

€1,295 / 12-month member fee

VAT is applicable to businesses registered in the UK. Ask your accountant for more details.

NEW MEMBER BONUS*

1 x Instagram story feature on launch

1 x lalista.com homepage feature for a 1 week period on launch

[APPLY TO BECOME A MEMBER](#)

*The 'New Member Bonus' activity is only available when you first join as a new directory member. It is not included with annual membership renewals. Directory profiles automatically renew annually. The automatic renewal can be cancelled at any time. Members are responsible for providing suitable, high-quality imagery and video for marketing purposes. La Lista reserves the right to control content published across its platforms and may request alternative content; where suitable content is not provided, La Lista reserves the right to postpone or cancel the relevant marketing activity.

The Directory *for venues*

Become officially La Lista approved and connect with couples who are ready to book their venue.

Standard Membership

- Brand portfolio on lalista.com for 12 months
- La Lista stamp of approval + asset suite for use on socials and your own website
- Complimentary invitations to La Lista events
- Directory member only advertising opportunities
- Your unique profile: login and update your listing, view enquiries, chat to other members
- Annual insights report - giving you access to unique insight from La Lista couples

€345 / 12-month member fee

VAT is applicable to businesses registered in the UK. Ask your accountant for more details.

NEW MEMBER BONUS*

1 X Instagram Spotlight post
1 x Instagram Story



APPLY TO BECOME A MEMBER



APPLY TO BECOME A MEMBER

Enhanced Membership

Elevate your membership and increase your reach with everything from the standard package, plus all of the below:

- 1 x Spotlight block in La Lista marketing email to couples
- 1 x TikTok post

€800 / 12-month member fee

VAT is applicable to businesses registered in the UK. Ask your accountant for more details.

NEW MEMBER BONUS*

1 X Instagram Spotlight post
1 x Instagram Story



*The 'New Member Bonus' activity is only available when you first join as a new directory member. It is not included with annual membership renewals. Directory profiles automatically renew annually. The automatic renewal can be cancelled at any time. Members are responsible for providing suitable, high-quality imagery and video for marketing purposes. La Lista reserves the right to control content published across its platforms and may request alternative content; where suitable content is not provided, La Lista reserves the right to postpone or cancel the relevant marketing activity.

The Directory with a difference.

A curated directory, *never a crowded one.*

We don't let everyone in. Membership is strictly capped by category and every business is vetted, so we only accept vendors we know our couples will connect with. That keeps The Directory focused, and it means your work is seen.

INCLUDED	STANDARD	ENHANCED VENDOR	ENHANCED VENUE
12-MONTH LISTING ON LALISTA.COM – THE DIRECTORY	X	X	X
LA LISTA STAMP OF APPROVAL	X	X	X
SAVE TO FAVOURITES	X	X	X
COUPLES CAN PIN YOUR PHOTOS TO THEIR MOODBOARD	X	X	X
PRIORITY EVENT ACCESS	X	X	X
INSIGHTS REPORT	X	X	X
MEMBER-ONLY ADVERTISING OPPORTUNITIES	X	X	X
THE NETWORK B2B PROFILE	X	X	X
PRIORITY SELECTION FOR MEMBER CELEBRATIONS ON SOCIALS	X	X	X
INSTAGRAM GRID POST		X	
INSTAGRAM STORIES FEATURE		X	
EMAIL FEATURE		X	X
TIKTOK POST			X

Piana piana

We'd rather grow slowly and build an audience that takes action. Instagram followers don't equal bookings; engaged couples do. Our audience is smaller by design, built through ethical marketing, and made up of couples genuinely planning a wedding in Italy.

- Be found where it matters. Your listing is SEO-optimised, so couples find you through search as well as through La Lista.
- Have equal visibility. The Directory rotates automatically, placing you in a new position with every visit. No one is permanently at the top, and no one is left at the bottom.
- Get direct enquiries. Couples contact you directly, and every conversation is saved to their profile, so they always remember who you are.
- Get your profile saved to favourites. Couples can shortlist you in their planning space and come back when they're ready to book.
- You're always promoted. We run paid advertising year-round to bring new couples to The Directory.

“La Lista has been great, I've been getting more inquiries than I expected! Thank you all for creating such a lovely directory and community, being so active and pioneering quality.”

- Access insights you won't find elsewhere. Every year, members receive exclusive insights into how couples plan, drawn from our own community.

One simple fee

A single membership fee covers everything. No commissions, no hidden costs, no complications.

Human, always

We're a small team and we do everything carefully, by hand. **This will never change.**

Seen, remembered, *booked.*

Advertising & Sponsorship

Couples planning their Italian wedding aren't browsing once and moving on — they're returning, researching and refining. Every touchpoint is an opportunity to become their obvious choice.

As a La Lista Directory member, you have access to exclusive advertising opportunities to promote your business across our marketing platforms.

ANTIPASTO €780 (value €975)

DEDICATED INSTAGRAM CAROUSEL POST	€345
DEDICATED INSTAGRAM STORY SERIES (UP TO 3 SLIDES)	€345
DEDICATED TIKTOK POST	€285

PRIMO €828 (value €1,035)

LA LISTA LOVES FEATURE IN MARKETING EMAIL	€345
DEDICATED INSTAGRAM CAROUSEL POST OR REEL	€345
DEDICATED INSTAGRAM STORY SERIES (UP TO 3 SLIDES)	€345

SECONDO €1,138 (value €1,420)

KEY PAGE TAKEOVER BANNER ON LALISTA.COM FOR 1 MONTH	€385
LA LISTA LOVES FEATURE IN MARKETING EMAIL	€345
DEDICATED INSTAGRAM CAROUSEL POST OR REEL	€345
DEDICATED INSTAGRAM STORY SERIES (UP TO 3 SLIDES)	€345

6,000

BRIDES IN THE LA LISTA
COUPLES' COMMUNITY

16,000

EMAIL SUBSCRIBERS
WITH AN AVERAGE
OPEN RATE OF 45%

365K

WEB HITS ON AVG. PER
MONTH - OVER 3× MORE
WEB TRAFFIC THAN
THE LEADING GLOBAL
EDITORIAL PLATFORM

700+

VENDOR & VENUE
MEMBERS

DOLCE/ADD-ONS

Optimise your main marketing package with:

INSTAGRAM POST OR REEL	€345
SPOTLIGHT BLOCK IN MARKETING EMAIL TO 16K SUBSCRIBERS	€225
INSTAGRAM STORY MINI-FEATURE (UP TO 2 SLIDES)	€285
KEY PAGE TAKEOVER BANNER FOR 1 MONTH ON LALISTA.COM	€385
FEATURED BLOCK ON CATEGORY PAGE FOR 1 MONTH	€285

If you'd like to discuss single-placement advertising, please contact our team.

Please note advertising spaces are limited per month, scheduled at our discretion and content is always requested by our team to ensure full optimisation of the activity booked.

Email us at hello@lalista.com to discuss

8.5M

POST VIEWS ON TIKTOK

950K

AVG. INSTAGRAM
VIEWS PER MONTH

49K

SOCIAL FOLLOWING



Ethical marketing promise: We believe in building our community with integrity. We never buy followers, likes, or fake engagement, ever. Our database is kept clean, up-to-date, and respectful of audience privacy. Every connection we make is genuine, every number you see is real, and every interaction is built on trust.

What they say about us.

We're passionate about reclaiming high standards for our industry. Align yourself with truth, quality and a team who care.

"It's one of the only directories that seems legitimate."

"After two years of planning, we did it! Thank you to La Lista for all the help throughout. All of our vendors came from the Directory and I would 100% recommend them all."

ROXY, BRIDE

"I am so thankful to find La Lista - it was like a planning bible to me throughout the whole process as we found our venue, caterers, florist and videographer all through La Lista and they were all amazing."

ALLY, BRIDE

"Thank you so much for helping us find the most perfect venue, Masseria Fontana di Vite, and such incredible vendors. It was truly the wedding of our dreams."

CHRISTINA, BRIDE

We're here to support your business.

APPLY TO THE DIRECTORY **NOW**



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